

Using your website to promote your business

B and B Guildford

Seven Steps...

- Visibility
- Expectation
- First impression
- Creating desire
- Overcoming objection
- Response
- Test and measure

Why bother?

- People expect every business to have a website and are suspicious if you don't have one
- It's a medium most of us understand
- Your website is your chance to show off
- People can view your website when you're in bed. Or at the cash and carry...

Visibility – or how will people find your website?

- In the real world
- Google

bed and breakfast guildford - Google Search

bed and breakfast guildford - G... B&B Guildford, Hotels Guildford,...

google.co.uk https://www.google.co.uk/#hl=en&sugexp=f Google

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STOKE HOUSE - HOTEL IN GUILDFOR...
www.stokehouse.net/
1 Google review

Best Value B&B
www.angelview.info/
★★★★★ 5 Google reviews

www.abeillehouse.co.uk
www.abeillehouse.co.uk/
Place page

Asperion Hotels
www.asperion.co.uk/
Place page - £85▼

The Albany
www.thealbanypubguildford.co.uk/
★★★★★ 12 Google reviews

Patcham B&B
www.bedandbreakfasts-uk.co.uk/visit/patcham/
Place page

Blanes Court Hotel
www.blanescourt.co.uk/
1 Google review

More results near **Guildford, Surrey** »

Guildford Bed and Breakfast – Selection of Bed and Breakfasts in ...
www.guildfordbedandbreakfast.co.uk/
Situating in the South East of England the country town of **Guildford** has a number of
<http://www.google.co.uk/acik?sa=l&ai=Cto...html&rct=j&q=bed+and+breakfast+guildford> or visitors to ...

A 113 Stoke Road
Guildford
01483 453 025

B 15 Harvey Rd
Guildford
01483 573735

C 119 Stoke Road
Guildford
01483 532200

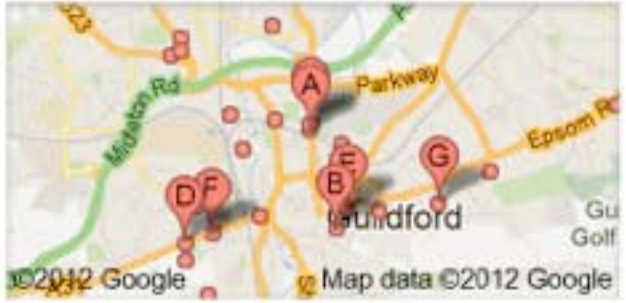
D 73 Farnham Road
Guildford
01483 579299

E 80 Sydenham Road
Guildford
01483 572410

F 44 Farnham Road
Guildford
01483 570789

G 4 Albury Road
Guildford
07971 223476

Map for bed and breakfast guildford



©2012 Google Map data ©2012 Google

The Manor House, Surrey
www.themanor.co.uk/
Book a hotel bedroom for your next visit to **Guildford**. Great offers.

Bed And Breakfast Guildford
www.bedandbreakfast.com/ +7
Find Your Perfect **Bed & Breakfast!**
Search 1000's of B&Bs. Book Online.

[See your ad here »](#)

PageRank Alexa

Visibility – or how will people find your website?

- In the real world
- Google
- Directories
- Facebook / Twitter
- Blogs / discussion forums

Expectation – or what do people expect to see?

- Visitors have an expectation of what your website will look like before they see it
- Put yourself in their shoes – what do they expect to see?
 - Photos of B&B
 - Photos of location

First impression

- Research shows that people make a sub-conscious decision about your website in

1/20th of a second!!!

- photos
- colours
- font
- use of space
- maybe a headline

Creating desire

- People buy with their hearts
- You are asking them to sleep in your space:
 - clean
 - tidy
 - good condition
 - peaceful
 - welcoming
- NOT desire – minimum expectation!

Creating desire

- REAL desire:
 - Luxurious
 - Pampered
 - Special
- If you create this desire you are far less likely to have to compete on price.

Overcoming objection

- Satisfy the head:
 - Trust
 - Won't get ripped off
 - Value for money = not necessarily cheap

Overcoming objection

- Industry associations / accreditations
- Awards
- Testimonials
- Guarantee

Overcoming objection

👁️ **FACT:**

If you get desire right, this step is SO much easier

Response

- What is it that you want people to do?
- People like to communicate in different ways:
 - Phone
 - Email
 - Form

Response

- Have a standard response for:
 - Enquiry
 - Follow-up enquiry
 - Booking – buyer's remorse
 - Before stay reminder
 - After stay – feedback / testimonial

Test and Measure

- Google Analytics:
 - Where visitors came from
 - Search phrase
 - First page
 - Last page

bed and breakfast guildford - Google Search

bed and breakfast guildford - G...

google.co.uk https://www.google.co.uk/#hl=en&sugexp=frgbid&gs_nf=1&cp=20&gs_id=3t&xhr=t&q=bed+am Google

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+You Search Images Maps YouTube News Mail Documents Calendar More

Google bed and breakfast guildford Jack Gardener

Search About 1,590,000 results (0.29 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Send, UK
Change location

The web
Pages from the UK
More search tools

Guilford B&Bs From £30 | toprooms.com
www.toprooms.com/Guilford-B&B
B&Bs in **Guilford** Fr £30. Compare Prices & Book Online Now!

New Radisson Guilford | radissonedwardian.com
www.radissonedwardian.com/guilford
The New Radisson Edwardian Hotel. With urban spa and two restaurants.
→ Current Special Offers - Book Early - Get 20% Off Today

B&Bs in Guilford - Lowest price guarantee | booking.com
www.booking.com/Guilford-B&B - ★★★★★ 1,272 seller reviews
Book **Bed & Breakfast** in **Guilford**.
2,062 people +1'd Booking.com
→ Best Price Guarantee - Book Now - Deals & Special Offers - No Booking Fees

Map for bed and breakfast guildford

Ads - Why these ads?

Guilford Accommodation
www.travelodge.co.uk/Guilford
Book High-Quality Budget Accommodation From Just £19

Cheap Guilford Hotels
guildford.bookingbuddy.co.uk/
Rates Up to 70% Off Select Hotels!
Compare 18 Hotels in **Guilford**.

Guilford B&Bs
www.bookdirectrooms.com/Guilford-B&Bs
Up to 60% Off **Guilford** B&Bs
From £25 Only. Book Your B&B Now!

Cheap Guilford B&Bs
www.laterooms.com/Guilford-B&Bs
laterooms.com is rated ★★★★★
Great Discounts on Unsold Rooms for **Bed and Breakfasts** in **Guilford**

Cheap Guilford Hotels
www.expedia.co.uk/Guilford
expedia.co.uk is rated ★★★★★
Book with Expedia, Earn Nectar Pts.
Find Cheap Hotels in **Guilford**

guildford Bed and Breakfasts - B&B Hotel and Guest house ...
www.bedandbreakfast-directory.co.uk > England > Surrey
30+ items - **guildford Bed and Breakfast** hotels. **B&B**, Hotel and **Guest ...**
Lockhurst Hatch Farm **B&B** Lockhurst Hatch Farm, Lockhurst Hatch Lane ...
Godalming Hotel 65 Meadow, Godalming, **Guilford** Surrey GU7 ...

B&B Guilford, Hotels Guilford, Best value B&B Guilford
www.yewtreehouse.info/
Highly recommended. Rooms from £25 per person per night. Free Wi-Fi and parking.
Local shops, pubs and restaurants.

B&B Accommodation - Guilford
www.guilfordcommunity.org.uk/leisure_tourism/.../b_b.asp
20+ items - **Bed & Breakfast** Accommodation - **Guilford**, Surrey ...
Clandon **Guest House** www.yewtreehouse.info rooms@yewtreehouse.info
Guilford Guesthouse www.guilfordguesthouse.com bookings ...

STOKE HOUSE - HOTEL IN GUILDFOR...
www.stokehouse.net/
1 Google review

113 Stoke Road
Guilford
01483 453 025

Best Value B&B
15 Harvey Rd

bed and breakfast guildford - G...

B&B Guildford, Hotels Guildford,...

www.yewtreehouse.info

Google

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CSS

Forms

Images

Information

Miscellaneous

Outline

Resize

Tools

View Source

Options

Yew Tree House

Home

Rooms

Online Booking

Location

Links

Yew Tree House

2 The Paddock


Guildford

Surrey

GU1 2RQ

01483 573735

Rooms@YewTreeHouse.info



Secure Booking

Arrival

19 Mar 2012

1 Night(s)

Check Availability

Bravo!

Yew Tree House rated "excellent" by 3 travellers

tripadvisor

Call

01483 573735

To Book

Luxury Rooms with Free Wi-Fi

Beautiful accommodation in location ideal for town and country. Closest accommodation to Clandon Park and Manor Hotel wedding venues. Easy access to Surrey University and Research Park and just 10 minutes by bus to town centre

Local amenities just 100m away including

PageRank

Alexa

bed and breakfast guildford - G...

