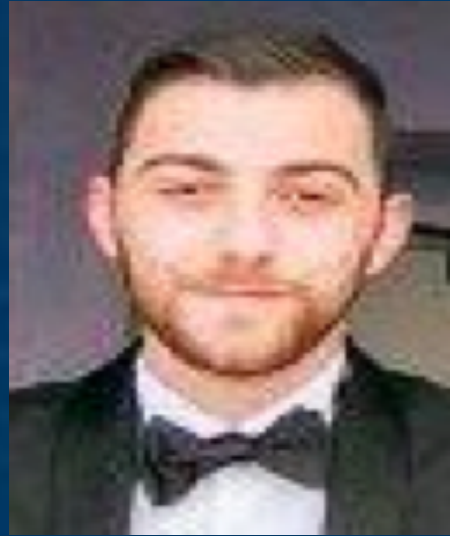


FAREHARBOR

SPARK

 OCTOBER 25TH 2021 



Tommaso Dini

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Minimum Effort, **Maximum** Result:

Website Optimizations That
Supercharge Conversions



On the Agenda

- > Let's Talk About Conversions
- > How to Optimize for Conversions
- > Actionable Next Steps



Let's Talk About Conversion Rates

By increasing your **conversion rate**, you will be able to increase your revenue without increasing sessions.



CVR

Optimization

This **doesn't require** a lot of time or monetary investment!



Benchmark

.4% is the average CVR in our industry.



How to **Optimize** For Conversions

Elements That Have Proven to Help a Website Convert





Ease of Checkout

Offering a **logical and easy** checkout path is one of the keys to increase conversions.



20%

of online shoppers abandon checkout due to a long/complicated checkout process.

[BAYMARD INSTITUTE, 2019]



Checkout Finding the Right Activity

The **booking funnel** must be optimized all the way from the top, when customers enter the website, until they make a booking.

- Content Structure
- Most Popular Activities
- Compelling Call to Action
- Activity Segmentation



