From Snowshoeing to Dog Sledding –

How to Make Your Winter Activities Stand Out!

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Today's Agenda

- Photos
- Custom Content
- Booking Flows

Poll

How often do you update photos on your website?

- ➔ Quarterly
- ➔ Yearly
- ➔ Never
- ➔ Other

Photos

Where and how often should you update your photos?

Photos

Item Photos

- People participating in the activity
- Equipment

Landing Page

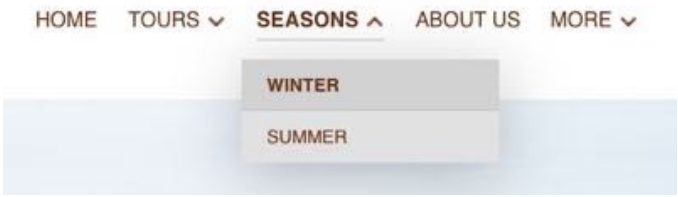
- Feature three of your most popular winter activities

Item Photos

Photos

Landing Page

Landing Page



Multi-Day Winter Wolf Watching Tour

This all-inclusive wolf watching package is the ultimate way to experience Yellowstone's abundant wildlife and pristine beauty, each evening enjoying the comforts of your lodge, hearty meals and presentations from local experts.

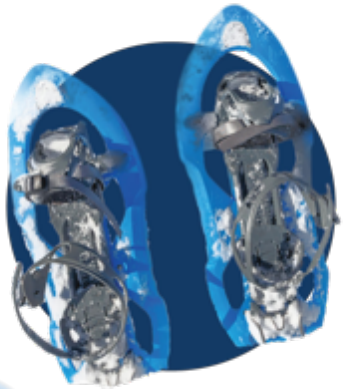
BOOK NOW LEARN MORE

Custom Content

Poll

Do you utilize custom content?

- ➔ Yes
- ➔ No
- ➔ What is custom content?



What is custom content and why would you update it?

Custom Content

- Info & Policies
- Canned Messages
- Listing
- Photos (again)
- Using Markdown

Markdown	Result
`**text**`	**Bold**
`*text*`	*Italics*
`***text***`	***Bold Italics***
`- text`	Bullet point
`1. text`	Numbered list
`[link text](URL)`	Link
`![descriptive text](image URL)`	Image
`# Text`	H1 Header (example)
`## Text`	H2 Header (example)
`### Text`	H3 Header (example)
`---`	Horizontal line (example)

Booking Flows

Poll

Do you edit your Booking Flows by Season?

- ➔ Yes!
- ➔ Not yet.
- ➔ How do I do that?

Booking flows allow you to organize your items into categories. Why is this important?

