BUILDING A
WEBSITE

www.bii.org

CONTENTS

WHY?
Does it matter?

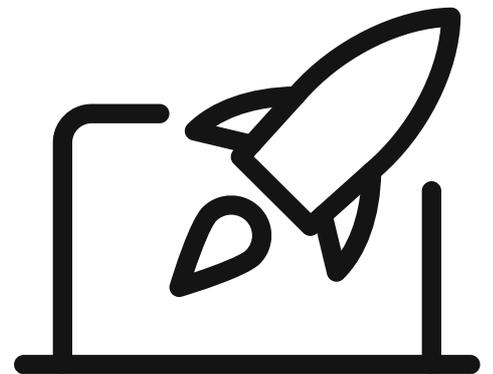**75%** Of a company's credibility is formed by website design alone

GET MORE BOOKINGS
88% of consumers who search for a type of business on a mobile device call or go to that business within 24 hours

BE MORE DISCOVERABLE
Show up when people in the area search for your services

THINGS TO CONSIDER

DESIGN

Decide whether you will design your website yourself, or hire an external company to handle your website design for you. Design is arguably the most important element of your website.

UI

The user interface, or how your visitor interacts with your website, can make or break the overall experience of using your website.

MOBILE

Over 50% of all internet traffic comes from mobile devices, and this number is on the rise. Making your website function well on mobile is crucial in 2023.

SEO & MAINTENANCE

88% of consumers who search for a type of business on a mobile device call or go to that business within 24 hours.

More THINGS TO CONSIDER

DOMAIN NAME

The name of your website aka your web address *(for example: www.pub.com)*. This should ideally be the name of your business to make it easily recognisable for customers. The price of a domain name can vary depending on how in-demand it is.

MAP

Make it easier for your customers to find you by including a map of your business' location on your website. Save them the steps of copying your address into a map, by letting them simply click your map to find you. You can embed a Google map on any page of your website.
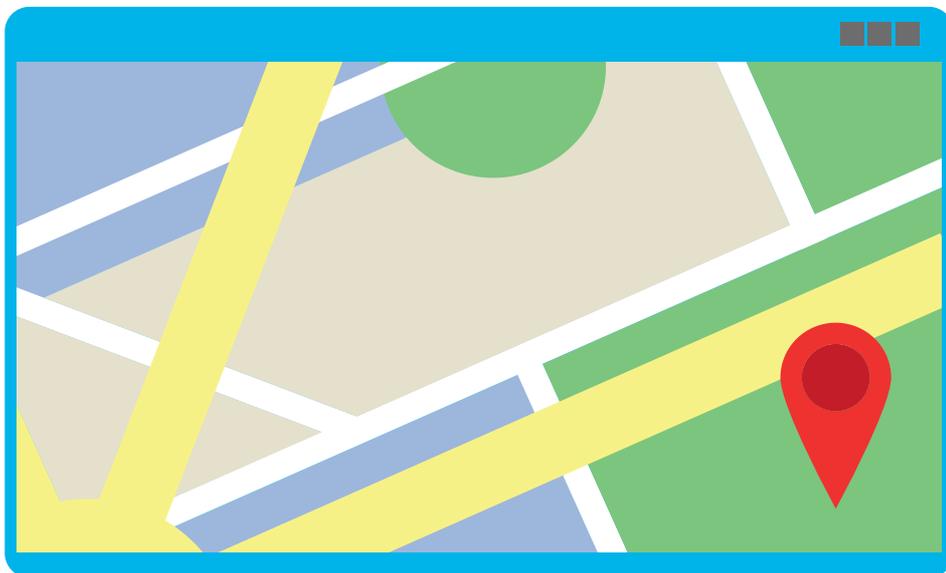
DESIGN

38% OF PEOPLE WILL STOP ENGAGING WITH YOUR WEBSITE IF THE CONTENT OR LAYOUT IS UNATTRACTIVE. DESIGN MATTERS!

SIMPLE

Less is more, don't overwhelm your visitor. Just show them what is necessary to catch and keep their attention.
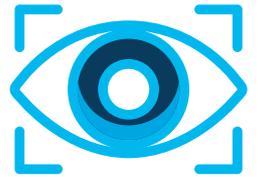
FAMILIAR

Make sure the colours match your brand colours, and the imagery and website feel reflects your business/industry.

VISUAL

High quality imagery, not pixelated or blurry. Consider hiring a photographer to take photos of your venue and features, as good quality imagery goes a long way.

75%

of our customers judge a company's credibility based on the company's website design.

DESIGN
IT YOURSELF
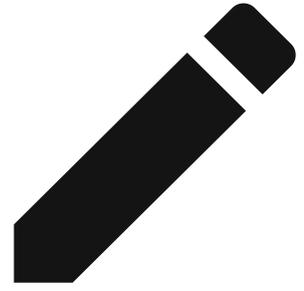
WHY?

