

How to Supercharge Your Travel Website and Turn It Into a Profitable Lead and Income Generator 24/7



Website That Sells - Checklist

The three questions you should ask yourself when enhancing any of your tourism marketing communications, especially on your websites are:

1. Is what you offer crystal clear?
2. Is your sense of experience and credibility conveyed in a highly conspicuous location?
3. Is this all accomplished in 7 seconds or less?

Use the checklist below to help insure all the key elements that support a “website that sells” is achieved.

1. Concise Credibility Statements in Highly Visible locations

Testimonials (why choose you)

1. Written
2. Video
3. Combinations
4. Photos of happy guests

Credibility Icons

1. Awards
2. Membership
3. Media endorsements/placement

Social Media Credibility

1. Trip Advisor: Reviews, ratings
2. Yelp
3. Google Places

2. Defining Headlines

- What type of trips or service you offer?

3. Location Statement

- Where do you offer trips, lodging, promote tourism or focus your service?

4. Descriptive Text

- Concise detail about your tourism offerings
- Key features/benefits prospect can look forward to
- Duration • Size of Groups • Difficulty
- Level of comfort / accommodations
- Highlights that set you apart

5. Layout

- Clean and uncultured
- Good use of images/video
- Navigation clear and concise
- Smart Phone friendly?

6: Captures Leads (How to convert strangers into friends and friends into customers over time)

- Email Opt-in
- Offer tips or advice your target market would find useful “freemium”
- Weekly to monthly outreach with updates, tips and specials