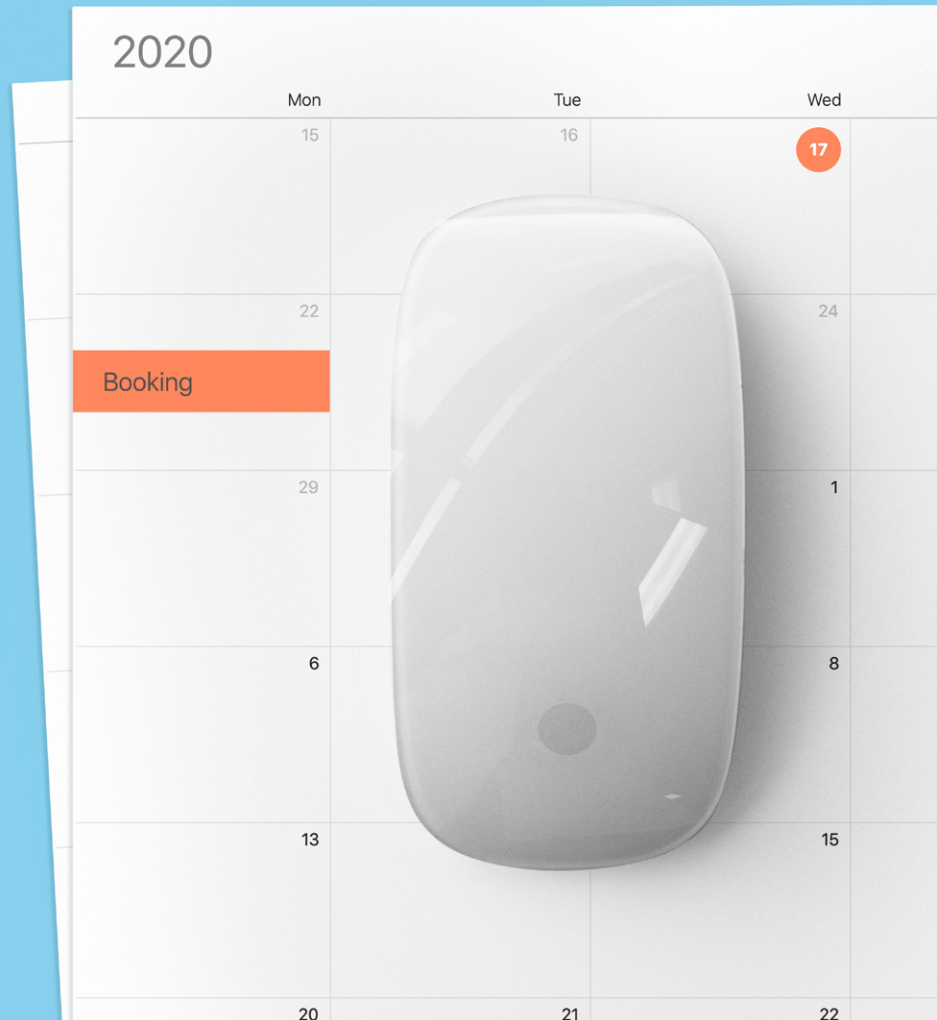


Make bookings online

How to smash
your website goals

yellow[®]



A lot of businesses use third-party booking tools to make booking appointments online simple for their customers. If you are one of these businesses, you'll know there are some steps required to make sure the online booking process works for your customers and your website.

In this guide we'll break down the dos and don'ts to make booking an appointment online simple for your customers.

Keep it simple

- ✓ Online bookings give customers the flexibility to schedule an appointment with your team. This makes scheduling appointments faster, with less work for your business and the customer.

