



ELEVATE YOUR TOURISM WEBSITE

UNCOVER THE **10 TRIGGERS** OF A
HIGH-CONVERTING, HEAD-TURNING
TOURISM WEBSITE — AND WATCH YOUR
BUSINESS *TAKE FLIGHT*.

FOLLOW US:



TOURISM WEBSITE CHECKLIST



Are you ready for a tourism website that commands attention and converts like crazy? The type of website that effortlessly communicates your brand's unique personality and firmly establishes you as the obvious choice in your market?

Excellent. Research shows that websites influence **97%** of customers' purchasing decisions — making your website one of **the most powerful tools** in your marketing toolkit!

(Source: Hubspot)

This comprehensive Tourism Website Checklist reveals the 10 triggers we *always* look for in a tourism website. It's the very guide we use when consulting with our private clients, designed to elevate your online presence and optimize your bookings.

Whether you're a seasoned industry pro or just starting your journey, uncover the secrets to building a head-turning, high-converting website and unleash your business growth today.



#1: THESE 5 MUST-HAVE PAGES

There are five pages every tourism website must have to optimize direct bookings:

Home Page: Use the other triggers outlined in this checklist to ensure your home page is set up to drive sales.

About Page: The About Page is typically the second most-visited page on any website. Use storytelling to share a compelling narrative that draws your customers in and makes them feel a part of your brand!

Offerings / Services Page: Don't overcomplicate this. Make it easy for your customers to get the information they need about your rooms/tours/services/etc.

Gallery: Use eye-catching and authentic images to enhance your messaging. Don't forget about virtual tours, 360-degree photos, and user generated content (UGC.)

Contact Page: You'd be shocked how many tourism websites forget to include a clear way to get in touch... but over 40% of users will leave a company's website if they can't find any contact details. (Source: Inc.) If you have a contact form, make sure it works *and* stores submissions in your Wordpress database as a back-up.



IMPORTANT TIP:

If you want a magnetic online presence that pulls in your ideal customers, then you've got to get clear on your unique brand identity.

Your brand identity is how you make people feel — and it's the **foundation** of your website and marketing.

You want to clarify *why* your business exists, *who* it exists for, and *how* you stand out from the competition.

We suggest getting crystal-clear on your brand identity *before* you dive into your website design. Need help? [Get a free branding clarity call here.](#)



#2: LIGHTNING-FAST LOAD TIME

The average user will only stay on your website for **15 seconds** before they decide to leave. That means you have to catch your prospects' attention *immediately*. The quicker your website loads, the better your chances of doing exactly that.

GT Metrix is a free site speed tool that will analyze your website performance and provide suggestions for improvement.

First impressions matter... makes yours a remarkable one!



#3: MOBILE-FIRST APPROACH

Whether it's to snap a selfie, mindlessly scroll social media, or pretend to be busy while avoiding an awkward social interaction on the elevator ride up to the eleventh floor, our mobile devices are our ride-or-dies...

...and customers continue to expect businesses to be accessible and responsive on their devices.

And yet, many businesses and even agencies approach mobile design as an afterthought. We suggest you consider how your website will look and function on mobile *first* so that you provide the best possible experience to potential customers.

51.2%

THE PERCENTAGE OF WEB TRAFFIC THAT COMES FROM
MOBILE DEVICES IN NORTH AMERICA (SOURCE: FORBES)



#4: INTUITIVE NAVIGATION

Website navigation is a menu of internal links that allow visitors to easily jump to different parts of your site. Simplify and organize your navigation and you'll help customers quickly access the information they want and need along every stage of the customer journey. Plus, improving your website navigation will boost your SEO success!

Pro tip: Include a search bar on your website. You'll help users get where they want to go *and* you'll gain incredible data on your customers' behavior, desires, and intent.



#5: CLEAR, COMPELLING COPY

Travelers today are often sifting through dozens of hotel, tour, and activity descriptions when planning a trip. If you want to cut through the online clutter, you've got to (1) stand out and (2) create an emotional connection that drives website traffic to take action.

In other words, the best copy makes your reader feel heard and understood; it clearly conveys how only your business can help them overcome challenges and achieve their dreams.