Booking Flows

Default Flows

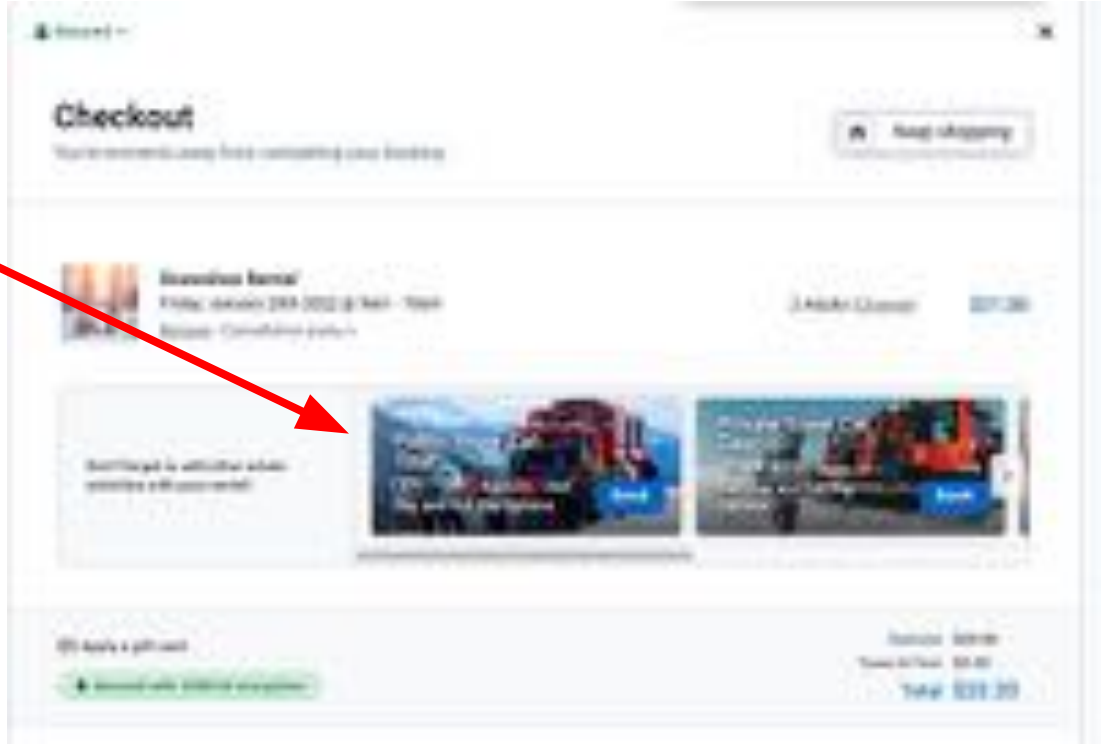
- Includes all items

Customized Flows

- Add blocks
- Make the winter activity block larger than the others
- Focus on photos

Suggested Items

Suggested Items



Thank you!

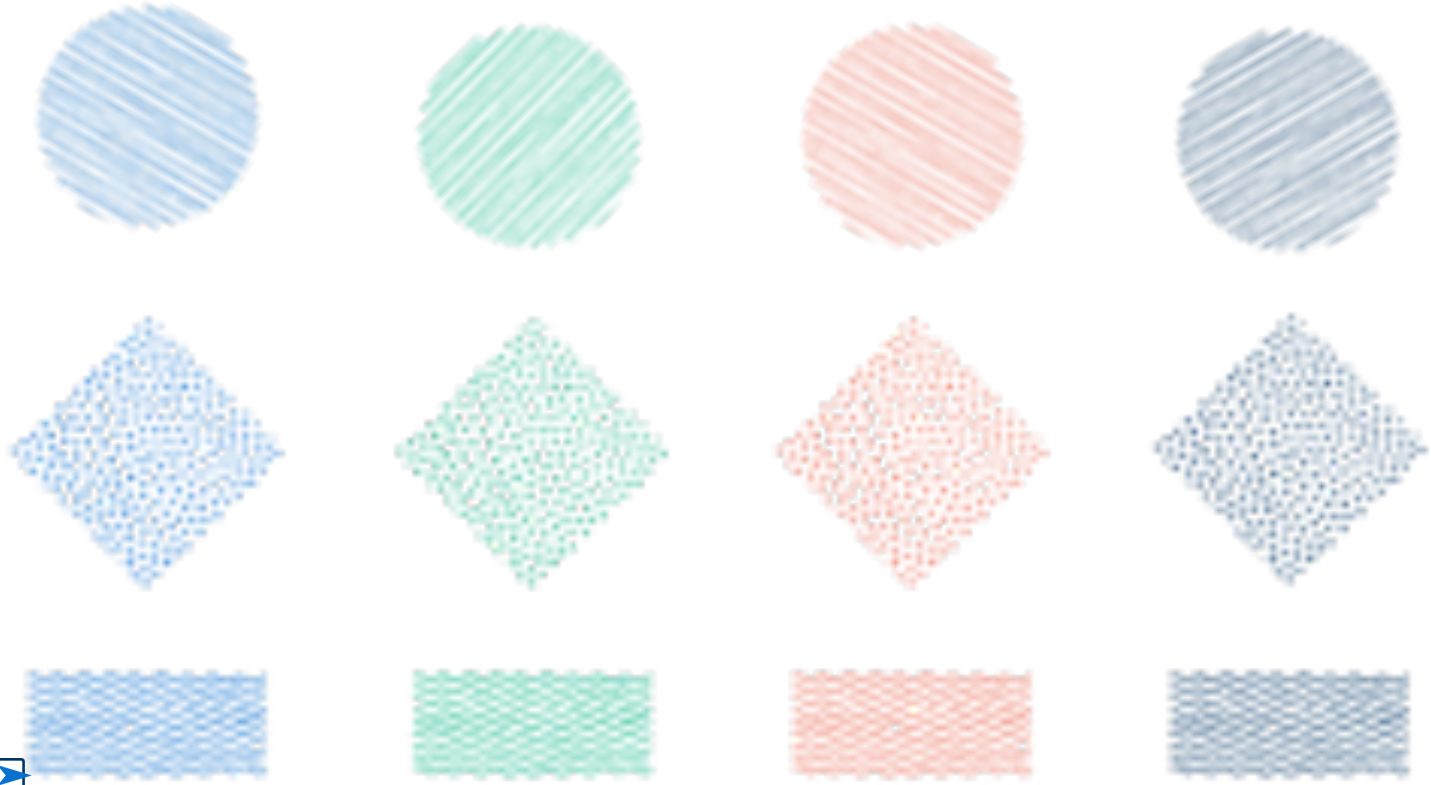
FareHarbor logos** for use as slide accents: **copy & paste; resize as necessary

