Hoby Gård, B&B, Bräkne-Hoby

Site requirements project
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WAN18M
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Introduction

Hoby Gård is a Bed and Breakfast in Bräkne-Hoby, Blekinge. It is run by Aicha Östergren, whose goal is to be able to have this business full-time and be able to support herself only on this, to accomplish this goal. A new functioning website for business customers can easily find, via SERP, Facebook or booking.com.

There is a website, but to be able to run the business full-time requires an update to convert more traffic. The overall goal is for Hoby Gård's customers to feel safe and secure with their choice of accommodation, and to give them a sense of professionalism.

There is a Facebook page that shares posts with pictures and information regularly but, to provide a more secure feeling to customers that prefer to review the company via a webpage, the information provided on facebook is not enough for these users.

Purpose of the concept

Aicha Östergren wants to give her customers a memorable experience in a 19th-century environment with luxurious and affordable rooms with breakfast. She wants both opportunities to offer customers who want to take it easy and seek a pleasant atmosphere, as well as customers who are looking for temporary housing. Can be anything from event visitors, students, families and more.

Main goals & secondary goals

Main goals:
1. To get more bookings. Reaching 70% booked rooms on average per year.
2. Able to support themselves in the business.

Secondary goals:
1. Increase in traffic and brand awareness. Get more than 10% bookings from the website than through booking.com before September.
2. Visitors and guests write in the guestbook/leave reviews and 80% of these guests in June-September leave ratings on the website's guestbook.

"Visitors should feel well informed and secure with their accommodation choices. You know what you get. "

3. Increase visitor number of interactions on the website by 100% within three months.
4. Reach the first page of SERP for relevant keywords such as "Bed & Breakfast Hoby farm, Ronneby, Blekinge etc." Make sure to come before www.hobygard.se (Another B&B with the same name in Österlen) in SERP on relevant keywords."

Teams and resources

The group members, Leila, Malin, Stina, Johanna, Magnus in WAN18M create the requirements.

Leila takes the completed requirements report to the client and to have it approved. After the reconciliation, Leila continues to execute the content of the requirements for the new website.

Translation service provided by Google will be used for translation purposes of the site.

Unique selling point

Hoby Gård's unique selling point is that the house is from the 19th century and gives a cosy medieval feel. The courtyard which is nearby to a church that sometimes plays melodies with the church bells four times a day.

There is a rose garden, Japanese garden, hedge tunnel, hedge maze, pond with koi fish and large grassy areas in the park.
They have newly renovated rooms, and that there is the possibility of their private toilet. The location is also optimal for travellers who do not travel by car but take public transport.
The breakfast served is organic and local produce.

Competitor Analysis

There are two major competitors to Hoby Gård, and they are the only two B&B businesses in bränke-hoby in addition to Hoby Gård itself. Remaining are cottages, summer houses and hotel operations that we think are not relevant to bed and breakfast similarity.

The first competitor is the Hoby hill mansion. A relatively recently opened B&B business that has grown a lot during their short period.

The other competitor is Pensionat järnavik. It's a business that has been around for several years. Pensionat järnavik is not a B&B, but is the closest to the similarity in the area and has been a significant competitor since the start of Hoby Gård B&B.

A competitor analysis of Hoby Gård B&B, Österlen, bed and breakfast located in southern skåne, a two-hour drive from Hoby Gård, Bräkne-hoby has been decided unmercenary due to the location of the two, even if they share the same name.

Here is a more detailed competitor analysis on these two businesses:

Hoby Kulle Mansion: 950 SEK/Night

You can find hoby hill mansion's B&B mainly through booking.com.

If you search on google, "bed and breakfast Blekinge/bräkne-hoby, B&B Blekinge/bräkne-hoby" Comes ads or organic result from booking.com where you can find hoby hill. Should you explore with similar searches but using the word "cafe" instead of "BnB", hoby hill pops up in cafekartan.se, but here they are instead called "retreat och orangery in bräkne-hoby".

The customer journey begins for hobby hill mansion mainly via recommendations, facebook and booking.com in that order. Many also visit the hoby hill for its historical nature, orangery and the historic building.