B&B Guildford, Hotels Guildford,...

www.yewtreehouse.info

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1 Apr 2012

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Great photos

Great photos



B&B Guildford, Hotels Guildford, Best value B&B Guildford

bed and breakfast guildford - G... x B&B Guildford, Hotels Guildford, ... x

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2 The Paddock
Guildford
Surrey
GU1 2RQ

01483 573735
Rooms@YewTreeHouse.info

Home Rooms Online Booking Location Links



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1 Night(s)

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tripadvisor

Call 01483 573735 To Book

PageRank Alexa

Great photos

B&B Guildford, Hotels Guildford, Best value B&B Guildford

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Yew Tree House

Yew Tree House
2 The Paddock
Guildford
Surrey
GU1 2RQ

01483 573735
Rooms@YewTreeHouse.info

Home Rooms Online Booking Location Links



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Secure Booking

Arrival

1 Apr 2012

1 Night(s)

Check Availability

Bravo!

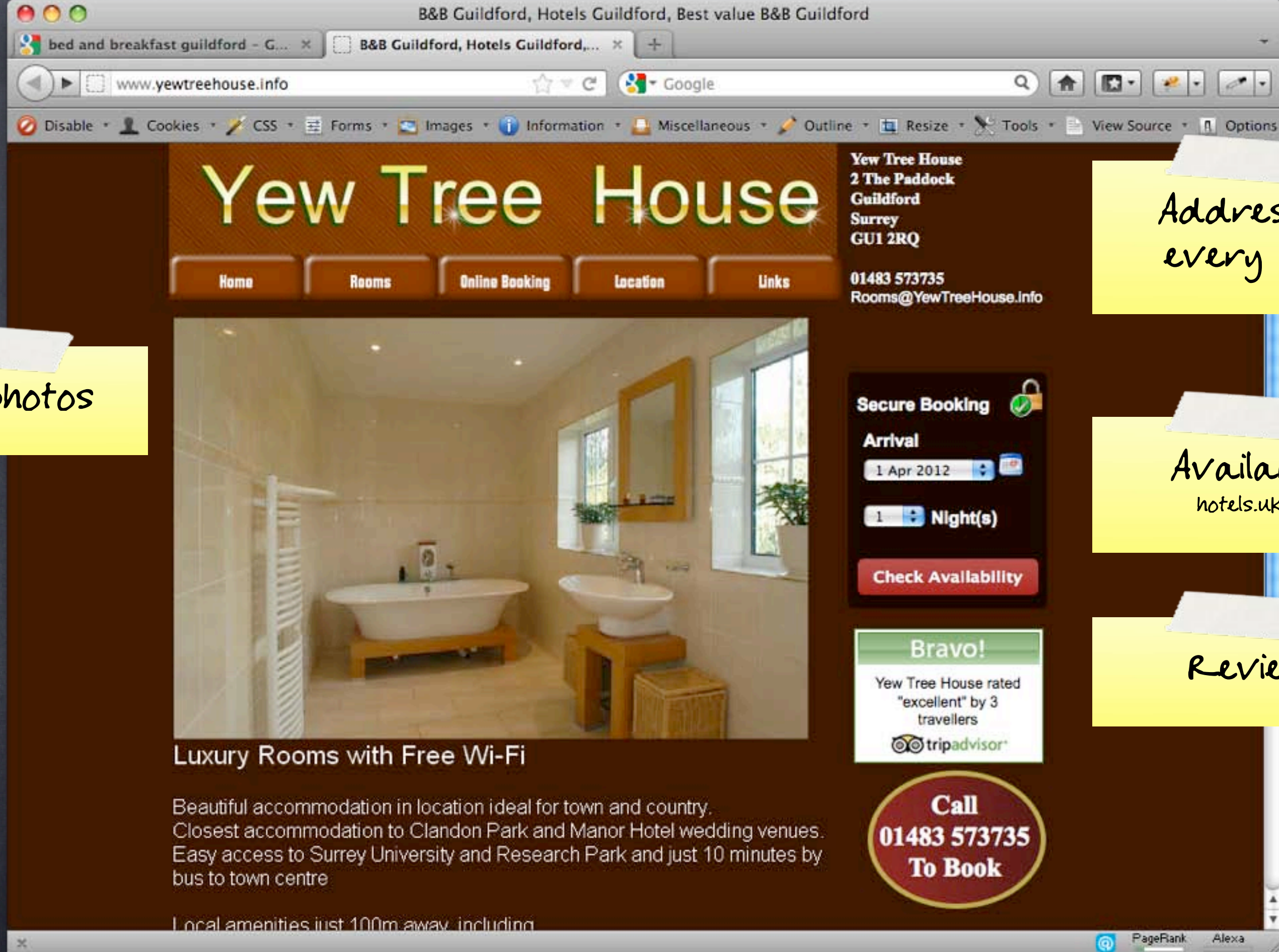
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tripadvisor

Call
01483 573735
To Book

PageRank Alexa

Great photos



Great photos

Address on every page

Availability
hotels.uk.com

Reviews

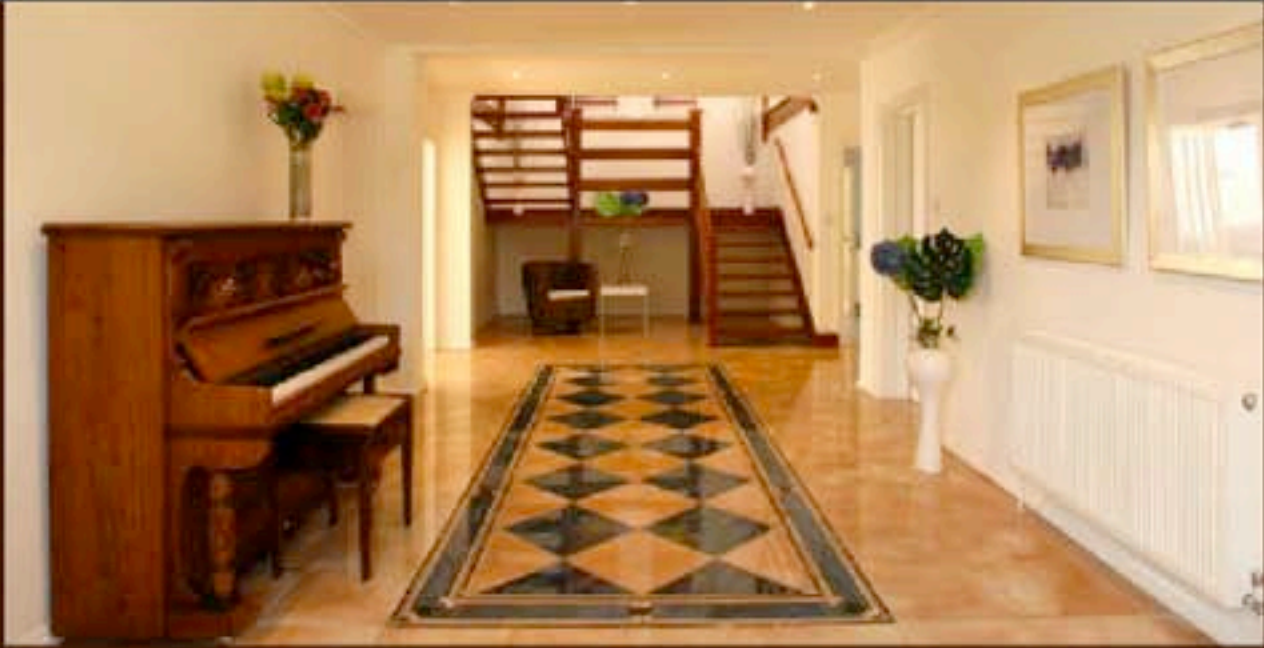
B&B Guildford, Hotels Guildford, Best value B&B Guildford

bed and breakfast guildford - G... x B&B Guildford, Hotels Guildford,... x

www.yewtreehouse.info

Google

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Arrival
1 Apr 2012
1 Night(s)
Check Availability

Luxury Rooms with Free Wi-Fi

Beautiful accommodation in location ideal for town and country.
Closest accommodation to Clandon Park and Manor Hotel wedding venues.
Easy access to Surrey University and Research Park and just 10 minutes by bus to town centre

Local amenities just 100m away, including
Horse and Groom Public House, offering me
Post Office
Pharmacy
Marks and Spencer Food Store
Newsagent
Petrol station and M&S supermarket
Restaurant

Call 01483 573735 To Book

Click for Location

Convenient for A3 and M25, and airports.
Family, Twins, Doubles and Single rooms.
Prices from £40 single, and £55 for a double or twin.

Submit

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Great local
info

Location
map

Prominent
phone number

Contact form

Online Booking

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www.yewtreehouse.info/page7.html Google

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Yew Tree House

Home

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Location

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Yew Tree House
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Guildford
Surrey
GU1 2RQ

01483 573735
Rooms@YewTreeHouse.info

Please click on your required arrival date.

