



HOW TO TURN YOUR WEBSITE INTO A POWERFUL CUSTOMER MAGNET!



VISIT HEREFORDSHIRE
Tourism Conference
2025





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** 




**GET FULLY
BOOKED**




THE HUDNALLS
HIDEOUT



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





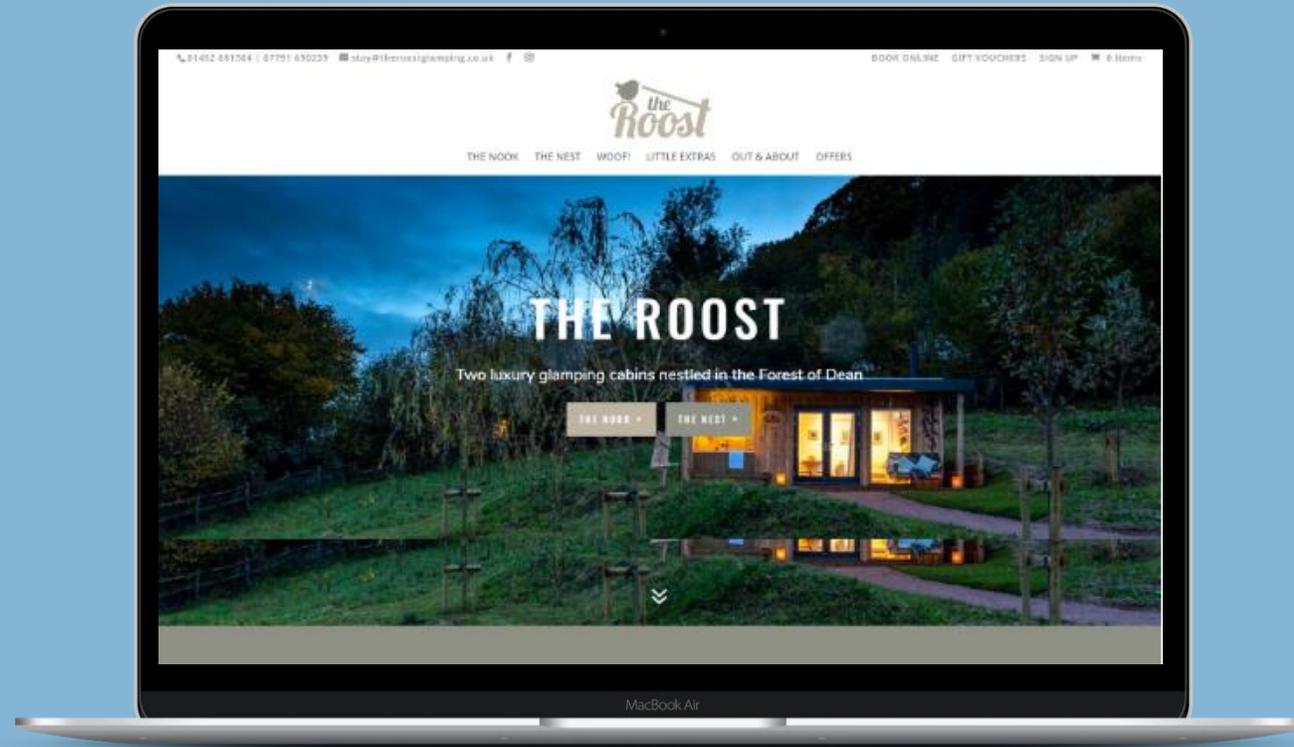
**AT LAUNCH –
FEB 2020
FROM ZERO TO
50 BOOKINGS IN
JUST 19 DAYS!**



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 –

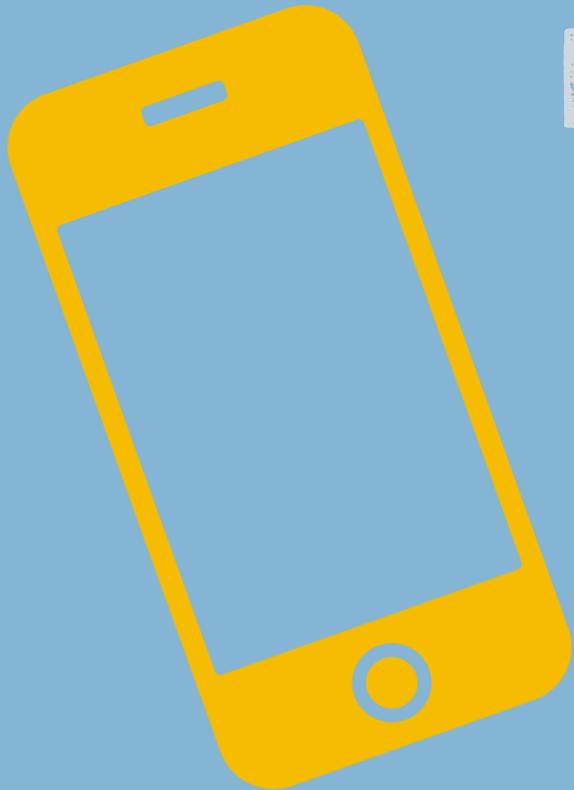
NOT KNOWING YOUR IDEAL CUSTOMERS



MISTAKE #3 – WEAK ON-SITE SEO



MISTAKE #4 – POOR MOBILE EXPERIENCE





HELLO!

