



FAREHARBOR

# SPARK

 LAS VEGAS 2022 

Captivate, Optimize, Sell: Proven Strategies to Turn Your  
Online Lookers into Bookers





**CAPTIVATE, OPTIMIZE, SELL**

**Proven Strategies to Turn Your  
Online *LOOKERS* into *BOOKERS***





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# Why Optimization *MATTERS*

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**8**  
**SECONDS**


Average Consumer  
Attention Span

[Forbes]

**20%**

Of online shoppers don't  
convert due to a complicated  
checkout process





By the end of this presentation, **you'll know how to:**

1

**CAPTIVATE** your visitor, so you can convert them into a customer.

2

**OPTIMIZE** your content, to reduce your bounce rate.

3

**SELL** your product online, and rev-up your revenue!



# Google's Quality Rater Guidelines - **E.A.T.**

1

## **EXPERTISE**

Is this business reputable?  
How long has it been  
leading tours?

2

## **AUTHORITY**

What experience does  
the owner of this  
website have?

3

## **TRUST**

What kind of reviews does this  
business have? Is there a secure  
connection? Is it legitimate?



# Meet Your *LOOKERS*



*MARTA*  
21 years old



*HUCK*  
38 years old



*MARY*  
65 years old

# Let's talk about the **HOMEPAGE**



The homepage acts like a **storefront** for your business.

Make your offerings **clear** and **exciting** right away.





slido



**What element(s) are the most important to display above the fold on the homepage?**

① Start presenting to display the poll results on this slide.

# First THINGS First

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Your business name, location, offerings, and a clear CTA should be listed **above the fold** on your homepage.



## Optimized Headings

Use your Business name as the H1 (Main heading). Use a brief description of what you offer and your location as the H2 (subheading).



## CTAs

Clear Call To Actions are bright and easy to read. The goal is for the next step to be intuitive.



## Captivating Content

Use quality photos, videos, descriptive copy, and colors that are visually pleasing.



## Keepin' It Simple

Make the design of your homepage neat and easy to navigate. Avoid pop ups and other large pieces of content.

# First Impression

## CHECKLIST:

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 **Optimized** Headings

 **Clear** Call To Action

 **Captivating** Content

 The “**Squint Test**”



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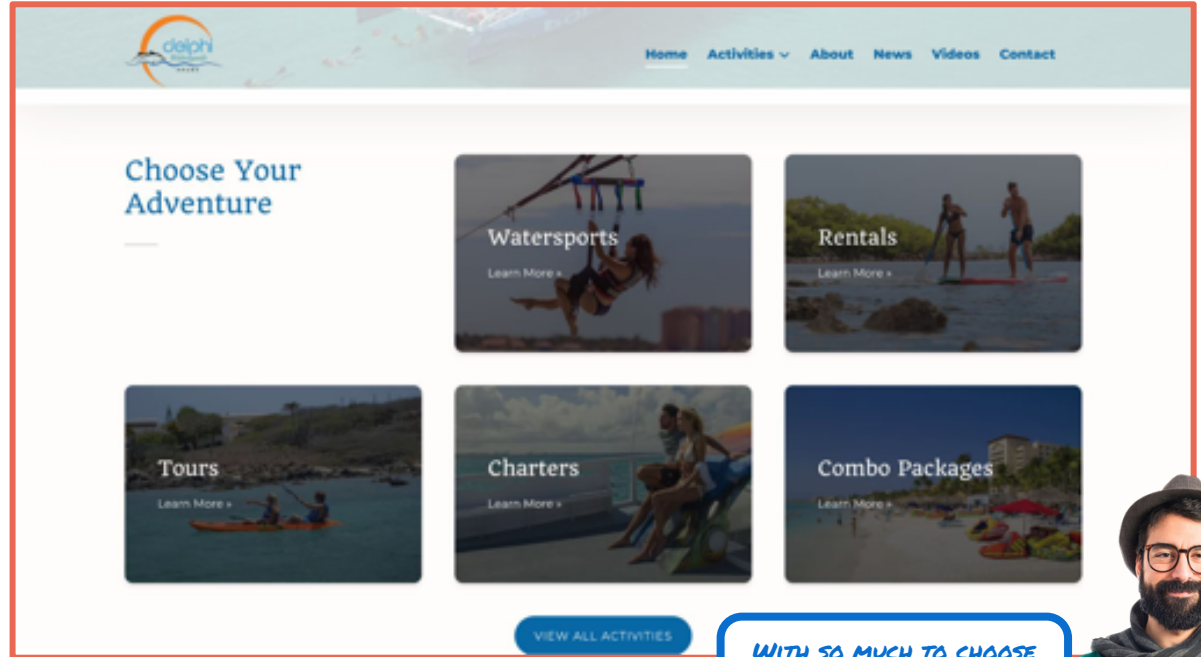
**Be the Looker! From a first glance, what might you expect Delphi Watersports to offer?**