Hoby hill is not found on more sites and is only linked in from the cafe map.

What they offer

They offer free wifi and parking to all their guests, breakfast buffet and the opportunity to sit in their orangery and have a coffee at their café.

They are located slightly outside the community and have 18 km to Karlshamn.

Website

The website that they have right now is the old owners' site that they have taken over. It's simple stylish but with very little information about the mansion, the host, the café and their B&B and can only be read in Swedish.

The website is built in HTML with CSS and javascript. They have external fonts from type kits: Adobe, and photo swipe, which is a responsive javascript image gallery to display their images, with about 15 pictures, and they have google analytics linked.

The website has no CTA button or other links. They are mainly active on facebook, and this is where they primarily get their traffic. They haven't been around for long on booking.com, so their leading resource is their activity on Facebook. They publish posts daily and have almost 500 likes after only one year.

Pensionat Järnavik

Om oss   Boende   Konferens & Event   Att äta   Att Göra ⌄   Klinik   Nyheter   **Boka nu**

En plats du kan tillåta dig att bara vara.

Vi välkomnar dig till Pensionat Järnavik där boende och natur flyter samman. Här får du andas frisk havsluft, sova gott, äta en stärkande frukost och koppla av.

Kontakt   *Nyheter*   *Öppettider*

Pensionat Järnavik: 895 SEK/Night

Pension Järnavik is old and well-known; accordingly, they mainly get new customers on a recommendation; it applies primarily to their café operations.

When it comes to overnight guests, they mainly come from booking.com.

If you search on google such as "bed and breakfast Blekinge / Bräkne-Hoby, B&B Blekinge / bräkne-hoby" no results appear on SERP's first page. (if you do not enter via booking) the guest house only appears on SERP's front page if the word "guest house" is included in the search.

The customer journey begins for Pensionat Järnavik is mainly done through recommendations, Facebook and booking.com in that order. Their traffic comes to their website mostly for more information about the business and nearby activities. The house has

functioned as an inn for 20+ years. Hence it has built up excellent customer safety for their guests.

Pensionat Järnavik has links from 134 other sites.

What they offer

They offer free wifi and parking to all their guests. They have a relatively large and popular café and also run a rehab business on-site as one of the owners is a trained therapist. They are located outside the bräkne-hoby community and have about 13 km to Karlshamn.

Website

The website is very stylish, professional and has comprehensive and structured information about the business and a lot of information about nearby activities.

The site is only in Swedish and has no other language options. Still, if you wish to book accommodation from the website, you can change languages from a very long list of different language options.

They do not have an SSL certificate but are otherwise digitally mature. Their digital maturity comes primarily from a resource; smartoptimering.se.

Smartoptimering.se works with Järnavik's marketing, design and SEO. Otherwise, the site has no analysis tools.

The website has a CTA button for booking on the menu. Then you only book without any payment.

They have no other outgoing links, like Facebook, even though they have Facebook's symbol, it's not an outgoing link, just a picture. Facebook is one of their smaller traffic sources. They have 1600 likes on their facebook page and publish posts daily.

Target Group

- Hoby Gårds targeted traffic groups are Germans and Swedes in the age 40-60 with interests such as art, nature and wellbeing.
- People who found the mansion via booking.com and googled on to know more about the farm.
- People seeking temporary accommodation at various events in the immediate area.
- Regular guests who want to book directly on the website without going through booking.com.
- Guests with any connection to the farm, e.g. have lived there, had relatives who lived or worked there or more.

Design

The picture below shows what their page looks like today. Note that the entire site was right-centred. Thus, of the whole screen, page as the whole was on the right half of the screen, see a similar example: http://webnews.textalk.com/bygd-i-samverkan.

The website design should reflect the history of the business and have an old-fashioned touch of the 19th century. Two different fonts, one for headings and one for body text.

Suggested *"Tangerine"* for headings and categories and more straightforward "open sense" for body text.

The colour scheme should go in earthy and natural tones to emphasize the company's brand as a place where you can relax and enjoy a tranquil environment. It is essential, however, that the images should be in the centre and the colours blend into the background.

