



# Rocket Fuel

Strategic website growth packages to increase your attraction revenue, improve guest satisfaction and get results.

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**semantic**  
the growth agency for attractions





# hello

Guest behaviour has experienced its largest shift since the smartphone revolution 15 years ago.

They expect fast, optimised experiences, right from their first visit. For attractions, keeping up has been a challenge, with squeezed budgets, small teams and complicated systems...

To have a winning attraction, you need **winning websites**, **smart systems** and **definitive data**.

Semantic's **Rocket Fuel packages** can help. We can deliver joined up strategic online optimisation, ongoing development and support from a team of attractions experts.

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about us • meet the team • experience • testimonials

Trusted experts for leading attractions since 1999



1 million+

client website visits per month

20 years+

bringing attractions to life online

Full stack team

for strategy, design, dev, SEO, PPC & CRO



# the challenge

Delivering the best guest experience in a  
post-pandemic, mobile-first landscape.

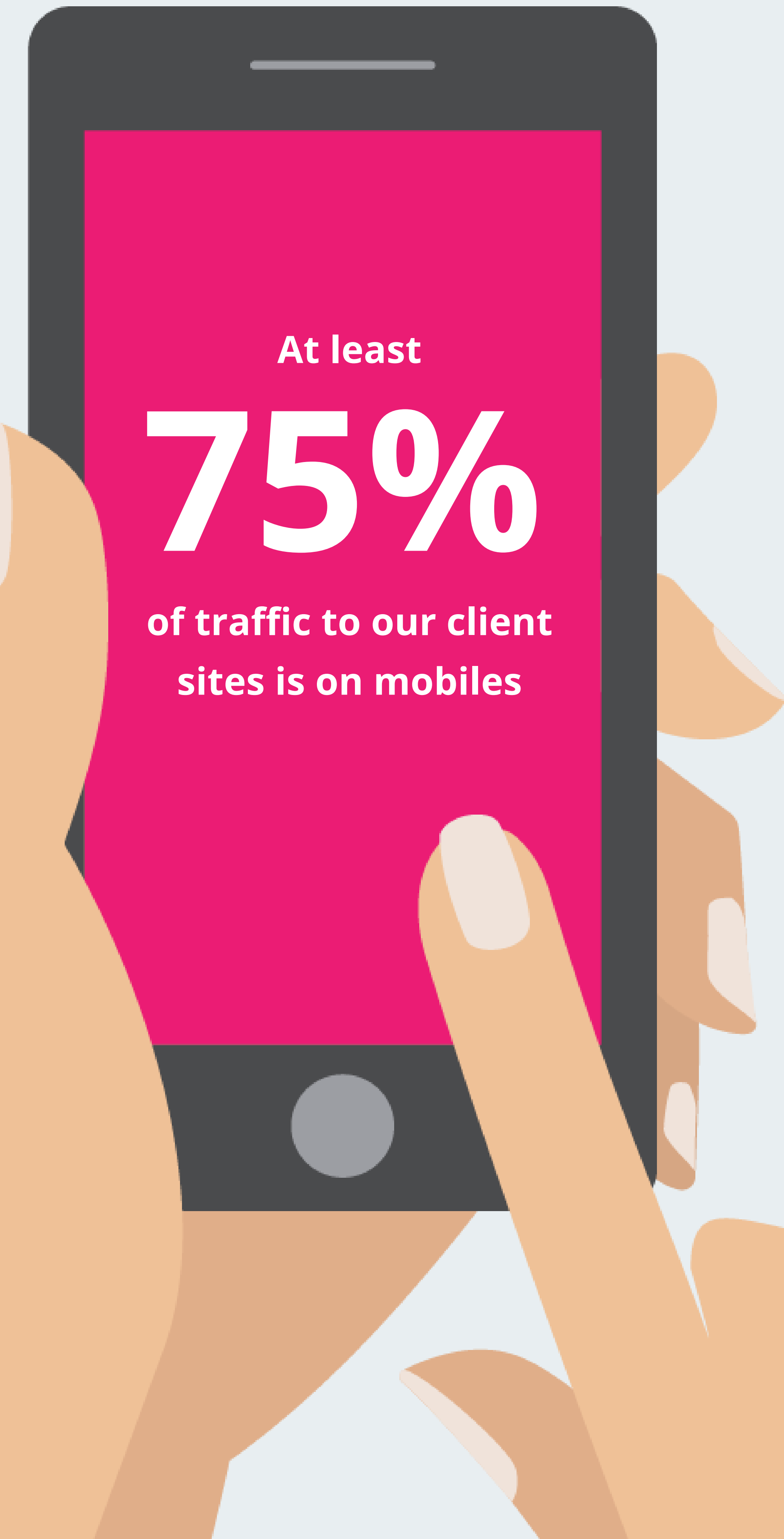
# it's a mobile-first world

Your guests want seamless purchase journeys, engaging content and an optimised mobile-first experience.

- ◆ **20%** of user have abandoned purchases due to poor UX <sup>1</sup>  
Frustrated users are less likely to buy or upgrade on your site.
- ◆ **4.42%** drop in conversion rate per second of load time <sup>2</sup>  
Slow sites cost money, search engine rankings and affect guest satisfaction.
- ◆ **Grow conversion rate by 35.26%** with better checkout design <sup>3</sup>  
Most attractions are leaving money on the table with clunky purchase journeys.

The best-performing attractions will adapt quickly, understand their guests and test new ideas to refine their online experience.