Activity Segmentation Example

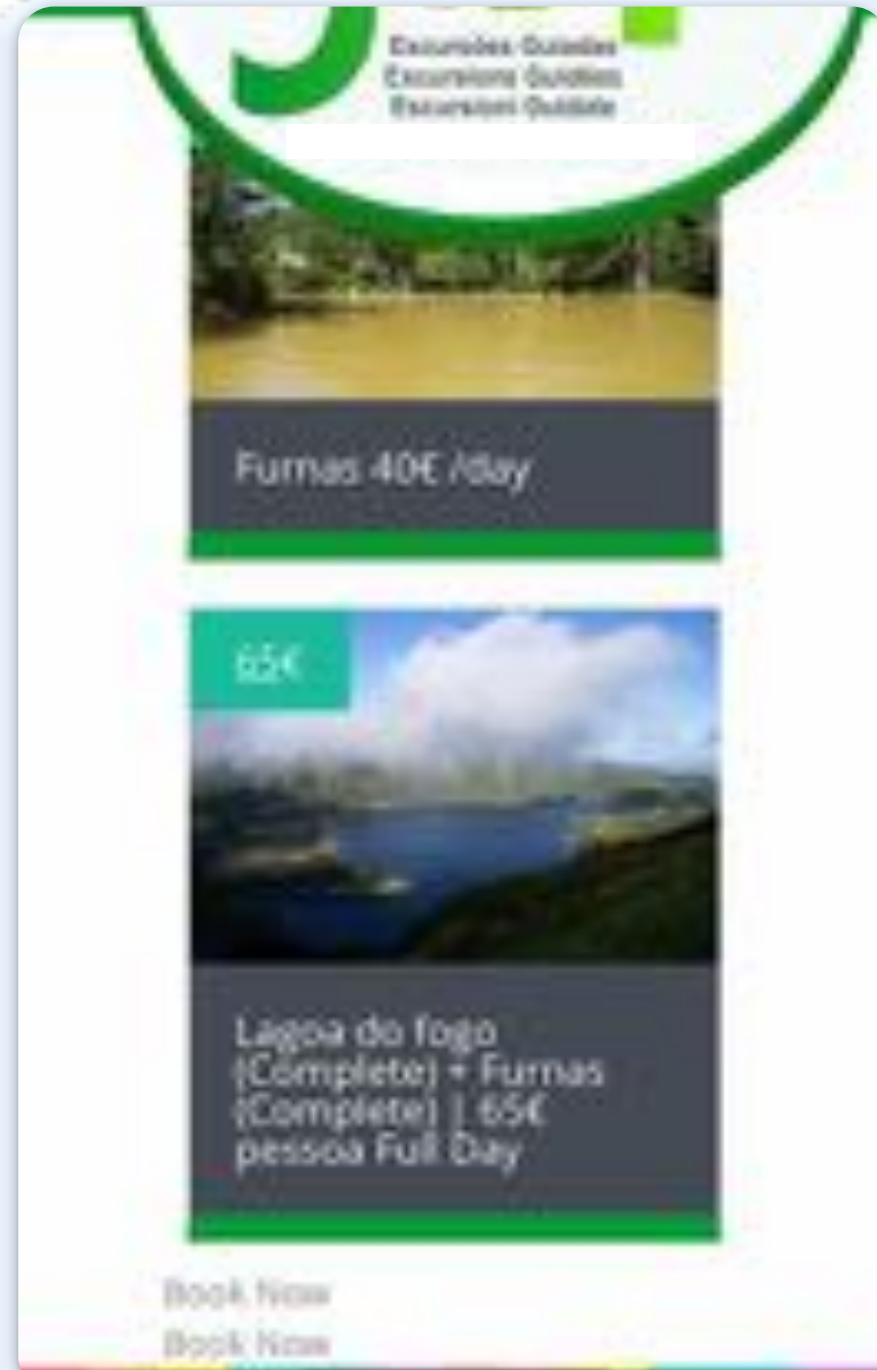


The screenshot displays the Wind For Nell's website interface. At the top, there are navigation links for "Secured" and "Health & Safety". The main header features the "Wind FOR NELL'S" logo and a search bar labeled "Search by date". Below the header, three activity cards are shown:

- Card 1:** Features two orange inflatable tubes with the word "TIBI" written vertically. The text below the image lists activities: "Herricks Windsurfing", "Sailing", "Wing Foil", and "Paddle Surf". A blue "View" button is at the bottom right.
- Card 2:** Shows a smiling woman in a wetsuit and sunglasses holding a paddle. The text below reads "Courses for Adults" and "Age 13+ | Windsurfing | Sailing | Wing Foil". A blue "View" button is at the bottom right.
- Card 3:** Shows a group of children on a sailboat. The text below reads "Courses for Children" and "Age 4-12 | Windsurfing | Sailing". A blue "View" button is at the bottom right.



