

## YOUR WEBSITE CHECKLIST

Your website should be the hub of all your marketing activities and a core part of your strategy.

But not all websites are created equal. A good one will be easily found and booked by customers. A bad one can leave you invisible.

What are the key elements of an awesome website?

### DESIGN AND CONTENT

First impressions count! They say your website has 3 seconds to gain your customers trust.

Your website should:

- Be clean, uncluttered, modern design.
- Use colours, fonts and tone of voice that reflects your brand.
- Have inspiring content that tells a story.
- Include good quality, up to date photos that accurately show your experience.
- Have **clear Calls to Actions**.
- Feature and display testimonials and reviews (added manually or linked to TripAdvisor or Google).
- Incorporate video content (linked to YouTube).
- Feature an integrated blog (to easily create new inspiring content regularly).
- Be intuitive and provide the visitor a logical user experience.

### FUNCTIONALITY

Make it easy for your customers to navigate around your site. Highlight the information that your customers are looking for, not what you want to tell them!

- Online booking is available.
- “Book Now” on the main navigation.
- Loads quickly.
- Displays correctly, no matter what the platform.
- Mobile Friendly ([use this Google page](#) to test how mobile-friendly your website is).
- Has footer navigation.
- Social media integration, with icons and links to social accounts.

### TECHNOLOGY

The technology behind your site is just as important as the content. Your site should be easy for you to manage and easy for search engines to find.

You must:

- Have a CMS (Content Management System) that you can access and is easy to use.
- Be search engine optimised (there are lots of SEO review sites on Google to use to get a free review of your website).
- Have content optimized with key words.

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- Have an e-marketing opt-in function.
- Set up Google Analytics to monitor your site's performance.

Technology is constantly changing. If you haven't upgraded the technology of your site in the last 3 years, then now is the time.

## YOUR MOBILE SITE

You must have a mobile responsive site, no excuses! If you don't you will be penalised by both Google and your customers!

How should you set it up?

- Focus on your customer, how will they use it?
- Keep calls to action front and centre.
- Keep menus short and sweet.
- Make it easy to get back to the home page.
- Make sure your design is responsive (a good CMS like Squarespace or Wordpress will have templates that do that for you).
- Optimise your entire site for mobile (short, sharp and shiny content).
- Use click-to-call buttons and other phone features like GPS and social sharing.

## MOBILE HEALTH CHECK

Pick up your smartphone and go to your website. Ask yourself these questions:

- Does it load in less than three seconds?
- Does it draw your eye to your key selling points or message?
- Is the content easy to read?
- Is it easy to navigate?
- Is it easy to recognize and activate the call to action?
- Does it provide a good user experience?
- Is it a website you would spend time if it was not your own?

## YOUR LISTINGS

To grow your digital footprint and be found by more people in more places you also need to set up online listings. Think about your ideal customers and where they hang out, make sure you can be found there.

Listing sites include:

- Google Business Pages and Map Listings.
- Australian Tourism Data Warehouse.
- TripAdvisor.
- Facebook, Youtube and other social media.
- Third party booking sites.
- Other tourism businesses sites.
- Local Search.

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## ROCK YOUR LISTINGS

- Be consistent with copy and contact details.
- Use great images.
- Optimise them with the same keywords you've used for your website.
- Link them back to your website and social media.
- Know where you are listed and keep them up to date.

## GREAT WEBSITE EXAMPLES

Need some inspiration, check these sites out:

- [www.seppeltsfieldvineyardcottage.com.au](http://www.seppeltsfieldvineyardcottage.com.au)
- [www.hamiltonisland.com.au](http://www.hamiltonisland.com.au)
- [www.offpistetours.com.au](http://www.offpistetours.com.au)
- [www.adventurebaycharters.com.au](http://www.adventurebaycharters.com.au)
- [www.traveloregon.com](http://www.traveloregon.com)
- [www.discovertasmania.com.au](http://www.discovertasmania.com.au)