Sources: 1) [Baymard](#) 2) [Portent](#) 3) [Think with Google](#) 4) [Ofcom](#)





# This shift has been accelerated

"we've seen 2 years worth of digital transformation in 2 months"

Satya Nadella, CEO of Microsoft (see [blog](#))

People that only use devices other than a computer to go online

**6%** in 2014  
**34%** in 2019

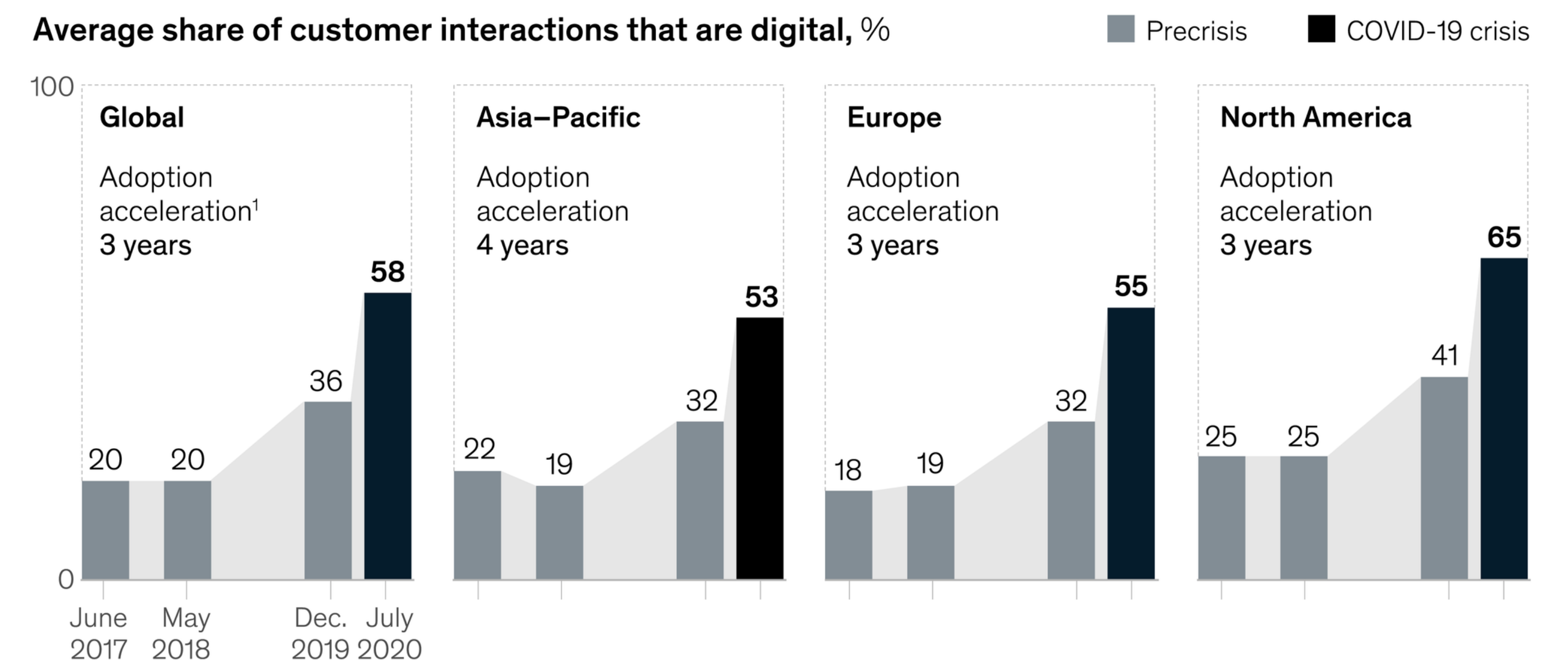
Source: [Ofcom](#)

**11%**

of UK adults ONLY access the web on their mobile phone

Source: [Ofcom](#)

Proportion of interactions that happen online grew over 60% globally due to COVID



McKinsey  
& Company

Source - [McKinsey](#)

*This rapid shift will continue, and there will be winners and losers...*



# Conversion rates are all important

The average e-commerce site can improve conversion rate by 35% just with design improvements to the checkout flow.

## Do you have easy advance bookings?

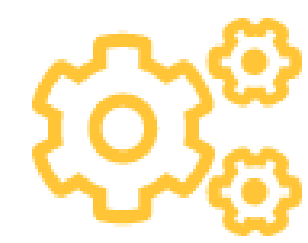
For most visitor attractions more than 80% of bookings take place online in advance (a significant shift from the pandemic)

## Is your site and booking journey optimised?

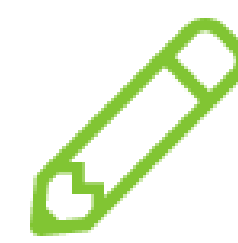
Investments in brand sites and booking journeys can no longer be separated, and guests experience slick journeys throughout.

## Are you confident in your key stats?

E.g. bounce rate, cart abandonment, conversion rate, device usage and cross device conversion rates.



