

LOOP



BY SEMANTIC

Digital Survival Guide

Tips, Tools & AI Advice for Attractions



Get ready...

At Semantic, we've been at the forefront of several large online shifts since we started working with attractions back in 1999.

From the dot-com boom to the rise of the smartphone, it often seems like change is the only constant. And with AI poised to re-shape the digital world as we know it, we felt that busy overworked marketers and attraction owners might appreciate a helpful guide.

If you need to get online or replace your website, then take a look at our LOOP platform. It's tailor-made for attractions, museums, heritage, leisure and hospitality brands. It's fast, intuitive and always up-to-date.

Hopefully you find this brief guide useful, and as ever, if you need a hand then get in touch - we'll be happy to help.

Neil Lewin

Owner, Semantic // neil@semantic.co.uk // +44(0)2380 111 545

Why LOOP?

Your website is your most important brand asset. It is the online showcase for your attraction and the optimum route of converting demand into sales.

LOOP gives you a superior website product at an affordable price which is intuitive, always up to date and evolves with your business.

- 50+ sector-specific modules, layouts and components
- Fast launch - go live in weeks, not months
- Easy to update CMS - edit content and structure without paying developers
- Constant improvements - updates, features & ongoing support all included
- Best practices built-in - accessible, fast, modular and scalable to help you grow
- Low upfront cost - pay monthly/yearly, skip the big build fees

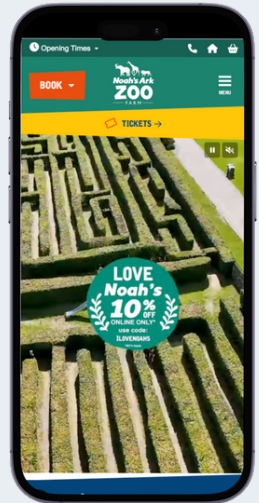
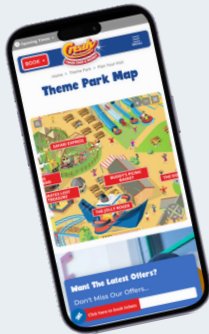
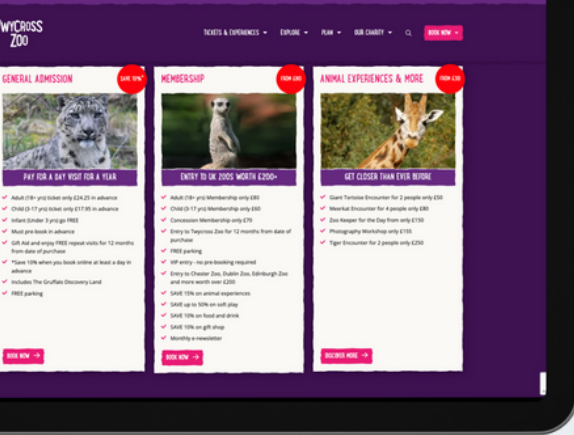


Happier guests. More revenue opportunities. Smarter marketing.

The Evolving Role of your website...

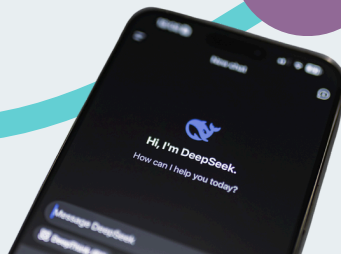
It's the beginning of the Digital Age, and things are changing quickly. In the early days of Semantic, websites were simply brochures, just basic pages to showcase your offering. Now they are mobile-first engines that should be able to extend and enhance your guest experience.





