

SPARKSTORY™

REST. RESET. READY.

Digital Checklist for Seasonal Businesses

Your Plan for On and Off Season

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"Clear is Kind."



THE SEASONAL BUSINESS PROBLEM

The businesses that win year over year aren't the ones that work harder.

They work smarter — before the season, during it, and after it.

Most seasonal businesses repeat the same season because they never stop to listen.

TODAY WE FIX THAT.

YOUR SEASON HAS THREE PHASES

A large, dark grey number '1' with a light blue circle at its top.

Phase 1 — Pre-Season

Get sharp before the rush hits

A large, dark grey number '2' with a maroon circle at its top.

Phase 2 — In-Season

Pay attention while you're in it

A large, dark grey number '3' with an orange circle at its top.

Phase 3 — Post-Season

Rest, reset, and rebuild for next
year

Each phase has a checklist — and a purpose.

PHASE 1

PRE-SEASON: GET READY

- ☐ Sharpen your messaging before the tourists arrive
- ☐ Audit your website on your phone — right now
- ☐ Update your Google Business Profile completely
- ☐ Set up your feedback capture system before day one
- ☐ Check your booking flow — start to finish, on mobile
- ☐ Benchmark: where did last season fall short?

YOUR WEBSITE IS TALKING — IS IT SAYING THE RIGHT THINGS?

53%

of mobile users leave if your site takes more than 3 seconds to load

61%

won't return after a bad mobile experience

60–70%

of your visitors are on phones

- **Can a visitor tell what you do in 5 seconds?**
- **Is your phone number click-to-call?**
- **Is your booking path 3 minutes or less?**

Tourists search on their phones — mobile-first is non-negotiable.

PHASE 2

IN-SEASON: LISTEN WHILE YOU WORK

- ☐ Log every question you answer more than twice — that's a content gap
- ☐ Note every friction point in real time — not at season end
- ☐ Ask one direct question to every customer after their experience
- ☐ Respond to every review within 24–48 hours
- ☐ Track your conversion weekly: inquiries to bookings ratio

3–5%

**conversion rate =
healthy benchmark for
tourism businesses**

THE QUESTIONS YOUR CUSTOMERS ARE ALREADY ANSWERING

01

REPETITIVE PRE-VISIT QUESTIONS

= Gaps in your website content

02

BOOKING FRICTION SIGNALS

= UX problems costing you revenue

03

POST-VISIT EMOTIONAL LANGUAGE

= Your best marketing copy

04

COMPLAINT PATTERNS

= Systems problems, not one-offs

05

RECOMMENDATION LANGUAGE

= Your word-of-mouth engine

06

IF THEY SAID IT TWICE

= It belongs on your website

PHASE 3

POST-SEASON: REST. RESET. READY.

- ☐ Read every review from the season in one sitting — patterns emerge
- ☐ Pull your repetitive questions list and build your FAQ page
- ☐ Identify your top 3 friction points and build a fix plan
- ☐ Send a post-season survey to your email list
- ☐ Update your website copy using your customers' exact words
- ☐ Document what worked and what didn't — memory lies

NUMBERS THAT ACTUALLY MATTER

METRIC	AVERAGE	STRONG
Website Conversion Rate	2–3%	3–5%
Bounce Rate	40–60%	Under 40%
Mobile Traffic Share	60–70%	Must be mobile-first
Google Review Rating	4.0 minimum	4.5+ = competitive edge
Review Response Rate	30–40%	100% = best practice
Post-Visit Email Open Rate	20–25%	30%+ = high performance

YOUR OFF-SEASON ACTION PLAN

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- Week 1–2** ○ Rest. You earned it. Seriously.
 - Week 3–4** ○ Review audit and friction point analysis
 - Month 2** ○ Website updates, FAQ build, messaging refresh
 - Month 3** ○ Google Business Profile optimization
 - Month 4** ○ Pre-season content creation and email list build
 - Before Opening Day** ○ Full mobile test and complete booking flow check

CLEAR IS KIND.

Clarity is the most powerful marketing tool you already own. When people understand exactly what you do, who you do it for, and why it matters — they book.

STOP BEING THE BEST-KEPT SECRET IN VALDEZ.

The work you do in the quiet season is what fills your busy one.



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SCAN TO CONNECT

sparkstorymarketing.com

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