



Fáilte Ireland

National Tourism Development Authority

FINDING & CONVERTING YOUR WEBSITE VISITORS TO SALES

Version 2.2

Objectives

By the end of this guide you will :

- Be able to evaluate your websites effectiveness
- Know the key steps to ensuring your site is found online and converting a large percentage of visitors
- Know the principals of building an effective website

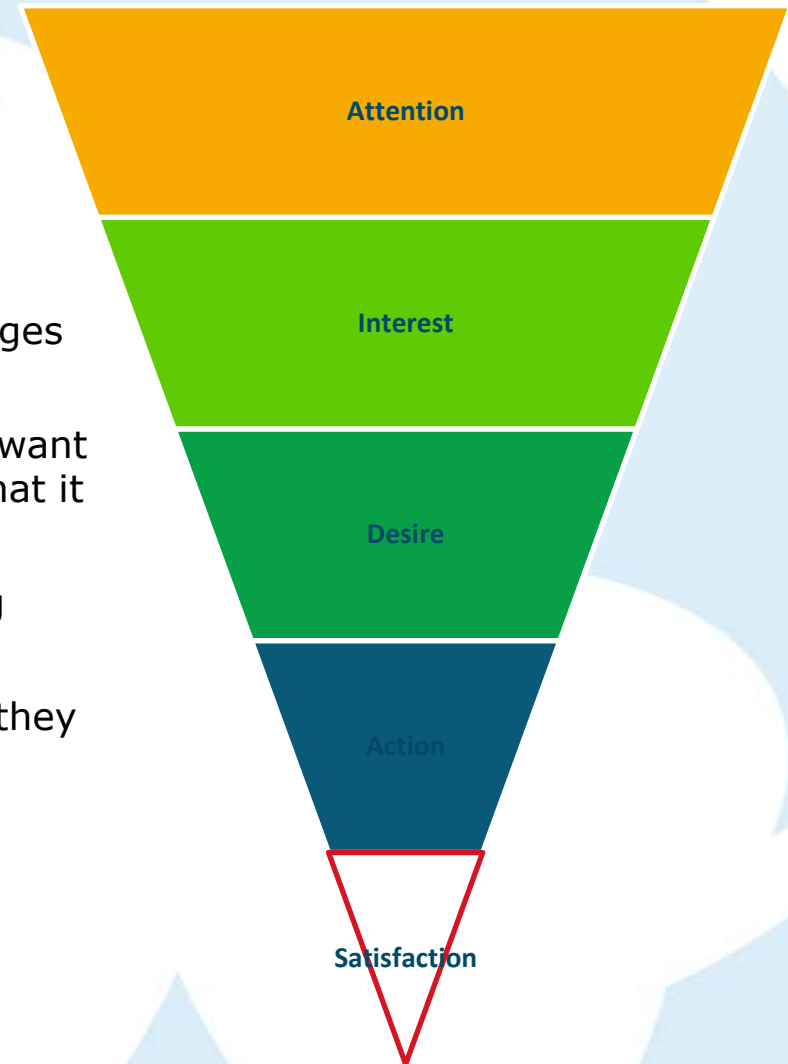


No. 1 rule

Always focus on the users experience

Sales funnel

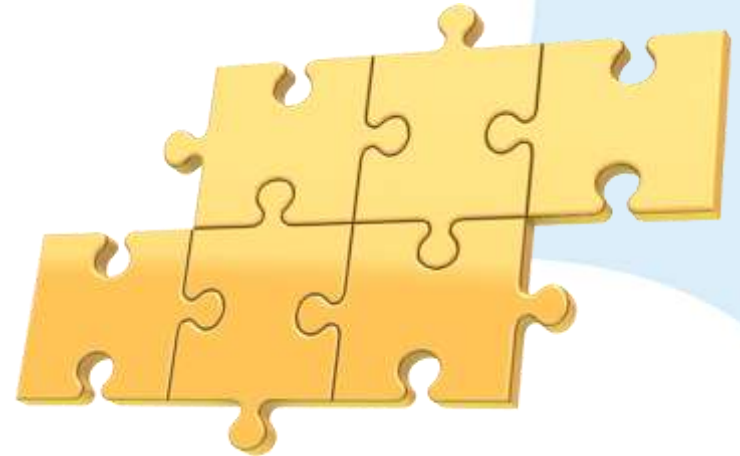
- **Awareness** – Attract the customer
- **Interest** - raise customer interest by focusing on and demonstrating advantages and benefits
- **Desire** - convince customers that they want and desire the product or service and that it will satisfy their needs
- **Action** - lead customers towards taking action and/or purchasing
- **Satisfaction** - satisfy the customer so they become a repeat customer and give referrals and feedback



Stage 1 - Planning

Planning new or redeveloped site

- Objectives
- Review analytics (existing site)
- USP's & Benefits
- Navigation
- Goals & CTA's
- Internal linking
- Wire frame
- Briefing a web developer





Customers & USP's

- What are your USP's?
- Who are your customers?
- What is the catalyst?