Key: Available Fully Booked Closed to Arrival

next 4 months >>

March 2012

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2012

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May 2012

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June 2012

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

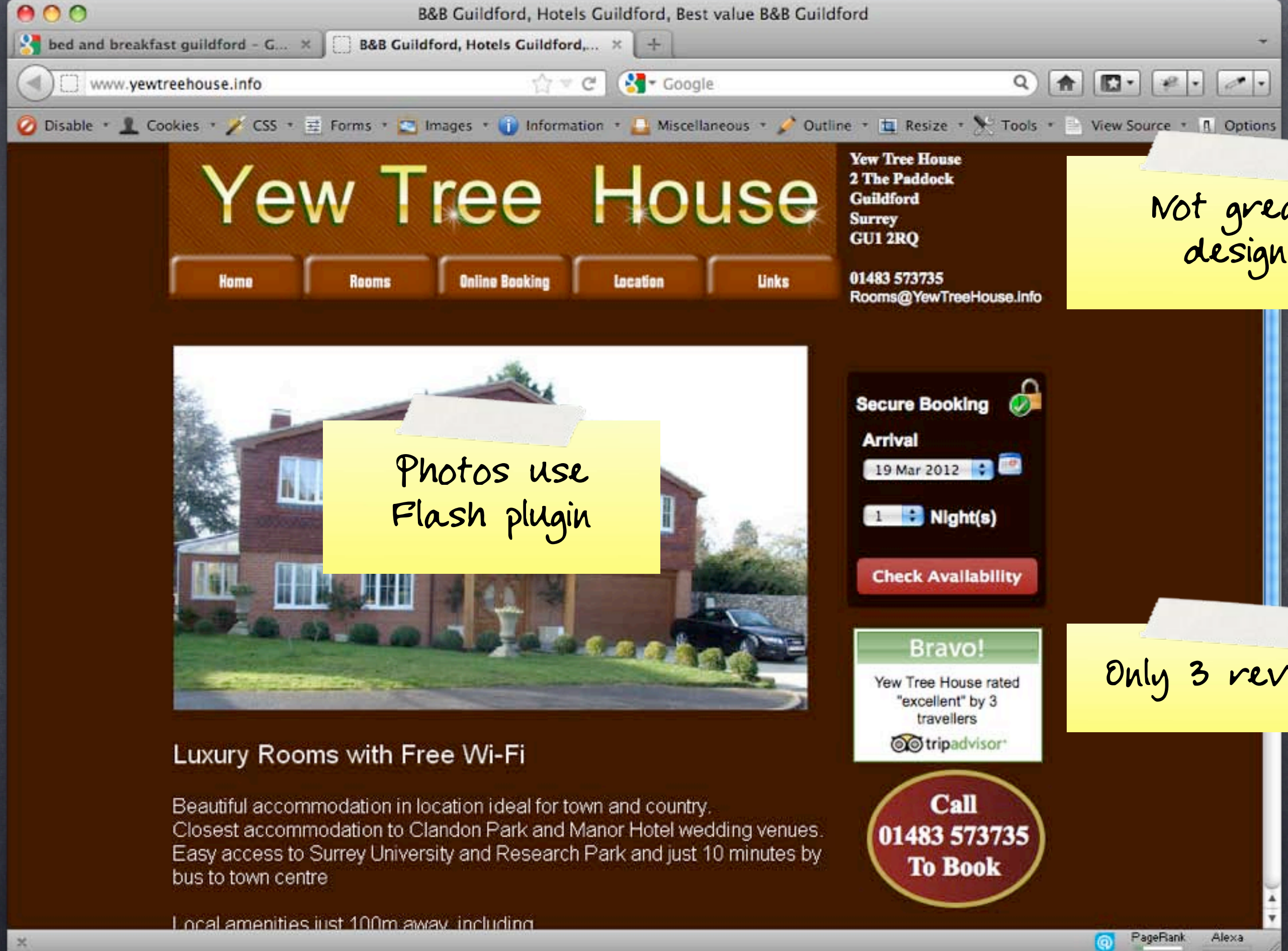
Online booking!

Bravo!

Yew Tree House rated "excellent" by 3 travellers

tripadvisor

PageRank Alexa



Not great design

Photos use Flash plugin

Only 3 reviews



Jack Gardener *

About 1,590,000 results (0.29 seconds)

More search tools

ⓑ 15 Harvey Rd

Highest ranking
Guildford B&B

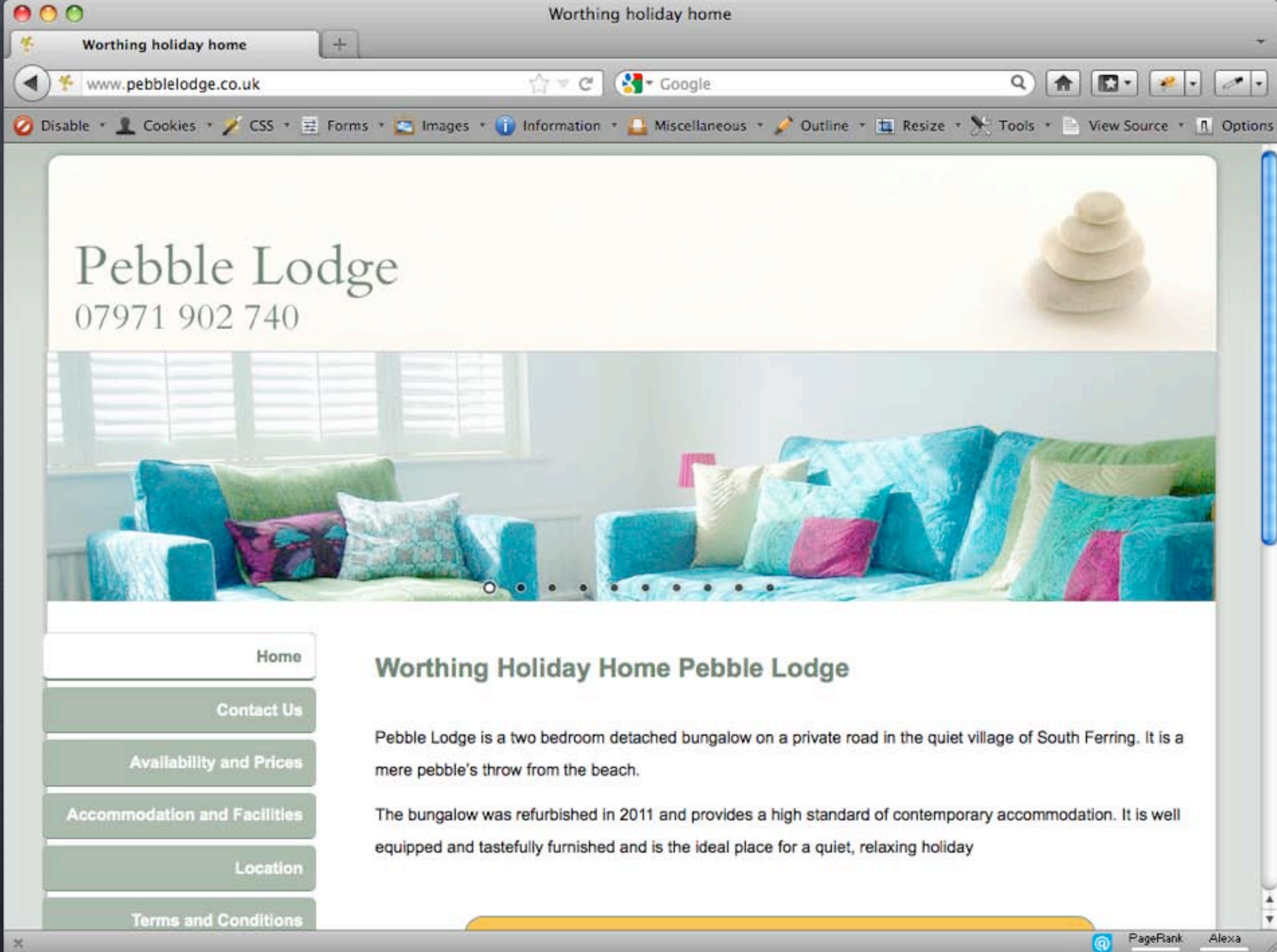
Find Cheap Hotels in **Guildford**

SEO not great

- Missing some SEO basics – e.g. headline
- Domain authority = 23
- Inbound links = 66

Bed & Breakfast Guildford

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]	Ad share	Search share	Local Search Trends	Approximate CPC (Search) [?]	Extracted From Web Page
<input type="checkbox"/> <input type="checkbox"/> ☆ bed and breakfast in guildford ▾	High	2,900	1,900	-	-		£0.64	-
<input type="checkbox"/> <input type="checkbox"/> ☆ guildford bed and breakfast ▾	High	2,900	1,900	-	-		£0.62	-
<input type="checkbox"/> <input type="checkbox"/> ☆ bed and breakfast guildford surrey ▾	High	210	170	-	-		£0.62	-
<input type="checkbox"/> <input type="checkbox"/> ☆ cheap bed and breakfast in guildford ▾	High	140	140	-	-		£0.62	-
<input type="checkbox"/> <input type="checkbox"/> ☆ bed and breakfast in guildford surrey ▾	High	210	170	-	-		£0.65	-
<input type="checkbox"/> <input type="checkbox"/> ☆ cheap bed and breakfast guildford ▾	High	140	140	-	-		£0.64	-
<input type="checkbox"/> <input type="checkbox"/> ☆ bed and breakfast near guildford ▾	High	73	73	-	-		£0.67	-
<input type="checkbox"/> <input type="checkbox"/> ☆ bed and breakfast guildford uk ▾	High	110	46	-	-		£0.61	-