① Start presenting to display the poll results on this slide.

# OPTIMIZE Your Homepage

## Segment Your Content

Alternate background colors behind rows of content for **readability**. If you have categories for your activities such as different locations, make sure those are **navigable** from the homepage.



WITH SO MUCH TO CHOOSE FROM, A COMBO PACKAGE MIGHT BE THE WAY TO GO!



# OPTIMIZE Your Homepage

## Display Your Most Popular Activities

Place the **most popular** activity as high on the homepage as possible.

VIEW ALL ACTIVITIES

Home Activities ▾ About News Videos Contact

MOST POPULAR

### Catamaran Snorkeling Cruise

FROM \$55

Join us for an exciting snorkeling cruise that is sure to be the highlight of your vacation. Relax on our spacious Dolphin catamaran as we cruise to two of Aruba's best snorkeling spots.

LEARN MORE

ALL AGES 3 HOUR

ARUBA IS BEAUTIFUL AND LOOK AT THAT CLEAR WATER!





# Captivate the *LOOKER!*

Use **exciting** photos and videos to make your activities look like fun!

Use **“quick hit”** activity information to keep the looker wanting more.



# Finishing *TOUCHES*

## *SHOW OFF* Your Social Media

Visitors will check out your social media for more captivating content.

## *DISPLAY* Your Favorite Reviews

Visitors look at reviews to make sure a company is reputable before booking.

### tip:

Place your reviews and social media towards the bottom of the homepage to help **optimize** the booking experience.





# Homepage

## NO GOs

A few things to **AVOID** on your homepage

89%

of consumers shop with competition after a poor website user experience

[Web FX]

- > Placing your phone number above the fold
- > Squeezing too much on one page
- > Using colors that are hard on the eyes
- > Putting your “About Us” copy above activities



## OPTIMIZED Site Structure

Organizing information on your website into categories is a proven method to creating a seamless booking experience.