***Practical – write down your usp's and target markets**

Q:

Does my website portray my USP's

Does my website speak to my target market?

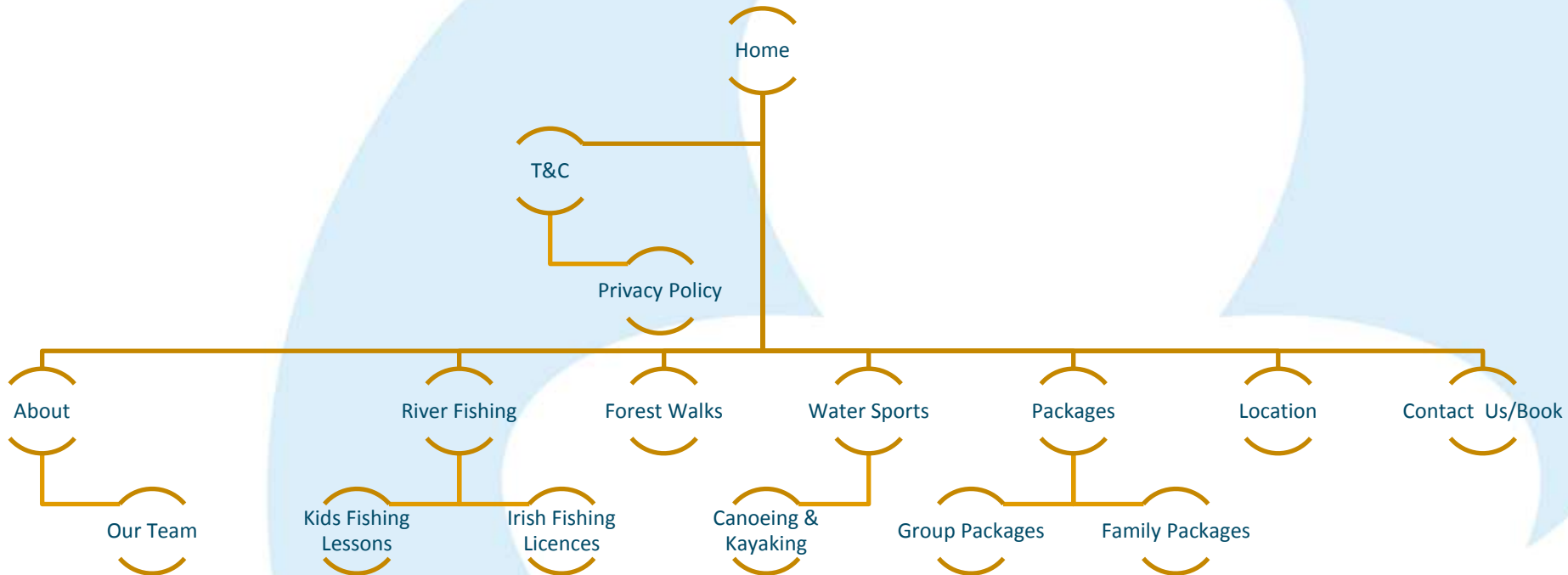
Review analytics

How is your existing site performing

- Visitor numbers
- Bounce rate
- On page analytics
- Keyword
- Country
- Goal conversions
- 301 redirects