Colour scheme suggestions:

Indian Red	Dark Olive	Dark Olive	Thistle	Black
#BC744E	Green	Green	#E6DBD5	#282922
	#849248	#6B5D46		

Content

The content should be short, informative and enticing texts that describe the mansion's background and its history.
Who owns and runs the business, and how did it all start?
There should be text content about the surrounding area and the garden, content on what you can do and links to other websites with activities that might attract the guests of the B&B.

- A page with terms and conditions, cookie and privacy rules.
- Video on the surroundings to get a realistic picture of what the mansion looks like.
- Pictures of the different rooms at different angles, pictures of the tiled ovens and bathrooms and texts describing the rooms.
- Description and pictures of what a typical breakfast looks like, tell what it contains and that the products are organic and local.
- Guestbook so that guests can describe their visits to the farm and rate 1-5 stars on their stay and where future guests can read and gain an insight into how others have experienced.
- A booking calendar that allows booking via the website directly.

Their Brand

Hoby Mansion wants to convey the feeling of the following:

* History and 19th-century feeling
* A place to relax and enjoy in scenic surroundings
* Feel cared for
* Unique, small and cosy
* Organic breakfast from farms in the surrounding area
* Deliver what the visitor expects, soundness and quality.

Arrangement

Security: SSL certificates are included in the price of the web host and should be activated. It's essential to have https as Google penalizes websites that do not have this protocol with a warning message:
"Your connection is not private - attackers might be trying to steal your information from…"
The warning box above will guarantee that the users leave the website immediately.
Not only can HTTPS increase trust in our customers, but it also gives a higher search engine ranking as Google now prefers websites with SSL

Web hosting: We have chosen One.com as a web host because it's affordable, has good security and excellent customer service. Since the site does not receive any significant traffic streams at one time, a small WordPress plus package is enough. It costs SEK 600 a year + a one-time sum of SEK 125 to move the domain hobygard.com from the old host to One.com

We also pay for two extra domain names that link to hobygard.com these are hobygard.nu and hobygardblekinge.se

CMS: Wordpress theme Astra. One.com has a simple one-click implementation of Wordpress

Social media icons: Customer has an active facebook page and wants to highlight it on the website.

Language: The website should be in Swedish with the opportunity to choose to read the page in English and German. Flag icons for each language should be in the header.

Analytics tools: Google analytics should be implemented via Tag Manager to facilitate the implementation of other tools that the customer may want to use in the future.

Cookies: The new site will have Analytics installed and thus need to inform the visitor in a respectable way to approve cookies.

Tex: "To make your experience better, we use cookies…."

Responsive: The site should be responsive and built on the idea of "mobile-first" and be user-friendly in different types of devices, mobile phones and tablets.

Availability: Must be user-friendly in regular browsers such as Chrome, Safari, Firefox, Internet Explorer, old as well as new versions.

Administration: The customer should be able to make simple updates herself, for example, write posts under news, post pictures etc.

Booking feature: We will use a Wordpress plugin called Booking calendar. This feature will fall under the "Book" category on the website.
The booking calendar can be synchronized with Airbnb and Booking.com so that there will never be double bookings.
The customer will, as desired, have an automated booking system and no longer need to take all bookings via mail and phone.
The customer can decide to fill in the days when she does not want guests. The calendar and its functions can be customized and designed to fit our website and suit the business, for example, see free days in the schedule for the different rooms.
The customer receives an email notification when the booking request is received. The guest, in turn, gets a confirmation when the receiver approves the booking.

Payment features: The customer currently takes paid cash and via swish and wants to continue with it and this should be stated on the website.

