

HOW TO TURN YOUR WEBSITE INTO A POWERFUL CUSTOMER MAGNET!



WHAT WE'LL BE COVERING TODAY:

- ✓ WHY YOUR WEBSITE IS VITAL
- ✓ THE 5 MOST COMMON WEBSITE MISTAKES
- ✓ HOW TO IMPROVE YOUR ONLINE VISIBILITY AND GET MORE FREE TRAFFIC
- ✓ HOW TO CRACK YOUR SEO IN ONE DAY!
- ✓ WAYS TO IMPROVE YOUR WEBSITE CONVERSIONS
- ✓ Q&A



HI, I'M SARAH ORCHARD



 **FOREST
OF DEAN &
WYE VALLEY** 





THE HUDNALLS
HIDEOUT



**THE POSITIVE
FINANCIAL IMPACT OF
GETTING 100%
DIRECT BOOKINGS
= £100,000 IN 5
YEARS!**





**AT LAUNCH –
FEB 2020
FROM ZERO TO
50 BOOKINGS IN
JUST 19 DAYS!**



277,705



WHY IS YOUR WEBSITE VITAL?



277,705 ?

OR

18,900 ?



THE 5 MOST COMMON WEBSITE MISTAKES...



MISTAKE #1 – TRYING TO DO IT ALL YOURSELF!



NOT KNOWING YOUR IDEAL CUSTOMERS

MISTAKE #2 –

NOT KNOWING YOUR IDEAL CUSTOMERS



MISTAKE #3 – WEAK ON-SITE SEO



POOR MOBILE EXPERIENCE

MISTAKE #4 –

POOR MOBILE EXPERIENCE





HELLO!

**MISTAKE #5 –
WEAK MESSAGING + CONTENT**



HOW TO IMPROVE YOUR ONLINE VISIBILITY + GET MORE FREE TRAFFIC





Find me somewhere great to stay tonight



Google Search

I'm Feeling Lucky



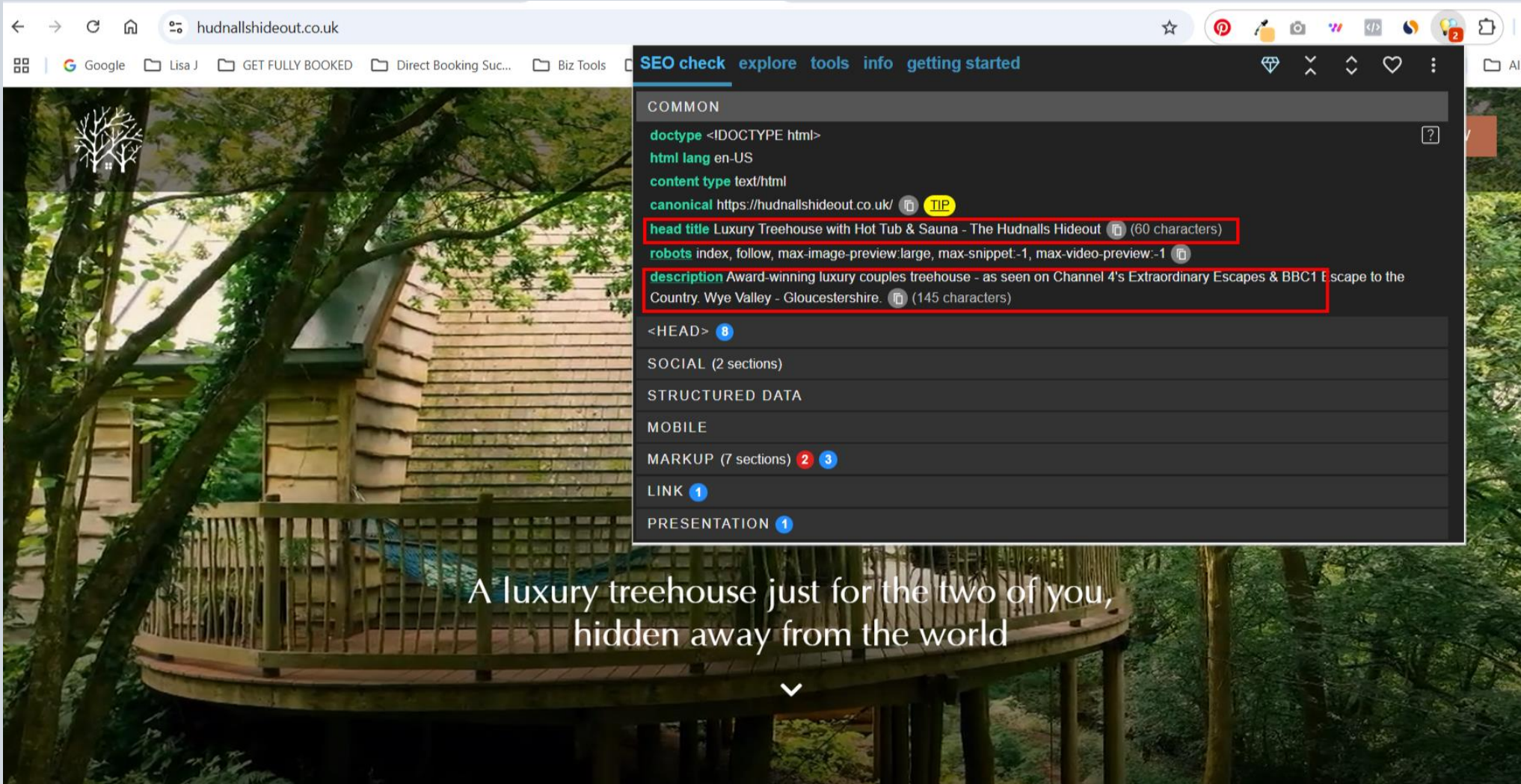
HOW TO CRACK YOUR SEO IN ONE DAY!