2020's

Next



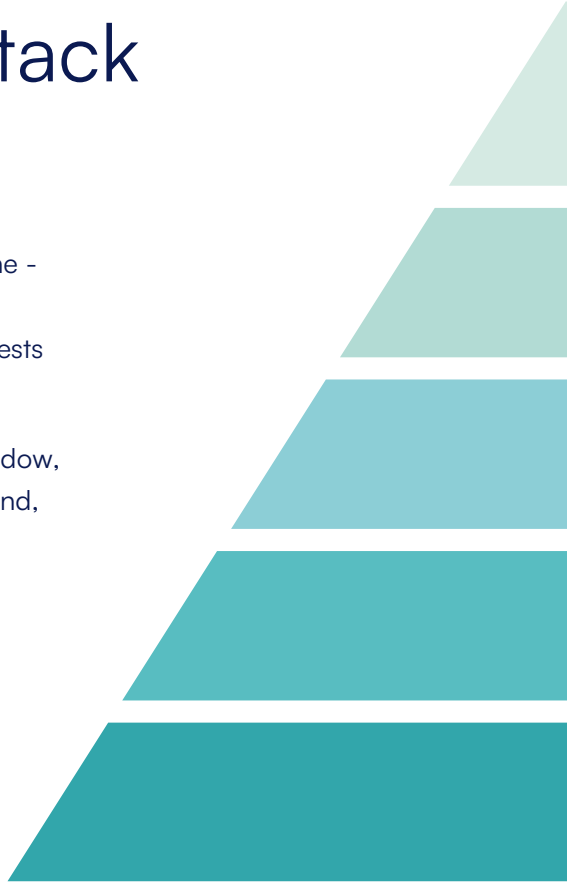
The LOOP Stack

To thrive you need to think bigger
and elevate your online presence.

It's no longer enough to just be online -
your website needs to stand out,
empower your team and support guests
at every stage of their experience.

Your website is your digital shop window,
a guest's first experience of your brand,
and the consistent touchpoint
throughout their journey.

What level are you?



AI

"It assists & adapts intelligently"

Level

5



Experiential

"It supports the whole visit"

Level

4



Mobile-first

"It works great on phones"

Level

3



Transactional

"You can buy tickets online"

Level

2



Static / Brochure

"We have a website"

Level

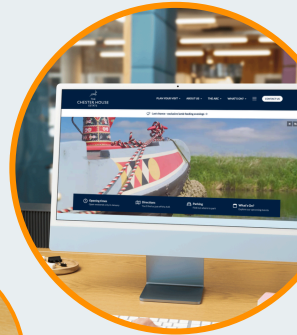
1

Key Principles to Thrive Online

We firmly believe that technology should be an enabler. It should help empower your team to showcase your value proposition and tell your story. Ideally it would even be fast and fun for them to update.

Technology should help to delight your guests and bring your experience to life. It should help move you forward and keep pace with your marketing and overall strategy.

Hopefully your systems can deliver this and help your team experiment with new ideas and initiatives online. Your website should be the fastest and easiest to update, test and see results.



- ✓ Your website should be an enabler
- ✓ Fastest way to try new ideas
- ✓ The hub for all your marketing / comms
- ✓ A place to streamline ops
- ✓ A way of enhancing guest experience
- ✓ Enjoyable & empowering for your team



The 'NICE' Framework

All online activity should fall into one of these areas...



Nurture

Easy to find, attracting new traffic, strong SEO and relevant targeted landing pages.



Inspire

Accessible compelling content to showcase your value proposition and information.



Convert

Clear call-to-actions throughout, clear pricing, easy booking/payment & feedback.



Engage

Capturing data, relationship building pre/post visit comms and membership programmes.

... and your website should help with all of them...

Website scorecard

Complete our quick scorecard to find initial priorities that you could focus on with your team. Not sure where to start? Get in touch and we can help.



Website scorecard

Low / not sure

High

1

2

3

4

5

Value Proposition

How well do you understand your target audience?

☐☐☐☐☐

How effectively is this shown online?

Quality

How well is your attraction presented? Do you get a great first impression with high quality content?

☐☐☐☐☐

Visibility

How often does your site show up in search results or relevant ads? How easy are you to find?

☐☐☐☐☐

Technical performance & reliability

Is your site fast, reliable and secure?

☐☐☐☐☐

Navigation and ease-of-use

Is the navigation clear, fast and how easy is it to find key visitor information, products and prices?

