Feature Suggestions For http://sullivangolf.ie/ From Business POV :

1. Point out some of the unique feature of your business that differentiates you with your competitors, may be your specialty. Jot down those points' .These points can come under bold heading of say **Our Specialties**, **Choose Us Because**, **You get something different from us**…….

2. I don't feel the section "**Design your golf tour**" is required on the very top(see pt no.7), as because you have to 1st create a sense of trust & faith and to let them know about your business.

3. Insert point no.1 on the home top section, with a call of action button-"". This -"Consult us" page should be linked with either the packages page or the contact us page.

4. Insert your tagline-"Your Complete Links Golf Experience" in between the header navigation bar & the home top.

5. Below the home top make a separate section for your upcoming events & tours, with a call of action button say –"Learn More" or " 'Get in touch with us'

6. By the side of point no.5 make a separate section for-"Our Services". Just mention the subheadings in bullet points like- Golf In Scotland, Golf In Ireland, Golf In England with each services hyperlinked.

7. By the side of point no.6 make a separate section for –"**Plan Your Tour Now**"

8. On the top navigation bar club all the 3 separate section of Scotland, Ireland & England under one common section of services, in a dropdown.

9. Highlight the testimonial section on the right bar in a slider.

10. Highlight and elaborate few unique facilities like---4 star hotel accommodation, delicious dishes, full driven car etc.

11. Display the contact details on the header.

12. All the links on the footer is not required except few like- About us, blog , contact. Footer SEO text can be modified in a better way

13. In the homepage content focus on seo & business driven keywords. Content presentation of whole site should be modified.

14. Resource/Faq is missing

15. Internal cross linking is missing.

16. Tips & instruction for the visitors should be included.

17. Under packages some separate write up for benefits/discounts/offers should be highlighted.

18. Check our navigation wireframe excel sheet for further ideas.

19. Geo tag, Dublin core and other on-page SEO settings to be rectified/included.

http://www.7boats.com