Pebble Lodge

07971 902 740



Home

Contact Us

Availability and Prices

Accommodation and Facilities

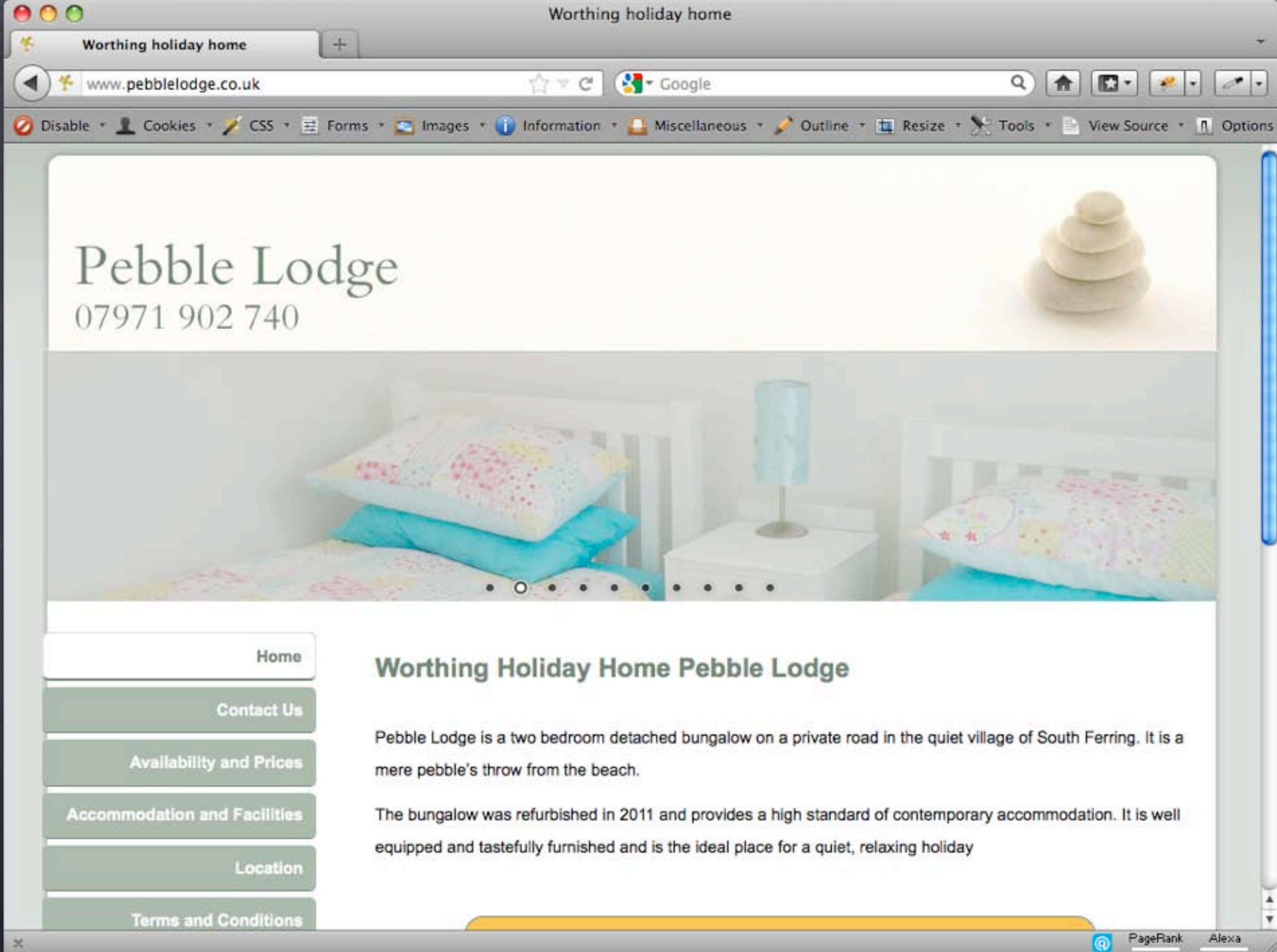
Location

Terms and Conditions

Worthing Holiday Home Pebble Lodge

Pebble Lodge is a two bedroom detached bungalow on a private road in the quiet village of South Ferring. It is a mere pebble's throw from the beach.

The bungalow was refurbished in 2011 and provides a high standard of contemporary accommodation. It is well equipped and tastefully furnished and is the ideal place for a quiet, relaxing holiday