Creating your own website can save you money from having to hire a web designer.
If you are tech savvy and have an eye for design, this may be a good option for you.
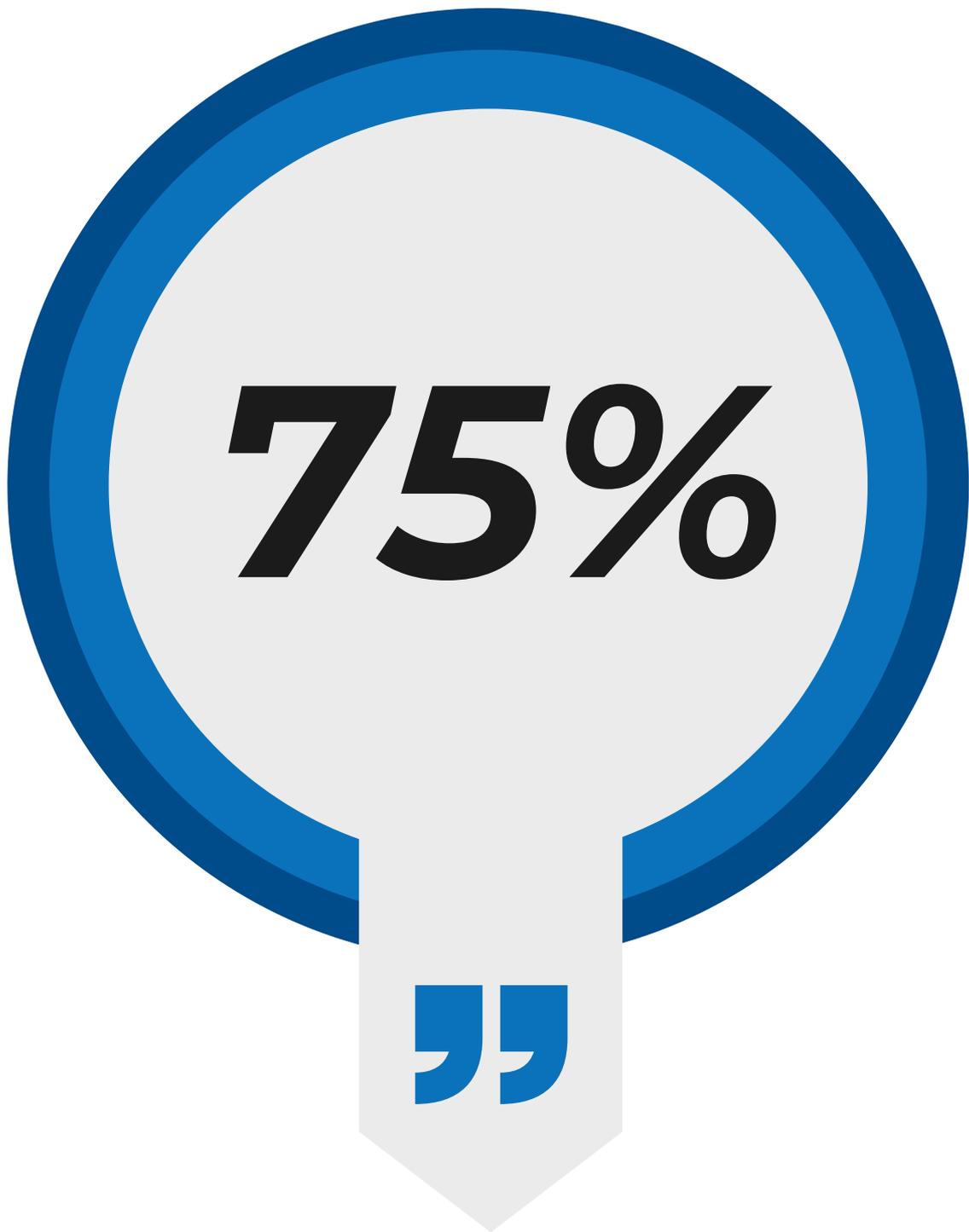
Keep in mind this is a time consuming process, and will likely require some learning to do well.

YOUR OPTIONS

1 **Cloud-based web development service, with a drag and drop style interface.**
E.g. Wix/SquareSpace

2 **Content Management System and website creation platform, self hosted and maintained.**
E.g. WordPress

- **Requires technical knowledge, but allows more functionality.**

Cloud-Based

WiX

- Unstructured editor - drag and drop elements anywhere on a page.
- Templates that you can customise to make your own.
- Free version available (limited features & includes Wix ads.

WHY CHOOSE WIX?

