

THE RESORT DEVELOPERS ASSOCIATION

MAKING YOUR WEBSITE MATTER

AND DOING AWAY WITH COSTLY ERRORS

START

WHAT WE'LL COVER

5 MANDATORY PAGES

3 BIGGEST MISTAKES
MADE

2 CRITICAL FIXES TO
MAKE

SINGLE COSTLIEST
DRIP

WHAT YOU NEED TO KNOW

WHAT IT REALLY COSTS



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WHY ME ?

WHO AM I



2 DOZEN SITES

\$5K - \$50K

SINCE 2005

OVER \$1,000,000...per Year

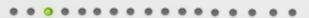
AVG 300 HOURS/YR

OBSESSED WITH LEARNING



MARKET FORCES

- 98%
- Perceived irrelevance
- Rapid change
- HUGE Competition



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THAT'S GOOD !



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THE **BIG** IDEA

For resorts that are unsatisfied with their current lead generation and tour/deal ratios, This presentation is a guide that will bring you up to speed fast, set you in the right direction and give you a set of criteria with which to gauge your current standing and future progress.

Instead of suffering from the common case on not knowing What you don't know, this presentation is going to reveal the 5 mandatory pages every website must have, the top 3 mistakes most web consultants make, and the single biggest problem with your site that's draining money from your resort right now...that you didn't even know about.



ONLINE STATUS

JUSTIFY YOURSELF TO THE WORLD

Status

Your status is set online through your website and your online reputation

Good Site = Success

A solid site will make all your marketing efforts more successful

Frequency = Relevance

Frequently updating your site tells search engine and people that you matter

Big \$: Good vs Bad

Spending a lot doesn't mean you're going to get a lot



KEEPING CURRENT

FALL BEHIND ONLINE AND YOUR SALES WILL FOLLOW

Facelift Annually

This is just some housekeeping – not a complete site redesign. Though that may be in order for you.

New Content Weekly

Add new content to your site at least once per week

Update Sitemap Weekly

Every time you make a change to your site you need to update and resubmit your sitemap to the search engines



ONLINE DISASTERS

IT HAPPENS MORE THAN YOU THINK

- Paid Top Dollar
- Missing Critical Pages
- Missing Critical Tags
- Missing Critical Keyword
- Incorrect Critical Information
- Built by a "Professional" Co.
- Charged to Fix Their Mistakes
- Ranked Below Competitor...

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LOOKING GOOD

OF COURSE LOOKS MATTER...THEY MATTER A LOT

It's a Visual World

People are attracted to great visuals. They go online to see your resort

Importance of Design

Good design makes the difference between people engaging and people leaving

Influence of *Good Design*

Having a well designed site can create instant trust with prospects

Bad Design = Big Bounce

The worse your site looks the faster people are going to bounce right out of it



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To learn more call: 866 995 0953

memorable family moments ARE INVITED

Stop

Complete the form to learn more about
Sheraton Vacation Ownership or contact us at
866 995 0953.

Step 1: Your Information

Required fields are in bold.

First name

Last name

Address

City

Country

State/Province

Zip/Postal Code

Work phone

Phone number



- 1
- 2
- 3
- 4
- 5
- 6

Enjoy a Florida vacation with your family, a relaxing stay in Myrtle Beach or a...



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Welcome!

...to your beautiful Palm Desert getaway



Desert Breezes

Located in beautiful, sunny Palm Desert California, the Desert Breezes resort offers warmth and relaxation amidst a pristine, neatly-manicured desert landscape.

- RESERVATIONS >
- RESORT INFORMATION >
- PHOTO GALLERY >
- VACATION OWNERSHIP >
- OWNER'S CORNER >
- THE AREA >
- TRAVEL SERVICES >
- CONTACT US >

How
are
we
doing?

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INTERNATIONAL



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Desert Breezes

Located in beautiful, sunny Palm Desert California, the Desert Breezes resort offers warmth and relaxation amidst a pristine, neatly-manicured desert landscape.

RESERVATIONS >
RESORT INFORMATION >
PHOTO GALLERY >
VACATION OWNERSHIP >
OWNER'S CORNER >
THE AREA >
TRAVEL SERVICES >
CONTACT US >

How are we doing?

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Sheraton
VACATION OWNERSHIP

To learn more call: 866 995 0953

memorable family moments
ARE INVITED

Complete the form to learn more about Sheraton Vacation Ownership or contact us at 866 995 0953.

Step 1: Your Information
Required fields are indicated by an asterisk.

