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FAREHARBOR
webinars



Be The Booker:

**A Live Website Workshop to
Improve Your Website**



Ryan Raker

Quality Control Associate

Denver



Tyler Dominick

Project Coordinator

Denver



Today's Agenda

**Home
Page**

**Category
Pages**

Navigation



Home Page



What is the
purpose of your
website?

Main Content Should:

- Confirm who, what, and where
- Answer common questions
- Demonstrate and gain trust
- Direct customers



Keep
it simple!

Homepage

Optimized Headings

- Concise and direct

Clear Call to Actions (CTAs)

- Intuitive, give instruction

Captivating Content

- Positive and accurate representation
- Relatable, gains trust

“Squint Test”





CAPE MAY WHALE WATCH — & RESEARCH CENTER —

VIEW ALL CRUISES



Cape May Whale Watch & Research Center Est.1987. Research. Education. Conservation

The Cape May Whale Watch & Research Center began in 1987 as Cape May's original eco-tour operation. What makes the Cape May Whale Watch and Research Center stand out from others is a strong emphasis on science, research, education, and conservation. The operation is family-owned and operated by Captains Matt and Melissa. The American Star offers an unparalleled experience aboard a floating marine Research Center where onboard



Categorization



When should I
use **Category**
pages?

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

You should use **Category** pages for:

- Large amount of items
- Different types of activities
- Multiple locations



Home Page example:

What does categorization look like?



Quick hit info, clear CTA, intuitive navigation:

KAYAK RENTALS
AGES 13+ UP TO 8 HOURS FROM \$35
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam finibus ullamcorper viverra. Aenean faucibus lectus sagittis pellentesque laculis. Pellentesque quis tortor in erat eleifend viverra.
BOOK NOW LEARN MORE

PADDLE BOARD RENTALS
AGES 13+ UP TO 8 HOURS FROM \$25
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam finibus ullamcorper viverra. Aenean faucibus lectus sagittis pellentesque laculis. Pellentesque quis tortor in erat eleifend viverra.
BOOK NOW LEARN MORE

This image displays two detailed product cards. The first card is for "KAYAK RENTALS" and features a top image of a person in a kayak. Below the image, it lists "AGES 13+", "UP TO 8 HOURS", and a price tag "FROM \$35". The card includes a short paragraph of placeholder text and two buttons: "BOOK NOW" and "LEARN MORE". The second card is for "PADDLE BOARD RENTALS" and features a top image of a person on a paddleboard. It lists "AGES 13+", "UP TO 8 HOURS", and a price tag "FROM \$25". Like the first card, it includes placeholder text and "BOOK NOW" and "LEARN MORE" buttons.



Navigation



89% of consumers
shop with
competition after a
poor website user
experience

Don't let users get lost

- CTA's clearly labeled
- Intuitive navigation
- What do I want to know?
- Where can I find it?



Influence
consumer
decision making
through design
elements

Good navigation examples

Simple Menus



CTA's on all pages

How long are your tours?	▼
Is paddleboarding difficult?	▼
What do I wear for the tour?	▼
Am I allowed to bring food?	▼
Where do I park?	▼



Live Client Examples



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:

- [Captivate, Optimize, Sell: Proven Strategies to Turn Your Lookers Into Bookers](#)
- [Appealing to the Local Booker](#)



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!



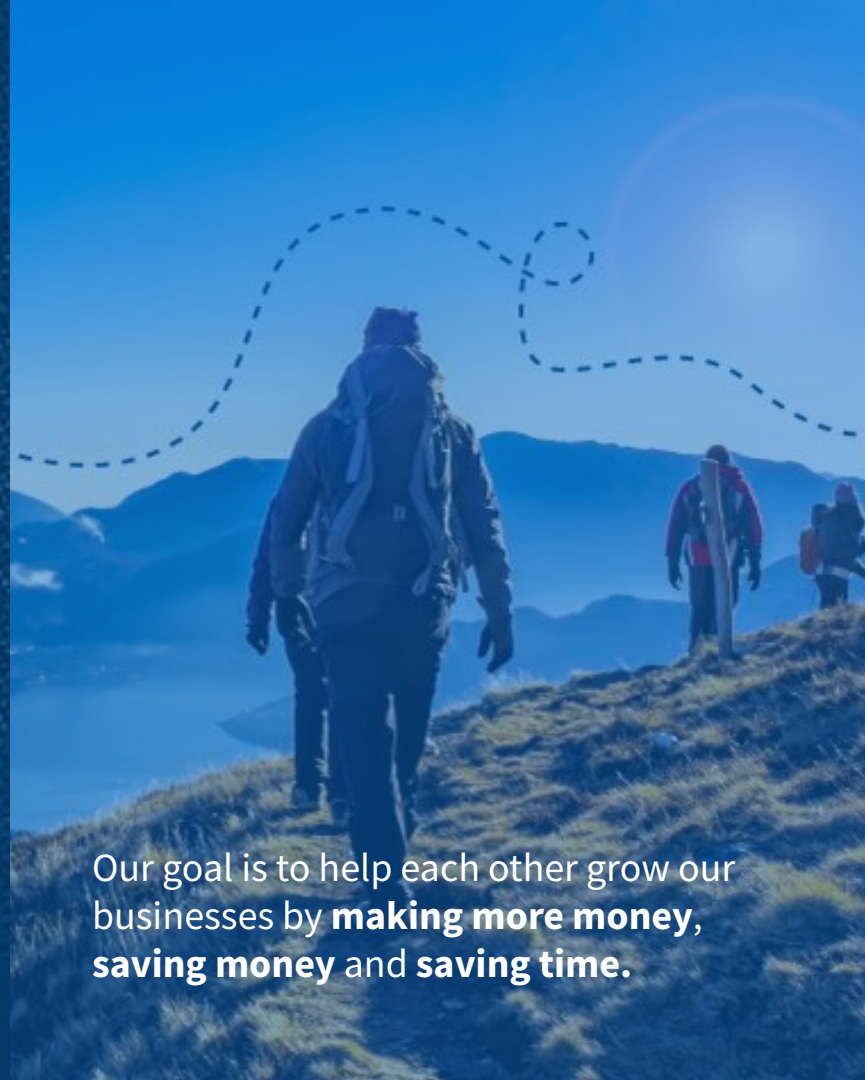
FAREHARBOR

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

