July 13, 2022
Website Tips to
Reduce Call Volume
And Drive Conversions
FareHarbor
webinars

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today's agenda

- Refresh Existing Content
- Create an FAQ Page
- Optimize the Booking Experience

refresh existing content

poll

How often do you update your website content?

- ➔ Once a week
- ➔ Once a month
- ➔ Once every few months
- ➔ Once a year
- ➔ Rarely

everything you publish on your website should be up to date and accurate

Refresh Existing Content

Quick, seasonal updates

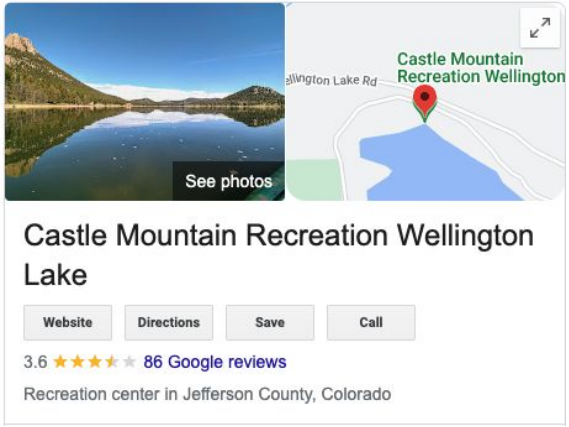
- Update seasonal content like images, promo codes, and dates.
- Prioritize your most popular activities in prominent places like the homepage.
- Publish season start and end dates on your homepage and activity pages.

customers call when they can't find the answer to their question online

Refresh Existing Content

Tips to reduce phone calls

- Make sure information on Google My Business and your website match.
- Post contact information on a Contact Us page.



create an FAQ page

poll

Do you have an FAQ page on your website?

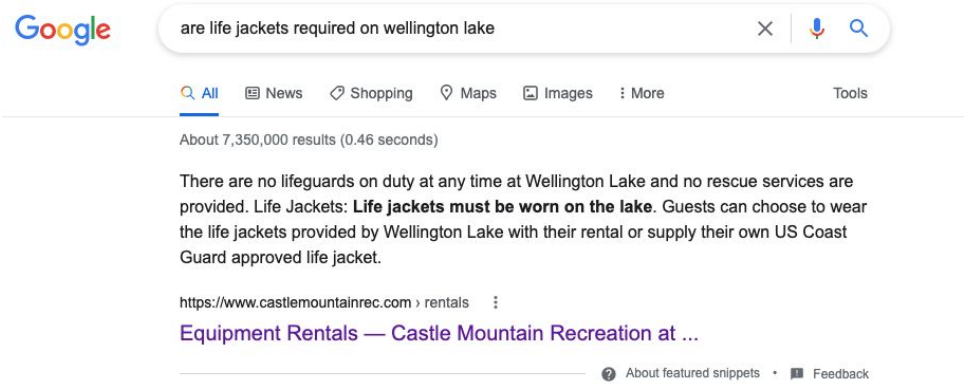
- ➔ Yes
- ➔ No

FAQ Page

the FAQ page is one of the first places people look to find answers

Why do you need one?

- This page establishes trust, increases professionalism, and offers some SEO perks.



what are your most commonly asked questions?

FAQ Page

What to ask

- Think about past interactions with customers: what do guests frequently ask about your business?
  - What should I bring?
  - What is your cancellation policy?
  - Is parking available?
  - Do you cancel tours due to weather?
  - Do your tour guides accept tips?
  - Are pets allowed?

think strategically about how to organize & design the page

FAQ Page

Tips and best practices

- Consider breaking the content into sections based on questions in the same category.
- Use photos and other design elements to break up the page.
- Write questions in first-person (from the perspective of the customer).
- Keep answers short and to the point.
- Include a “book now” button on the page.

optimize the booking experience

poll

When did you last update your activity pages?

- ➔ In the past week
- ➔ In the past month
- ➔ In the past year
- ➔ I don’t remember

well-designed activity pages lead to more bookings

The Booking Experience

Activity page updates

- Summarize important information at the top of the page: Duration, transportation, what to bring and wear, inclusions, etc.
- Consider making a smaller FAQ drop-down per activity page if there are a lot of questions to cover.
- Review for outdated information like dates or locations you no longer visit.
- Do not remove seasonal tour pages.

write a tour/activity description that sells!

The Booking Experience

Optimize the activity description

- Start with the highlights of the tour.
- Content should be scannable, using headings, bullet points, and short paragraphs.

activity page optimizations include your booking flow

The Booking Experience

Make it easy for customers to book

- Is the booking flow easy to follow?
- Customers should find what they're looking for within 1 or 2 clicks.
- Set your online booking cutoff as close to your activity start time as possible.

thank you!

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OCTOBER 10, 2022

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Our webinar series is just one of the many resources we have to support you in growing your business. **Login** to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

To get you started, here are a few to follow up this webinar:

- How to Write a Tour Description That Sells
- 6 Tips to Write & Design a Winning FAQ Page
- Tailor Your Website with Google Optimize

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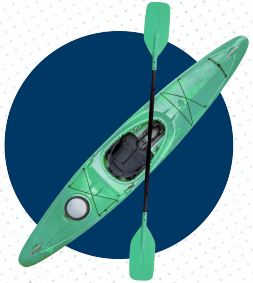
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