

From Clicks to Customers

Building Websites That Convert

Presented by OCG Creative & Reef Smart Guides

Undeniable Truths of Web Design:

#1: No one cares about your website design until it frustrates them

#2: Your website visitors are there for their own reason, not yours

#3: Your visitors *want* to relate to you and your company — help them

Speed Kills

Everybody Hates Slow Websites

- 1-second delay = 20% fewer conversions
- Megabytes = nap breaks
- **Fast sites feel competent & credible**
- Slow sites say, “Our designer won”
- EEAT: Speed = good experience = trust.

The EEAT Diet

(Experience, Expertise, Authority, Trust)

- Google's not grading grammar — it's grading credibility
- 39% of SEOs say trust ranks above everything
- EEAT = “Can I believe you?”
- Add bios, credentials, and proof you exist



About Us

2nd Most Visited Page (That Site Owners Ignore)

- “About Us” is your digital handshake
- **Readers stay 2× longer**
- **Your whole site should scream who you are**
- Real voices + real faces = zero stock-photos
- EEAT: Show, don’t tell. That’s experience + trust

Mobile First

Seriously... Really.

- **60%+ of all traffic = mobile**
- “Pinch & zoom” isn’t a feature
- Big thumbs, short words, fast loads
- Test your site one-handed in the Starbucks line



Make Contact Info Obvious

Every Page • Every Header • Every Footer

- **44% bounce if they can't find your number**
- Add phone, email, and social everywhere
- Trust = being reachable, not just clickable
- “Don't make me go on a treasure hunt”
- **TEST YOUR ONLINE FORMS**

CTAs Don't Fix Bad UI

Are Bigger, Brighter Buttons All You've Got?

Ideal Call To Action (CTA) Layouts Kit 01

TEMPLATELANE

20 IDEAL CALL TO ACTION LAYOUTS

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We created a collection of the best Call To Action Layouts for your Website to save your time. Divi CTA Layouts designs is a library file where you find lots of layouts designs that are unique and easy to pick.

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1.0

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Stock Photos: Just Don't

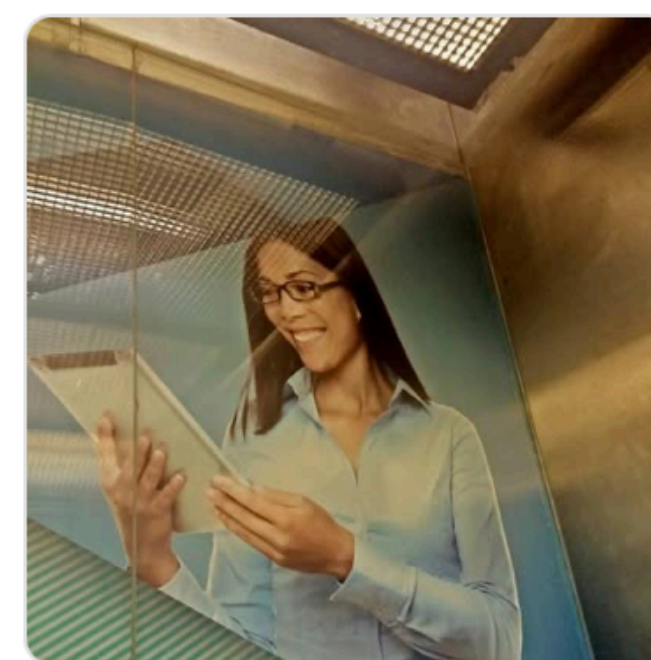
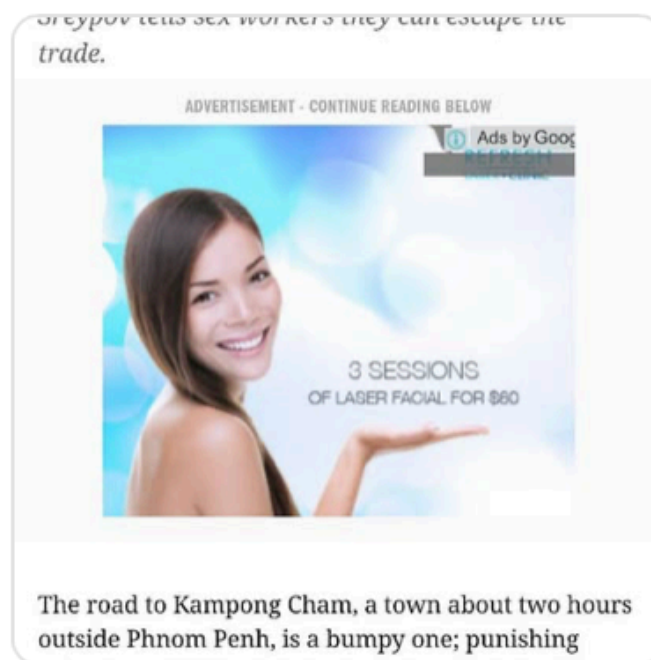
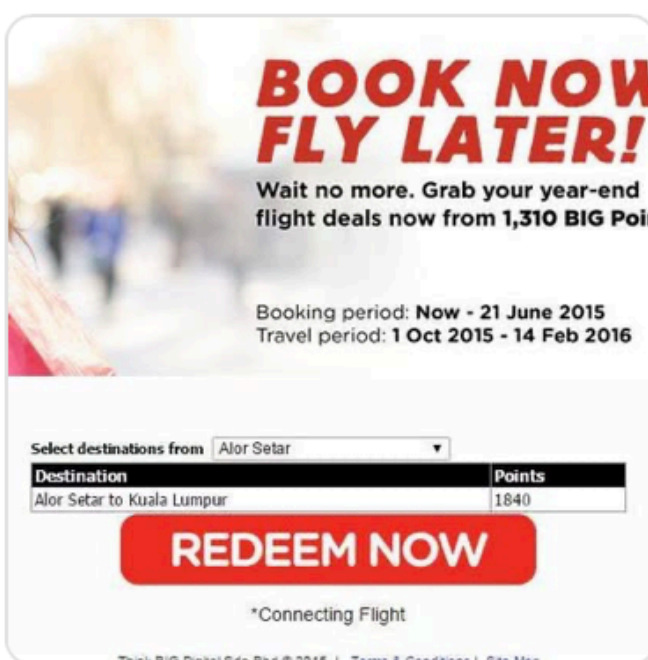
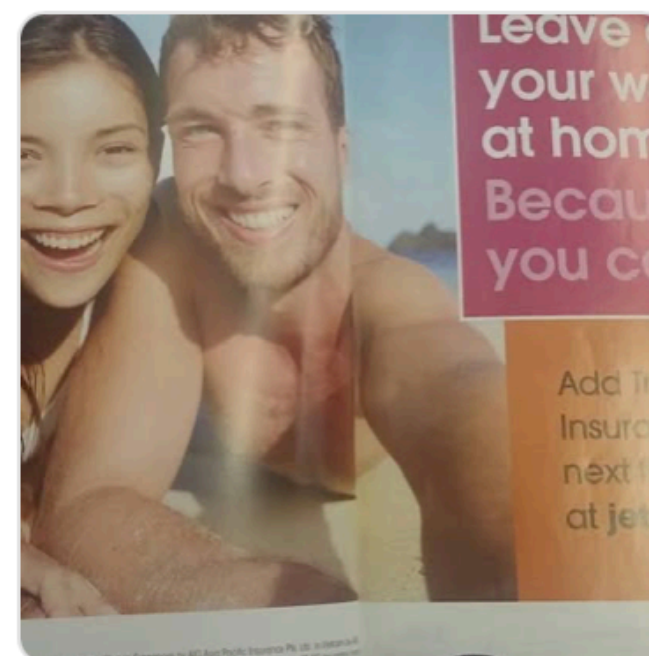
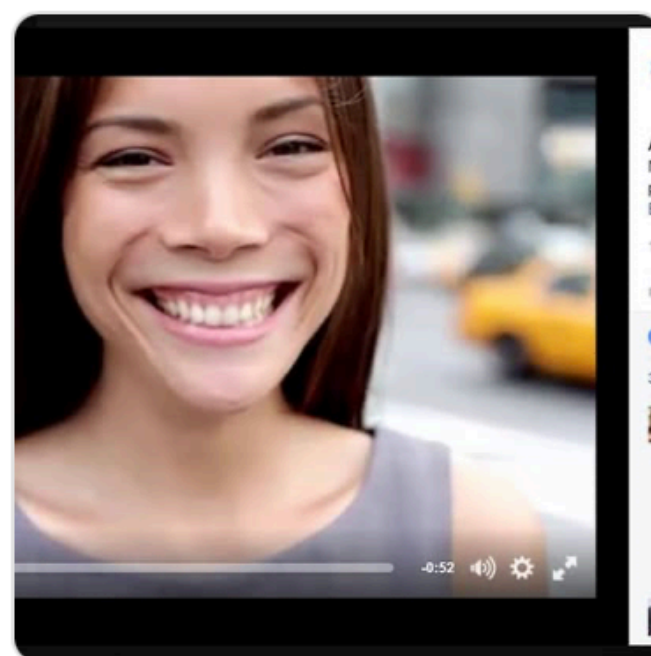
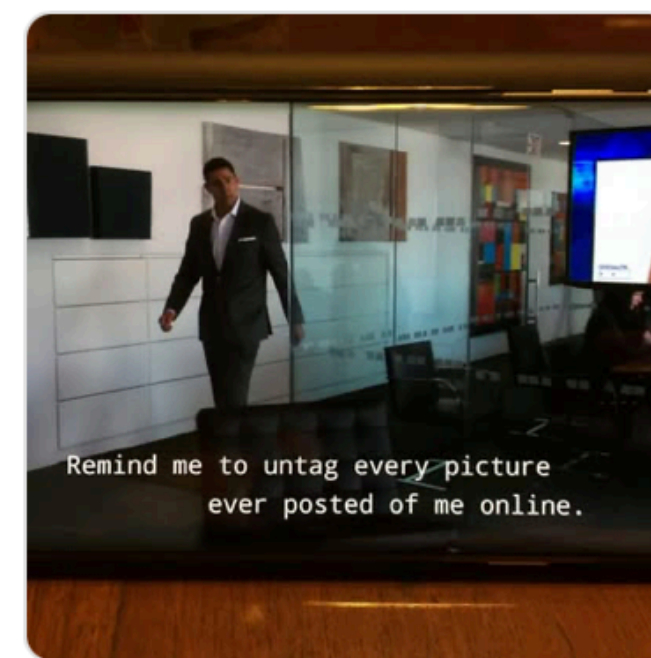
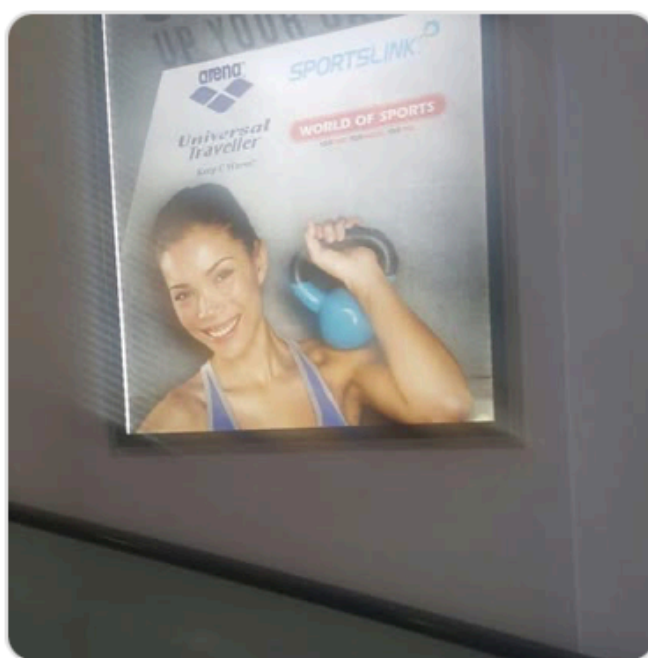
Stock Photos Are For Quitters