### The Booking Funnel

Home



Location/Category Page



Specific Activities



Lightframe

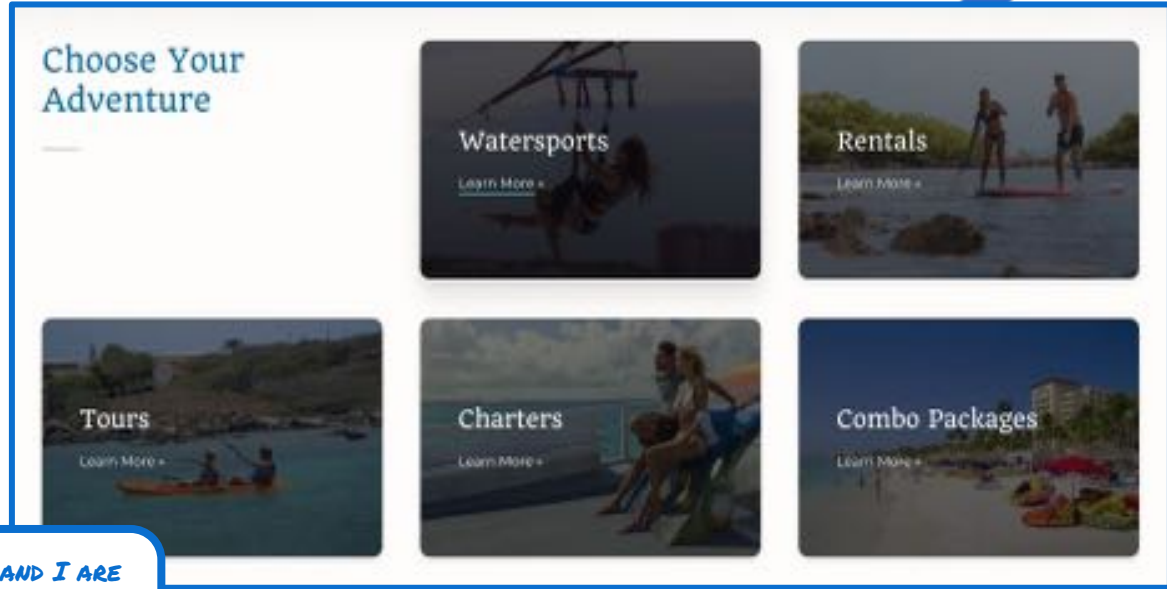


SOLD!



# Case STUDY

Let's click into one of these categories displayed on the homepage



MY FRIENDS AND I ARE ALL CHIPPING IN ON THIS TRIP. LET'S SEE WHAT WE CAN BOOK!

## Tip:

Make sure your website is built so your visitor can qualify themselves for what activity fits for them. Subliminally sell their perfect trip!



# KNOWLEDGE CHECK



Is it a good idea to show pricing to a *LOOKER* before they open your Book Form?



# Category Page

Relevant activities

Quick hit info

Call To Action

The screenshot shows the website for Delphi Watersports. At the top, there is a navigation bar with the logo on the left and links for Home, Activities, About, News, Videos, and Contact. An orange button labeled 'ALL ACTIVITIES' is on the right. Below the navigation, there are two main activity cards. The first card is for Parasailing, featuring a photo of a man and a woman parasailing. It includes a 'GREAT FUN' badge, 'ALL AGES', '30 MINUTES', and a 'PERIAL \$70' badge. The second card is for Waterskiing, Wakeboarding & Kneeboarding, featuring a silhouette of a person on a water sport. It includes 'AGES 13+', '15 MINUTES', and a 'BOOK \$55' badge. Both cards have 'BOOK NOW' and 'LEARN MORE' buttons. At the bottom, there are three partial cards: 'COURT FAVORITE', a red and yellow inflatable, and 'SO EXCITING'.

delphi  
WATERSPORTS

Home Activities About News Videos Contact ALL ACTIVITIES

GREAT FUN  
ALL AGES 30 MINUTES PERIAL \$70

### Parasailing

Parasail high above the ocean with Delphi Watersports. Soar to heights of 400-600 feet and enjoy unparalleled views of the island as you glide behind our boat. Single and tandem flights available.

BOOK NOW LEARN MORE

AGES 13+ 15 MINUTES BOOK \$55

### Waterskiing, Wakeboarding & Kneeboarding

Try three popular water activities with us! Choose from waterskiing, wakeboarding, or kneeboarding and let our instructors help you make the most of your time on the water with tips and pointers.

