



## **ALIGNMENT + AGILITY**

Preparing Your Website for an Ever-changing Future



SIMPLEVIEW

# PRESENTERS



**CYNDY NEIGHBORS**  
Creative Director



**BRYCE HENRY**  
Sitemap Analyst

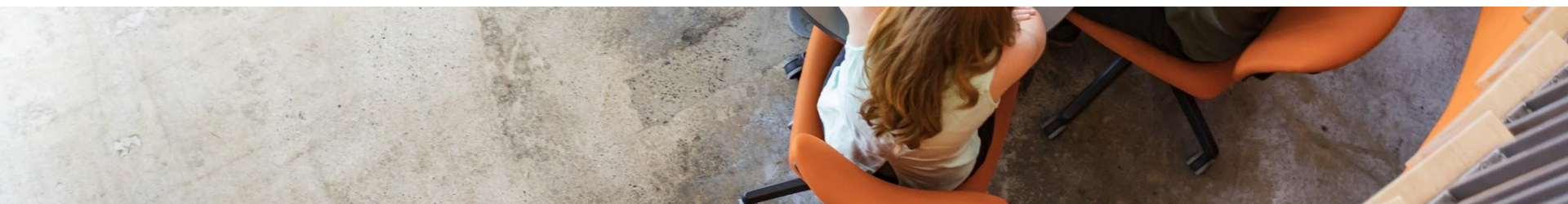
# AGENDA

- **ALIGNMENT: TEAMS, GOALS**
- **AGILITY: CONTENT, BRAND**
- **PREPARING YOUR WEBSITE FOR THE FUTURE**



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# ALIGNMENT



# KPIs + GOALS

## Smaller Teams - Shifting Audiences

- Departments share the same **core goals**
- Re-evaluate KPIs and address “Myths”
- Share audiences - leverage content



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# REFERRAL OR RETENTION?

Resolve Conflicting KPIs

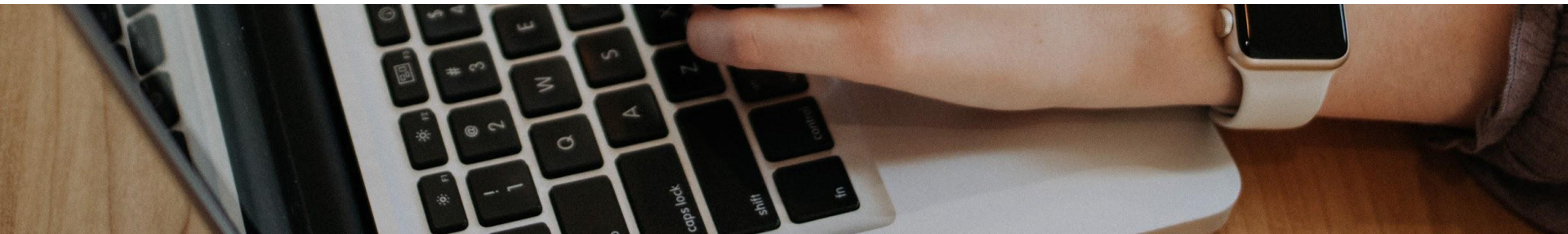


- Your website is “Porous” - Refers traffic to partners + members
- Your website tracks Page Views and Time on Site
- Evaluate your content funnel: **Dream, Explore, Plan**



