



**Fáilte Ireland**

National Tourism Development Authority

OPTIMISING DIRECT SALES  
CONVERSION THROUGH  
DIGITAL WITH OWN BRAND WEB

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# **Practical Tips on Website Content post COVID-19**





**Fáilte Ireland**

National Tourism Development Authority

# Content Considerations



We are open!



COVID Safety  
Measures



Set Expectations of  
the Experience



Book with  
Confidence



Other Media to  
Update

# Content Considerations



We are open!

COVID Safety Measures

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Other Media to Update

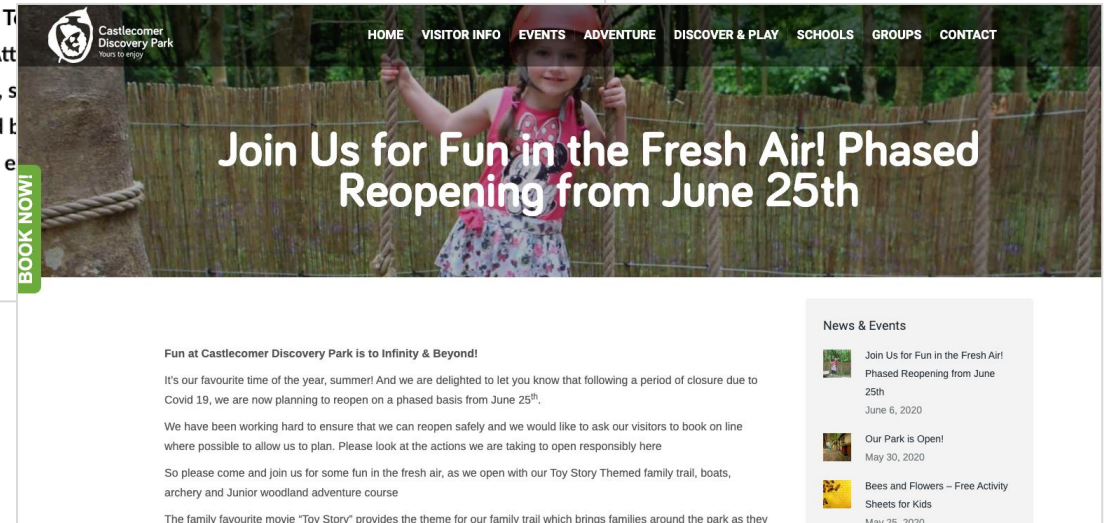
It is obvious that you are open or opening? You need to make it immediately clear if/when you are open for business.

## EPIC to reopen to the public on Monday 29th June

LATEST NEWS

You may not be able to make it to the Eiffel Tower, but you can still visit Europe's Leading Tourist Attraction to the public from Monday 29th June 2020, to June 5th. Numbers will obviously be limited but it means you can avoid the queue. Demand is expected to be high.

 [Book Tickets](#)



The screenshot shows the Castlecomer Discovery Park website. The header includes the park's logo and a navigation menu with links: HOME, VISITOR INFO, EVENTS, ADVENTURE, DISCOVER & PLAY, SCHOOLS, GROUPS, and CONTACT. The main banner features a photo of a child on a rope swing with the text "Join Us for Fun in the Fresh Air! Phased Reopening from June 25th". A green "BOOK NOW!" button is on the left. Below the banner, a text block reads: "Fun at Castlecomer Discovery Park is to Infinity & Beyond! It's our favourite time of the year, summer! And we are delighted to let you know that following a period of closure due to Covid 19, we are now planning to reopen on a phased basis from June 25th. We have been working hard to ensure that we can reopen safely and we would like to ask our visitors to book on line where possible to allow us to plan. Please look at the actions we are taking to open responsibly here So please come and join us for some fun in the fresh air, as we open with our Toy Story Themed family trail, boats, archery and Junior woodland adventure course The family favourite movie "Toy Story" provides the theme for our family trail which brings families around the park as they". On the right, a "News & Events" sidebar lists: "Join Us for Fun in the Fresh Air! Phased Reopening from June 25th June 6, 2020", "Our Park is Open! May 30, 2020", and "Bees and Flowers - Free Activity Sheets for Kids May 25, 2020".

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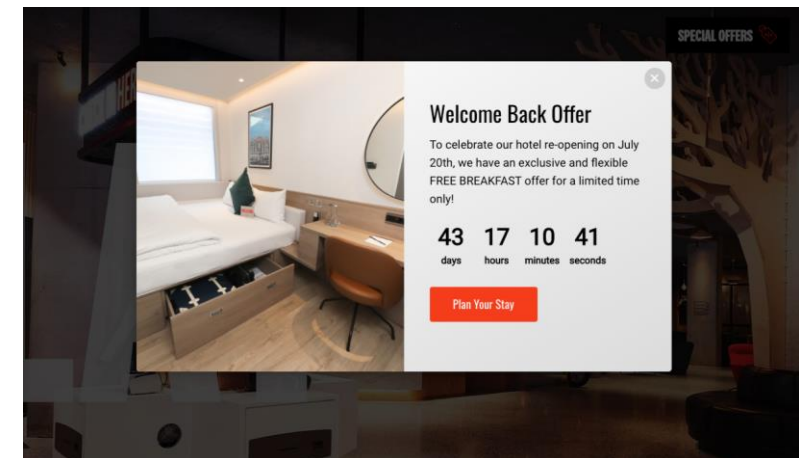
Use “Welcome Back” offers to make it obvious you are now open but to also entice visitors to book.



## WELCOME BACK OFFER

25% off Welcome Back rate including breakfast, 7 days a week for stays from 29th June 2020 to July 19th 2020 Inclusive.

[BOOK NOW](#)



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Are you serious about safety and taking the necessary precautions?  
Make it **easy to access Covid19 guidelines**



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Let people know what to expect



The screenshot shows the Hotel Killarney website. At the top is the hotel's logo. Below it is a navigation menu with links: HOME, COVID-19, SLEEP, DINING, LEISURE CENTRE, FAMILY FUN, OFFERS, GALLERY, THINGS TO DO, LOCATION, and CONTACT. A dark purple banner contains the text "MAKE A RESERVATION" followed by "Check In" with a date of "10 June 2020" and a calendar icon, "Check Out" with a date of "11 June 2020" and a calendar icon, and a pink button that says "BOOK YOUR STAY". Below the banner, the heading "Good To Know Before You Arrive" is displayed. Underneath this heading is a paragraph stating: "We fully operate our hotel in line with WHO and HSE guidelines." This is followed by another paragraph: "We endeavour to have as many facilities available to you as possible, some of which may be limited for parts of your stay:". A bulleted list follows, detailing various operational adjustments and service changes during the stay.

**HOTEL Killarney**

HOME COVID-19 SLEEP DINING LEISURE CENTRE FAMILY FUN OFFERS GALLERY THINGS TO DO LOCATION CONTACT

MAKE A RESERVATION Check In 10 June 2020 Check Out 11 June 2020 **BOOK YOUR STAY**

### Good To Know Before You Arrive

We fully operate our hotel in line with WHO and HSE guidelines.

We endeavour to have as many facilities available to you as possible, some of which may be limited for parts of your stay:

- We offer an online check-in and pre-payment facility and encourage you to avail of it. We encourage room charge only throughout your stay and request a Credit Card pre-authorization before arrival.
- Please let us know what your preferred arrival time will be and we will do our best to accommodate you.
- In order to ensure the highest possible level of hygiene, certain high risk items will have been removed from your room. Housekeeping service during your stay will be limited and on request only. Further details can be found in the hotel guidelines section.
- We will be in contact with you prior to your stay to take your bookings for breakfast, lunch and dinner. We will also discuss leisure facility bookings. The pool requires a booking and the Jacuzzi, Steam Room and Sauna will not operate during July and August.
- We will be offering our indoor soft play area, our playroom and outdoor playground to our guests adhering to social distancing and with bookings only, however we do not plan at this time to have any group children's activities available.
- Our breakfast buffet will be adapted to current guidelines and will mostly consist of portion packed food items, our evening menus will be adapted to ensure a safe level of service. We will operate a table service for beverages with meals for your comfort. Room service and collection will be available in the hotel throughout the day.
- At this point we do not think there will be any Live Music throughout July and August 2020.
- We will operate a table service for beverages with meals for your comfort.



# Content Considerations

We are open!



COVID Safety Measures

Set Expectations of the Experience

Book with Confidence

Other Media to Update

Let people know what to expect



## **Romayo's is OPEN & following all HSE guidelines**

Romayo's has implemented a number of measures to keep customers and workers safe.

1. Romayo's restaurants across Dublin, Meath, Kildare and Offaly are still open for takeaway and delivery.
2. Staff have increased frequency of hand washing; disinfecting surfaces & door handles throughout the day.
3. Delivery drivers and staff handling cash have been instructed to wear gloves.
4. We encourage customers to use contactless payments and to avoid cash if possible.
5. Seating in our diners is currently unavailable.
6. Please follow shop signage showing max number of customer permitted.
7. Please follow social guideline tape on floor.

# Content Considerations

We are open!

Show and say what you are doing



COVID Safety  
Measures

Set Expectations of  
the Experience

Book with  
Confidence

Other Media to  
Update



**SOCIALISING  
RESPONSIBLY**  
SINCE 1831



# Content Considerations

We are open!



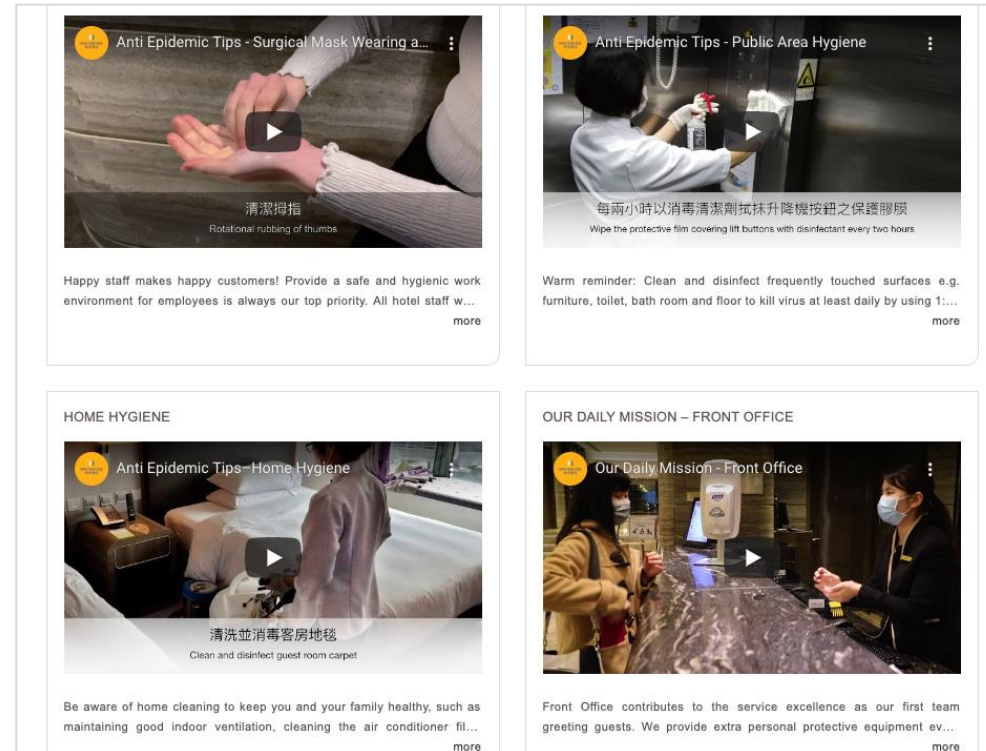
COVID Safety Measures

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Other Media to Update

Show and say what you are doing



- How does your staff maintain safety?
- Do you provide remote check-in?
- Can you download menus in advance?

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▶ COVID Safety Measures

Set Expectations of the Experience

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Other Media to Update

Operational Guidelines for re-opening are now available on the Business Supports Hub for all sectors.





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What is safe to do and will it be enjoyable?

- Convince them it's safe but enjoyable
- There's plenty to do in the area that will keep kids, teens, friends all busy
- Make the offer crystal clear with mention of all inclusions and parameters such as size of group, price etc

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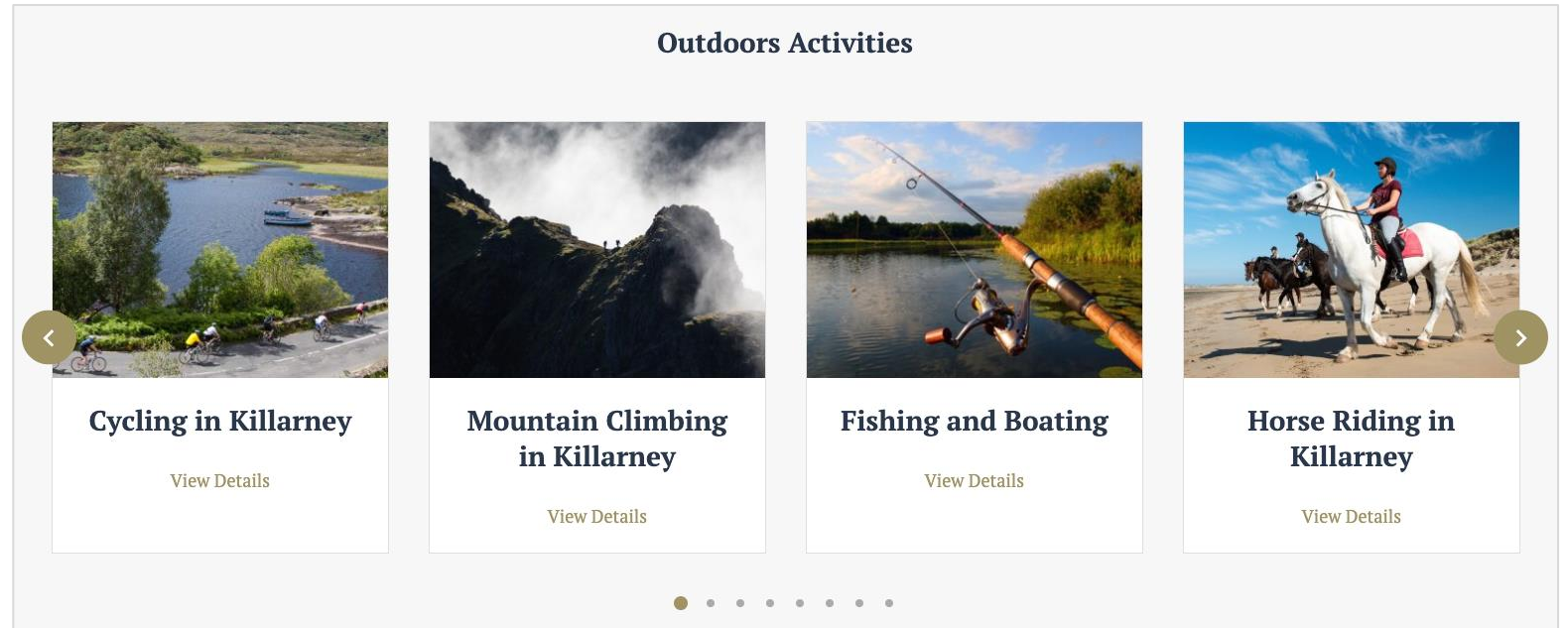


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Outdoor activities should be highlighted



