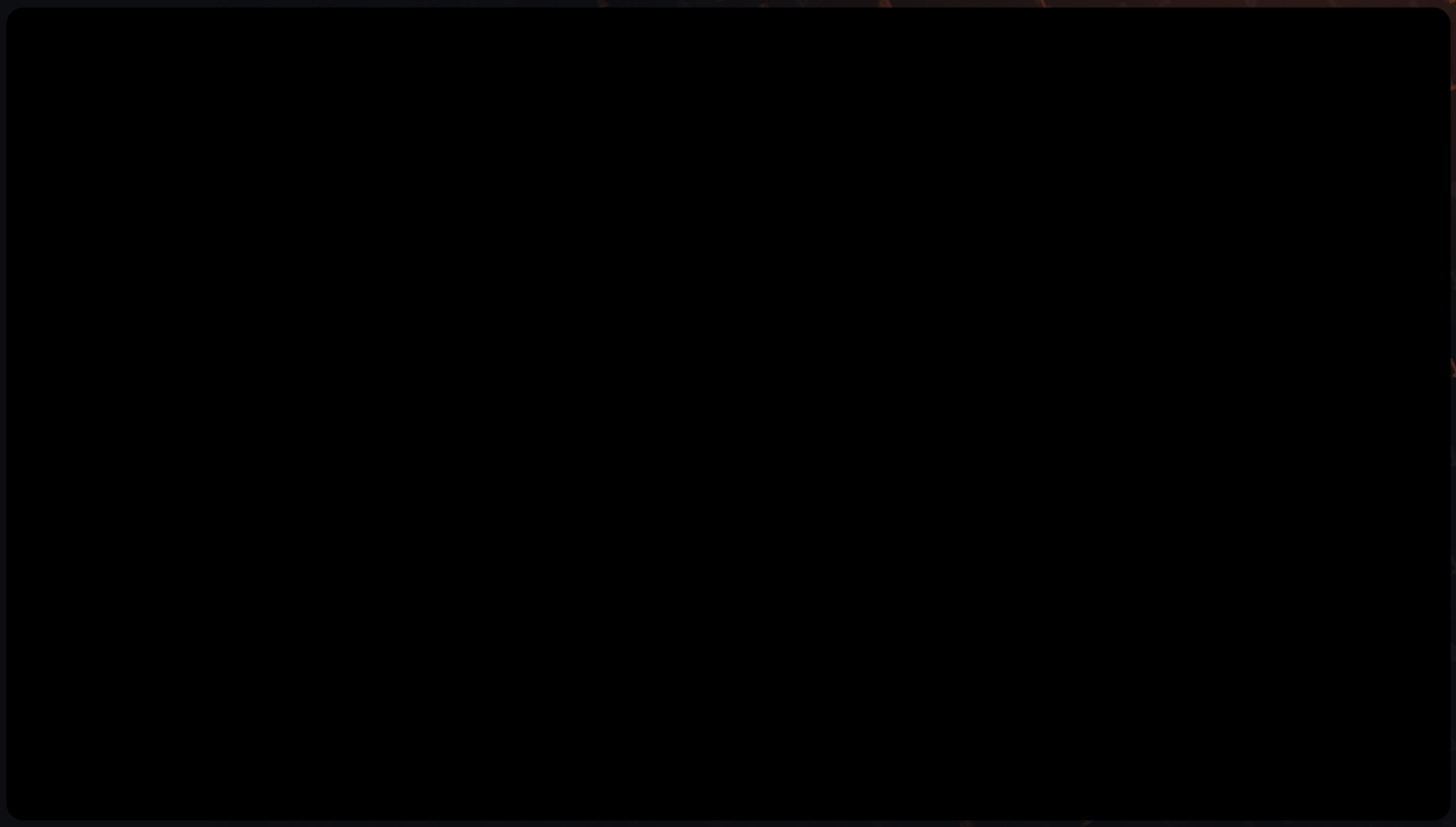
00 PHASE ONE · VISIBILITY & CONVERSION ROADMAP



PREPARED FOR	ROADMAP DELIVERED	BUILD WINDOW	30-DAY REVIEW
Saltmarsh Supper Tours	Mon 26 Oct 2026	26 Oct – 17 Nov	Thu 17 Dec

01 INTRO

TODAY

Where We Are.

