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FAREHARBOR
webinars



Optimize Your Website: Understanding Performance and Leveraging Your Data

Advanced



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Today's Agenda

**Website
Architecture**

**Website
Content**

**Google
Analytics**



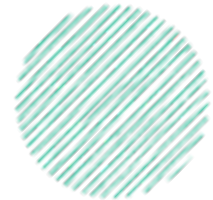
Website Information Architecture



Poll

What is IA (Information Architecture)?

- Structure and organization of your website's content
- Menu navigation, page categorization, url nesting/structure
- General flow and organization for a user to easily navigate from one page to another
- All of the Above



Information Architecture

Menus

- Prioritize home, category and tour pages
- Keep menu ~10 items long
- Avoid sub-menu folders where possible
- Footers should always have Name, Address, Phone Number (NAP) and Quick Links
- Ex: <https://jubilations.ca/>

Page Categorization

- Tour Pages should flow and follow categories
- Think through location(s) and tour types to help segment categories
- Important for sites with multiple offerings (ex: Tours, Rentals, etc.)

URL Nesting

- Tour Pages should be nested appropriately under category pages (ex: `domain.com/kayak-tours/biolumenescent-night-kayak/`)
- URL structure affects SEO and UX
- Wrong url structure causes excessive redirects later
- Keep urls simple!



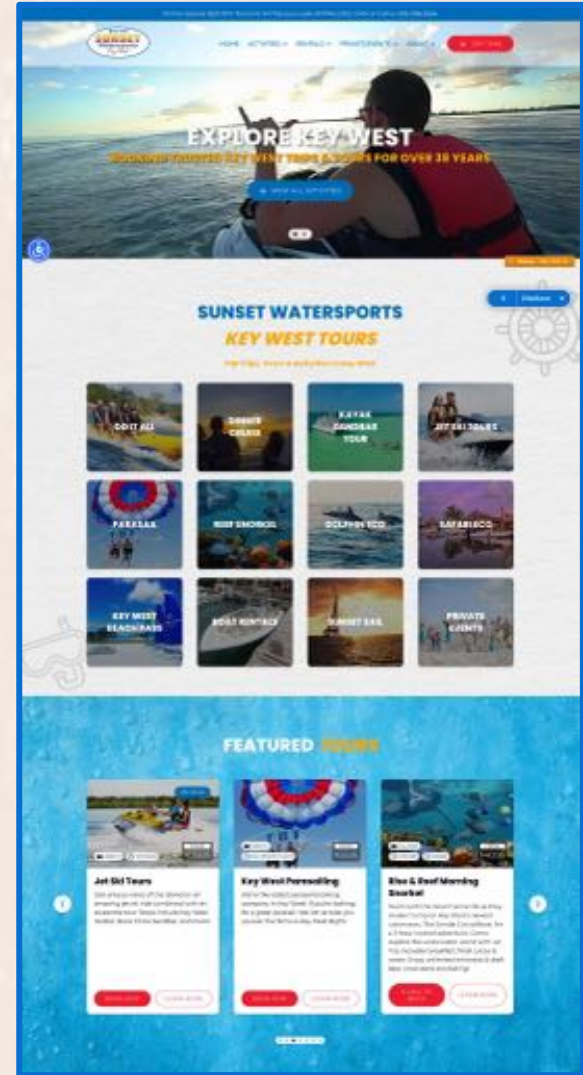
Homepage Structure & Content



Homepage Content & Layout

Written & Visual Content

- Find a balance between aesthetically pleasing and informational content (Hint: Valuable, informative content should ALWAYS be prioritized!)
- “Be the Expert”
- Category pages vs individual activities
- Photos & galleries
- Videos



Homepage Content & Layout

SEO Optimizations

- Heading Structure: H1, H2, H3, etc.
- E-A-T
- Categorization/Organization
- Include an “About Us” section
- Internal links to priority pages
- Flow of page (UX matters to Google!)
- Example Site: <https://supkentucky.com/>



Category + Activity Pages



Category & Location Pages

Page Structure

- Activity Filters
- Utilize maps & segmentation for distinct locations
- Prioritize the most popular activities (or an activity you want to promote more)
- Written content above tour listings helps SEO and highlights location keywords used



Activity Pages

Layout

- Start with summary content and add information throughout the page
- Add activity-specific reviews
- Easily accessible FAQ sections
- Scatter images and videos throughout the page (make sure written content is ahead of visuals so copy is not hidden)





Client Example

Get Up & Go Kayaking

<https://getupandgokayaking.com/>



Visual Content





Poll

How often do you update imagery on your website?