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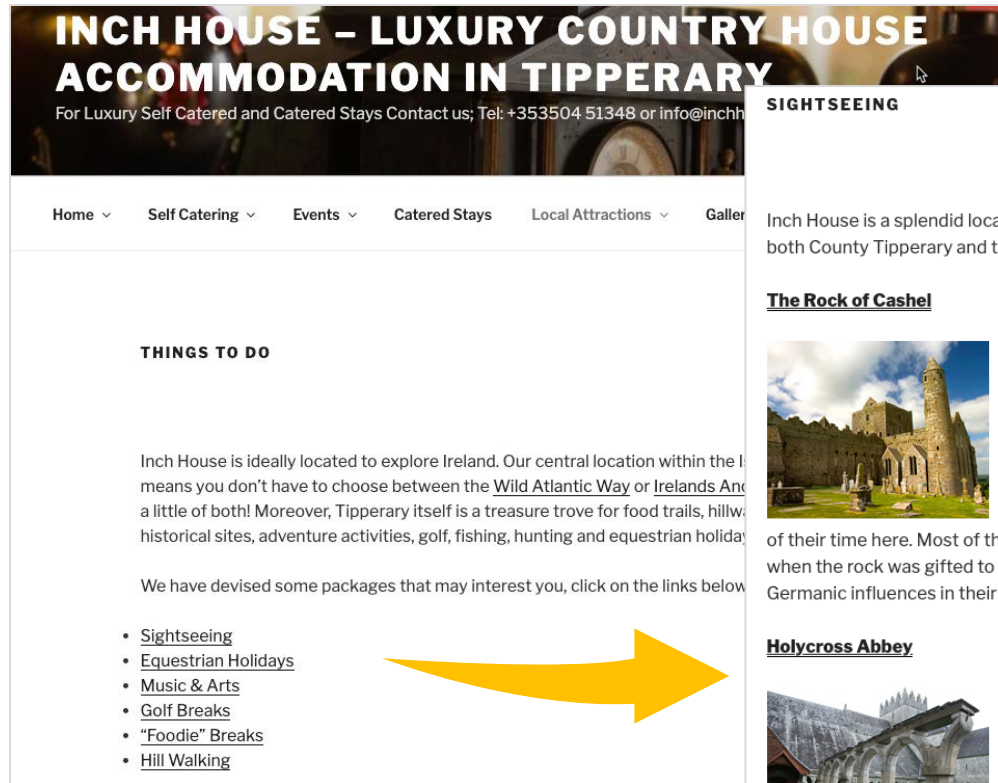


Set Expectations of  
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Give them a list of things they can see and do



**INCH HOUSE – LUXURY COUNTRY HOUSE  
ACCOMMODATION IN TIPPERARY**  
For Luxury Self Catered and Catered Stays Contact us; Tel: +353504 51348 or info@inchhouse.ie

Home ▾ Self Catering ▾ Events ▾ Catered Stays Local Attractions ▾ Gallery ▾

**THINGS TO DO**

Inch House is ideally located to explore Ireland. Our central location within the heart of Ireland means you don't have to choose between the Wild Atlantic Way or Irelands Ancient Ways, you can have a little of both! Moreover, Tipperary itself is a treasure trove for food trails, hillwalking, historical sites, adventure activities, golf, fishing, hunting and equestrian holidays.

We have devised some packages that may interest you, click on the links below

- [Sightseeing](#)
- [Equestrian Holidays](#)
- [Music & Arts](#)
- [Golf Breaks](#)
- ["Foodie" Breaks](#)
- [Hill Walking](#)

## SIGHTSEEING

Inch House is a splendid location to see the many of the wonderful Historical & Monastic sites of both County Tipperary and the surrounding Counties.

### The Rock of Cashel



It's huge, it's complex, it's iconic, there is nothing like it anywhere else in the world and it's right here in the heart of Tipperary. The Rock of Cashel (Carraig Phádraig), more formally St. Patrick's Rock, it is also known as Cashel of the Kings. Reputedly the site of the conversion of Aenghus the King of Munster by St. Patrick in the 5th century AD. Long before the Norman invasion The Rock of Cashel was the seat of the High Kings of Munster, although there is little structural evidence of their time here. Most of the buildings on the current site date from the 12th and 13th centuries when the rock was gifted to the Church. The buildings represent both Hiberno-Romanesque and Germanic influences in their architecture.

### Holycross Abbey



Holycross Abbey, sited about four and a half miles from Thurles in Co. Tipperary, is located in a magnificent setting on the banks of the River Suir. It is a fantastically positioned monastery dating back to the early 12th century. It was built by Donal Mór O' Brien for the Order of Tiron and takes its name from the relic of the True Cross. Before the close of the 12th century, it was passed on to the Cistercians. It became a place of pilgrimage for people from all over the country. The church has many interesting features including a variety of fascinating windows, mural paintings and many fine carvings.



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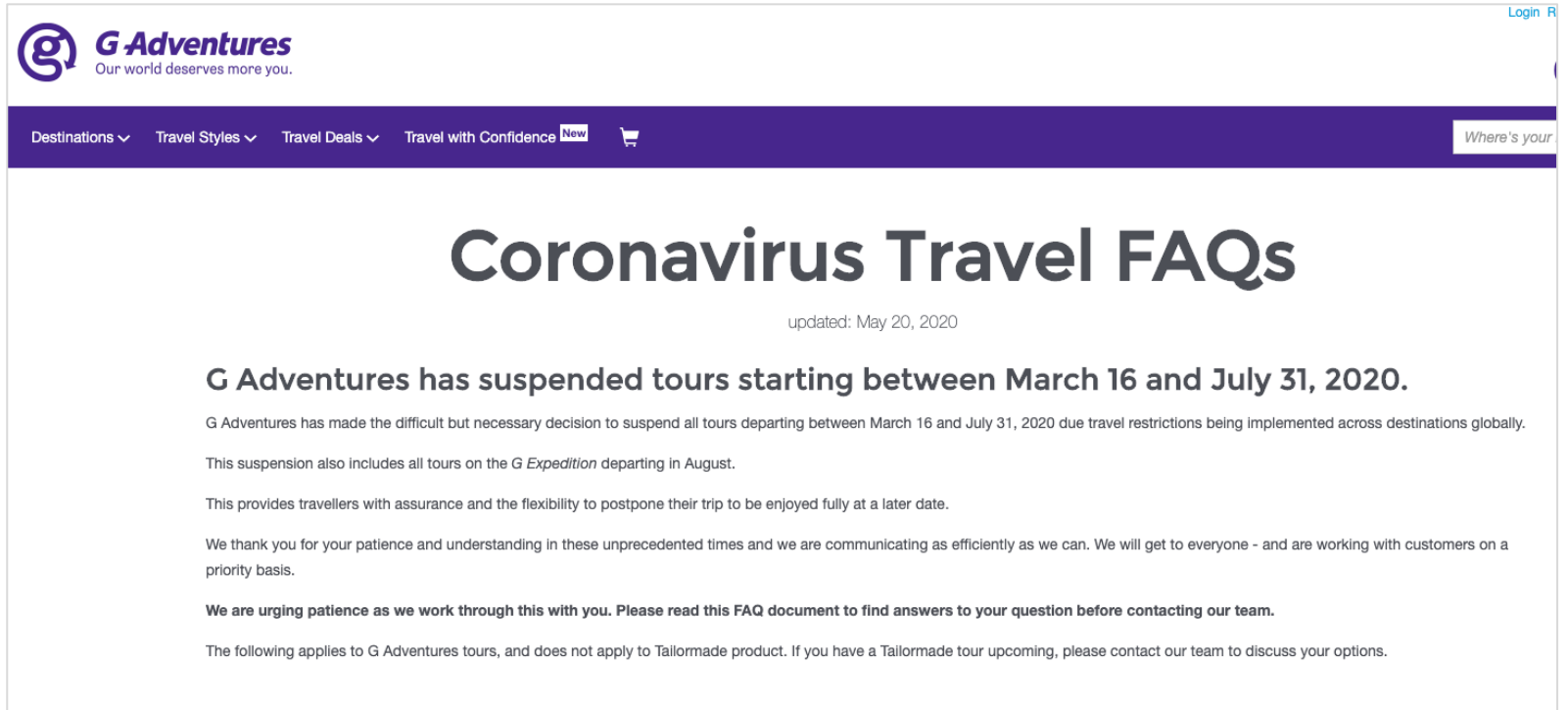
Set Expectations of  
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Book with  
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Other Media to  
Update

Include a travel or COVID-19 FAQ



The screenshot shows the G Adventures website header with the logo and navigation menu. The main heading is "Coronavirus Travel FAQs" with a subheading "updated: May 20, 2020". The text states: "G Adventures has suspended tours starting between March 16 and July 31, 2020." It explains that the suspension is due to travel restrictions and includes all tours on the G Expedition departing in August. It also mentions that the suspension provides travellers with assurance and flexibility to postpone their trip. The text concludes with a statement of gratitude for patience and understanding, and a link to the FAQ document. A note at the bottom states that the following applies to G Adventures tours, and does not apply to Tailormade product. If you have a Tailormade tour upcoming, please contact our team to discuss your options.



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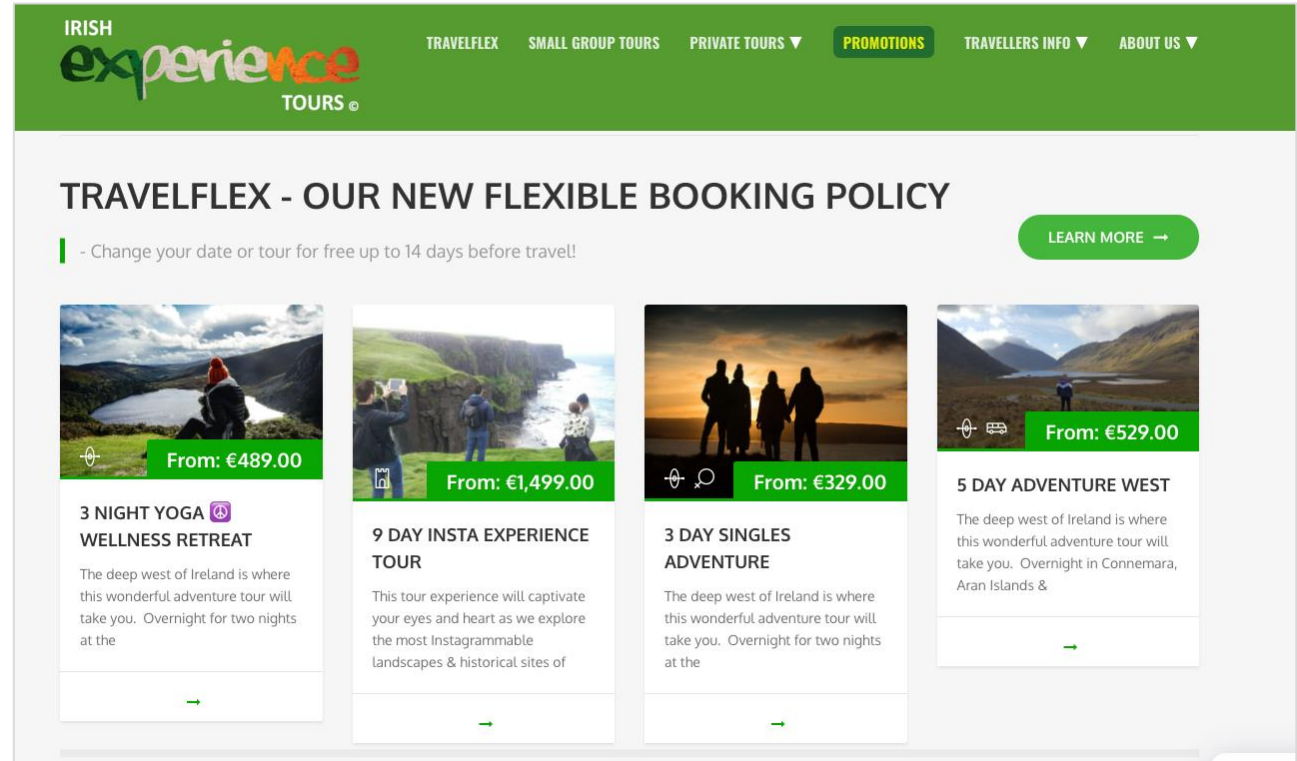
Set Expectations of  
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Other Media to  
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Can your website visitor book with confidence?  
Answer the questions they are likely to have



The screenshot shows the Irish Experience Tours website. The header is green with the 'IRISH experience TOURS' logo and navigation links: TRAVELFLEX, SMALL GROUP TOURS, PRIVATE TOURS, PROMOTIONS, TRAVELLERS INFO, and ABOUT US. A banner for 'TRAVELFLEX - OUR NEW FLEXIBLE BOOKING POLICY' states: '- Change your date or tour for free up to 14 days before travel!' with a 'LEARN MORE' button. Below the banner are four tour cards:

- 3 NIGHT YOGA WELLNESS RETREAT**: From: €489.00. Description: 'The deep west of Ireland is where this wonderful adventure tour will take you. Overnight for two nights at the...'
- 9 DAY INSTA EXPERIENCE TOUR**: From: €1,499.00. Description: 'This tour experience will captivate your eyes and heart as we explore the most Instagrammable landscapes & historical sites of...'
- 3 DAY SINGLES ADVENTURE**: From: €329.00. Description: 'The deep west of Ireland is where this wonderful adventure tour will take you. Overnight for two nights at the...'
- 5 DAY ADVENTURE WEST**: From: €529.00. Description: 'The deep west of Ireland is where this wonderful adventure tour will take you. Overnight in Connemara, Aran Islands &...'

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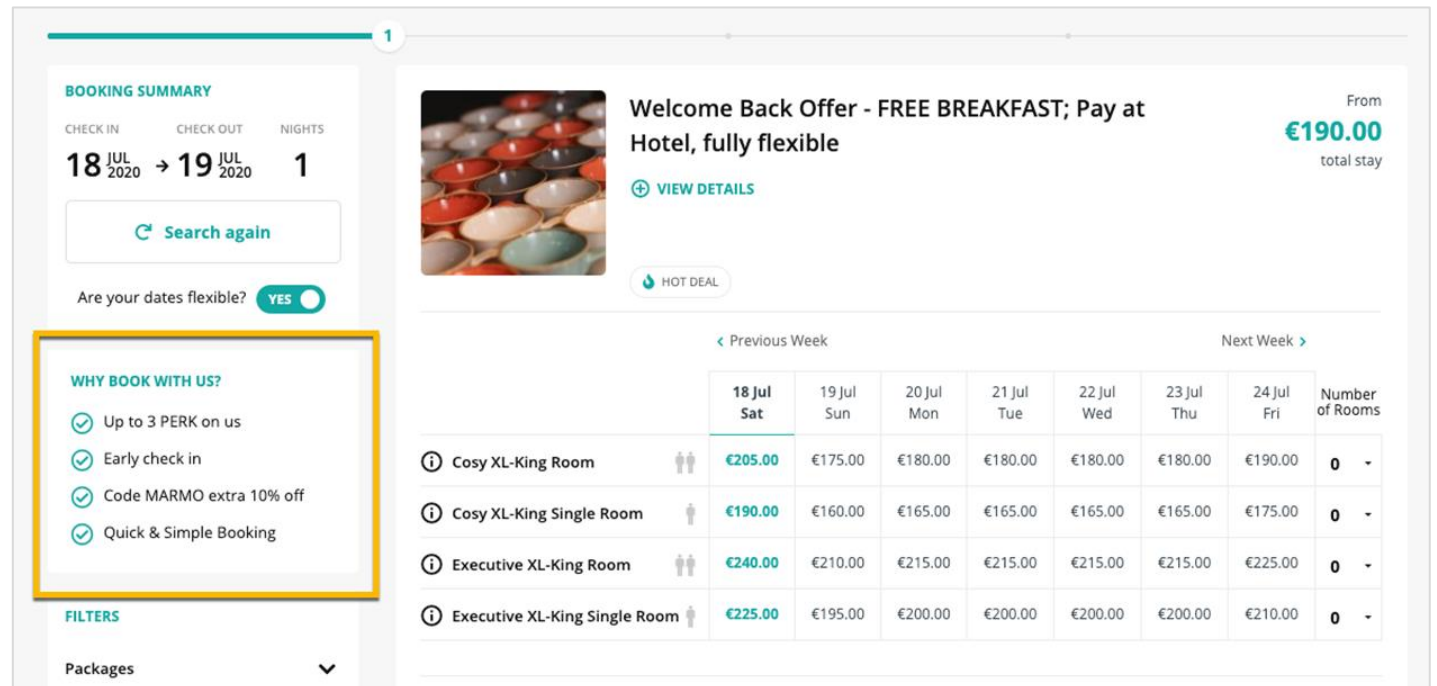
Set Expectations of  
the Experience



Book with  
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Other Media to  
Update

Make it clear about refunds on sales pages



The screenshot shows a hotel booking interface. On the left, a sidebar contains a 'BOOKING SUMMARY' section with check-in (18 JUL 2020), check-out (19 JUL 2020), and nights (1). Below this is a 'Search again' button and a toggle for 'Are your dates flexible?' set to 'YES'. A section titled 'WHY BOOK WITH US?' is highlighted with an orange border, listing four benefits: 'Up to 3 PERK on us', 'Early check in', 'Code MARMO extra 10% off', and 'Quick & Simple Booking'. At the bottom of the sidebar is a 'FILTERS' section with a 'Packages' dropdown. The main content area features a 'Welcome Back Offer - FREE BREAKFAST; Pay at Hotel, fully flexible' with a price of 'From €190.00 total stay'. Below the offer is a 'VIEW DETAILS' link and a 'HOT DEAL' badge. A calendar view shows rates for the week of July 18-24, 2020. The table lists four room types: 'Cosy XL-King Room' (€205.00), 'Cosy XL-King Single Room' (€190.00), 'Executive XL-King Room' (€240.00), and 'Executive XL-King Single Room' (€225.00). Each row shows the rate for the selected dates and the number of rooms available (0).