Wix is the better choice for those looking for more customisation and features, e.g. video hosting.

SQUARESPACE

- Structured editor - drag and drop elements which snap into place in rows or columns.
- Templates that you can customise to make your own.
- No free version, only 14 day free trial.

WHY CHOOSE SQUARESPACE?

Squarespace is a great option for those looking to create an aesthetic website quickly and easily using templates.

MANAGED WEBSITE SUBSCRIPTION

useyourlocal

WHAT?

Useyourlocal provides a website service, with which you can produce a basic website with minimal time and effort.

WHY?

- The setup process is quick and simple, only requiring you to fill in details on a form which will be used to produce your website's content.

- The website will be basic, with a limited choice of design and layout, using their preset templates.

- They handle purchasing of your domain name as well as ensuring your site is mobile friendly.

- There is an initial setup cost as well as recurring maintenance fees, though these are less than what you'd expect to pay a web designer.

HIRING A
WEB DESIGNER
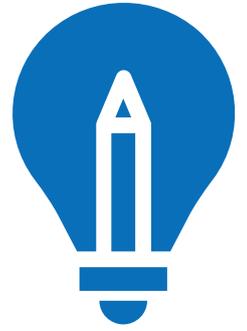
WHY?

> Hiring a web designer to create your website could save you a lot of time, allows you to achieve the exact look and feel you want, and ensures you get a professional looking result in the end.

> Going this route will likely be more expensive, as you will have to pay for the initial website creation, and then potentially for maintenance fees after.

CONSIDERATIONS

What do you want to achieve with your website?

Can you update content on your own?

How much are the maintenance fees?

What features do you need?

Who will write the content?

These are questions you should be able to answer before deciding on how to make your website.

UX
USER EXPERIENCE

MAKE IT EASY
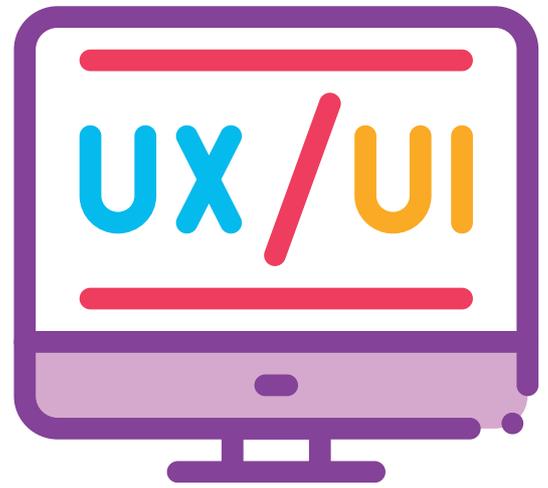
Consider the user experience – what is their journey like? Is there a lot of scrolling? Try a 'back to top' button. Do certain headings and images link to where you'd expect when clicked? Think about what your customer is likely to be looking for on your website, and make it easy for them to find it.

Some users expect certain things e.g. logo leads to the homepage when clicked, contact details in the footer, menu at the top of the page. Keep these the same to make the user experience smooth.

OPTIMISE HOMEPAGE

The homepage is your website's, and potentially your company's first impression - make it a good one. It does not need to contain everything (this can be overwhelming), but it should have key content placed in prime, easily visible locations. E.g. CTA's at the top of the page.
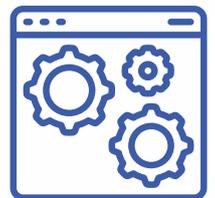
It is crucial for a modern website to be responsive, meaning that it adapts to the form factor of whatever device the visitor is using. In the first quarter of 2021, mobile devices generated 54.8% of global website traffic.

MINIMISE CLICKS

Count how many clicks it takes you to get to certain parts of your website, or to complete specific actions, and minimise it. Check this across all device types e.g. desktop, mobile, tablet to ensure a uniform and simple experience. Try asking friends or family to find something on your website, and get them to count how many clicks it takes them to get there.
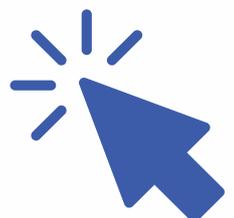
RESPONSIVE DESIGN

67% of mobile users say they're more likely to buy a site's product or service when the site is mobile friendly

On the other hand, **52%** of customers are less likely to engage with a company because of a bad mobile experience.
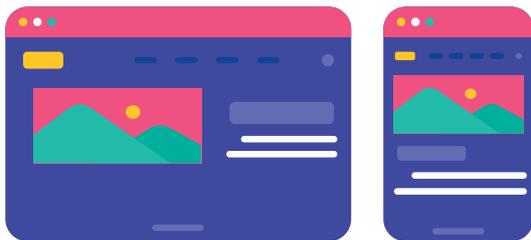
Keeping your design simple will make it easier to have a responsive website.

