



**STRATEGIC PRESENCE**  
Exist online - Thrive online

# WEBSITE STRATEGIC PLAN AND RECOMMENDATIONS

## BECKER BUS COMPANY



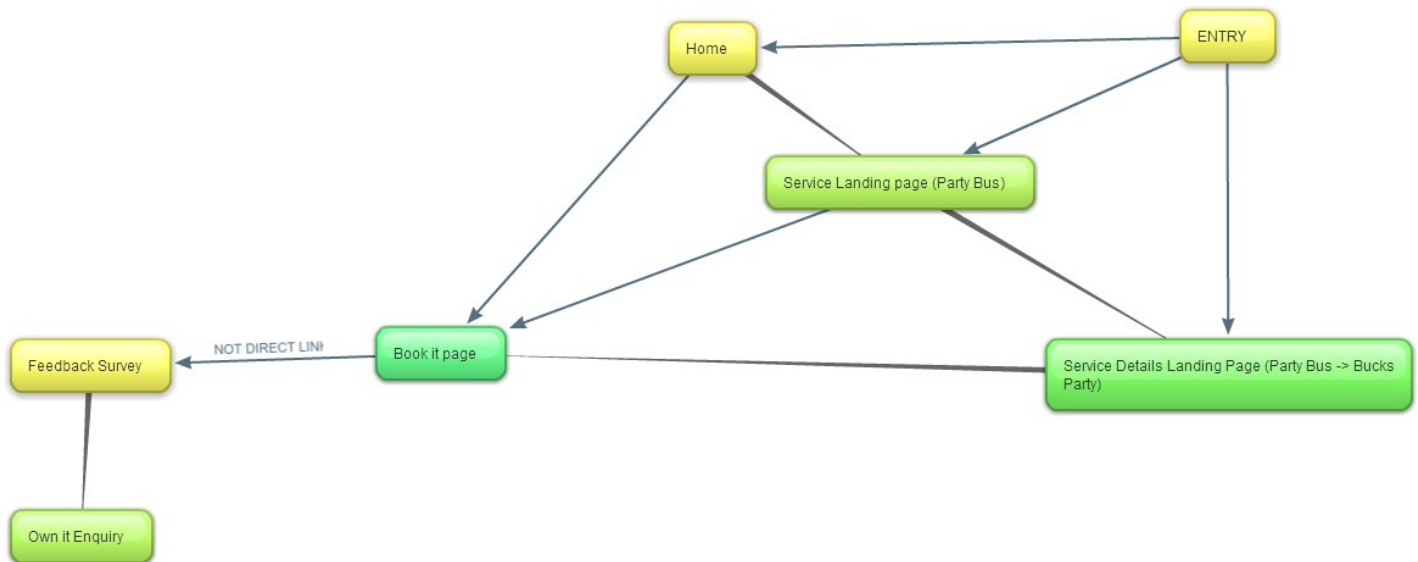
## DOCUMENT OVERVIEW

This document will provide a high level design of the site and include detail wireframe design to ensure that the graphic designers create a site that confirms with the plan and sales path which have been designed in this document.



## SALES PATHWAY

A sales pathway is a defined, expected, path that a visitor will take through your website to lead to a sales pathways. Most websites that are just developed without a plan do not have a clear definition of this, and it is required that the visitor guesses where they want to (or should go) next. It is critical you do not give the visi-



tor a moment to stop and think about where to go because one of the options in the list is to close the window, losing the sale.

Here we see that visitors can start the process through the sales process from 3 main places.

- The home page—this will be either referral traffic or if someone search for your brand
- Service Landing Page—These pages, such as Party Bus, are the pages that we are targeting with SEO, PPC etc, and therefore will be the main landing pages on the site. It is important that these are focused on the services that people will search for as you have less than 6 seconds to convince the visitor that you can solve their problem
- Details Service Landing Page—These pages will target exact instance of the type of events that the service can service. These are events like Bucks and Hens party and will form a highly targeted landing page, and is aimed at the search phrases that indicate that the problem you are solving is in the context of these events

