

DOES YOUR
EVENT WEBSITE
MEASURE UP?

Ten Tips

FOR MAXIMIZING THE VALUE
OF YOUR EVENT WEBSITE



www.saffireevents.com

ten tips

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1 Help Customers Easily Find Your Site

Nothing else matters if your target audience can't find you online. Along with dynamic and engaging imagery, your site must incorporate search engine optimized text and code.

SEO-friendly page designs are essential so that your site can be found by search engines, and in turn, by your customers.

2 Grab Visitors with a Bold Design

Your website design should be customized, **showcasing the personality of your event** with high-quality images and unique information. Design possibilities for unique events like yours are endless, so let your imagination run wild!



3 Make It Easy to Navigate

A great website provides visitors with a **tailored user experience**, allowing customers to search and browse as they see fit. Your event information should be accessible, highly filterable and easy to sort. Allow your visitors to **quickly and easily find the event information they need** and give them opportunities to build custom event schedules that can be viewed in the future.

4 Deliver Enticing Information

A beautiful website design must be paired with **valuable information that will entice customers to purchase tickets**. Don't make your customers dig for the details: **present them with the essential event information up front** in a clean, enticing format.

5 Provide a Friendly Shopping Process

Whether your customers are buying tickets directly from you or from a vendor's website, the shopping process can be streamlined, friendly and intuitive. If you sell tickets directly, a **fully-integrated shopping cart ensures customers never leave your site**, so they aren't sent to unfamiliar websites with pages that don't match your identity.

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6 Let Customers Share Events

Your customers are one of your best marketing tools, so making it easy for them to share event information is essential. Give them the option to **share events on top social networking sites like Facebook and Twitter**, as well as the ability to **forward custom messages to friends** via email.



7 Share the Event Experience

Invite site visitors to experience your event via your website with live streaming. Streaming your nightly events will **engage customers and give them an authentic taste of your event**, whether or not they are able to see it in person.

8 Maintain Your Website with Ease

Keep your site fresh and up-to-date by changing features and updating event information on the fly. A friendly admin site will allow you to **efficiently manage your website content**, without needing a web developer to do it for you.

9 Measure Its Success

Ensure that your site is meeting its goals by **utilizing tools like Google Analytics and user-friendly admin site reporting** of real-time data for state like revenue, email signup and customer retention.

10 Keep the Online Buzz

Communicate with your customers on an ongoing basis to keep them excited about the rodeo and other events year-round. **Use Facebook, Twitter, email blasts and blog posts** to share info and keep customers engaged, giving them the opportunity to converse with you, too.

Does your current website give your event the online presence it deserves and help increase revenue?

“ Our website portrays our personality and the type of quality event that we put on. The new look and organization has allowed our **visitors to get even more excited about the events**, and I think the **online sales and traffic will also tell a positive story** after the event has wrapped up. ”

- Jennie Richmond
Marketing Manager, Star of Texas Fair and Rodeo

Saffire Events Websites combine two of the most important components in a website's success: programming stability and high quality design. We offer two options to meet your event's specific needs and budget.

Contact us today to learn more about Saffire Events Websites so we can help you create the event website you've always wanted.

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