think



design



build



test

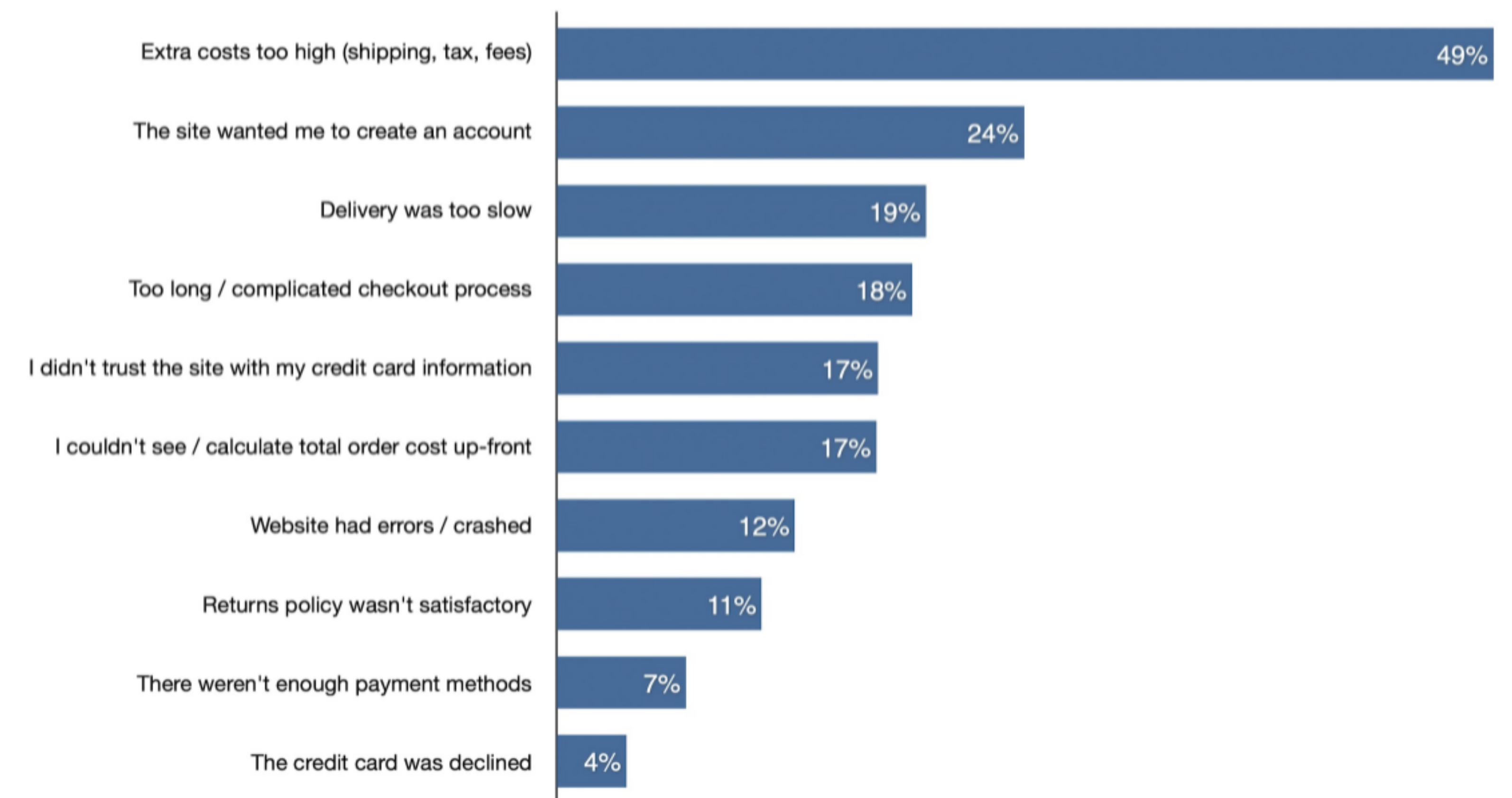


learn

### Reasons for Abandonments During Checkout

4,329 responses · US adults · 2021 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"  
Answers normalized without the 'I was just browsing' option



\* excludes "I was just browsing"

Source: baymard.com - UX Research Articles



***Winning attractions will be the ones that deliver the BEST guest experience with...***



## Winning Websites

Fast, mobile-first, reliable and constantly optimised for speed and guest satisfaction.



## Smart Systems

Systems to drive operational efficiency, guest self-service and adaptable tools.



## Definitive Data

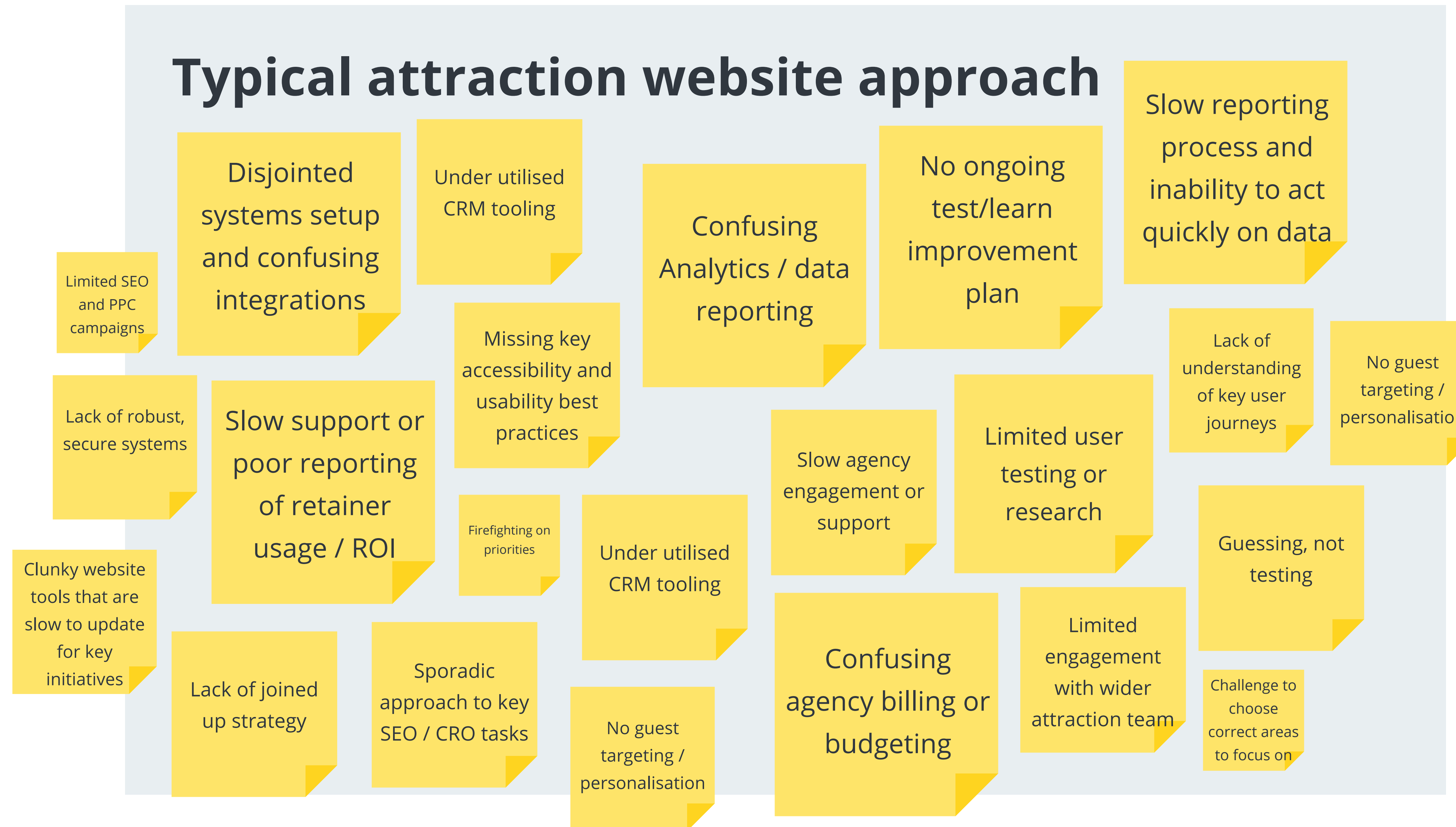
Accurate reporting to help unlock key insights and make better marketing decisions.