There will be less elements to adapt to the new form factors.

Making it work on
Mobile

Making it work on *Mobile*

75% of people prefer a mobile friendly website.

60% of smartphone users have contacted a business directly using the search results (e.g. click to call option).

On average, users only read 20% of words on a webpage.

Limit text and make it bold and easy to scan.

Expandable 'hamburger' menu

Logo

Search button

Large, high resolution image at the top of the home page

Call to action button e.g. 'Call Now'

General text to welcome the visitor/introduce your company

Test if your website is mobile friendly!

ABOUT US

CONTACT

MENU

GALLERY

BOOK NOW
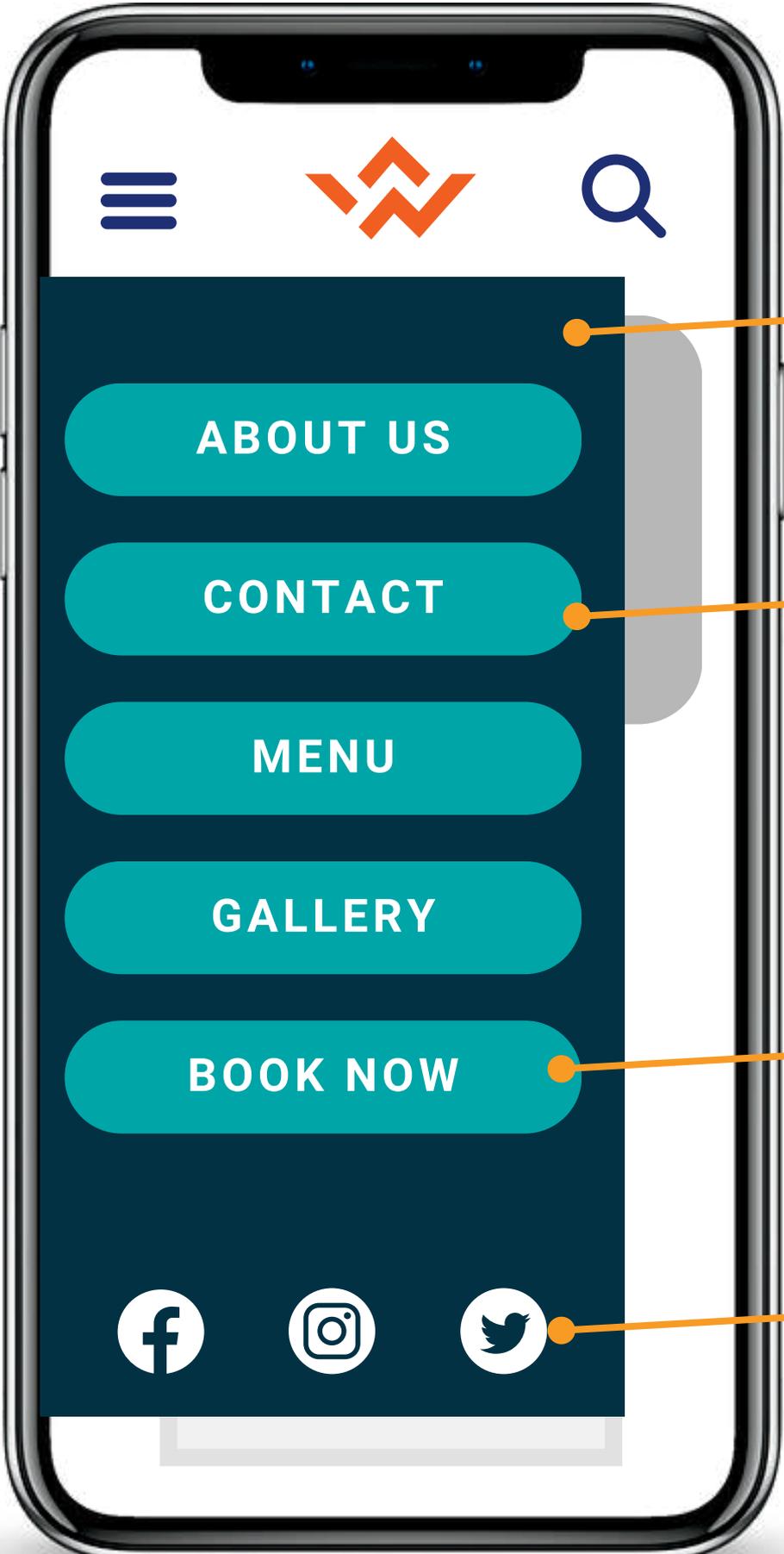
Slide out/collapsible menu

Contact information readily available

Call to action to encourage bookings!

