

# Attraction website tips

(to get the most out of your site in 2024)



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neil@semantic.co.uk  
02380 111 550  
www.semantic.co.uk

# Hello

Introduction

Top tips for 2024

Knowing where to start

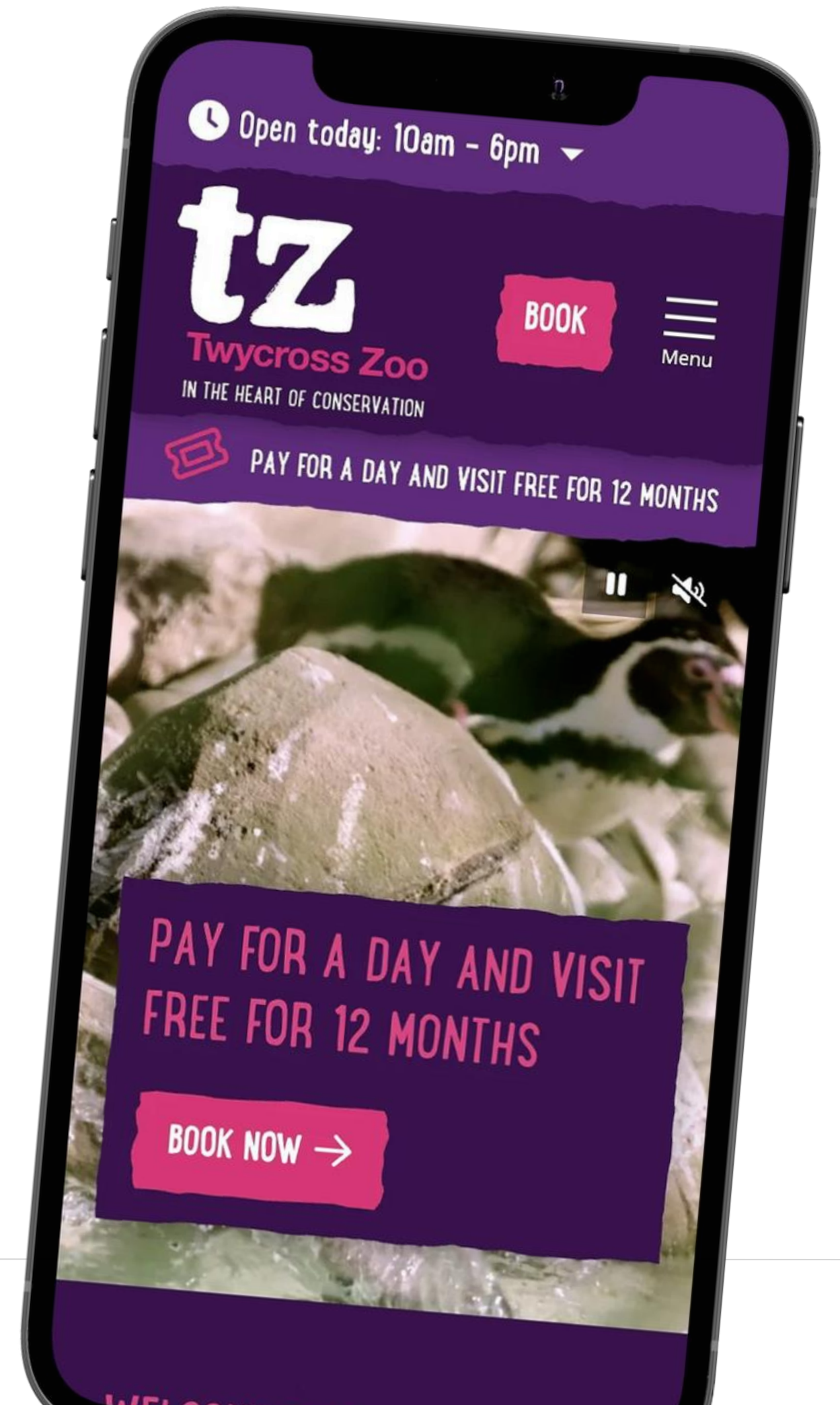
Q&A



# Introduction

## About Semantic

- Digital Agency focused on Attractions
- 25+ years' experience
- Clients including farm parks, zoos, resorts & museums
- Design, build and launch
- LOOP





