



How to Thrive

Why guest experience starts with
the first click



Clockwork
Marketing®



A man with grey hair, a beard, and black-rimmed glasses is sitting at a wooden desk. He is wearing a light green button-down shirt over a white t-shirt. He is holding a black smartphone in his hands and looking down at it with a slight smile. On the desk in front of him is an open laptop. To the left of the laptop, there is a small black cup and a plate with some food. The background is a blurred indoor setting, possibly a home office or living room, with warm lighting.

70%

of travellers research
travel on their mobile



Clockwork Marketing®



Hospitality Marketing Specialists

- ✦ Digital Marketing
- ✦ Growth Websites
- ✦ Brand & Design
- ✦ Gift Vouchers



VisitEngland
Assessment Services



Hannah Bushby
Project Manager



Mark Durber
Marketing Manager

**“The impulse to travel is one of
the hopeful symptoms of life”**

Agnes Repplier



Dreaming

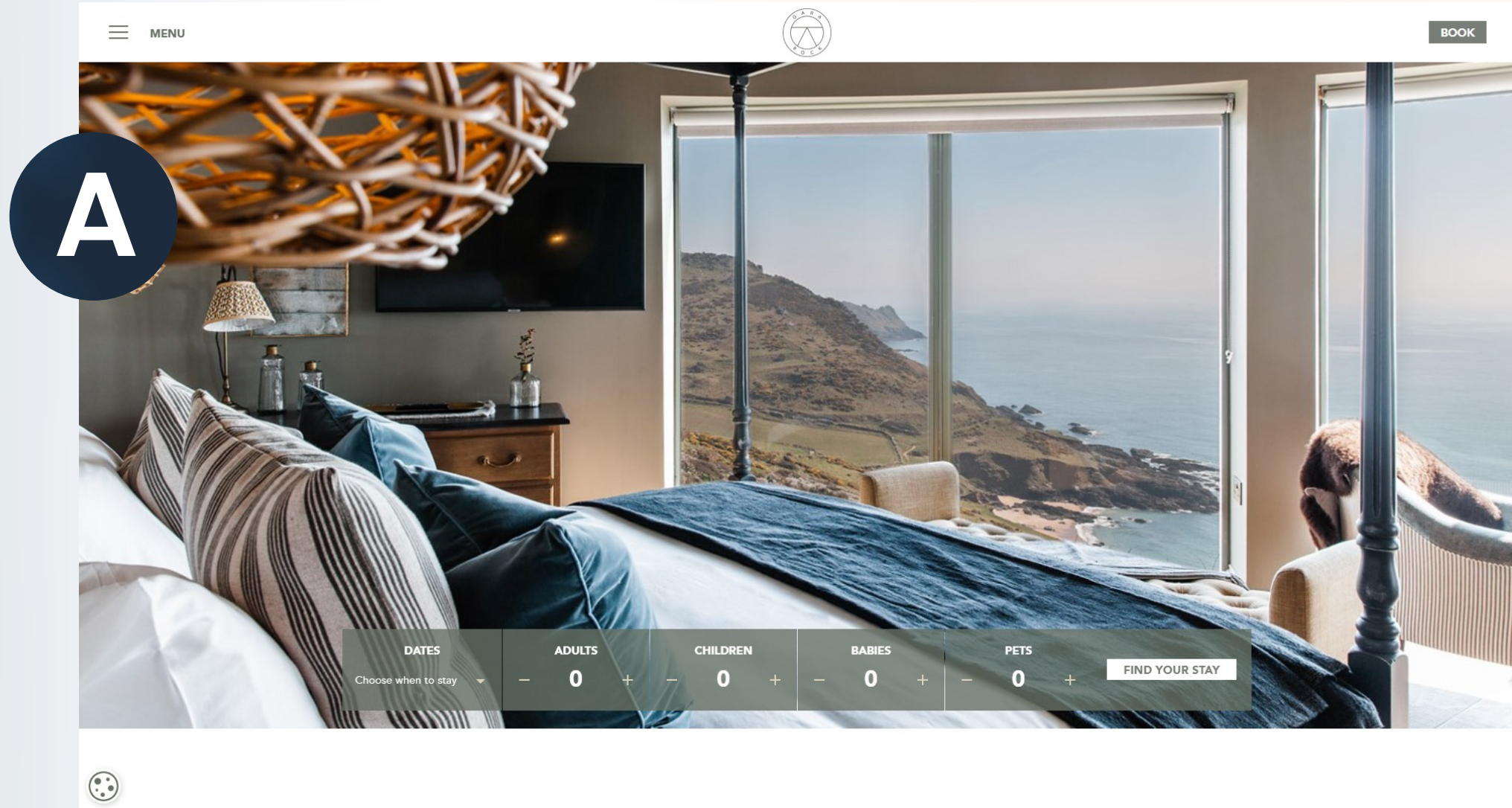


Nurturing the dream

First impressions matter




Which hotel do you book on first impressions?



Which hotel do you book on first impressions?