Saltmarsh Supper Tours has a 5.0 Tripadvisor rating and over 1,100 visits a month, but most arrive through paid ads, leave within seconds, and only 3 booked in September.

PHASE ONE GOAL

Where We're Headed.

Increase search and AI visibility, improve engagement so visitors stay well past 17 seconds, fix tracking so every booking is tied to its tour and source, and grow bookings from 3 to 12 a month by December.

01.1 PERFORMANCE · SEPT 1–30, 2026

1,109
Sessions in September

GA4 · SEPT 1–30, 2026

70% / **30%**
Paid traffic · Unpaid traffic

- Paid ads, Facebook & Instagram 774
- Unpaid (direct, organic, referral, AI) 332

SESSIONS, SEPT 1–30

17s
Average engagement per session

MOST VISITORS LEAVE FROM THE HOMEPAGE

3
Bookings in September

FROM 32 ACTIVE USERS ON THE BOOKING PAGE

LIGHTHOUSE PERFORMANCE SCORES

43 pages from the sitemap · 22 Oct 2026

Avg mobile 28 Avg desktop 55

PAGE	MOBILE	DESKTOP
Homepage /	28	48
/news/	35	58
/not-on-the-tour-map-the-harbor-diner-locals-love/	28	40
/top-5-port-carroway-restaurants-you-wont-see-in-the-guidebooks/	30	42

SHOW ALL 43 PAGES

Lighthouse 13.5.0, performance only. Scores vary run to run and won't exactly match PageSpeed Insights. Red 0–49 · Amber 50–89 · Green 90–100.

01.2 ROADMAP GOALS

01

ENGAGEMENT

Turn visitors into bookings.

Increase engagement with the traffic already being paid for: a faster site, an immersive homepage that puts visitors inside the tour from the first second, and a booking flow that keeps the user on the site.

WORKSTREAM

User Engagement →

MEASURED BY

Site Speed Bookings

02

VISIBILITY

Get found without paying for every click.

Fix what stops search engines and AI tools reading the site, build pages for the searches travelers make, and strengthen the Tripadvisor and Google listings.

WORKSTREAMS

Technical SEO → Content SEO →

Off-Page SEO →

MEASURED BY

Technical Health Keyword Rankings

AI Prompt Tracking

03

TRACKING

Track engagement through the booking flow.

Improve booking flow tracking in GA4 so every booking is counted with its value and tour, and every step shows how visitors engage. Seeing where people hesitate or drop off points to what to change in the booking flow, from photos and descriptions to the platform itself, to close more bookings.

WORKSTREAM

Conversion Tracking →

MEASURED BY

Bookings

Site Speed

Core Web Vitals and load time on key pages

BASELINE

30 / 32

Desktop / mobile

TARGET

80+

Desktop and mobile

Source: PageSpeed Insights, 19 October 2026

Technical Health

Indexed pages, structured data, broken links, crawl issues

BASELINE

36

SEO issues found

TARGET

0

Issues

18 missing meta descriptions · 15 title tag length issues · 1 broken link · 1 404 page · 1 non-search-friendly URL

Bookings

Visitors reaching FareHarbor checkout, and completed bookings

BASELINE

3

32 active users
9% booking rate

TARGET

12

96 active users
12.5% booking rate

September 2026 to December 2026, with 3× September's active users on the booking page

Keyword Rankings

Where Saltmarsh Supper ranks on its target phrases, with a 30-day outlook for the 17 December review

KEYWORD	PAGE	VOLUME & DIFFICULTY	NOW	30-DAY TARGET	WHY
cooking tours port carroway	Homepage REDESIGN /	2.4K LOW	pos 28	pos 18–22	Already ranking; homepage now targets it
port carroway food tours	Homepage REDESIGN /	2.9K LOW	pos 0	top 50	New homepage target; first appearance
coastal food experience port carroway	Saltmarsh Does the Coast NEW /port-carroway-culinary-tours/saltmarsh-does-the-coast/	320 LOW	pos 23	pos 15–20	Already ranking, lower competition
classic port carroway dishes	A Day in the Old Ward NEW /port-carroway-culinary-tours/classic-port-carroway-dishes/	70 LOW	pos 0	top 50	New tour page; first appearance
port carroway food tours harbor quarter	Taste the Ropewalk NEW /port-carroway-culinary-tours/taste-the-ropewalk/	70 LOW	pos 0	top 50	Rebuilt tour page; first appearance
things to do in port carroway	Things to Do in Port Carroway NEW /news/things-to-do-in-port-carroway/	74K HIGH	pos 0	Indexed	Very competitive; indexed and tracked from launch
things to do in port carroway december	Things to Do in December NEW /news/things-to-do-in-port-carroway-in-december/	1K LOW	pos 0	top 50	Seasonal post published ahead of December