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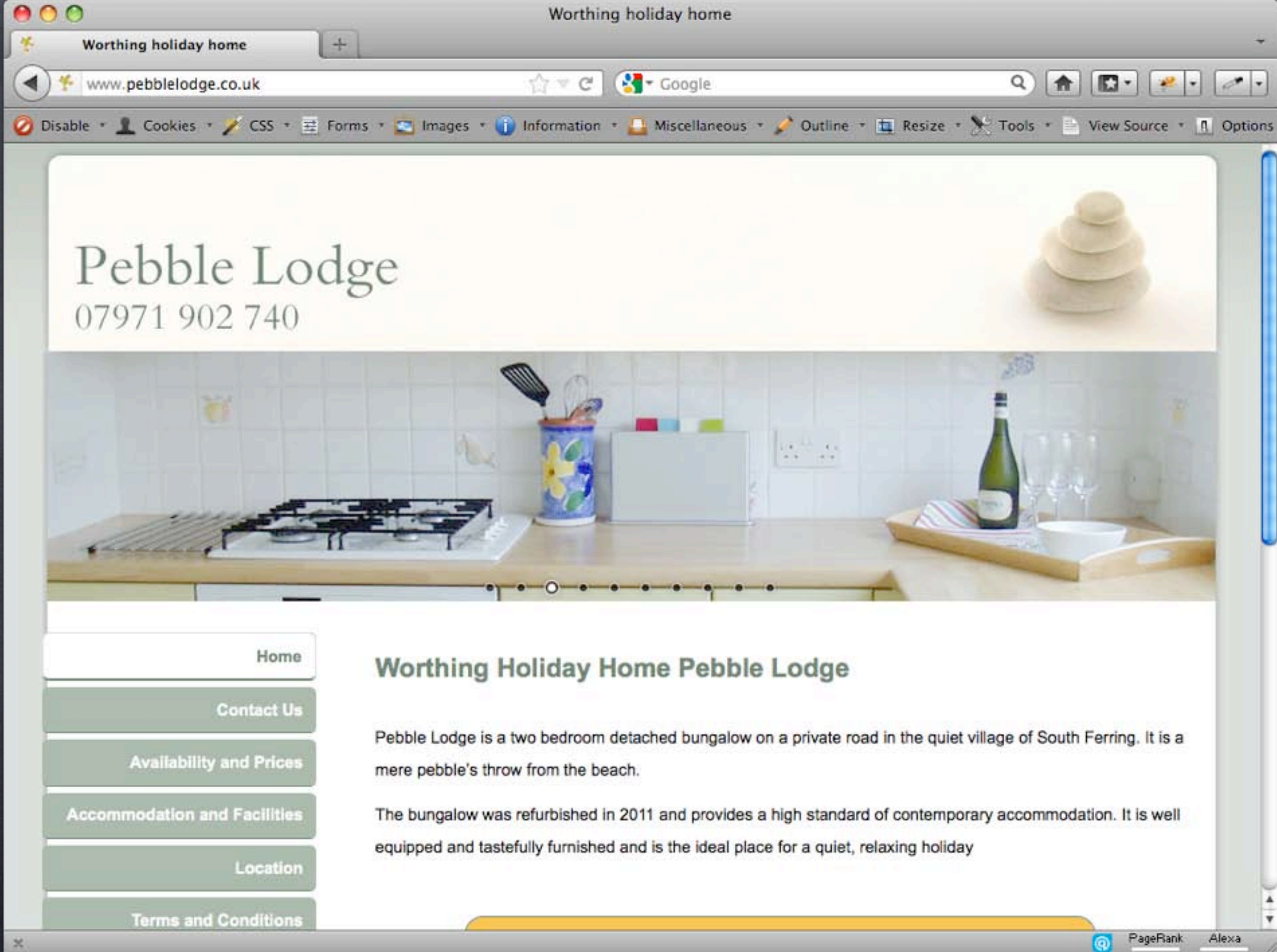
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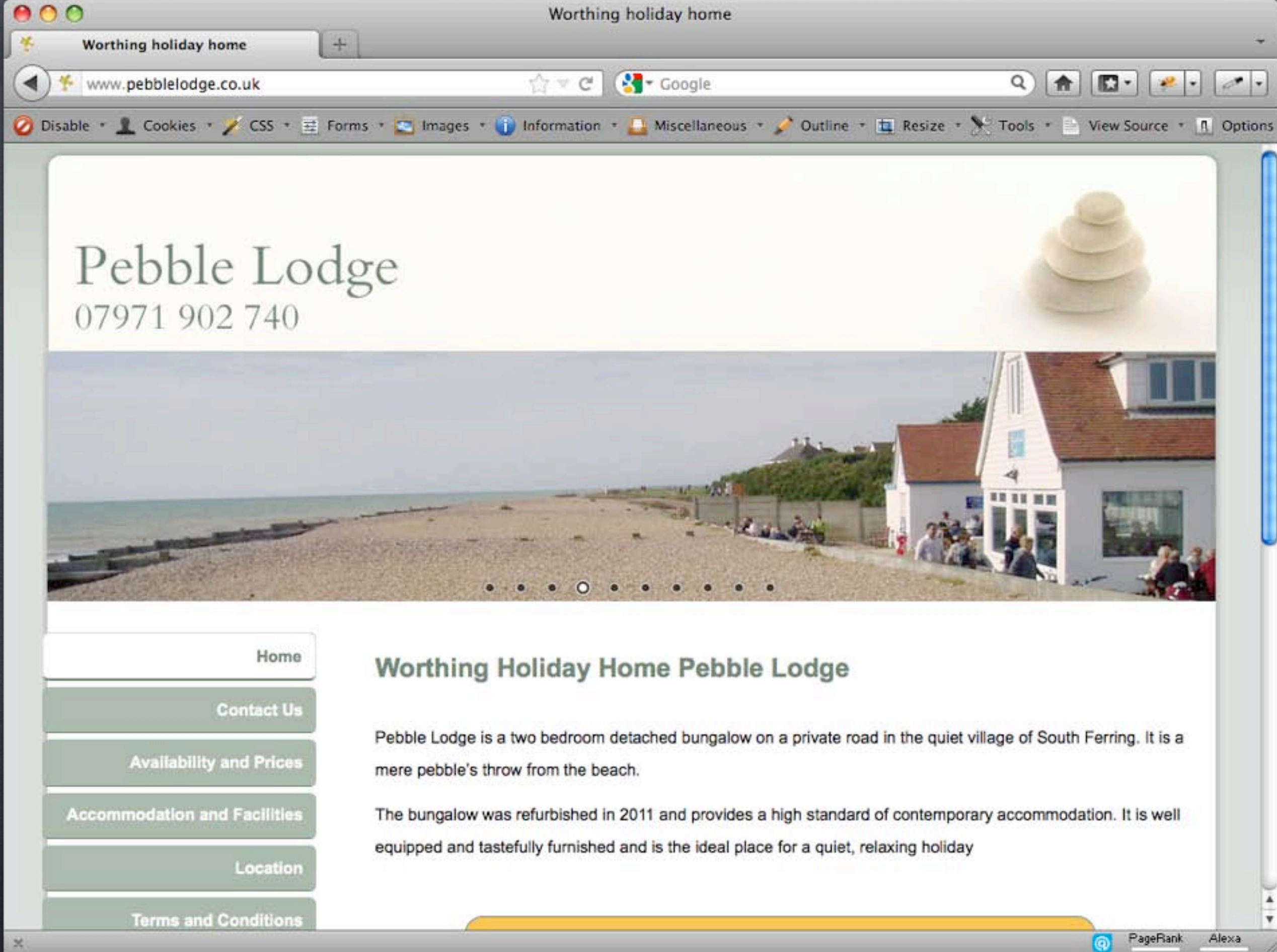
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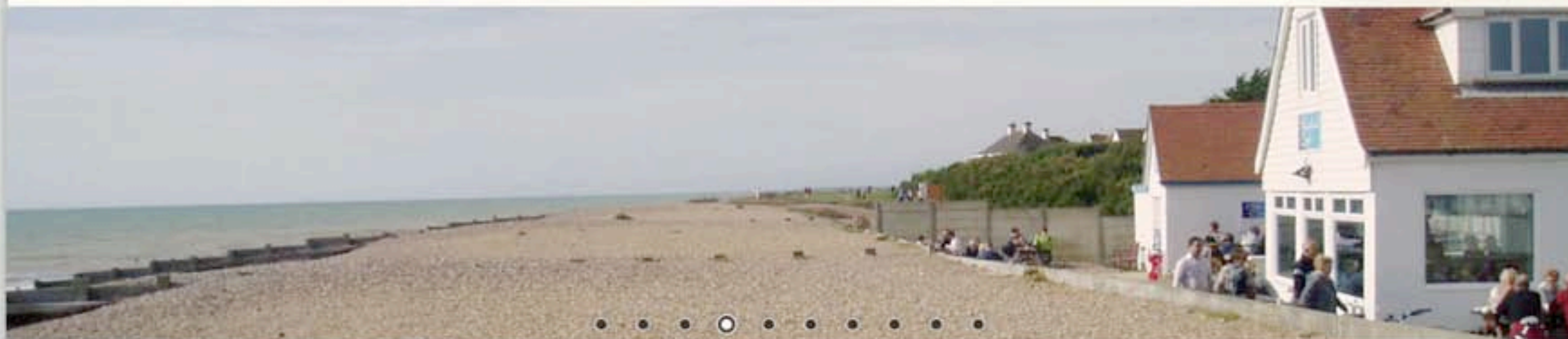