Book a service ×

Name

Email Phone

Service required

Vehicle details

Booking details

Book Now

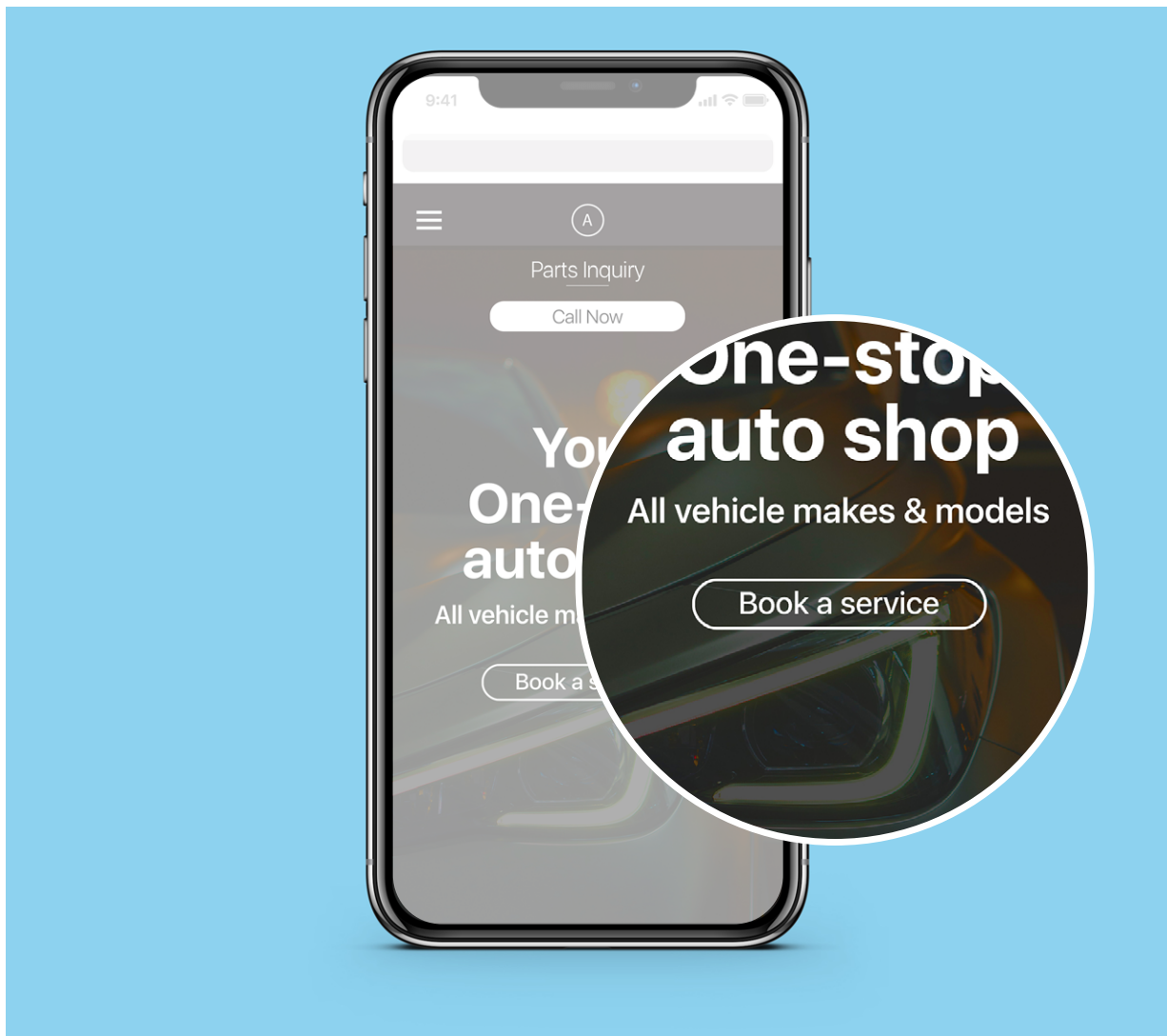
- ✗ Don't overwhelm customers with too much technical jargon. Keep it simple.

Call to action



To get more bookings, you need to have clear and obvious call-to-action buttons on your website. A CTA is a button or line of text that prompts users to take a specific action on your website. In other words, it's literally a "call" to convince users to take "action".

The best CTAs lead a customer straight to their (and your) desired outcome, in this case that's making a booking online.