Sample navigation



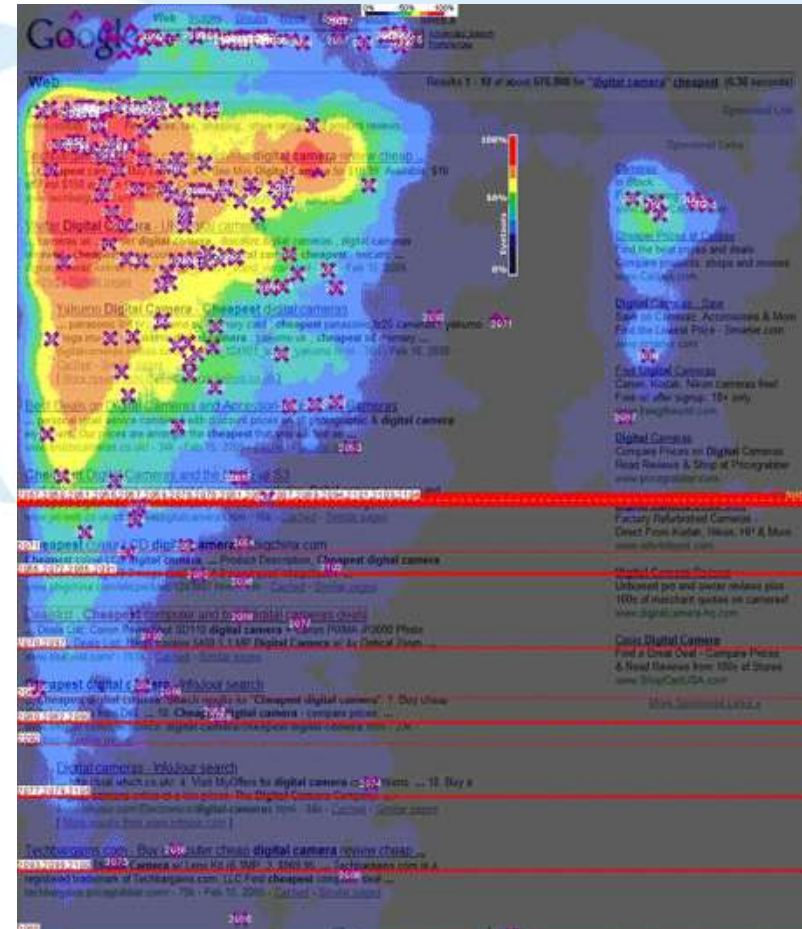
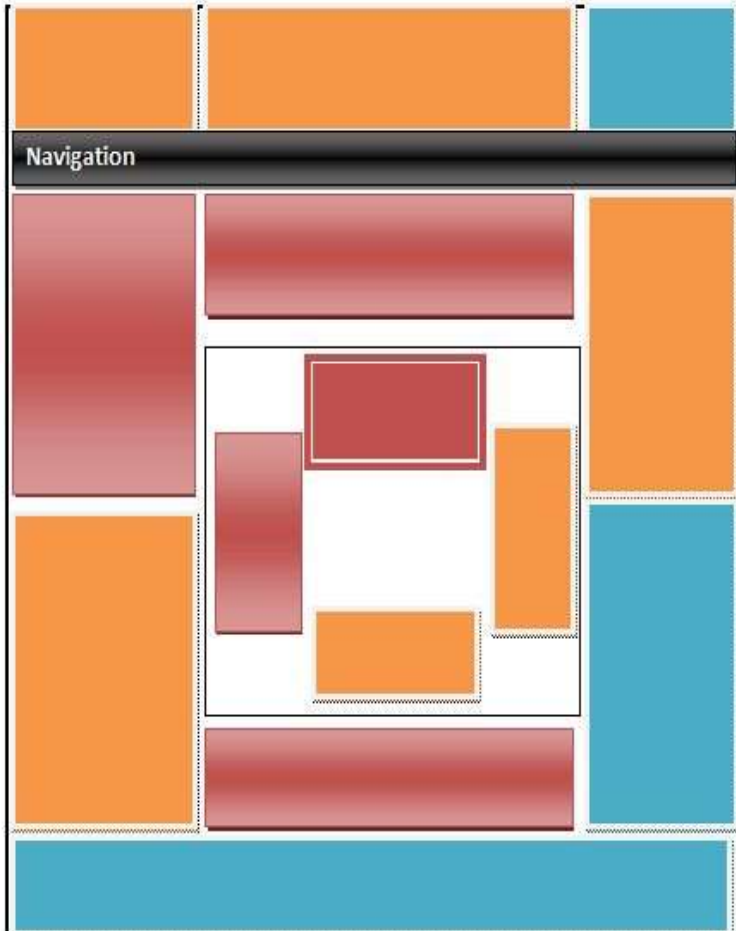
***Practical** – make note of any navigation change needed in template provided

Sample CTA's

Page	CTA
Home	Book / Enquire by email or phone Navigate to specific activities pages Data capture.
About Us	Trust info e.g. bus reg. details
- Our team	Contact specific team member
River Fishing	Book or navigate to deeper pages
Packages	Book package
- Group Packages	Book online/email/phone. Data capture
- Family Packages	Book online/email/phone. Data capture
Location	Download map(s)
Contact Us	Enquire / book online/email/phone (after form completed: Facebook like or survey) Data capture