CTAs: Spot the Difference

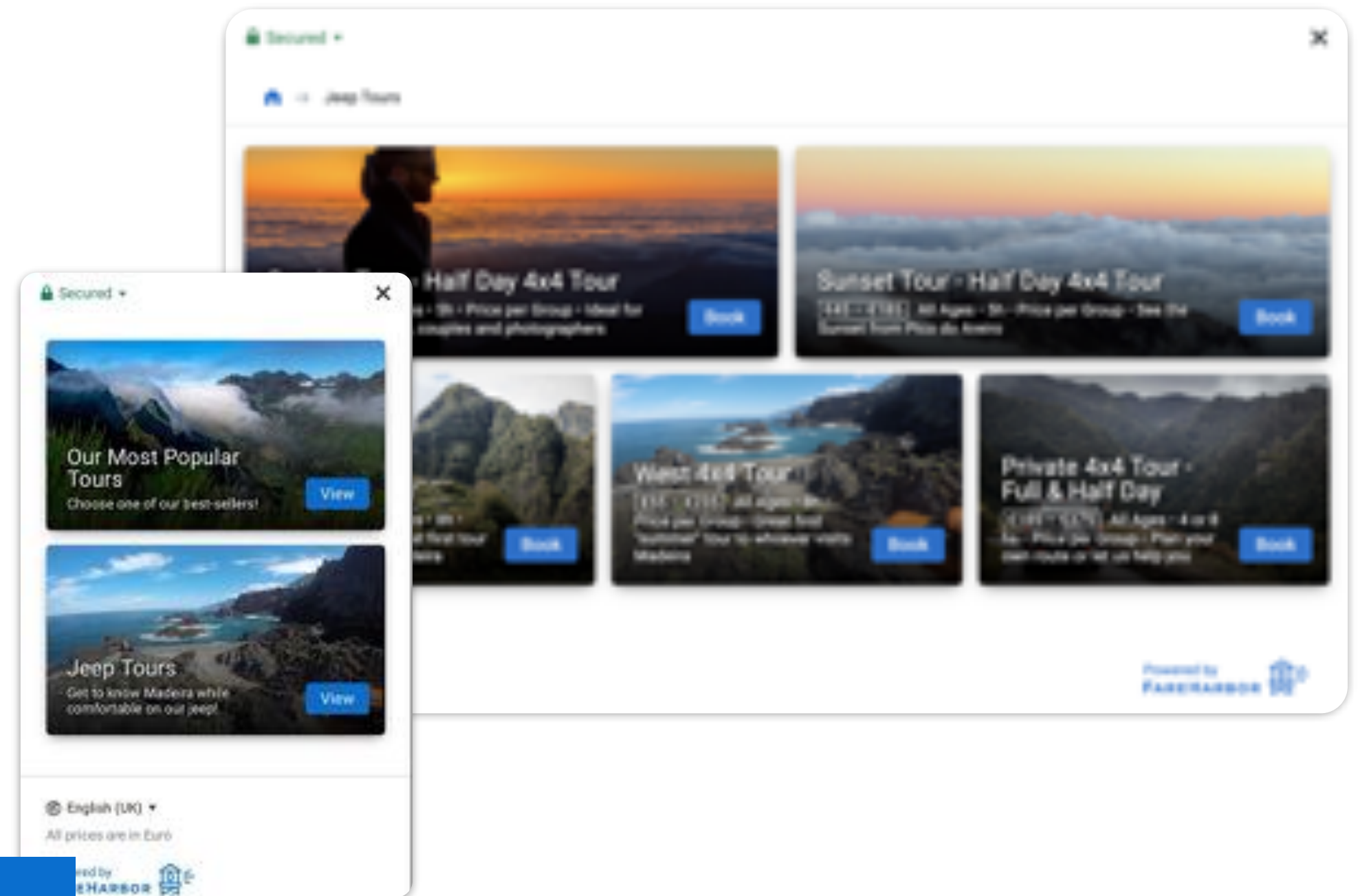


Completing a Booking

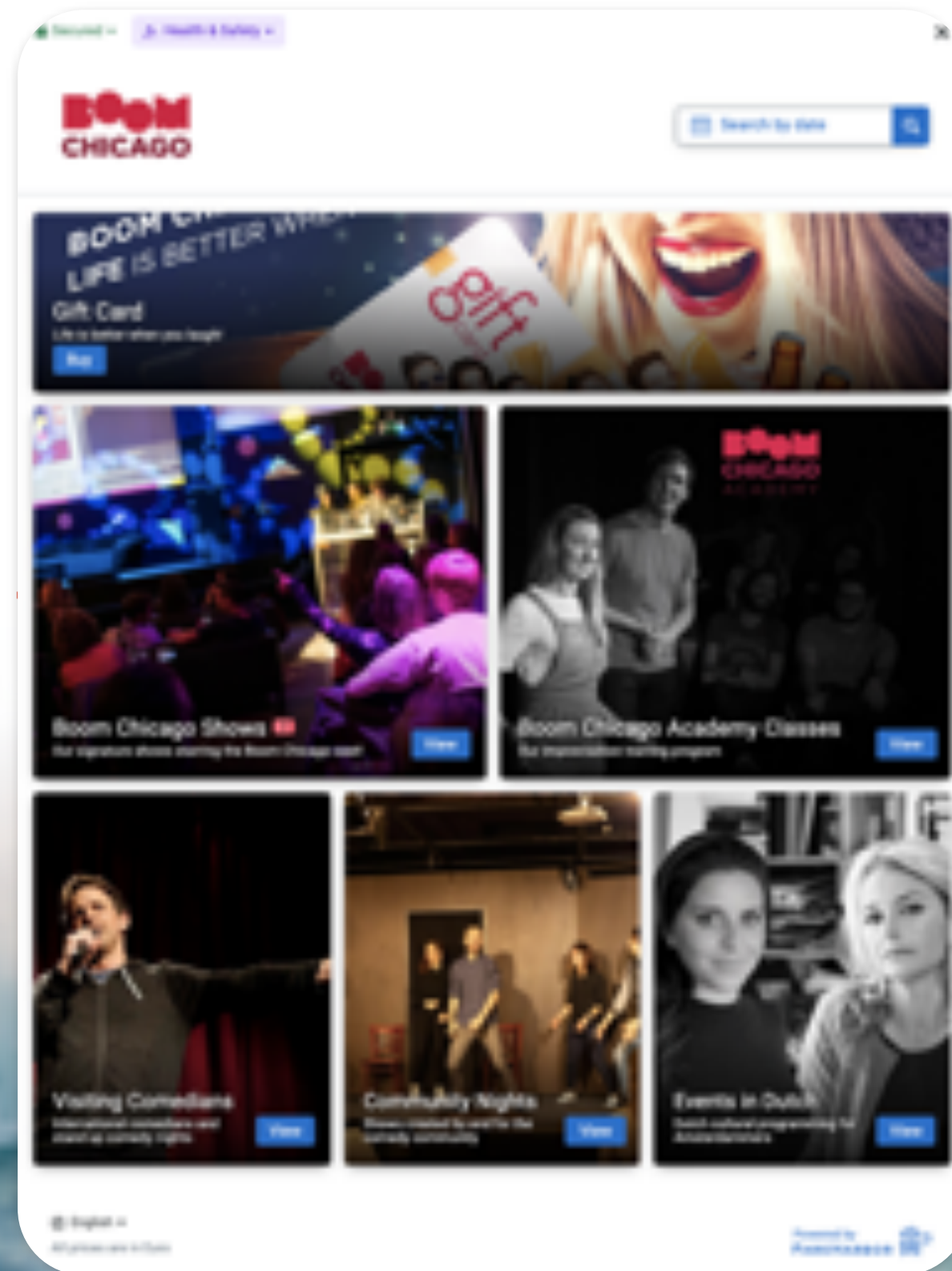
An **optimized booking funnel** is fundamental to drive sales. Make sure activity information can be spotted right away and that it's consistent until checkout.

Tip:

Use our **FareHarbor Booking Flows** to properly **segment your activities** into categories and **provide information** to customers!