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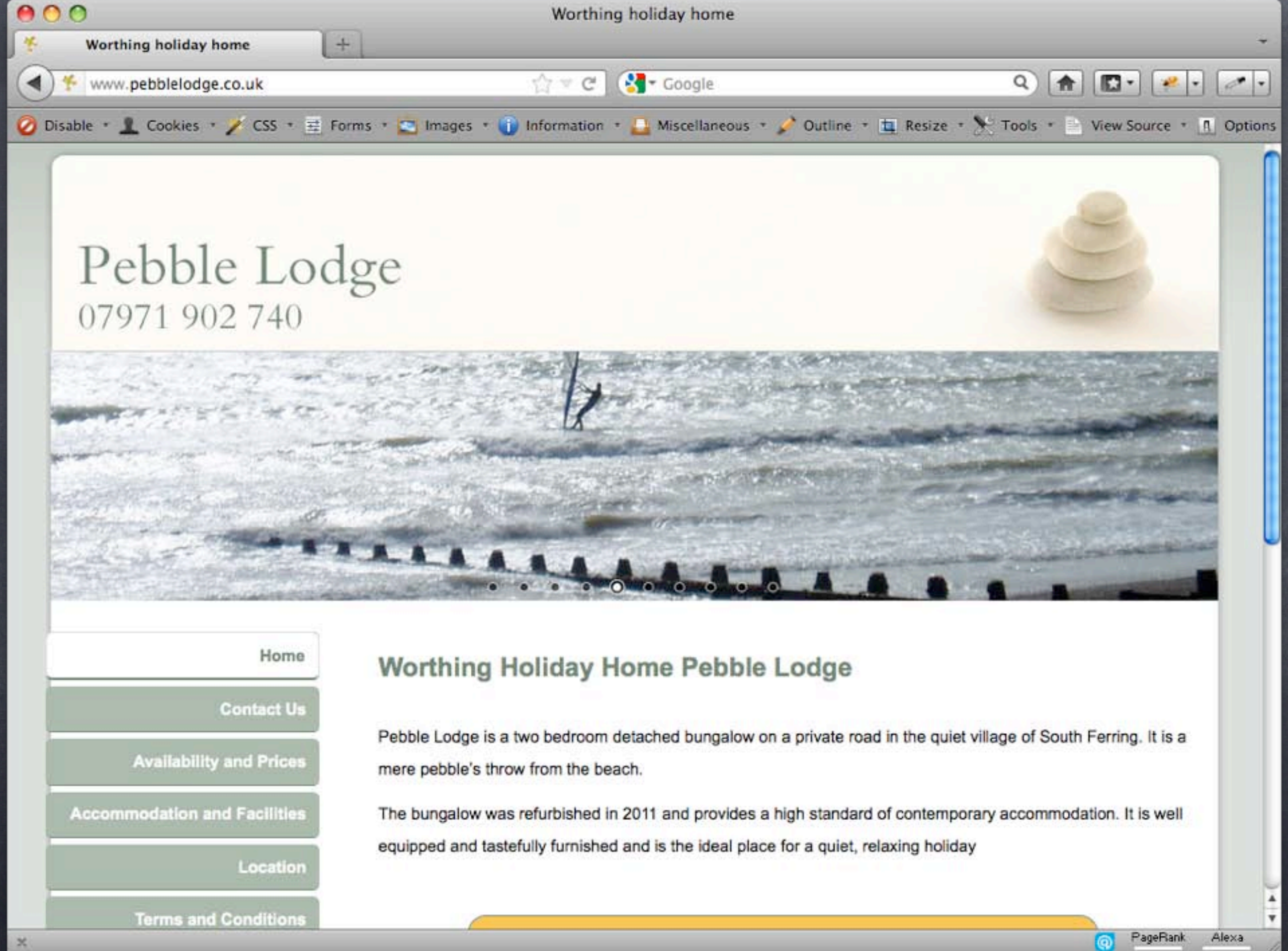
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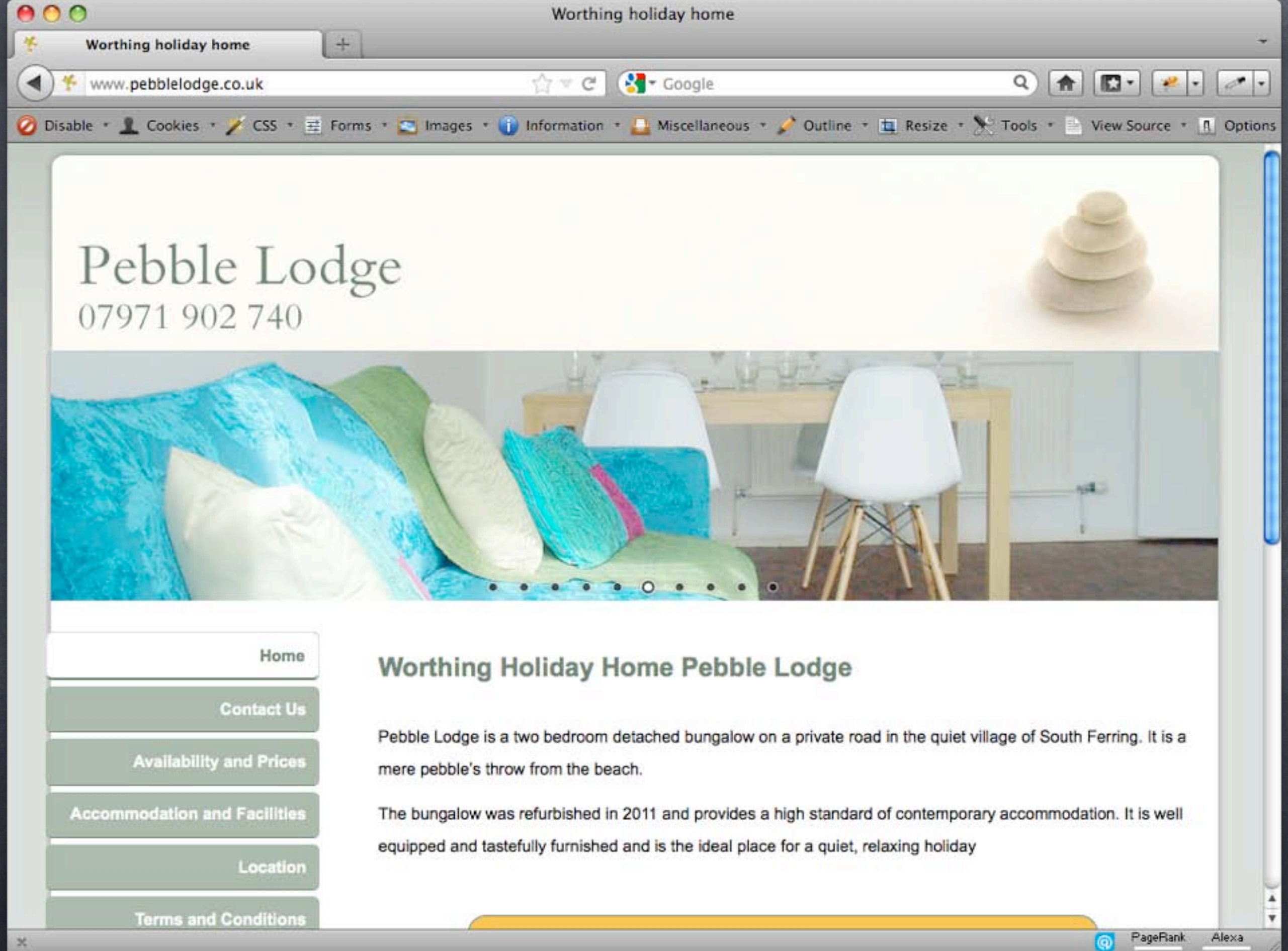
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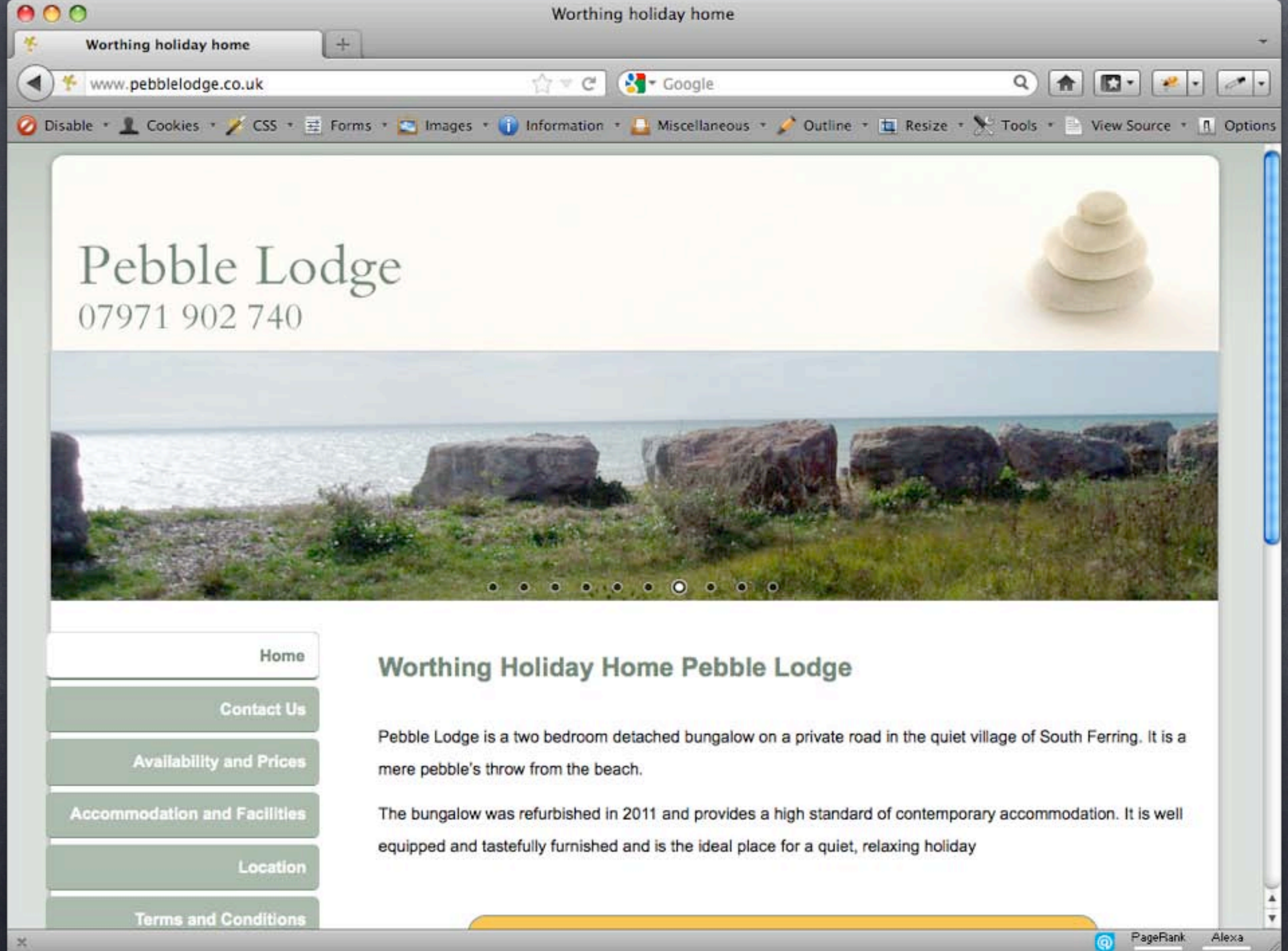
Location

