

ALMANAC

EXPERIENCE / KEY WEST, FLORIDA / AUGUST 2026



SOUTHPOINT DIVERS

Reef, wreck and first dive experiences in Key West

MARKETING INTELLIGENCE REPORT

PREPARED AS A DEMONSTRATION FOR VISIT FLORIDA KEYS

YOUR REPUTATION
IS STRONG.

BEGINNERS NEED REASSURANCE.

Based on 19 data sources covering your online presence, your competitors and the wider market.

4.8

GOOGLE REVIEW SCORE / OUT OF FIVE

7

OPPORTUNITIES IDENTIFIED

5

ACTIONS YOU CAN TAKE QUICKLY

THE CENTRAL FINDING

Guests already praise your crew, safety and underwater experience. Your strongest opportunity is to make that reassurance visible before a first timer books, then keep every trip time, inclusion and next step consistent across your website, Google and every external booking platform.

START HERE

01

SET YOUR BEGINNER EXPECTATIONS CLEARLY.

QUICK WIN

02

USE ONE DISCOVER SCUBA TIME.

QUICK WIN

03

TURN YOUR REVIEWS INTO PROOF.

QUICK WIN

YOUR RATING IS STRONG. CONSISTENCY EARNS CONFIDENCE.

4.8

Your Google review score, out of five.

BASED ON 520 GOOGLE REVIEWS



Your 4.8 Google rating shows that guests already trust your team. Make your beginner guidance, trip times and booking details as dependable online as your crew is on the water.



EDITORIAL OPERATOR PHOTOGRAPHY / OFFICIAL SOUTHPOINT WEBSITE

Your underwater world creates the excitement, while your crew creates the confidence to book it.

SAFETY PROOF SHOULD COME BEFORE SPECTACLE.

Potential guests may love the reef but still worry about whether they will be looked after. Lead with review language about patience, preparedness and safety, then let the wildlife show what that confidence makes possible.

WEBSITE

YOUR WEBSITE SHOULD REASSURE EVERY FIRST TIME DIVER.

Answer the questions nervous beginners ask before booking and make your Discover Scuba start time consistent everywhere a guest might see it.

Three answers

Swimming ability, depth and what happens if panic starts should be clear before booking.



ANSWER EVERY NERVOUS BEGINNER BEFORE THEY BOOK.

Add a short panel to your 'Discover Scuba' page that answers the three questions every nervous beginner asks: Do I need to be a strong swimmer?

How deep will I go?

What happens if I panic?

Use plain language and keep it to three short answers.

One reviewer described your team as "clear, patient and reassuring." Let your website feel the same way before they even call.

QUICK WIN

BEGINNER CONFIDENCE

USE ONE DISCOVER SCUBA TIME EVERYWHERE.

Check that your Discover Scuba start time is consistent across every page of your website and your FareHarbor booking flow.

If your 'Dive' page says 8:30am but your 'Courses' page says 9:00am, a guest will wonder which is correct.

Pick one and make it the same everywhere.