- Your “team” also works at a hair salon and a funeral home
- Nobody laughs that hard at spreadsheets
- Stock models don't use your product
- Visitors can smell fake
- EEAT: Authentic visuals = real experience

likejobs







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Travel period: **1 Oct 2015 - 14 Feb 2016**

Destination	Points
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Greyjoy tells sex workers they can escape the trade.

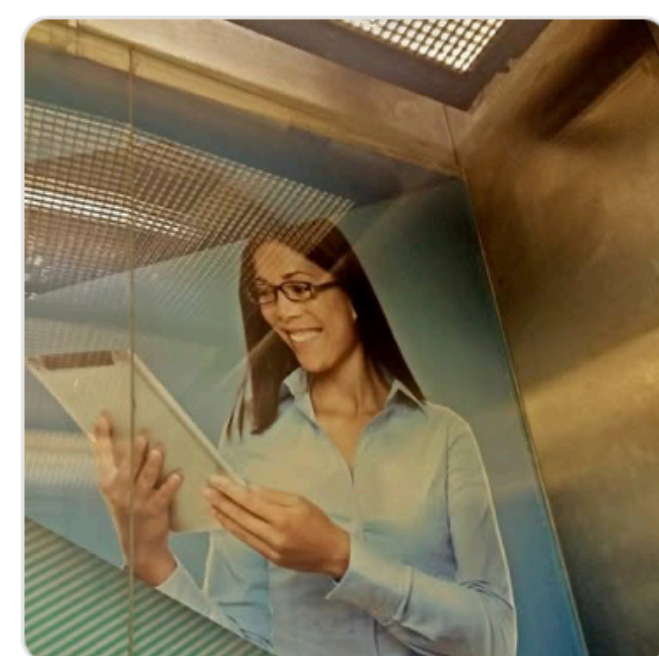
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3 SESSIONS
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Ads by Google

The road to Kampong Cham, a town about two hours outside Phnom Penh, is a bumpy one; punishing



gstore.com
the uncommon drugstore

search keyword

medicine & health personal care beauty baby & mom vitamins diet & fitness

FREE shipping* **GET 5%** back **75,000+** products

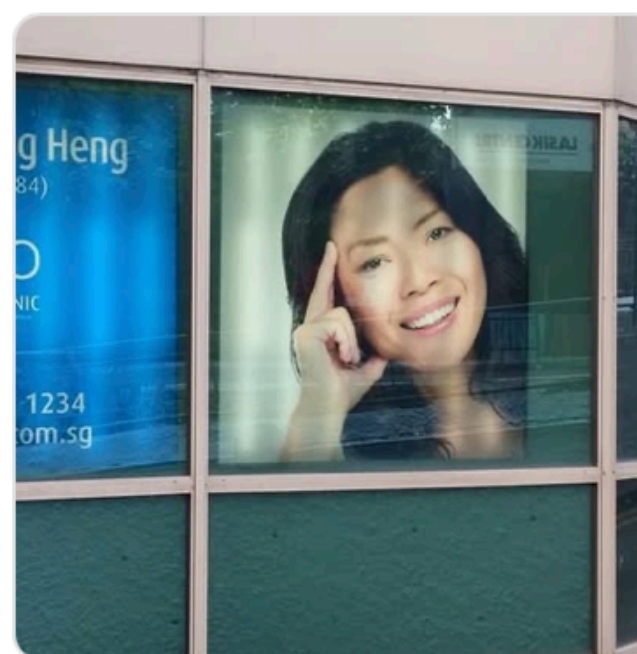
offers to get excited about!

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Visible product labels include: Liquid Neutrogena, 3L Whitest, and Cultural.



S\$65.90 **SK-II Facial Treatment Gentle Cleanser 120g** **\$65.90 (Worth \$89). Clear Lotion 215ml**

Special Offer Available.

Buy Now!

Amount:
from S\$65.90

Amount %	You save S\$23.10
-------------	-----------------------------

Limited time remaining!

303 Bought!

Deal is on!

HIGHLIGHTS

- Limited Groupons available

Fine Print

Delivery Info





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X-Value™

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Address*:

Property Type*: Condominium ▼

Unit*: # -

Size*: / sqft

[Calculate now](#)

THE STRAITS TIMES

LoopDeDoo

ages 8+

LOOPDEDOOS.COM

necklace KIT

HEADBANDS IN MINUTES WITH THE LOOPDEDOO SPINNING LOOM

LoopDeDoo

**Sony Singapore**

Sponsored · Edited · 

Running to music distracts you from the effort involved and reduces the perception of fatigue by up to 12%*.

*Source: [nhs.uk](https://www.nhs.uk)



The right track at your

ds Get Deals by Email

SK-II Facial Treatment Gentle Cleanser 120ml \$65.90 (Worth \$89). Clear Lotion 215ml. Promotion Available.

Buy Now!

Amount: from S\$65.90

You save S\$23.10

Limited time remaining!

303 Bought!

Deal is on!

Highlights Fine Print

Limited Groupons available Delivery Info

HOME VALUE? SRX.com.sg

Find your Right Home. Right Price.

X-Value™ Sale Rent

Address*:

Property Type*: Condominium

Unit*: # -

Size*: /sqft

Calculate now

THE STRAITS TIMES

LOOPDEDOO

ages 8+

necklace KIT

Headbands in minutes with 100% LOOPDEDOO spinning loom

Sony Singapore

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Running to music distracts you from the effort involved and reduces the perception of fatigue by up to 12%*.

*Source: nhs.uk

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Share your brightest smile during your travels with us or at our Chan Brothers Towards 50 Holiday Fiesta photobooth & stand to win fabulous prizes!

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Voting Period: 15 - 29 October 2014, 2359hrs

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Keywords, Model # or Item #

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Your Health Search

YOUR HEALTH SEARCH

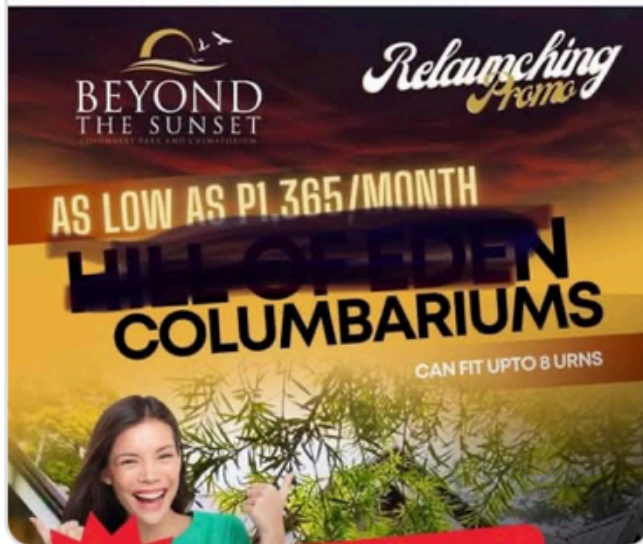
under the weather? hooheals helps you find the

