# Website Goals and Conversions

The primary aim of the website is to attract potential customers, provide essential information about the resort, and convert visitors into leads or bookings. The goals can be divided into macro conversions (major objectives that directly contribute to revenue) and micro conversions (smaller steps that lead visitors closer to the macro goals).

## Macro Conversions

### Online Booking Completion

Encourage visitors to book their stay at the resort through the booking form and calendar.

KPIs:

* **Booking Form Submission Rate***:*This KPI tracks how many visitors successfully complete the booking form, giving a clear indication of the website's ability to convert visitors into paying guests.
* **Booking Revenue Generated**:Measuring the revenue directly attributed to online bookings connects the website’s performance to the resort’s financial success, highlighting its impact on the bottom line.

### Newsletter Subscription

Grow the email subscriber base through the newsletter form.

KPIs:

* **Subscription Rate**: This metric shows how effectively the website engages visitors and encourages them to sign up for the newsletter, helping build a database of potential leads.
* **Email Open Rate**: By measuring the percentage of newsletter recipients who open the emails, this KPI evaluates the quality of the leads and the relevance of the content being shared.

## Micro Conversion

### Blog Engagement

Drive visitor engagement through blog posts to educate and inspire interest in the resort.

KPIs:

* **Time Spent on Blog Pages:** This KPI reflects how engaging and valuable the blog content is to visitors, indicating its ability to capture interest and keep users on the site.
* **Blog CTA Click-Through Rate:** Tracking clicks on calls-to-action within blog posts shows how effectively the content drives visitors toward key actions like booking or exploring services.

### Virtual Tour Engagement

Encourage visitors to explore the virtual tour of the house to visualize their stay.

KPIs:

* **Virtual Tour Click Rate:** This metric measures the appeal of the virtual tour feature by showing how many visitors are interested in exploring it.
* **Completion Rate of Virtual Tour:** By tracking the percentage of visitors who finish the tour, this KPI indicates how engaging and immersive the virtual experience is, helping visitors visualize their stay and build trust in the resort.