

## WEB MARKETING

### Generating great business from your website

Think of your website as a car. It is going to need turning from time to time to get maximum performance. Have you looked under the bonnet of your website lately – is it operating at 100% of its potential?

It all sounds so easy in theory: Customer finds website, customer sees product and customer makes an enquiry. You turn the key, you put your foot down and you go. Unfortunately, it's not quite that simple and many websites end up performing poorly and never fulfilling their true potential. Fortunately, Tourism Tactics can help. We are here to help your site perform properly and to generate revenue for your business.

Your website is an important sales tool for your tourism business – it is a chance to sell your product to a traveler before they have even entered New Zealand. Statistics drawn from some of your key target markets, including Australia and UK, are showing that the internet is now the single most popular way of obtaining travel information. If you are not generating business through your site it means you are not visible to your potential clients and that they have probably found your market competitor!

It is not by chance that a great website is found by 'surfers'. Searchability, that is how many people are finding your site through a web-search, is key to its success. So too is the usability of your site. If it's attractive and easy to navigate you'll notice that visitors are more inclined to pay a return visit, exploring and shopping when they do so. Website marketing requires time, patience and hard work, and just like any marketing plan, goals and performance measures need to be set.

So here is where Tourism Tactics come into the picture. We will take an in-depth look at how well your website is performing, present you with a detailed report and offer our ideas as well as assist you implementing your plan.

#### Following are our key areas of focus:

### STEP 1 - Inspection and Road Test

We'll take your site for a spin, put it through its paces and identify key areas where improvements can be made. A quick look under the hood will tell us a lot. **Tourism Tactics** will conduct a comprehensive analysis of your site based on the following:

#### Popularity

Just because you have a site doesn't mean people find it. Think. How often do you go beyond the second or third page of a web-search? Those sites that score the most hits are those ranked on the first page.

We will look at how well your website is ranking using key search words applied to the most commonly used search engines. We can show you exactly where you rank amongst your competitors and how many visitors your site is currently receiving.

#### Searchability

It's imperative that search engines are able to locate your site. We will look at some of the factors that influence this – links and meta-tags.

- **Meta-tags**

Hidden information within a web page that informs a Search Engine what the web page is about and assists in filing the web page in its database.

- **Links**

The best websites are those which are linked to quality websites of a similar type. If, for example, you're in the

business of river rafting, having your site linked from other adventure tourism sites will measurably increase your exposure to potential clients. With a number of quality sites linked to yours, it becomes a quality site by association.

#### Usability

Once you've been found through a web-search, the site visitors have to like what they see. Your site needs to be simple to navigate, easy to read, informative and pleasing to the eye. A usability analysis will be undertaken, looking at load speed, ease of navigation, clarity of pathways and the accessibility of key information.

#### Content

Websites, like cars, require regular ongoing maintenance. Updated and extended site content improves your chances of becoming a more popular website. Visuals too are all-important and yet often overlooked. The visitor's perception of your business is to a large degree based upon what he or she sees on the screen, so the effective use of colour, fonts and images are essential to your site looking professional.

### STEP 2 - Inspection Report and Recommendations

**Tourism Tactics** will furnish you with a detailed report showing the results of our analysis of your site. In addition to this, we will put forward our suggestions as to how the performance of your site can be lifted. If at this stage you wish to work independently with your own web designer or developer we will set you off on the right track by providing them with a full brief based upon the results of our inspection.

### STEP 3 - Workshop

Should you decide to pursue any of our recommendations, the process of implementation can now begin. Some areas may require more focus than others and it's important that any improvements be made in a logical order. There is no point, for example, focusing on increasing the number of site visitors until the site content is of an acceptable quality.

#### Among our services are:

##### Liaison service

Using our tourism expertise and knowledge of website marketing we can act as consultants, ensuring your website marketing objectives are met. You may need assistance with:

- **Redesign or redevelopment**

We will provide your website developer with a full brief so they won't go off track. Whether it's a subtle redesign or a complete redevelopment, we will explain the processes and seek your input every step of the way.

- **Implementing e-commerce components to your website**

- 'Real time' reservations
- Online payments
- Email marketing
- Customer survey forms
- Sales and conversion analysis

##### Content development

We will suggest ways in which you can add appropriate content to your site, providing your visitors with additional information and at the same time improving your chances of a better ranking.

- **Tailor-made content**

We can compile well-written and relevant content specifically for your site.

- **Assistance with visuals**

We can help add colour, clarity and aesthetic appeal to your site.

- **Proof-reading**

**Tourism Tactics** will proof read and edit your content, ensuring it is grammatically correct, easy to read and easy to understand.

### Search engine optimisation

It's all about tuning your website and improving your chances of reaching your potential clients. We aim to maximize your chances of being found through an internet search. This involves the following processes:

- **Key word and meta tag enhancements**

We will identify which keywords your target clients use when they search for your type of business. We can then apply them to your website. The text you use in meta tags are very important factors in how a search engine may decide to rank your web page. We'll review your meta tags and ensure they are suitable for each of your key web pages.

- **Link building**

**Tourism Tactics** will identify the key websites that you need to be linked with and set about getting you linked.

- **Uploading websites to search engines**

We will register your site with the most important search engines and online directories.

### Web Advertising

We will talk you through options you may wish to consider, including Google Adwords. We can manage these campaigns for you or set them up and train you so that you can manage them yourself. Monitoring the success of your campaign is made easy through analytical software and can be tracked in real time.

### STEP 4 – After Sales Service and Support

Because the World Wide Web is continuously evolving and your competitors are constantly striving for a higher web ranking, we will provide support to your business for the six-month period following the implementation of your revised web marketing strategies, ensuring that you achieve your web-marketing goals.

### COST

The cost of the Inspection and Road Test including Inspection Report is \$500 plus GST. At the time the Inspection report is provided a quote will also be included estimating the number of hours expected to complete the recommendations. This work will be charged out at an hourly rate of \$50 plus GST.