		18 Jul Sat	19 Jul Sun	20 Jul Mon	21 Jul Tue	22 Jul Wed	23 Jul Thu	24 Jul Fri	Number of Rooms
📘	Cosy XL-King Room	€205.00	€175.00	€180.00	€180.00	€180.00	€180.00	€190.00	0 -
📘	Cosy XL-King Single Room	€190.00	€160.00	€165.00	€165.00	€165.00	€165.00	€175.00	0 -
📘	Executive XL-King Room	€240.00	€210.00	€215.00	€215.00	€215.00	€215.00	€225.00	0 -
📘	Executive XL-King Single Room	€225.00	€195.00	€200.00	€200.00	€200.00	€200.00	€210.00	0 -



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Other Media to  
Update

Other media to update on your website includes:

- Update your imagery
- Update blog/video content
- Terms and conditions

# Update imagery





## Update imagery – Behind the scenes !



# Update imagery





# Blog content

## Good Trail Etiquette Has Never Been More Essential Than It Is Right Now.

Posted 04/02/20 by [Amy Kapp](#) in [Trail Use](#), [Health and Wellness](#)



Minuteman Commuter Bikeway | Courtesy Friends of Lexington Bikeways



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# SHARE THE TRAIL



## Practice Safe Social Distancing on the Trail

Before you head out, check to ensure the trail is open. Be prepared that trails may have limited services: facilities may be closed, and maintenance and security may be limited or unavailable. Find trail-manager contact info at [TrailLink.com](https://www.traillink.com). Check [coronavirus.gov](https://www.coronavirus.gov) for the latest public-health guidance.

- ☀ On the trail, do not gather in groups.
- ☀ Keep 6 feet between you and others at all times.
- ☀ Carry water, hand sanitizer and disinfecting wipes to further protect yourself.
- ☀ Wash or sanitize your hands frequently.
- ☀ Avoid playgrounds or other areas where groups may form.
- ☀ Leave any area where you cannot maintain a 6-foot distance.
- ☀ Do not touch your face.
- ☀ Stay home if you exhibit any symptoms of illness.

Visit [railstotrails.org/COVID19](https://railstotrails.org/COVID19) for resources and information about ways to stay healthy and well during this time of social distancing.







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## Don't send the wrong signal through imagery...



...but don't frighten them off either!

## Making it relevant

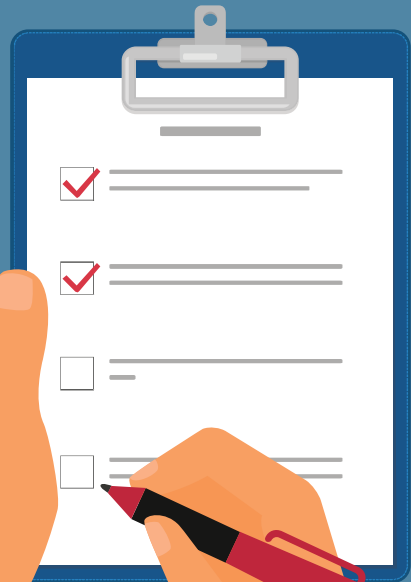




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# Take Action



Review all content and update where necessary



Prioritise the content changes



Make the changes required





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OPTIMISING DIRECT SALES  
CONVERSION THROUGH DIGITAL  
WITH OWN BRAND WEB

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# **Creating a Domestic Market Landing Page & Offers for High Conversion**





## Create your offer

What	How
Targeting a specific group	Enjoy a family day out, only one hour from Dublin
Create a deal	Continue education at our museum, kids go free Monday to Friday. Free kids entertainment every day.
Call out your domestic audience	Not just a stay vacation, have a holiday of a life time
Safe but enjoyable	On our Mountain bikes we always keep our distance – It's safe and fun, come join us
Give multiple options	1 night, 2 night, 3 night, premium package
Think of the upsell	For 50% more you get a weekend pass
Get them out mid week	Five courses for the price of 3 Monday to Thursday. Join us on the days that are not busy.

# Promoting your offer



**Promote  
Your Offer  
via**

Facebook Post  
Facebook Ad  
Twitter Post  
3<sup>rd</sup> party website  
Your own website

all linking to



**Page specific to that  
offer on your website**

# Always send people to a page specific to your offer

Google


www.castleoaks.ie › offer › staycations ▼

**Staycations at Castle Oaks | Free Cancellation | Castle Oaks ...**

Plan your **staycation** getaway in County Limerick at the Castle Oaks Hotel, with ... Take in all  
The Castle Oaks has to **offer** by enjoying leisurely strolls along the ...  
You visited this page on 09/06/20.

Homepage  
on Own  
Website

PROMOTIONS




**CASTLE OAKS STAYCATIONS**

Book your Staycation at The Castle Oaks now for the best rate guaranteed!

[BOOK NOW!](#)

[FIND OUT MORE >](#)



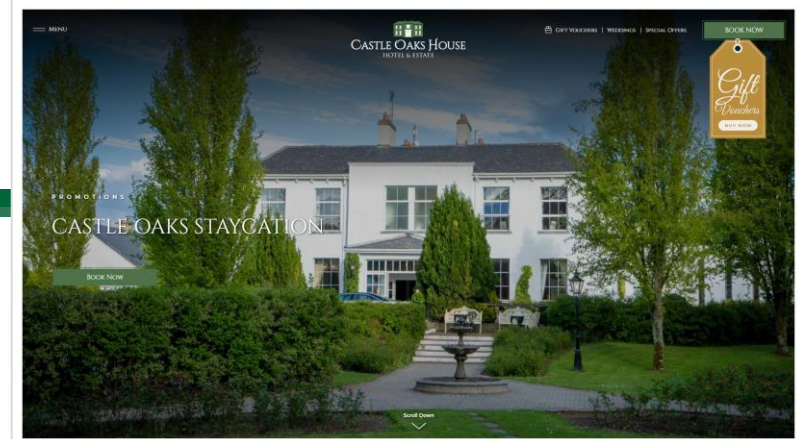
**CLASSIC BED & BREAKFAST**

Sleep in one of our Cozy Beds and Enjoy a Full Irish Breakfast the following morning

[BOOK NOW!](#)

[FIND OUT MORE >](#)

[VIEW ALL PROMOTIONS](#)



## STAYCATIONS AT THE CASTLE OAKS

Looking to escape the ordinary and enjoy a break in County Limerick with the security of knowing you can cancel up to 48 hours prior to arrival?

Located in the picturesque village of Castleconnell, the Castle Oaks House Hotel & Estate is a unique and charming Georgian Country Manor House set in 28 acres of landscaped gardens and a charming woodland, with walks that sweep down to the banks of the majestic River Shannon.

The hotel comprises the highest possible standards of locally produced food and superb service with traditional charm and true Irish hospitality. Situated just 5 minutes off the M1 motorway and a 10 minute drive into Limerick City, The Castle Oaks is the perfect location to visit and relax in the countryside, while having the closeness of the city too. The perfect location for a break away with family and friends or that special someone!

Take in all The Castle Oaks has to offer by enjoying leisurely strolls along the River Shannon, lunch from our award bar, afternoon, a decadent dinner in our Award Restaurant and relax in our newly renovated state of the art leisure club.

Enjoy Lullacune, with a fully equipped gym, 17m swimming pool, sauna, steam room and jacuzzi you will leave feeling completely rejuvenated!

Our guestrooms each have their own beautiful unique charm with bathroom ensuite, tea & coffee making facilities, bottled water, TV and air conditioned amenities as well as complimentary WiFi available throughout the hotel.

### ACTIVITIES

If you want to take a day trip you are spoiled for choice with a huge range of activities and the seeing that can be done in the area.

Take the hour-long journey to 'The Cliffs of Moher' or day-trip and visit Blarney Castle or King John's Castle just 20 minutes from the hotel.


There is also plenty of outdoor activities in the area too from kayaking on the River Shannon with 'Nelly Sail' or

'The UL Adventure Centre' in the beautiful scenic town of Kiltalee.

There is no better time to book your staycation, with the best rates available when you book direct through our website. See some of our best offers below. Book now and pay an amount with the security of knowing there is a 48-hour cancellation window!

[BOOK NOW](#)

CASTLE OAKS STAYCATION OFFERS




From ... per night  
**EARLY BIRD SAVE 10%**

Sleep in one of our cozy beds and enjoy a Full Irish Breakfast the following morning

[BOOK NOW!](#)

[FIND OUT MORE >](#)



From ... per night  
**CLASSIC BED & BREAKFAST**

Sleep in one of our Cozy Beds and Enjoy a Full Irish Breakfast the following morning

[BOOK NOW!](#)

[FIND OUT MORE >](#)

# Creating your dedicated page

- Enticing Headline
- Details of the experience with video/image
- The offer(s) with call to action
- Testimonials
- What can you do safely when there
- Booking/safety concerns





# Headline

- Enticing Headline
- With good offer
- Also addressed a possible objection







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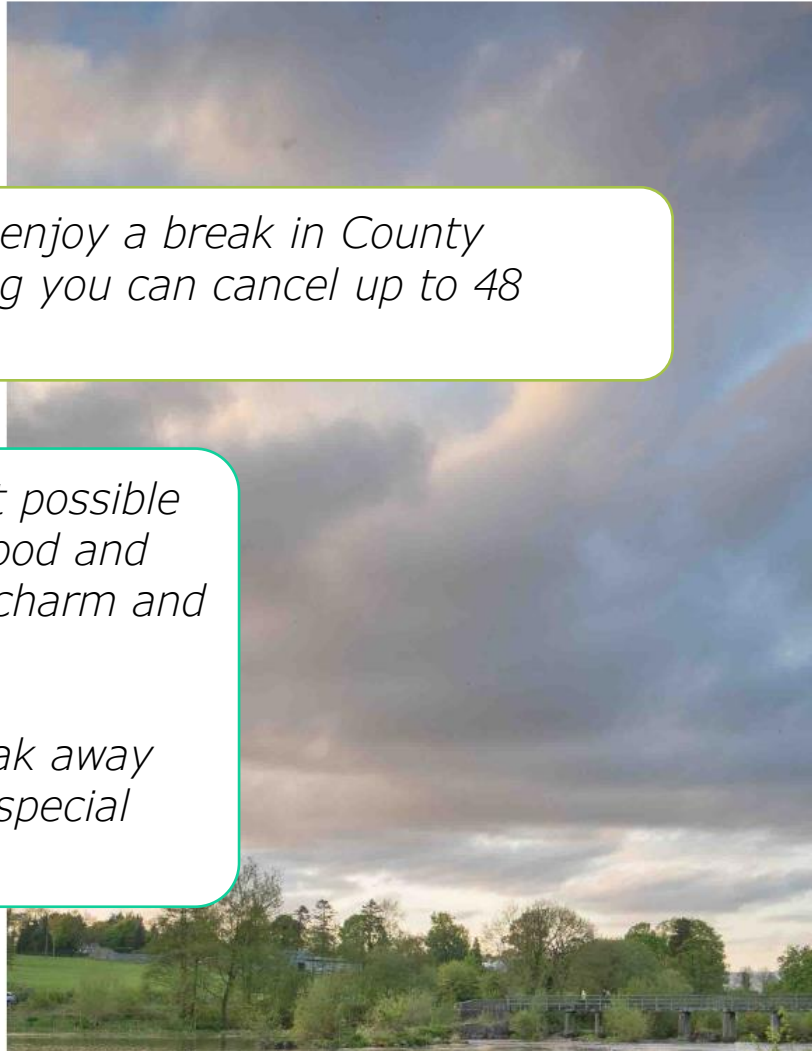
National Tourism Development Authority

## Great copy sells

*Looking to escape the ordinary and enjoy a break in County Limerick with the security of knowing you can cancel up to 48 hours prior to arrival?*

*The hotel combines the highest possible standards of locally produced food and superb service with traditional charm and true Irish hospitality.*

*...The perfect location for a break away with family and friends or that special someone!*



### STAYCATIONS AT THE CASTLE OAKS

*Looking to escape the ordinary and enjoy a break in County Limerick with the security of knowing you can cancel up to 48 hours prior to arrival?*

Located in the picturesque village of Castleconnell, the Castle Oaks House Hotel & Estate is a unique and charming Georgian Country Manor House set in 26 acres of manicured gardens and a romantic woodland, with walks that sweep down to the banks of the Majestic River Shannon.

The hotel combines the highest possible standards of locally produced food and superb service with traditional charm and true Irish hospitality. Situated just 5 minutes off the M7 motorway, and a 15minute drive into Limerick City, The Castle Oaks is the perfect location to rest and relax in the countryside, while having the closeness of the city too. The perfect location for a break away with family and friends or that special someone!

Take in all The Castle Oaks has to offer by enjoying leisurely strolls along the River Shannon, lunch from our Island Bar alfresco, a decadent dinner in our Acorn Restaurant and relax in our newly renovated state of

the art leisure club, River Leisure. With a fully equipped gym, 17m swimming pool, sauna, steam room and jacuzzi you will leave feeling completely rejuvenated!

# Provide Multiple Options or Offers

- Give people choices
- Address concerns in offer descriptions

“fully flexible”  
“free cancellation”



Welcome Back Offer - FREE BREAKFAST; Pay at Hotel, fully flexible

[+ VIEW DETAILS](#)

 HOT DEAL

From  
**€159.00**  
total stay



Dinner, Bed & Breakfast with Parking - 1 night; Free Cancellation, Pay at the Hotel

[+ VIEW DETAILS](#)

 EXCLUSIVE OFFER

From  
**€239.00**  
total stay



Romance Package - Bed & Breakfast with Prosecco and macaroons

[+ VIEW DETAILS](#)

 RELAXING

From  
**€229.00**  
total stay

## Have a clear call to action

Finish the sentence

"I want to..."



## Social proof



We had the most awesome food experience. A safe environment, wonderful food and a super atmosphere - John Leary, Kerry

Include testimonials which deal with possible objections



# What can you do safely when there?

Are you selling the destination as much as your business?