Google says crawling a new or changed page can take a few days to a few weeks, so pages finished by 17 November may only just be indexed by the 17 December review. These 30-day targets expect early movement only: modest climbs for keywords the site already ranks for, and first appearances in the top 50 for new pages. Sources: Google Search Central, Ask Google to recrawl your URLs · Ahrefs, How long does it take to rank in Google?

AI Prompt Tracking

Whether ChatGPT, Gemini, Perplexity and Google AI Overviews mention Saltmarsh Supper Tours when travelers ask, with a 30-day outlook for the 17 December review

VISIBILITY TODAY

0%

0 of 28 checks

30-DAY TARGET

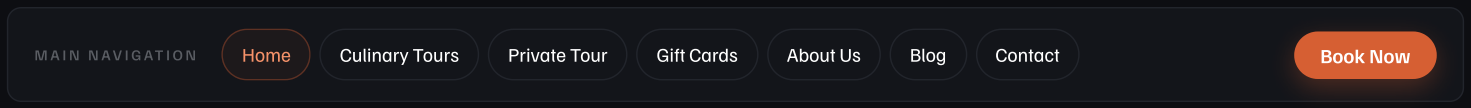
21%

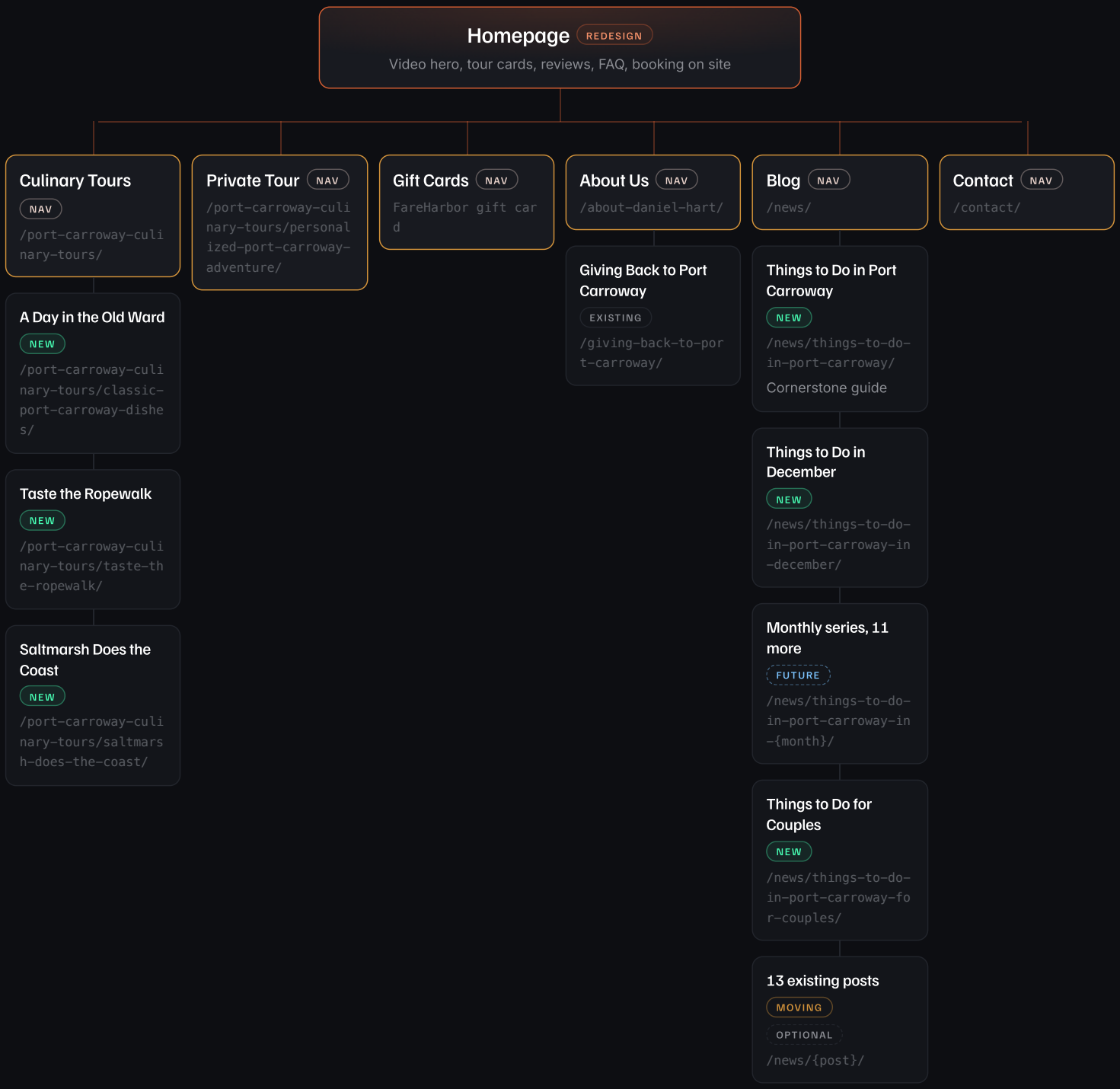
6 of 28 checks

AI PROMPT	PAGE	NOW	30-DAY TARGET	WHY
“What are the best food tours in Port Carroway?”	Homepage REDESIGN `/`	0 / 4	1 / 4	Tripadvisor Food Tours listing and homepage give AI tools a source to cite
“Which Port Carroway food tour should I book if I want something that isn’t touristy?”	Homepage REDESIGN `/`	0 / 4	1 / 4	Matches Saltmarsh’s positioning; reviews and the Reddit reply support it
“Where can I have an authentic coastal food experience in Port Carroway?”	Saltmarsh Does the Coast NEW `/port-carroway-culinary-tours/saltmarsh-does-the-coast/`	0 / 4	1 / 4	Rebuilt tour page with a clear answer on the city's coastal cooking
“What classic Port Carroway dishes should I try, and where can I taste them with a local guide?”	A Day in the Old Ward NEW `/port-carroway-culinary-tours/classic-port-carroway-dishes/`	0 / 4	1 / 4	New Old Ward page answers the dishes question first