Social media links

GOOD EXAMPLES
The Tollemache Arms

Click to visit

Simple menu

Consistent theme

Awards and recognition on display

Large, high resolution images

Call to action - Booking Form direct on homepage

GOOD EXAMPLES

The Pityme Inn

Click to visit
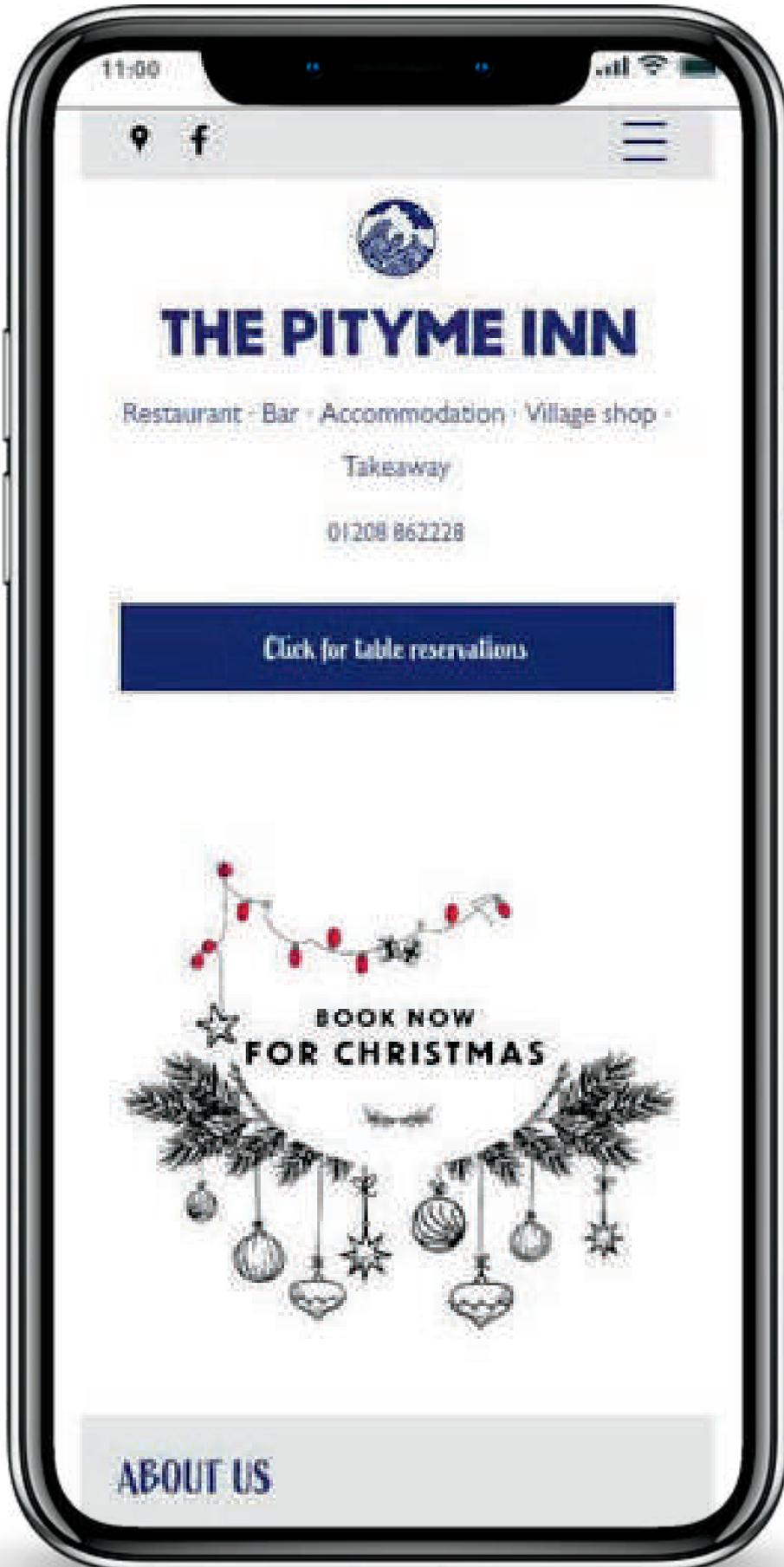
Logo at the top

- -

Consistent theme

- -

Prominent CTA's

- -

Short introductory text with heavy image focus

- -

Map, contact details and opening hours clearly visible

- -

Building the
HOMEPAGE

HOME   ABOUT US   CONTACT   MENU
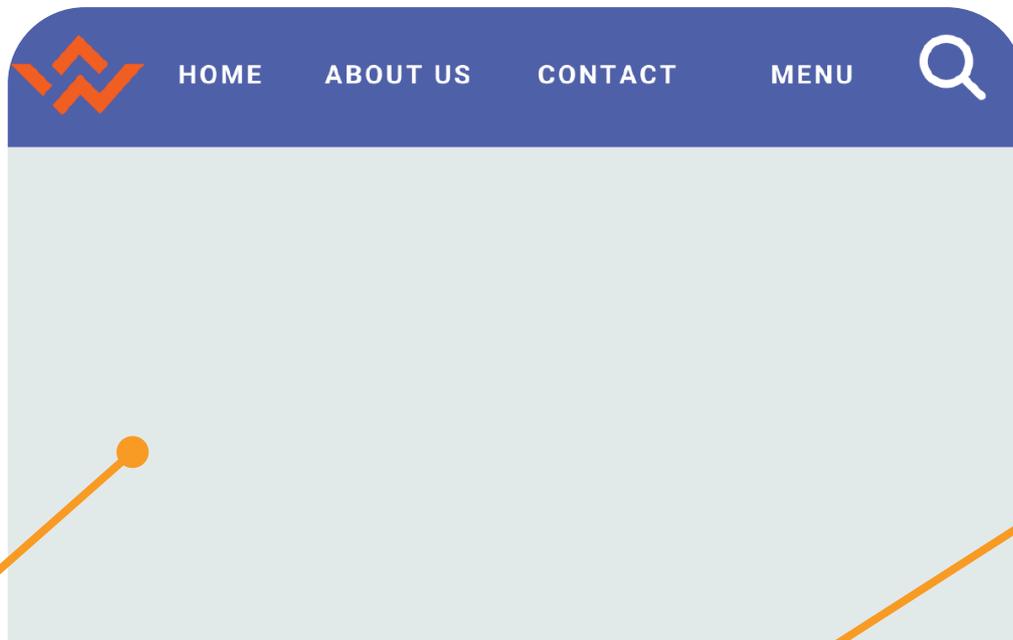
CTA to encourage bookings!

High res image

BOOK NOW

Positive reviews (85% consider user reviews to be trustworthy)

Welcome text

CONTACT US: 000-111-22334
Address: 1 Brewery Lane

Contact details & address (64% of visitors want to see contact info on the homepage)

Social media links

Simple menu bar

Drop down menu with more options

Company logo that links to homepage
(36% of people click logos to reach homepage)

