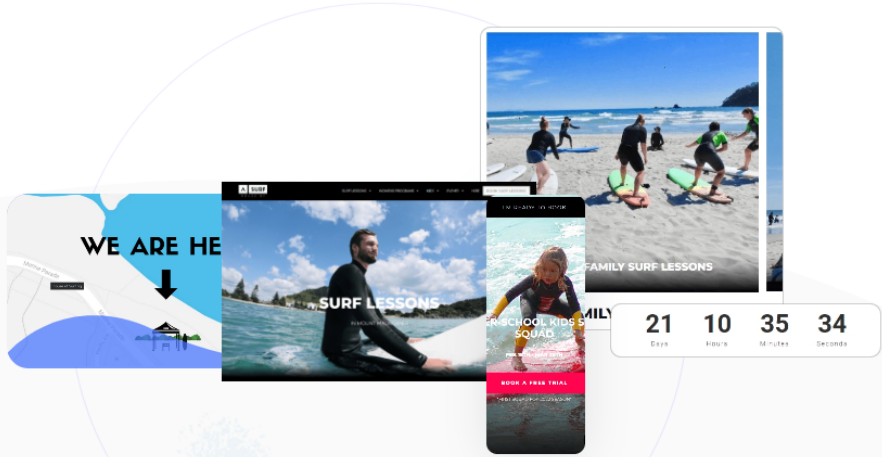
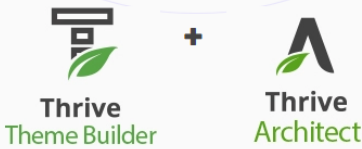


House of Surf



Thrive Tools Used



House of Surf’s mission is to help new surfers gain the confidence, and learn the skills, to surf with freedom and confidence in the water. Built by Rowan Clifford, the House of Surf website provides a welcoming and professional experience for new surfers to book lessons, join events, or even hire a board and wetsuit. We love how Rowan has customized his Thrive Theme Builder website to build a stunning brand that communicates the fun and passion of surfing.

We love these features...

Update frequently-used elements once to save time and avoid mistakes

House of Surf features a compelling lead magnet – The Complete Surfing Map of Progression – both within the customizable top section of the blog homepage, and as a reusable Symbol within individual posts. This lets Rowan make changes to his lead magnet once, and watch as it updates across his entire website.



Thrive Theme Builder

Use Countdown Timer scarcity marketing to improve conversion rates

Limited spaces available... don't miss out! House of Surf uses a combination of Progress Bar elements and Countdown Timers to tell visitors they must take action or they'll miss out on enrolment. Sometimes this is all it takes for people to make a great decision and buy.



Thrive Architect

Sell more coaching sessions with embedded booking tools

Customers don't need to leave the House of Surf website to book their preferred time slot with a surf instructor. They can do it right there on the page! This is made possible by embedding a booking app (in this case Amelia) using a custom HTML element.



Thrive Architect

Rowan Clifford
at House of Surf

Thrive Suite allows me to out-compete my competitors.

With full control over every aspect of my site, I'm able to change, iterate and test virtually everything I do.

With the help of Thrive Suite we've been able to build a digital first company in a traditionally bricks and mortar industry and the results have been incredible.