the startup lets patients search for info about their ailments, and recommends

SINGAPORE

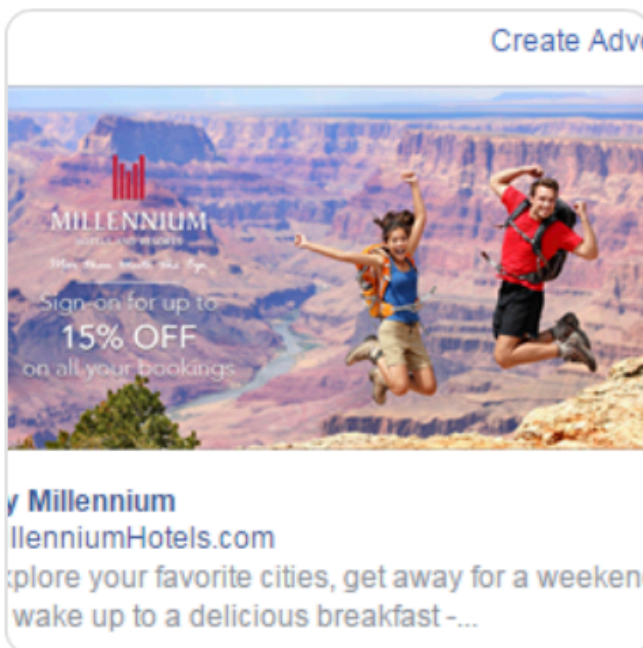
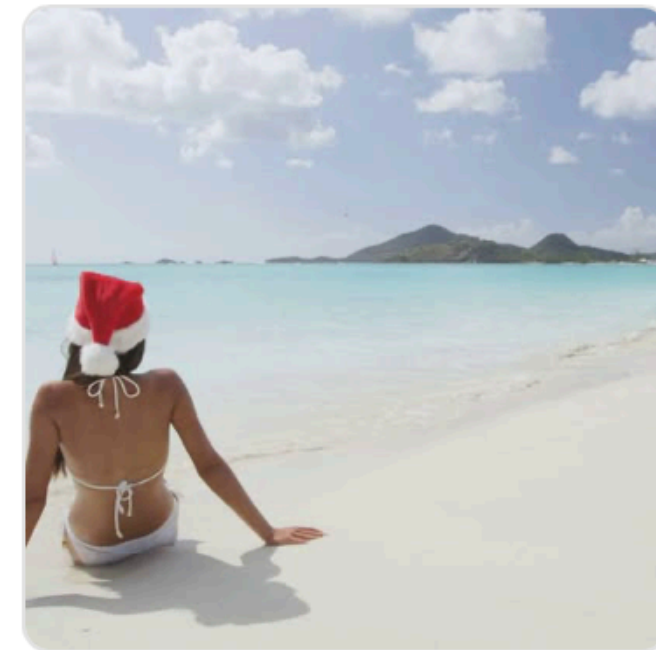
model excited and happy for columbariums?

⚙ · Hide Original · Rate translation



Looking for talents na fit for the following roles. This is for Political Ad (social media). MUST BE AVAILABLE ON APRIL 3, SUNDAY. For those interested, DM me your set card with your name, age, height in it. Please wag pa-isa-ising picture ang send (see sample setcard below para guide mo):

- 1 Senior Female (60s) - worried na kapitbahay
- 2 Nanays (40s-50s) - typical old nanay
- 1 Female (Mid 20s) - typical pinay
- 1 Girl (15yo) - baby face
- 1 Tatay (40s-50s) - matapang, nakakatakot
- 1 Boy (9yo) - maliit lang, kaya buhatin
- 3 Young Male (18-20yo) - papasang high school itsura
- 1 Male (Mid 20s) - depressed ang role





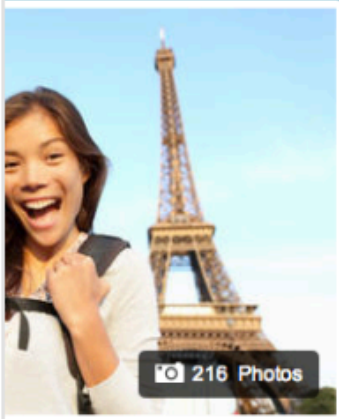
Smile, laugh and appreciate the little things in life. A positive mind does more than combat daily challenges – it strengthens your ability to overcome stress and boosts your health.
By Satish Cheney

neue Musique Française ero schland

08/11/2013 14:11 CET | Aktualisiert: 12/11/2013 10:09 CET



ne: Eiffel Tower Tickets a



216 Photos



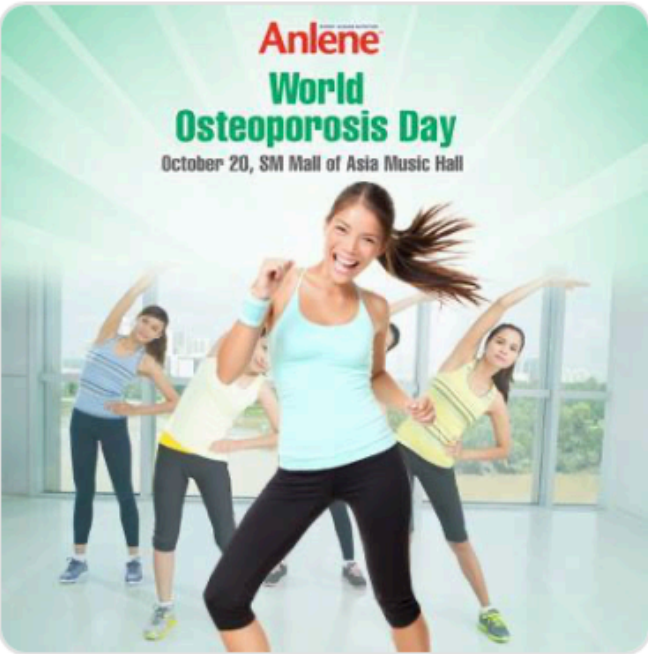
Location: Paris, France
Duration: 2 hours (approx.)

ongested? Try a Breathe-Easy Bath!

Deborah Tukua | Monday, October 21st, 2013 | From: Healthy Living



you have a cold or sinus congestion? If you've ever held your head over of steaming vapors to clear your sinus passages, there's another method. It's just as effective, yet more convenient and comfortable. Take a therapeutic, relaxing bath to clear that stuffy nose.



Anlene
World
Osteoporosis Day
October 20, SM Mall of Asia Music Hall

How to submit Ariane sightings:
1. **Screengrab/photograph** the sighting, or **save the image** to your computer.
2. **Crop** it so that we can easily see where Ariane is :)
3. **Post it directly** to this page with a cool caption.
We'll re-post your sighting within 2 weeks!



It provides 100% protection against all forms of skin cancer, found by University of Technology (QUT) researchers.

Album: Timeline Photos
Shared with: Public

SKILTEX roll up med print

Model

SKILTEX

Tilbehør

Priser Incl. print, montering og luxus sort bæretaske

up perfekt til møder, messer, lobby mm. Print udført i bedste kvalitet og lynhurtigt leveret. Print vester 280g. Top-profil med klemliste, samt 3M tape på bundrulle.



ekonomiskt oberoende på
iktigt? Så här gör du.
ntligen kan alla svenskar vara med och tävla om
pervinsterna!



Milan Samani: Launching the Intrapreneur Lab

Posted by member on October 3, 2013 at 13:00 [View Blog](#)

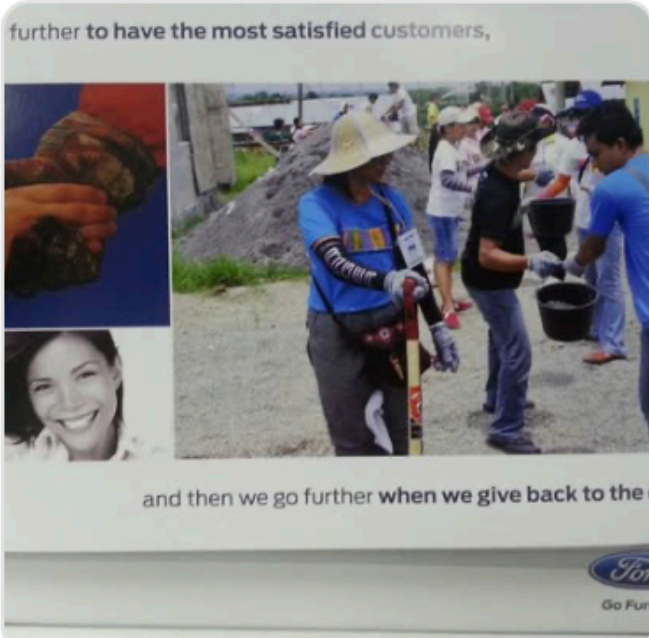
INTRAPRENEUR ZONE

BACK



Standard Pressure Cooker
P968

20% OFF



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Highlights:

How Car-Sharing Works | Car-Sharing vs Car

Venue:

International Plaza, 26th floor, London Roo

Skylark

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Girl Who You'd Spend The Rest Of Your Life With Eve Smiled At You And Now Your Day Is Ruined



nily; Day-ruining
nths

DIA ES NECESARIO
AR DE SONAR
MODO PARTIR



Good Day Sunshine

While we need vitamin D to stay healthy, we get way too much in our unrelenting all-year-round hot spot. As sun damage is difficult, if not impossible, to reverse, do everything possible to protect skin! RACHEL CHAN gathers expert advice.

You can laugh at women who hide under umbrellas and wide-brimmed hats, stay in the shade until sundown, and cover their arms when driving. In years to come, you won't be laughing when you develop leathery, spotty skin while their skin remains unblemished.

Over time, many of us develop solar keratosis, a skin condition known as sun-damaged skin. According to the American Commission Dermatology of National Skin Center, Dr. Wang Yee Kim, abnormal pigmentation, wrinkling, loss of elasticity, sagging skin, and in severe cases, skin cancer, surfaces due to accumulated damage over a prolonged period by ultraviolet (UV) radiation in sunlight.

For instance, individuals who fail to adopt any sun protective methods can expect to develop signs of skin aging between their late 20s to early 30s, which start off as brown spots or fine wrinkles and gradually evolve to become prominent wrinkles and rough brown patches.

To minimize the effects of sun damage, Dr. Wang advises using products containing active ingredients such as retinoids (compounds which are



Create a Website Just The Way You Want



WIX

swimwear

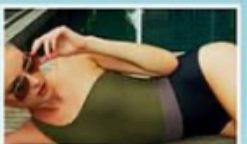
Get in the swim

Never mind your shape! With temperatures soaring, there's no better time to shop for a swimsuit that will flatter your figure says RACHEL CHAN.

We can't all look like sports Illustrated models, but we can still have fun in the sun as long as we stay away from teeny-weeny polka dotted bikinis. Take heart! Further you are looking to camouflage tummy fat, minuscule

a big bottom, fake a fuller figure or support a droopy bust, there is a swimsuit for you. It's worth paying more for good quality swimwear which won't fade or go out of shape.

For a tummy "tuck" - Opt for a one-piece swimsuit such as the top design that draws attention to your shoulders and chest area, and hides the tummy" - co-founder of Miami Swimwear Yu Chia Min.