- Bi-annually or less
- Annually
- Every 2 years or longer
- Never



Visual Content

We're Selling Experiences

- Satisfied guests provide testimonials
- Videos showcase scenery and customers

Best Practices

- Image Titles & Alt Text
- Ratios
- File Sizes/Format - Quality sizes vs overly-large files
- Compression – Heavy graphics slow down sites!

Ideal Imagery

- Cater towards your ideal demographics
- Imagery should match your brand
- Action shots of guests are VITAL



Google Analytics

Overview of Essential Data and Metrics



Poll

What is your experience level interpreting data in Google Analytics?

- **Beginner** (understand little - few metrics in Google Analytics)
- **Intermediate** (understand basic metrics on multiple tabs)
- **Advanced** (understand and interpret almost all data under each tab)



Main Data & Metrics to Check Performance

GA Optimized Settings

Make sure your data is accurate

- Referral Exclusion Filter
- Demographics Enabled
- Ecommerce Tracking Enabled
- Setting locations will change within GA4 interface

Ecommerce (Overview)

What percentage of users are booking on your site?

- Ecommerce Overview to assess Product Performance
- GA4 is being integrated and will officially launch before July 2023



Enable Demographics and Interests Reports

Understand
your users!

A screenshot of the Google Analytics interface. The left sidebar shows the navigation menu with 'Property Settings' highlighted. The main content area shows the 'Property Settings' for 'UA - Google Merchandise Store (24-54...)'. The 'Advanced Settings' section is expanded, showing the 'Enable Demographics and Interest Reports' toggle, which is currently turned on. A blue arrow points to this toggle. Below the toggle, there is a brief explanation: 'Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are.'

Property [Create Property](#)

UA - Google Merchandise Store (24-54...)