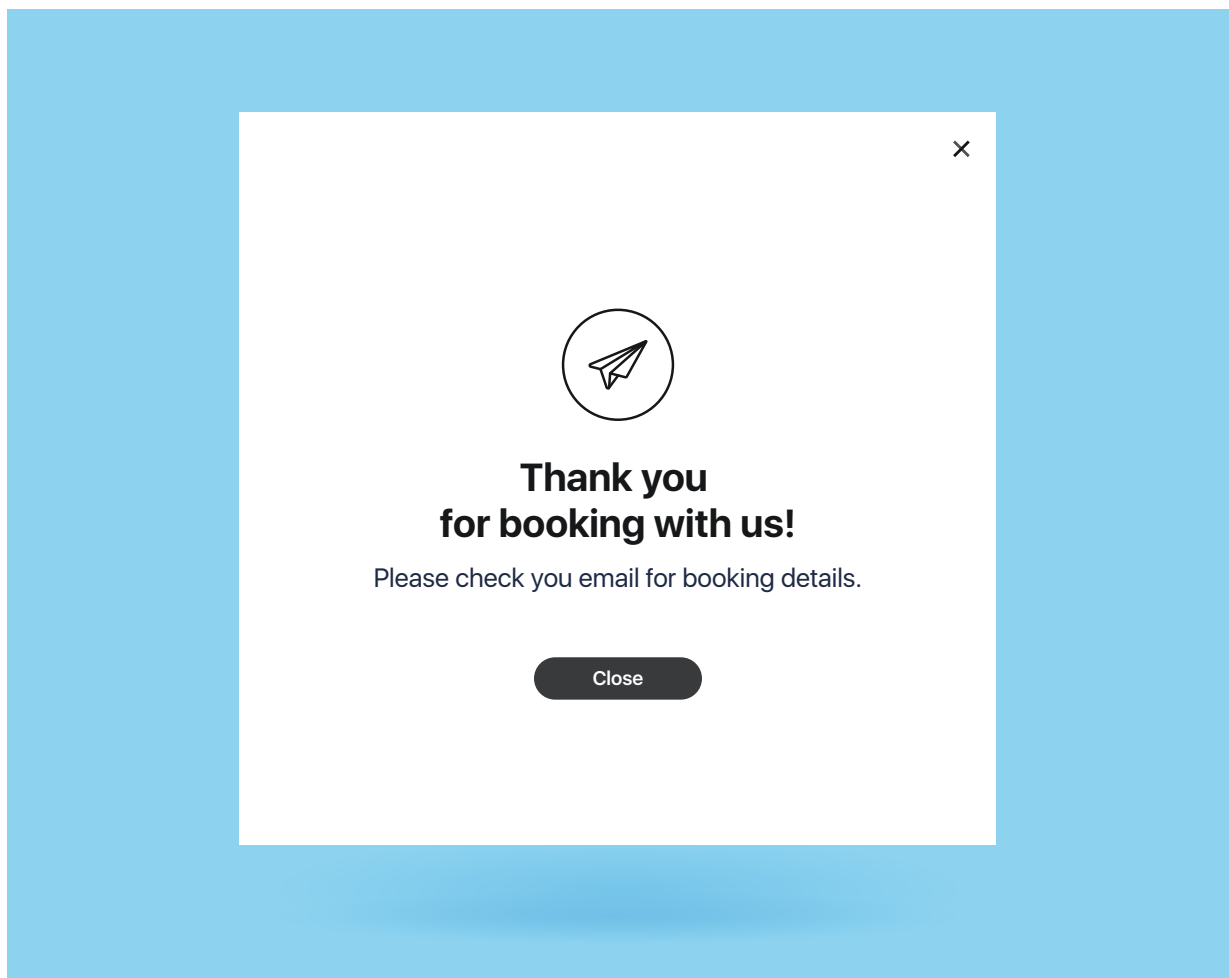


Avoid placing your CTA in a cluttered space, even small or hidden areas of your website. You want your CTA to pop out on a page.

Tell them what happens next



Set expectations from the outset. If your booking process is smooth, clear and professional, it'll go a long way towards forming a positive first impression. A simple confirmation/thank-you message gives the confidence that their appointment has been successful booked in.

