

# **IAAPA** Attractions **EXPO**

## *Lessons for Website Success*

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3:00 PM to 4:15 PM  
Room # B405**



# Lessons for Website Success

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## Introduction

Who I am and why you should listen to me.

- My background with computers
- My background with the web
- Who my amusement clients are:
  - Cedar Fair family of amusement parks, since 1999
    - Cedar Point
    - Dorney Park
    - World of Fun
    - Valleyfair
    - Geauga Lake
    - Investor Relations
  - Swings-N-Things
  - Paintball Village
- My personal demographic
  - 35-54 age bracket
  - Children in the 7-12 and 13-17 age brackets
  - Upper-middle class economic status
  - Family that likes to do fun activities together

I am not here to tell you how to build your own website. Like any other professional service, it is done best by professionals. This will not be a talk about how to create web graphics or what editor to use.

However, I am going to give you the INFORMATION you need about what works, what doesn't work, and how it all works on the web.

**The bottom line: The purpose of your website is to attract the largest number of visitors who spend the most per capita to your Family Entertainment Center.**

What strategies are most effective at accomplishing this goal?

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## Importance of Design

- The Homepage
  - Attractive dominant image
  - Rotating images
    - <http://www.cedarpoint.com>
  - Clarity of business identity
- What your design says about your business
  - Fun
    - <http://www.worldsoffun.com/>
    - Reds, yellows, oranges. pinks
  - Clean
    - <http://www.gap.com/>
    - Blues & Greens
  - Modern/Edgy
    - <http://www.mtv.com/index.jhtml?rd=home>
    - Black
- Attracting the target market
  - Youth
    - Attractions
    - Events
  - Parents
    - Prices
    - Directions
    - Hours
  - Higher income
    - High quality website implies high quality facility.
    - VIP programs

## Dynamic, Relevant Information

- Does your website tell people what they need to know?
  - Phone number and address at the bottom of every page
  - Hours of Operation
  - Prices
    - Link to coupons
    - Link to online admission
  - All Attractions (Golf, Arcade, Go-carts, Paintball...etc.)
  - Food (If it is good!)
  - Rules and limits
  - Maps and directions
  - Trip Tips
  - Employment Information
  - Contact Form vs. Email address
- How do you keep your information up to date?
  - Internal Web Person
  - Website Company
  - Content Management System
    - Simple internal control of content without knowledge of design or html
    - Browser based: No special software needed.
    - Secure: User login and password.

## Coupons

- Print vs. Internet
  - Cost
  - Redemption
  - Control
- Limits
- User-friendliness and business-friendliness

## Opt-In Email Lists

- Isn't this SPAM?
- Pros & Cons vs. Print
- Creating an initial email database
- Mailing Hints
  - Create a template
  - ***Relevant Content with Value***
  - Frequency
  - Anti-Spam regulations
  - How to avoid getting filtered
- Some easy to use online resources
  - ConstantContact.com
  - Campaigner.com

## Contests

- Big bang for the buck
- Low-cost, high-value prizes
- Local regulations
- Repeat visitors
- Building your opt-in list
- Voluntary demographic and interest information
  - Birthday
  - Family
  - Paintball?



## **Multimedia**

- Photos
  - File types and resolutions
- Flash
- Video
  - Windows Media, Quicktime, Flash
- Sound
- Webcams

## **Applications that Enhance Business**

- Group Sales
- Online Ticket Sales
  - <http://www.tix.com>

## Fun Things to Engage Users on Your Site

- Target = Participants
- Downloads
  - Wallpaper
  - Icons
  - Avatars
  - Video
  - Podcasts
- Community
  - Photo Gallery
    - Photos of visitors
    - Users submit a photo for review
  - Videos
    - Video of visitors

## **Contact Form**

- Reducing Spam
- What is CAPTCHA?
- Building your database

## **What You Do NOT Need To Do**

- Splash Page
- Counters
- Blogs (Unless you are an incredibly interesting and dedicated person)
- Online store (Are you a catalog business or an entertainment business?)
- Online games
- High-end entertainment content

## Search Engine Optimization

- Identifying relevant search terms
  - Keyword Selector Tool - <http://searchmarketing.yahoo.com/rc/srch/>
- Optimizing your site for relevant terms
  - <http://www.submit-it.com/>
- Search engine submission
  - <http://www.submit-it.com/>
  - Regionally targeted
- Local site linkage
  - <http://www.ohio.com>  
<http://www.funcoast.com/>
- Pay-per-click advertising
  - [Adwords.Google.com](http://Adwords.Google.com)
  - [Overture.com](http://Overture.com)

## Customer Survey

- Why?
  - Learn what your visitors really want and think.
  - Obtain valuable direct marketing information
- How?
- [www.surveymonkey.com](http://www.surveymonkey.com)

## Traffic Analysis - Website Analytics

- What is traffic analysis?
- How traffic analysis works.
- Where to get it.
  - Included with hosting?
  - <http://www.google.com/analytics/>
  - <http://www.webtrends.com/>
- How to use this information to the fullest potential

## Protecting your Domain Name and Your Website

- Who owns your domain name?
  - <http://www.networksolutions.com/whois/index.jsp>
- Who owns or controls your website content?

## Working with Website Development Companies

- Finding a company
  - Local
    - <http://www.yellowpages.com>
    - Referral
    - Local Chamber of Commerce or Better Business Bureau
  - Remote
    - Companies with specific expertise with FEC's
- Know the purpose of your website
- Know your target audience
- Customer service might depend on account size and/or payment history

## Conclusion

- Talk visuals available at:

<http://www.wddonline.com/iaapa/>