B



The screenshot shows the Prince Rupert Hotel website. The header includes a navigation menu with links: Gallery, The Hotel, Things To Do, Rooms & Suites, Food & Drink, Plan an Event, and Contact. Below the navigation is a search bar with the text "Check availability:" followed by dropdown menus for "Guests" (set to "2 adults") and "Nights" (set to "1"), and a "FIND DATES" button. The main content area features a large image of the hotel building, a "less" button, and three paragraphs of text describing the hotel's location, history, and amenities.

PRINCE RUPERT HOTEL

Gallery | The Hotel | Things To Do | Rooms & Suites | Food & Drink | Plan an Event | Contact

Check availability: Guests Nights [FIND DATES](#)

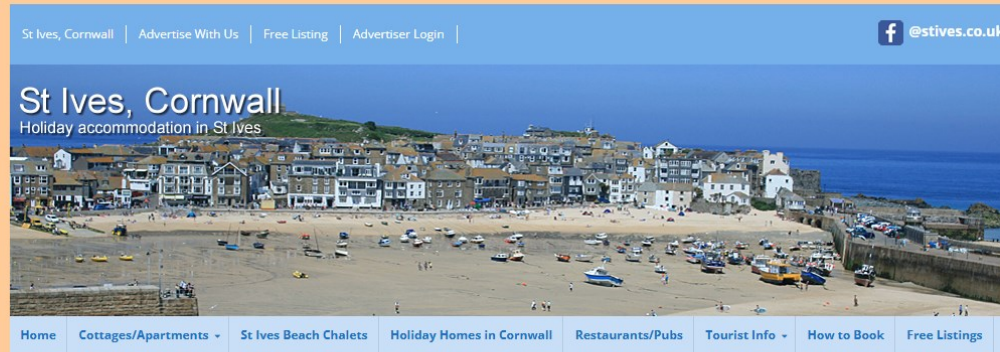
less

Situated in the very heart of medieval Shrewsbury, the historic Grade II listed Prince Rupert Hotel is firmly established as one of the town's finest hotels.

The former home of Prince Rupert, the grandson of King James I, it combines old-world charm with modern comforts and hosts an array of historic period features. Surrounded by cobblestone streets and Tudor buildings, the Prince Rupert is perfectly located to explore all of the town's main attractions which are just a few minutes walk away.

Privately owned since 1996 by the Matthews family the hotel has benefited from a significant investment programme and now features 70 ensuite bedrooms including 12th century Mansion House Suites (some with a 4-poster canopy bed) 15th century Tudor Suites, three fabulous restaurants, Camellias

Which holiday park do you book on first impressions?



Which holiday park do you book on first impressions?

B

polmanter
ST IVES

stay ▾ relax play explore latest events contact

My Account Book

Relax... You're at Polmanter


More

Book for 2025

Holiday type:	Accommodation type.:	Arrival date:
Touring and Camping ▾	Family Tent - 8m inc guy ▾	03/01/2025 📅
Departure date:	No of nights:	Flexible:
04/01/2025 📅	▾	± 2 days ▾

Which holiday cottage do you book on first impressions?






EASTACOTT
BARTON

[Our Facilities](#) | [Bringing a Dog](#) | [Finding Us](#)

[HOME](#) | [STAY](#) | [LOCAL AREA](#) | [REVIEWS](#) | [CONTACT](#) | [AVAILABILITY](#)



WELCOME TO EASTACOTT BARTON

Relax, unwind and have some fun surrounded by stunning Devonshire countryside.

Sitting at the head of it's own private valley, Eastacott Barton has two barn conversions offering spacious and high quality accommodation for up to 12 people. With 27 acres of private meadows and woodland, three lakes, including a swimming and fishing lake, and a games barn our location provides the perfect opportunity to relax and unwind in a secluded and peaceful setting.

Whilst we provide the perfect opportunity to 'get away from it all' we are also positioned between Devon's two national parks, Exmoor and Dartmoor and within a short drive to the stunning North Devon coast with its famous surfing beaches so there is no shortage of things to do!

Which holiday cottage do you book on first impressions?

T:01364 621 391

Wooder Manor
Holiday Cottages

E:woodermanor@gmail.com

[Home](#) [About Us](#) [Cottages](#) [Things To Do](#) [Gallery](#)