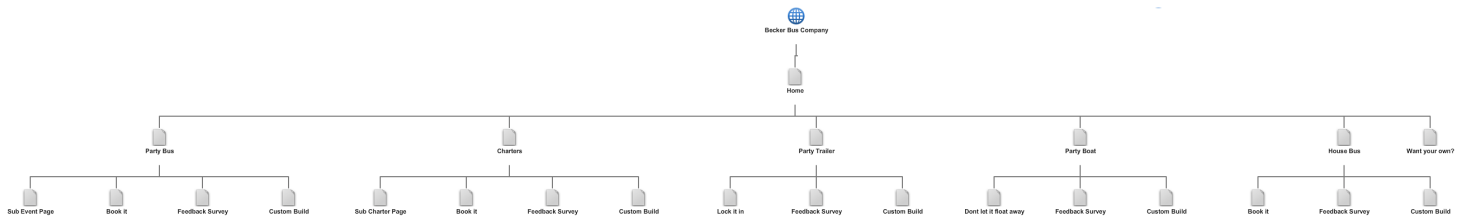
From these landing pages the visitor can go to the conversion page, or further target the exact problem (event) they are trying to service/solve.

Every page must have a goal, and some action that you want the user to do. This might be read more information on another page, or to enter credit card details. Both goals are just as critical as they are all part of the sales process.



## Site Map

Below is the sitemap of the site. For convenience the event pages have been presented by one page in this design, and the exact number of these pages will be determined through the content collection phase of the project.



One thing you will notice each section has a “Booking”, “Feedback” and most have a “custom build” page. At first glance this may seem like duplication of the same page, but it is important that each of these are focused on the context of the sale. The content that is “sealing” the right deal. A common mistake is to assume that if a user arrives at a booking page, they are a done deal. But why assume that?

Home









## About Becker Bus Company

Banner  
468x50

Social Links

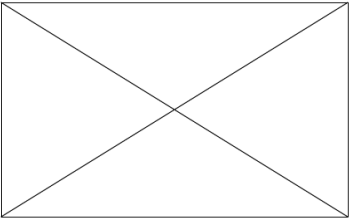
🏠 🔍

Social like...

Graphic menu of the vehicle types

Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

Who are we  
Fun, Convenient and Some sort of catchy text



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Contact Us

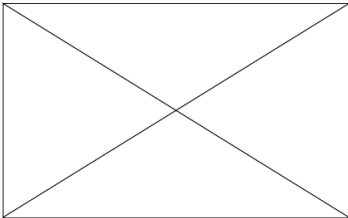
Join Our VIP Club  
Fun, Convenient and Some sort of catchy text

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
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
Read More




Becker Bus Company does fun  
Fun, Convenient and Some sort of catchy text




Read More



Read More




Read More






Read More

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Email Address

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Social Links

Privacy

The about us page is a "trust building" page. And should contain content that the visitor can use to determine that they want to do business with you

You should not forget to include the option of getting back onto a sales pathway either

Goals

return to the sales pathway

Links back to the sales pathway

[illegible]





## Sub Event Page (Party Bus)

Banner  
468x50

Social Links

🏠 🔍

Social like...

Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

Event Page

HOME > Party Bus > SUB PAGE

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Book it Now

Service Area

Fun, Convenient and Some sort of catchy text

Map Location

1st Street

2nd Street

READY TO HAVE YOUR FUN?

Book it Now

Recent Stories

Fun, Convenient and Some sort of catchy text

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### Service Details / Landing Page

These pages are the last step in the sales qualification process. It is here that the visitor is making the final decision to use your services for their specific application. As such they need to suit the event they are targeting. The wording and images used on the bucks party might be different than a hens night.

#### Goals

1. Move to the book it page

Using maps show the areas that you service so the visitor is reassured that you will be able to do what they want where they want



Banner  
468x50

Social Links

Social like...

Graphic menu of the vehicle types

Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

Book the party

HOME > .Party Bus > Book It

Why drive when you can

Fun, Convenient and Some sort of catchy text

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Book it Now

Lock in your dates

Fun, Convenient and Some sort of catchy text

Book it Now

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Complete the form



## Feedback Survey (Party Bus)

Banner  
468x50

Social Links

Social like...

Party Bus

Charter Bus

Party Trailer

Party Boat

House Bus

Want you own?

Thankyou - How did you find it?

[HOME](#) > [Party Bus](#) > Book it

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Help us make it even better

Fun, Convenient and Some sort of catchy text

Submit

Loved it so much you want you own?

Fun, Convenient and Some sort of catchy text

Enquire about owning your own

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Re-engagement, upsell and customer service page

After a customer has used your service you should find out how they found it. Ask them to go to a feedback survey.