First name	Last name
<input type="text"/>	<input type="text"/>
Address	City
<input type="text"/>	<input type="text"/>
Country	State/Province
Please select	Please select
Zip/Postal Code	
<input type="text"/>	
Work phone	Phone number
<input type="text"/>	<input type="text"/>

1
2
3
4
5
6



The *Perfect* Site



5 MANDATORY PAGES

OR TECHNICALLY 6

CONTACT

ABOUT

TERMS

PRIVACY

SITEMAP

FAQ



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SOCIAL MEDIA INTEGRATION

INTEGRATION BEING THE KEY WORD HERE

Live Content

Have a live twitter feed streaming on your site as a reach for connectedness

Locked Content

Make people work for it. Give them content, but only if they Like you

Streaming Content

Stream video, or a channel of videos

Connected Content

Let people connect with your site by logging in via their social media accounts



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TRACK YOUR ENGAGEMENT

ANALYTICS ARE IMPORTANT TO THE GAME

Track Everything

Be in the know about who is doing what on your site

Split Test

Check everything against everything else. Find out what resonates with people most

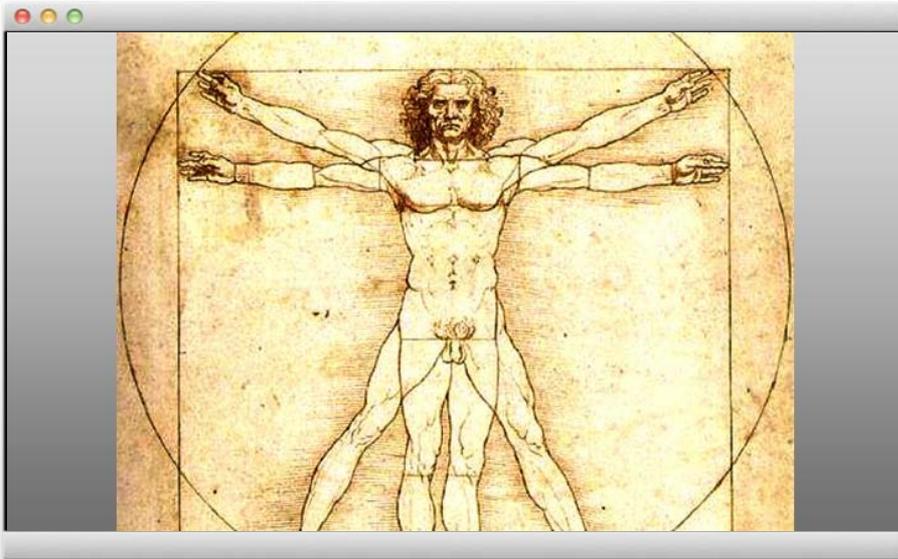
Google Analytics

It's fast and free



USE PICTURES

YES!



Use People

People are most attracted to images with other people in them

Get Permission

Make sure you have the appropriate permission needed

Go Professional

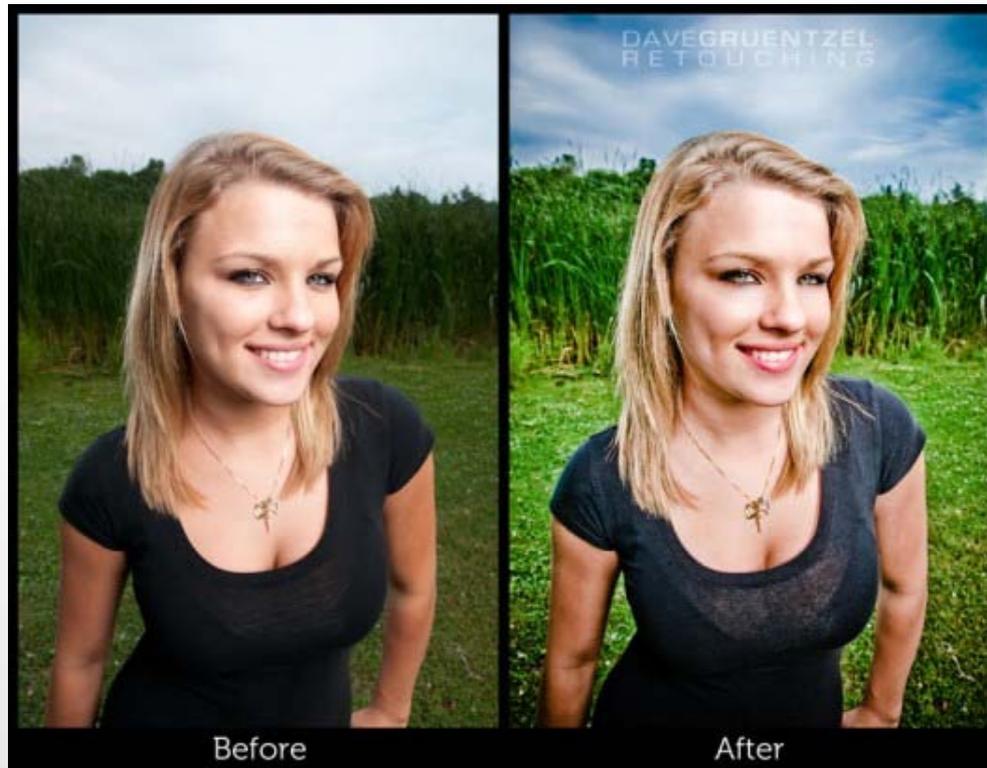
Hire a Pro to do it right. You'll be glad you did



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HDR

HIGH • DYNAMIC • RANGE



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MAKE IT FAST

Shrink Your Photos

This is a biggie that gets a lot of people. Most of your photos are huge. You need to shrink them down before you put them up

Reduce Your Calls

Cut down on the URL calls you have in your code to make your site faster

Use a Content Delivery Network

A CDN can make your site faster and easier to use for people with slow internet





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