Meetups logos *for use as slide accents:* ***copy & paste; resize as necessary***

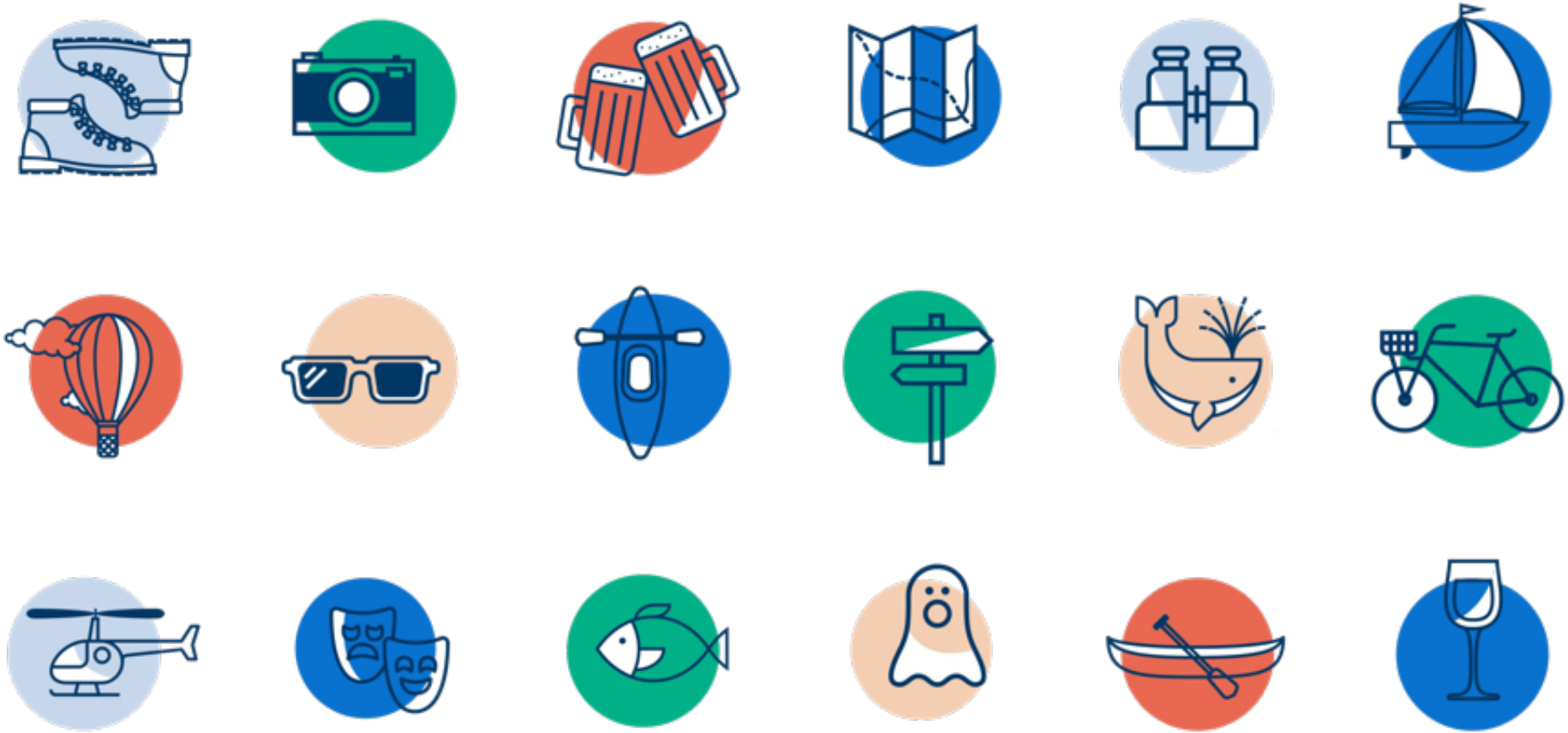
FareHarbor Compass logos *for use as slide accents:* ***copy & paste; resize as necessary***

