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TOP 10 TIPS FOR CREATING A WEBSITE THAT SUPPORTS YOUR EVENT AND CONVERTS TO SALES

This short and easy to understand guide will help you prepare for a website to ensure your event converts site visitors into paying customers.

INTRODUCTION

Around half the world's population has access to the internet* with around 40% of people browsing websites on their mobile devices.

With such huge numbers of potential customers looking for an event to attend, a dedicated event website can certainly improve your chances of selling tickets and gaining registrations.

If you hope to sell out your event, your website needs to play an active role in your customers' decision-making process.

Building a dedicated, responsive and well-planned online site translates into converting visitors to customers.

* https://en.wikipedia.org/wiki/Global_Internet_usage

40%
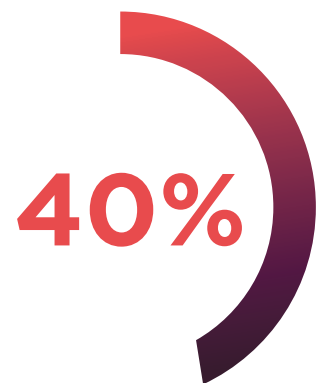
OF PEOPLE BROWSE
THE WEB ON MOBILE

1. ENSURE YOUR GOALS ARE CLEAR

What's the single most important action someone can take on your website? What justifies its existence? Often a website will fail due to the creator's inability to showcase visually its core reason for being.

Without a clear goal, your website is just a meaningless collection of words and images.

If the goal is to sell as many tickets as possible what are the best steps we can take to achieve that goal?

2. MAKE SURE YOUR LOGO AND EVENT NAME ARE POSITIONED CORRECTLY

When someone first arrives on your website make sure they know they are on the right page. Does it have your logo in a prominent position? Is the event name clearly displayed? People need to know they have come to the right place.

3. MAKE SURE YOUR WEBSITE MATCHES YOUR EVENT STYLE

When a person first lands on your website they want to know your event is right for them. Do your images accurately represent your event? If you are having a fancy black tie dinner, having a cowboy as your main image will not help your cause. Ask yourself: "Will this help me sell tickets and does it visually tie in with my event?"

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4.
PROVIDE THEM
WITH THE NITTY GRITTY

Once someone is confident that the event is of interest then they will want to know the details. Can they afford it? Is it in a location they can access? Are they free on that particular date? What is the dress code?

Make sure you provide all the nitty-gritty information in a clear, easy to find and systematic manner. It may seem obvious, but this vital information can easily be overlooked.

Once they have bought into the idea of attending and checked out all the details they are then ready to buy.

5.
ADD A
CALL TO ACTION

X marks the spot! When building your website you want to make it easy for visitors to reach your ultimate goal - registering or buying a ticket. So don't hide the call to action!

The call to action ("book a ticket" / "register now") should be easy to find, bright and uncluttered and, if possible, replicated in the same position on every page. This makes sure it is always visible as people research your event.

6. DON'T FORGET THE COPY

A picture may speak a thousand words but some people do better with written instructions. Make sure you tell everyone exactly why they should attend your event. Tell them the exciting reasons why they should be there and highlight what they will get by signing up to attend.

TOP TIPS FOR COPY

- Use keywords that relate to your event and theme. This helps search engines find and associate your site with the correct search terms.

- Be direct and don't forget to sell. Remember to tell everyone the details of your event and why they should attend.

- Call out the important information such as **time, date, location and cost**. Bringing these to the top, highlighting them or adding them to the page in a unique format helps visitors get the information they need quickly and easily.

7. TESTIMONIALS OR LAST YEAR'S RESULTS

If you ran the event last year and it was a great success add photos and testimonials. People like to be reassured by those who have experienced it before.

8.

DON'T FORGET
THE PURCHASE PROCESS

Imagine a supermarket checkout that made you go through fifteen steps to buy your groceries... You would never buy milk again!

Studies have shown that each step in the checkout or registration process will lead to a 10% reduction in sales. ROLLER provides a seamless, integrated and branded checkout process that can promote your brand, charge your customers and email confirmations in three easy steps. We can even build a custom website around it.

9.

MAKE SURE
ITS MOBILE!

Nearly 40% of web browsing is now done on mobile devices. You cannot afford to miss out on all those customers!

Every website ROLLER develops is crafted with beautiful responsive code to keep up with the latest technology and devices. You can be assured your content will be accessible to whoever is visiting your site.

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10.

EASY DESIGN STEPS TO REMEMBER WHEN BUILDING AN EVENT WEBSITE

Easy to understand navigation - what does a visitor want to know? Example: About You, Event Details, Register/Buy Now.

Proper use of colour - don't go crazy, stick to a select few choices from the start.

Easy to use layout - keep it simple!

Pleasing to the eye - stick to the basics and let the designer add professional flourishes.

Appropriate to the topic - don't forget to make sure you website matches the theme of your event.

Content is king - make sure the design elements don't get in the way of the content.

Great content needs to be easy to find, navigate, consume, and share.

NOW TO MARKET...

Promoting and sharing your site to your fans, friends, loved ones and past customers can help drive sales. Make sure you consider your marketing plan of attack when you are building your website.

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DON'T FORGET THE ANALYTICS!

All websites made by ROLLER are enabled with analytics to help you understand your customers.

Analytics let you know if your website is achieving its objectives. If you're not using analytics then you'll never know how many people are visiting your site or how they found it.

CONTACT ROLLER HERE
SO WE CAN HELP YOU BUILD YOUR NEXT EVENT WEBSITE

WE BUILD ALL OF OUR WEBSITES IN:

WORDPRESS

25% of all websites are built using WordPress. The core functionality of WordPress offers most of what you need to create an event website, but it does require some custom add-ons to do it all.

OR

SQUARESPACE

Since 2004, millions of websites have been created on the Squarespace platform. Squarespace lets people share their stories and create impactful, stylish, and easy-to-manage websites.

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Contact us for more details:
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