

IS YOUR WEBSITE WORKING
HARD ENOUGH FOR YOUR
BRAND AND BOTTOM LINE?

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Peebles
CREATIVE GROUP

Best Practices for:

WEBSITE DESIGN & CONTENT

SEO (SEARCH ENGINE OPTIMIZATION)

DESTINATION/ACCOMMODATIONS

E-COMMERCE

Pebbles

WEBSITE DESIGN & CONTENT BEST PRACTICES

- Easy site navigation is king
<https://peeblescreativegroup.com/>
- A good content strategy helps determine user flow
- SEO should play a part in determining your navigation, it impacts your SERP
(Search Engine Results Page)

[Napa Kitchen & Bar Restaurant - Dublin, OH | OpenTable](#)

www.opentable.com › Home › United States › Columbus › Columbus › Dublin ▼

★★★★★ Rating: 4.5 - 255 reviews - Price range: \$30 and under

Book now at Napa Kitchen & Bar in Dublin, explore menu, see photos and read 255 reviews: "Great service. Pick up and brussel sprouts were delicious."

[Dining Options in Dublin, Ohio](#)

<https://www.visitdublinohio.com/restaurants/> ▼

Hungry? Thirsty? Both? See the full list of local restaurants, bars, cafes, diners, and coffee shops near you in Dublin, Ohio. Satisfy your craving today!

[Historic Dublin Restaurants, Oscars, & Brazenhead Irish Pubs - Dublin ...](#)

hdrestaurants.com/ ▼

Historic Dublin Restaurants - Oscars Brazenhead - Dublin Grandview Mason.

WEBSITE DESIGN & CONTENT BEST PRACTICES

- Make it easy to contact you, put contact information and social media links in the page footer
- Use appropriate font colors that contrast with the background and select the right font size for ease of readability
- Balance the text and visuals with some white space
- Consider using infographics to provide colorful, easy to read illustrations and data points.

<http://johnsonsrealicecream.com>

<https://www.ihg.com/crowneplaza/hotels/us/en/dublin/cmhdo/hoteldetail>

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WEBSITE DESIGN & CONTENT BEST PRACTICES

- Embed map images using Google Maps to display your business location
- Use Video
<http://creativevacations.com/>
<https://vimeo.com/channels/dublinirishfest>
- Move from “Mobile Friendly” to “Mobile First”
- What you say and don't say is as important as the design
- Finally, if grammar isn't your strong suit, hire a proofreader

SEO (SEARCH ENGINE OPTIMIZATION) BEST PRACTICES

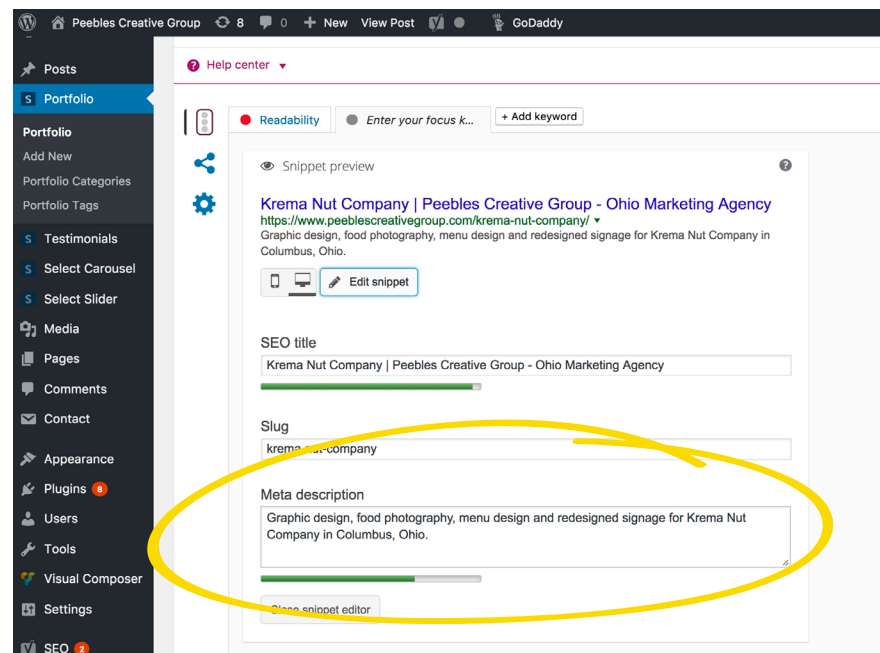
- When designing a new site, SEO should play an integral part of the upfront discussion
- To get started identify keyword phrases customers would search to find your business
- Test your assumptions using a free [keyword explorer](#)
- Only 2 max searches per day
 - Volume = number of monthly searches for a specific keyword
 - Difficulty = how hard it will be to rank higher than the current top results
 - Opportunity = click through rate once you get in the top 10 results

SEO (SEARCH ENGINE OPTIMIZATION) BEST PRACTICES

- Write a custom meta title and meta description for each web page

- Meta Titles should be:

- Short and to the point
- 60 character max
- Try to include exact keywords you are targeting in the title



SEO (SEARCH ENGINE OPTIMIZATION) BEST PRACTICES

- Install Google Analytics to help track results/web visits
- Partner with other businesses and link to their website and ask them to do the same for you.

DESTINATION/ACCOMMODATIONS BEST PRACTICES

- Provide detailed information on the property and accommodations
- Allow users to check availability
- Provide pricing information, payment options & calculate pricing
- Process real-time booking with immediate confirmation
- Provide information and/or policies on reservations and cancellations
- Highlight your unique offering with packages and specials

<http://embassysuites3.hilton.com/en/hotels/ohio/embassy-suites-by-hilton-columbus-dublin-CMHESES/offers/index.htm>

DESTINATION/ACCOMMODATIONS BEST PRACTICES

- Include a Frequently Asked Questions section
- Go for the conversion
- Integrate trip planning capabilities

<https://www.visitdublinohio.com/mapexplorer/>

<http://historicdublin.org/listing-category/eat/>

<http://www.marriott.com/hotels/local-things-to-do/cmhnw-columbus-marriott-northwest>

E-COMMERCE BEST PRACTICES

- Provide details on items, not just the product name
- Display related products that may be of interest to the user
- Allow for product filtering
https://shopcbh.com/collections/all?sort_by=price-ascending
- Use a dynamic shopping cart which allows the user to add/or delete items

E-COMMERCE BEST PRACTICES

- Provide shipping information, cancellation and refund information
- Add a Frequently Asked Questions section
- Provide clear, easy-to-find contact information
- Provide payment confirmation to the user

E-COMMERCE BEST PRACTICES

- Customize Google analytics to track sales
- Optimize for search engines with key phrases and keywords, clear URLs and well-written and unique product descriptions

THANK YOU

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