



# Your Travel Agency Website Checklist

Ever feel like something's ... *missing* from your travel agent website? Use this checklist to ensure you've got ALL the crucial website elements you need to appeal to your DREAM travel clients:

## Your Home Page

- ☐ A compelling headline that makes it clear WHAT you do and for WHOM
  - A good example: Let's say you plan guided group itineraries for single travelers who don't want to travel alone. Your Headline: "Group Travel Experiences for Intrepid Travelers Looking for Their Next Big Adventure — and Their New Best Friend"
  - A bad example: "Welcome to Journeys Travel Agency"
- ☐ Buttons/links that lead to the most important pages on your website
  - If your website were a book, then your home page should act as the table of contents, telling readers where to find the most important chapters.
- ☐ High-resolution images that reflect the kinds of trips you plan -- and the kind of clients you want to work with
  - Going after the millennial market? Skip the photos of traveling baby boomers!



## Your About Page



A professional headshot or group shot of your team



Your USP — Unique Selling Proposition

- What makes you different (and better!) than all those other travel agents out there?



A good "hook"

- Lead with a compelling story, a funny fact about yourself, or even an outrageous statement. DON'T lead with your travel industry certifications or how many years you've been in business (unless you want to put your web visitors to sleep!).



Subheads and bullet points to make your copy easier for your web visitors to read and scan.

- Avoid big blocks of text, like long paragraphs.



The word "you."

- Even though this is your “about me” page, the copy still needs to be about your ideal clients — and you should still speak to them directly.



A Call to Action — what do you want your web visitor to do next?

- Example: At the bottom of your about page, you can have a button that links to your services page, or you can invite them to schedule a complimentary call with you.



## Your Services Page



A headline that *explains* what you provide.

- A Good Example: "We Plan Luxury All-Inclusive Honeymoons for Busy Brides Who Don't Want to Lift a Finger"
- A Bad Example: "Our Services" « Don't let this be your headline! Visitors already know what page they're on, since they clicked a link to get there. This headline is a wasted opportunity.



Value-focused copy, not (just) destination information.

- It's okay — necessary, even! — to include information about the kind of destinations you specialize in. But when you only hype up the destinations, your visitor won't understand the value *you* provide.



Subheads and bullet points to make your copy easier for your web visitors to read and scan.

- Avoid big blocks of text, like long paragraphs.



The word "you."

- Again, it's about your prospects, not your company. When you write about your services, try "You receive X," not "we provide X."



A Call to Action — what do you want your web visitor to do next?

- The services page is a great place to now ask your web visitor to book a consultation call with you.



## Your Blog Page



A blog post that was written in the last week (at least the last month).

- An outdated blog page gives off the impression that your agency is not on the ball.



An opt-in offer (a.k.a. a freebie, lead magnet, or IFO).

- If someone is reading your blog, they're clearly interested in what you have to say! Capitalize on that by asking them to opt-in to a free offer (like a special pdf guide full of your best travel tips), in exchange for their email address -- so you can add them to your e-newsletter list.



## Your Contact Page



Make sure your website HAS a contact page, and not just contact info in the footer section.

- Web visitors expect to see a "contact" option in the menu, so give it to them--don't make them work hard to contact you!



Expectations for what happens next.

- How long will it take for you to get back to them? Will you be arranging a consult call, or putting together a preliminary quote? Set expectations so prospects aren't left wondering, "what's next?"





## About Bon Vivant Copy

Hi, I'm Emily Matras, the founder of Bon Vivant Copy. BVC is a copywriting and content marketing studio that **serves passionate travel professionals who want to create PROFITABLE, sustainable businesses.** For more copywriting secrets that'll get you attracting and converting your dream clients, check out the blog at: **BonVivantCopy.com.**

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