- GA4 Setup Assistant
- Property Settings**
- Tracking Info

PRODUCT LINKS

- Google Ads Links
- AdSense Links
- Ad Exchange Links
- All Products

Audience Definitions

Custom Definitions

Property Name

UA - Google Merchandise Store

Default URL

http://shop.googlemerchandise.com

Default View

Standard View

Industry Category

Shopping

Advanced Settings

Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration

Property Hit Volume

Last day: 13,351 hits

Last 7 Days: 70,575 hits

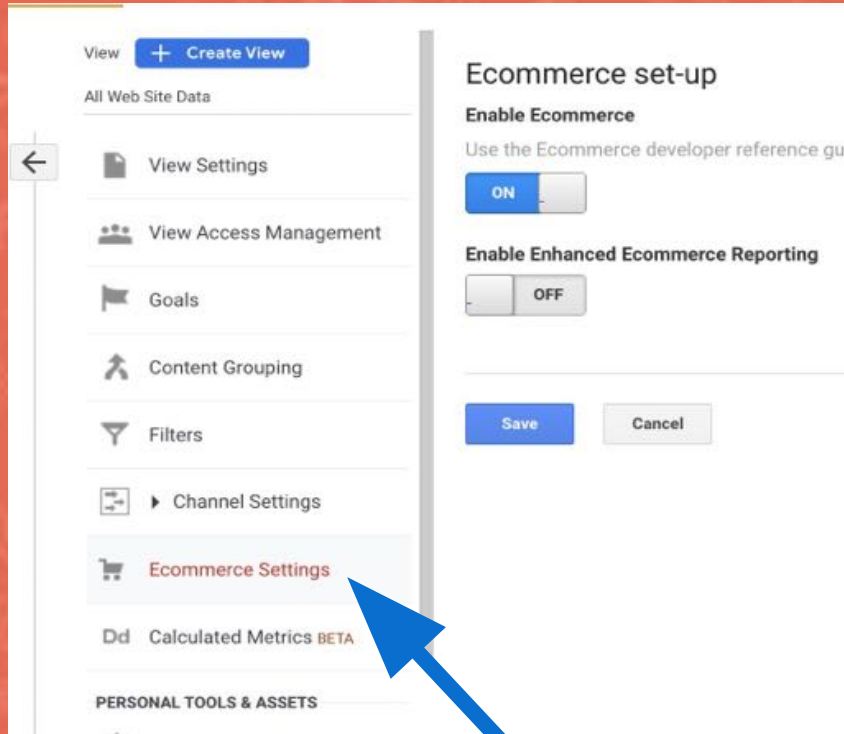
Last 30 Days: 337,307 hits

Advertising Features

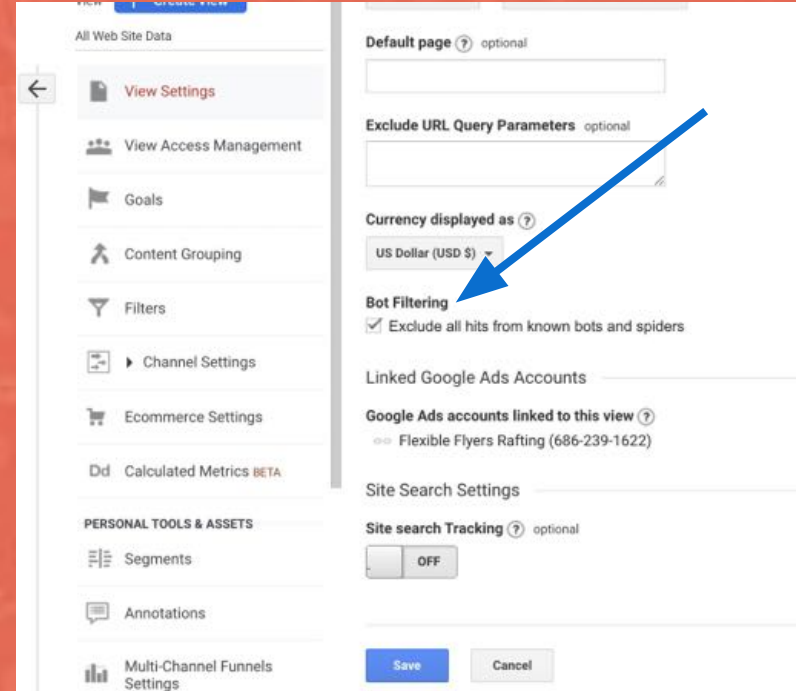
Enable Demographics and Interest Reports

Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are.

Enable Ecommerce & Bot Filtering



This screenshot shows the 'Ecommerce set-up' configuration page in Google Analytics. On the left, a sidebar menu lists various settings, with 'Ecommerce Settings' highlighted and a blue arrow pointing to it. The main content area is titled 'Ecommerce set-up' and contains two toggle switches: 'Enable Ecommerce' (set to ON) and 'Enable Enhanced Ecommerce Reporting' (set to OFF). At the bottom of the main area are 'Save' and 'Cancel' buttons.

