



## STEPS TO CREATE MORE **POWERFUL** *CALL-TO-ACTIONS*

Excited about increasing your bookings? Here's a list of 7 easy changes you can make to your site today.

**1. Make Your Headline Visible:** Your headline is a great way to tell visitors what you do.

What You Can Do: Make your headline the largest text on your websites page.

**2. Use High-Quality Visuals:** Use photos on your site that show visitors the type of experiences you provide.

What You Can Do: Ask previous customers to submit their photos and videos from their trip and display them on your site for new visitors to see.

**3. Use Descriptive Content:** Use content that is descriptive so that visitors have a clear idea of what you have to offer.

What You Can Do: Dedicate an entire page on your site to the description of what kinds of packages and services you offer.

**4. Build Credibility:** By displaying any awards, recognitions, affiliations, and reviews that your company has received, visitors will see you as a trusted brand.

What You Can Do: Create a form that customers can fill out for reviews.

**5. Make Connecting Easy:** Some customers prefer speaking with a real-person when booking a tour.

What You Can Do: Make it easy for visitors to contact a real-person in your company by include your phone number, email address, and even your physical address on your contact page.

**6. Make Your Site Intuitive:** The easier it is for visitors to use your site, the more likely they are to book their trip with your company.

What You Can Do: Make sure your website is easy to use on all platforms (tablets, smartphones, computers).

**7. Make Yourself Available:** Show customers you care by making yourself available 24/7.

What You Can Do: Install a live chat tool where your visitors can have their questions answered by your staff in seconds.



Check out our blog for more useful resources!

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