Features and structure

Sitemap: Built to visualize what content should be in each menu link, it will be marked as "info". Subpages in the main menu are marked as "subpages" in the Sitemap. Links/buttons for the remaining content of the site are marked as "CTA".
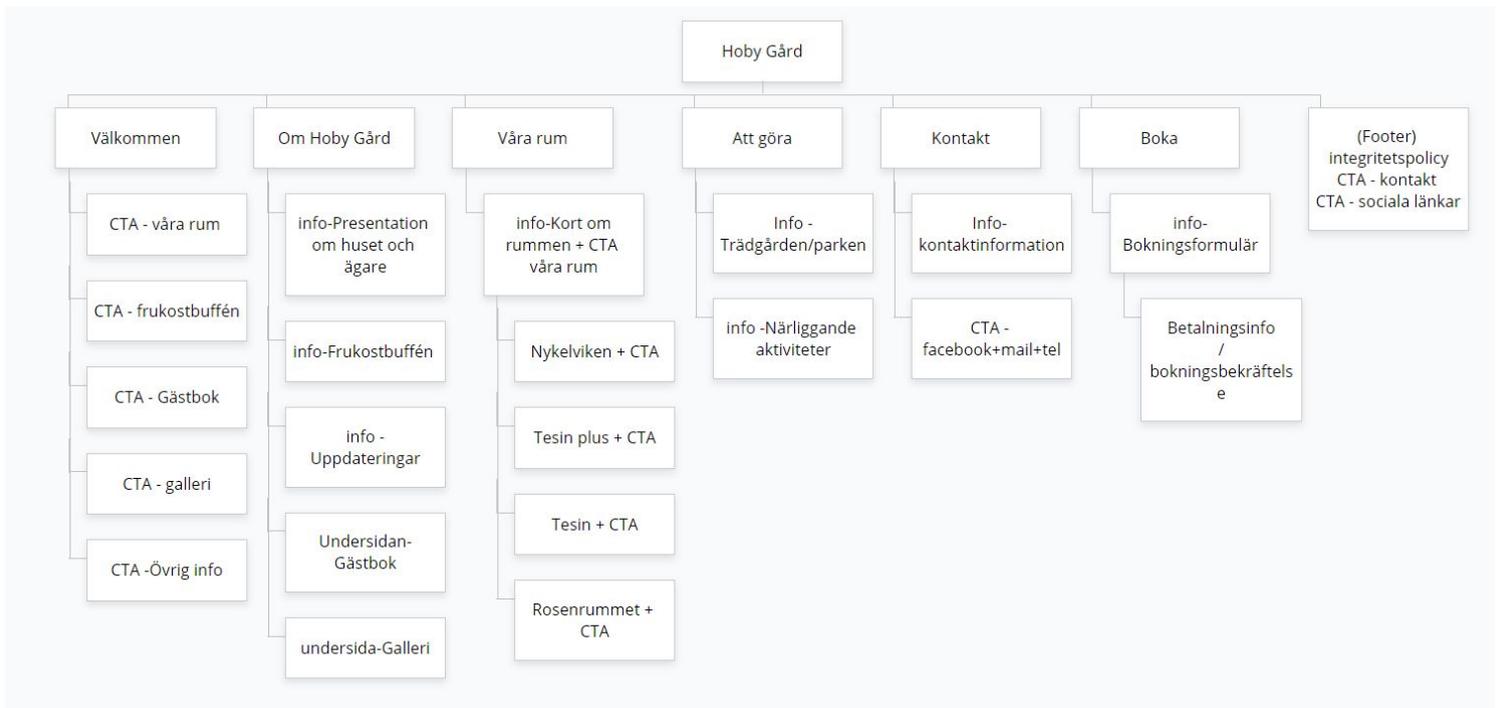
Wireframe: We create a wireframe that is a simple sketch for the upcoming website. It's created before you start thinking about colour and shape and should structure the content as we want it.
Link to wireframe:
 https://to.ly/1z4NP
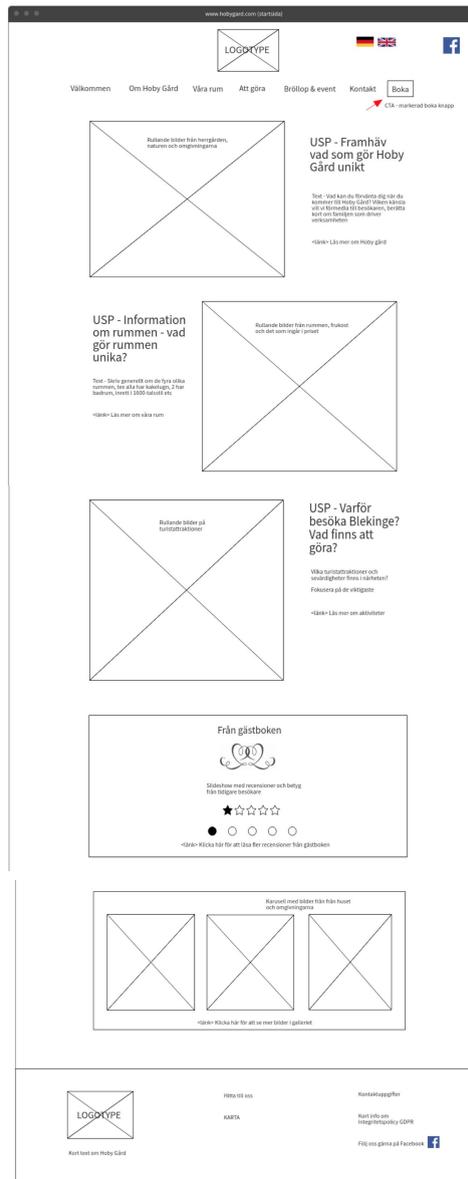
Traffic