FareHarbor partnerships logos *for use as slide accents:* ***copy & paste; resize as necessary***

FareHarbor ***brand patterns*** *for use as slide accents:* ***copy & paste; resize as necessary***



FareHarbor ***activity icons*** *for use as slide accents:* ***copy & paste; resize as necessary***



Misc. icons *for use as slide accents:* ***copy & paste; resize as necessary***

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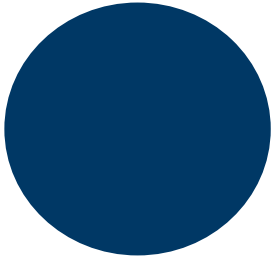
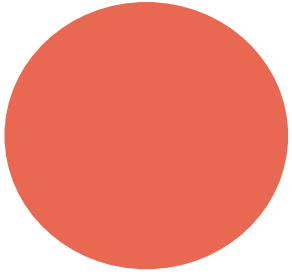
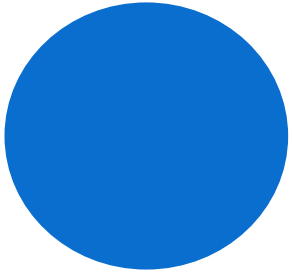
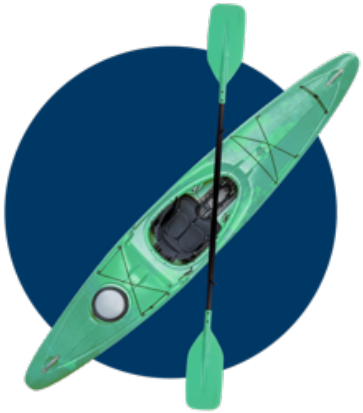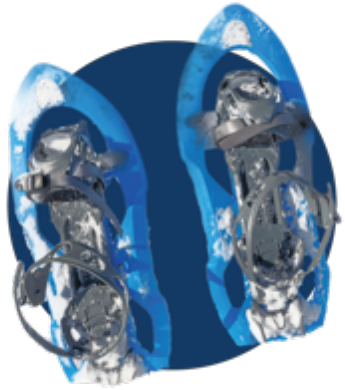
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