FREE SEATS!



Learn how positive psych
can benefit you and your orga
DON'T BE SHY! ENQUIRE N



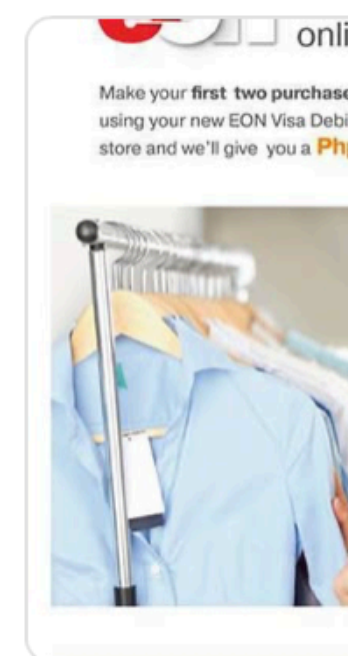
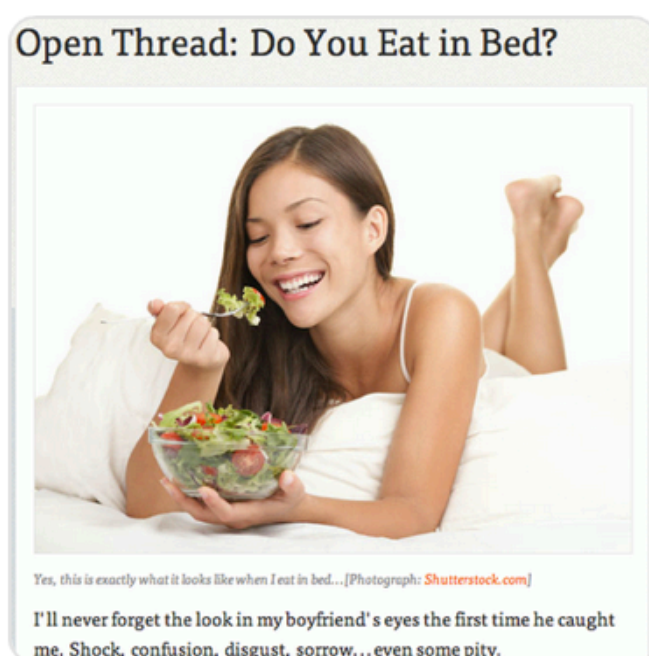
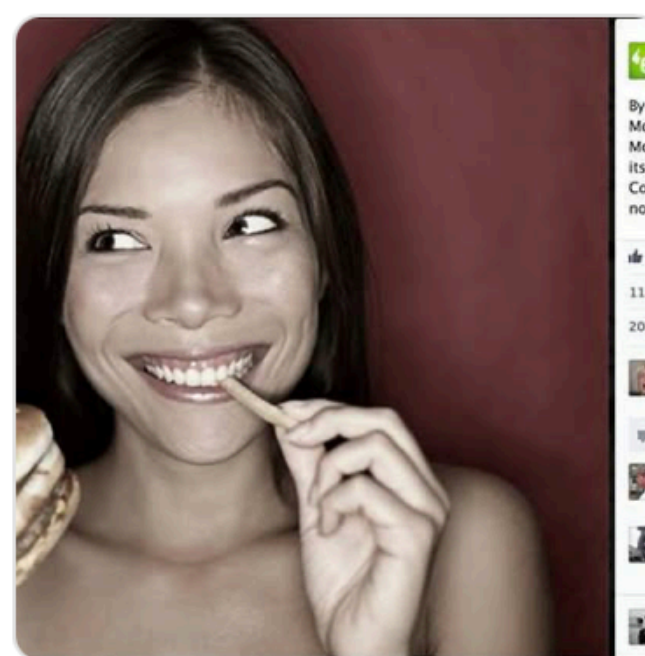
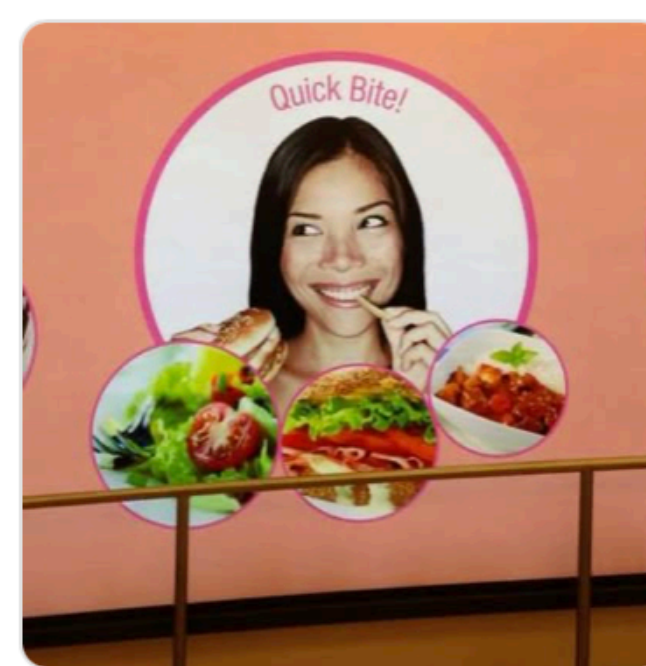
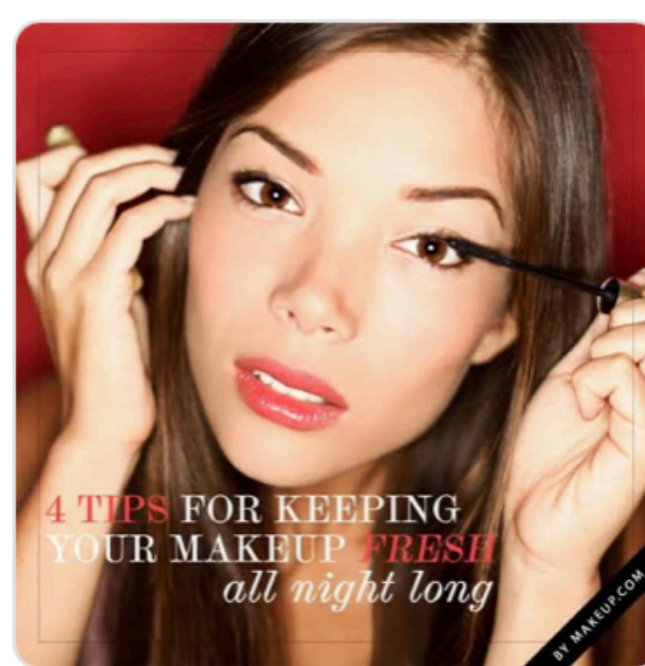
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HERE'S HOW WE DO IT:



STRATEGY

We know that every company we market has their own identity and their own measure of success; they also use different metrics to determine their success. For us, search marketing strategy is very simple - maximize results for the least investment possible.



TRACKING

We design effective paid search campaigns that target your ideal client at the opportune time with a relevant message. Being able to effectively track the evolution of your desired market's buying habits will not only improve your paid search performance, it will also affect every marketing decision you make for your business.



REPORTING

Effective reporting and tracking is absolutely the most important ingredient of any successful search marketing campaign. At Xcite, we analyze your account's performance through many different tracking and reporting metrics and work with you to ensure that we're making the best decisions on how to optimize your marketing efforts.



PRICING

A common challenge when



PAID SEARCH OPTIMIZATION



10 QUESTIONS YOU SHOULD ASK BEFORE HIRING YOUR INTERNET MARKETING



Guanahani Divers, Bahamas

Together, We Make a Great Team

You don't just hire us--you partner with us. Our role is to provide marketing expertise and dedicate time to the right things. Yours is to provide insight and help us keep focused on your objectives.

The closer we work together, the bigger the successes we can achieve. We greatly value your input and partnership! 😊



Aerial drone services - Maui, Hawaii.

Amazing Media - Air, Land & Sea

In marketing, the difference between good and great is the

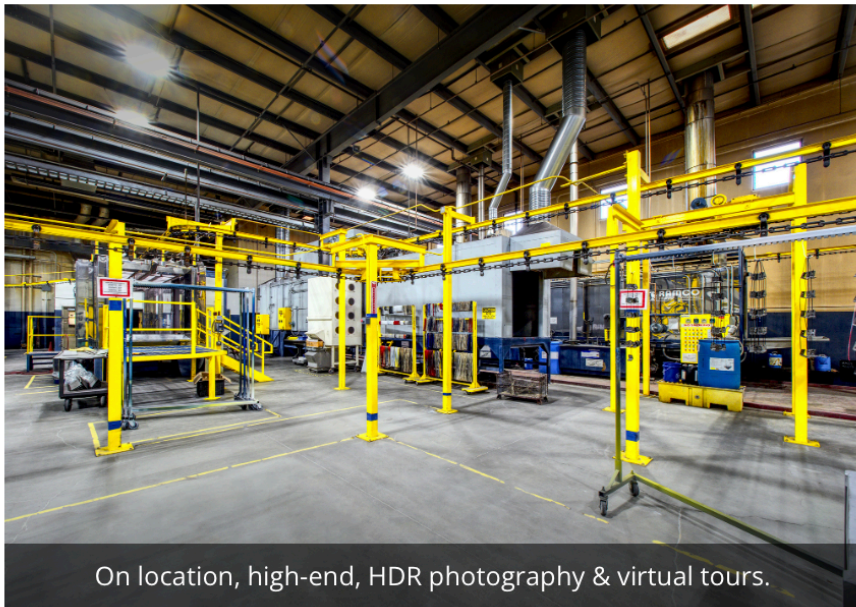


We love to work in the diving industry.

Marketing Essentials Plans

Your business--any business--needs visibility online. Our Marketing Essentials plans cover the critical elements of online business promotion.

Starting at just \$399/mo, including your website, SEO, hosting, backups, social media, schema & blogging--all managed by us, your agency marketing partner.



On location, high-end, HDR photography & virtual tours.