Give your visitors ideas for what they can do while there



## PLENTY OF SAFE AND FUN ACTIVITIES FOR THE KIDS

### Suitable for all ages

Whether you want to go for a meandering cycle along the greenway with the whole family, take to the lakes and rivers for a refreshing kayaking or SUP adventure or have an adrenaline filled afternoon at Ireland's largest and leading treetop Zipline experience - we have plenty to keep the kids occupied during your staycation.



Bike Trails



Kayaking  
& SUP



Zipline  
Experience





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## Booking/safety concerns

### FAQS

IS BRIDGECLIMB COVID SAFE?



WHAT AGE IS A CHILD?



IS IT SAFE FOR MY CHILD TO CLIMB?



WHAT IS THE BEST CLIMB FOR KIDS?



DO YOU HAVE FLEXIBLE PAYMENT OPTIONS FOR FAMILIES?



WHAT HAPPENS IF THE WEATHER IS NOT SUITABLE FOR CLIMBING?



*Update your FAQs to answer the main concerns people will have*

### Not sure what these are?

Why not add a chat facility to your site so you can start gathering insights to the most commonly asked questions.



# Bringing it all together


Here's a good example of a landing page for a few offers for an adventure company.

## LOOKING TO MAKE A BREAK FOR IT THIS WEEKEND?

Get the adrenaline pumping and have fun in a safe place with family or friends with our day or weekend passes at Epic Adventure

\*Free lunch with every pass purchased before end of June




### SPENT TOO LONG IN THE HOUSE? ITCHING TO GET OUT AND DO SOME ACTIVITY?

Epic Adventure is fully open! We know that being in lock down can cause cabin fever so let it all out and come enjoy some fun adventure activities in the heart of Ireland.

We have activities to suit all ages and fitness levels, whether you are with friends or family. One you arrive, you can leave your worries behind, we are compliant with all COVID-19 safety measures. Safe, exciting and fun...what more could you ask for!


In the heart of Ireland with only a couple of hours drive at most from anywhere in Ireland. Perfect for a day out or come down for a weekend and stay at one of the many hotels, guesthouses or self-catering lodges nearby.

### ACTIVITIES AVAILABLE




**Kayaking & SUP**

Take to the water for a refreshing paddle along the stunning waterways




**Cycling & Mountain Biking**

Choose from our wide range of bikes and discover our trails to suit all levels




**Archery**

Not as adventurous as other sports but lots of fun!



**Obstacle Course**


A course as challenging as what you'd see in the Army!



**Hiking the Trails**

Hike one of our trails ranging 2 to 6hrs. Trails to suit all levels of fitness


## OFFERS YOU CAN'T RESIST...



**ALL ACCESS FAMILY PASS** €149

1 day Family pass with access to all activities for the family - lunch included (2 adults 2 kids €39 for each extra kid)

[BOOK NOW](#)



**ACTIVE COUPLES** €99

1 day pass with access to all activities for 2 adults, the perfect getaway - lunch included

[BOOK NOW](#)



**MATES RATES 2-DAY PASS** €249

2 day pass with access to all activities for up to 6 of your besties - lunches included (discounted accommodation avail)

[BOOK NOW](#)

## TESTIMONIALS



**Deirdre Blaney - Dublin**

Teenage boys are hard to please, but my two absolutely loved it after being locked up for so long. Friendly stay, great activities and our accommodation was close by. We'll be back. Thanks to Sinead for welcoming us each day.



**James Kinnity - Galway**

We had great craic at the Adventure centre for the weekend. We were overdue a meet up with friends and wanted a lively spot to stay with plenty to do. That's exactly what we got...it was the perfect spot!



**Olga Baranowski - Belfast**

Love this place so much fun. Thanks so much to Paula for looking after us so well. Me and my husband had the perfect getaway. Well overdue. Thanks to all the crew

### WHAT'S IN THE AREA

**Restaurants & Cafes**

There are some amazing restaurants close by to suit your budget. We particularly love the Hearty Frog and if you like a bit of Italian, Perlo's is superb.

**Attractions**

There is a range of attractions to suit all tastes, including the historical Barter House & Gardens, the Vintage Car Museum and the Chocolate Factory - where you can even make your own signature chocolate bar!

**Activities**

If you still have some energy after your active day we recommend the abseiling centre and diving lessons at Pete's Aqual gym.

### WHERE TO STAY

**Burlington Lodge - 4-Star Hotel**

This is the nearest to the centre, with fantastic evening entertainment, tasty food and close to the shops. Mention us and you'll get the centre's rate.

**Hillary Guesthouse**

2 miles from the Centre, with a hearty breakfast on offer. Mention us and you'll get a discount.

**Other Accommodation Options**

There are also loads of self-catering, camping and glamping options in the area. Perfect for a large family or group. Contact us for more details.

## YOUR QUESTIONS ANSWERED

What safety measures are you taking for Covid-19? ▼

If I pay in advance and I can't attend can I get my money back? ▼

Can kids do all the activities? ▼

[LOAD MORE QUESTIONS](#)

### CONTACT US

Whatever your question drop us an email or give us a call

Email Address  
hello@reallygreatsite.com

Phone Number  
(123) 456 7890

We look forward to welcoming you to our little corner of paradise in the middle of

**Ireland's Hidden HEARTLANDS**



# Fáilte Ireland

National Tourism Development Authority

## Take Action



Decide on your offers and collect all information necessary



Get a page built for your offers



Watch the remaining videos in this series to figure out how to drive traffic, analyze and optimise results.



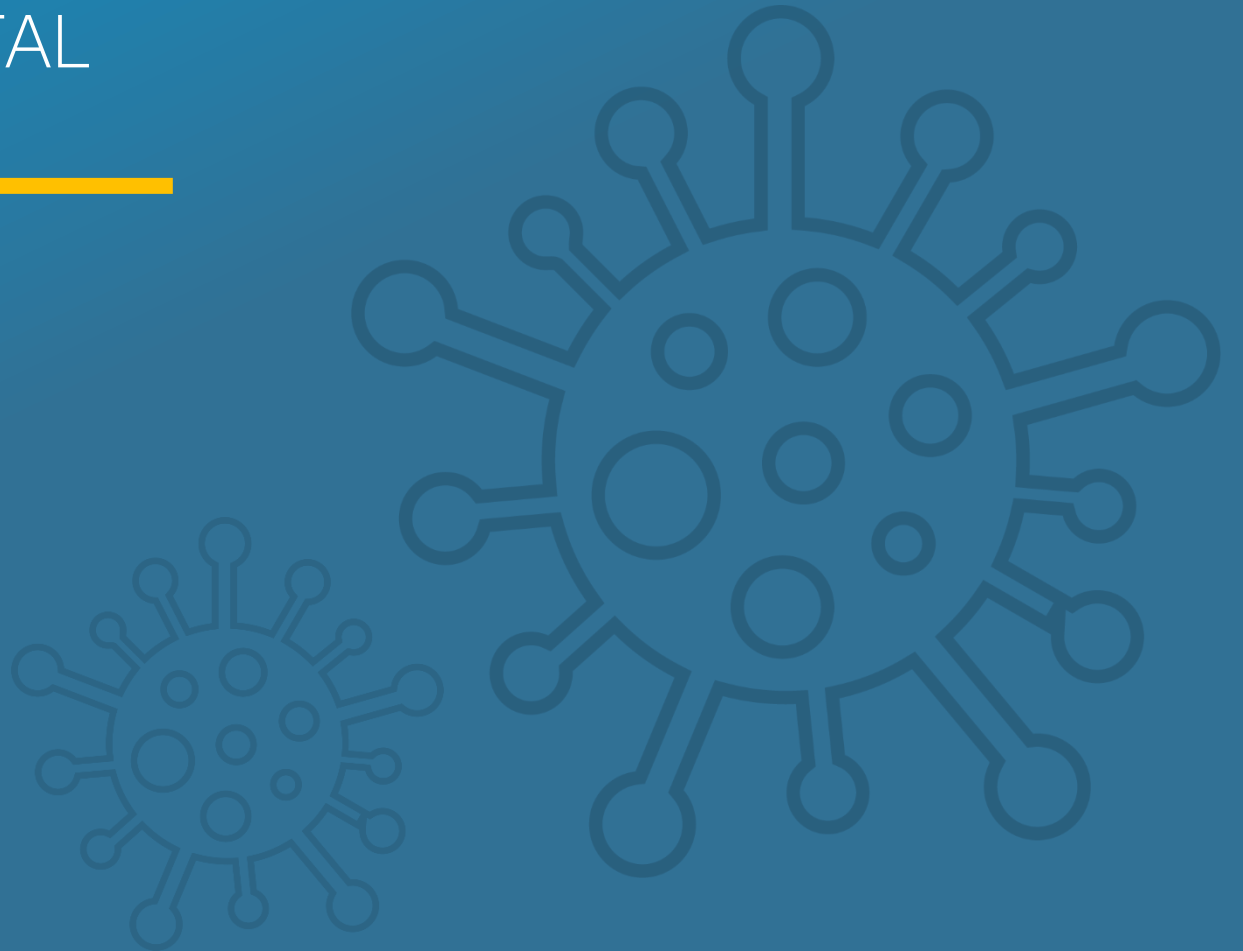
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OPTIMISING DIRECT SALES  
CONVERSION THROUGH DIGITAL  
WITH OWN BRAND WEB

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**Driving People to  
your Offer**





# Methods to drive traffic

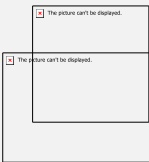






# Optimise your Page

- Title
- Description
- Headings
- Content
- Link to it from other pages on your site













## SEO Checklist

To support this video we have provided an SEO checklist



# Promote Offer on High Traffic pages

Target offers on high traffic pages to promote your offer

March 2020		
Primary Dimension: <b>Landing Page</b> Other ▾		
Plot Rows	Secondary dimension ▾	Sort Type: Default ▾
	Landing Page ?	Acquisition
		Sessions ? ↓
		<b>56,764</b> % of Total: 100.00% (56,764)
<input type="checkbox"/>	1. /4-great-tools-for-searching-social-media/ 	<b>6,685</b> (11.78%)
<input type="checkbox"/>	2. /tools-and-tips-for-going-live-on-facebook/ 	<b>5,848</b> (10.30%)
<input type="checkbox"/>	3. / 	<b>3,680</b> (6.48%)
<input type="checkbox"/>	4. /tweetdeck-for-twitter-management/ 	<b>2,922</b> (5.15%)
<input type="checkbox"/>	5. /hashtag-search/ 	<b>1,911</b> (3.37%)
<input type="checkbox"/>	6. /social-media-search/ 	<b>1,753</b> (3.09%)
<input type="checkbox"/>	7. /link-tracking/ 	<b>1,569</b> (2.76%)
<input type="checkbox"/>	8. /how-do-you-know-if-your-twitter-strategy-is-effective/ 	<b>1,326</b> (2.34%)
<input type="checkbox"/>	9. /blog/ 	<b>1,325</b> (2.33%)
<input type="checkbox"/>	10. /twitter-cards/ 	<b>1,172</b> (2.06%)

## Example targeting on the home page



### Family Stay with Picnic in the Park

2 nights BB & Family Picnic in the Park. Enjoy a wonderful stay in spacious bedrooms and pick your family day to enjoy a picnic in the National Park.

[BOOK NOW](#)



### Re-energise and Relax

1 night or 2 nights with a choice of Activities. Choice of activities booked for you, return and relax in our thermal suite. 1 night and 2 night options

[BOOK NOW](#)



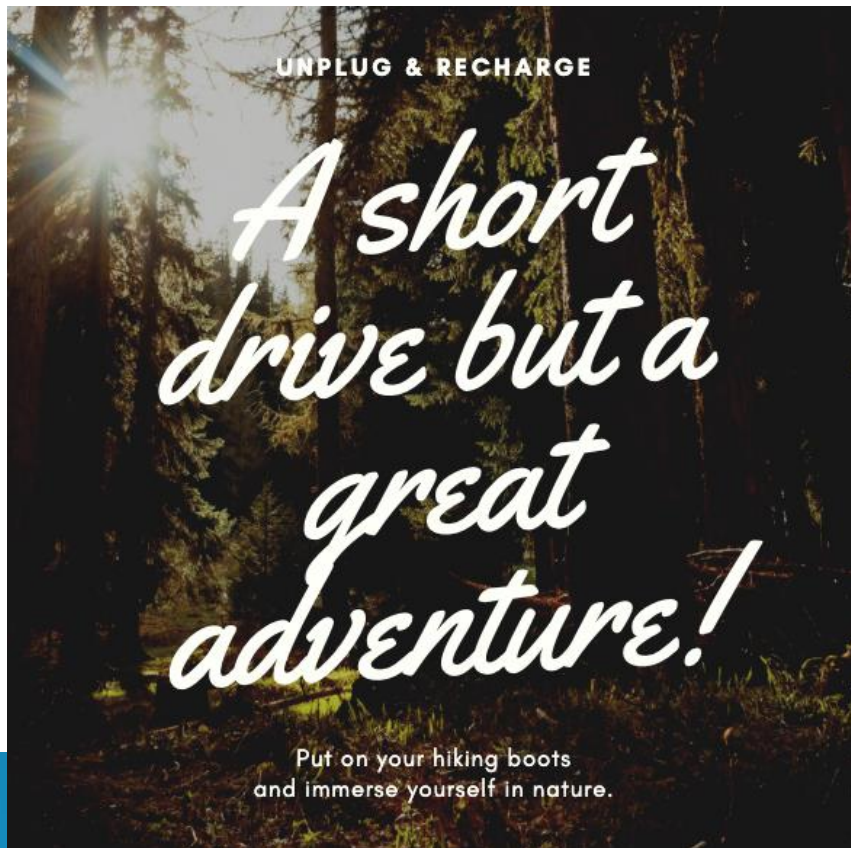
### The Perfect Location Summer Getaway

An Oasis in the heart of Killarney town, offering luxurious and relaxing experiences that will leave you feeling rested and refreshed

[BOOK NOW](#)

## Create imagery

Capture the attention of your audience





## Use the correct messaging

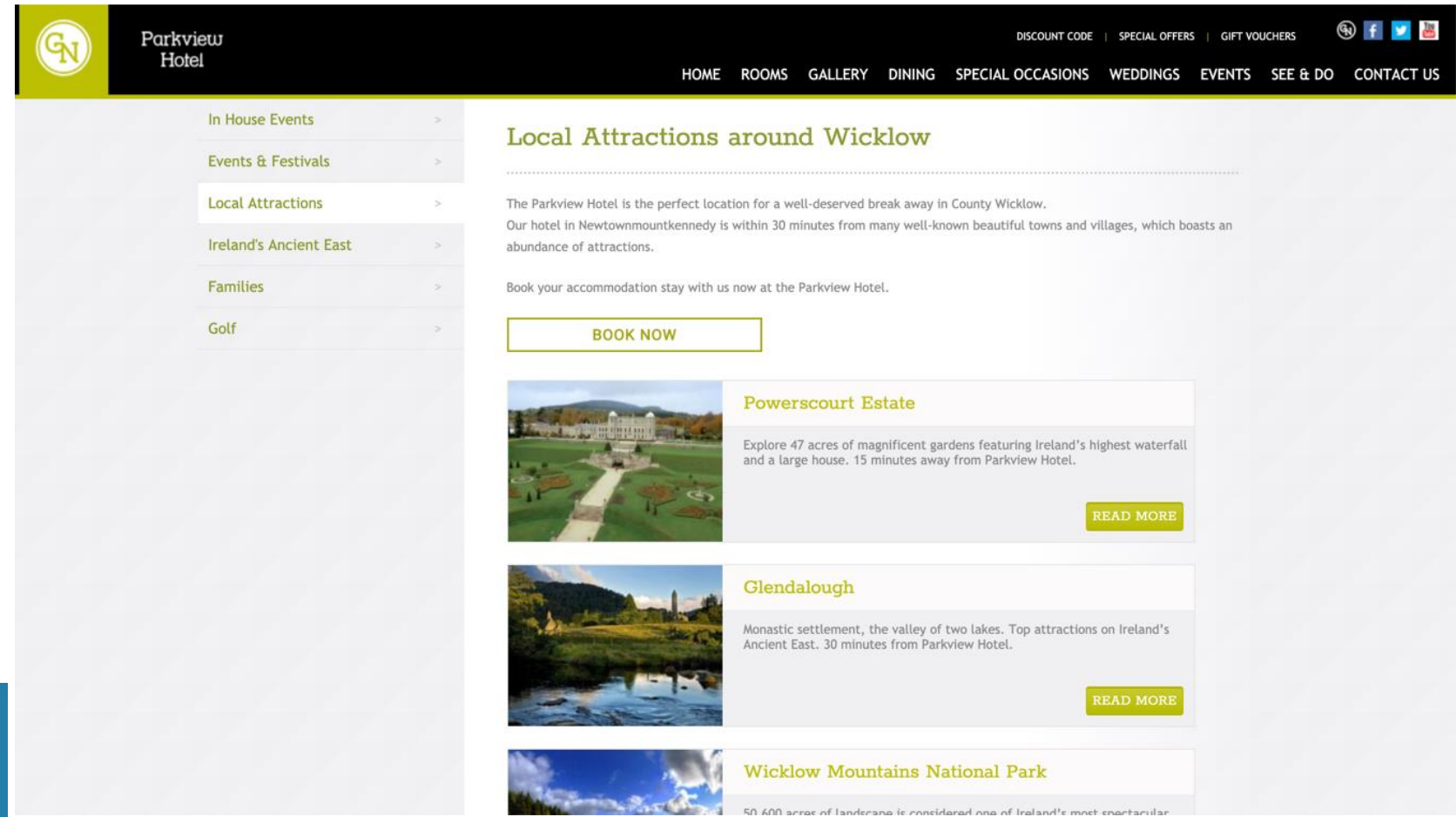
That comforts your audience in terms of safety



# Cross promote with other tourism businesses

Your business will not keep families or visitors entertained for 2 weeks or even a long weekend.