Search option

HOME   ABOUT US   CONTACT   MENU   🔍

The Team

The Story

Gallery

Find Us
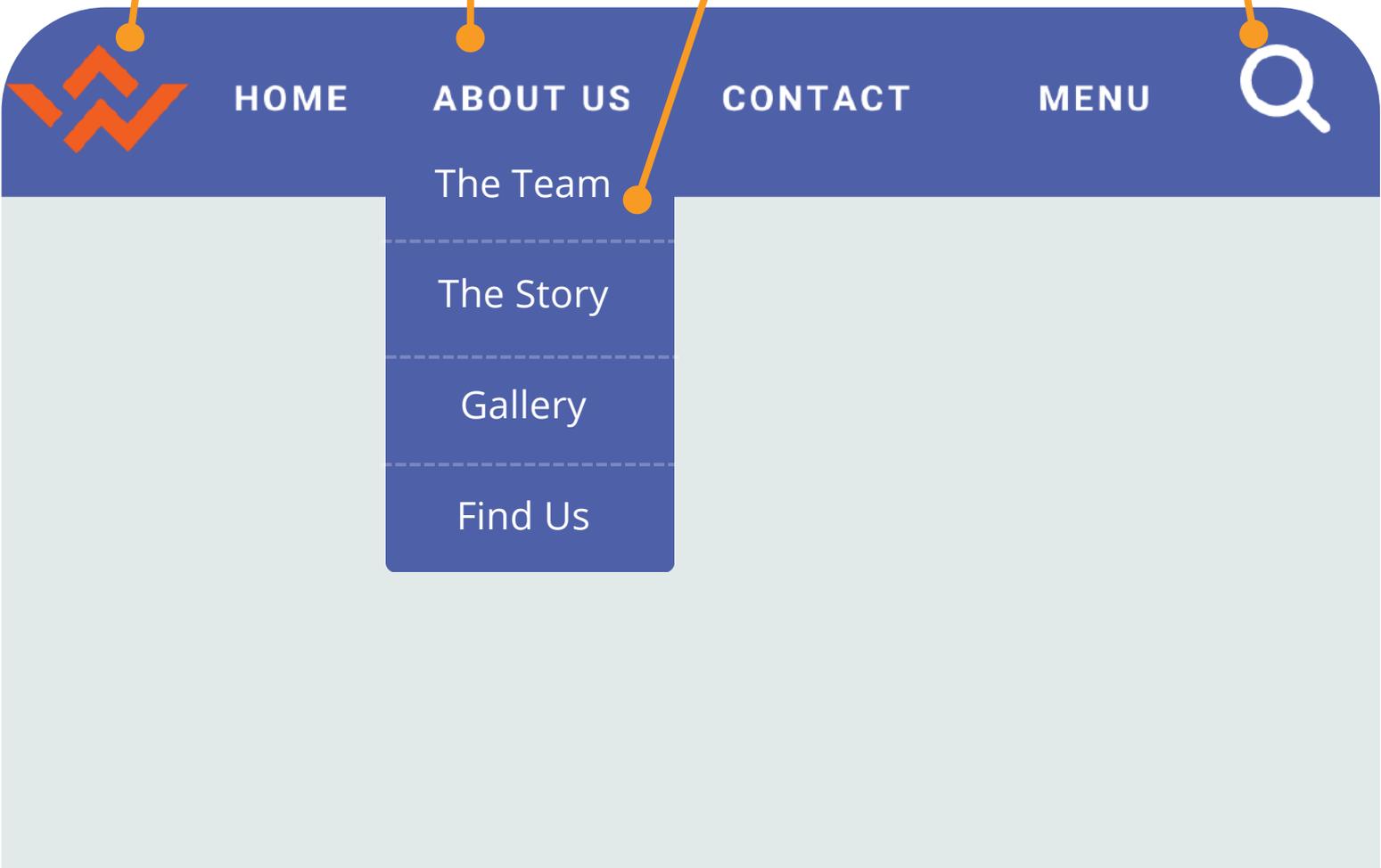
BOOK NOW

Homepage
Checklist

★ Company name & logo at the top that links to homepage

★ Call to action

★ High resolution, attractive images

★ Contact details & address

★ Positive reviews/testimonials

BOOKINGS & CONTACTS
THE BASICS

1. TAKE BOOKINGS

Increase your bookings by having a booking system on your website. This can be done natively, or using an external service e.g. BII Trusted Partner **Zonal**, or **Oracle's GloriaFood.**

2. CALL TO ACTION

Have a Call To Action button that links to your bookings page, saying 'Book Now' or similar. Place it near the top of your homepage, but also in other easy to see locations e.g. on your Contacts page or in the footer, to remind visitors to book while they browse

3. BE READY TO RESPOND

If providing online booking or contact options, ensure you have people ready to respond to incoming queries, otherwise unanswered contact attempts could reflect badly on your business.

Click me

BOOK NOW

Clear title to show which page you are on

Large, high resolution image at the top of page

HOME   ABOUT US   CONTACT   MENU

BOOKINGS

BOOK NOW

CONTACT US: 000-111-22334
Address: 1 Brewery Lane

Form to enter contact details

Calendar to choose dates

Confirmation button

Clear title to show which page you are on

Booking/cancellation policy & other relevant details

HOME   ABOUT US   CONTACT   MENU

BOOKING CONFIRMATION

Thank you for your booking

Your booking confirmation and details will be emailed to you using the email address you provided in the booking form.

If you need to make any changes to your booking, please let us know on