Compositing, HDR & 360° Imaging

For situations with challenging or complex lighting, we offer



Joe taking a pic of Jill taking a pic of Todd taking a pic... Nashville

About Us

We exist to provide you with a top agency experience at a price that makes sense for any size organization.

We're much more than a digital marketing agency. We have decades of experience in engineering and media production. We can produce virtually anything. We work hard and we care a lot about you and the results we achieve.



Sage advice. You're welcome.

Fast, High Quality Web Design

Never believe a web designer until he/she can show you the

Keep It Real

Tell Your Customer's Story

- Real stories are waaaayyyy better than polished buzzwords
- Show your work, not your adjectives
- Authentic = relatable = conversions
- “Google knows when you’re faking it”
- **Original = credible**

Experiential Content

= Engagement Gold

- Interactive = 2–3× longer visit time
- People remember what they did, not what they read
- **Unique content builds authority and backlinks**
- **Experience** is the “new” SEO
- EEAT: Experience + Authority = visibility

Reef Smart Guides

Where Experience Comes to Life

- 3D dive site models = unforgettable, original content.
- Keeps divers exploring — and Google impressed.
- The ultimate proof of “experiential” marketing.

REEF SMART GUIDES
DIVE SITE
2D & 3D MAPS

*Immersive digital
Marketing tools for
divers & snorkelers
and elevate the
in-water experience*



Operators & resorts face
intense competition for guests

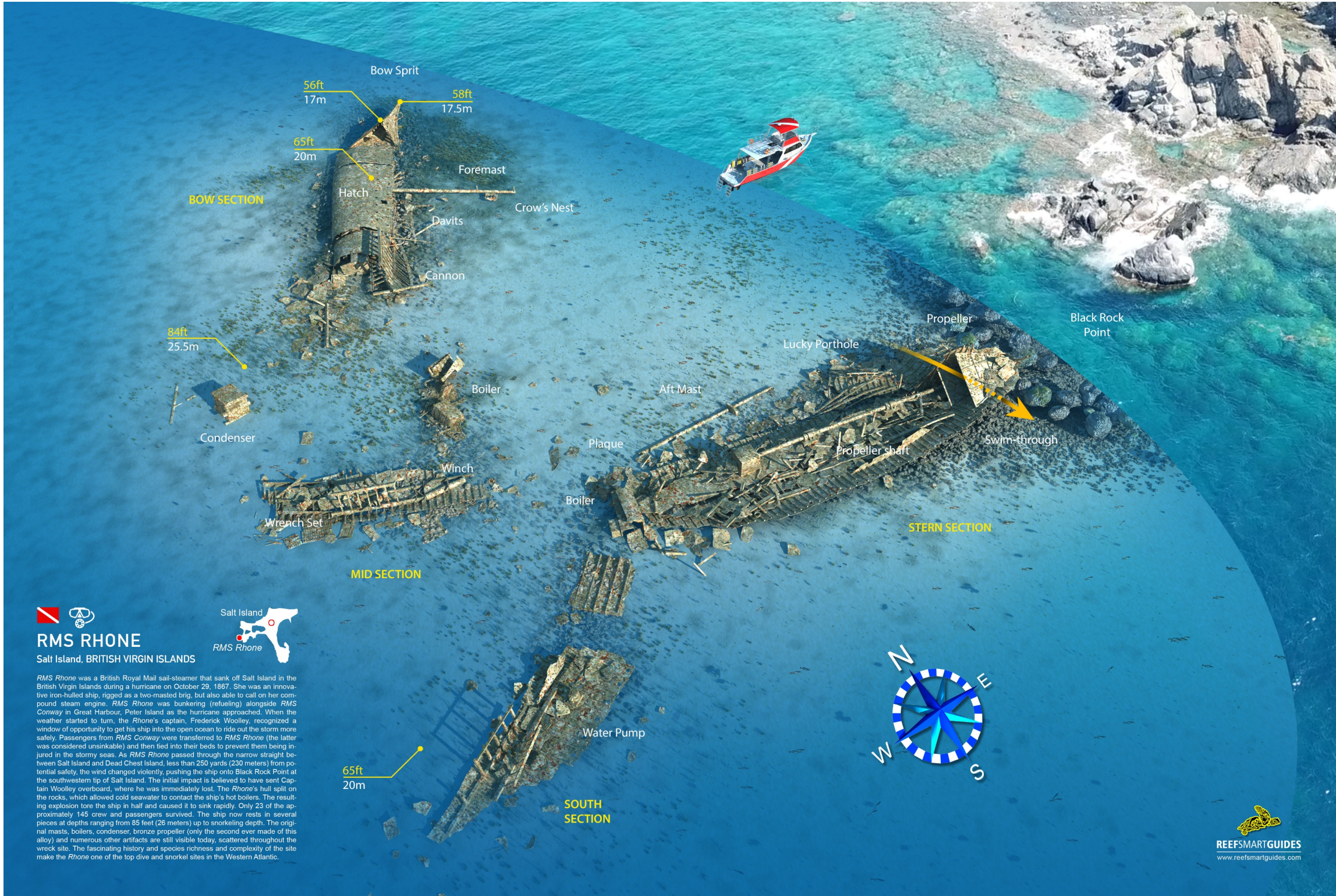
- So much choice!
- Increasing pressure to market themselves and stand out from the crowd
- They need a **key differentiator**



A diver is shown underwater, ascending towards the surface. A large, vertical trail of bubbles follows the diver, creating a bright, shimmering column against the deep blue background. The diver is in silhouette, with their fins and equipment visible.

Maps are a key differentiator

- They're a universal language
- Improve safety and the in-water experience
- First thing that diver seek when researching their next destination
 - 98% of divers use the Internet for research their next destination.
 - 30 hours of online research



RMS RHONE

Salt Island, BRITISH VIRGIN ISLANDS



RMS Rhone was a British Royal Mail sail-steamer that sank off Salt Island in the British Virgin Islands during a hurricane on October 29, 1867. She was an innovative iron-hulled ship, rigged as a two-masted brig, but also able to call on her compound steam engine. *RMS Rhone* was bunkering (refueling) alongside *RMS Conway* in Great Harbour, Peter Island as the hurricane approached. When the weather started to turn, the *Rhone's* captain, Frederick Woolley, recognized a window of opportunity to get his ship into the open ocean to ride out the storm more safely. Passengers from *RMS Conway* were transferred to *RMS Rhone* (the latter was considered unsinkable) and then tied into their beds to prevent them being injured in the stormy seas. As *RMS Rhone* passed through the narrow straight between Salt Island and Dead Chest Island, less than 250 yards (230 meters) from potential safety, the wind changed violently, pushing the ship onto Black Rock Point at the southwestern tip of Salt Island. The initial impact is believed to have sent Captain Woolley overboard, where he was immediately lost. The *Rhone's* hull split on the rocks, which allowed cold seawater to contact the ship's hot boilers. The resulting explosion tore the ship in half and caused it to sink rapidly. Only 23 of the approximately 145 crew and passengers survived. The ship now rests in several pieces at depths ranging from 85 feet (26 meters) up to snorkeling depth. The original masts, boilers, condenser, bronze propeller (only the second ever made of this alloy) and numerous other artifacts are still visible today, scattered throughout the wreck site. The fascinating history and species richness and complexity of the site make the *Rhone* one of the top dive and snorkel sites in the Western Atlantic.

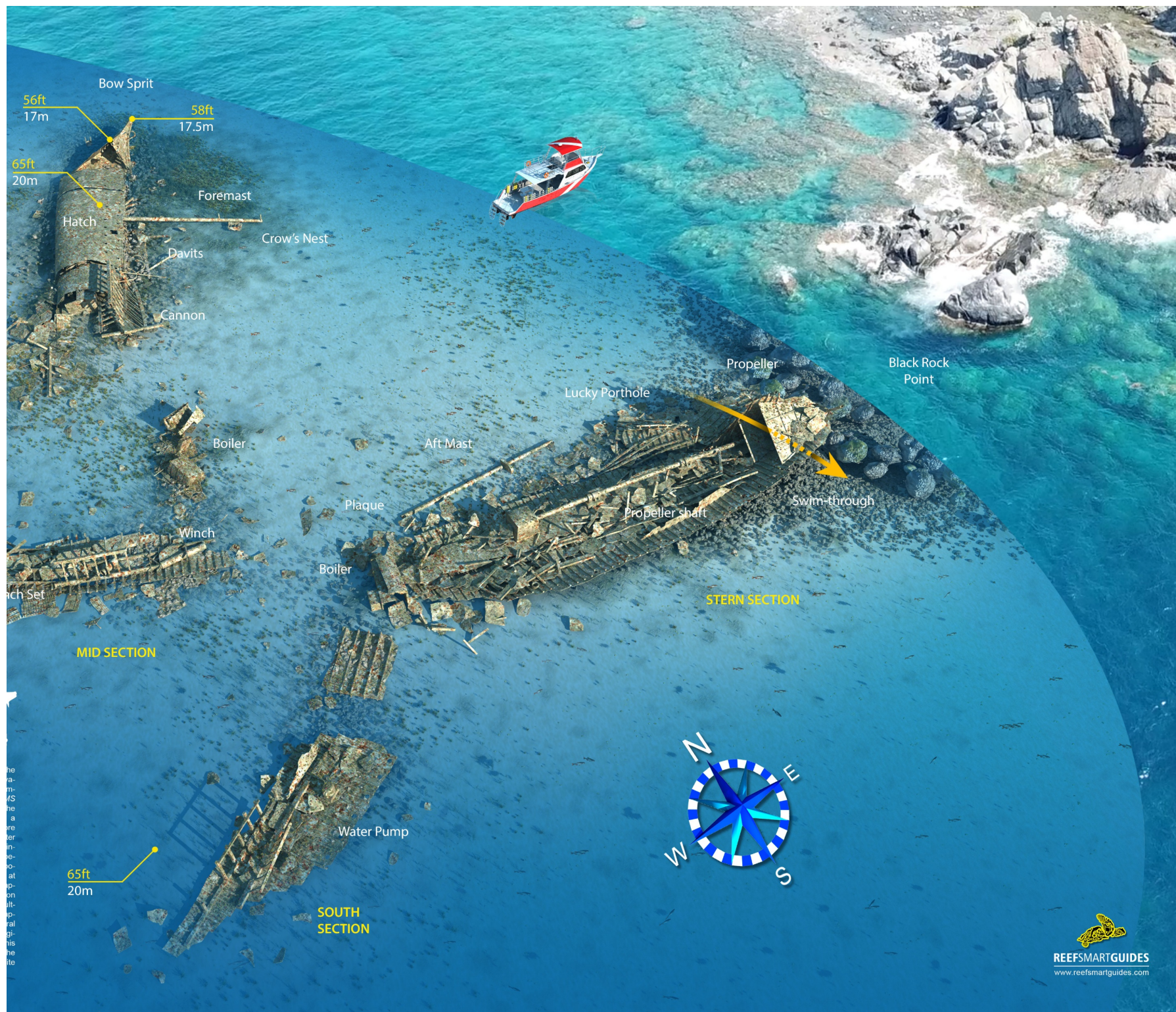


REEFSMARTGUIDES
www.reefsmartguides.com

What influences the decision to purchase?

