

# Amuse me Park - Purpose of Website



Different kinds of websites have different purposes depending on who the intended audience is. Some websites are geared towards selling products and other websites are geared towards providing practical information, while others are merely for entertainment.

The **purpose of a website** varies depending on the needs of the website owner/client. It could have multi-faceted purposes with many different website goals and objectives in mind, or it could have one singular purpose and one singular purpose only.

Beyond the investment of time and money into creating a website, it is important to realize that it also is the public face of any business, organization, or brand – online, at least. Getting clear about the intended purpose of the website is a critically important first step in defining a clear strategy for the website.

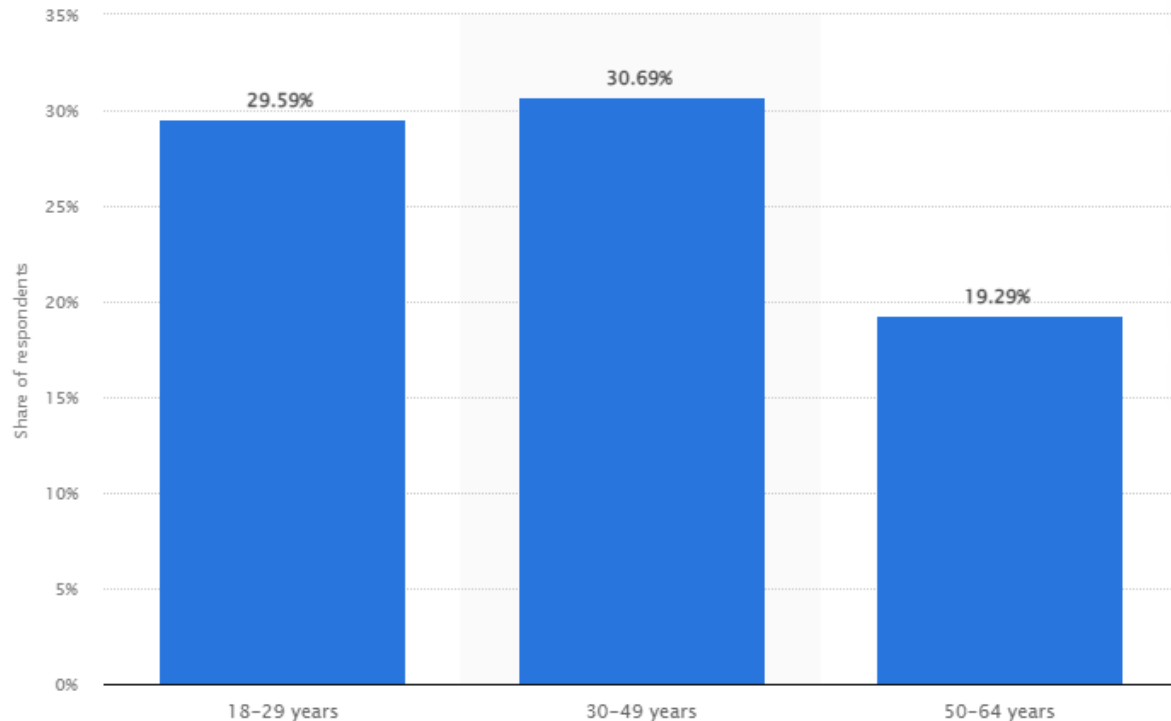
Understanding the demographic of the intended audience for our theme park website is the first critical step that we have to take to clearly identify the purpose of the site.

## Demographic

[Voice of the Visitor: 2017 Outlook on the Attractions Industry](#), an annual study of people who visited an attraction last year, shared the good news that theme park attendance is expected to rise 3.6 percent this year. And for the second year in a row, Orlando, Las Vegas and New York ranked the highest in visitation and intent to visit.

Theme parks' changing demographics could also be seen in an increase in millennial visitors. The report found that 18-29 year olds are the largest group of theme park visitors at 46 percent – a nearly 10 percent increase from 2015. This generation was also the most impressed with technology with 59 percent saying it made them more likely to return and 44 percent saying tech gadgets encourage them to stay longer.

<https://www.statista.com/statistics> reported the following:



## **Purpose of Site**

## WHAT IS THE PURPOSE OF OUR WEBSITE?

to promote  
to generate lead  
to sell services  
to build an online presence  
to connect

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### **1. To Promote:**

A website helps create awareness for any brand and showcase your brand to prospective customers and it's no different for a theme park website. It helps to establish an image by letting the audience know who we are and what we represent.

Having an online presence helps make potential customers aware of our amusement park as people from a different state would otherwise have no idea about it. If you have developed an effective website using various search engine optimization techniques, there are very high chances your website will rank well in the Google search results.

Ranking high in the search results will ensure that when people search online for a product or service similar to yours, they will be able to view your website and will visit it to get more information. This will give you an opportunity to increase your customer base.

### **2. To Generate Lead:**

Many businesses use their website to attract leads or prospects, but don't actually close the sale online. Instead, the purpose of the website is to attract qualified leads and allow

them to submit their information to the business, who will then follow-up with a sales call.

Examples might include an independent consultant or coach, a therapist, an attorney, or a household appliance repair business — all of these business owners can benefit from a website that attracts qualified customers or clients and allows them to submit a contract form or service request to the business owner. The key distinction from a sales website is that for a website with the primary purpose of lead generation, the eventual sale of products or services often happens away from the website — either in person, or mediated through email or a phone call.

### **3. To Sell Services:**

The primary purpose of most websites is likely sales in one way shape or form. In our case for a theme park website, customers could potentially buy tickets for a show, ride or other amenities. This eliminates the need to have long physical lines usually in scorching heat trying to book some tickets in the park. Customers could directly make an appointment online, complete the whole payment process when they will be given a digital ticket and show up with it on the desired day with their families making the whole process much easier, faster and streamlined..

Success in achieving this primary purpose will require clear communication of the value users will realize by making a purchase, as well as a user-friendly checkout and payment process.

### **4. To build an Online Presense:**

The company with no internet presence had to work harder to attract and keep clients. This requires significant market investment in brochure printing, salesperson recruiting, and other costs. An online presence eliminates all those expenses and frees up your time to focus on developing practical, engaging advertising.

An online presence allows customers to learn about a company's products or services and provides a way for them to contact the business. It also allows businesses to connect with their customers and create loyalty among their customer base. In addition, an online presence can help companies to attract new customers and expand their reach. By investing in an online presence, businesses can reap the many benefits it has to offer.

## **5. To Connect:**

The faster a company responds to customer concerns, the higher the likelihood that customers will be satisfied with their experiences and return to the company for their future needs. If a customer has a poor service experience, that could turn them off from the business.

Whether the customer expresses their concerns by email, phone, social media or chatbot, it is crucial that customer service agents respond to requests as quickly as possible, while providing effective information and solving the problem completely. A website provides customers an easy way to contact you and learn more about your products, services and business.