

OFF-SEASON ACTION PLAN

STOP STARTING OVER EVERY SPRING — START BUILDING ON MOMENTUM

The off-season isn't downtime — it's your **competitive advantage**. While everyone else is recovering, you have a window to do the work that most businesses never make time for. Here's exactly how to use it.

WEEK 1–2

Rest. You Earned It. Seriously.

- ☐ **Actually unplug — no checking reviews obsessively**
You cannot build well from an empty tank. Rest is strategy.
- ☐ **Do a quick mental debrief — what felt right? What felt hard?**
Capture impressions while they're fresh, before details fade

WEEK 3–4

Review Audit & Friction Analysis

- ☐ **Read every review from the season in one sitting**
Patterns emerge when you read them all together
- ☐ **Pull your repetitive questions log — tally the top 10**
These become your FAQ page and content calendar
- ☐ **Identify your top 3 friction points with a fix plan for each**
Three focused fixes beat a dozen half-measures
- ☐ **Send a post-season survey to your email list**
Off-season customers give more detailed, honest feedback
- ☐ **Review your conversion numbers from the season**
Where did people drop off? Inquiries? Booking page? Post-visit?
- ☐ **Document season highlights and lessons in a debrief doc**
This becomes next year's pre-season roadmap. Memory lies.

MONTH 2

Website Updates & Messaging Refresh

- ☐ **Update website copy using your customers' exact words**
Their language is more persuasive than anything you'd write
- ☐ **Build or update your FAQ page from the questions log**
Every question answered publicly removes a booking barrier
- ☐ **Test your entire booking flow on mobile — start to finish**
Fix friction points identified in your season audit
- ☐ **Update photos with real images from this past season**
Fresh, authentic imagery outperforms stock every time
- ☐ **Check and update all hours, pricing, and availability info**
Outdated info destroys trust before a visitor ever contacts you
- ☐ **Add new testimonials collected during the season**
Recent, specific testimonials are your strongest trust signal

MONTH 3

Google Business Profile Optimization

- ☐ **Update your GBP with current season dates and hours**
GBP is how tourists find you on Maps — keep it current
- ☐ **Add fresh photos from the season to your GBP listing**
Listings with recent photos get 42% more direction requests
- ☐ **Answer any unanswered Q&A on your GBP listing**
Unanswered questions are missed conversions hiding in plain sight
- ☐ **Review and update your GBP business description**
Use language from your strongest reviews and your FAQ
- ☐ **Check that your NAP (name, address, phone) matches your website exactly**
Consistent NAP across platforms is a direct local SEO factor
- ☐ **Claim and update TripAdvisor, Yelp, and directory listings**
Consistency across all platforms builds search authority

MONTH 4

Pre-Season Content & Email List Build

- ☐ **Create content from your top 10 repetitive questions**
Answer them publicly in blogs, social, and video — builds trust before they arrive
- ☐ **Build or grow your email list with an off-season incentive**
Early access, early-bird pricing, or a free guide all work well
- ☐ **Plan your pre-season social content calendar (6 weeks out)**
Consistent pre-season presence builds anticipation and early bookings
- ☐ **Send an early-bird email to last season's customers**
Past customers convert at 5–7x the rate of cold traffic
- ☐ **Set up or refresh your post-visit email automation**
Capture reviews and feedback automatically without mid-season effort
- ☐ **Brief your team or contractors on this season's changes**
Everyone on the same page before day one = smoother season

BEFORE OPENING DAY

Final Readiness Check

- ☐ **Full mobile test — walk through your site like a tourist**
Pull it up on your phone and pretend you've never seen it before
- ☐ **Complete booking flow test — all the way through to confirmation**
Broken booking flows are silent revenue killers — find them before guests do
- ☐ **All contact forms are live and routing to the right inbox**
A dead contact form during peak season is a catastrophic leak
- ☐ **Google Business Profile hours are set to current season**
Wrong hours on GBP = frustrated tourists and bad reviews
- ☐ **Feedback capture system is active and ready**
Start collecting from day one — not week three
- ☐ **You have your repetitive questions doc open and ready to log**
The season starts collecting data on day one — be ready to capture it

NUMBERS THAT ACTUALLY MATTER — YOUR BENCHMARKS

3–5%

Website conversion rate

Tourism benchmark

<40%

Bounce rate

Excellent threshold

3 sec

Max page load time

Mobile critical

4.5+

Google review rating

Competitive edge

100%

Review response rate

Best practice

30%+

Email open rate

High performance

"Clear is kind."

The work you do in the quiet season is what fills your busy one. Stop starting over. Start building on something. Every season should be smarter than the last — and now you have the system to make that happen.