Today's traffic comes from Google and Facebook, but at the moment, there is not as much traffic to Hoby Gård's website. The majority of bookings are made via booking.com and AirBnB.se which in turn does not lead to the landing page. On booking.com you cannot link to, for example, a website, or you can type "visit our website hobygard.com" in an info text.

To increase traffic, we need to review our SEO, to be ranked higher on Google and attract new visitors. It is presented as an organic result on the SERP.

For local traffic, we want to create backlinks on various websites. For example, at www.braknetrampen.se, Hoby Gård is included under the category accommodation, but the

link under Hoby Gård leads to an information pop-up instead of the website itself. Here we want to change so that the "read here" link changes to a link directly to the site. See below:

We want to invite Hoby Gård B&B as accommodation during this year's event, e.g. as the Bräknetrampen - Blekinge Cycle Festival and Byafesten, an event with various activities and exhibitors.

Hoby Gård on Google
If you google today at Hoby Gård Bed and Breakfast, the result is Hoby Gård, Österlen - Same name although another place which leads to confusion. Searching on Hoby Gård Blekinge gives us placement on Google's first page.

Search results on Hoby Gård on Google today:

New example:
Hoby Gård Blekinge B&B – Boka nu
www.hobygard.com
"Book your accommodation including breakfast at Hoby Gård - A manor house dating from the 17th century located in Bräkne-Hoby."

In the central section, we want to emphasize that it is Hoby Gård (Bräkne-Hoby) in Blekinge so that customers know immediately which bed and breakfast they click into, and change the home page to something more attractive, such as Book now or book here on our website

The body text is today automatically taken from the website, where we want to write a useful and content-rich text to both be better ranked on Google (long-term) and get new clicks from curious visitors.

Keyword

Focus on relevant keywords to reach a higher ranking on Google and more accessible for customers to find us through a search engine

- Hoby Farm Blekinge
- Hoby Gård Bed and Breakfast
- Hoby Gård Bed and Breakfast Blekinge
- Bed and Breakfast Hoby
- Bed and Breakfast Blekinge
- Accommodation Bräkne Hoby
- Accommodation Blekinge

And more.

Editor Flow

The site will be built in Wordpress with the tool "Elementor editor" which allows a very uncomplicated entertainment of content.

When we implement a CRON flow with .ics feed on AirBnB and bookings.com booking information, Aicha can see from a platform in a Wordpress plugin "booking calendar" where guests can book rooms via her site. Here Aicha can see what bookings she has from Airbnb and booking.com as well. She can also enter the days on which no rooms are rented out, and it will also be updated on AirBnB's and bookings.com bookings.

Leila will continue to maintain the site and its technology in the future.

Summary

With this requirement, we can make a relevant and concrete website for Hoby farm B&B where their guests can get more information, read about the manor and book rooms with ease.
It will be a website that represents Hoby farms, and it will also increase traffic to the business and will be more user-friendly.