



semantic



Driving results

Ideas to boost sales

Tests to try to boost sales for
leisure & tourism businesses.

Semantic Website Wins #12

Neil Lewin – April 2020

Welcome

Semantic Website Wins is a new series of mini guides to help marketers optimise their website, learn something new, and make the most of these strange times.

Many of us are working from home or furloughed, so day-to-day work has reduced or stopped. We hope that you can use our guides to find website wins to use now, or in the future and also build your skills so that you're ready to bounce back stronger.

We'll be writing guides with advice, tips and ideas to help you optimise your website in the coming weeks. Of course, we're always happy to help with any questions and provide further support if you get stuck.

Just drop me a line I'll be back in touch:
neil@semantic.co.uk or 02380 111 545.

In the meantime, stay safe, and stay positive.

Neil

P.S. Need some extra support?

We're offering free video-call consultancy sessions for leisure & tourism, sports, theatres and professional bodies impacted by Coronavirus.

We can cover SEO, conversion rate optimisation, technical or critical analysis of your site.

Just give us a call for more details on 02380 111 545.

Ideas to boost sales

At Semantic we believe that websites should continuously evolve – there are always new ideas to try and things to improve. The web is a great platform to test your thinking quickly and relatively cheaply.

This final guide is a collection of tips to spark ideas for actions you can take now. There are also recommendations on how you might be able to test the concepts first to determine the impact, before investing in further development work.

Most are based on tests that we've run in the past for our clients, on websites all around the world.

There are several different sections:

- Making things easy for your users
- Using latest tech
- Targeting your content
- Think about the overall journey
- Wildcard points

Just remember whatever you do – test, don't guess.

Just because something worked for a client of ours, doesn't mean it'll work for your audience. Data Drives Decisions.

Be sure to check our mini guide 9 – the Power of Psychology for more around pricing optimisation too.

Making things easy for your users

Users are impatient, and (generally) they don't want to think. Anything that removes friction and makes things easier should help sales.

- **Simplify the browsing - make your site blazingly fast**
Not convinced it's worth the investment? Run a split-test where you inject a 1 second page load delay on the variant and see what the impact is.
- **Simplify your pricing**
Reduce the need for mental maths with your users, and simplify your pricing. Too much choice is a deterrent to action. When Chessington World of Adventures consolidated adult, child, and family pricing to a single per person price, they saw a marked increase in advanced bookings.
- **Simplify the decision to buy now - incentivise buying online**
Bundle in free perks, have better packages and layer on extra discounts. It's money in the bank. If you're feeling really brave then you could make offers only available online, or only allow online bookings altogether (like Warner Brothers Studio Tour).
- **Simplify the offers - own your offer codes**
If you have an 'offer code' field in your checkout, it's a fair bet that users will go off Googling for offer codes. You've prompted them to do it after all! If that's the case, create an /offer-codes page and own the search term yourself.
- **Simplify the decision - cover the head and the heart**
For fun purchases and nice-to-haves, users make decisions firstly on emotions, then use logic to justify it. Imagine if you're buying a luxury car... your heart *wants* the car, then once you've decided you'll use all kinds of logic to back up the decision.

Using latest tech

You can use tech to bring things to life online, or to transform the user experience.

- **New tech usability - Mobile payments – Apple Pay & Android Pay**
Buy a ticket from the Trainline app on an iPhone... it's so fast. Apple Pay users breeze through the process without messing around with cards. Challenge your payment provider on this.
- **New tech - Augmented/virtual reality**
Tours of locations, or 3D models are surprisingly cheap to produce nowadays. They provide you with great content, and work really well on mobile phones.
- **New tech engagement – social masks**
Get into Snapchat and make Augmented Reality masks for your brand. Bring it to life online – you can even prompt users based on location to get the mask once they arrive. Great for sharing with their mates.
- **New tech engagement – mobile games and progressive web apps**
Creating offline apps based on the same framework as your site is easier than ever, plus it lets you tap into smartphone features.
- **New tech – wearables**
Native watch apps can track movement, activity and deliver targeted notifications. You could use this to enhance your experience on-the-day.
- **New tech – Alexa and voice assistants**
Once you've got your site voice search optimised, why not think about an Alexa Skill. Maybe a quiz, or something for the kids?

Targeting your content

Ensuring your content is relevant to your user audiences is key. You can always segment your audiences down further so that there are pages more targeted to your users.

- **Targeting – languages**

How many of your users are from overseas? Check in Analytics, and if it's a reasonable proportion then consider a multi-language site. Looking to test the water? Create localised PPC campaigns which link to localised landing pages to see the effectiveness.

- **Targeting – locations**

There are a couple of ways to do this – we could use the user's mobile location, or we can use country IP addresses to serve localised content. It depends how accurate this needs to be, but serving more relevant content to users that are at your location could help drive further sales on-the-day.

- **Targeting – bespoke competitor landing pages**

We see this a lot with online software packages (here's an example of comparing two project online tools – [Wrike v.s. Asana](#). Here you can see that Wrike have made a page called 'Asana alternative' to try and own that search term). Could you create similar pages about your competitors and run PPC campaigns?

- **Targeting – bespoke campaign landing pages**

Related to the above, you should ensure all of your PPC campaigns and email campaigns are going to relevant landing pages, not just your homepage.

Overall experience improvements

One of the key parts of any conversion rate optimisation process is to use the product. Going through a full order process (through to delivery) and noting down all of the frustration points gives you a great starting way to find areas to improve... e.g. was the delivery driver helpful, how was the packaging, were your first impressions good?

Browse your site, and buy something. Wait for the delivery or check the effectiveness of any emails. If you operate an attraction, then try visiting, use your ticket, and note down all the annoyances that could be better.

Here are some key points –

- Users tend to remember their first and last impressions, along with anything particularly good or bad.
- Think of your USPs and bring these to life online and in follow up communications (e.g. mobile-friendly tickets)
- Any frustrations in the process could be an opportunity to change, and leapfrog your competition
- Make sure you're asking users for reviews and feedback, and have a system to get these displayed on your site. Our experience, notably with iFLY Indoor Skydiving, shows how important this can be in reducing perceived risk and consequently driving conversion
- See how easy it is to contact your support team for help during or after your order. Is it easy to find answers to queries and are responses fast?

We use a similar process at Semantic for new clients. We'll visit, get under the skin of your organisation and make sure we can bring everything to life online. Our aim is to become true Digital Partners.

Wildcard points

We've been fairly top-level for the purpose of these mini guides, but there's so much more to consider if you want to get more advanced...

- Scalable server infrastructure
- Customised business systems and infrastructure
- Single sign on
- Apps and app integration
- Bespoke payment provider integrations
- API integrations to get your business systems talking nice
- Platform integrations
- Bespoke dashboards and reporting
- Live site dashboards and update monitoring
- Spellcheck, grammar and SEO monitoring
- Multi-server deployment
- Big data modelling and machine learning
- User personalisation and deep learning (e.g. [Fresh Relevance](#))
- Deep dive into accessibility
- Deep site security and penetration testing
- Team training and workshop development
- Realtime site analysis and automated content updates
- Shared user account data and customisation

There's so much that can be done to make both your users' and your team members' lives easier.

Need a hand?

That's it, you've reached the end of our series of mini guides. We hope that we've sparked some ideas and helped you learn more about website optimisation.

We love demystifying all things digital and explaining things, so feel free to pick up the phone if you have any questions.

In the meantime, be sure to keep an eye on our blog and LinkedIn for more tips and updates.

- Email me on neil@semantic.co.uk
- Call 02380 111 545
- Book a time in my diary to chat at <https://calendly.com/neillewin/>



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