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Worthing Holiday Home Pebble Lodge

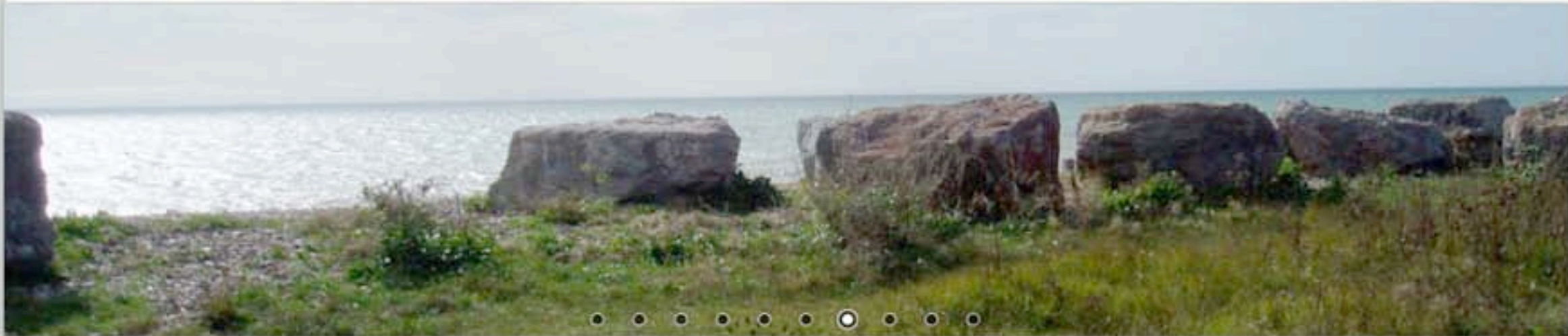
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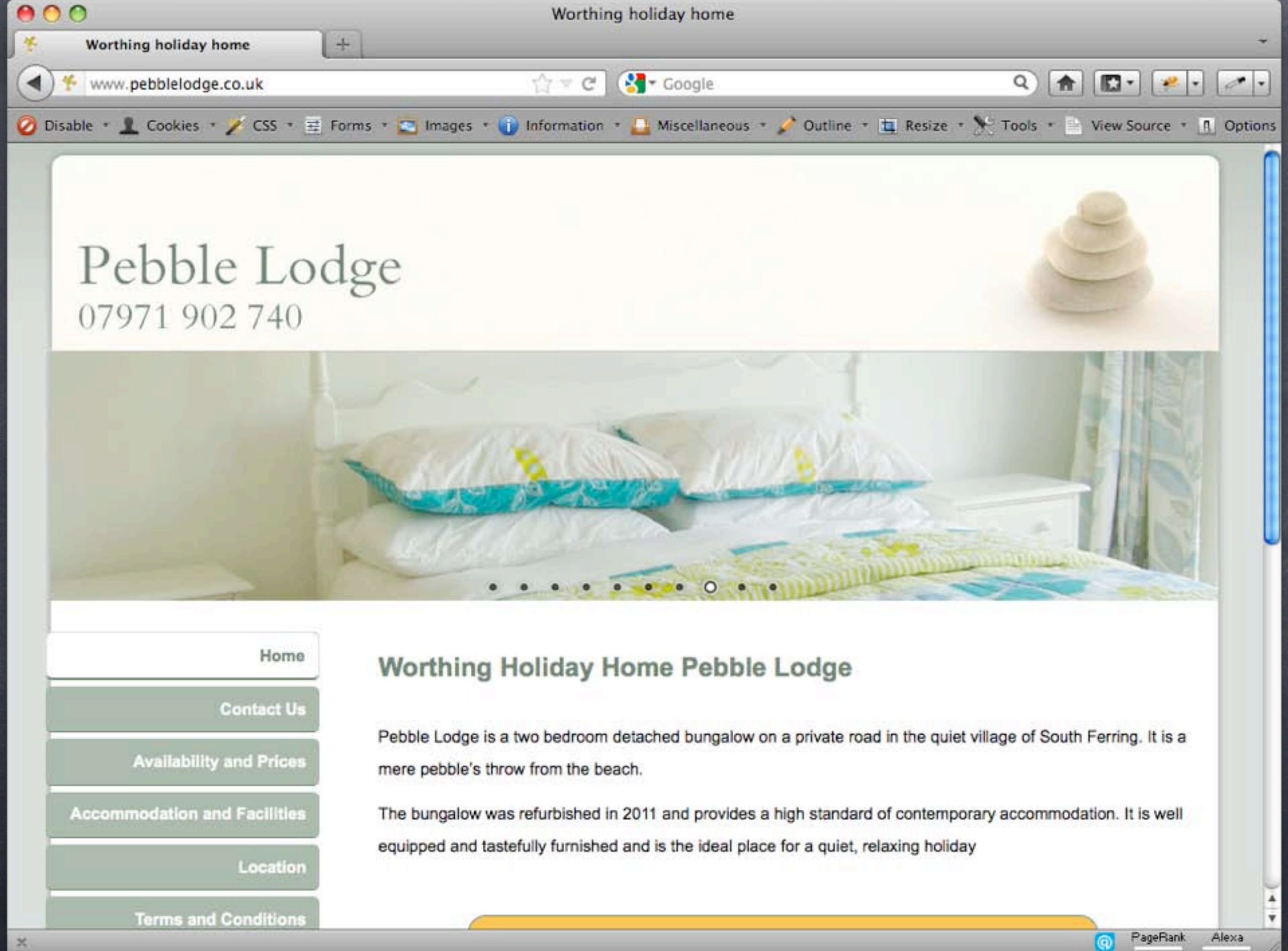
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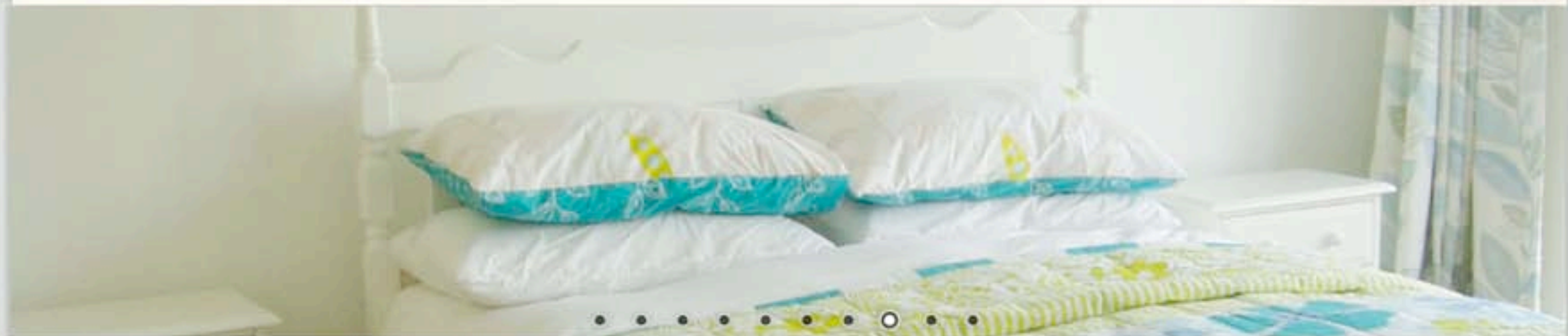
PageRank

Alexa



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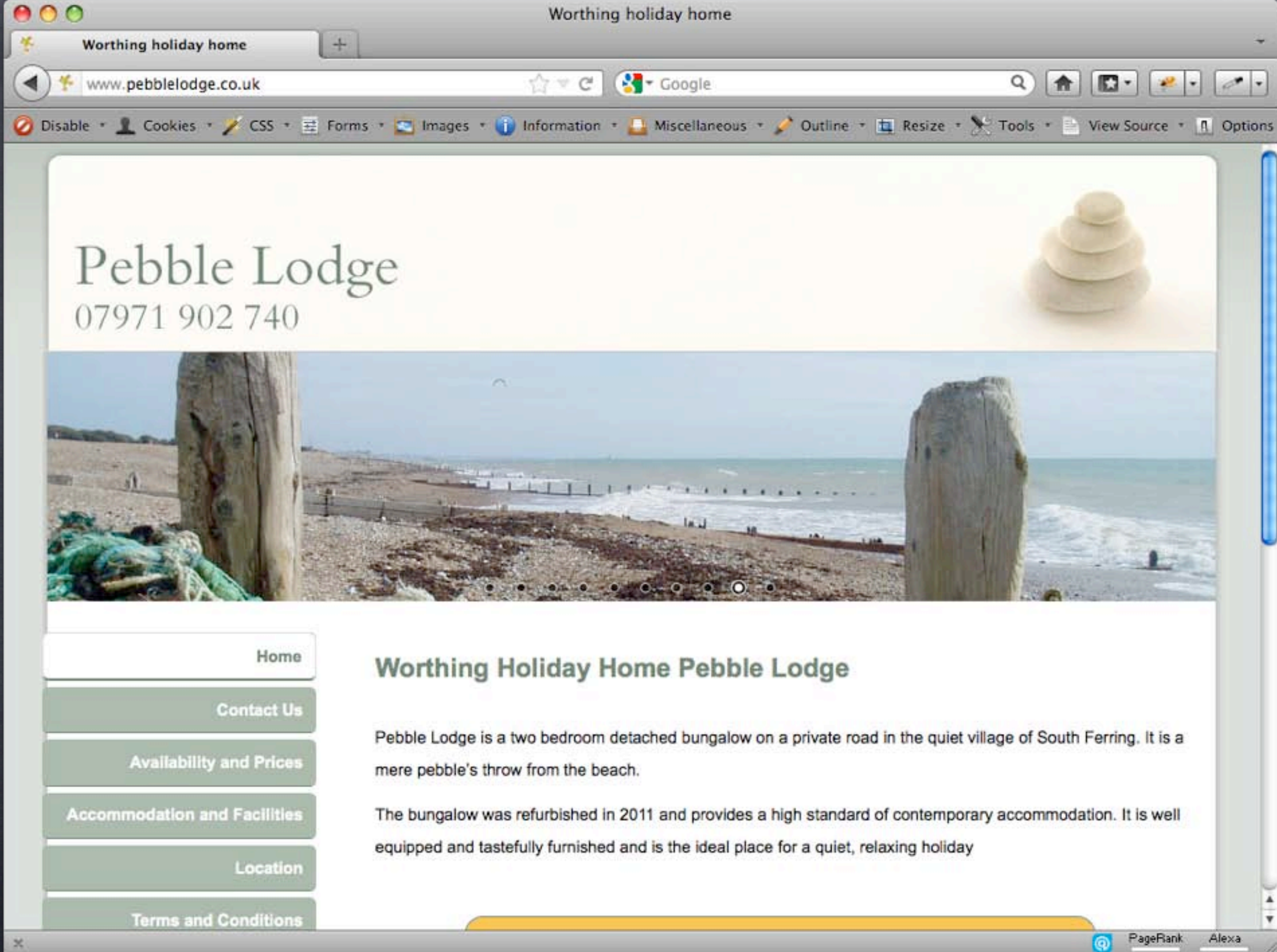


- Home
- Contact Us
- Availability and Prices
- Accommodation and Facilities
- Location
- Terms and Conditions