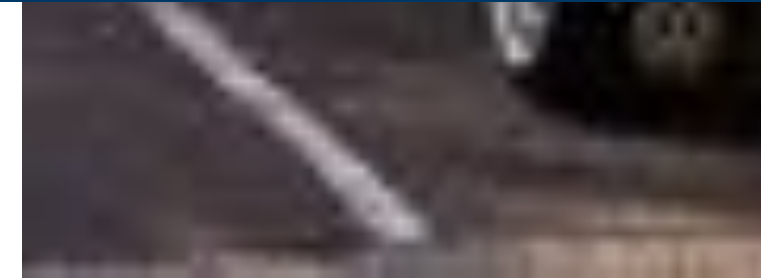


Optimized Booking Flow: Before & After





CASE STUDY
Booking Flow Optimization
Live Client Case



After optimizing their booking flow,

+7%

the client had a 7% increase in conversion rate!

[FAREHARBOR]

Actions Taken

- Segmented the booking flow into categories
- Wrote headlines containing quick details
- Added attractive new photos



Trust Factor

Make sure you're **establishing trust** for customers who aren't sure about booking yet.

Having a secure website is fundamental to drive trust and credibility.



Did You Know:

According to a GlobalSign survey, a whopping **84% of users would abandon a purchase if data was sent over an insecure connection.**



Reviews & Testimonials



Showcasing **customer reviews and testimonials** can help increase your credibility.

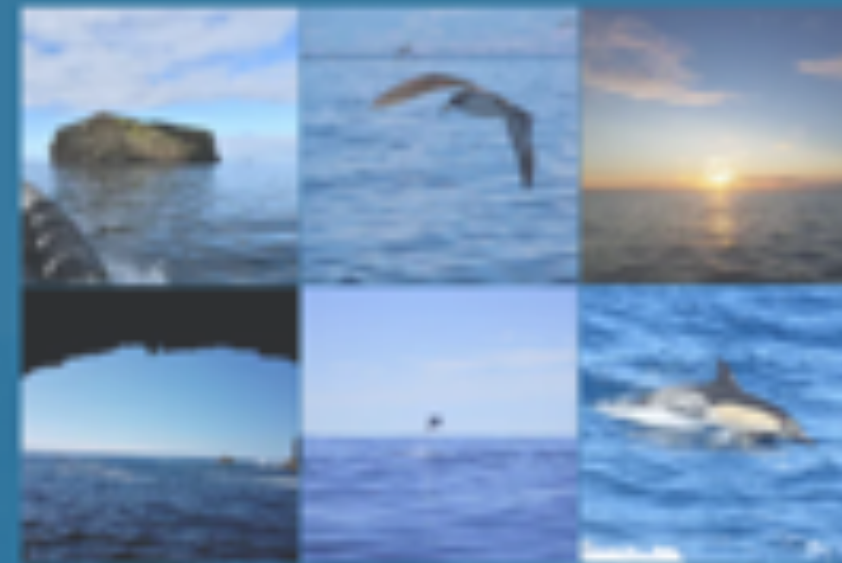


Stat: Visitors who interact with a review are **58%** more likely to convert. [Bigcommerce]



More Trust Factors

Having an **about us** section will help humanize your brand, and high-quality pictures will bring **credibility** and drive conversions.



ABOUT TERRA DO PICO

Based in one of the most charming and less visited places on the island of São Miguel, Azores, Terra do Pico is a maritime tourism company with a young team, characterised by its personalised customer service, relaxed atmosphere, and determination to provide the best possible experiences and landscapes that the Azores have to offer.

We operate on the historic north and west coast of the island, where whaling was practiced and where we now have the opportunity to find numerous and varied groups of cetaceans. With the aim of connecting people to Mother Nature and all the elements that this entails, we strive to offer, besides unforgettable adventures, moments of awareness regarding oceanic pollution and the various options for a more ecological self-sustaining life.


[See - Choose your tour](#)



Check Out These Resources On



12 MINUTE READ



SEO WEBSITES

Why You Need an SSL Certificate for Your Website

Last Updated: April 20, 2021

No matter how big or small your company is, it's important to have a secure website. You've probably read about data and website security and the rise of online fraud, from phishing breaches to data...

[VIEW ARTICLE](#)

Advanced

12 MINUTE READ



REPUTATION MANAGEMENT SEO

Putting Good Reviews To Work For You

Last Updated: June 25, 2020

Business owners love seeing five-star reviews. It feels good knowing that a guest enjoyed your tour or activity so much that they wanted to share their experience online. Although you can't choose the reviews your...

[VIEW ARTICLE](#)

All Skill Levels

11 MINUTE READ



BUSINESS MANAGEMENT TIPS WEBSITES

Tell Your Story & Connect With Customers With Your Website's 'About Us' Page

Last Updated: March 25, 2021

Your 'About Us' page is one of your first chances to make a good impression on visitors to your website. Potential bookers read your About page to learn who you are, what matters to you,...

[VIEW ARTICLE](#)

All Skill Levels

compass.fareharbor.com



Mobile Performance

With the increasing use of mobile devices, you need to make sure your website's mobile performance is good and that it is easily converting visitors into customers.

82%

of online bookings on FareHarbor come through mobile.

[FAREHARBOR]

60%

of Google searches are done on a mobile device

[STATISTA]



Optimizing for Mobile

Make sure your website is providing a **seamless experience** for mobile users!



Responsive Design

Website content should adjust to fit the smaller screen size.