Here's a helpful tip: Use your copy to help customers clearly visualize themselves in your experiences and offerings. For example, instead of saying that the hotel has a spa, you could pen something like we did for our clients at [Oxygen Jungle Villas](#):

The only spa of its kind in Costa Rica, the DiV Shum Spa explores the transformational power of nature to rejuvenate mind, body, and soul. Set alongside a misty river nestled within our private jungle reserve, discover why our signature river spa treatments are unlike anything you've experienced before.

And don't forget to include clear Call To Actions throughout your copy so that your reader knows exactly the next step to take!



#6: VISUAL STORYTELLING



You already know that stunning visuals are a cornerstone of effective tourism marketing. That's because high-quality photos and video immediately captivate visitors, forge connections, inspire travel plans, and convey crucial information.

Here are some simple tips: Engage customers with images and videos of real guests. Create intrigue. Share the aesthetics of your offering — not just the features.



#7: SOCIAL PROOF

Social proof is a fundamental psychological concept, as explained by renowned psychologist Robert Cialdini in his timeless book "Influence."

To put it simply, when people are uncertain about what action to take, such as making a travel booking, they look to others for guidance.

Utilizing user-generated content (UGC), testimonials, and reviews is a powerful way to establish trust and drive bookings.

Start by creating a system for collecting social proof. Then, incorporate it throughout your website (not just on a reviews page!)

82%

THE PERCENTAGE OF CONSUMERS THAT CHECK ONLINE REVIEWS WHEN RESEARCHING BUSINESSES. ON AVERAGE, THEY READ 10 REVIEWS BEFORE TRUSTING AN ORGANIZATION. (HUBSPOT)



#8: LEAD MAGNET

Your customer's travel journey is fragmented. In other words, a browser is unlikely to turn into a booker the first — or even the second or third — time that they land on your website.

A proven tactic to build trust and increase bookings is through email marketing. How do you get traffic onto your email list? Through a lead magnet on your website.

For best results, your lead magnet should be (1) relevant to your target customer, (2) helpful + valuable, and (3) incomplete — don't give away all your insider secrets!



#9: DIRECT BOOKING PLATFORM

Do you want to maximize your direct bookings so that you can keep more of your hard-earned revenue? Of course you do!

Your website should integrate seamlessly with your booking system of choice. If you don't use a booking platform, at least ensure you can easily process payments.



#10: GOOGLE ANALYTICS 4

Google Analytics is an invaluable tool providing insights into user interactions on your website. It not only reveals what's working effectively but also identifies areas that may require adjustments.

With Google Analytics, you gain a comprehensive understanding of your website's audience demographics, device preferences, and the time users spend on each page. Ensuring that it's set up and properly linked to your domain is a crucial step, allowing you to make data-driven decisions and optimize your website's performance.

YOUR HIGH-CONVERTING, HEAD-TURNING
TOURISM WEBSITE CHECKLIST

- HOME, ABOUT, OFFERS, GALLERY, + CONTACT PAGES
- LIGHTENING-FAST LOAD TIME
- MOBILE-FIRST DESIGN APPROACH
- INTUITIVE NAVIGATION
- CLEAR & COMPELLING COPY
- VISUAL STORYTELLING
- SOCIAL PROOF
- LEAD MAGNET
- DIRECT BOOKING PLATFORM
- GOOGLE ANALYTICS INTEGRATION

NEXT STEPS

So... where do you go from here?

These tips will help you start building a stand-out tourism website that drives direct bookings.

But if you're serious about growing your business, there is no substitute for one-to-one, personalized advice.

That's why, for a limited time, we're offering a FREE homepage audit.

In this audit, we'll review your website and offer custom website advice you can implement immediately to start growing your business.

[**GET MY FREE HOMEPAGE AUDIT**](#)



"GAMECHANGERS"

"We have been so blessed at Blue Osa to work with Untethered Media. Thank you so much for sharing your unique brilliance with us. You are a game changer for anyone who works with you."

AARON STAR,
BLUE OSA



"TRUE PARTNERS"

"Working with Untethered Media was transformative. The team felt like true partners in elevating our brand and marketing, bringing deep expertise and a collaborative approach."

GREG WYATT,
VISTA CELESTIAL