The Travel Agency Website Toolkit

Does your website sell as well as you do?

Your website needs to do more than look good. It needs to explain to users why YOU are the one to go with, help them feel confident and comfortable reaching out, and support the way that you do business.

This checkup is designed to help you identify where you're crushing it, and where you can find room for improvement.

How to use it: Read each question and select the answer that best describes your website. There's no score, but if you find yourself saying no and somewhat more than yes, then you know where you need to improve!

Part 1: First Impressions & Your Agency's Story

1. Does your website sell the value of a conversation, not just a vacation?

Does your website do a good job of selling trust to your clients instead of just proving you can sell a lot of travel?

○ Yes ○ Somewhat ○ No

2. Can a first-time visitor tell what makes your agency different within a few seconds?

Whether it's your expertise, personalized service, specialties or something else entirely, is what makes you the best immediately clear?

○ Yes ○ Somewhat ○ No

3. Does your website speak to your ideal client?

If you try to reach everyone, you'll likely reach no one effectively. Have you identified your primary target audience and structured your website to speak to them?

○ Yes ○ Somewhat ○ No

4. Does your website build trust before someone ever contacts you?

Are your team's experience, real photos, credentials, client testimonials, and other credibility signals easy to find?

○ Yes ○ Somewhat ○ No

Part 2: Turning Visitors Into Conversations

5. Is it obvious what you want your visitor to do?

Do you have clear calls to actions with appropriate visual hierarchy to guide your site visitors where you want them to go?

○ Yes ○ Somewhat ○ No

6. Can someone reach out without knowing exactly what vacation they want?

Of course they CAN, but if a random person off the street looked at your site, would they feel that way? Or would they feel overwhelmed that they need to make a choice before ever reaching out?

○ Yes ○ Somewhat ○ No

7. Are your inquiry forms helpful without being overwhelming?

Asking too many questions too early can drive potential clients away. If your intake form for clients is asking things like "What is your home address?" to someone you JUST MET, you could easily be running off leads. Are you asking the bare minimum number of questions required to start a conversation?

○ Yes ○ Somewhat ○ No

8. Do potential clients know what happens after they contact you?

If your form submission success just says "thanks we got it!" you are leaving clients in the dark. What happens AFTER you get the lead controls much of how they perceive the next steps of the process.

○ Yes ○ Somewhat ○ No

Part 3: Supporting Your Agency's Growth

9. Does your website highlight your team's expertise instead of just listing travel suppliers?

We know that many vendors require you to mention them on the site, so having a lot of vendors isn't inherently bad. But if all your focus is on who you sell and not who is doing the selling, you're leaving leads on the table.

○ Yes ○ Somewhat ○ No

10. Does your website give individual advisors the visibility they need?

If your agency has lots of advisors, do you have filtering options to allow clients to connect with the best fit for them? Do you have solutions for making sure advisors sorted at the bottom of an alphabetical list can still be seen?

○ Yes ○ Somewhat ○ No ○ N/A

11. Does your website allow individual advisors to shine?

Do the individual advisor pages allow your advisors to show off their personality? Training? Experience? Reviews? Travel photos? (Shameless plug for advisor microsites if the answer to this is no)

○ Yes ○ Somewhat ○ No ○ N/A

12. Do you have a way to stay connected with visitors who aren't ready to inquire?

This is most easily done through a lead capture form that connects to your email service. Some free advice: no one wants to sign up for spam. If they just got on your website and you're already spamming them with "sign up for our newsletter" you could potentially be annoying 100 leads to gain 1 newsletter subscriber. Offering a free resource halfway down the homepage in exchange for an email is always more effective.

○ Yes ○ Somewhat ○ No

Part 4: Behind the Scenes

13. Does your website work better on mobile as it does on desktop?

Studies consistently show that EIGHTY PERCENT of websites are viewed via a phone. If mobile doesn't work: your site doesn't work. If an 80 year old grandma can't use your site on her iphone 2, then you are no doubt losing some of your leads.

○ Yes ○ Somewhat ○ No

14. Are you happy with your visitors to leads ratio?

Getting 10,000 views on your website is fantastic, but if they aren't converting into leads, what is the point? Are you tracking your visitor to leads ratios, and are you happy with that number? If you aren't tracking it, how do you know your website is doing its job?

○ Yes ○ Somewhat ○ No

15. Is your website focused on what actually matters?

So many websites start with good intentions, and then over time pages become a dumping ground for information that distracts your leads. That travel insurance page that explains which one to pick? Your advisors can explain that after they got the lead. That COVID page that's still hanging around? That needs to go. Your site should be lean, mean, and all about generating leads.

○ Yes ○ Somewhat ○ No

16. Is your website's information accurate and up to date?

Travel is a FAST moving business. Are your advisor profiles up to date? Vendor information? Contact information? If you haven't taken a pass over your site to confirm everything is accurate, now is a great time.

○ Yes ○ Somewhat ○ No

17. Can your agency make changes without unnecessary headaches?

This is a HUGE part of your website. If your website is beautiful but you are terrified to update it in fear something breaks, then your website isn't working for you. You have to manage everything that comes with running an agency, you do not have the time to sink into chasing down an image that's off screen or trying to figure out why your nav "looks like that" on mobile.

○ Yes ○ Somewhat ○ No

So, How Did Your Website Do?

What are your website's biggest strengths?

What are the top things you'd like to improve?

What's Next?

If you are happy with your website or you can fix the things you noticed: go do that! We are happy this tool was useful to you.

If you can’t or don’t have time to fix the things you found, then let Windpeak help you get your site where it needs to be.

Want a second set of eyes?

At Windpeak Design, we build and support websites for travel advisors and agencies. We'd be happy to review your website and share our perspective, completely free.

Shoot us an email with your site URL, say you met Josh at the Vendor Expo and we’ll send you back a guide with the things we see.

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