# About Semantic



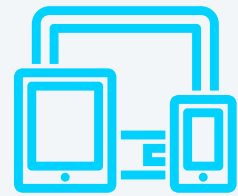
# Top tips for 2024

Things you might be missing

# Key areas

- Website-specific
- Marketing & Ops
- Booking & Revenue

# 1. Website-specific



Think mobile-first



Keep it FAST  
and quick to load



Create a great  
first impression



## Show the VALUE

Create a great first impression

- ✓ Clear value proposition
- ✓ Show what's included
- ✓ Make sure it's targeted and relevant to audience
- ✓ Make it easy to understand
- ✓ Keep content visual and engaging



Easy to use CMS for you  
and your team



Secure and reliable



Accessible



Use social proof and  
reviews to build trust



Showcase the quality and  
care at your attraction



# 2. Marketing & Ops

## Analytics & Data

Getting accurate data to report

- ✓ Utilise custom dashboards for key metrics
- ✓ Monitor uptime, pagespeed and engagement
- ✓ Verify revenue and campaign reporting regularly
- ✓ Have a plan for legacy Universal Analytics removal
- ✓ Use Tag Manager or similar
- ✓ Optimise your tags to avoid hurting page speed



Target your email communications



Grow your list with competitions



Implement emergency and reactive processes



Add seasonal event landing pages



Use seasonal landing pages for SEO



Monitor site search queries and improve content based on results

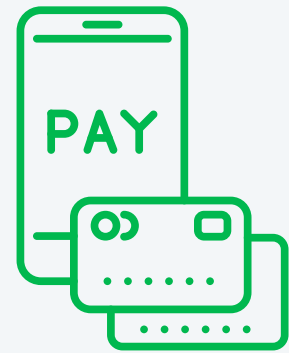


Add a Help Centre and Livechat / Chatbot

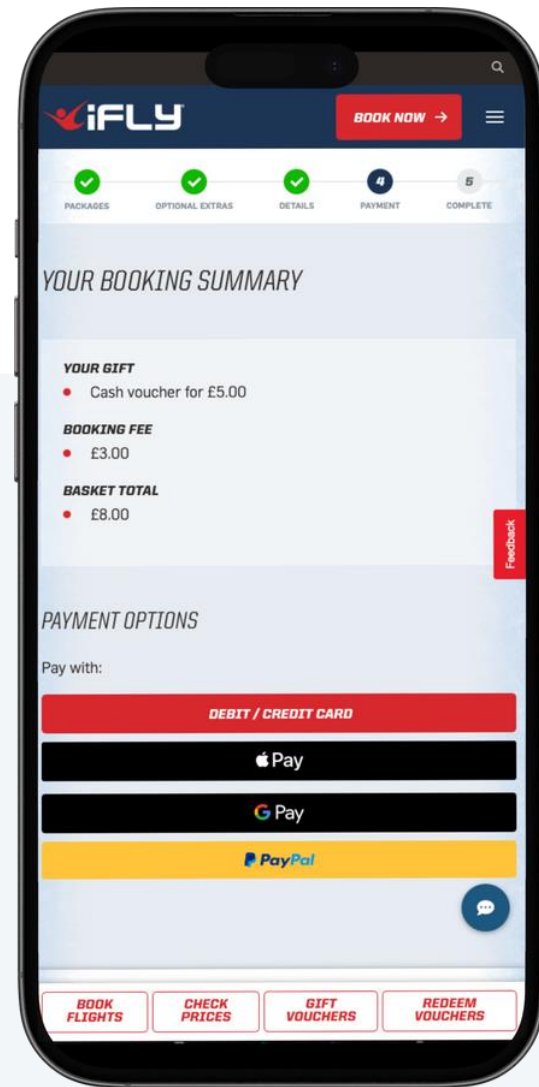


Create easy visit planning tools and info

# 3. Booking & Revenue



Always think mobile-first



Provide mobile payment options and Buy Now Pay Later

## Pricing Optimisation

Maximising your Revenue

- ✓ Use decoy pricing / layouts
- ✓ Create consistent comparable prices
- ✓ Add a no-brainer upsell or two
- ✓ Use value ladder to move visitors up to higher value tickets
- ✓ Consider monthly membership packages