B

Home



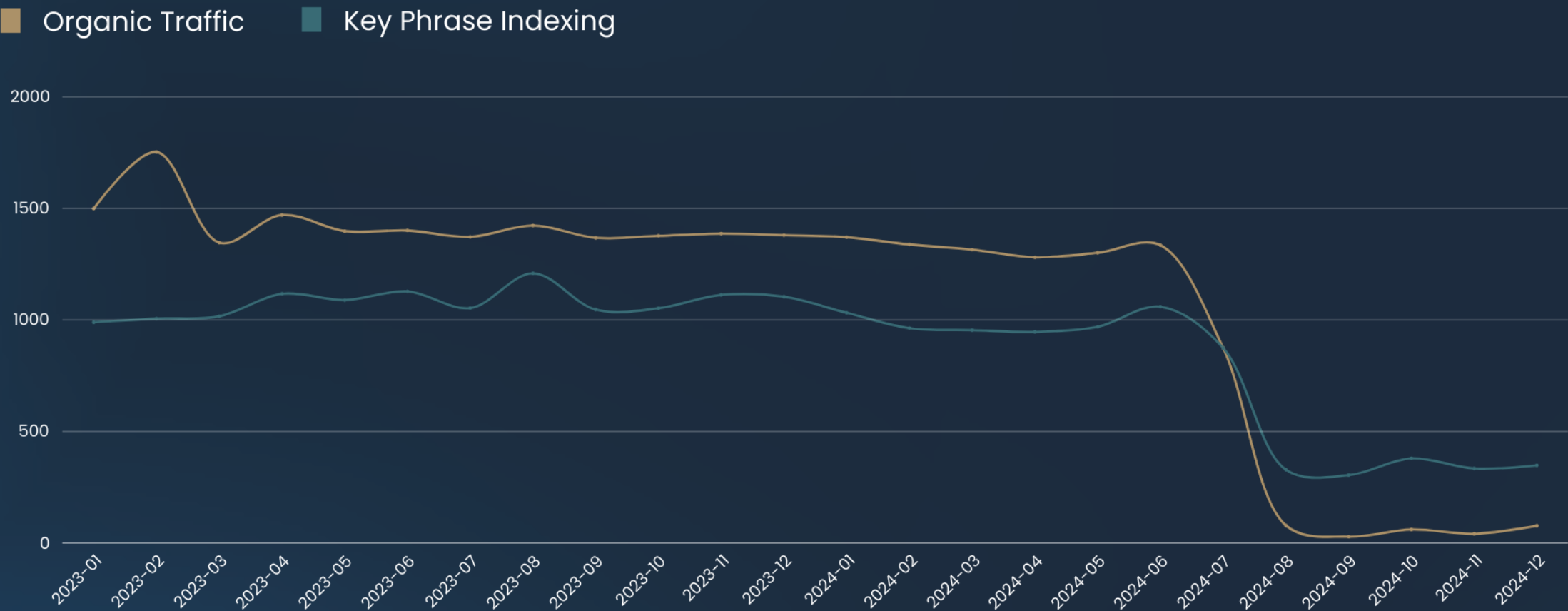
LOWER HAMELDOWN

Out of sight, out of mind



Google Traffic & Key Phrase Timeline

The Classic Nosedive





Planning

Navigating the information maze



WAITING FOR YOU



YOUR ROOM AWAITS

Your slippers and robe are waiting for you by the king-size bed and sink-into-me sheets. And if you need a grand piano, we know just the right suite.

[EXPLORE ROOMS](#)

A ROUND OF GOLF

Follow in Tiger Woods' footsteps on our 18-hole, championship golf course, where we hosted the British Masters in 2016.

[TAKE A SWING](#)

SEQUOIA SPA

And breathe... the Jacuzzi is always on, the 22m-long pool is tiled in black mosaics and our Bamford treatments are like nowhere else.

[DISCOVER SEQUOIA](#)



Booking.com vs Direct

Package Up

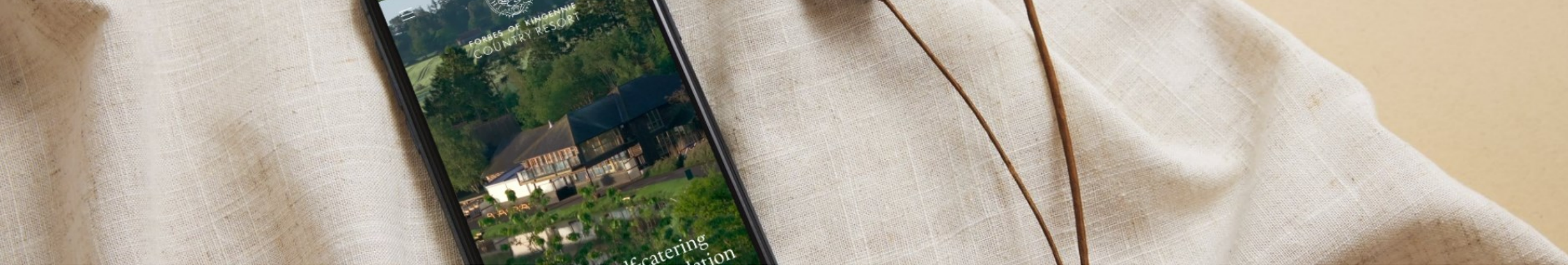


The Do's

- ✓ Easy to book
- ✓ Google-optimised content
- ✓ High quality design and imagery
- ✓ Accessibility and compliance
- ✓ Simple navigation and clear
- ✓ Virtual tours
- ✓ Video and dynamic content (where relevant)

The Don'ts

- ✗ Invisible 'book now' button
- ✗ Cluttered design
- ✗ Outdated information
- ✗ Slow loading times
- ✗ Lack of mobile optimisation
- ✗ Dull design, imagery and small text
- ✗ Confusing and busy navigation



The impact of a brilliant website

- ✦ Increased engagement
- ✦ Improved guest satisfaction and experience
- ✦ Reduced reliance on OTAs (Online Travel Agents)
- ✦ Increased direct bookings



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