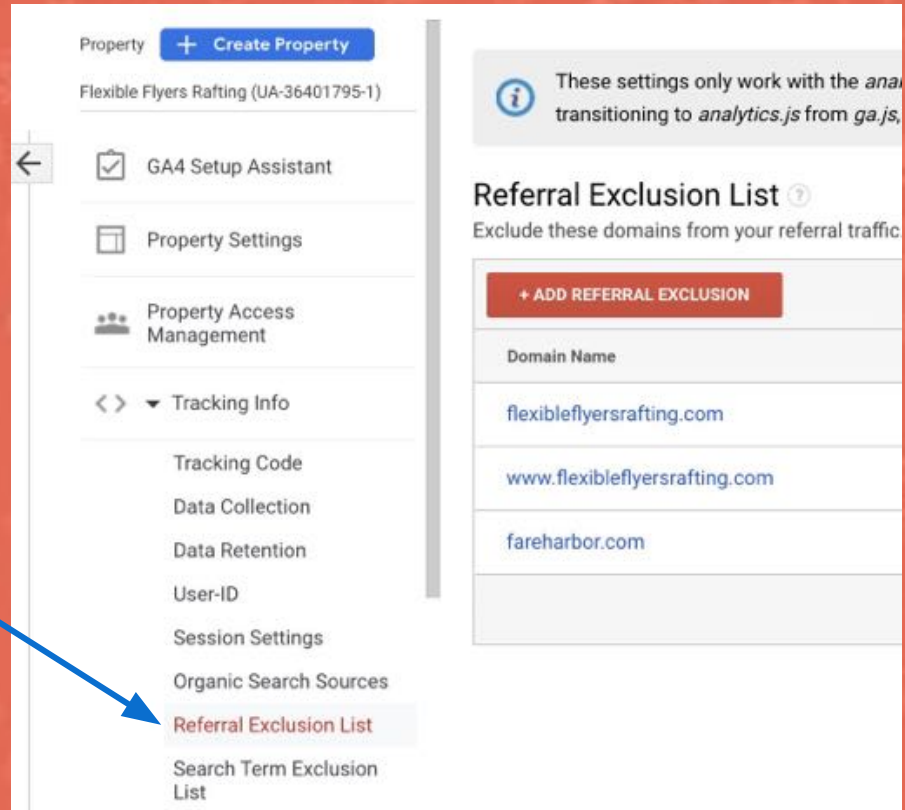


This screenshot shows the 'Filters' configuration page in Google Analytics. A blue arrow points to the 'Bot Filtering' section, which is checked and includes the text 'Exclude all hits from known bots and spiders'. Other visible settings include 'Default page', 'Exclude URL Query Parameters', 'Currency displayed as' (set to US Dollar), 'Linked Google Ads Accounts', 'Google Ads accounts linked to this view', 'Site Search Settings', and 'Site search Tracking' (set to OFF). 'Save' and 'Cancel' buttons are at the bottom.



Referral Exclusion Filters

This is one of the most important settings to have optimized!



The screenshot displays the Google Analytics GA4 interface for the property 'Flexible Flyers Rafting (UA-36401795-1)'. The left sidebar shows the navigation menu with 'Referral Exclusion List' highlighted. The main content area shows the 'Referral Exclusion List' settings, including a note about transitioning from *ga.js* to *analytics.js*, a '+ ADD REFERRAL EXCLUSION' button, and a table of excluded domains.

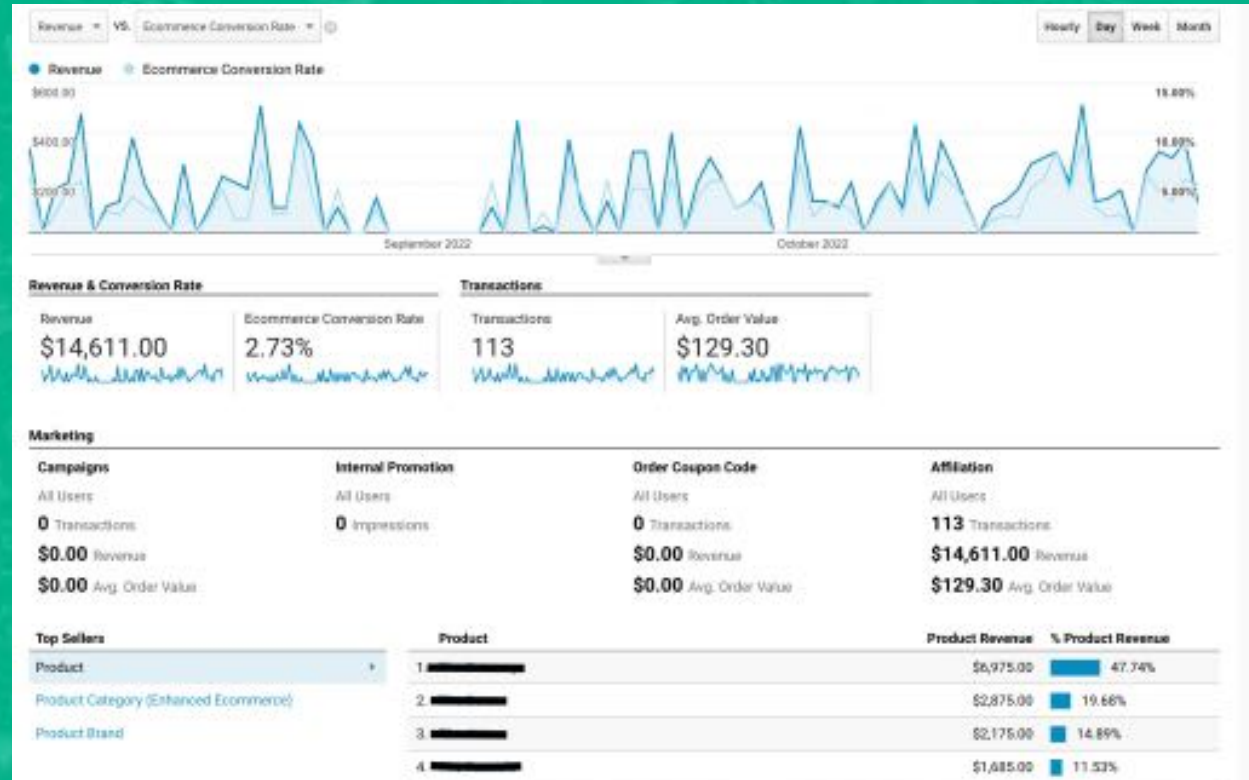
Domain Name
flexibleflyersrafting.com
www.flexibleflyersrafting.com
fareharbor.com