Content about the dive experience, such as dive site maps

Immersive and interactive content that creates a sense of



WRECKS & ARTIFICIAL REEFS



Courageous

Florida, USA

MV Courageous was originally a 189-foot-long (57.5-meter) oceangoing cargo vessel. purchased by the Air Force for use in a demonstration of a new weapons delivery system. The vessel was sunk by the US Air Force as part of a weapons test off the coast of Okaloosa County, Florida, on April 28, 2022. The blast broke the ship in two halves, which now rest side by side on a sandy seabed at a depth of 130 feet (39.5 meters).

SAVE VIEW



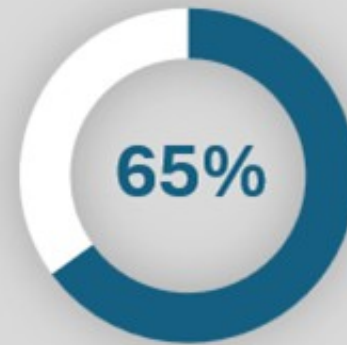


x3

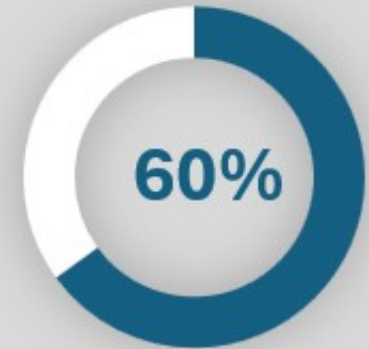
**Increase in
engagement**

x4

**Drop in
bounce rate**



**Increase
in sales
conversions**



**More likely to
be shared on
social media**

**You attract a younger, digitally
savvy, clientele**

Black Grouper

Mycteroperca bonaci

Maximum Size: 5 ft (1.5 m), 220 lbs (100 kg)

Longevity: Often more than 30 years.

Typical depth: 19–246 ft (6–75 m)

Behavior:

Black grouper are one of the most abundant large groupers in Florida waters, but rarely seen. They tend to shy away from swimmers. Commercially fished in many places, their populations are generally declining as a result. They are solitary except when they congregate to spawn. Adults feed on smaller reef fish such as grunts and snapper.

Predators:

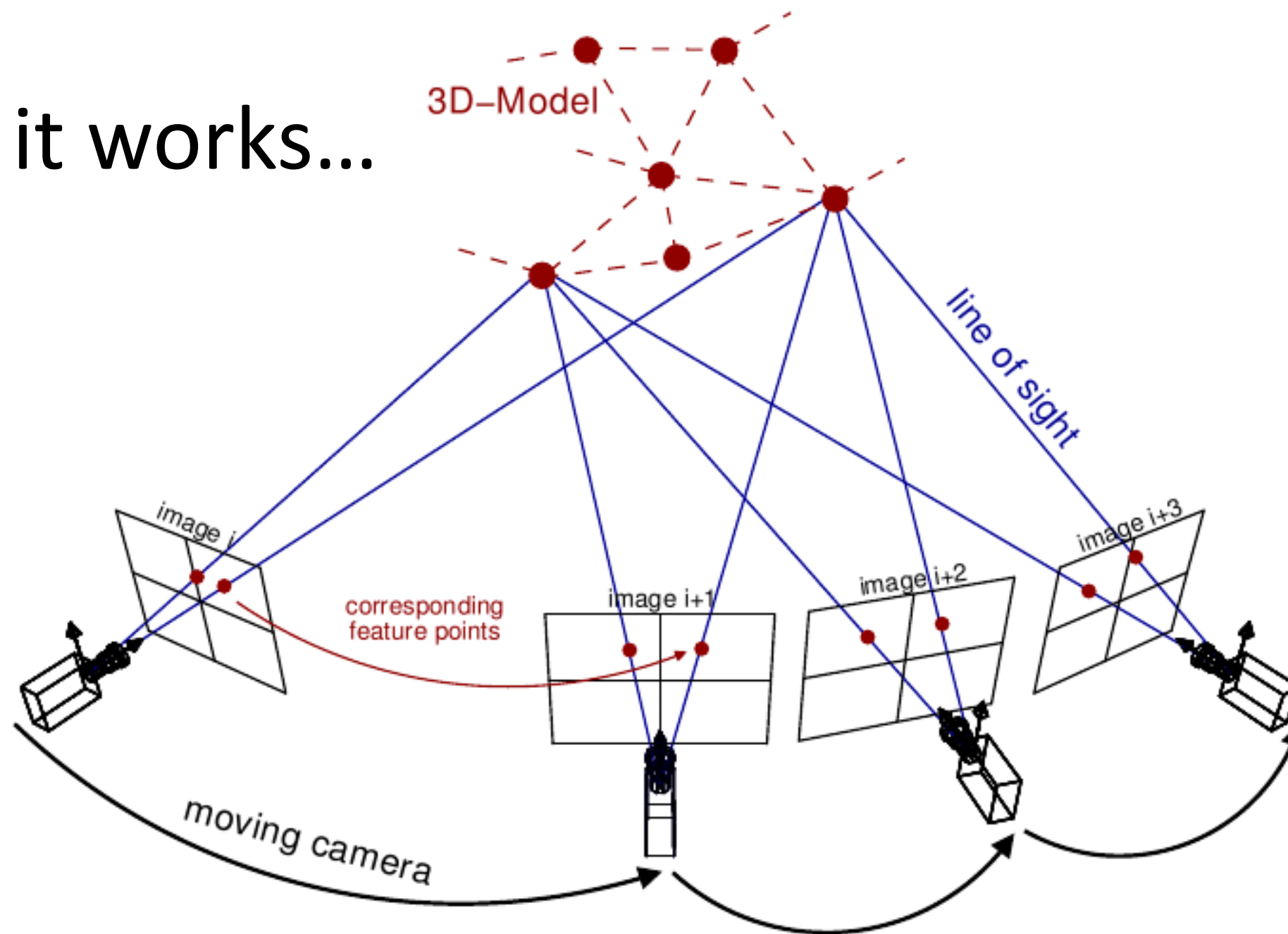
Sharks

Did you know?

Black groupers are sequential hermaphrodites, which means they begin life as females and some larger individuals become males. The transition usually occurs at between two and four feet in length or 11 and 14 years old. The overall sex ratio is generally one male for every four females.



How it works...