META DATA
META DATA
META DATA !



SO WHAT IS META DATA?



The screenshot shows a web browser displaying the website hudnallshideout.co.uk. The browser's address bar and tabs are visible at the top. The website's main image is a photograph of a luxury treehouse nestled in a forest. Overlaid on the right side of the browser window is an 'SEO check' tool interface. This interface lists various meta-data elements for the page, with the 'head title' and 'description' fields highlighted by red boxes. The 'head title' is 'Luxury Treehouse with Hot Tub & Sauna - The Hudnalls Hideout' (60 characters), and the 'description' is 'Award-winning luxury couples treehouse - as seen on Channel 4's Extraordinary Escapes & BBC1 Escape to the Country, Wye Valley - Gloucestershire.' (145 characters). Below these, the tool shows sections for '<HEAD>', 'SOCIAL', 'STRUCTURED DATA', 'MOBILE', 'MARKUP', 'LINK', and 'PRESENTATION', each with a count of items. The text 'A luxury treehouse just for the two of you, hidden away from the world' is overlaid on the bottom of the treehouse image. A 'GET FULLY BOOKED' badge is located in the bottom right corner of the overall image.

← → ↻ 🏠 📄 hudnallshideout.co.uk

Google Lisa J GET FULLY BOOKED Direct Booking Suc... Biz Tools

SEO check explore tools info getting started

COMMON

- doctype** <!DOCTYPE html>
- html lang** en-US
- content type** text/html
- canonical** <https://hudnallshideout.co.uk/> **TIP**
- head title** Luxury Treehouse with Hot Tub & Sauna - The Hudnalls Hideout (60 characters)
- robots** index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1
- description** Award-winning luxury couples treehouse - as seen on Channel 4's Extraordinary Escapes & BBC1 Escape to the Country, Wye Valley - Gloucestershire. (145 characters)

<HEAD> 8

SOCIAL (2 sections)

STRUCTURED DATA

MOBILE

MARKUP (7 sections) 2 3

LINK 1


PRESENTATION 1

A luxury treehouse just for the two of you,
hidden away from the world

GET FULLY BOOKED


WHAT DRIVES THOSE SEARCH RESULTS!


Holiday cottages herefordshire

 Holiday Cottages.co.uk
https://www.holidaycottages.co.uk › herefordshire

Herefordshire Holiday Cottages - holidaycottages.co.uk


Herefordshire Holiday Cottages, view our great range of personally inspected self catering cottages in Herefordshire with holidaycottages.co.uk.




 Cottages.com
https://www.cottages.com › England

Holiday Cottages in Herefordshire Page Title


Our holiday cottages in Herefordshire are the perfect home away from home. With our pets go free collection, your canine companion can go on holiday too.



 Rural Retreats
https://www.ruralretreats.co.uk › ... › England


Hand-picked Holiday Cottages in Herefordshire

Homely Herefordshire holiday cottages available to rent. View more of the property features, availability and book online today. Page Description

 National Trust
https://www.nationaltrust.org.uk › holidays › herefords...

Holidays in Herefordshire - Cottages

These cottages are dotted around the city and in its rolling countryside beyond. They sit close to the Wye Valley, the Shropshire Hills and Hay-on-Wye.





WAYS TO IMPROVE YOUR WEBSITE CONVERSIONS





**A WEBSITE THAT CONVERTS WELL DOES THE HEAVY LIFTING
FOR YOU. IT SHOWCASES WHAT MAKES YOUR PLACE
SPECIAL, MAKES THE BOOKING PROCESS A BREEZE, AND
BUILDS TRUST THROUGH GORGEOUS PHOTOS AND CLEAR
INFORMATION ABOUT WHAT YOUR GUESTS OR VISITORS
CAN EXPECT.**



GRAB MY FREE “WEBSITE AUDIT CHECKLIST”

SCAN ME



Clear & Compelling Direct Booking Message

- Clearly highlight the benefits of booking direct (best price, exclusive extras, flexible cancellation)
- Display a prominent message about direct booking benefits on your homepage

Consistent Branding & High-Quality Visuals

- Ensure branding is consistent and not distracting to the web visitor
- Use professional, high-resolution images of your accommodation and surroundings
- Include a WOW Hero Image or <15 second video on the Homepage

Mobile-Optimised Experience

- Ensure your website is fully responsive and mobile-friendly
- Test your site speed and optimise images to reduce load time
- Must load in <1 second
- Test navigating and booking on mobile. It must be frictionless

THE ROOST

GET FULLY BOOKED

TURN YOUR WEBSITE INTO A DIRECT BOOKING MAGNET

with my Ultimate Website Audit Checklist for short term rental & glamping businesses

GET FULLY BOOKED

Social Proof & User-Generated Content

- Encourage social follows with your account links (must open in new browser window)
- Embed a social media feed (Instagram) showing real guest experiences and seasonal content

Compelling Call-to-Action

- Ensure every page has a clear, eye-catching 'Book Now' button - guide user to your desired action
- Use persuasive CTAs like 'Check Availability' or 'Book Direct & Save'

Checks...

- Google Mobile-Friendly Test
- Website security with HTTPS
- Ensure every page has a direct booking CTA (Call To Action)
- Test the booking process from a guest's perspective

With this checklist, you'll create a website that drives direct bookings and maximises your revenue!

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THANK YOU
FOR LISTENING



QUESTION TIME!



[GET-FULLY-BOOKED.COM](https://get-fully-booked.com)

FIND ME ON INSTAGRAM @GETFULLYBOOKED

FIND MY GET FULLY BOOKED PODCAST ON APPLE + SPOTIFY