“Is there a good food tour near the Harbor Quarter that locals recommend?”	Taste the Ropewalk NEW `/port-carroway-culinary-tours/taste-the-ropewalk/`	0 / 4	1 / 4	Rebuilt the Ropewalk page answers the “near the Harbor Quarter” question honestly
“What are the best things to do in Port Carroway beyond Front Street?”	Things to Do in Port Carroway NEW `/news/things-to-do-in-port-carroway/`	0 / 4	0 / 4	Very competitive; a long-term play, tracked from launch
“What should I do in Port Carroway in December, including food experiences?”	Things to Do in December NEW `/news/things-to-do-in-port-carroway-in-december/`	0 / 4	1 / 4	Seasonal guide published ahead of December searches

Each prompt is checked monthly in ChatGPT, Gemini, Perplexity and Google AI Overviews, scoring how many of the 4 name Saltmarsh Supper Tours. New pages must be indexed before AI tools can cite them, and Google says crawling “can take anywhere from a few days to a few weeks,” so the 30-day targets aim for one mention per prompt, except the most competitive. Sources: Google Search Central, Ask Google to recrawl your URLs · Google Search Central, AI features and your website.

The main navigation becomes Home, Culinary Tours, Private Tour, Gift Cards, About Us, Blog and Contact. Every public tour sits under Culinary Tours, private experiences get their own place up front, every story sits under the Blog, and old booking pages are retired.