☐☐☐☐☐

	Low / not sure				High
	1	2	3	4	5
Booking journey Is the online journey clear, easy to use and optimised to maximise revenue?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance Are traffic levels, engagement and key revenue metrics increasing to help grow your attraction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team efficiency How easy is it to update, change and test ideas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team engagement How engaged are the wider team with the website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data & Performance Do you have comprehensive dashboards, reports and accurate data to make decisions from?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money Are you getting a steady stream of new development, features and enhancements to keep your website moving forward?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How did you do? Scores over 50 are great! Over 45 would put you in the top 10% of clients. Under 45 and you've probably got some areas to focus on, and under 30 probably needs a wider overhaul!

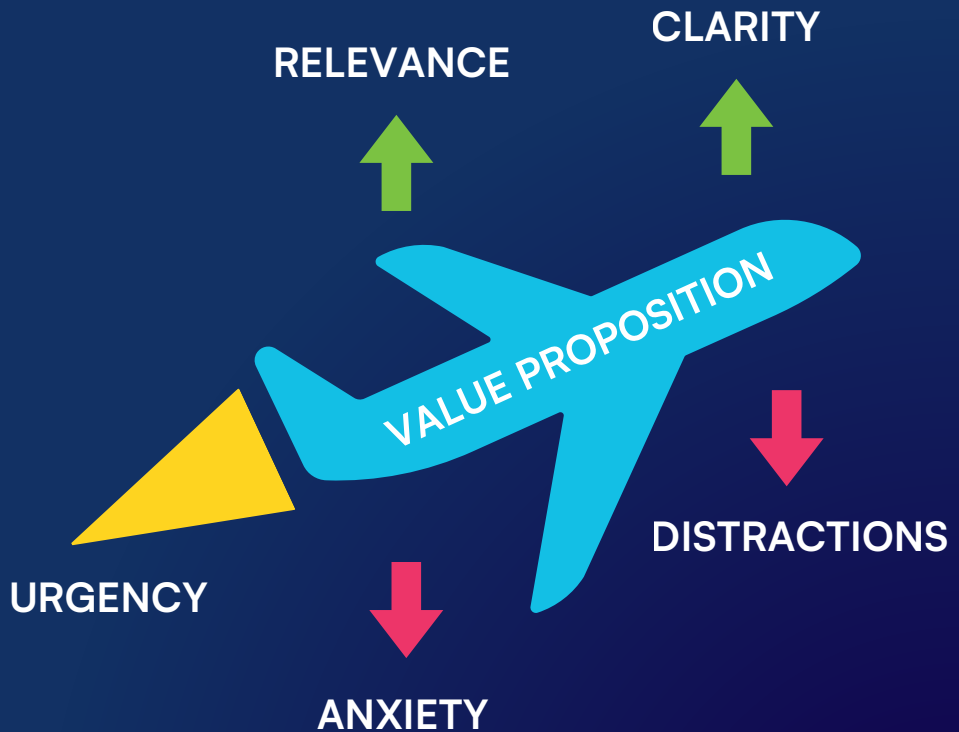
The LIFT Model

You can assess pages, user journeys and key site elements with the LIFT model. It's a great framework to use to help bring structure to those management meetings that can sometimes go around in circles.



It all starts with your Value Proposition...

- ✓ Make sure that your unique value proposition is super clear
- ✓ Improve the clarity and relevance of your value proposition to specific audience(s) to improve conversion
- ✓ Try to remove any elements or content which causes anxiety or distractions.
- ✓ Add urgency to give the messaging a further boost.