Site Speed

Smartphone users want fast results and expect your website to keep up.



Content Structure

Position the most important information at the top of the webpage.



Calls to Actions

Use easy-to-click book buttons that stand out on a small screen.



No Ads or Pop-Ups

These can make it hard to scroll and even block important content.

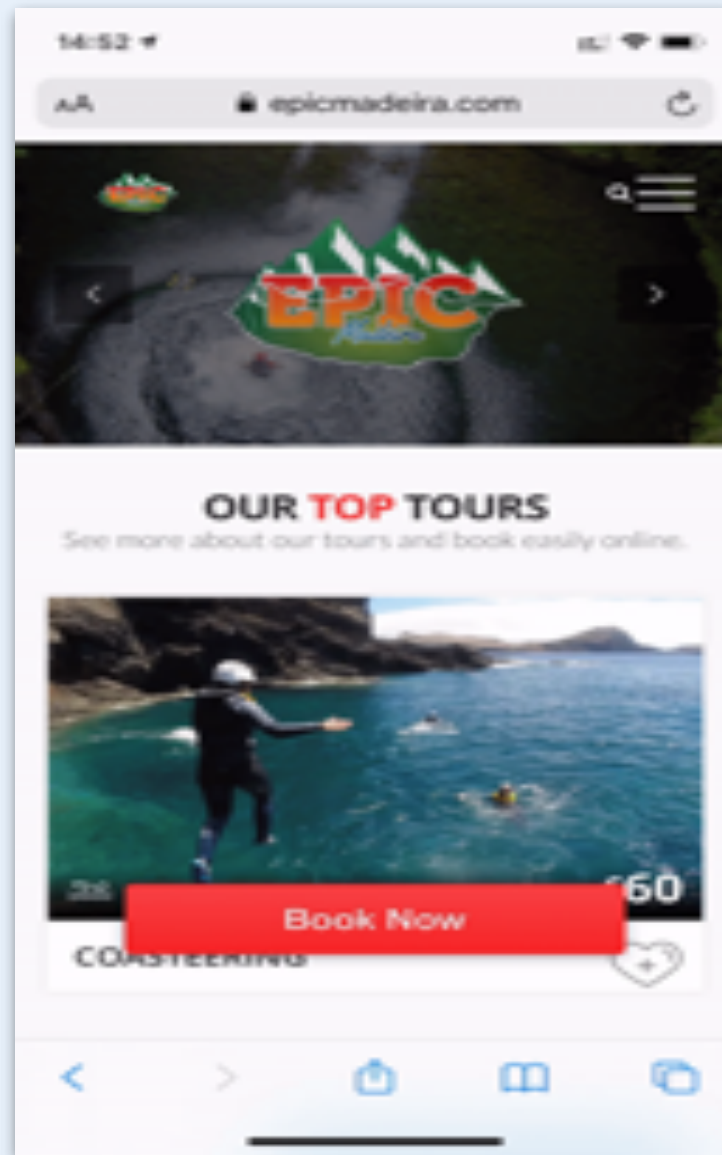


Less is More

Less files on mobile mean a cleaner look and faster website performance.