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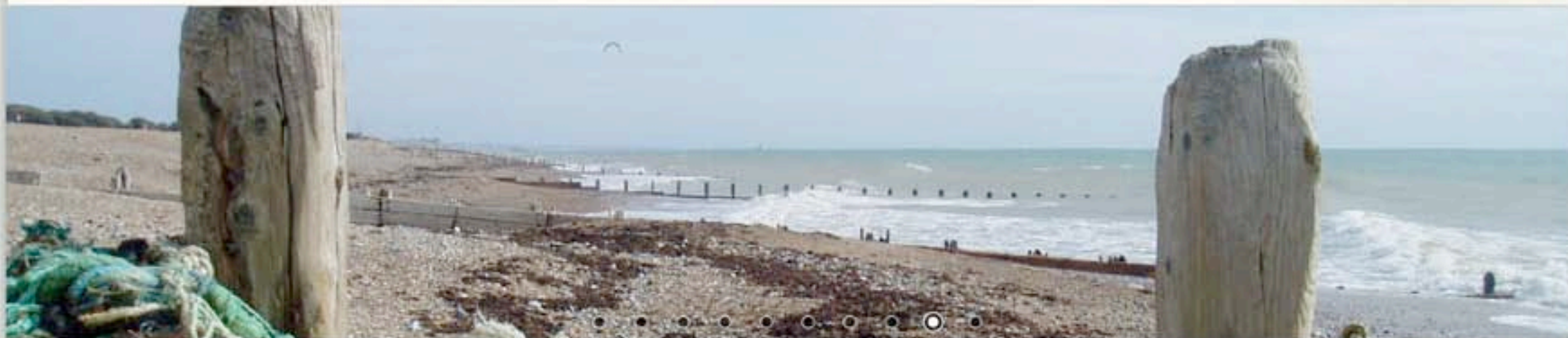
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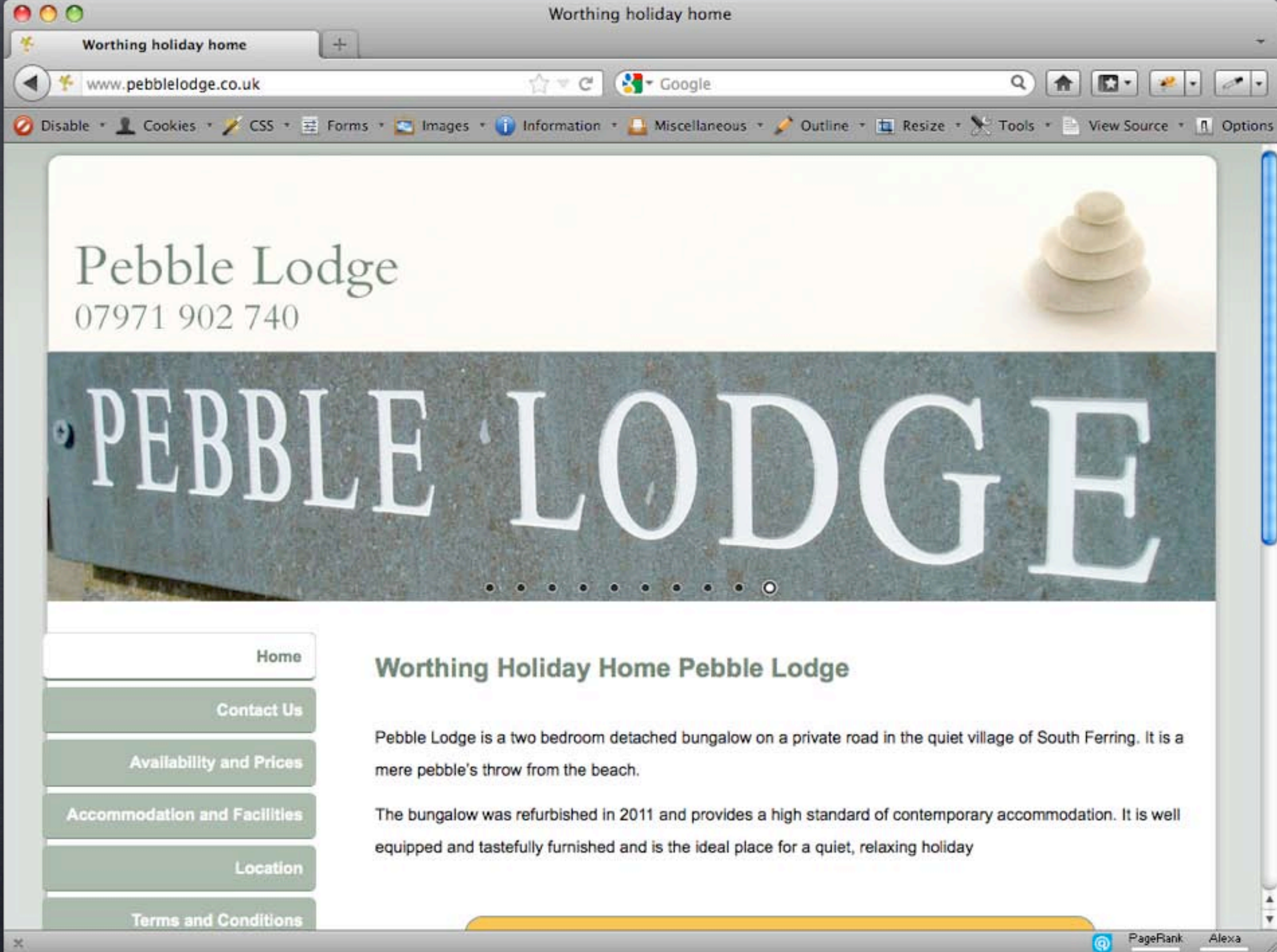
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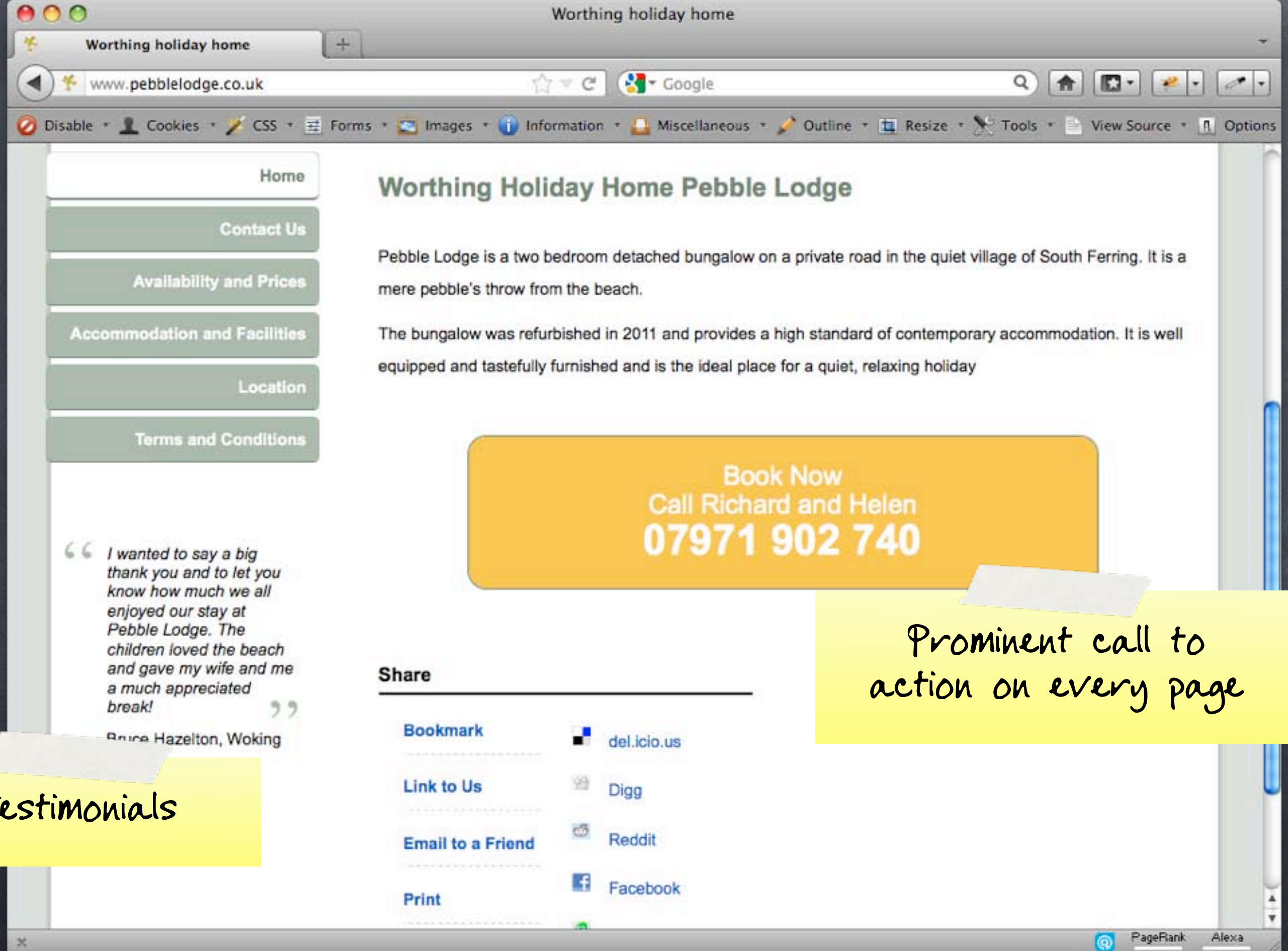
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Book Now
Call Richard and Helen
07971 902 740

“ I wanted to say a big thank you and to let you know how much we all enjoyed our stay at Pebble Lodge. The children loved the beach and gave my wife and me a much appreciated break! ”

Bruce Hazelton, Woking

Share

Bookmark

del.icio.us

Link to Us

Digg

Email to a Friend

Reddit

Print

Facebook

Testimonials

Prominent call to action on every page

Local
amenities

South Ferring is a quiet little Sussex village on the South Coast of England between Worthing and Littlehampton. The surrounding area has loads of places to explore. Brighton is about 12 miles to the East and is easily accessible by car. Arundel is about 5 miles away and Chichester about 15 miles. All are well worth a visit.

The beach at South Ferring is a 2 minute walk from Pebble Lodge. From here you can walk along the coast in either direction. The renowned Bluebird Cafe is a 10 minute gentle stroll away, and is the perfect place to pop into for a cup of tea. The village is also about 10 minutes away on foot, and has a pub and a small selection of local shops.



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