# ***How can we bring everything together?***

Attractions often struggle with disparate systems, complicated online tools and disjointed reporting.

## **Typical attraction website approach**



## **Semantic Rocket Fuel**



### **Winning Website**

Ongoing optimisation to level-up your guest journey  
User research and feature development  
Advice and support from our expert team  
SEO & CRO strategies to build traffic and revenue



### **Smart systems**

Up-to-date infrastructure for top reliability and security.  
Ongoing maintenance and support to save you time and give you peace of mind.  
Joined up tracking and marketing approach.



### **Definitive Data**

Tracking and data reporting setup  
Understand guest behaviour and make revenue/performance gains with ongoing optimisation

Our **Rocket Fuel packages** help bring key strategy, systems and data together so that you can save time, unlock key customer insights and improve results.





## our solution

Simple packages with expert advice, fast support, strategic improvements and clear reporting so that you can see the impact.

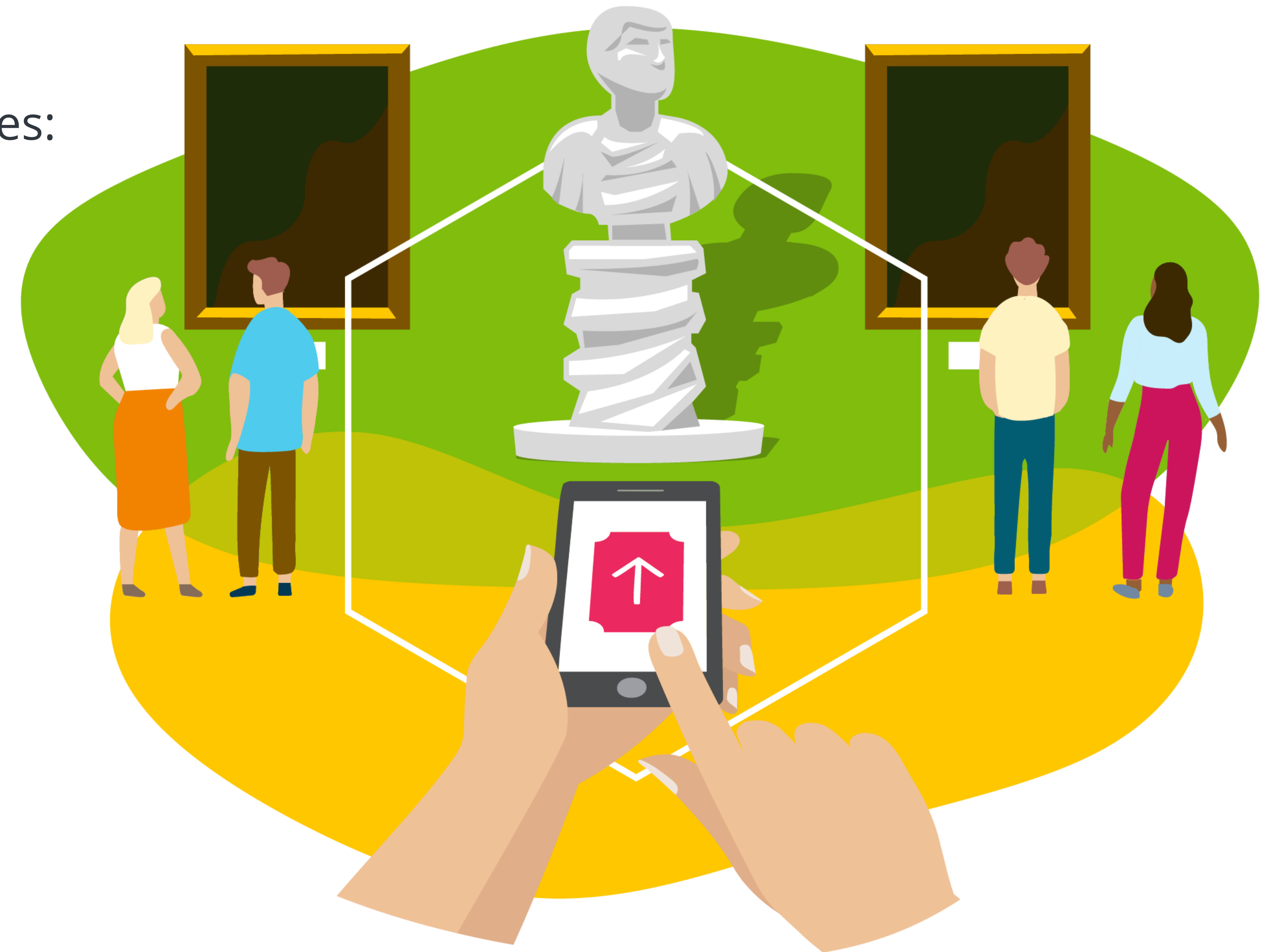


# what is it?

We've rolled 20 years' experience in design, build and website optimisation for leading attractions into simple, strategic packages:

- ◆ **Strategic web strategy & support**  
Core web maintenance, updates and strategic optimisation.
- ◆ **Legendary service**  
Same day support and dedicated client team.
- ◆ **Flexible packages**  
Core maintenance package and options to add boosters to cover additional SEO, Paid Media, Marketing and CRO.

You can pick and choose from the different plans, or we have bundles tailored to specific sectors and attractions.





# how it works

## 1. Choose your packages

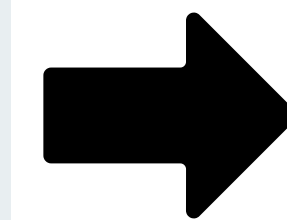
You can pick and choose combination of packages/levels to suit your needs.

**Rocket Fuel Core**

**SEO Growth Booster Pack**

**Paid Media Booster Pack**

**Conversion Growth Booster Pack**



## 2. SMART onboarding

We'll have you up and running quickly using our 5 point SMART plan.

### Strategy

Strategic plan, KPIs and comms setup.

### Maintenance

Systems checks to find and fix gaps.

### Analyse & Adapt

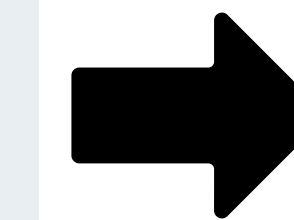
Updates to help improve your site.

### Reporting Results

Start reports to see progress

### Test, learn, optimise

Map out monthly tasks and begin working on the main priorities.



## 3. Monthly Growth Plan

We'll start improving your online performance, using a mix of...

- Expert analysis
- Feature updates completed
- Site optimisations completed
- SEO progress report
- Review & Update calls
- Split tests and ongoing improvement
- Content creation
- SEO link building, backlinks
- Ongoing PPC performance
- Regular reports
- Custom dashboards
- Heatmaps
- Surveys
- Eye tracking
- User testing
- Design refresh / template updates



# what's included

Rocket Fuel packages are fast and flexible - combine any package or level to create a tailor-made bundle for your needs.

	Starter	Pro	Ultimate