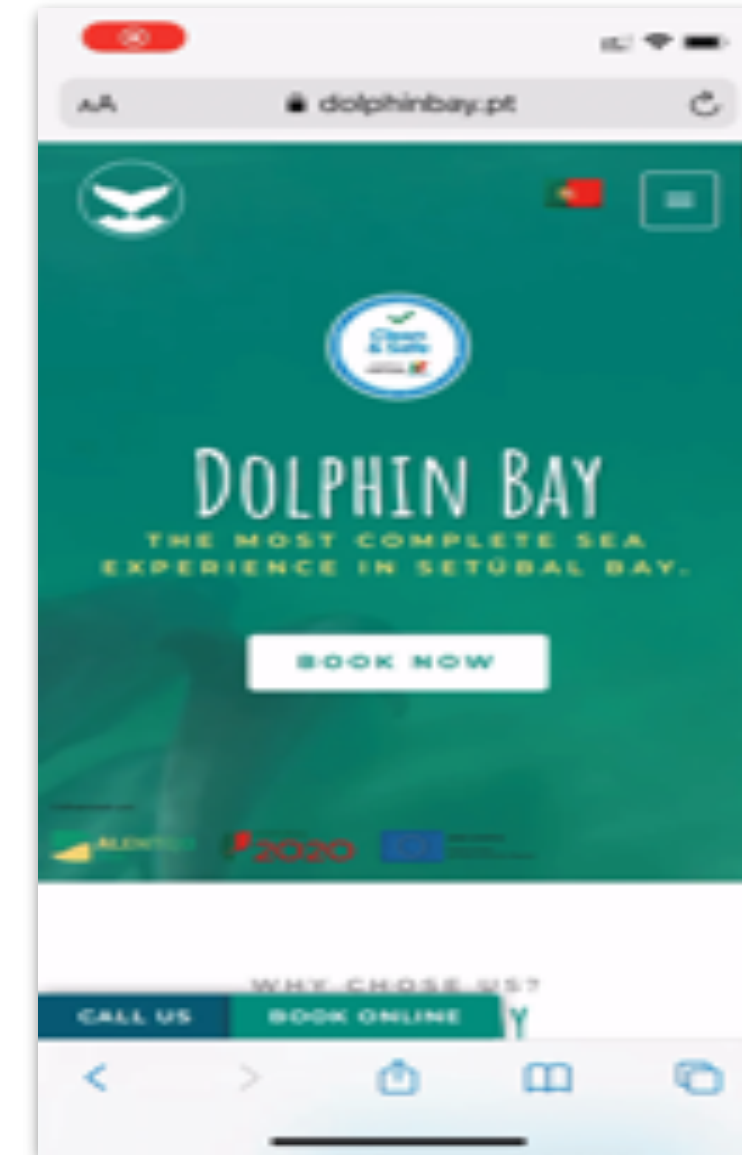
Mobile Optimized Websites



➤ Floating CTA



➤ Hamburger Menu



➤ Structured Content



Case Study

Mobile Optimization

Live Client Case!

Optimising your website for mobile can have **tremendous** results on your conversions.



After optimizing their mobile version,

+97

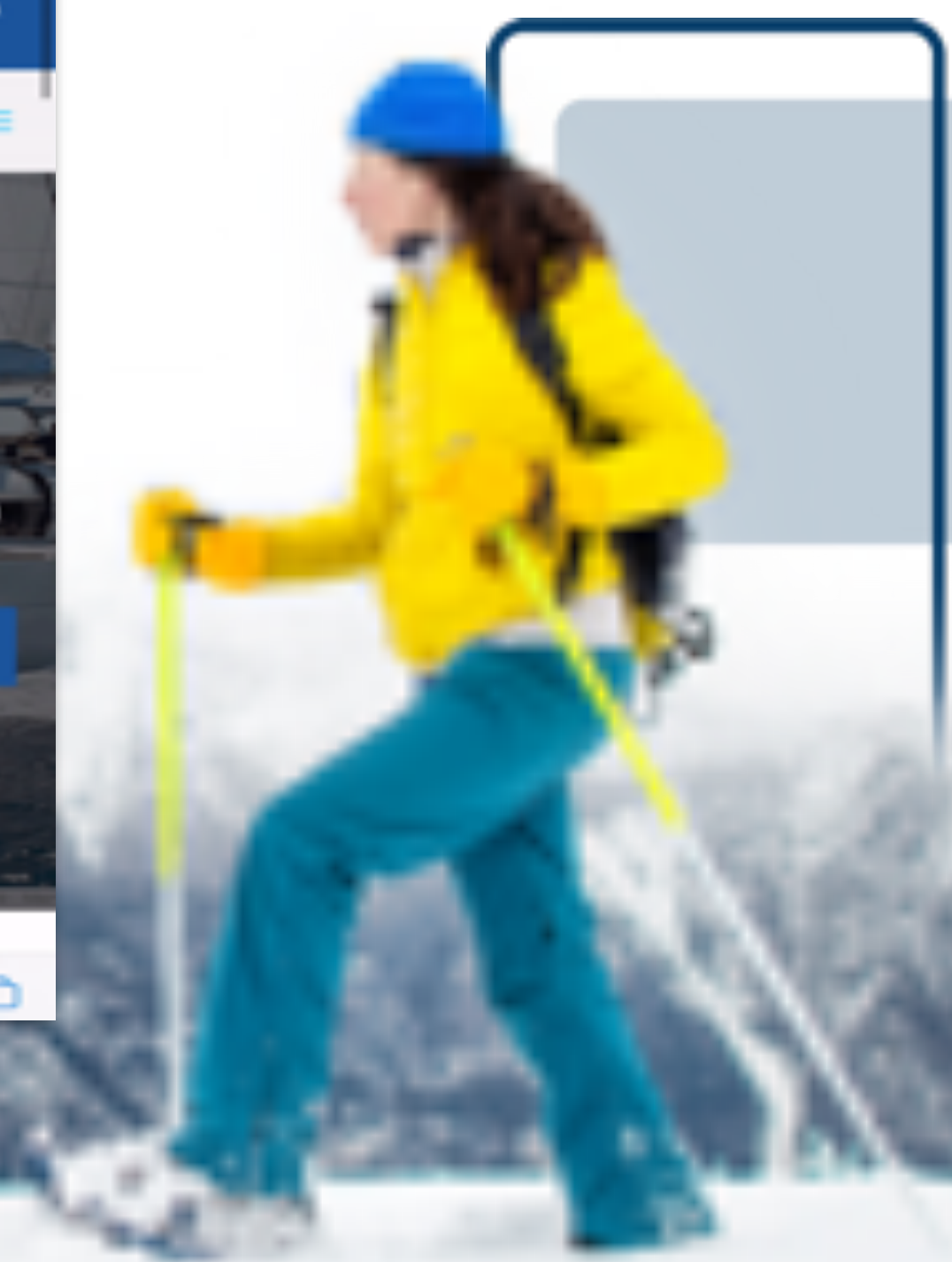
the client had a 97% increase in conversion rate!