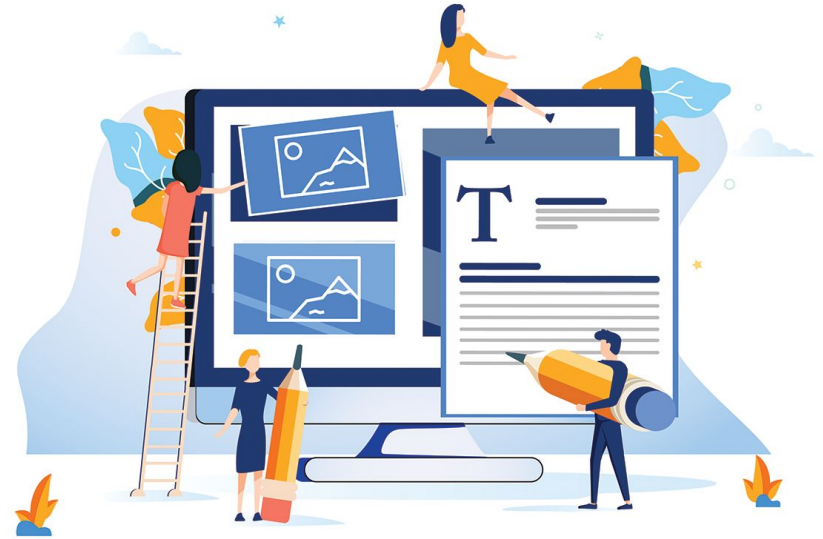
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# AGILITY



# CONTENT:

Evergreen or Ever-changing?



**Keep content fresh** for organic search, local and returning audiences

**Evergreen content** is vital for SEO - but refresh to be relevant and current

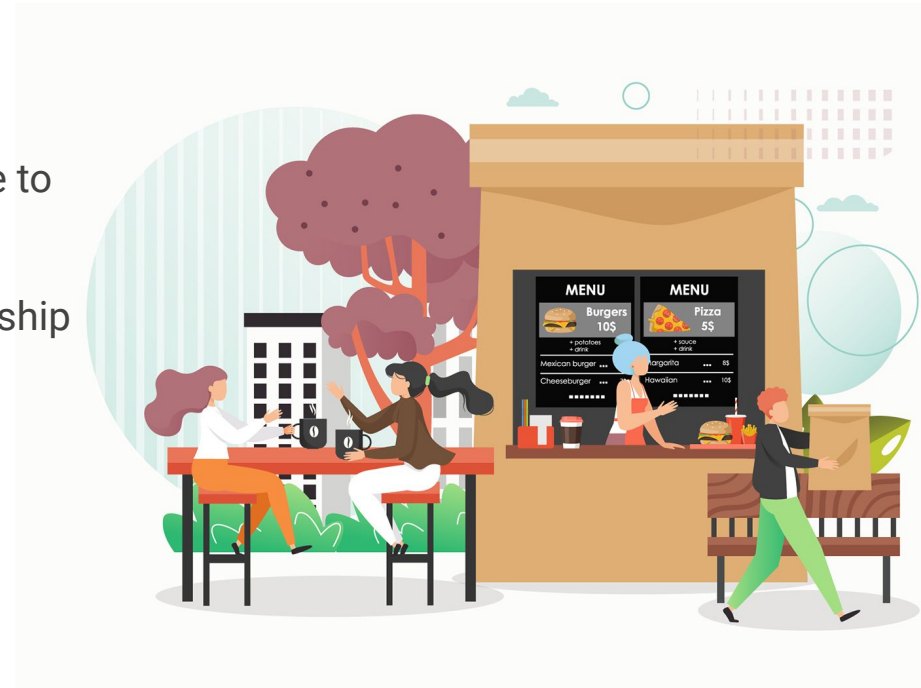
**Update your image library** for major attractions; add video to your assets

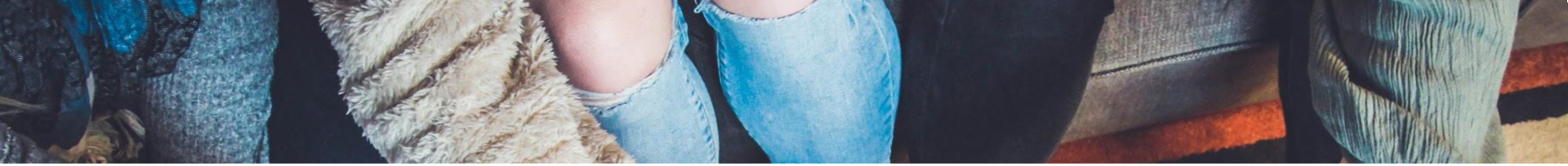


# LEAN INTO LOCAL

## Stakeholders + Locals

- COVID - your opportunity to maximize your value to your community
- Re-energize your value to your partners/membership
- Optimize your organic search for locals
- Earn your local audience with relevant content





