

A blue-tinted photograph of a concert stage. In the foreground, the silhouettes of a crowd are visible, with some people raising their hands. In the background, a stage is lit with bright spotlights, and a band is performing. The overall atmosphere is energetic and vibrant.

BACKSTAGE PASS

5 TIPS FOR CREATING AN EPIC WEBSITE

Venue: The Granada

ticketweb[®]

ARE YOU EFFECTIVELY REACHING YOUR AUDIENCE?

Your website is your calling card. If you work in live events, it is especially important to have a professionally-designed website as this is what fans use to establish trust before purchasing tickets to your events. With millions of templates and features you can add your website, we've narrowed down the top 5 elements your website needs.

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ANALYTICS

Analytics are often added to websites as an afterthought and quickly forgotten once implemented.

Implementing analytics is an investment that is going to give you a wealth of user information that you can then use to optimize your pages and marketing campaigns.

Use reports like page views and page bounces to identify visitor behavior. Discover your most popular pages, time on page, exit rate and the flow of visitor behavior through website pages.

Traffic reports will help you determine the best days for promotions as well as purchasing trends.

DID YOU KNOW...

There are over 1.2 billion people using the web from a mobile device.

- Trinity Digital Marketing

A MOBILE OPTIMIZED TEMPLATE

THINKING MOBILE FIRST

The biggest mistake you can make as a website owner is to not check the experience on mobile.

A good rule of thumb is to start designing your site with a mobile-first mentality. This will ensure that the features that you implement on desktop also translate to a great mobile experience.

Not to mention, a mobile responsive friendly website will rank higher in Google search rankings.

NEWSLETTER SIGNUP

A newsletter sign-up form is a great way (and sometimes overlooked) tool to grow your email list and increase revenue.

With easy integrations from Email Service Providers, you can quickly create and embed a sign up form and capture information about your visitors such as name, email, address and preferred genres.

This information can later be used to send targeted promotional emails and increase the revenue that your website helps you generate! Use TicketWeb's email tool to send automated newsletters to your subscribers.

TicketWeb's email tools are easy to use and found directly in the TicketWeb Admin! Contact your Sales Representative for more information.

CONTACT FORM

Contact forms help field fan questions and can help you lower the cost of having a dedicated customer service call line and establish relationships with your customer base.

Your contact form should include a field for name, email, organization and a drop down selection of frequently asked questions to make sorting through email faster for your team.

TIP: Sending inquiries to a shared inbox increases visibility and helps your team manage requests for support.

TIP: Using a recaptcha is a good method of combating spam bots filling out forms with spam.

DID YOU KNOW...

Consumers are 67% more likely to purchase a product after a friend or family member shares it via social media or email.

- Nielsen's Harris Poll

ABOUT US

One of the most important pages on your website is the About Us. This is the perfect opportunity to differentiate your venue from competitors.

Provide fans information about the history of the venue, name drop the stars that have graced the stage and talk about the menu (if available).

Have you received great reviews? Post them here! Your patrons want to get to know you and this is an excellent way to make a great first impression.

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