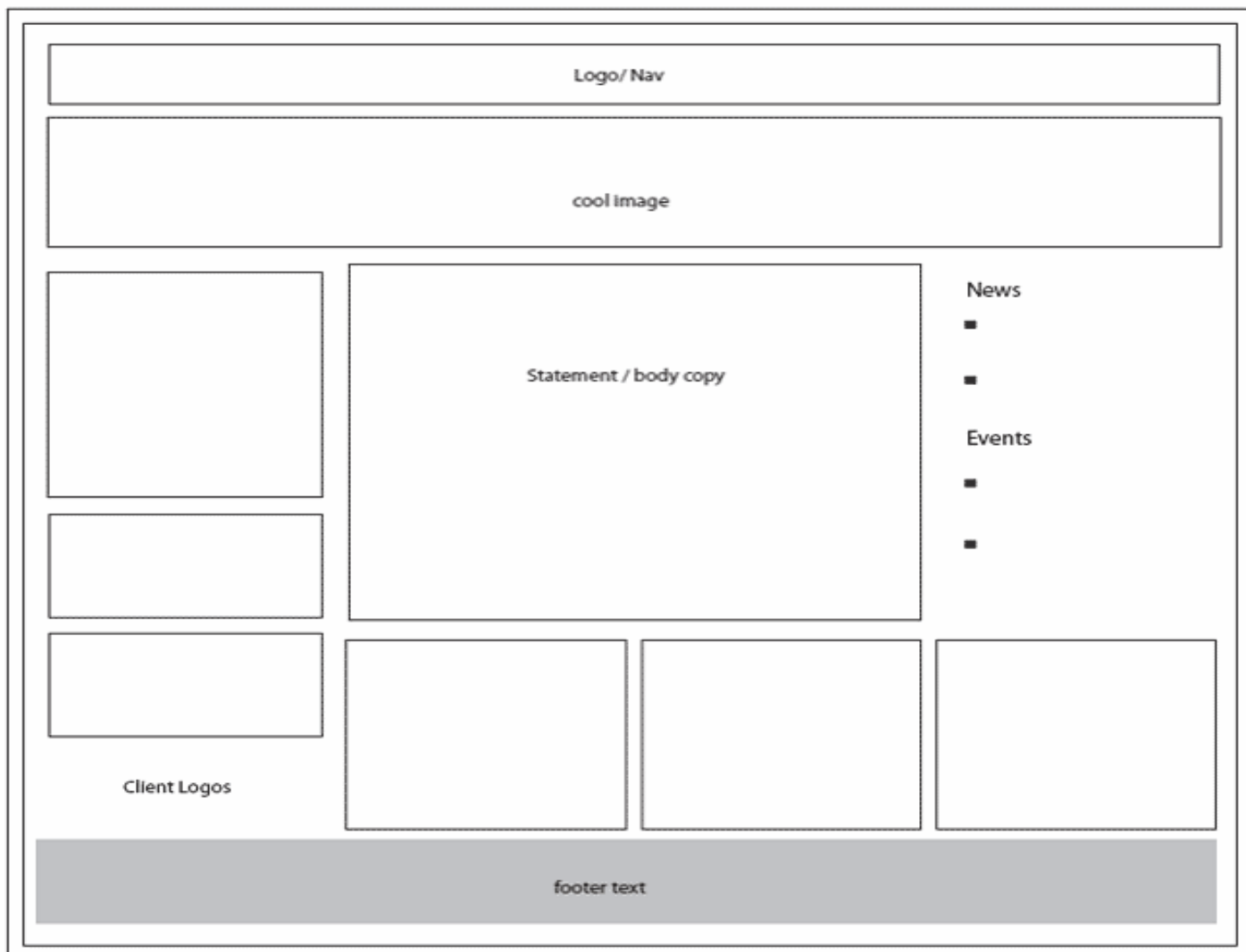
***Practical** – make note of CTA's in your site

Heat map



Source: <http://www.google.com/adsense/support/bin/answer.py?answer=17954>

Sample wire frame





Briefing a web developer

See template doc.



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Stage 2 – Getting found & Creating Awareness

How?

- SEO
- Advertising
- Drive to web
- Inbound links
- Direct



Drive to web



Why SEO?