Reiterate security



Ideally, logins to personalise products



Add packages to target off-peak dates or particular types of visitor



Shift content to focus on seasonal priorities / offers (e.g. Gift Vouchers)



Dynamic targeted upsells based on products or user profile

Knowing where to start

Engaging your team & visitors

NEWSLETTERS

REVENUE

SEO

REPEAT VISITS

PPC

UPTIME

CPA

VISITOR  
NUMBERS

TEAM EFFICIENCY

SOCIAL

CPC

SMS MESSAGING

CONVERSION RATES

SUBSCRIBER COUNT

ENGAGEMENT

TRAFFIC

CHATBOTS

MEMBERSHIPS

BOUNCE RATES

PAGESPEED

GUEST  
SATISFACTION

REACTIVITY

CRM

ROI

NPS SCORES

NEWSLETTER SIGN UPS

OPEN RATE  
CLICK THROUGH RATE

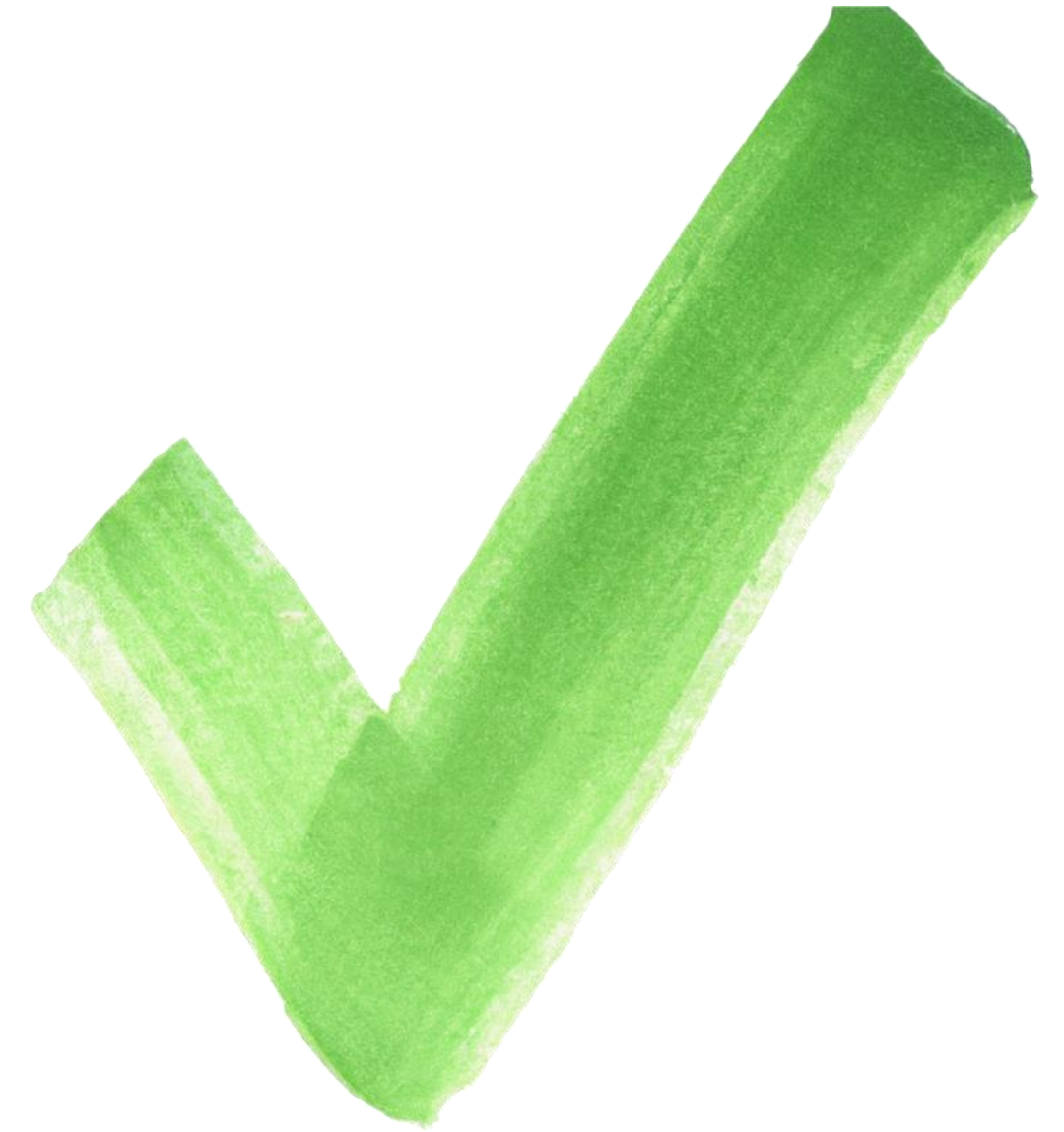
# Knowing where to start

- Quick wins
- Your team
- Your users
- Your strategy



# Quick wins

- Check your website on your phone
- Try to book, right through the process
- Add seasonal SEO pages
- Add 'discounts and offers' page
- Run a survey or user testing



# Knowing where to start

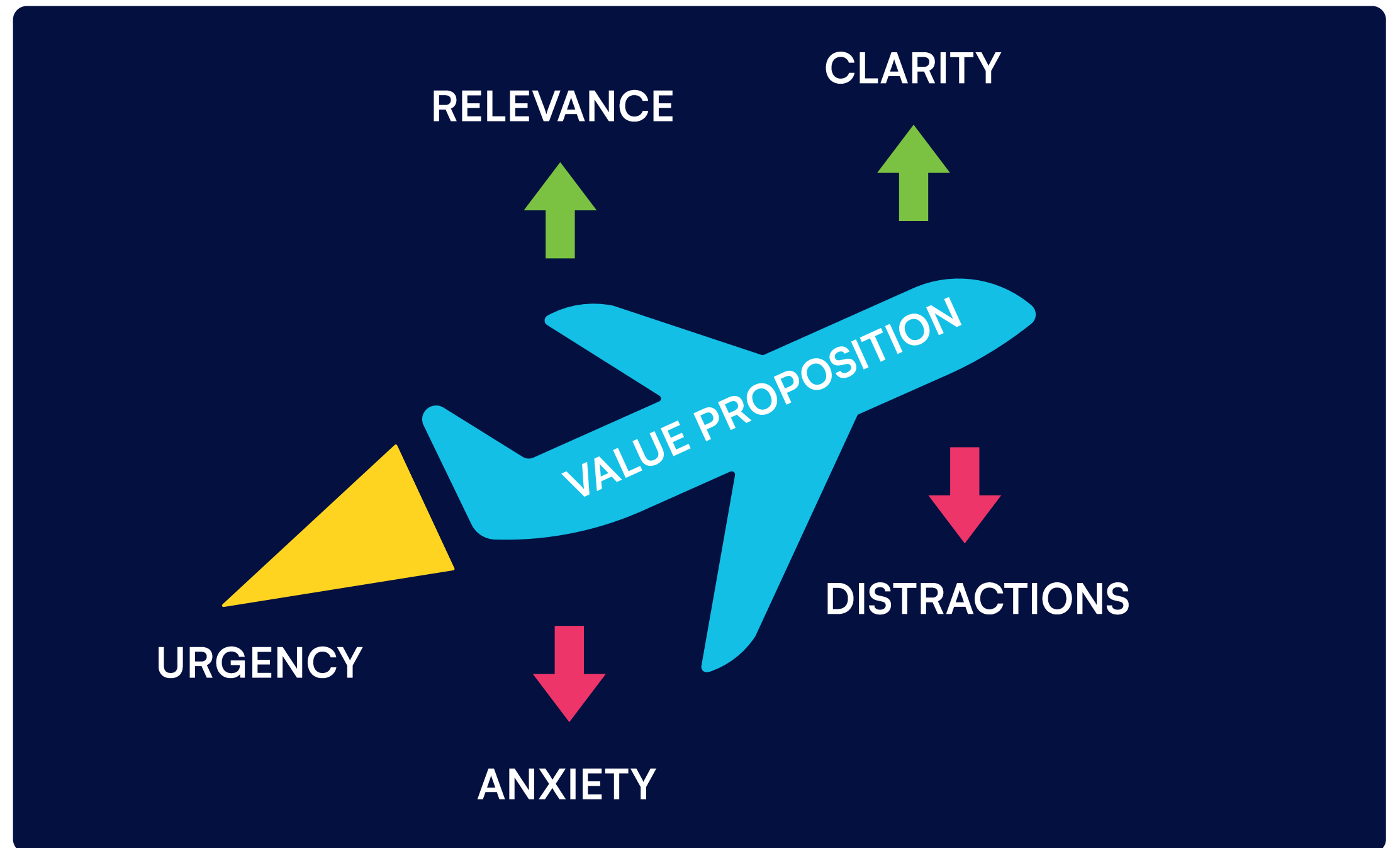
- **Your team**
- Your users
- Your strategy