You need to help them build out an itinerary



The screenshot displays the Parkview Hotel website. The header includes the hotel's logo, name, and a navigation menu with links to HOME, ROOMS, GALLERY, DINING, SPECIAL OCCASIONS, WEDDINGS, EVENTS, SEE & DO, and CONTACT US. A sidebar on the left lists categories: In House Events, Events & Festivals, Local Attractions (highlighted), Ireland's Ancient East, Families, and Golf. The main content area is titled "Local Attractions around Wicklow" and features a "BOOK NOW" button. Below this, three attraction cards are shown: Powerscourt Estate, Glendalough, and Wicklow Mountains National Park, each with a "READ MORE" button.

**Parkview Hotel**

DISCOUNT CODE | SPECIAL OFFERS | GIFT VOUCHERS

HOME ROOMS GALLERY DINING SPECIAL OCCASIONS WEDDINGS EVENTS SEE & DO CONTACT US

In House Events >

Events & Festivals >

**Local Attractions** >

Ireland's Ancient East >

Families >

Golf >

### Local Attractions around Wicklow

The Parkview Hotel is the perfect location for a well-deserved break away in County Wicklow. Our hotel in Newtownmountkennedy is within 30 minutes from many well-known beautiful towns and villages, which boasts an abundance of attractions.

Book your accommodation stay with us now at the Parkview Hotel.

**BOOK NOW**

#### Powerscourt Estate

Explore 47 acres of magnificent gardens featuring Ireland's highest waterfall and a large house. 15 minutes away from Parkview Hotel.

**READ MORE**

#### Glendalough

Monastic settlement, the valley of two lakes. Top attractions on Ireland's Ancient East. 30 minutes from Parkview Hotel.

**READ MORE**

#### Wicklow Mountains National Park

50,600 acres of landscape is considered one of Ireland's most spectacular



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# Promote across social media channels



Pin your offers on Twitter/Facebook





## Retarget your offers







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# Optimise Google My Business listing



Google  
My Business



 Send to your phone

Send

## From Explorium - National Sport & Science Centre

'IMPORTANT: Our Opening Hours: Junior: 7 days 09:30 – 17:00 Science: Monday to Friday 15:00 – 18:00 Saturday & Sunday 10:00 – 18:00 (last admission 16:00) Sport: Monday to Friday 15:00 – 18:00 Saturday & Sunday 12:00 – 18:00 (last session 17:00)'

## Updates from Explorium - National Sport & Science Centre

[View previous updates on Google](#)

- Relevant imagery
- Update description
- Relevant reviews
- Address matches website (Name, Address, Phone)

# Create an email promotion sequence



- We are opening soon – sign up to get pre-launch offer
- Launch offer
- Scarcity email – closing on....
- Offer closing – closing today!
- Closed – give alternative

# Create a blog post and promote your offer through this



[GIFT CARDS](#) [OFFERS](#) [FAQS](#) [+353\(0\) 1 563 4358](#) [enquiries@vagabond.ie](#) [BOOK A TOUR](#)

[Driftwood Tours](#) [Vagabond Tours](#) [Why Us](#) [The Company](#) [Contact](#)

## Your Tour and Covid-19 / Coronavirus in Ireland

Will Coronavirus affect your tour to Ireland? We've updated our blog with the latest effects of COVID-19 on our tour departures, booking terms and news from the ground in Ireland.



Corona Virus

**WILL IT AFFECT YOUR TOUR?**



By Rob

Sign up, stay in touch & get Ireland insights...

### Related Tours



5 Day Vagabond Adventure East



5 Day Edge of the World Tour



6 Day Tour of

This website uses cookies.

## Find relevant sites targeting your audience

# GREAT DAYS OUT





- Providing great gifts since 1996 • Vouchers valid up to 12 months •

About Us Gift Pack and Delivery Contact Us  
Call: +353 (021) 2428593 Email: [info@greatdaysout.ie](mailto:info@greatdaysout.ie)


[Home](#)
[Special Offers](#)
[Bestsellers](#)
[Under €100](#)
[Gift Vouchers](#)
[View Basket \(0 items\)](#)

[Flying Gifts](#)
[Driving Gifts](#)
[Great Outdoors](#)
[For Couples](#)
[Water Sports](#)
[Spa and Pampering](#)
[Weekend Getaways](#)
[Learn How To](#)
[Wine & Dine](#)

## How It Works

-  Purchase a gift from the website.
-  Get the voucher by post or email.
-  Give the voucher as a gift.
-  Recipient books experience and creates memories!


## Special Offers



**Paintball Combat for Eight - Special Introductory Price**

€30.00


[Information & Buy](#)



**Water Adventure for Two**

€Was €99, Now €89

[Information & Buy](#)



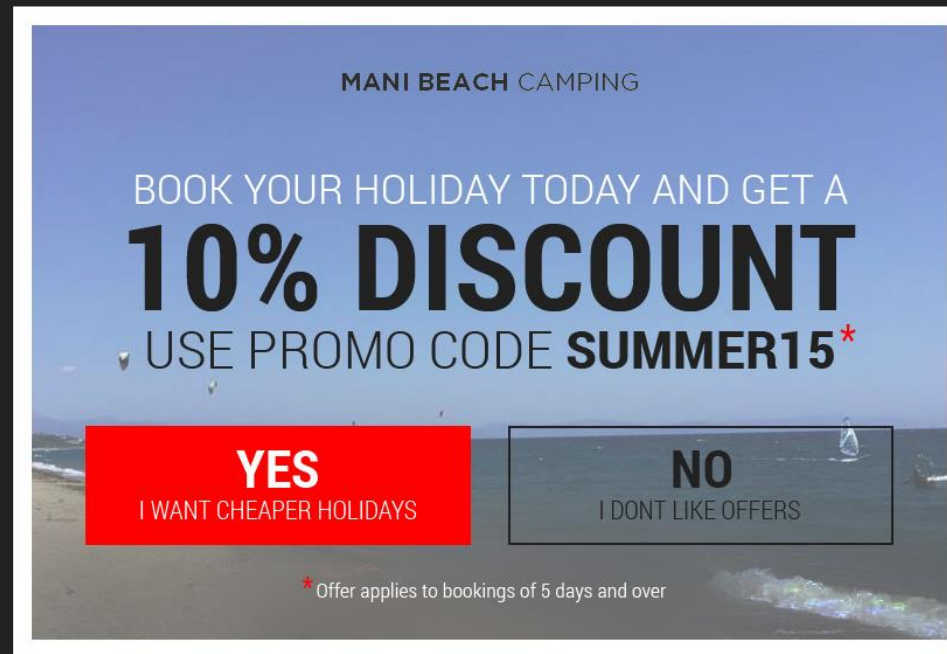
**Paintballing for Four**

€Was €49, Now €28

[Information & Buy](#)



## Exit intent popup on the website





## Promotion + Offer page

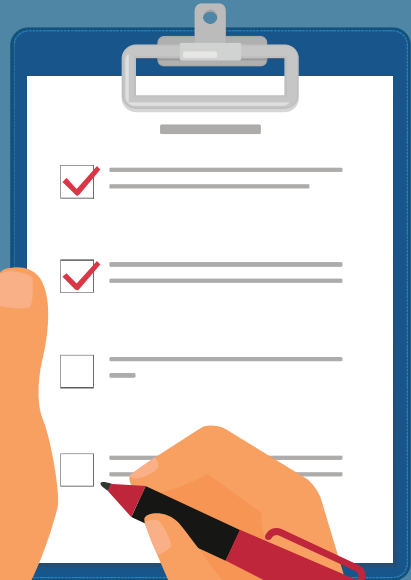




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## Take Action



Review the tactics we have shared and create a prioritised list of paid/unpaid promotion opportunities



Work out what you need to use these channels e.g. images, video, content etc



Start implementing and testing, see which works best for you



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OPTIMISING DIRECT SALES  
CONVERSION THROUGH DIGITAL  
WITH OWN BRAND WEB

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# Tracking Key Web Performance Metrics with Google Analytics







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# What is most important to track?



## Conversion Rate

How many conversions or sales am I achieving compared to visits



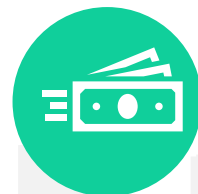
## Number of conversions

How many sales (per product if more than one product)



## Abandonment Rate

How many people visit the offer page compared to buying the product



## Sales/profit

How much are you generating in sales and/or profit



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## A conversion

Completing an action that drives value to your business which is likely to be:



Enquiry



Sale

Example routes



**GOAL**  
is achieved



# How to set up the goal





# Tracking results of the goal

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel

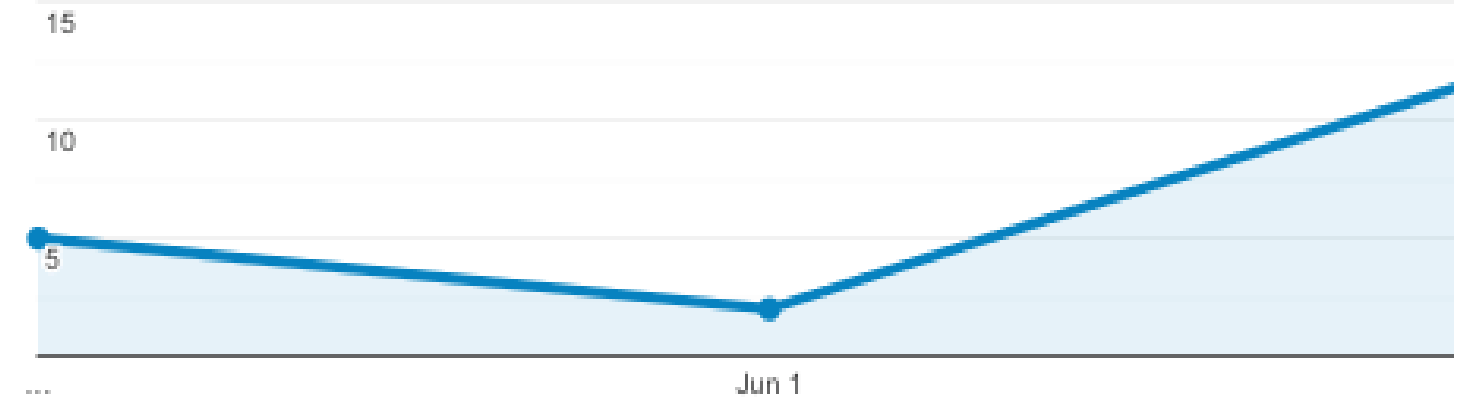
Visualization

Goal Flow

Ecommerce

Multi-Channel  
Funnels

Goal Completions



Goal Completions

58



Goal Value

€0.00



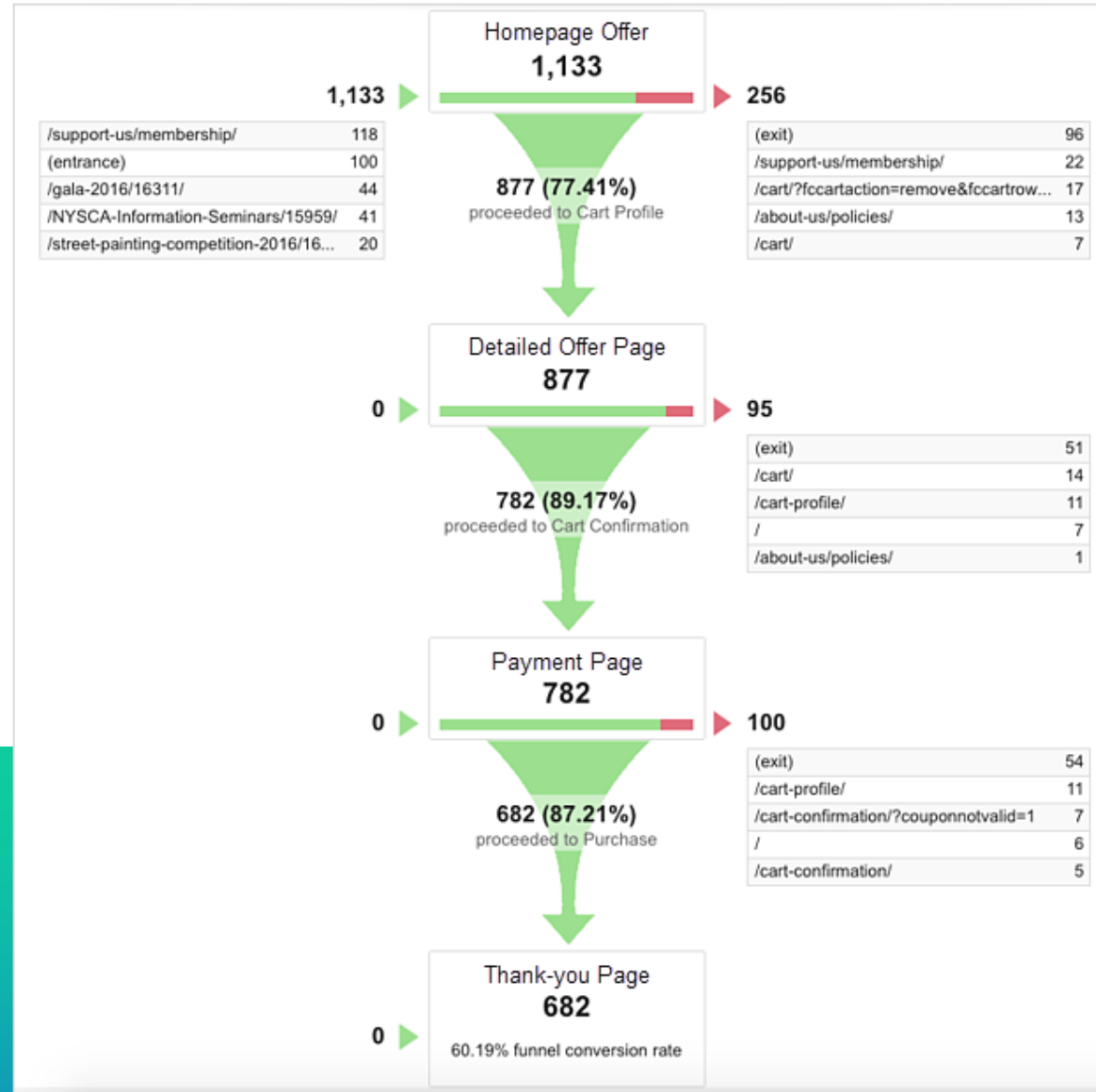
Goal Conversion Rate

2.23%





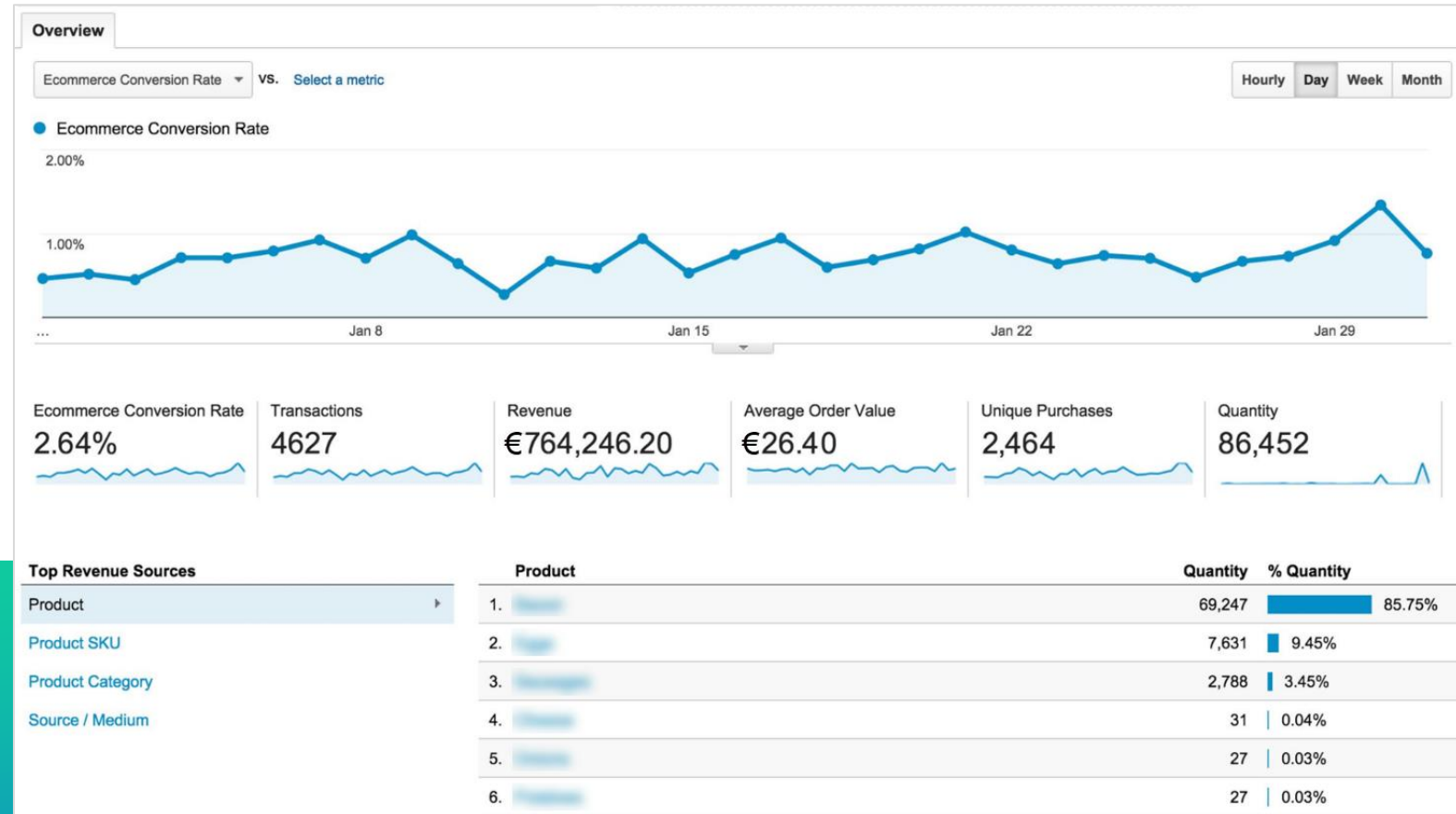
# Goal funnel



card  
abandonment

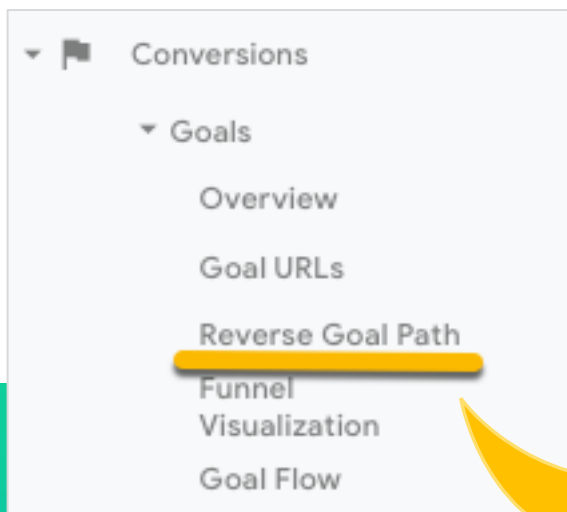
# Tracking sales using Ecommerce tracking

- Assign a value to every sale
- Get a web developer to set it up
- Track
  - Revenue
  - Average Order Value
  - Conversion Rate per product



## What else to track?

What are the pages that are delivering most goals



	Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Bike Tour Lead (Goal 1 Completions) ↓
1.	/thank-you.php	/inquiry.php	/tour-description.php	/tour-catalog.php	2,083
2.	/thank-you.php	/inquiry.php	/tour-description.php	/index.php	256
3.	/thank-you.php	/inquiry.php	/tour-description.php	/maps.php	165
4.	/thank-you.php	/inquiry.php	/tour-catalog.php	/bicycles.php	136
5.	/thank-you.php	/inquiry.php	/tour-description.php	/autumn.php	135
6.	/thank-you.php	/inquiry.php	/tour-catalog.php	/index.php	134
7.	/thank-you.php	/inquiry.php	/index.php	/bicycles.php	92
8.	/thank-you.php	/inquiry.php	/tour-catalog.php	/maps.php	82
9.	/thank-you.php	/inquiry.php	/index.php	/tour-description.php	82
10.	/thank-you.php	/inquiry.php	/index.php	/tour-catalog.php	52

# What else to track?

What channel is converting best

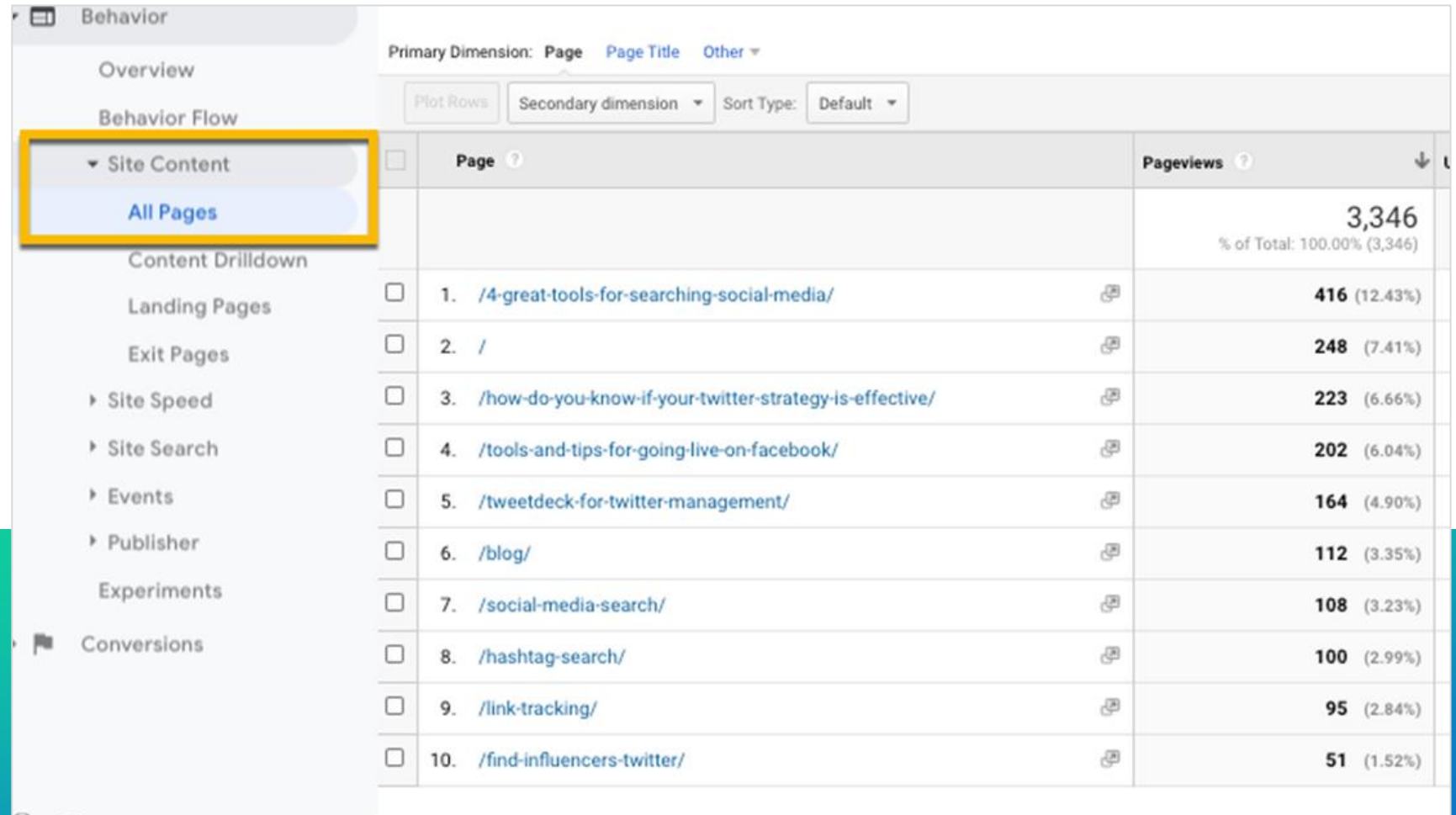
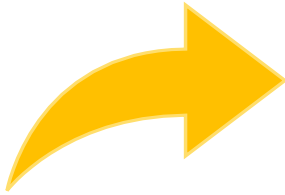


	Default Channel Grouping	Acquisition			Behavior			Conversions
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Sign up to Newsletter (Goal 1 Conversion Rate) ?
		48,154 % of Total: 100.00% (48,154)	110.74% Avg for View: 110.69% (0.05%)	53,327 % of Total: 100.05% (53,302)	80.14% Avg for View: 80.14% (0.00%)	1.44 Avg for View: 1.44 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	2.46% Avg for View: 2.46% (0.00%)
<input type="checkbox"/>	1. Organic Search	20,139 (41.82%)	131.00%	26,383 (49.47%)	84.19%	1.34	00:00:59	1.06%
<input type="checkbox"/>	2. Direct	11,447 (23.77%)	106.62%	12,205 (22.89%)	75.64%	1.54	00:01:17	3.34%
<input type="checkbox"/>	3. Social	9,398 (19.52%)	93.66%	8,802 (16.51%)	84.28%	1.29	00:00:54	1.96%
<input type="checkbox"/>	4. Referral	5,348 (11.11%)	81.84%	4,377 (8.21%)	67.86%	1.94	00:01:56	6.54%
<input type="checkbox"/>	5. (Other)	1,675 (3.48%)	85.91%	1,439 (2.70%)	78.57%	1.40	00:01:13	2.87%
<input type="checkbox"/>	6. Email	123 (0.26%)	97.56%	120 (0.23%)	76.42%	1.34	00:01:10	2.44%
<input type="checkbox"/>	7. Display	24 (0.05%)	4.17%	1 (0.00%)	66.67%	2.17	00:03:19	12.50%



## What else to track?

How many visitors to  
the offer page



The screenshot shows the Google Analytics interface for the 'Behavior' section, specifically the 'Site Content' > 'All Pages' report. The left sidebar lists navigation options: Overview, Behavior Flow, Site Content (highlighted), Content Drilldown, Landing Pages, Exit Pages, Site Speed, Site Search, Events, Publisher, Experiments, and Conversions. The main content area shows a table of pageviews. The top navigation bar includes 'Primary Dimension: Page', 'Page Title', and 'Other'. Below this are filters for 'Plot Rows', 'Secondary dimension', and 'Sort Type: Default'. The table has two main columns: 'Page' and 'Pageviews'. The 'Page' column lists 10 pages, and the 'Pageviews' column shows the count and percentage of total pageviews for each page.

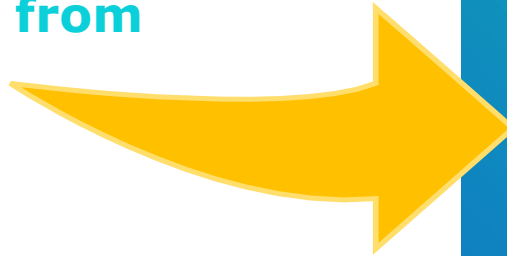
Page	Pageviews
	3,346 % of Total: 100.00% (3,346)
1. /4-great-tools-for-searching-social-media/	416 (12.43%)
2. /	248 (7.41%)
3. /how-do-you-know-if-your-twitter-strategy-is-effective/	223 (6.66%)
4. /tools-and-tips-for-going-live-on-facebook/	202 (6.04%)
5. /tweetdeck-for-twitter-management/	164 (4.90%)
6. /blog/	112 (3.35%)
7. /social-media-search/	108 (3.23%)
8. /hashtag-search/	100 (2.99%)
9. /link-tracking/	95 (2.84%)
10. /find-influencers-twitter/	51 (1.52%)



## How do you get more specific about what is working?

### Google Analytics shows traffic from

- Facebook
- Twitter
- Google organic search
- Referral sites



### But you also want to know

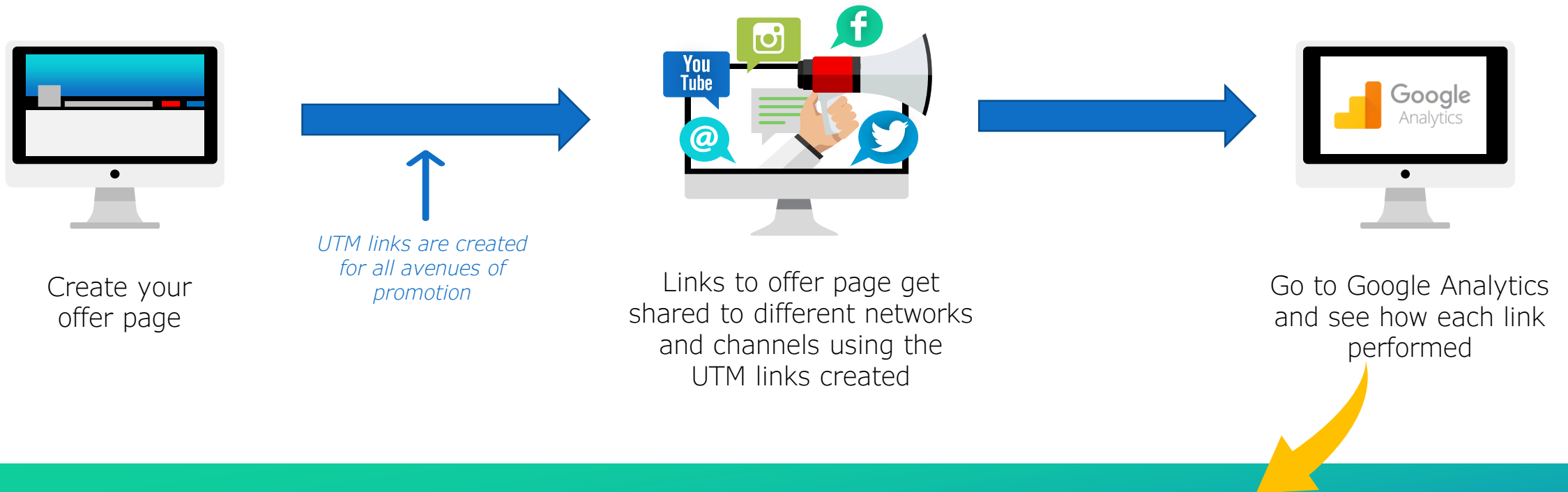
- **Facebook** - Was it your Facebook ad, your Facebook post or the call to action on your Facebook page that drove that traffic?
- **Referral Source** - was it an ad on a 3<sup>rd</sup> party site or the blog post on their site that drove that referral?