Tel: 000-111-22334
Email: booking@thepub.com

Return Home

CONTACT US: 000-111-22334
Address: 1 Brewery Lane

Confirm that the booking was successful

Button to return home. Particularly useful if using external booking sites

Contact details to change/cancel booking

WEBSITE OPTIMISATION

Having a well optimised website builds trust between visitors and your business, and can bring you new customers.

In contrast, a poorly optimised website can lose you business, and make you seem unprofessional.

LOAD SPEED IS CRUCIAL

47% of visitors expect a web page to load in 2 seconds or less. 40% of people abandon a website that takes more than 3 seconds to load.

The chance of a bounce (person leaving your site after only viewing one page) increases to 32% as page load time goes from 1 to 3 seconds.

A slow loading time can negatively impact your Google ranking score.

WEBSITE OPTIMISATION

HOW TO SPEED IT UP

Having smaller image file sizes will speed up loading times. Try compressing images using <u>TinyPNG</u>

Videos or animated graphics will significantly slow your loading time.

Prioritise having a quick-loading homepage, as this is the first place visitors will see. If the homepage loads slowly, it is unlikely they will make it to another page.

TEST YOUR WEBPAGE LOADING SPEED
<u>https://pagespeed.web.dev/</u>

Click me

▶▶ The link above is a great free tool that will give your website a score based on its speed and optimisation.

▶▶ It will also provide detailed feedback on the areas that are slowing down your load speeds, and make suggestions on how to improve.

SEARCH ENGINE OPTIMISATION

Search Engine Optimisation, or SEO, relates to how easy it is for your website to be discovered through search engines like Google.