Rocket Fuel Core Core Strategic Growth Plan, Support, Maintenance & Optimisation	Fix the basics and keep everything running smoothly	Proactive, strategic advice, support and feature development	Constant site improvements, and ongoing evolution to keep you ahead of the competition
SEO Growth Booster Attract relevant traffic to your site.	Sorting out your on-site SEO, checking the tech, content, stats and fixing any gaps	On site and off site SEO, targeting specific competitors and keywords/phrases	Proactive content and page creation, joined up marketing approach and full on site/off site SEO campaigns
Paid Media Booster Campaign creation and management.	Basic paid search campaign setup and ongoing management	Campaign setup and management across multiple paid media channels (e.g. search & social)	Dynamic / complex campaign setup both in the UK or internationally across multiple paid media channels
Conversion Growth Booster Optimise your guest journey and boost ROI	Analyse, track and improve your key customer journeys	Use psychology and best-practices to carry out split testing and drive results from split testing gains	Radical testing, larger redesigns and full CRO plan to engage the wider team and build a test/learn culture





# package prices & options

Simple pricing, no large upfront fees, with different levels to suit your needs and budgets.



what's included

# Rocket Fuel Core

Make sure your website is optimised and setup to deliver the best engagement, customer satisfaction and revenue.

Our Website Core Packages will help make sure your infrastructure and systems are stable, fast and secure, backed by our awesome client service and ongoing strategic support.

- ✓ Growth plan, strategy & ongoing Improvement
- ✓ Core support & client management
- ✓ Maintenance and ongoing feature development / refresh
- ✓ Monitoring, upgrades and fixes
- ✓ Pro packages include proactive monitoring, suggestions for improvements/optimisation and feature developments
- ✓ Ultimate packages include larger UX testing, design refreshes, template updates and module development each year

**Monthly Rocket Fuel packages start from £795 per month and they are available at Starter, Pro and Ultimate levels.**





what's included

# SEO Growth Booster

Build traffic to your attraction website. We'll help target the right users and get them through to targeted content on your website.

We'll take care of the content, SEO and tracking implementation to make sure you can see a clear ROI, and that you're attracting great leads for a lower overall cost.

- ✓ Research & SEO strategy, reporting and initial reviews
- ✓ Advice line, ongoing monitoring and issue fixing
- ✓ On site work (including keyword research, content optimisation, landing pages, content creation and more, depending on the package level)
- ✓ Off site monitoring, search console and link building
- ✓ Ultimate packages include full competitor analysis, full link building campaigns and full on-site/off-site SEO process - perfect for larger fast moving attractions.