QUICK WIN

SCHEDULE CONSISTENCY

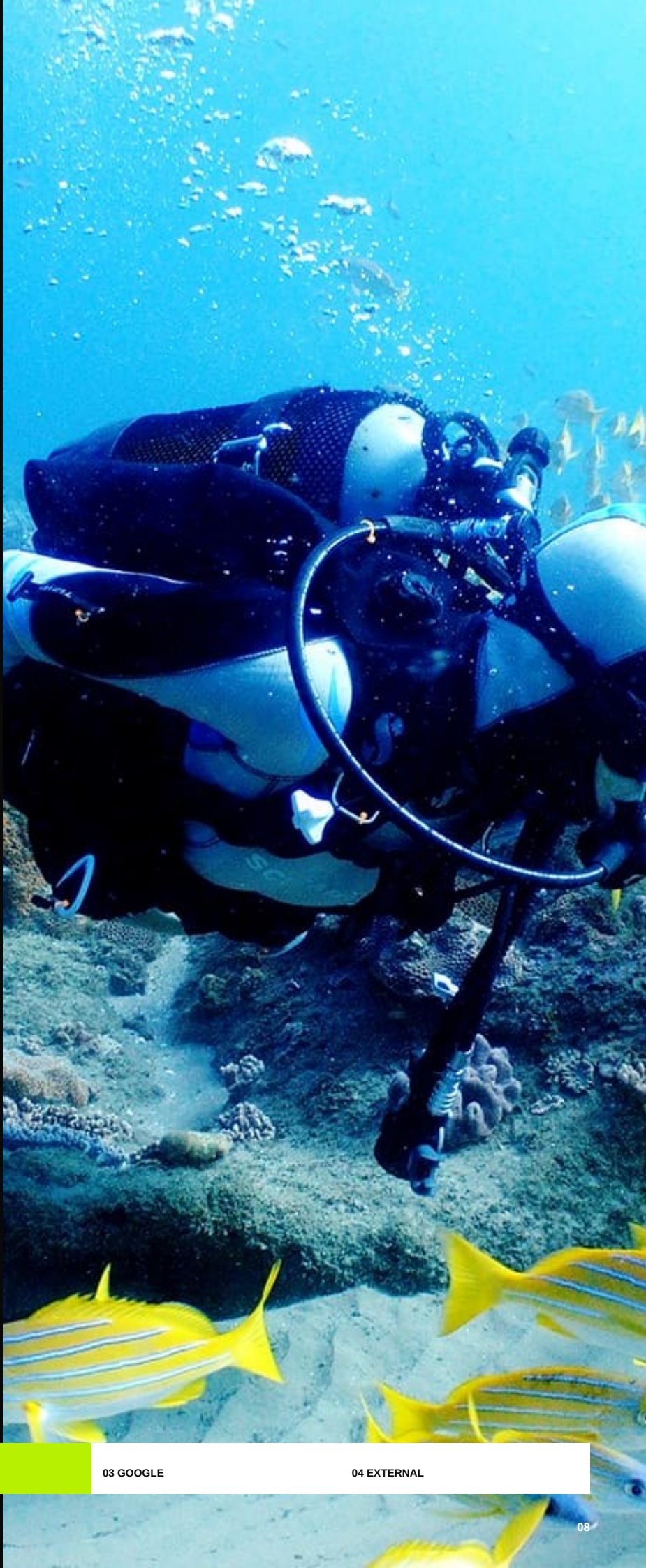
SOCIAL

YOUR INSTAGRAM SHOULD MAKE SAFETY FEEL VISIBLE.

Use guest words about patience and preparedness, show the full journey from check in to reef, and keep marine life as your most shareable proof of the experience.

30 seconds

A short Reel can make the whole guest journey feel familiar before arrival.



SHARE ONE REASSURING GUEST REVIEW EACH WEEK.

Post one guest review per week on Instagram as a simple quote card.

Choose reviews that mention safety and reassurance: "Southpoint's focus on safety and preparedness was obvious" or "clear, patient and reassuring." Add a short caption naming the crew member and what the guest did that day.

Tag your location.

QUICK WIN

SAFETY PROOF

SHOW THE COMPLETE DIVE JOURNEY IN 30 SECONDS.

Film a 30 second Reel showing the full guest journey from check in to underwater.

Show the briefing room, the equipment being fitted, the boat departure, the descent line, and the reef.

No narration needed, just the sequence with music.

Pin it to the top of your Instagram grid so every new visitor sees it first.

QUICK WIN

GUEST JOURNEY

TURN WILDLIFE SIGHTINGS INTO USEFUL WEEKLY STORIES.

Post one marine life photo or clip each week with a short educational caption: what the animal is, when it appears in Key West waters, and how close guests typically get.

Guests praise your crew as "welcoming, friendly and attentive" and your equipment as "excellent." Show the product of that professionalism: the wildlife they will see.