- Large % start their search
- Cost effective
- ALL online activity impacts your position
- Getting it wrong can get you penalised



Search engine optimisation

- Automatically visit
 - XML sitemap
 - Follow links
- Cache & index pages
- Use algorithm to rank pages



Google

YAHOO!

bing



hotel dublin

Search

About 59,300,000 results (0.17 seconds)

Go to Google.com Advanced search

- Everything
- Images
- Videos
- News
- More

Ireland
Change location

The web
Pages from Ireland
More search tools

250 Hotels in Dublin - Book your **Dublin hotel** online. | booking.com

Save up to 75% on your reservation!
www.booking.com/Dublin

- Budget Hotels
- Best Reviewed
- Luxury Hotels
- Recently Booked

Low Rate Dublin Hotels - Jurys Inn 3* City Centre Hotels

3 Great Locations. Rooms From €59!
Parnell Street Hotel from €61 - Get Our App - Custom House Hotel from €74
www.jurysinns.com/DublinHotels

Cheap Hotels in Dublin - Book your perfect Dublin hotel

No change or cancellation fees!
www.ebookers.ie/Dublin-Hotels

Hotels in Dublin - Hotels Dublin - Dublin Hotels - Dublin Hotel ...

Dublin Hotels in Dublin-Hotels in Dublin. Stay in Hotels in Dublin at best guaranteed rates!
Our selection of Hotels in Dublin will not be beaten.
www.dublinhotelreservations.com/ - Cached - Similar

Cheap Dublin Hotels-Dublin Hotel Discounts Ireland. Page 1

2 night **hotel** deals for 2 people just €74.50pps. **Dublin hotels** are available to book online now!
We have the widest range of **Dublin hotels** and all our ...
North Star Hotel - Lobby - Dublin city hotels - Herbert Park Hotel
www.goireland.com/dublin/hotels-in-dublin-county-page1.htm - Cached - Similar

Dublin Hotels, Dublin City Centre Hotels, Luxury Hotels in Dublin ...

Dublin Hotels. Luxury Dublin City Centre Hotels. For Dublin Hotel deals The Clarence **Hotel**
Dublin Official website™. Luxury Dublin Hotel in Dublin City ...
www.theclarence.ie/ - Cached - Similar

6-8 Wellington Quay, Dublin, Co. Dublin City - 01 407 0800
"Positive: Attractive, classy hotel in an excellent location adjacent to the ..." - booking.com (31)
travelpod.com (256) - hotelchatter.com (30) - hotels.com (20)

★★★★★
1037 reviews
Place page



Ads

Hotel Dublin

3-5* **Hotels** Located All Over Dublin
Budget & Luxury **Hotel** Deals Online
www.hotelconnect.co.uk/Dublin

200 Dublin Hotels

Book **Dublin** hotels.
Price match guarantee
www.hotels.com/Dublin

Hotels in Dublin

Hotel deals in **Dublin** at great rates. Ideal for leisure & business
www.accorhotels.com/Dublin

Search engine listing

Meta HTML page title

[Hotels in Dublin - Hotels Dublin - Dublin Hotels - Dublin Hotel ...](#)   

www.dublinhotelreservations.com/ - Cached

Dublin Hotels in Dublin-Hotels in Dublin. Stay in **Hotels in Dublin** at best guaranteed rates!
Our selection of **Hotels in Dublin** will not be beaten.

Meta content description



Don't use

- Splash pages
- Frames structure
- Fully flash websites
- Dynamic url's =?&%

www.domain.ie/index.php?option=com_content&view=article&id=13&Itemid=43

(remember don't change without 301 redirect)



Target search phrases

- Google's keyword tool
 - <https://adwords.google.com/select/KeywordToolExternal>
- Google insights
- Google instant
- Customers
- Analytics

Optimising

- Page names
- Content
- Headings
- URL's
- Breadcrumb navigation
- Link anchor text
- Image alt text
- Meta data
- +1 button



Meta data

Meta HTML page title:

- 72 characters
- Ensure your brand/business name is visible

Meta keywords – no evidence they are being anymore

Meta description:

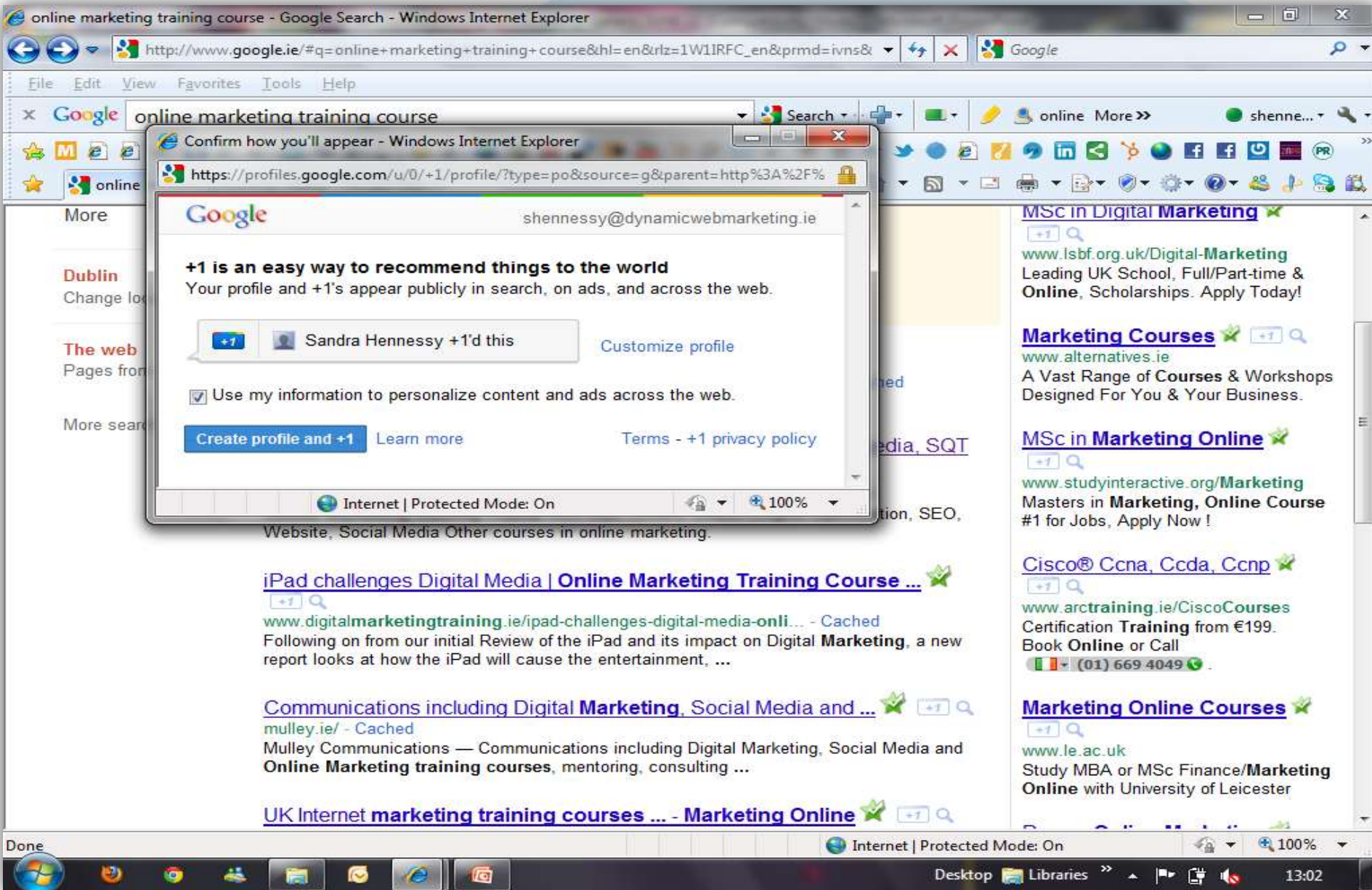
- 150 – 200 characters
- CTA
- Benefits/USP's

Google +1 button

<http://www.google.com/webmasters/+1/button/>



The screenshot shows a web browser window displaying a news article. At the top, there are several trending stories with thumbnails and titles: "LutzSec Shuts Down, Ends Hacking Campaign" (2,159 shares), "Seagull Snatches Camcorder, Files Into Viral Video History [VIDEO]" (2,215 shares), and "HOW TO: Land a Job at LinkedIn" (2,185 shares). The main article is titled "Get Satisfaction Gives Customer Service on Facebook an Upgrade" by Christina Warren, published 1 day ago. It features a prominent Google +1 button with a count of 1,070. Below the article title, there are social media sharing options for Facebook, Twitter, LinkedIn, YouTube, and StumbleUpon, along with an RSS feed icon. The article text discusses the release of a new version of the Get Satisfaction app for Facebook, highlighting its development using Involker's app platform and its integration with the company's Social Markup Language (SML). It also mentions that the app has been used by over 600 companies since its launch in March 2010 and lists current customers like Flipboard, Pampers, and Gilt Groupe. A "shoutlet" advertisement is visible on the right side of the page, promoting social media marketing services. The browser's address bar shows the URL "http://www.google.com/webmasters/+1/button/" and the page title "MASHABLE NEWS IS YOUR INDIC". The browser interface includes a "Done" button on the left and a "Protected Mode On" indicator on the right.