**SEO Growth Booster Packs start from £795 per month and they are available at Starter, Pro and Ultimate levels.**





what's included

# Paid Media Booster

Get help creating and running efficient campaigns to drive higher click through rates whilst maximising your paid media budgets. We'll bring together our online and marketing expertise to make sure every pound of media spend is driving results, whether through PPC, affiliate marketing or social media campaigns.

- ✓ Account setup, reporting and optimisation
- ✓ Day to day proactive management, suggestions and updates
- ✓ Campaign setup, budget management and targeting
- ✓ Pro packages include additional channel options, ad split testing and regular branded PDF reports to share with your team.
- ✓ Ultimate packages include larger multi-national, multi-channel campaigns, dynamic ad variations and additional strategic optimisation time.

**Paid Media Booster Packs are billed as a proportion of media spend (15-20%), subject to minimum fees each month. They are available at Starter, Pro and Ultimate levels.**





what's included

# Conversion Booster

How many visitors are slipping through the cracks in your customer journeys at the moment? According to a [Baymard report](#), most eCommerce sites can realise gains of at least 30% by fixing known usability issues.

We'll work with you to create an ongoing testing plan to use data, analysis and ongoing split testing methodologies to keep your site constantly moving forward and generating better results.

- ✓ Ongoing CRO strategy planning, advice and reporting
- ✓ Regular research, data gathering and visitor analysis
- ✓ User testing videos, surveys, heatmaps and analytics reviews to unlock key user insights and create test hypotheses
- ✓ Regular research, data gathering and visitor analysis
- ✓ Ultimate packages include complex multi-channel guest research and wider team engagement with training, internal reporting and insights reports.

**Conversion Booster packages start from £1,495 per month and they are available at Starter, Pro and Ultimate levels.**





# package prices

The core Rocket Fuel pack and boosters can be mixed and matched so that we can focus on your biggest challenges first. You can mix different levels or let us create a tailor-made bundles to unlock larger savings. Prices are ex. VAT and based on 12 month minimum term.

	Starter	Pro	Ultimate
<b>Rocket Fuel Core</b> Core Strategic Growth Plan, Support, Maintenance & Optimisation	<b>£895 pcm</b> Fix the basics and keep everything running smoothly	<b>£1,295 pcm</b> Proactive, strategic advice, support and feature development	<b>£2,495 pcm</b> Constant ongoing evolution to keep you ahead of the competition
<b>SEO Growth Booster</b> Attract relevant traffic to your site.	<b>£795 pcm</b> On-site SEO, tech, content, stats and fixing any gaps	<b>£1,495 pcm</b> On site and off site SEO, targeting competitors and keywords/phrases	<b>£2,995 pcm</b> Proactive content and page creation, and full on site/off site SEO campaigns
<b>Paid Media Booster</b> Campaign creation and management.	<b>18% media spend*</b> <b>minimum fee £795</b> Basic paid search campaign setup and ongoing management	<b>15% media spend*</b> <b>minimum fee £1,495</b> Campaign setup and management across multiple channels	<b>12% media spend*</b> <b>minimum fee £2,495</b> Dynamic / complex campaign setup across multiple paid media channels
<b>Conversion Growth Booster</b> Optimise your guest journey and boost ROI	<b>£995 pcm</b> Analyse, track and improve your key customer journeys	<b>£1,495 pcm</b> Use psychology for split testing and drive results from marginal gains	<b>£2,495 pcm</b> Radical testing, larger redesigns and full CRO plan to build test/learn culture

\* Paid media plans are billed according to media budget so that we can flex the budget to respond to market conditions.





# summary & getting started

We can help make things easy, and demystify digital so that you can save time and get on with marketing your attraction.



# at-a-glance



## Monthly plans including

### Rocket Fuel Core

Core Strategic Growth Plan,  
Support, Maintenance & Optimisation

### SEO Growth Booster

Attract relevant traffic to your site.

### Paid Media Booster

Campaign creation and management.

### Conversion Growth Booster

Optimise your guest journey and boost ROI

Flexible levels and bundles available, plus  
site doesn't have to have been built by us



## Mobile first strategy & optimisation



Ongoing updates,  
support &  
maintenance



Ongoing test &  
learn strategy to  
grow revenue



## Simple monthly pricing on each pack or booster

### Starter

Fix the basics and keep  
everything running smoothly.

from  
£795

### Pro

Proactive, strategic advice,  
support & feature development.

from  
£1,495

### Ultimate

Constant site improvements,  
and ongoing evolution to keep  
you ahead of the competition.