Conversions & Product Performance

- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Conversions
 - Goals
 - Ecommerce
 - Overview
 - Shopping Behavior
 - Checkout Behavior
 - Product Performance
 - Sales Performance
 - Product List
- Attribution BETA
- Discover
- Admin



Average ECR for Travel Industry is roughly at 4.7%, but tour operators generally see lower averages.



Conversions & Product Performance

- REPORTS
- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▶ Behavior
- ▶ Conversions
 - ▶ Goals
 - ▼ Ecommerce
 - Overview
 - Shopping Behavior
 - Checkout Behavior
 - Product Performance
 - Sales
 - Performance
 - Product List
 - Performance
 - ▶ Marketing
 - ▶ Multi-Channel Funnels
- Attribution BETA
- Discover
- Admin

Primary Dimension: Product Product SKU Product Category (Enhanced Ecommerce) Product Brand

Secondary Dimension: Source / Medium

advanced

Product	Source / Medium	Sales Performance					Shopping Behavior			
		Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate	
		\$14,611.00 <small>% of Total: 100.00% (\$14,611.00)</small>	172 <small>% of Total: 100.00% (172)</small>	566 <small>% of Total: 100.00% (566)</small>	\$25.81 <small>Avg Per View: \$25.81 (0.00%)</small>	3.29 <small>Avg Per View: 3.29 (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	0.00% <small>Avg Per View: 0.00% (0.00%)</small>	0.00% <small>Avg Per View: 0.00% (0.00%)</small>	
1. [Redacted]	google / organic	\$4,275.00 (29.26%)	49 (28.49%)	171 (30.21%)	\$25.00	3.49	\$0.00 (0.00%)	0.00%	0.00%	
2. [Redacted]	google / organic	\$1,605.00 (10.99%)	19 (11.05%)	64 (11.31%)	\$25.00	3.37	\$0.00 (0.00%)	0.00%	0.00%	
3. [Redacted]	{direct} / {none}	\$1,225.00 (8.38%)	12 (6.98%)	49 (8.66%)	\$25.00	4.08	\$0.00 (0.00%)	0.00%	0.00%	
4. [Redacted]	google / organic	\$1,135.00 (7.77%)	22 (12.79%)	51 (9.01%)	\$22.25	2.32	\$0.00 (0.00%)	0.00%	0.00%	
5. [Redacted]	google / cpc	\$1,075.00 (7.36%)	9 (5.23%)	43 (7.60%)	\$25.00	4.78	\$0.00 (0.00%)	0.00%	0.00%	
6. [Redacted]	google / cpc	\$1,075.00 (7.36%)	10 (5.81%)	43 (7.64%)	\$25.00	4.30	\$0.00 (0.00%)	0.00%	0.00%	
7. [Redacted]	google / organic	\$1,050.00 (7.19%)	12 (6.98%)	42 (7.42%)	\$25.00	3.50	\$0.00 (0.00%)	0.00%	0.00%	
8. [Redacted]	{direct} / {none}	\$500.00 (3.42%)	5 (2.91%)	20 (3.53%)	\$25.00	4.00	\$0.00 (0.00%)	0.00%	0.00%	
9. [Redacted]	{direct} / {none}	\$435.00 (2.98%)	8 (4.65%)	20 (3.53%)	\$21.75	2.50	\$0.00 (0.00%)	0.00%	0.00%	
10. Gift Card	google / organic	\$234.00 (1.60%)	5 (2.91%)	5 (0.88%)	\$66.80	1.00	\$0.00 (0.00%)	0.00%	0.00%	