### UTM Tracking

Adding information to any website address you share so that you can be more specific about your targeting

## How UTM Works



Based on the data determine which tactics on each channel/network are working best to drive traffic and conversions



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# How to Create the UTM Tracking Links

[https://www.mywebsite.com?utm\\_source=Facebook&utm\\_medium=Pinned-Post&utm\\_campaign=Make\\_A\\_Break\\_For\\_It](https://www.mywebsite.com?utm_source=Facebook&utm_medium=Pinned-Post&utm_campaign=Make_A_Break_For_It)

## Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

\* Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

## Results of Using UTM Tracking

You can see what social activity is converting the best?



<input type="checkbox"/>	Source / Medium ?	Acquisition	
		Sessions ? ↓	% New Sessions ?
		<b>628</b> % of Total: 1.04% (60,554)	<b>76.91%</b> Avg for View: 78.91% (-2.54%)
<input type="checkbox"/>	1. Facebook / Ad	<b>610</b> (97.13%)	78.03%
<input type="checkbox"/>	2. Facebook / Pinned-post	<b>11</b> (1.75%)	27.27%
<input type="checkbox"/>	3. Twitter / Pinned-post	<b>6</b> (0.96%)	50.00%
<input type="checkbox"/>	4. Facebook / Banner	<b>1</b> (0.16%)	100.00%





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## Take Action



Get your goals setup and/or hire a developer who can set up your ecommerce tracking



Drive some traffic to your offer and start measuring results



Check out the next video about how to optimise those results!



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National Tourism Development Authority

OPTIMISING DIRECT SALES  
CONVERSION THROUGH DIGITAL  
WITH OWN BRAND WEB

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# Optimising Your Sales Results



## Why is conversion rate too low?

Reason	What to do
Got distracted	Retarget them with an ad
Offer not attractive	Test with different offers – pricing, packaging of offer, etc.
Didn't answer all the objections – Is it safe? Is my money secure? Will we enjoy ourselves?	Make sure to cover these objections. Adding chat to your site can help find out what these objections are
Not relevant to me	Make sure your offers match your target audience, you won't appeal to everyone
Technical issue - couldn't complete the form, didn't work on mobile, just didn't work	Test buying your own products on desktop and mobile
Dates don't suit	Give them an option to enquire for other dates



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## How do you improve the offer page?



Improve Content



Dedicated Page for  
each Offer



Test your offer



Simplify the  
Choices



Answer objections

# How do you improve the offer page?



Improve Content

Dedicated Page for  
each Offer

Test your offer

Simplify the  
Choices

Answer objections

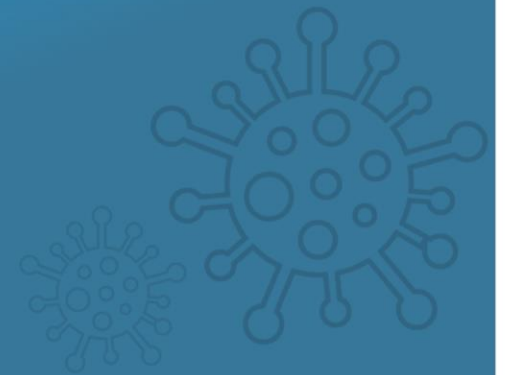
## Go through our...

"Reassurance Content  
Checklist for your Own  
Brand Website"

- Do a full review  
of all pages on your  
website
- If you don't reassure  
visitors, they will not  
book

### CHECKLIST

**Reassurance Content for your  
Own Brand Website**





# How do you improve the offer page?

Improve Content



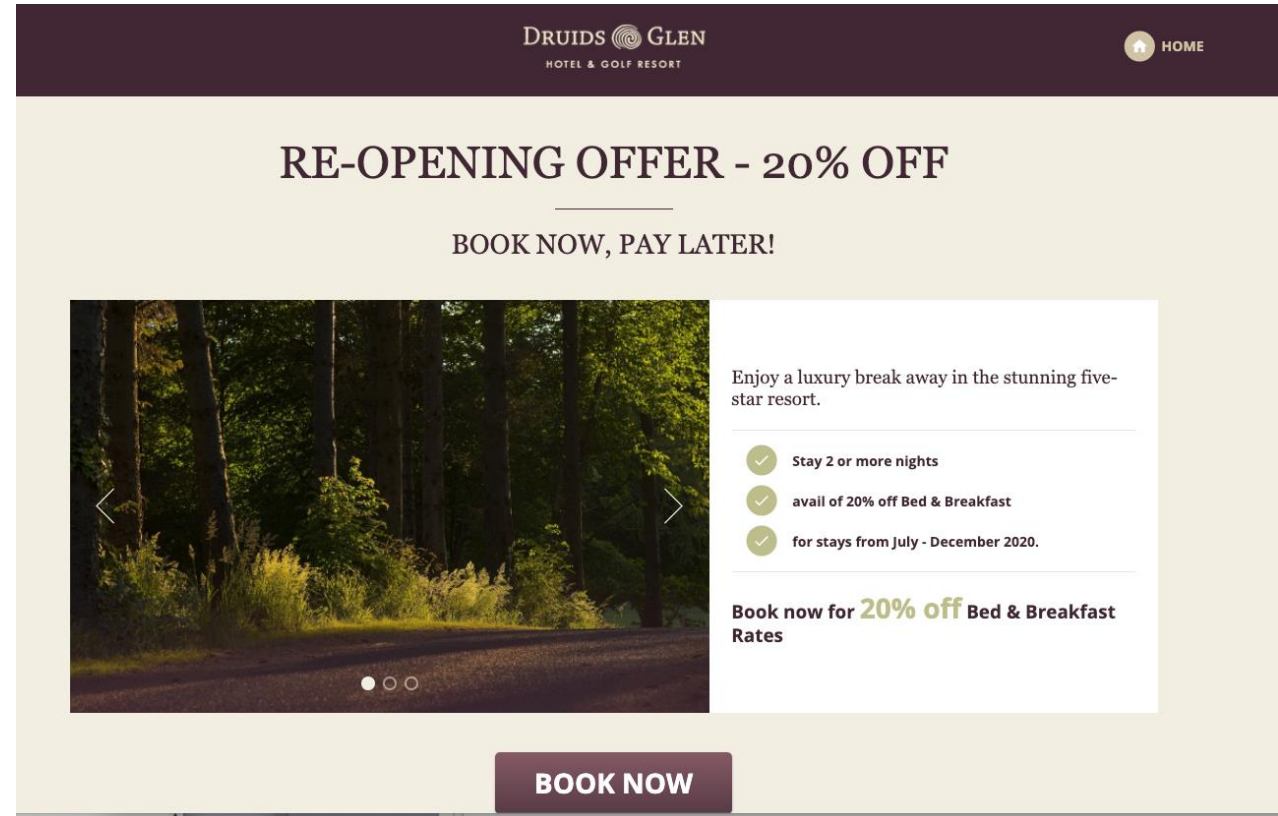
Dedicated Page for each Offer

Test your offer

Simplify the Choices

Answer objections

**Have a dedicated landing page for each major offer**



# How do you improve the offer page?

Improve Content

Dedicated Page for each Offer

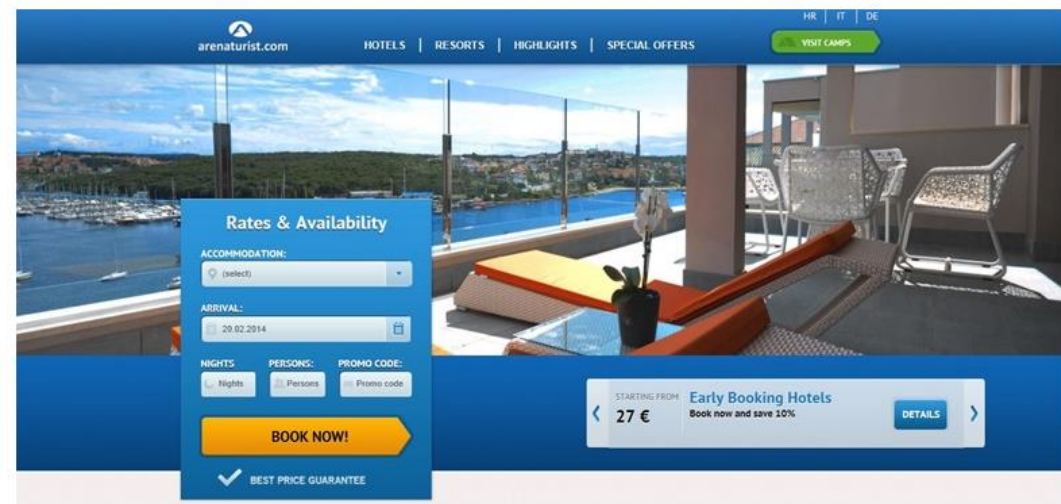
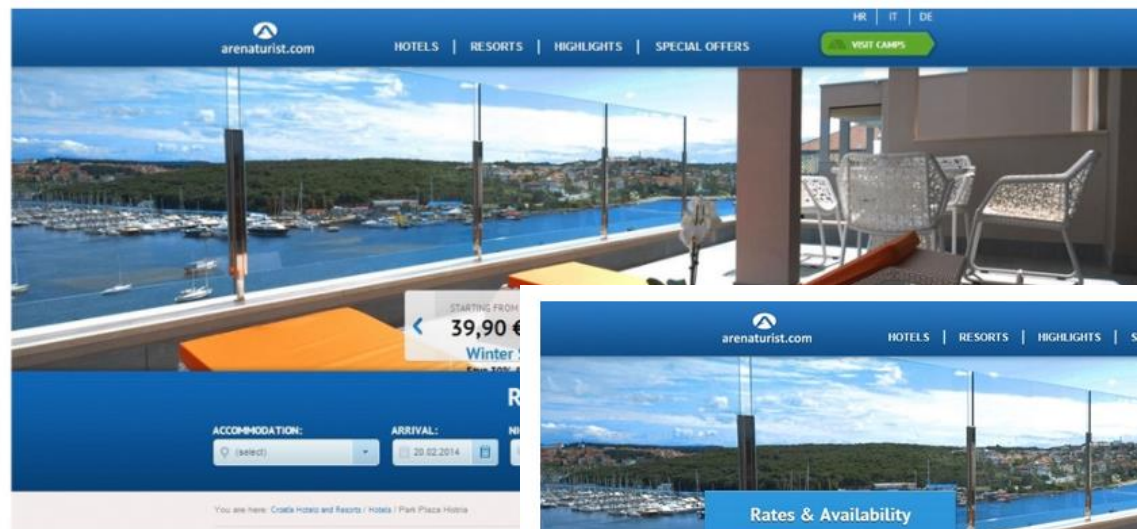
▶ Test your offer

Simplify the Choices

Answer objections

## Test your offer to reduce drop-outs

Test with different landing pages – 52% improvement



# How do you improve the offer page?

Improve Content

Dedicated Page for each Offer



Test your offer

Simplify the Choices

Answer objections

## Tools

Test with different landing pages – 52% improvement

- Leadpages
- Unbounce
- Google experiments

A/B Test Centre

Reset State

Current Champion		Weight	Visitors	Views	Con
A	<div>Green Button</div> <div>Updated 3 minutes ago</div>	<div>Edit</div> <div><div></div></div> 100%			Stats will accur
Challenger Page Variants					
C	<div>Red Button</div> <div>Updated less than a minute ago</div>	<div>Edit</div> <div><div></div></div> 50			GIVE THIS VARIANT SOME T

Click to edit Traffic Weight (hit 'enter' to confirm)

Edit the page to change some elements and assign a % of traffic



## How do you improve the offer page?

Improve Content

Dedicated Page for each Offer

Test your offer



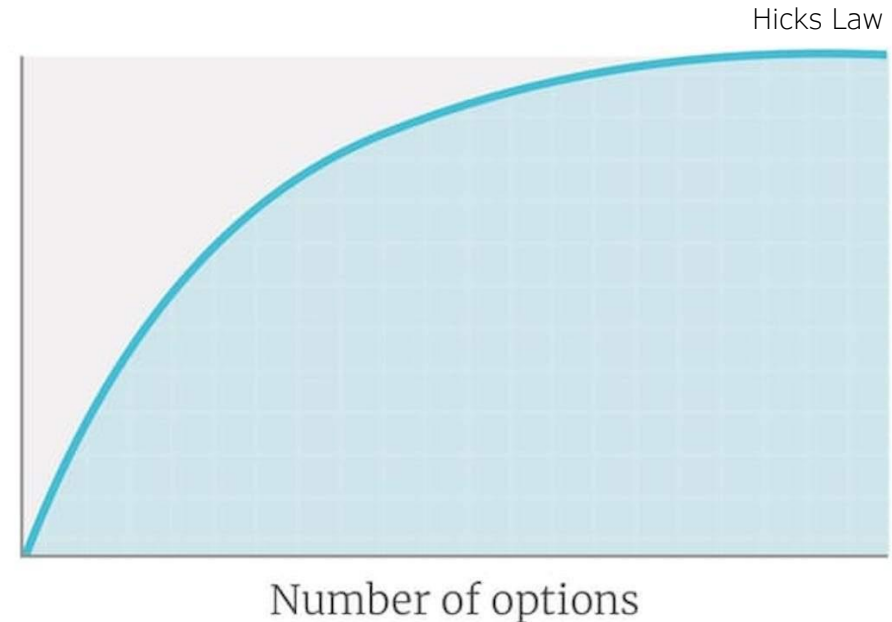
Simplify the Choices

Answer objections

### Reduce the number of offers on the page

Giving too many options can often lead to lower conversion rates – takes people longer to choose as the number of options goes up!

Time taken to respond



# How do you improve the offer page?

Improve Content

Dedicated Page for  
each Offer

Test your offer

Simplify the  
Choices

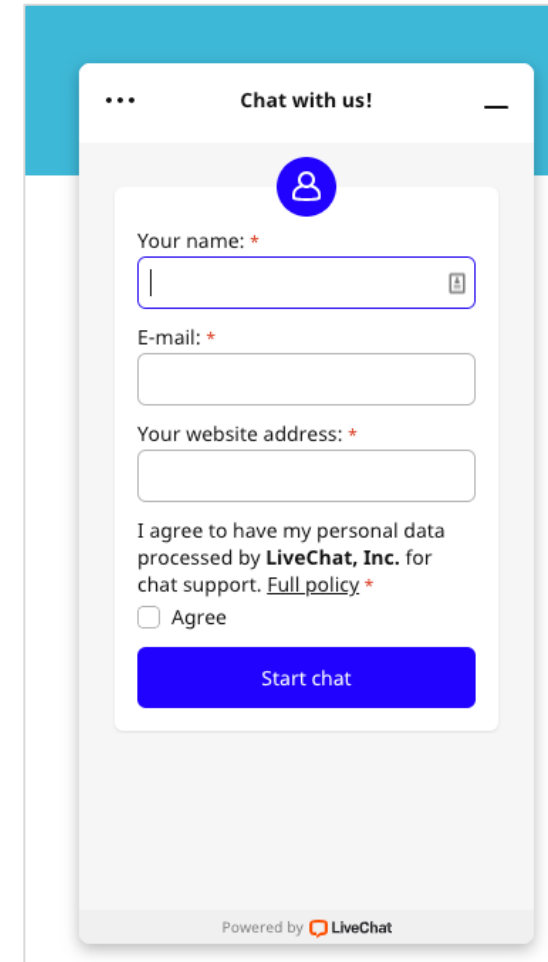


Answer objections

## Ad chat to your page to answer objections

Have an FAQ section on your page to answer the most common objections.