BOOK NOW LEARN MORE

COURT FAVORITE SO EXCITING



# Sell by Creating a **CLEAR** Booking Flow

Browse by activity | Calendar

Activity	Price	Duration	Age	Book
Sunset Cruise, Jetski, & Parasailing Package	\$155	2 Hour Cruise + 30 Minute Jetski + 10 Minute Parasailing Flight	Ages 10+	Book
Snorkeling Cruise, Jetski, & Parasailing Package	\$165	3 Hour Cruise + 30 Minute Jetski + 10 Minute Parasailing Flight	Ages 10+	Book
Single Rider ATV Tour, Jetski, & Parasailing Package	\$254	4 Hour ATV Tour + 30 Minute Jetski + 10 Minute Parasailing Flight	Ages 10+	Book
Double Rider ATV Tour, Jetski, & Parasailing Package	\$320	4 Hour ATV Tour + 30 Minute Jetski + 10 Minute Parasailing Flight	Ages 10+	Book
Double Rider UTV Tour, Jetski, & Parasailing Package	\$380	4 Hour UTV Tour + 30 Minute Jetski + 10 Minute Parasailing Flight	Ages 10+	Book

OF COURSE PRICE MATTERS, BUT I JUST WANT A REALLY GOOD TIME! IS THERE ANYTHING HERE THAT PLANS THE TRIP FOR ME?

Browse by activity | Calendar

Activity	Price	Duration	Age	Book
Guided Kayak Tour of the Island	\$98	4 Hour Guided Tour - Includes Snorkel Equipment & Free Transportation!	Ages 10+	Book
Horseback Riding Guided Tour of the Island	\$105 - \$190	2 Hour Public & Private Tours Available!	Ages 10+	Book

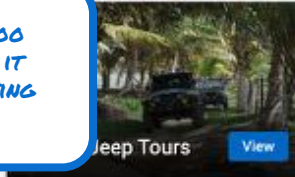
English (US) ▾

I WANT TO CHOOSE SOMETHING SIMPLE AND RIGHT FOR ME SINCE THIS IS MY FIRST TIME PLANNING A TRIP FOR MYSELF!



# Sell by Creating a **CLEAR** Booking Flow

*SATURDAYS ARE FOR THE BOYS! I'M NOT TOO PICKY ON THE SPECIFIC TOUR AS LONG AS IT FITS WHEN WE'RE VISITING, AND I'M GETTING MORE BANG FOR MY BUCK.*



# Search by DATE



Flyboard, Jetovator, Freedom Flyer & Jetpack  
\$110 - \$130 Ages 10+ • 30 Minute & 45 Minute Options! [Book](#)

Guided Island Tours  
Kayak • Horseback Riding • ATV [View](#)

Water Sports  
Parasailing • Tubing • Banana Boat • Water Ski • Wake Board [View](#)

Catamaran Cruises  
Snorkelling • Sunset • Private or Public [View](#)

Kayak • Stand Up [View](#)

SATURDAYS ARE FOR THE BOYS! I'M NOT TOO PICKY ON THE SPECIFIC TOUR AS LONG AS IT FITS WHEN WE'RE VISITING, AND I'M GETTING MORE BANG FOR MY BUCK.





# Search by DATE

SATURDAYS ARE FOR THE BOYS! I'M NOT TOO PICKY ON THE SPECIFIC TOUR AS LONG AS IT FITS WHEN WE'RE VISITING, AND I'M GETTING MORE BANG FOR MY BUCK.


< Monday, October 10th 2022 >

### Catamaran Dolphin Sunset Adventure Cruise

**\$30 - \$45** Delphi Watersports located in front of the Hyatt towel hut on the beach · All Ages · 2 hour Sailing Sunset cruise with rope swing and water slide!

