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FareHarbor webinars

Be The Booker:

A Live Website Workshop to Drive Online Conversions

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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

HOME | CRUISES | ABOUT | RESEARCH | PLAN YOUR VISIT | BLOG | BOOK ONLINE

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?

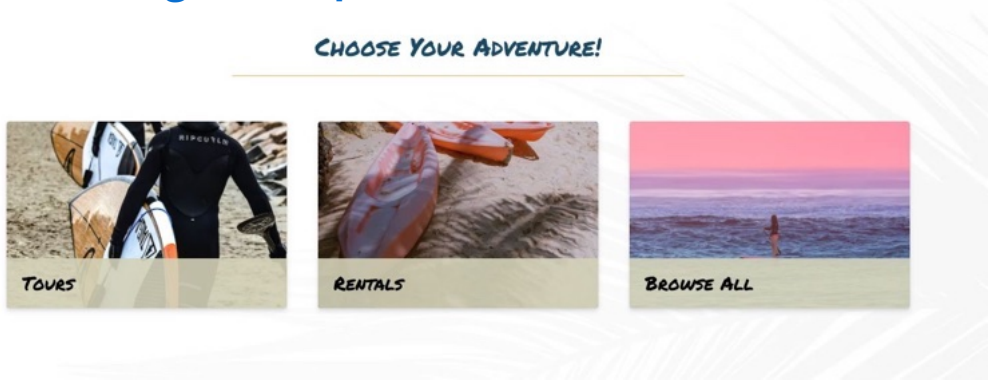
Organizing information on your website into different categories is a proven method to creating a seamless booking experience.

You should use Category pages for:

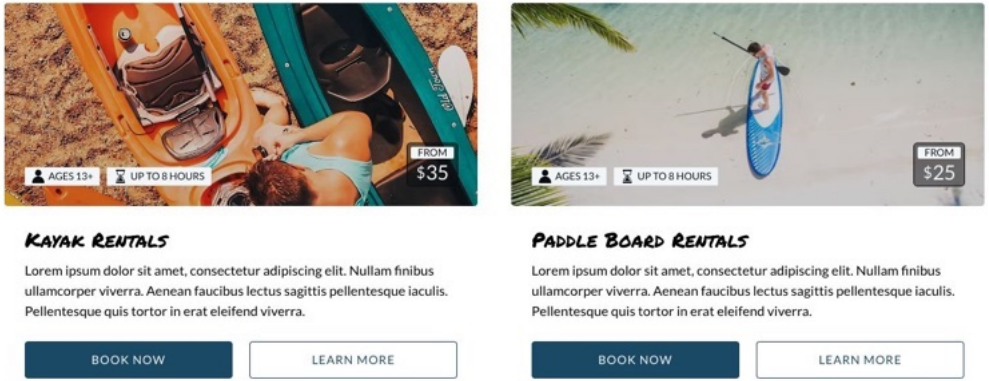
- Large amount of items
- Different types of activities
- Multiple locations

What does categorization look like?

Home Page example:



Quick hit info, clear CTA, intuitive navigation:



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

Live Client Examples

Thank you!

resources

FareHarbor compass

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**

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.**

FAREHARBOR

SPARK

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OCTOBER 8-9, 2023

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Q & A