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# PREPARING YOUR WEBSITE FOR THE FUTURE



# BRAND-READY

## Refresh or Right on?

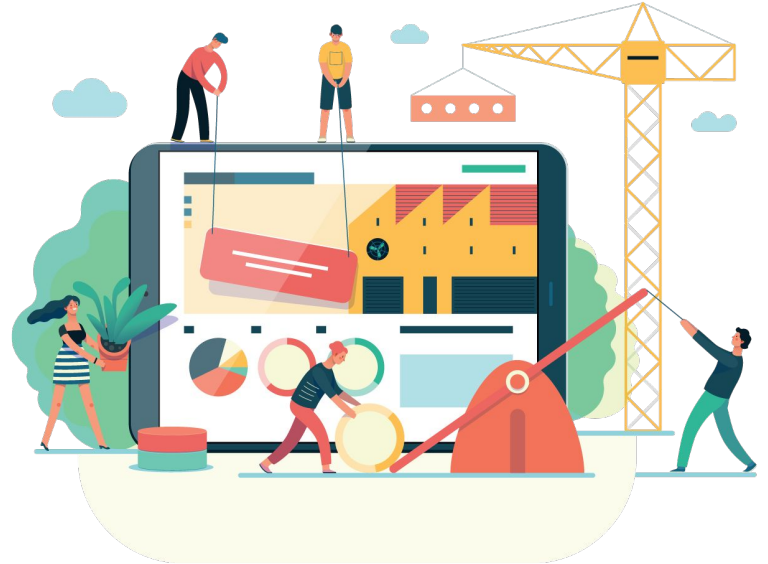
- Complete Brand Guidelines are needed before website design can begin
- Does your brand and logo represent your destination today - and into the future?
- Engage your locals with Brand awareness efforts



# DESTINATION MANAGEMENT

## Beyond Destination Marketing

- Support Economic Development by promoting lifestyle
- Organize your navigation to serve visitors, industry and locals
- Develop local relationships for images, content, and deals



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# GET REAL

Brand Speak vs Natural Language

EXPLORE

TASTE

SHOP

LEARN

STAY

MEETINGS & GROUPS

SPORTS

CHAMBER

LOGIN

VISITORS GUIDE

SEARCH

**THINGS TO DO**

**EVENTS**

**RESTAURANTS**

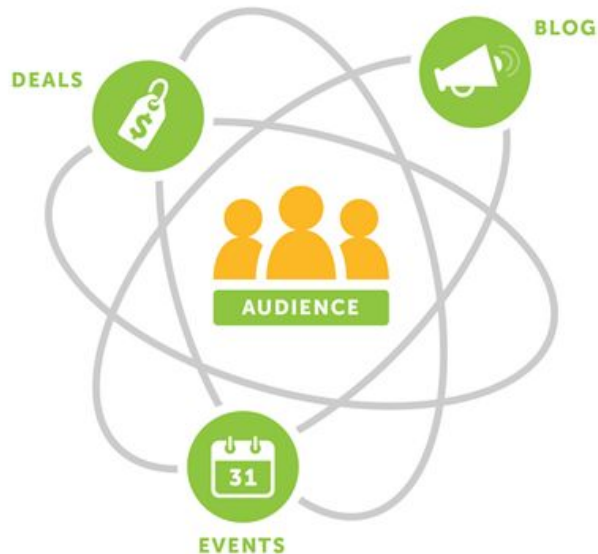
**HOTELS**

**PLAN YOUR VISIT**

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# HIP, HOT + HAPPENIN'

Entice Visitors + Engage Partner/Members



- Entice visitors with robust event listings and deals
- Support local businesses by offering local “insider” blog content

# LESS IS MORE

Design a site your team can manage



- Evaluate “needs” vs “wants”
  - Be honest rather than overwhelmed
- Add tools that support your KPIs
  - Maps, Blogs, Trip Builder
- Landing Pages
  - Be mindful of Organic/Paid & audience

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# FORUM

Questions?





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**THANK YOU**