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



HOW TO IMPROVE YOUR ONLINE VISIBILITY + GET MORE FREE TRAFFIC



Google

Find me somewhere great to stay tonight



Google Search

I'm Feeling Lucky



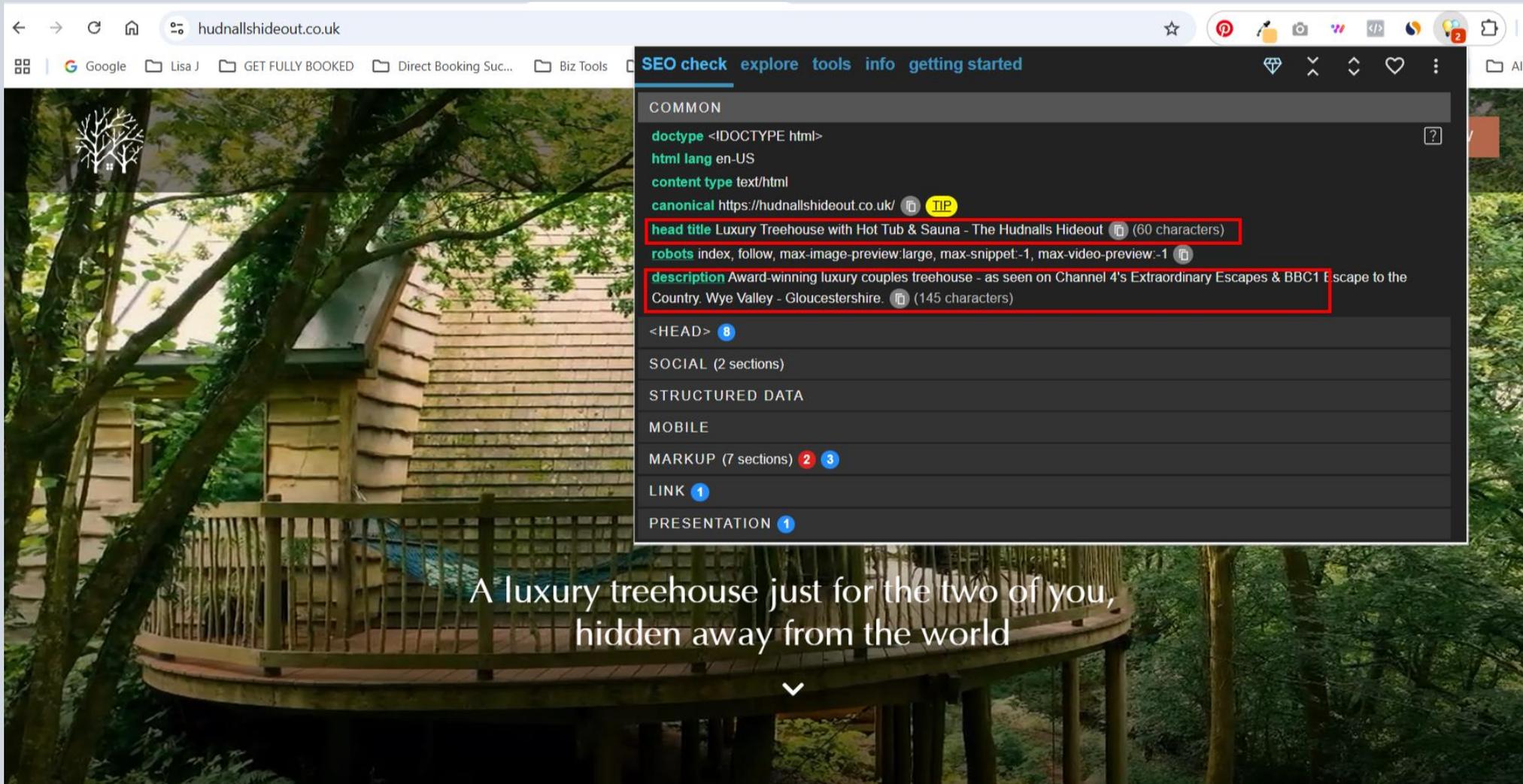
HOW TO CRACK YOUR SEO IN ONE DAY!



META DATA!
META DATA!
META DATA!



SO WHAT IS META DATA?



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

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

Strong Call-to-Action

- 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
- 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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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

**THANK YOU
FOR LISTENING**



QUESTION TIME!



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

FIND ME ON INSTAGRAM @GETFULLYBOOKED

FIND MY GET FULLY BOOKED PODCAST ON APPLE + SPOTIFY