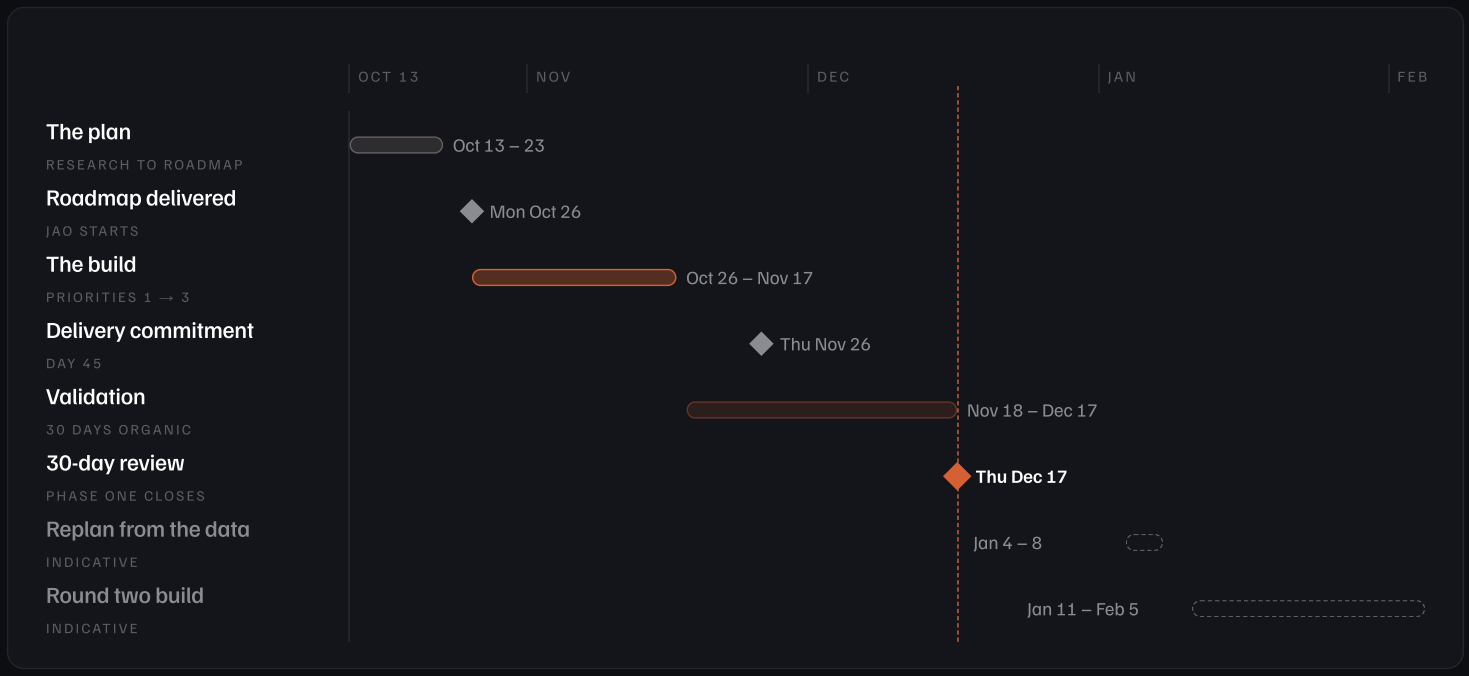


01.5 RETIRED OR REDIRECTED

~~/tour/taste-the-ropewalk/~~	→ 301 to the new Taste the Ropewalk page	~~/tour/saltmarsh-does-the-coast/~~	→ 301 to the new Does the Coast page
~~/tour/customize-your-own-experience/~~	→ 301 to Personalized Port Carroway Adventure	~~/yith_booking_service/personal-paparazzi-addon/~~	→ Remove, or 301 to /personal-paparazzi/
~~/product/… (12 pages)~~	→ Remove, or 301 to the closest tour page	~~/{post}/ (13 blog posts)~~	→ 301 to /news/{post}/ if the move goes ahead
~~yith_booking_service, product, product_cat sitemaps~~	→ Dropped from the sitemap index	~~/tour-preferences/, /category/photography/~~	→ Consider removing if no longer used

Three build weeks, read together on 17 December.

P1 tasks ship 26 Oct – 1 Nov, P2 by 8 Nov, P3 by 17 Nov. Later items come after the review. Validation runs 30 days, then we read the markers together.



Dashed bars sit outside the Phase One agreement and get scoped after the review. Client-side or vendor delays move every date by the same number of days.