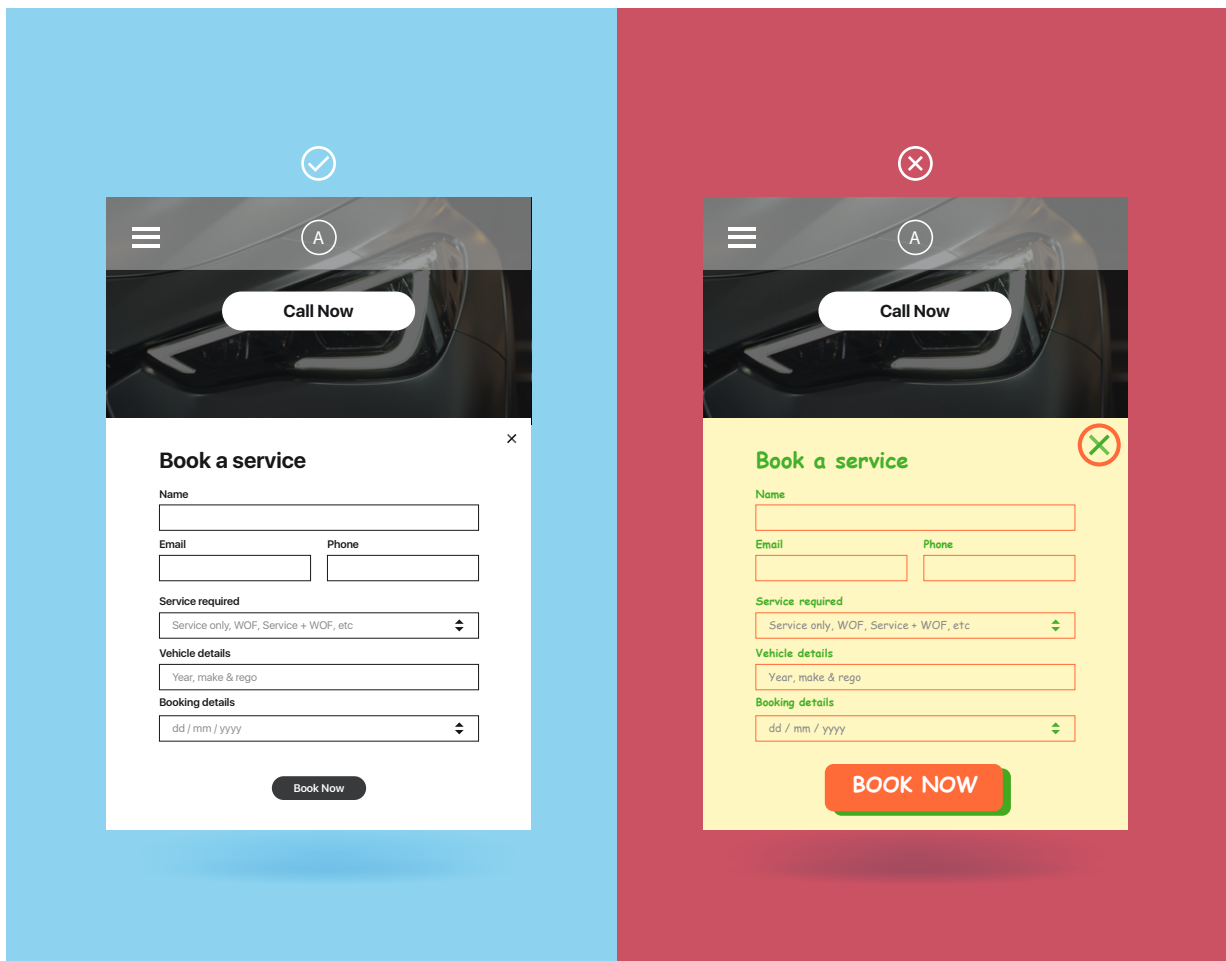


Don't forgot to acknowledge your customers with a simple confirmation message to confirm their appointment has been booked.

Design look and feel



It's important to align the page layout look and feel to your website. Customers trust your brand, so if the design does not align with everything, they may be less inclined to share their booking information.