GA Events to Consider

Industry and Geographical Events & Trends

- **Post-Pandemic Years:** 2021/2020 saw a large increase in popularity for outdoor activities and private tours — We are seeing these trends reset back to baseline from 2019
- **Geographical Events:** Always consider weather phenomenon and other external factors that may impact bookings in specific areas

Traffic Anomalies/Bot Traffic Events

- Bot or spam traffic can skew data; You can drill down to specific days and look at where large portions of traffic came from to see if spam traffic was sent to your website



Thank you!





Have you checked out Compass recently?

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:

- [Using Google Analytics Reports to Improve Organic Traffic & Conversions](#)
- [GA Upgrade: Meet The New Google Analytics 4](#)
- [Choosing the Best Keywords for Your Business](#)



FareHarbor Support

Please contact our **24/7 Support** if you have any questions pertaining to your dashboard!

Email: support@fareharbor.com

Phone: (855)495-5551

Help Docs

Fareharbor **help docs** can be found on your dashboard in the dropdown menu!



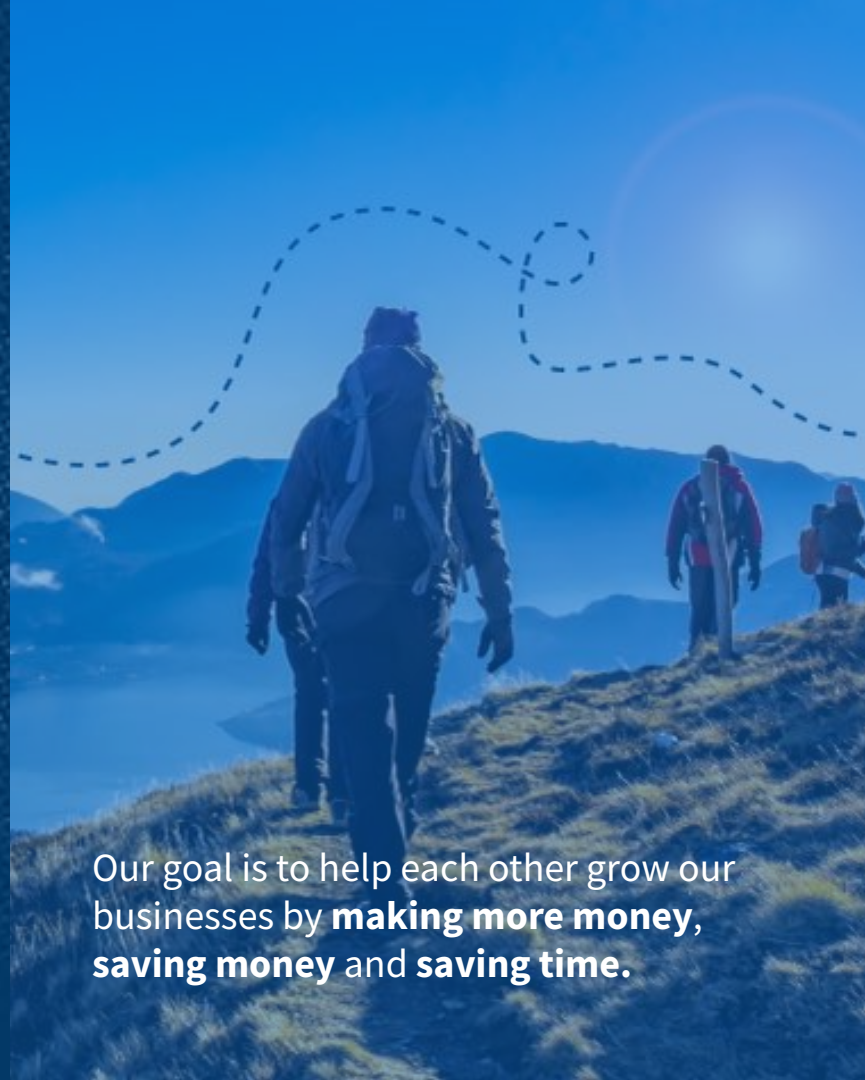
FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

Q&A