Here you can also mention that you can build their own version of what they enjoyed as it is now they want it. This information should ONLY be shown after the form is completed as part of the Thankyou content. You do not want them to go and forget to give you the feedback.

I would also use this page to solicit they upload some photos to your facebook page etc.

Goal

Complete the form

View the Own It section of the site.

# BECKER BUS COMPANY

NIGEL ARCHER—STRATEGIC PRESENCE

Mobile: 0403 758 138

Email: [nigel@strategicpresence.com.au](mailto:nigel@strategicpresence.com.au)

[illegible]

Complete the form



## Charter Bus

Banner  
468x50

Social Links

🏠 🔍

Social like...

Party Bus

Charter Bus

Party Trailer

Party Boat

House Bus

Want you own?

Charter Bus - Move the whole

[HOME](#) > Charter Bus

Read More

Read More

Read More

Read More

Read More

Read More

READY TO HAVE YOUR FUN?

Book it Now

Why drive when you can

Fun, Convenient and Some sort of catchy text

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# BECKER BUS COMPANY

NIGEL ARCHER—STRATEGIC PRESENCE

Mobile: 0403 758 138

Email: [nigel@strategicpresence.com.au](mailto:nigel@strategicpresence.com.au)



## Charter Bus Sub event page

Banner  
468x50

Social Links

🏠 🔍

Social like...

Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

Event Page

HOME > Charter Bus > SUB PAGE

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Book It Now

Service Area

Fun, Convenient and Some sort of catchy text

Map Location

1st Street

2nd Street

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### Service Details / Landing Page

These pages are the last step in the sales qualification process. It is here that the visitor is making the final decision to use your services for their specific application. As such they need to suit the even they are targeting. The wording and images used on the foot ball trip might be different than a business team building

#### Goals

1. Move to the book it page

Using maps show the areas that you service so the visitor is reassured that you will be able to do what they want where they want

This may not be appropriate for this page, or it is 'PICKUP locations' as I am sure the charter could go almost anywhere



## Charter Bus Sub Book page

Banner  
468x50

Social Links

🏠 🔍

Social like...

Graphic menu of the vehicle types

Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

Book the trip

HOME > Charter Bus > Book it

Moving the whole crew?

Fun, Convenient and Some sort of catchy text

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Book it Now

Lock in your dates

Fun, Convenient and Some sort of catchy text

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Conversion page

This page is the last step in the sales process. The user has arrived and is ready to reach out and ask about your services. Most websites just use a form on these pages, but you really should make sure you "close the deal". This is one of the MOST critical pages of the site, and should not be done as an after thought (as most other sites do).

Goal

Complete the form





## Charter Bus Feedback page

Banner  
468x50

Social Links

6

Home

Search

Social like...

Party Bus

Charter Bus

Party Trailer

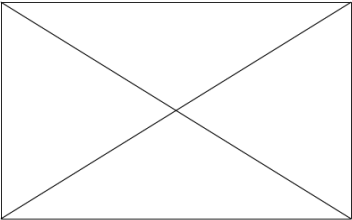
Party Boat

House Bus

Want you own?

Thankyou - How did you find it?

[HOME](#) > [Party Bus](#) > [Book It](#)



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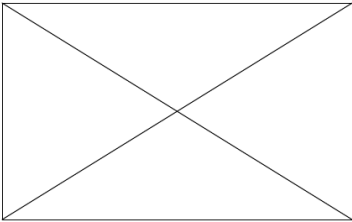
Help us make it even better

Fun, Convenient and Some sort of catchy text

Submit

Loved it so much you want you own?

Fun, Convenient and Some sort of catchy text




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Enquire about owning your own


Quoting & Booking




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### Re-engagement, upsell and customer service page

After a customer has used your service you should find out how they found it. Ask them to go to a feedback survey.

Here you can also mention that you can build their own version of what they enjoyed as it is now they want it. This information should ONLY be shown after the form is completed as part of this Thankyou content. You do not want them to go and forget to give you the feedback.

I would also use this page to solicit they upload some photos to your facebook page etc.

#### Goal

Complete the form

View the Own It section of the site.



## Charter Bus Custom Build page

Banner  
468x50

Social Links

Search

Social like...