The screenshot shows a Windows Internet Explorer browser window with the address bar displaying a Google search for "online marketing training course". The search results page is partially visible, showing several links related to digital marketing and online courses. A dialog box titled "Confirm how you'll appear" is overlaid on the search results, showing a Google profile for "shennessy@dynamicwebmarketing.ie". The dialog box contains the text: "Google shennessy@dynamicwebmarketing.ie", "shennessy@dynamicwebmarketing.ie", "Confirm how you'll appear - Windows Internet Explorer", "https://profiles.google.com/u/0/+1/profile/?type=po&source=g&parent=http%3A%2F%2F...", "Google shennessy@dynamicwebmarketing.ie", "+1 is an easy way to recommend things to the world", "Your profile and +1's appear publicly in search, on ads, and across the web.", "Sandra Hennessy +1'd this", "Customize profile", "Use my information to personalize content and ads across the web.", "Create profile and +1", "Learn more", "Terms - +1 privacy policy", "Internet | Protected Mode: On", "100%".

online marketing training course - Google Search - Windows Internet Explorer
http://www.google.ie/#q=online+marketing+training+course&hl=en&rlz=1W1IRFC_en&prmd=ivns&

File Edit View Favorites Tools Help

Google online marketing training course Search

Confirm how you'll appear - Windows Internet Explorer
https://profiles.google.com/u/0/+1/profile/?type=po&source=g&parent=http%3A%2F%2F...
Google shennessy@dynamicwebmarketing.ie
shennessy@dynamicwebmarketing.ie
+1 is an easy way to recommend things to the world
Your profile and +1's appear publicly in search, on ads, and across the web.
Sandra Hennessy +1'd this Customize profile
Use my information to personalize content and ads across the web.
Create profile and +1 Learn more Terms - +1 privacy policy
Internet | Protected Mode: On 100%

More
Dublin
Change lo
The web
Pages from
More search

Misc in Digital Marketing
www.lsb.org.uk/Digital-Marketing
Leading UK School, Full/Part-time & Online, Scholarships. Apply Today!

Marketing Courses
www.alternatives.ie
A Vast Range of Courses & Workshops Designed For You & Your Business.

Msc in Marketing Online
www.studyinteractive.org/Marketing
Masters in Marketing, Online Course #1 for Jobs, Apply Now!

Cisco® Ccna, Ccda, Ccnp
www.arctraining.ie/CiscoCourses
Certification Training from €199. Book Online or Call
(01) 669 4049

Marketing Online Courses
www.le.ac.uk
Study MBA or MSc Finance/Marketing Online with University of Leicester

Website, Social Media Other courses in online marketing.

iPad challenges Digital Media | Online Marketing Training Course ...
www.digitalmarketingtraining.ie/ipad-challenges-digital-media-onli... - Cached
Following on from our initial Review of the iPad and its impact on Digital Marketing, a new report looks at how the iPad will cause the entertainment, ...

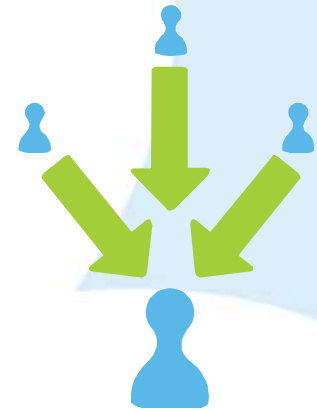
Communications including Digital Marketing, Social Media and ...
mulley.ie/ - Cached
Mulley Communications — Communications including Digital Marketing, Social Media and Online Marketing training courses, mentoring, consulting ...

UK Internet marketing training courses ... - Marketing Online

Done Internet | Protected Mode: On Desktop Libraries 13:02

Links strategy

- Inbound – **relevant**, high ranking sites
- Internal – key phrases
- Link to **relevant** page, not all home page
- Ongoing activity
- Review and update regularly
- www.opensiteexplorer.org
- www.linkpopularity.com link:www.domain.com





Quality content

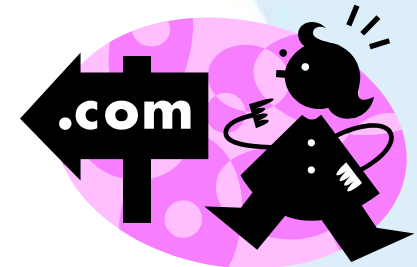
- Important for organic links
- Repeat visitors
- Interaction
- Sharing
- What?