Build processes so that guest feedback and data from customer services filters back to the web team.

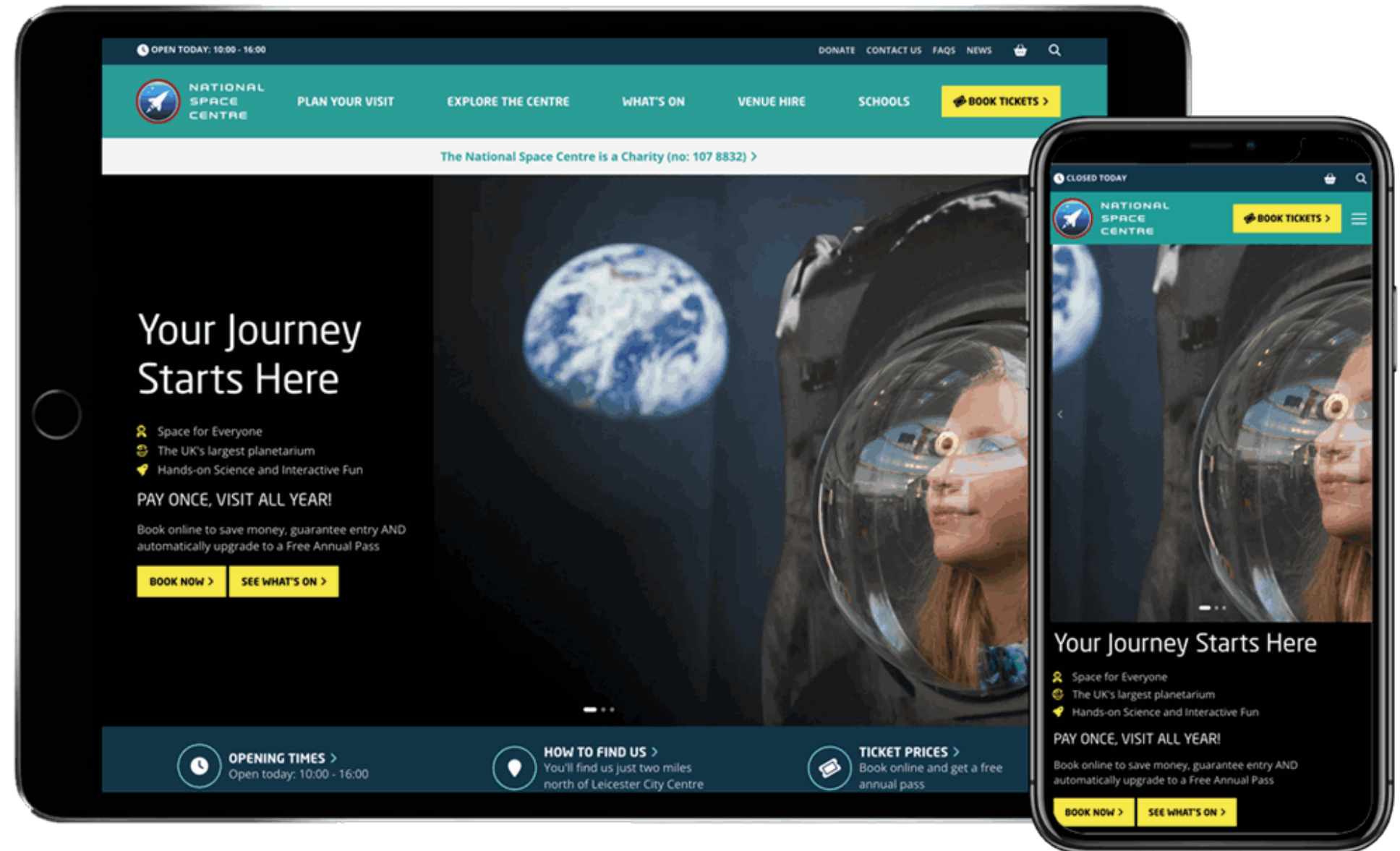
# Knowing where to start

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# Knowing where to start

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## Website Optimisation Canvas



**Website scorecard**

	Low / not sure					High
	1	2	3	4	5	
<b>Value Proposition</b> How well do you understand your target audience? How effectively is this shown online?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Quality</b> How well is your attraction presented? Do you get a great first impression with high quality content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Visibility</b> How often does your site show up in search results or relevant ads? How easy are you to find?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Technical performance &amp; reliability</b> Is your site fast, reliable and secure?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Navigation and ease-of-use</b> Is the navigation clear, fast and how easy is it to find key visitor information, products and prices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Booking journey</b> Is the online journey clear, easy to use and optimised to maximise revenue?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Performance</b> Are traffic levels, engagement and key revenue metrics increasing to help grow your attraction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Team efficiency</b> How easy is it to update, change and test ideas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Team engagement</b> How engaged are the wider team with the website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How did you do? Scores over 40 are great! 30-40 would put you in the top 10% of clients. 15-30 likely gives you some areas to focus on, and under 15 probably needs a wider overhaul!