[FAREHARBOR]

%



Before & After



Next Steps:

Go the Extra Mile!

What You Can Do Today to Increase Conversions



Next Steps

Here are three easy, actionable next steps that you can take to **improve your website's conversion**

**Mobile
Optimization**

**Know Your
Business**

**Analyze
Website
Data**



Is My Website Mobile Friendly?

1

Simulate Test Booking

Have a friend who isn't familiar with your website simulate an online booking. Was it easy? Did they find anything that was confusing? Ask for feedback!

2

Run Google's Mobile-Friendly

Test One of the easiest ways to find out if your website is optimized for mobile is by running the [Google Search Console mobile-friendly test](#).

3

Check Out Our Compass

Resources Take advantage of the free resources FareHarbor Compass offers. There are several useful articles on improving your mobile performance, just like [this one](#).



Know Your Business



What are your best-sellers?

Dig deeper into your business and find out what are your largest revenue drivers.



Highlight them to drive more sales!

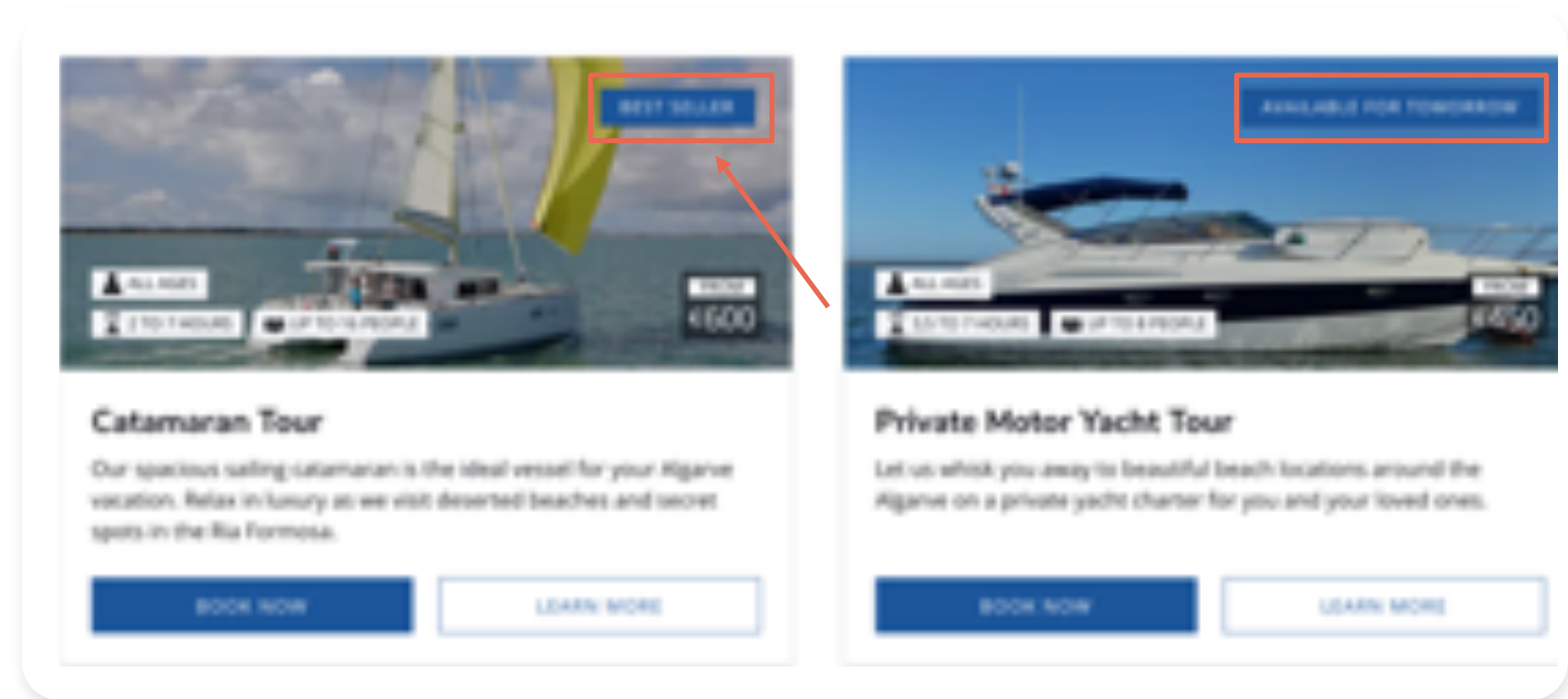
Are you properly disclaiming which are your most popular activities?

Tip:

It is easier to increase online sales of a product that is already a **crowd favorite**, rather than focusing your efforts on products that aren't selling much.



Highlighting Your Most Popular Activities



1 Homepage Spotlight

2 "Most Popular" Label

3 Booking Flow Spotlight

Highlight your most popular activities both on your **website and booking flow**



Decision making: This will reduce the space for doubt and ultimately help increase conversions.