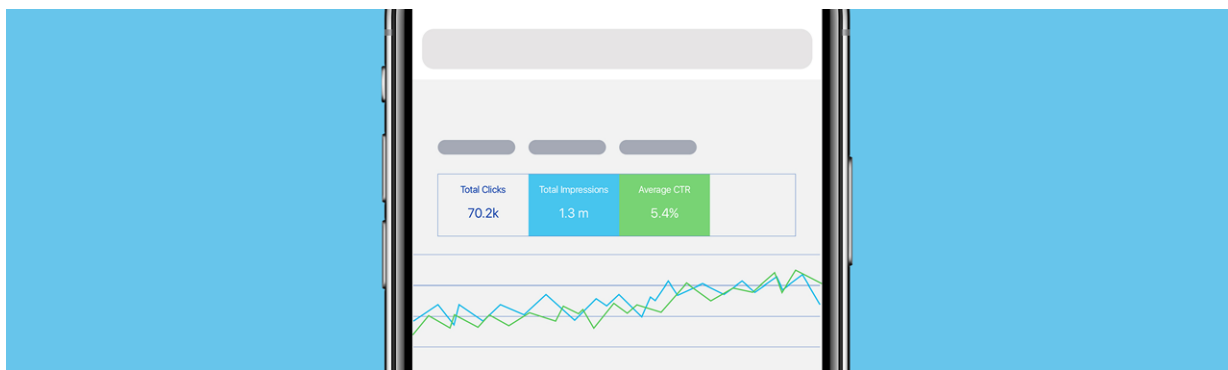


Don't stress if you can't adjust the page layout. You can simply communicate to users that they'll be taken off-site to a booking site, so they know what to expect. Setting expectations allows the user to know where to go if the link doesn't work.

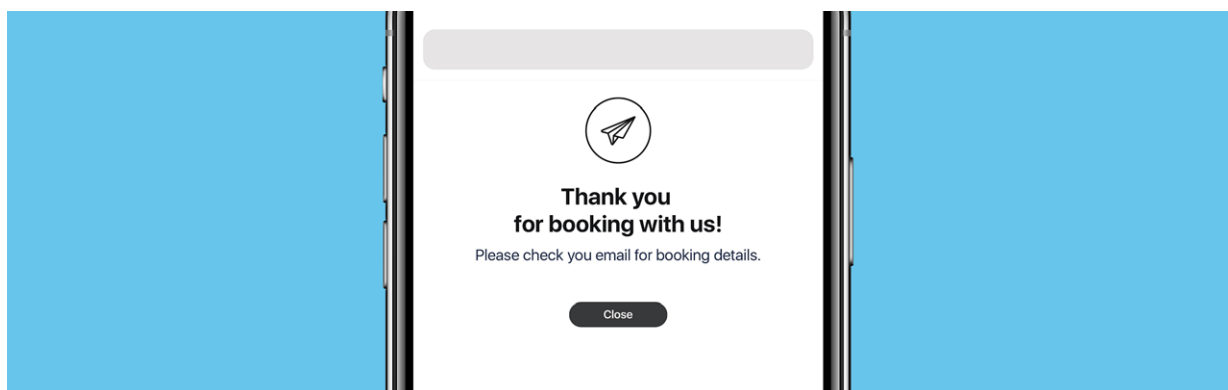
How do you measure success?

With an intuitive booking process, customers will have all the information they need on hand. Whether your online booking tool is built-in or with a third-party site, you'll want to make sure you measure the success accurately.

If your booking tool is not built-in to your site, you'll want to measure click throughs to the third-party site (if integration is not available). It's one thing knowing how many bookings you have received, it's another to know where they came from e.g. from a live marketing campaign or social media platform.



If your booking tool is built-in to your site, make sure your booking form has a unique “Thank You” page. A “Thank You” page is where a customer is redirected immediately after they submit their information. This page will let you see how many people saw this page and will make tracking with Google Analytics easy when you go to measure form completions.



Ready to get some help?

Visit the products section of our website to find out all the ways Yellow can help your business with measurable digital advertising.

yellow.co.nz