

Developing A Powerful Website Strategy That Persuades Tourists To Take Action

Identify objectives

- ▀ Sales
- ▀ Leads

Develop a powerful strategy

- ▀ Identify important questions
- ▀ Significant influence on website success

Identify your conversion pathway



1. Trust and Credibility

► Passive

- » Fast loading (< 8-10 secs 56k)
- » User friendly
- » Professional Design

► Proactive

- » About Us
- » Pre Sales
- » Guarantees
- » Testimonials
- » Privacy Policy



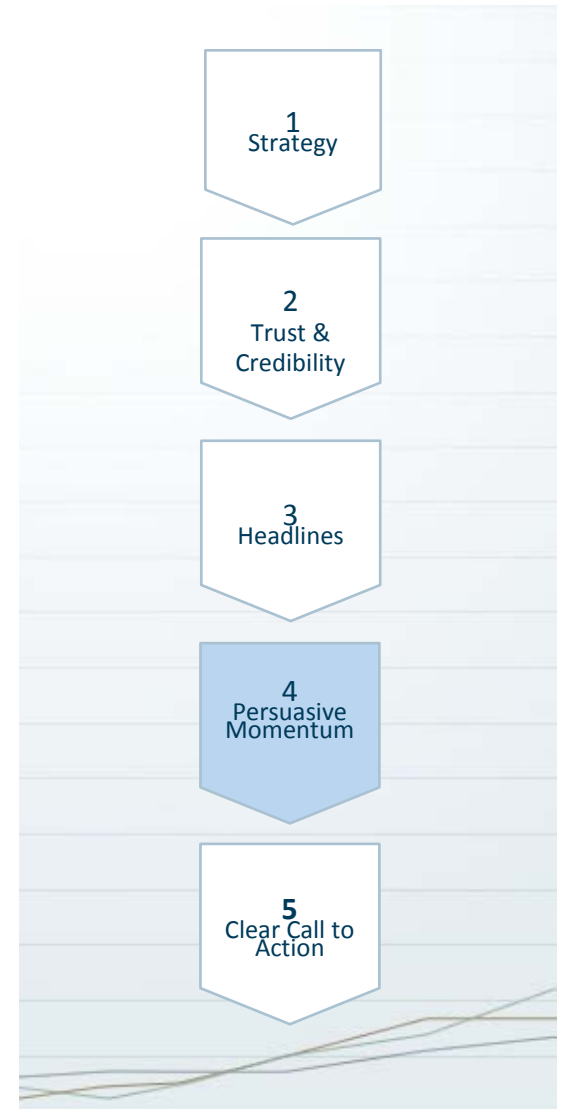
2. Headlines

- Headlines
- Use questions or statements that are benefit based (WIIFM)



3. Persuasive Momentum

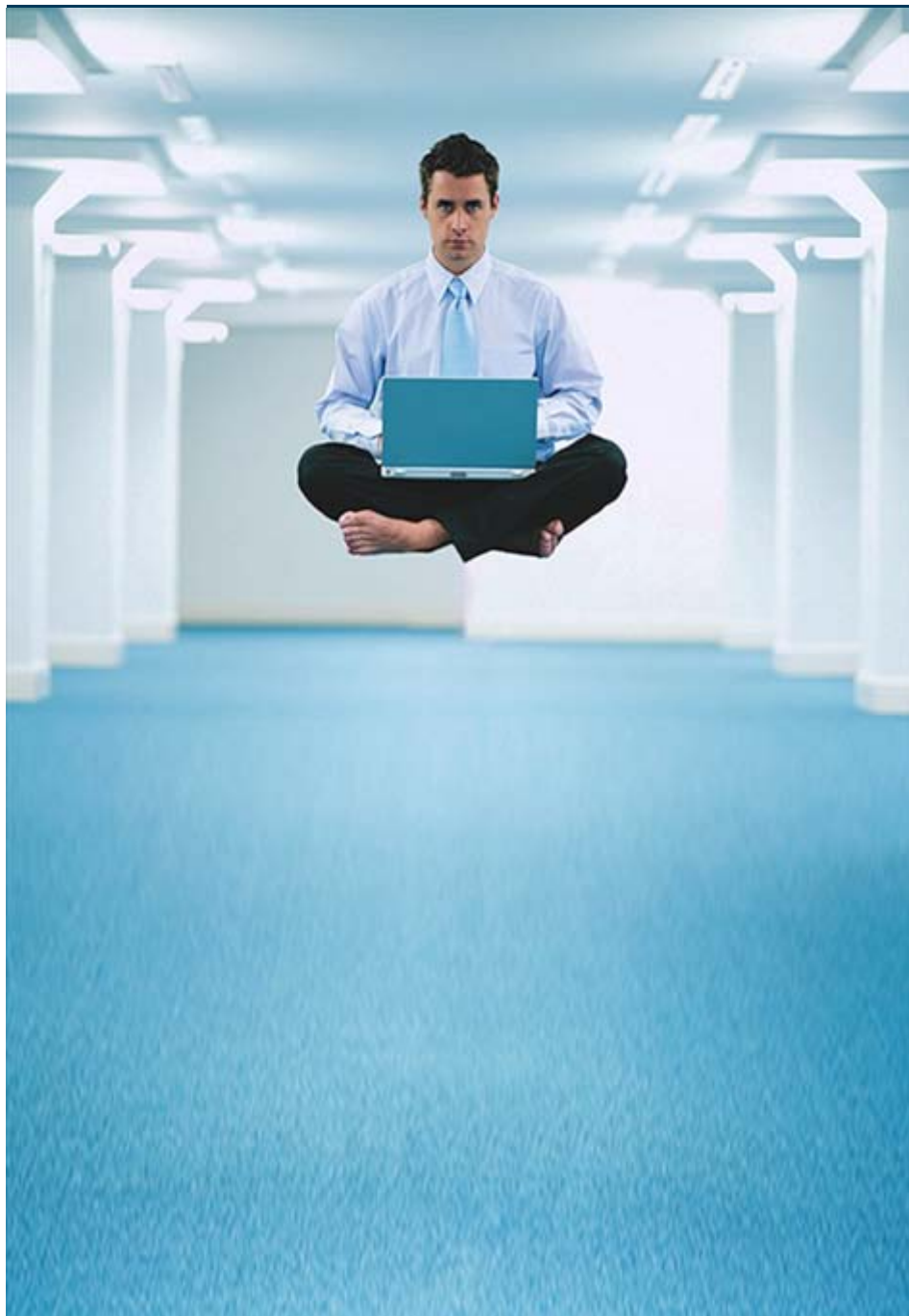
- ▀ Words
- ▀ Images
- ▀ Lots of Relevant Information



6. Clear Call to Action

- ▶ Clear Call to Action(s) on every page
- ▶ “Primate-Proof”





Do you want better results from your existing website?

Book a **FREE** website audit now!

Like to discuss how you can use the online space?

Request a **FREE** website consultation now!