 **The LIFT Model**

You can assess pages, user journeys and key site elements with the LIFT model.

Make elements clearer or more relevant whilst reducing distractions or worries to help boost performance.

Add urgency / scarcity and the plane can fly even higher!



Based on The Lift Model by Chris Goward - <https://conversion.com/framework/the-lift-model/>

 **Top 5 things to check regularly (at least monthly)**

- Google yourself and any campaigns to check they are relevant & targeted
- Check your booking process, end-to-end, with a live payment, on your phone
- Use heatmaps and surveys to gather data and ask any reasons that a user didn't book
- Mobile homepage 5 second first impressions check (speed, quality, content & value)
- Regular pagespeed, security & accessibility check

For more ideas & insights check out - [www.semantic.co.uk/website-wins/](http://www.semantic.co.uk/website-wins/)

Not sure where to start? Drop us a line on [loop@semantic.co.uk](mailto:loop@semantic.co.uk) or call 02380 111 550.  
Find out more at [loop.semantic.co.uk](http://loop.semantic.co.uk) or [semantic.co.uk](http://semantic.co.uk)

Visit Wiltshire - February 2024




Level-up your attraction's online capabilities with LOOP. Find out more and contact us at [loop.semantic.co.uk](http://loop.semantic.co.uk) or call 02380 111 550.  
LOOP Website Optimisation Canvas was inspired by the Business Model Canvas from Strategyzer.



# Knowing where to start

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- Your users
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Q&A