NEEDS SOME TIME

MARINE LIFE





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EDITORIAL OPERATOR PHOTOGRAPHY

SOUTHPOINT DIVERS

GOOGLE

YOUR GOOGLE PROFILE SHOULD REMOVE BOOKING DOUBT.

Keep every profile fact aligned with your website and answer the practical questions a first timer may search after your team has gone home.

4.8

Your Google rating already shows strong trust across 520 reviews.



MAKE EVERY GOOGLE BUSINESS DETAIL MATCH.

Check that your Google Business Profile matches your website exactly: address, phone number, opening hours, booking link, categories and service descriptions.

If your Google listing says "PADI 5 Star Dive Center" but your website says "PADI 5 Star IDC", align them.

Here is an example description: "PADI 5 Star dive centre on Front Street, Key West.

Discover Scuba for beginners, reef dives, wreck dives, certification courses.

Small groups, experienced crew, daily departures."

QUICK WIN

PROFILE ACCURACY

ANSWER FIRST TIMER QUESTIONS IN PLAIN LANGUAGE.

Add a FAQ section to your website covering the most common first timer questions: swimming ability required, minimum age, what to bring, seasickness, and what happens if conditions are bad.

Write each answer in two sentences maximum.

Google surfaces FAQ content directly in search results, which means your answers appear before the guest even clicks through to your site.

NEEDS SOME TIME

SEARCH QUESTIONS





EDITORIAL OPERATOR PHOTOGRAPHY / OFFICIAL SOUTHPPOINT WEBSITE

A complete view of briefing, equipment, boat and reef turns an unfamiliar dive into a journey guests can picture.

SHOW THE FULL DAY, NOT ONLY UNDERWATER.

First time divers need to see the practical sequence as much as the final reef. Showing check in, briefing, equipment fitting, departure and descent reduces uncertainty before guests ever reach Front Street.

EXTERNAL

YOUR TRIP LISTINGS SHOULD MATCH EVERY DETAIL.

Align your trip names, prices, inclusions, age rules, start times and cancellation policies, then give your Vandenberg wreck dive its own search visibility.

Six details

Your names, prices, inclusions, ages, times and cancellation terms should match everywhere.



ALIGN EVERY TRIP DETAIL ACROSS EVERY PLATFORM.

Compare your FareHarbor and TripAdvisor product listings against your website.

Check that trip names, prices, inclusions, age requirements, start times and cancellation policies match exactly.

If your website says "includes all equipment" but FareHarbor says "equipment rental available", a guest will wonder which is true.

NEEDS SOME TIME

TRIP CONSISTENCY



GIVE YOUR VANDENBERG DIVE ITS OWN LISTING.

Create a dedicated listing for your Vandenberg wreck dive on FareHarbor and any connected platform.

Give it its own title, description, photos and requirements rather than bundling it with reef dives.
The Vandenberg is a unique Key West attraction that deserves its own search visibility.

NEEDS SOME TIME

WRECK VISIBILITY



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EDITORIAL OPERATOR PHOTOGRAPHY

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EMAIL & RETENTION

YOUR FOLLOW UP SHOULD INSPIRE THE NEXT DIVE.

Use the emotional high after a dive to earn one review, then make the route from Discover Scuba to Open Water certification feel simple and achievable.

WITHIN 24 HOURS

The strongest moment for a review link and one relevant next step.

FOLLOW UP WHILE THE DIVE STILL FEELS VIVID.

Send a short email within 24 hours of a guest's dive.

Include a photo of the marine life they likely saw that day, a direct link to leave a Google review, and one line about their next certification step if applicable.

Do not ask for anything else.

One purpose per email.

NEEDS SOME TIME

POST DIVE FOLLOW UP



MAKE THE NEXT CERTIFICATION STEP FEEL SIMPLE.

For guests who complete Discover Scuba, send a follow up email one week later with a single question: "Ready to get certified?" Include a link to your Open Water course page, the price, and how many days it takes.

Keep it to three lines.

No pressure, just information at the moment they are most likely to be thinking about it.

NEEDS SOME TIME

CERTIFICATION PATH

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