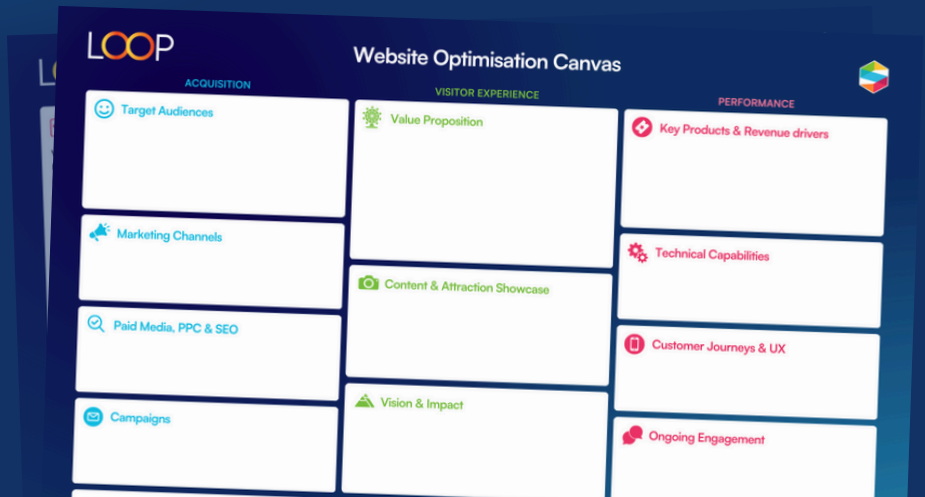


Based on The Lift Model by Chris Goward - <https://conversion.com/framework/the-lift-model/>

Website Optimisation Canvas

Inspired by the Business Model Canvas, by Strategyzer, we created a model that was focused on websites. We recommend for you to complete two copies - one for NOW, one for where you WANT to be.

Download a high resolution (perfect for digital whiteboards) or completed example at: loop.semantic.co.uk/website-optimisation-canvas



Start here...

VISITOR EXPERIENCE



Value Proposition



Content & Attraction Showcase



Vision & Impact

ACQUISITION



Target Audiences



Marketing Channels



Paid Media, PPC & SEO



Campaigns



Key Roles & Partnerships

PERFORMANCE



Key Products & Revenue drivers



Technical Capabilities



Customer Journeys & UX



Ongoing Engagement



Reporting & Ongoing Optimisation

Helpful Team Exercises

✓ Weekly Mobile Website Review

Add a 15 minute weekly team session to your diary to specifically go through your key pages on your mobile phones. Even better with coffee or brunch!

✓ Monthly Mobile Deep Dive

Every month, bring in the wider team to go through key customer journeys from start to finish. Use the LIFT model and try to think like a customer to identify and improve anything that's unclear.

✓ 5 second test

Is it fast to load, easy to understand your value proposition and clear how to find out more.

Remember to try top landing pages too, as guests can enter the site from anywhere.





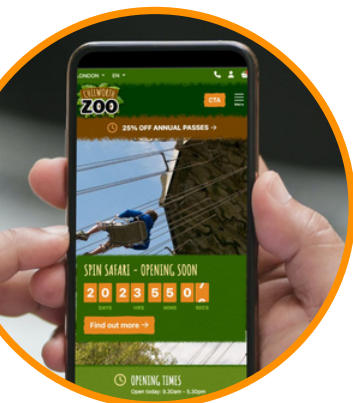
✓ Squint test

Not sure about contrast / text sizes?

Slightly squint, and if you can't read the text or elements then the contrast needs improving.

✓ AI Audits

Train ChatGPT (or similar) with your FAQs or key content, then ask it to review key pages for improvements. You can give it specific focuses and even add links to competitors - try the 'Deep Research' mode.



✓ Surveys, User Testing & Heatmaps

These provide great nuggets and insights, plus with AI, it's easier than ever to analyse the results. Use heatmaps/surveys to gather data and ask reasons that a user didn't book to unlock things you might have missed.

About Semantic

Semantic is an agency with over 25 years' experience building attraction websites. We've worked with leading attraction brands in the UK and worldwide since 1999 and have now created a platform tailor-made for the sector called LOOP.

We're all about doing Great Work for Great Clients... and LOOP helps us to deliver even more awesome sites that meet your organisations' goals. Both the LOOP platform and clients using it have won awards for their websites. We always aim to become your digital partners, so enjoy building long relationships to help your attraction grow from strength to strength.

Find us online for case studies, updates and more about us:
semantic.digital or loop.semantic.digital



Silverstone
MUSEUM



TWYCROSS
ZOO

HAYNES
MOTOR MUSEUM

YORKSHIRE
Wildlife
PARK



IRONBRIDGE
Valley of Invention





Ready to level-up your attraction?

We'd love to take you through a quick LOOP demo and discuss options to bring your brand to life online.

Scan the QR code, find us below, or Google LOOP By Semantic.



loop.semantic.digital



+44 (0)23 80 111 550



loop@semantic.digital