Chat will enable you to discover more objections that may need to be added to your FAQ.



The image shows a mobile app interface for LiveChat. At the top, there's a blue header with a menu icon, the text "Chat with us!", and a close icon. Below this is a white chat box with a blue profile icon. The form contains the following fields: "Your name: \*" with a text input and a small icon; "E-mail: \*" with a text input; "Your website address: \*" with a text input. Below the inputs is a text block: "I agree to have my personal data processed by **LiveChat, Inc.** for chat support. [Full policy](#) \*". There is an "Agree" checkbox. At the bottom of the form is a blue "Start chat" button. The footer of the app shows "Powered by LiveChat" with the LiveChat logo.

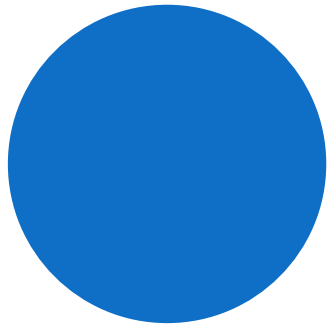




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## Drive More Engaged Buyers & Boost Revenue



**GET MORE  
CLICKS**

Improve click through  
with important messaging



**INCREASE  
CONVERSIONS**

Improve experience  
between ad and offer



**BOOST  
REVENUE**

Increase average  
order value

## Improve Click Through Rate (CTR)

Use clear and concise messaging in your ads and communications – use important references e.g. safety, free cancellations

[www.castleoaks.ie](#) › offer › staycations ▼

### Staycations at Castle Oaks | Free Cancellation | Castle Oaks ...

Plan your **staycation** getaway in County Limerick at the Castle Oaks Hotel, with ... Take in all

The Castle Oaks has to **offer** by enjoying leisurely strolls along the ...

You visited this page on 09/06/20.

# Remove any confusion for the visitor

Match the message and design between your ad and your offer page

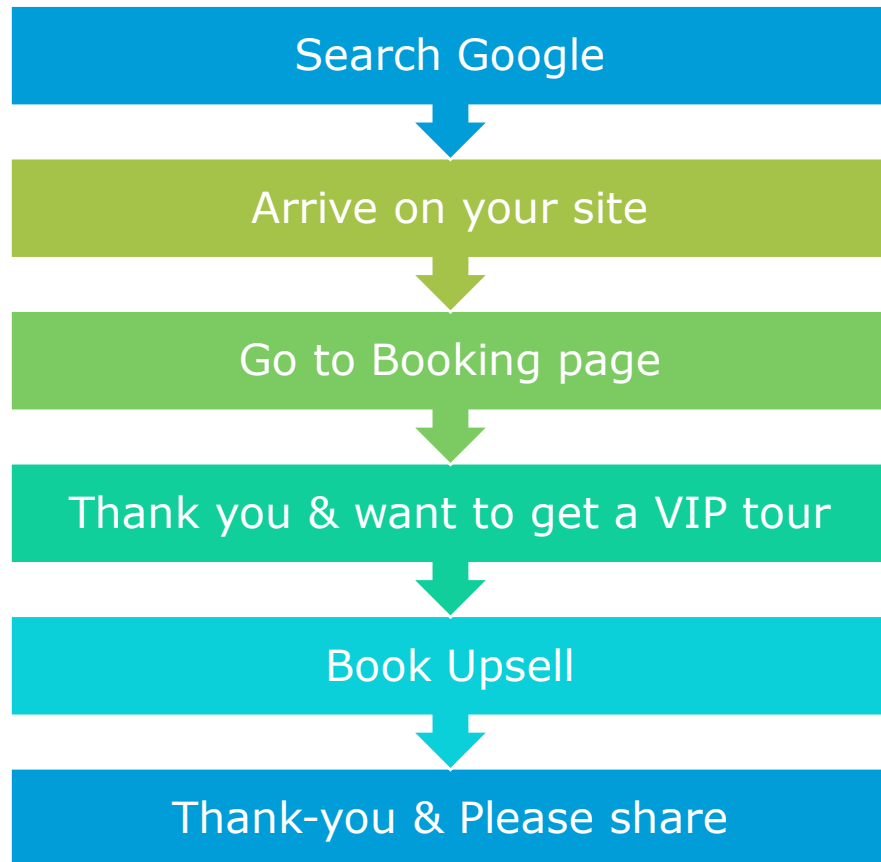


**Ad scent** is the consistency between an ad and the landing page it sends you to

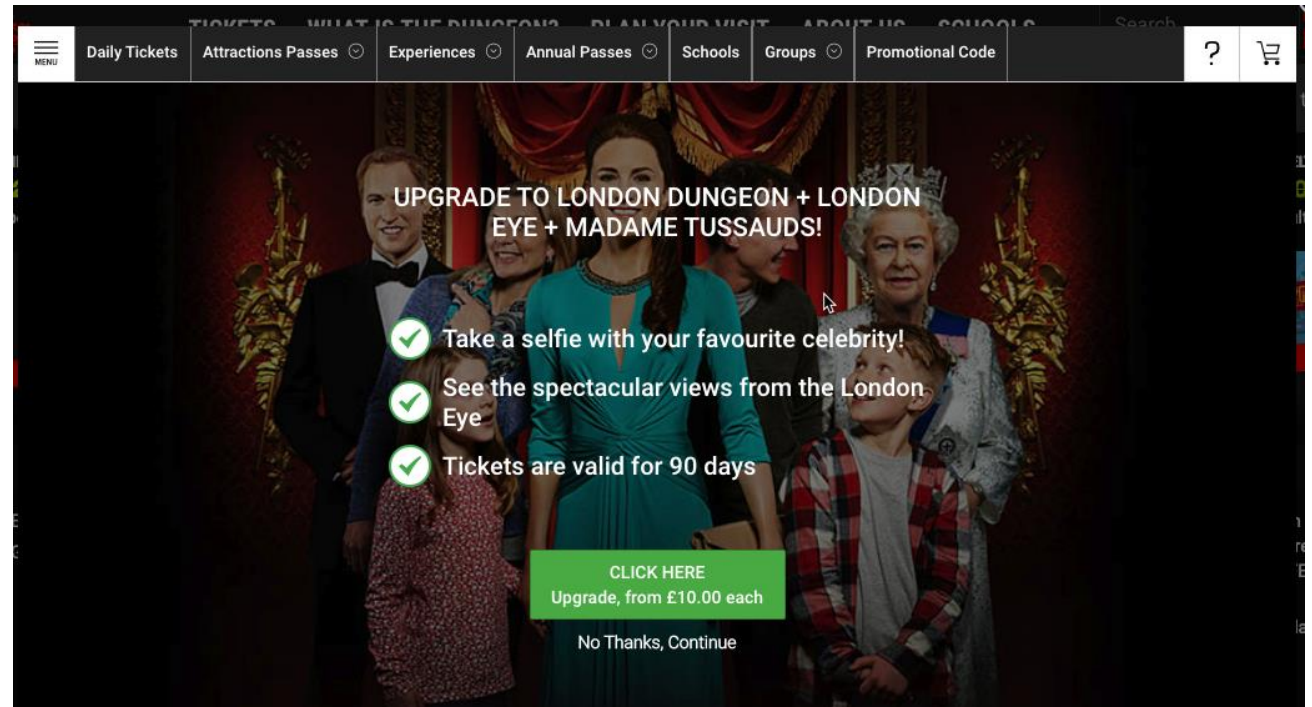
If there is **any friction**, you run the risk of the **customer dropping out of the process**

# How do you increase average order value?

Maximise sales with an upsell

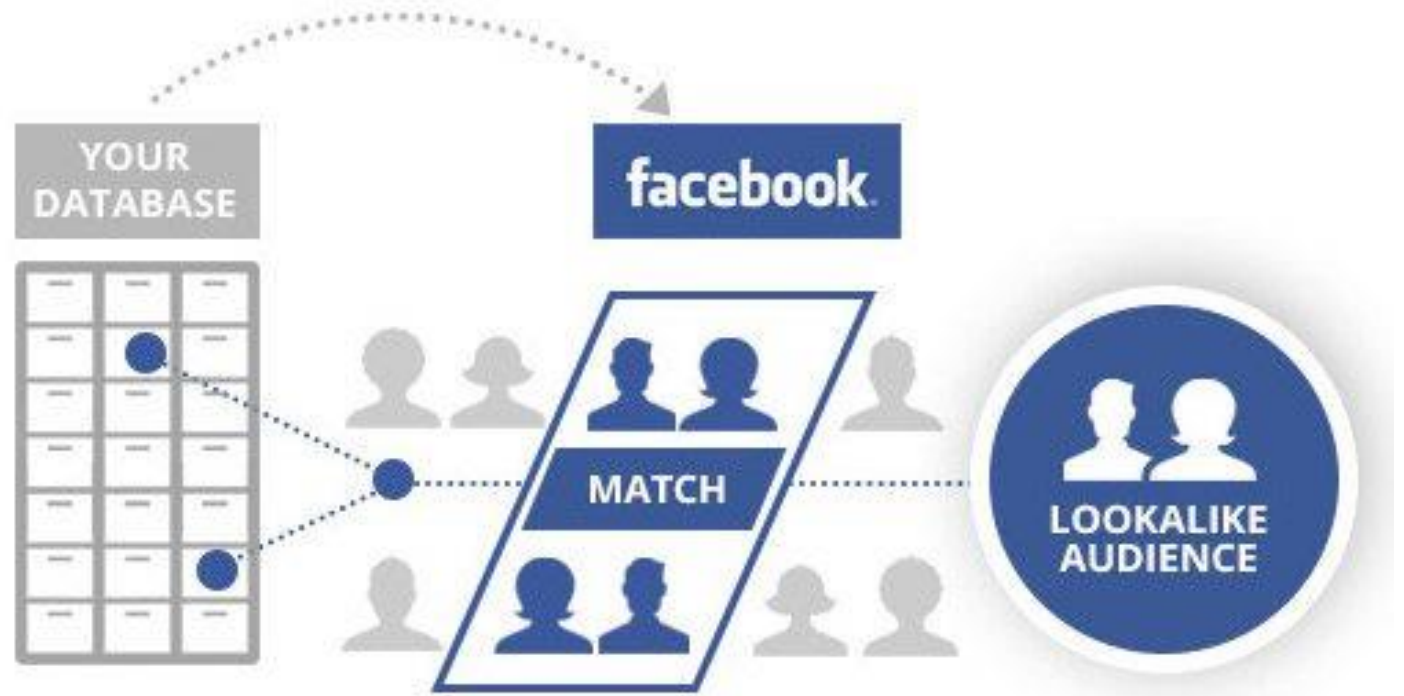


You have room for less people, so you need to make more per customer



# How do you give people a second bite of the apple?

Retarget your offers

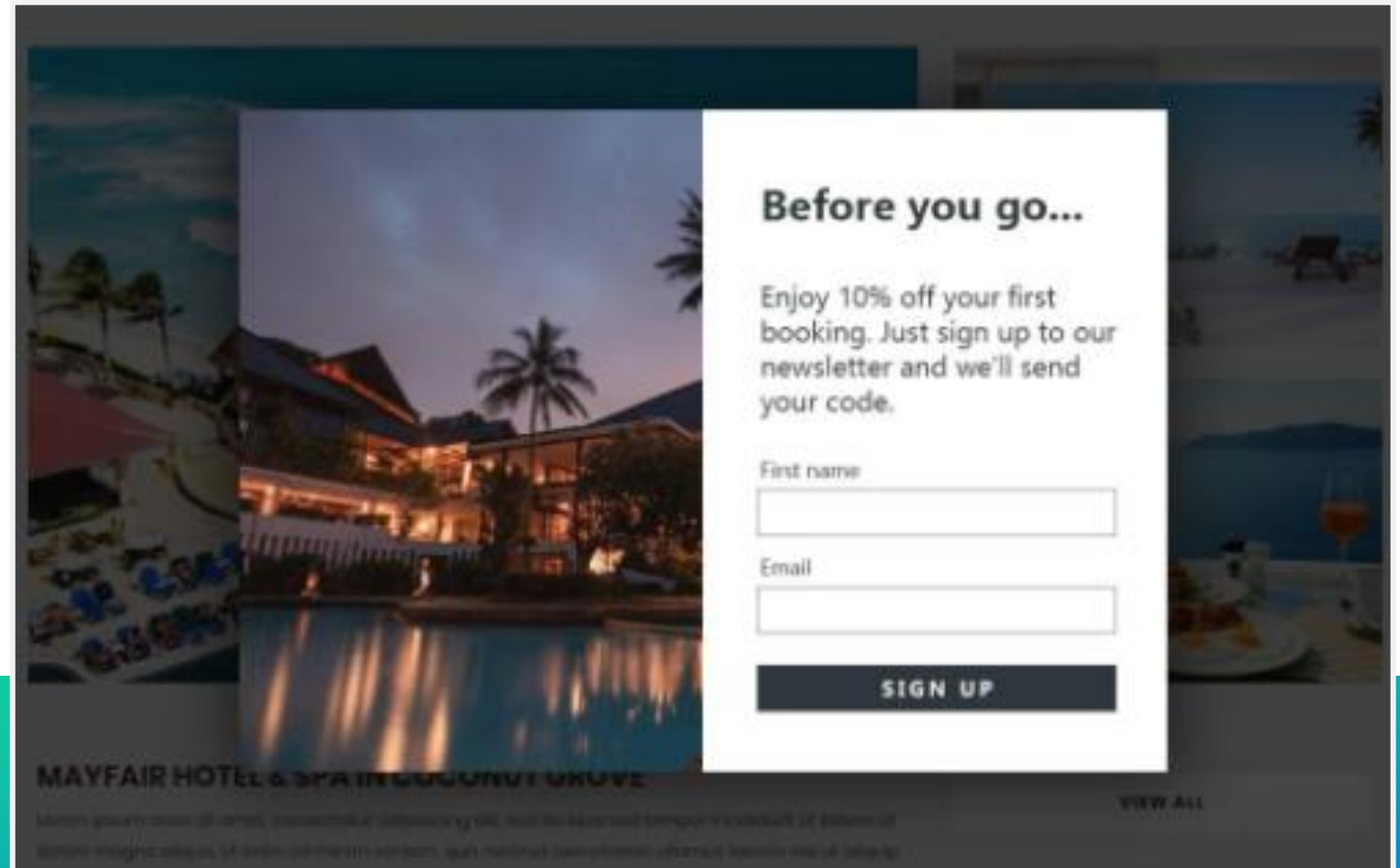




# Use exit pop-ups

## *Add an exit intent popup*

Not as intrusive as entry pop-ups or ones that appear while you are browsing a site





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## Email marketing



Capture enquiries when people are not sure



Build email upsell after they purchase



## GDPR

Adhere to GDPR legislation when using email.



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## Take Action



Make sure you have your analytics tracking set up.



Go through the list of tactics and figure out which ones you are going to focus on initially.



Test Test Test – with online sales you have to test. It's the only way to know what works best.