from  
£2,995

## Perfect for...

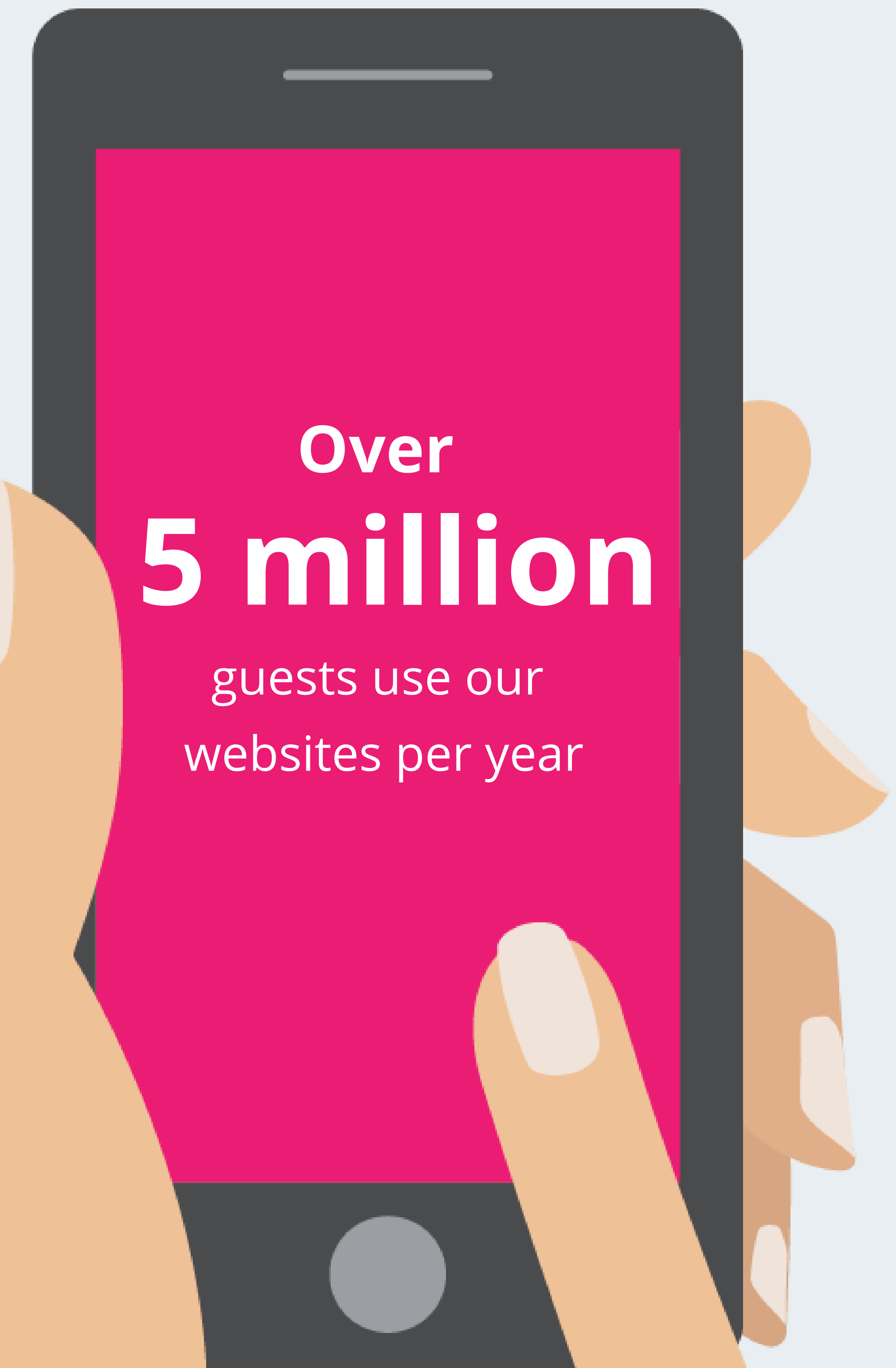
- ✓ Zoos
- ✓ Theme parks
- ✓ Indoor attractions
- ✓ Leisure destinations
- ✓ Waterparks
- ✓ Museums & galleries
- ✓ Castles
- ✓ Stately homes & gardens



# we've got you covered

- ✓ **Results-based** growth and optimisation plans
- ✓ Help create a **test & learn culture** at your attraction
- ✓ **Clear reporting** to help unlock actionable insights
- ✓ Packages for **strategy, SEO, PPC and CRO**
- ✓ **Fast onboarding** with our 5 point SMART plan
- ✓ Quickly **sort quick wins** to help make your website win
- ✓ **Simple** fixed monthly payments

Getting started is easy - we just need to discuss options, KPIs and next steps on a quick call...







# Lift off...

Please get in touch if you have any questions

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[peter@semantic.co.uk](mailto:peter@semantic.co.uk) | 07773 541502



**semantic**  
the growth agency for attractions





# appendices

about semantic • meet the team • experience • testimonials



# about semantic

We're a full stack digital agency with **over 20 years' experience** bringing attractions to life online. Since 1999, we've been fortunate to work with some of the leading attraction brands in the UK and worldwide, including **Merlin Entertainments, LEGOLAND® Discovery Centres, Warwick Castle, The Silverstone Museum** and **Yorkshire Wildlife Park**. Our business is built on the 3 core foundations below, which means you get joined up strategic support and advice, backed by a team of experts in all things digital. We aim to become long term trusted members of your team.