Analyze Your Website Data



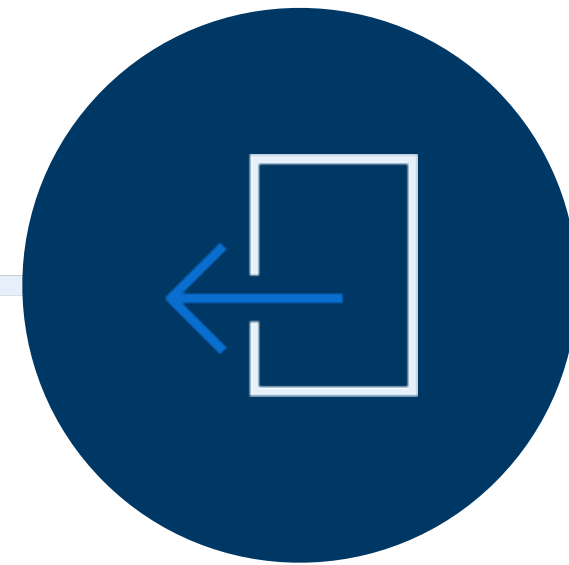
All Pages Report

Open this report in Google Analytics.



Bounce Rate

Check which pages have a higher bounce rate.



Exit Rate

Find out in which pages most users are leaving.

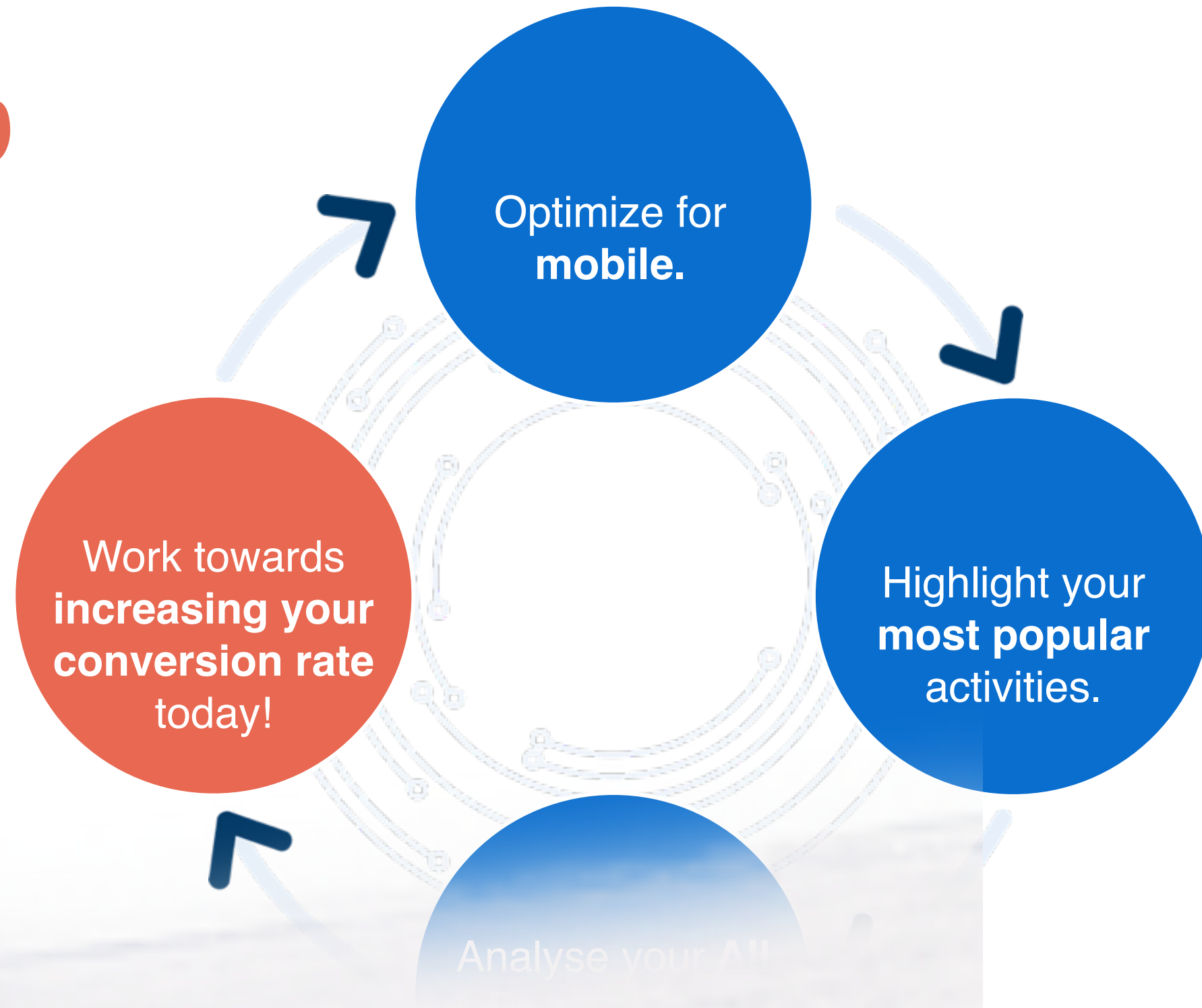


Optimize These Pages!

Tackle your most problematic pages.



Next Steps *Recap*



Thank You 

