

1. Brand Revisions

- a. Current brand feels kind of one-dimensional and the colors are harsh on the eyes. Would recommend a brand refresh within the next year to at least add some dimension to the logo and add some accent colors beyond orange and black – perhaps a faded sage green

2. Website Revisions

- a. Overall Notes:
 - i. Get an SSL Certificate! Site is listed as “Not secure”
 - ii. Ensure Google Analytics is set up
 - iii. Ensure Search Console is set up
 - iv. Photos should be color corrected & branded
 - v. The entire site drastically needs to speed up! I’m waiting way too long between clicks while the site doesn’t even appear to do anything....I have to look down in the bottom left to realize that it’s actually working on loading the next page...that is not simple! 😞
 - vi. Add a FOMO plugin that says “Joe S. from Wisconsin just booked a rental!”
 - vii. Reorder menu:
 - 1. Rentals
 - 2. About Us
 - 3. Leave a Review
 - 4. Book Online
 - 5. Contact Us
 - viii. Reviews are too long – pull short ‘bites’ and highlight one or two lines at a time. See www.TheGrowRetreat.com for examples
- b. Home Page
 - i. Re-design the home page so it feels more cohesive...it feels TOO disjointed with the reviews in a separate column and the options all in the same box... I might have a scrolling banner at the top or three columns overlaid on pictures of the three core principles that link to the corresponding pages
 - ii. Have the pictures scroll automatically – not push to play or scroll. Make them bigger too.
 - iii. Contact Us needs to be responsive links!
 - iv. Highlight some of the more powerful benefits on the home page!
- c. Rentals
 - i. List what all rentals come standard with
 - ii. Add floorplans w/ benefits
 - iii. Add Book Now link – which starts their booking process!
- d. About Us
 - i. I like that this is simple, short, to the point!
 - ii. Add pictures of Owners
 - iii. Adjust: Mission to be tighter and more modern

- iv. Adjust: Who We Are
 - v. Add: Why We Do Section
- e. Leave A Review
 - i. This needs to be turned into opening in a new window! Do not direct people away from the website!
 - ii. I would prefer to see this as maybe a 5-start rating symbol in the upper right...
- f. Contact Us
 - i. Add a Contact Form
 - ii. Make phone number and email address click-able links!
 - iii. Add a map
 - iv. Add booking info

3. *Asset Revisions*

- a. Revise Google Ads to reflect message & refine location & keywords
- b. Google My Business:
 - i. Upload more photos!
 - 1. Floor plans
 - 2. Photos of surroundings
 - 3. Photos of people who visited/stayed with you
 - 4. Any other interesting angles – parking lot!
 - ii. Put a branded cover-photo up! See FB Cover Photo design & emulate!
- c. Trivago:
 - i. Claim Listing
 - ii. Add Photos
- d. Facebook:
 - i. Update cover photo – should be a branded photo of the lodging
 - ii. Update Company Description

4. *New Asset Creation*

- a. Get professional quality pictures taken of the facility & floor plans
 - i. Fiver.com to get them updated if needed
- b. Create a flyer to go in cabins upon arrival:
 - i. Instructions on how to get things fixed
 - ii. A request for a review on Google & or Check-In on Facebook if they have it
 - iii. Rewards program
- c. Create a handout that your tenants can give to their coworkers that has space for them to list their name so they both get the benefit of the referral
- d. Create a handout for Recruiters on why use us:
 - i. Features of us
 - ii. Benefits to company:
 - iii. Process to guide new employees to book
- e. Create three post-cards that promote different elements of company for the HR recruiters

- f. Craft an email template for Fishing Charter Captains to send out to their bookers to encourage them to stay with us
- g. Reserve the following URLs:
 - i. REDACTED
- h. Set up simplified 2 simplified landing pages for two local towns with search results and link them back to the main website

5. *Activities to Complete:*

- a. Change URL to NEW URL
- b. Decide on the tagline & implement it
- c. Reach out & connect w/ HR/Recruiters as describe on Sales Process Document
- d. Reach out & connect w/ Charter Captains as describe on Sales Process Document
- e. Create list of Hotel Placement Companies
- f. Reach out to Hotel Placement Companies & see if the conversation goes well – if it does, put them into the HR/Recruiter Funnel
- g. Reach out to LOCAL LISTING SITE & see if they will list you on the County page as a recommended place to stay
- h. Reach out to [Target Market Specific] Magazines – get pricing & schedules for ads
- i. Connect w/ local Academy – do you have somewhere we can put up a flyer/brochure?
- j. Reach out to LOCAL EVENT FOR TARGET MARKET – can we sponsor:
- k. Reach out to LOCAL Association FOR TARGET MARKET
 - i. Do y'all ever do events in our area?
 - ii. Can we get involved in offering stays to your attendees?
- l. Create listings on:
 - i. ApartmentFinders.com
 - ii. ApartmentGuide.com
 - iii. AirBnB - for higher end contractors
 - iv. VRBO – for higher end contractors
 - v. ShortTermHousing.com
- m. Register for HelpAReporterOut.com, SourceBottle.com, Qwoted.com
- n. Build a list of local reporters & journalists who report on tourism & economic development