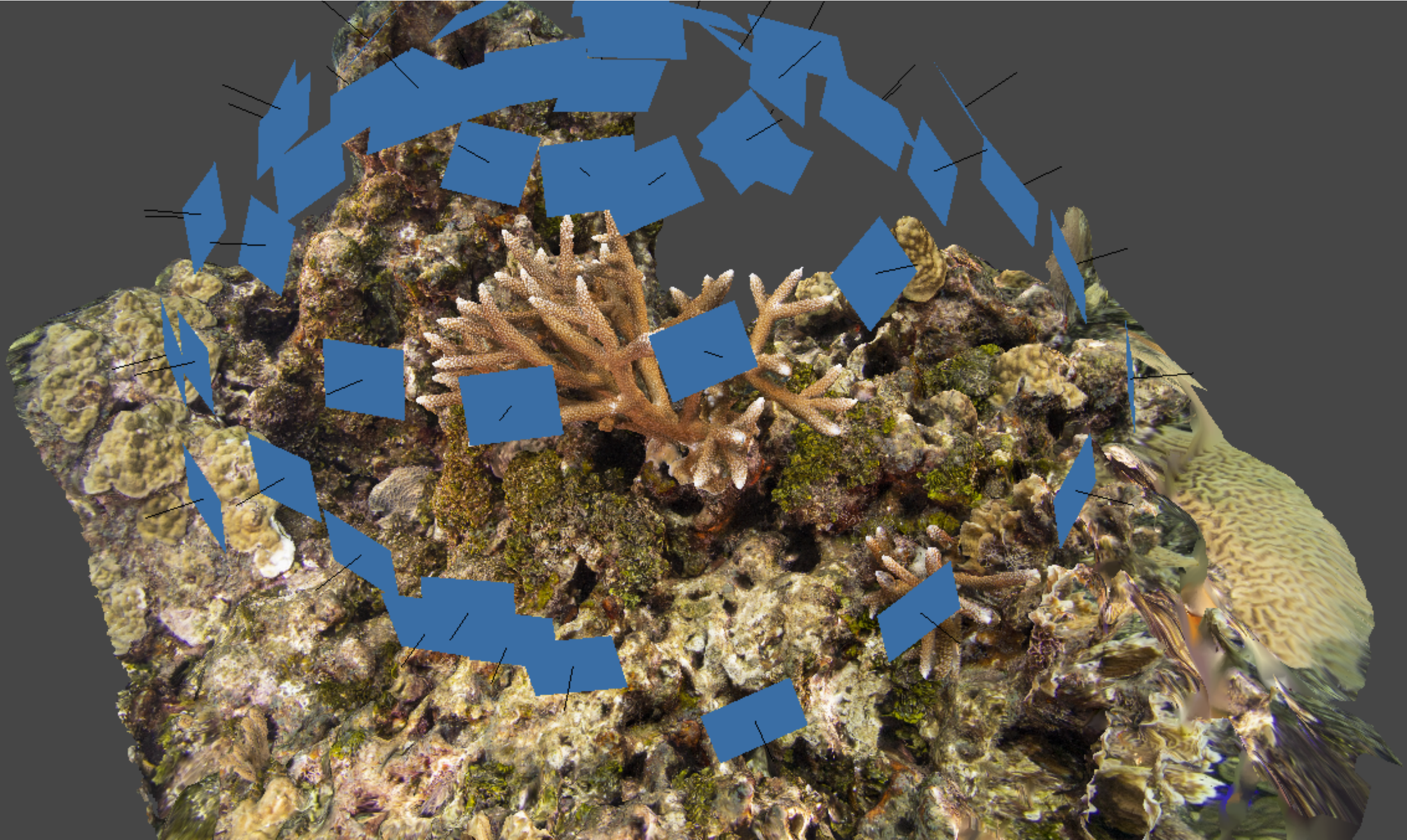
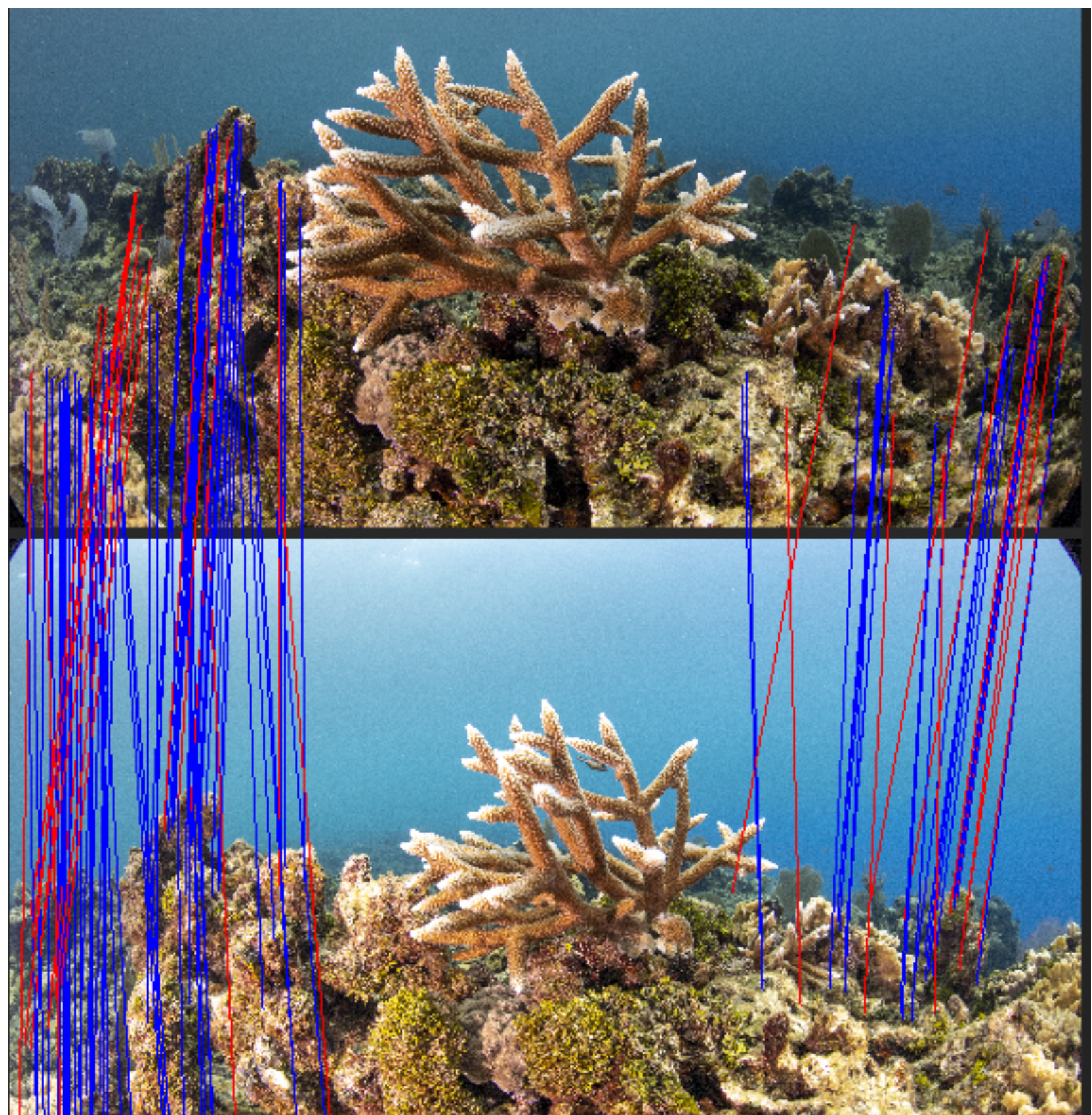
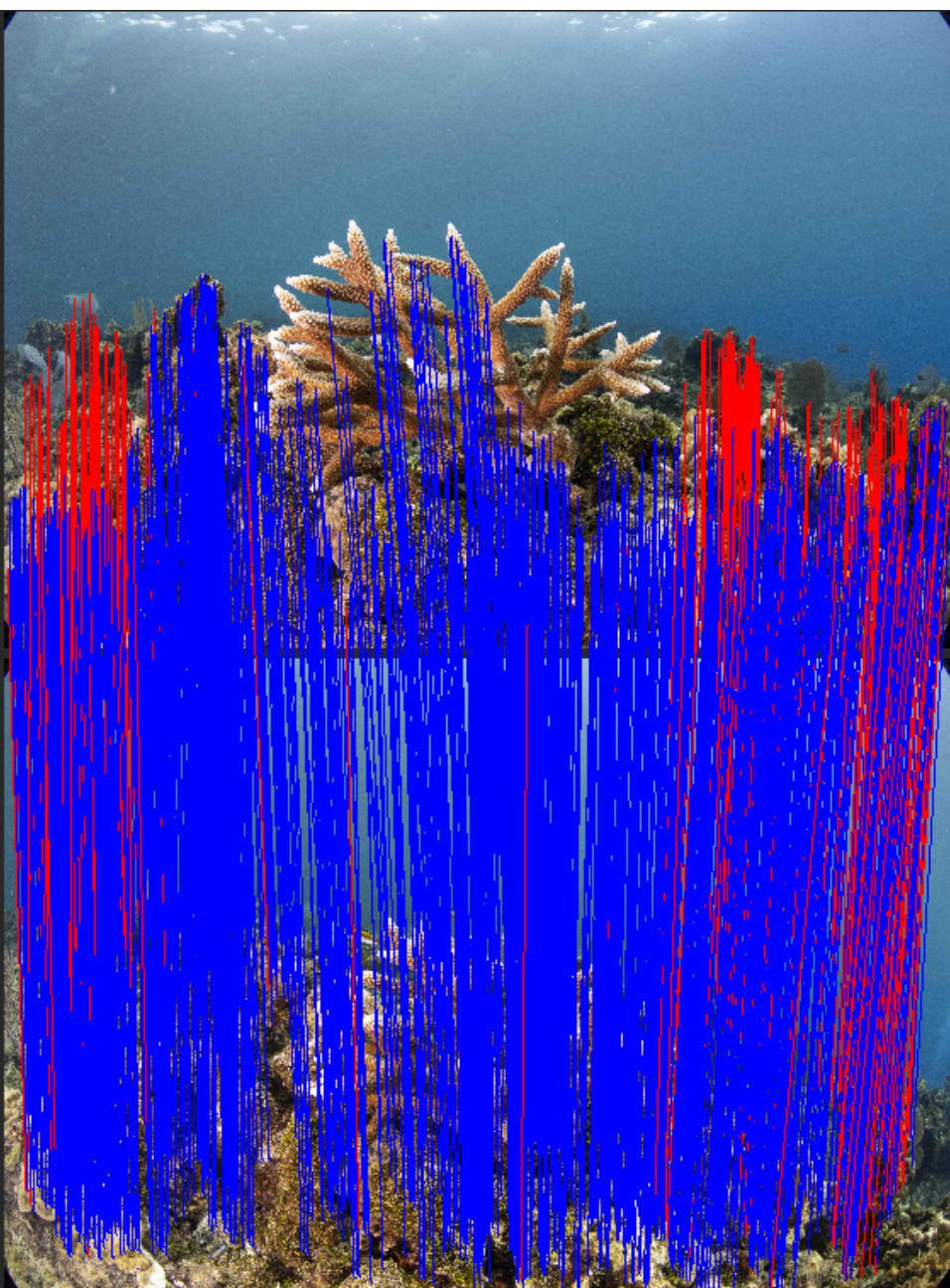
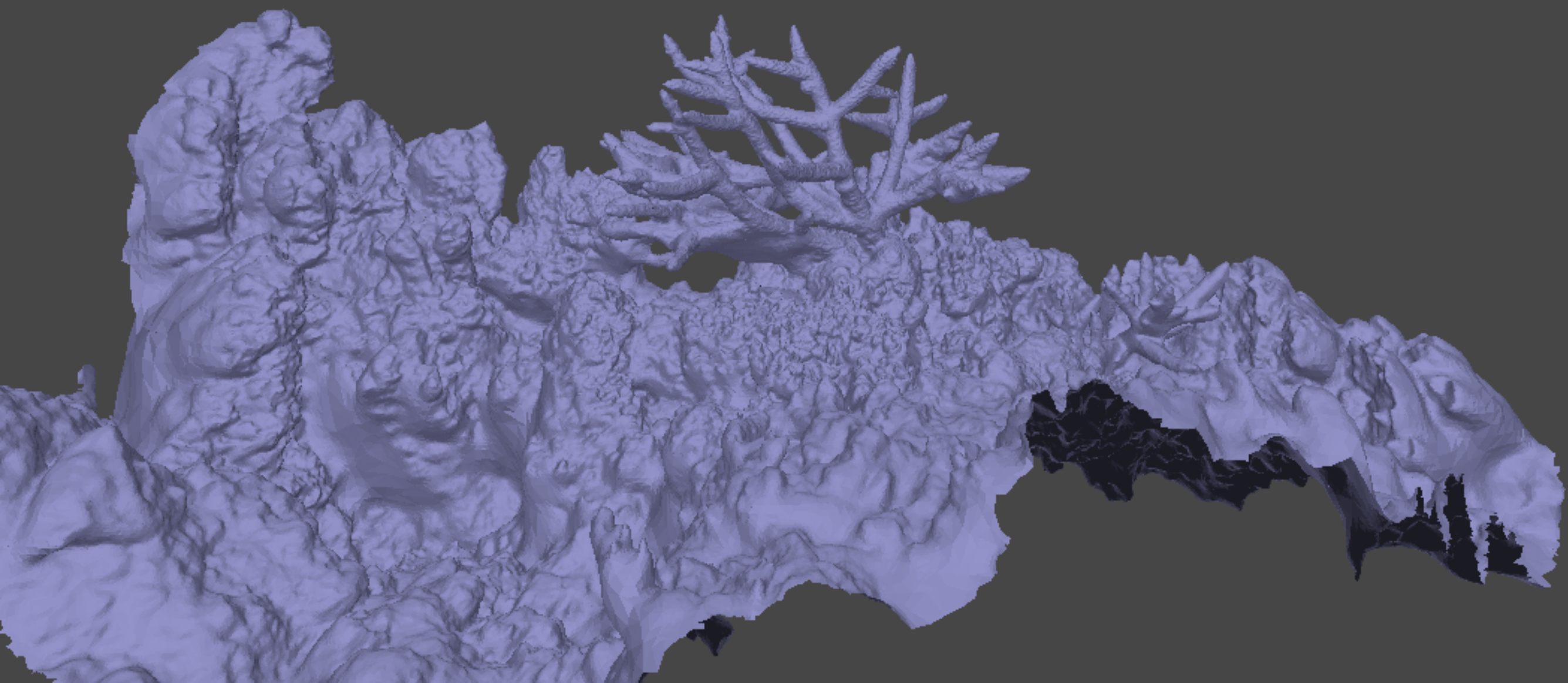
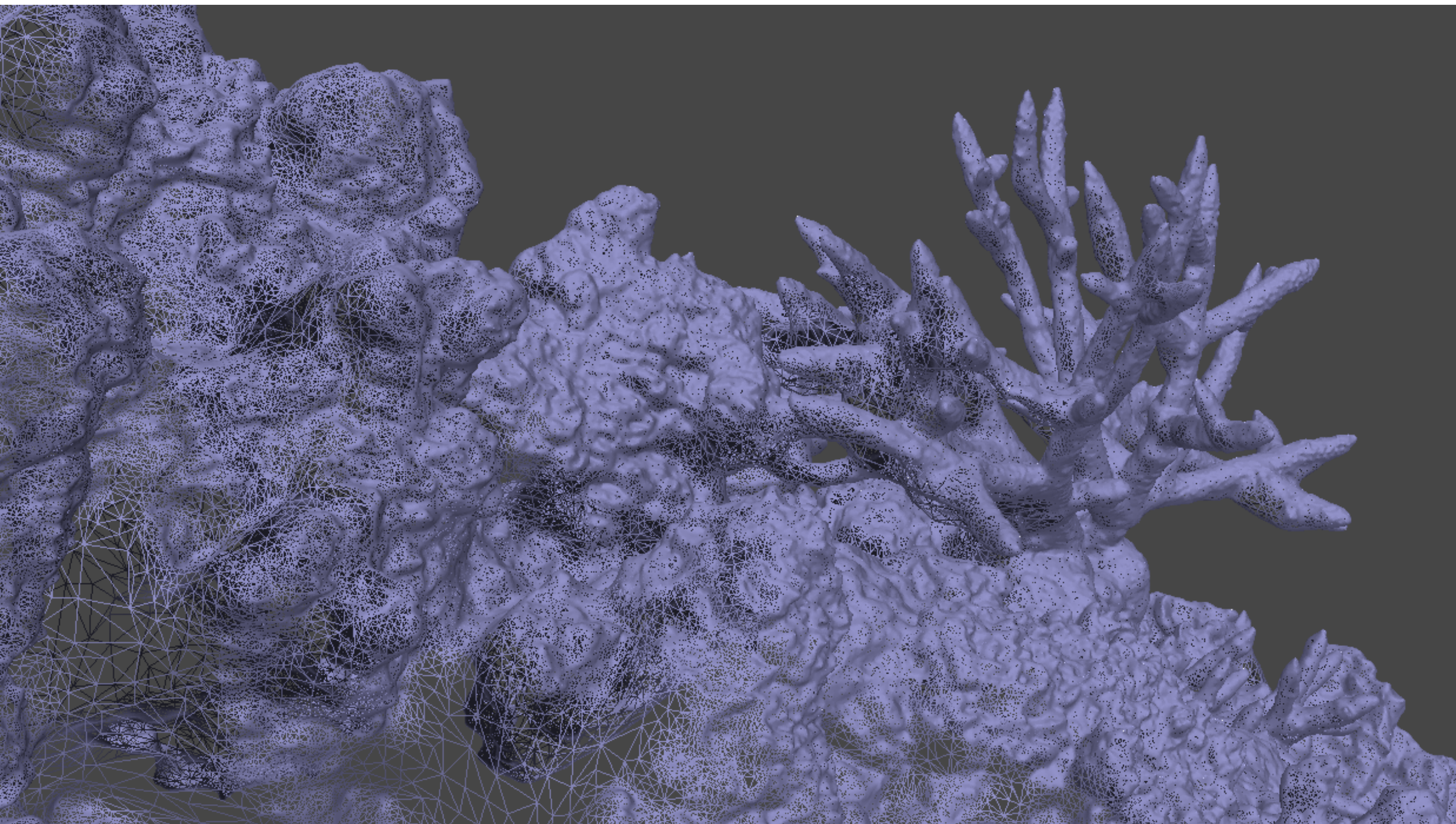


