April 24, 2024

Be The Booker:

A Live Website Workshop to Improve Your Website

FareHarbor
webinars

Ian Scott

Quality Control Associate

Denver

Matt Meline

Account Manager

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

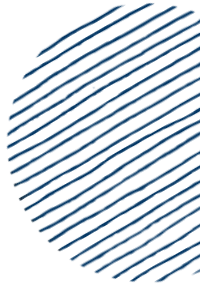# Homepage

Optimized Headings

- Concise and direct

Clear Call to Actions (CTAs)

- Intuitive, give instruction

Captivating Content

- Positive and accurate representation
- Relatable, gains trust

"Squint Test"

Keep
it simple!

Categorization

Organizing information on your website into different categories is a proven method to creating a seamless booking experience.
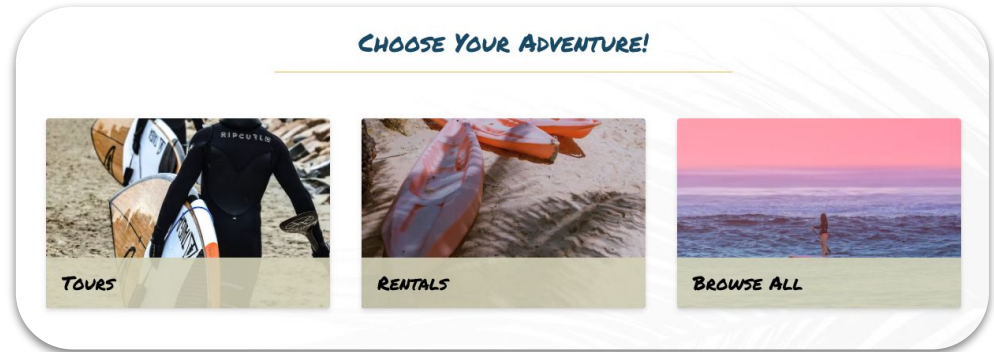
You should use Category pages for:

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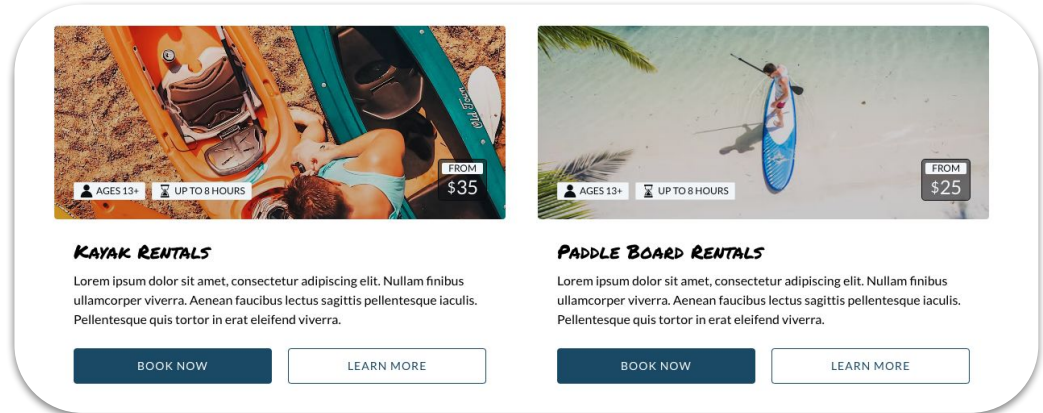- Different types of activities
- Multiple locations

What does categorization look like?

Home Page example:

CHOOSE YOUR ADVENTURE!

TOURS

RENTALS

BROWSE ALL

Quick hit info, clear CTA, intuitive navigation:

AGES 13+   UP TO 8 HOURS   FROM $35

KAYAK RENTALS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam finibus ullamcorper viverra. Aenean faucibus lectus sagittis pellentesque iaculis. Pellentesque quis tortor in erat eleifend viverra.

BOOK NOW   LEARN MORE

AGES 13+   UP TO 8 HOURS   FROM $25

PADDLE BOARD RENTALS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam finibus ullamcorper viverra. Aenean faucibus lectus sagittis pellentesque iaculis. Pellentesque quis tortor in erat eleifend viverra.

BOOK NOW   LEARN MORE

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?

Good navigation examples

Simple Menus

Home   Tours   Rentals   About Us   FAQ   Contact Us   📅 BOOK NOW

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?

READY TO BOOK?

BOOK NOW

Influence consumer decision making through design elements

Live Client Examples

Thank you!

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.**

Q & A