Insights & strategy



Systems



Design & UX



# meet the team

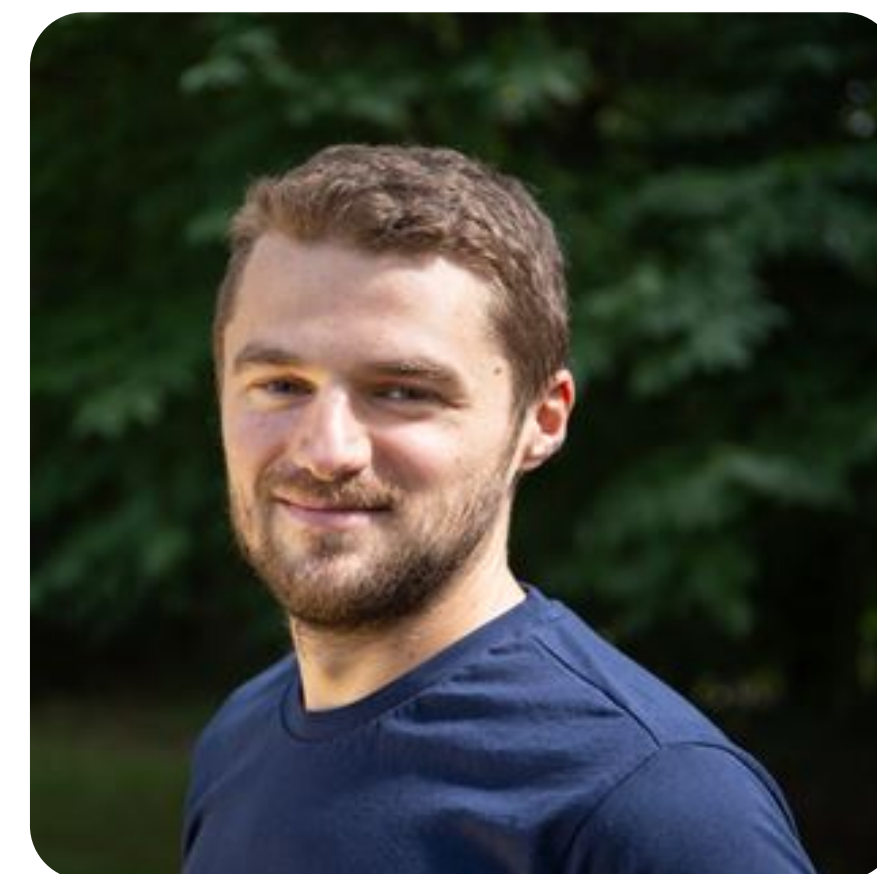
You'll be backed by core team of digital experts, marketers, strategists, designers and developers with many years' experience helping to bring attractions to life online. Everyone is available to work with you and help improve your results towards common business objectives.



**MD**  
Neil Lewin



**Commercial Director**  
Peter Oliver



**Ops Director**  
James Martin



**Senior Developer**  
Maciej Golis



**Senior Designer**  
Mike Gillett



**Project Manager**  
Jack Gibbons



**Account Manager**  
Dan Colmer



**Developer**  
Elliot Choules



**SEO**  
Darin Goodsell



**PPC**  
Mariano Ciccirelli



**Data & Analytics**  
Tom Scarr



**UX & support**  
David Champion



**Developer**  
Franciszek Tegiewicz



# experience



Client since 2020



Client since 2006



Client since 2006



Client since 2017



Client since 2018



Client since 2020



Client since 2020



Client since 2019



Client since 2006



Client since 2014



Client since 2021



Client since 2021



Client since 2020



Client since 2010



Client since 2012



Client since 2021



Client 2002 - 2020



Client 2002-2020



# testimonials

Building lasting trusting relationships is one of our core values.



“The **flexible/dynamic** support we've had from Semantic has been simply excellent over the last year.”

**Matt Lippert - management team.**



“A **fantastic** team who made the whole process so easy - Highly recommend”

**Georgina Shannon, SEA LIFE Trust**



“The Semantic team have been **amazing** and from all here at YWP thank you so much. I know Covid and an expansion got in the way but it's so pleasing to see everything live and bookings coming through.”

**Lindsi Blakeman | Head of Marketing**



“The site is stunning, **great customer journey** and it clearly communicates our compelling offer”

**Sally Reynolds, CEO**



“I've been **incredibly impressed** with their attentiveness, quick responses and proactive approach. They are a friendly but professional agency whom have **helped out business grow.**”

**Nicola Langridge, Bodmin Jail**



“We've been working with Semantic since 2017 and they are the **best web agency** I have dealt with. Always able to help with our last minute requests and the quality of their work is fantastic.”

**James Ferns, Ironbridge**



# FAQs

- ? What's included in each package**  
See the Packages & Prices section for an overview, or please get in touch with us for a breakdown of tasks covered each month.
- ? How much are packages and bundles**  
We have included an overview in the Packages & Prices section but can offer savings when you add one or more Booster Packs.
- ? What reporting do I get?**  
Depending on the package, we offer regular email updates, support lines and custom dashboards so that you can see usage, progress and ongoing improvements.
- ? Is there a minimum contract length**  
Much of the research and setup is carried out during the early stages, so the contracts are a minimum of 3 months. You can save money by committing to 12 months or more.
- ? Does my site need to have been built by Semantic?**  
No, normally we can take on existing sites, depending on the CMS.
- ? Will you need to rebuild my site?**  
Not normally, but this depends on the age, reliability and systems that the site is using. We will be able to advise this during the setup.
- ? Can I just have SEO/PPC/Conversion Rate Optimisation**  
Yes, if you're happy with your current agency or approach then we'd be happy to work with them to provide attractions-focused expertise whilst they handled support/maintenance of your current code.
- ? Can you work with my in-house development team?**  
Yes, we have worked with in-house teams in the past and they normally enjoy being able to discuss ideas and improvements.
- ? Is site hosting / infrastructure included**  
Plans include time for managing the hosting, but supplier hosting costs would be passed on, or payable by you.
- ? Are there any other costs?**  
Larger project work or complicated features/split tests might sometimes need to be quoted which we would discuss with you in advance.
- ? Do you offer any guarantees**  
Yes, we'll work with you to set achievable goals and KPIs, and all work is backed by our satisfaction guarantee. We only bill happy clients.
- ? Can I talk to some of your current clients**  
Yes, you are welcome to get in touch with them directly or we can provide references as needed.



# getting started is easy

We're always happy to help, and like to keep it simple.

- Set a time for initial call and confirm the approach
- Confirm package scope, dates and payment plan
- Confirm access checklist & handover

All we'll need to get started is site/server access, and analytics access if you have it...

Please get in touch if you have any questions

[neil@semantic.co.uk](mailto:neil@semantic.co.uk) | 02380 111 550