Poor SEO will make it harder for people to find your business online.

61% of B2B marketers stated that SEO and organic traffic generate more leads than any other marketing initiative.

75% of people never scroll past the first page of search engines.

The top page listed in a Google search has an average click-through rate of 32%

SEARCH ENGINE OPTIMISATION

- **Your ranking on Google is important for your business' visibility.**

- **Using relevant keywords in your webpages will help you to rank higher on your industry's search terms.**

- **Name your image files using relevant keywords. E.g. 'waiter serving beers' instead of 'image_1'.**

Consider hiring an external SEO team to work on your website's SEO from time to time.

The BII works with LoveYourPub, a Group dedicated to marketing and promoting businesses in the hospitality industry.

LOVE YOUR PUB®

UPDATES & MAINTENANCE

MAINTENANCE

Websites require maintenance to keep them running smoothly behind the scenes.

UPDATES

You will likely need to update your website from time to time, so it is important to consider who will carry out the updates.

Some things you might need to update:

- New menus
- Upcoming events
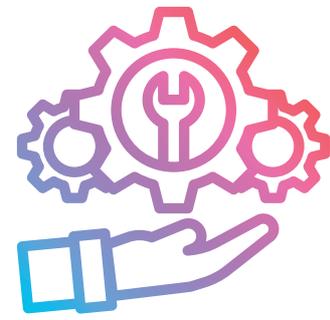- Changes to operating hours
- Announcements
- Contact details

TIME TO UPDATE

39% of people will stop engaging with your website if images won't load or take too long to load.

Ensure your website is checked semi-regularly for any required updates to images or links.

UPDATES & MAINTENANCE

▶ **When choosing which web design approach to go with, it is important to look at the options for updating and maintaining your website.**

▶ **The last thing you want is to put all the time and effort into making a great website, only to find it is outdated a few months later!**

CONSIDER

↳ Are you or your staff able to access and easily **update** information, or do you need to hire someone to **maintain your website?**

↳ Many website designers offer 'maintenance' services, where you pay them a **monthly fee** to keep your website up to date. This is easier, but more costly.

RECAP:

Good website design is **crucial** - if you are not confident in doing it yourself, hire someone to help you with it.

Making your website responsive (mobile-friendly) can be the difference between securing a booking or the customer looking elsewhere.

Ensure the user experience is intuitive and your website is easy to navigate. You will lose business if people can't find what they're looking for.

Place **Calls to Action** in prominent locations on your website - give people every opportunity to make a booking or call in.
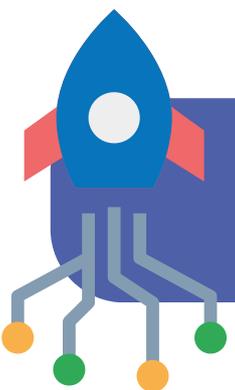
Optimise your website, prioritising **fast load speeds**. It doesn't matter how great your website looks if people leave before it loads!

Helpful
RESOURCES

A useful list of tools and resources that you can use when building your website

Click the links below

Domain Name	https://www.godaddy.com/
Image Compression	https://tinypng.com/
Webpage Speed Test	https://pagespeed.web.dev/
Mobile Friendly Test	https://search.google.com/test/mobile-friendly
Mobile Website Viewer	https://mobilemoxie.com/tools/mobile-page-test/

NEW WEBSITE CHECKLIST

☑ APPROPRIATE DOMAIN NAME

Choosing a name that reflects your business is vital.

☑ CONTACT & BOOKINGS

Have a contact page with phone, email, location details, and booking capability. These will all greatly increase your chance of taking business through your website.

☑ OPENING HOURS

Make your business' opening hours clear to see, don't make people hunt for them. Include holiday opening/closing times as well. If people are unsure of your operating hours they may skip the visit altogether.

☑ MOBILE FRIENDLY

Ensure your website functions well on mobile, as many people make bookings on the go using mobile devices.
In fact, 89% of dining research is done by mobile before visiting a restaurant.

☑ MENUS

Include your most recent menus on your website. People often 'menu-peep' prior to deciding where to eat. This is especially important for those with dietary restrictions, e.g. vegetartians or vegans.

☑ LINKS TO SOCIAL MEDIA

Have clear links to your social media accounts. This is where many of your day-to-day updates and offers will likely be shared, so make sure people can easily find them!

☑ HIGH QUALITY IMAGES

40% of consumers voted photos and imagery as the most appreciated element of a website's design.

☑ CLEAR TO READ TEXT

Users spend an average of 5.59 seconds looking at a website's written content. Make your text clear, minimal, and to the point. Use easy to read fonts and colours, and avoid large bodies of text.