***Practical** – what extra value quality content do/can you provide?

Direct traffic

Your domain name, ensure it's

- Memorable
- Relevant
- Target search terms (not necessity)
- Easy to spell
- Country specific e.g. .co.uk, .es .nl
- Generic or brand/business specific?





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Finding & Converting Your Website Visitors to Sales

Stage 3 – Developing Interest & Desire

First impressions

Good first impression

- Images & colours
- Fast to download
- Strong landing pages
- 3 clicks
- Trust (about us page & legal requirements)
- KISS
- Up to date content
- Strong CTA's
- Interaction
- It's not all me me me

Writing for the web

- Above the fold
- Scanning vs. reading
- Short sentences and paragraphs
- Avoid technical jargon
- Headings & sub headings
- Bullet points
- Three screens max
- Benefits/USP's vs. features



Colour meanings

Blue - (most popular) trust, reliability, coolness
Red - (most noticeable) excitement, strength, passion, danger
Yellow - warmth, sunshine, cheer, happiness
Orange - playfulness, warmth, vibrant
Green - nature, fresh, cool, growth, abundance
Purple - royal, spirituality, dignity
Pink - soft, sweet, nurture, security
White - pure, clean, youthful, mild
Gold - prestige, expensive, elite
Silver - prestige, cold, scientific
Black - sophistication, elegant, seductive, mystery, of a sexual nature

Source: <http://www.squidoo.com/all-about-colors>



Colour affect shopping habits

Red, orange, black and royal blue attract impulse buyers

Pink, teal, light blue and navy attract smart budget Shopper

Source: <http://www.squidoo.com/all-about-colors>



Technical issues

- Page weight <http://www.prioritysubmit.com/seotools-page-size-extractor.html>
- Compatible with
 - IE 7, 8 & 9
 - Mozilla firefox
 - Safari
 - Google chrome
 - Netscape
 - Browser shots
- Mobile friendly and mobile version
- Other errors
- Test code <https://addons.mozilla.org/en-US/firefox/addon/web-developer/>



Stage 4 – Promoting Enquiry & Action



Landing pages

- Develop new ones as needed
- Consistent message
- One message
- Very strong CTA's above the fold



CTA's & features

- Research and plan
- Incentive
- 3 click rule
- How many?
- Capture data
- Create urgency
- Make it stand out
- Test, tweak, test



Footer

- Business name
- Snail mail
- Email
- Phone (fax if needed)
- Privacy Policy
- T&C
- Sitemap
- Business registration details
- Social media links (put in header also)



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Stage 5 – Closing the Sale

Real time

E-commerce/online booking

- Merchant Service Agreement (MSA) with bank
- Payment exchange e.g. Realex, PayPal
- Shopping cart software
- Security certificate

Delayed

- Phone
- Email
- Online enquiry
- Offsite procedures





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Stage 6 – Satisfaction

Repeat business

- Data capture
- Feedback & testimonials
- Keep in contact e.g.
 - Email marketing
 - Facebook, Twitter, LinkedIn etc
 - Text marketing
- Word of Mouth Online





Recap

- Planning
- SEO & links – on-going activity
- Drive to web activity
- Create strong landing pages
- Promote repeat business
- Track, analyse, refine

Keep in Contact

Marketing Opportunities:	failteireland.ie/Market-Your-Business-With-Failte-Ireland.aspx
Online Marketing:	failteireland.ie/Market-Your-Business-Online.aspx
Courses Available:	failteireland.ie/Business-Supports/Websupports/Events
Business Tools:	failteireland.ie/Develop-Your-Business.aspx



Fáilte Ireland
88-95 Amiens Street
Dublin 1
Ireland

Courses Available

- Facebook for Business (Beginners & Advanced)
- Managing TripAdvisor and your Online Reputation
- Getting the Most out of Google Tools
- Finding and Converting your Website Visitors to Sales
- Create Engaging Content that Sells
- Using Email Marketing to Generate Business
- Managing the Relationship with OTAs
- Web Gain (website review and workshop)
- Gaining Business Online (3 day programme)
- Using Mobile Technology to grow Your Business
- Building and Effective Digital Marketing Strategy
- Social & Search Engine Optimisation (SEO)