Graphic menu of the vehicle types

Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

We build them too

HOME > Charter Bus > Build it

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Enquiry about custom build

Fun, Convenient and Some sort of catchy text

Enquire

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Conversion page

This page is the last step in the sales process. The user has arrived and is ready to reach out and ask about your services. Most websites just use a form on these pages, but you really should make sure you "close the deal". This is one of the MOST critical pages of the site, and should not be done as an after thought (as most other sites do).

Goal

Complete the form



## Party Trailer

Banner  
468x50

Social Links

♥ 🏠 🔍

Social like...

Party Bus

Charter Bus

Party Trailer

Party Boat

House Bus

Want you own?

### Charter Bus - Move the whole

[HOME](#) > Party Trailer

#### Why drive when you can

Fun, Convenient and Some sort of catchy text

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Book it Now

#### Features

Fun, Convenient and Some sort of catchy text

Book it Now

#### Quoting & Booking

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#### Latest Posts

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## Party Trailer—hook It up

Banner  
468x50

Social Links



Social like...

Party Bus

Charter Bus

Party Trailer

Party Boat

House Bus

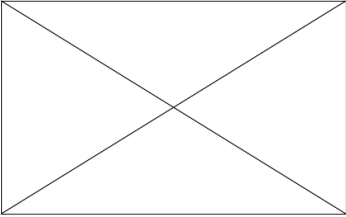
Want you own?

### Secure your party tunes

[HOME](#) > [Party Trailer](#) > Hook it up

### Book the trailer and warn the neighbours

Fun, Convenient and Some sort of catchy text



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Book it Now

### Lock in your dates

Fun, Convenient and Some sort of catchy text


Book it Now


#### Quoting & Booking




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#### Conversion page

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#### Goal

Complete the form

Banner  
468x50

Social Links

Social like...

Party Bus

Charter Bus

Party Trailer

Party Boat

House Bus

Want you own?

Graphic menu of the vehicle types

Thankyou - How did you find it?

HOME > Party Trailer > Book It

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Help us make it even better

Fun, Convientent and Some sort of catchy text

Submit

Loved it so much you want you own?

Fun, Convientent and Some sort of catchy text

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Quoting & Booking

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Privacy

Complete the form  
View the Own It section of the site.



## Party Trailer—Custom Build

Banner  
468x50

Social Links

🏠

🔍

Social like...

Party Bus

Charter Bus

Party Trailer

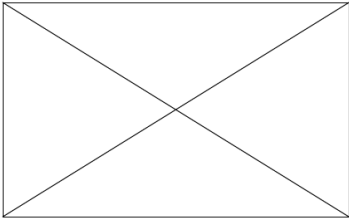
Party Boat

House Bus

Want you own?

We build them too

[HOME](#) > [Party Trailer](#) > [Build it](#)



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Enquiry about custom build

Fun, Convenient and Some sort of catchy text


Enquire

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#### Goal

Complete the form



## Party Boat

Banner  
468x50

Social Links

🏠

🔍

Social like...

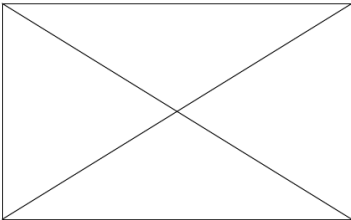
Party Bus Charter Bus Party Trailer Party Boat House Bus Want you own?

### Party Boat - Fun on the water

[HOME](#) > Party Boat

#### Fish or cruise?

Fun, Convenient and Some sort of catchy text



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
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
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
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
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
















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Tie down the boat

HOME > Party Boat > Cast away today

Planning the day out? Dont let it float away

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NIGEL ARCHER—STRATEGIC PRESENCE

Mobile: 0403 758 138

Email: [nigel@strategicpresence.com.au](mailto:nigel@strategicpresence.com.au)



Complete the form  
View the Own It section of the site.

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#### Leave behind the tent

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Going to be away for a few days? Leave the tent at home

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Re-engagement, upsell and customer service page

After a customer has used your service you should find out how they found it. Ask them to go to a feedback survey.

Here you can also mention that you can build their own version of what they enjoyed as it is now they want it. This information should ONLY be shown after the form is completed as part of the Thankyou content. You do not want them to go and forget to give you the feedback.

I would also use this page to solicit they upload some photos to your facebook page etc.

Goal

Complete the form  
View the Own It section of the site.

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Mobile: 0403 758 138

Email: [nigel@strategicpresence.com.au](mailto:nigel@strategicpresence.com.au)



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