5pm >

☰ Details >




### Catamaran Private Sunset Charter & Events

**\$1,272** 2 Hours · Great for Romantic Evenings, Proposals & Events!

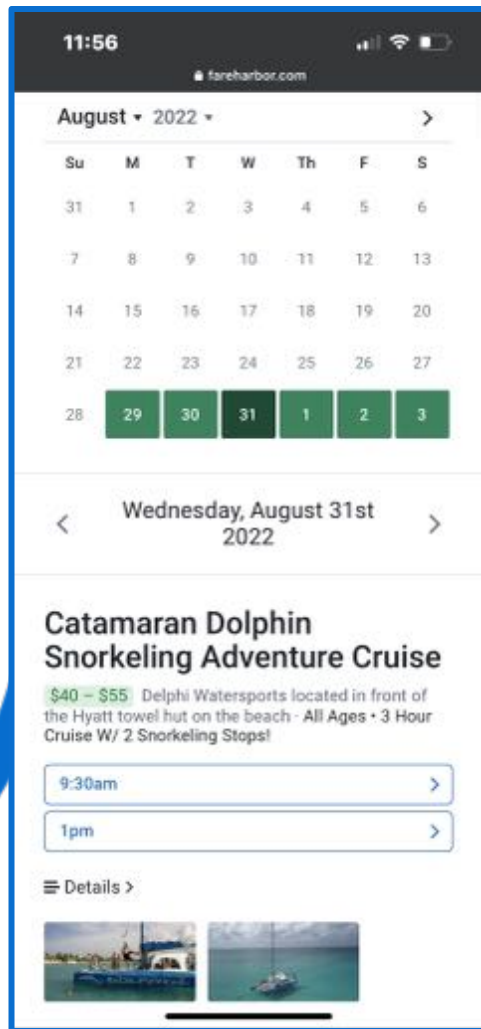
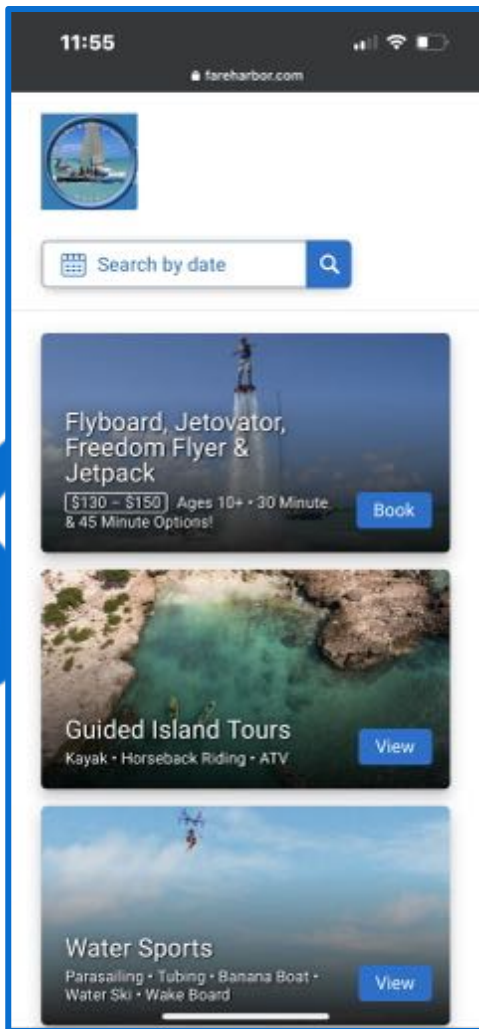
5pm >

☰ Details >





# MOBILE View



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**The average American adult spends how many hours a day on their phone?**

① Start presenting to display the poll results on this slide.



# Mobile OPTIMIZATION

**5.5**

The amount of hours  
a day the average  
American spends on  
their phone

[Earthweb]

**52.2%**

Of all website traffic  
comes from mobile  
phones

[statista.com]