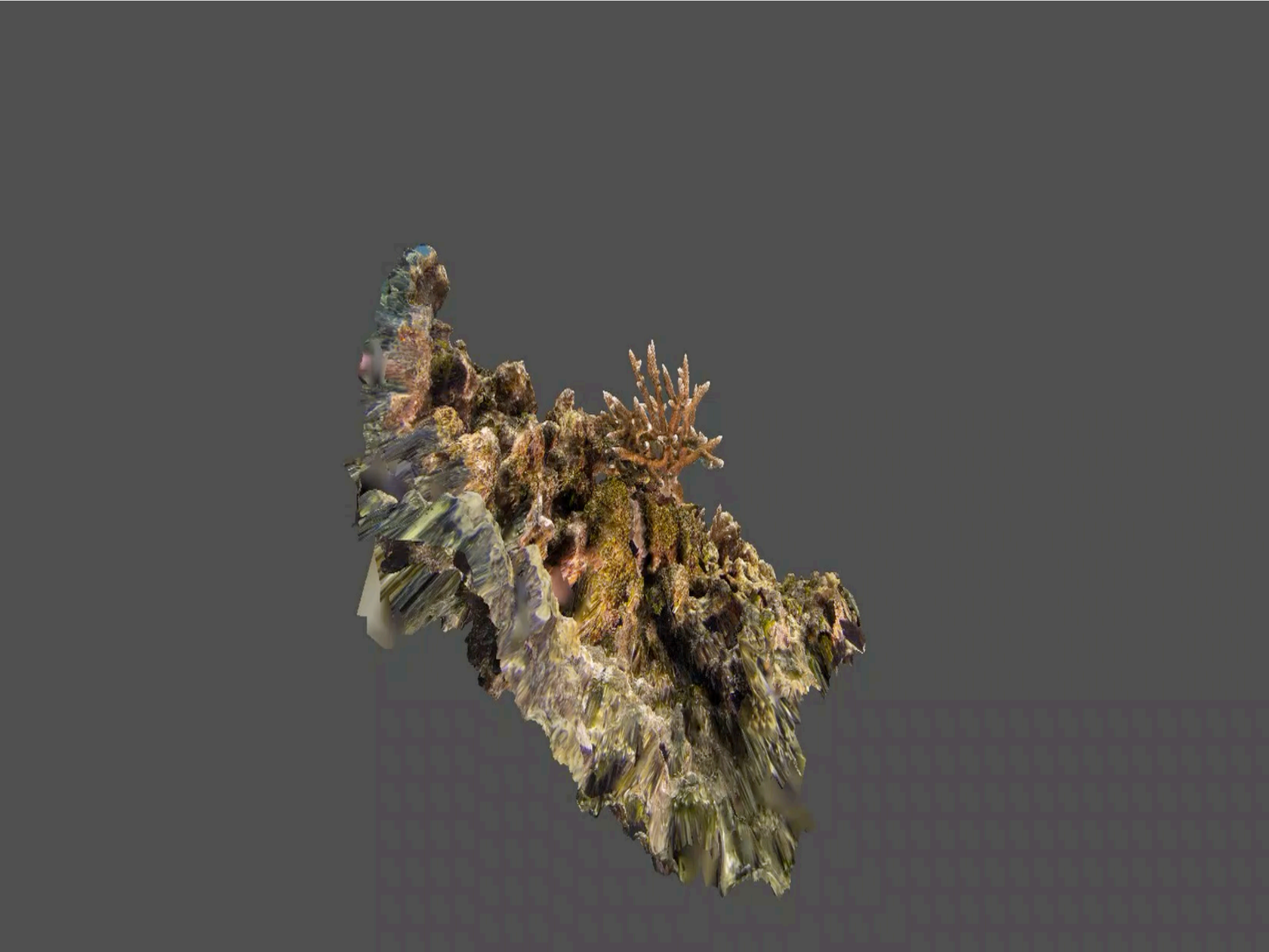
Photo matching











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