

Managing Your Website

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Manage Your Website's Content

Promote your facilities for hire, your classes and activities on offer

Hi ,

BookingsPlus offers features to help integrate your website into your local community. By driving more traffic to your website you will increase the exposure of your room lettings service and encourage new enquiries from potential new hirers.

This guide includes three key areas which will help build a sense of community and at the same time positively effect how search engines evaluate your website.

Promote clubs and classes

Your website comes with a dedicated **What's On** page allowing you to publicly display bookings both on behalf of your hirers and your own venue.

A well populated **What's On** page helps demonstrate your venue is active while also helping to maintain a positive relationship with your hirers. This will encourage more booking renews and maximise your lettings income. ([Example here](#)).



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Share your success stories

The **Blog** feature built into your website enables you to freely broadcast news and stories about your venue and your local community.



You may wish to shout about a recent refurbishment or successful event. Whatever you write about, by regularly adding fresh new content to your website you will be making it easier for search engines to find and rank your website higher.



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Review your content

The use of relevant keywords within your website is vital as it tells search engines what your website is about and helps ensure it can be found easily by potential new hirers in your local area.

There are several ways you can work keywords into your content. Reviewing and revising your category and room description pages is a great place to start.



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