**Responsiveness**



**No Pop-Ups!**



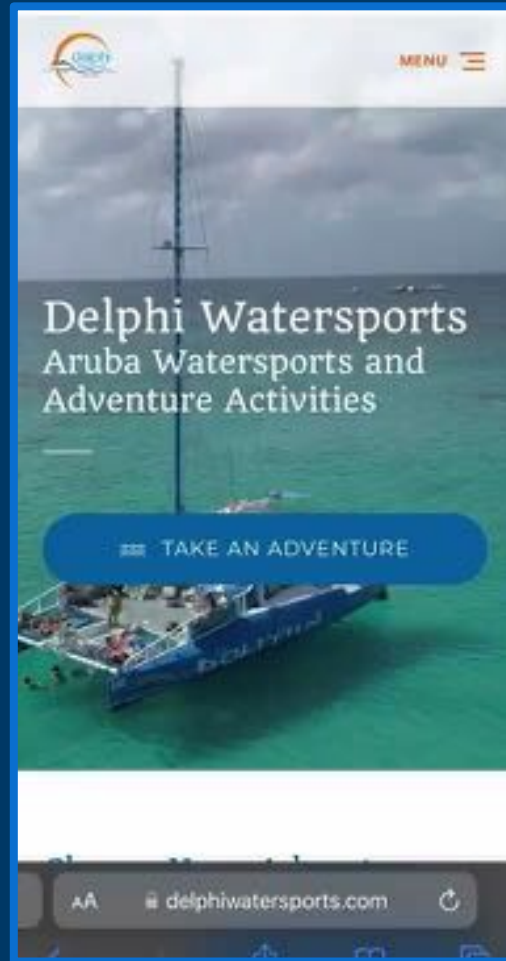
**Prioritize Site  
Speed**



**Minimize  
Scrolling**

LIVE **MOBILE** VIEW

# Delphi Watersports Aruba



PARASAILING IS GOING  
TO BE LIT!



FIRST ROUND IS ON  
ME!



SEE YOU IN  
ARUBA!



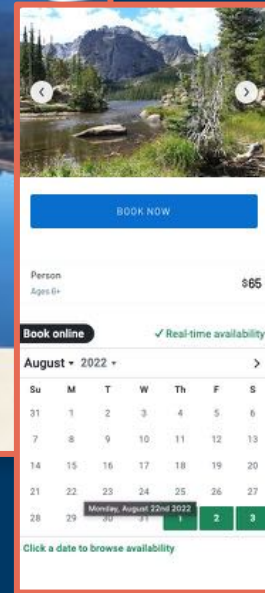
Your New **BOOKERS!**



# Let Us Build Your Website *FOR YOU!*



Go to our FareHarbor Sites booth and ask about receiving a FareHarbor Website at **no cost!**





# What You Can Do *TODAY*

- **Trim** your mobile content
- **Edit** your CTA Buttons
- Be The Booker - **Network!**
- **Call support**



THANKS 

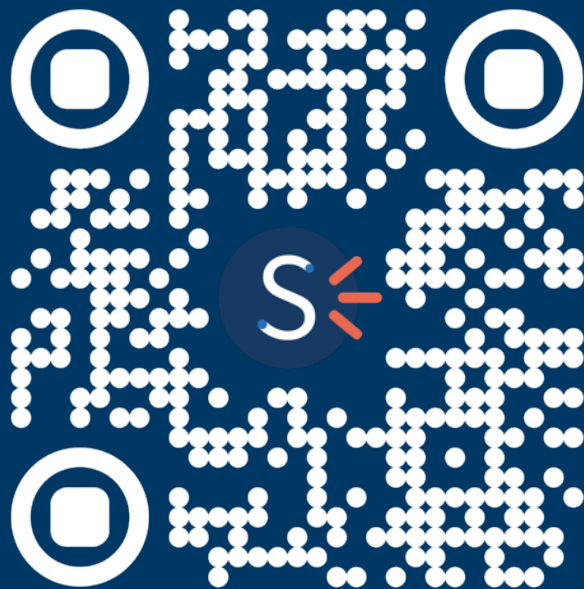


UP NEXT ON *MAINSTAGE*

# Don't Leave Your Money on the Table: Optimize your Marketing ROI

**REMINDERS:** Login to Compass on your mobile device

Join the FH Facebook Community



Learn about FareHarbor exclusives &  
find links to all your resources here!