

TOP TIPS

TO GET MORE BOOKINGS!

1 BE VISIBLE - your website is your shop-front 
Have a great, modern website that's mobile-friendly and easy to navigate.
Write blogs, use great imagery and all the right key-words to tell people about your business.

2 BE BOOKABLE - make it simple
Make your on-site booking as easy as possible.
Avoid complicated booking forms.

BOOK NOW



Not Secure |

3 SECURE YOUR WEBSITE - get a security certificate
That's the 's' in HTTPS://www.yoursite.co.uk
Google's search algorithm favours secure sites (Google places secure sites closer to page 1).

4 USE OTA's - but don't sell your soul to them!
Put last-minute / off-peak availability on an Online Travel Agent.
Have a different, better offer on your own site!
Tripadvisor alone has 455+ million unique monthly visitors to their site.
See our 'Tips for Working with OTA's' document.

 **tripadvisor**
Experiences

KLOOK


viator
A TripAdvisor® Company



5 GET FOUND - get listed
Make it easy for people to find you online and to book with you.
Get FREE business listings with Google & Bing and directory listings with sites like Yell & Yelp.
Claim your Visit Scotland and Visit Britain listings.

 Bing

6 BE SOCIAL - hang-out where your customers are
45% of the total world population are using social networks.
Travel is one of the most shared topics on Facebook, Twitter and Instagram.




7 BE MOBILE-FRIENDLY - over 5 billion people have a mobile phone
46% of tour & activity bookings are made on mobile devices (39% through an OTA).ⁱ
Up to 80% of last minute travel-related bookings are made on mobile devices.ⁱⁱ
Check [here](#) to see if your website is mobile-friendly.

8 READ REVIEWS - don't bury your head 
Claim your TripAdvisor listing.
Respond to all reviews (Google, Facebook & Tripadvisor etc) - good, bad & indifferent.
Resolve differences - preferably offline through a call or email.



9 IN A FLAP?! Don't worry, help is available!
Contact Business Gateway [here](#) for advice, online resources & workshops.
Digital Tourism Scotland has a wealth of resources to help with your digital presence.

WILD ABOUT ARGYLL