

Topic | The Basics

Tutorial 1

Internet planning for success

This tutorial will give you an overview of why you should use the Internet to promote your business. This tutorial also references all the tutorials you might want to read.

Reading time: 15 minutes | Prerequisites: None

The Tourism e-kit is an initiative of the National Online Strategy Committee and is funded by the Australian State & Territory Tourism Offices. This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

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Who is this document designed to assist?

These tutorials have been put together to help small and medium Australian tourism operators successfully market their business online. If you don't have a website for your business or have one that is not performing to your or your customer's expectations, these tutorials are for you.

Roadmap to success

What do I need to do and in what order? Each tutorial can be read independently and no technological background is required to understand their content. You are also welcome to print all the tutorials and read them chronologically.

Each tutorial should not take longer than 45 minutes to read.

You will find a list of all the tutorials organised in different sections on the following page.

Tourism e-kit Tutorials

The Basics

Tutorial 1: Internet: Planning My Success

Find out how travellers book online and what to do to be successful online.

Tutorial 2: Initial Assessment of My Website

A short questionnaire that shows you the health of your website.

Tutorial 3: Web Strategy: Assessment and Components

This fact sheet will help you assess your e-readiness level.

Tutorial 4: Web Strategy: Cost and Timings

How much does it cost to have a successful online strategy?

Tutorial 5: Finding a Good Web Professional

There are many out there but who are the good ones?

Tutorial 6: Planning For a New Website

Essential steps when planning a new website or re-designing.

Tutorial 7: Email Best Practices

What is the email etiquette?

Website

Tutorial 8: Registering A Domain Name

Where to go and comparisons

Tutorial 9: Domain Name: Advanced

Re-directing pages and more

Tutorial 10: Organising Hosting for My Site

Who will mind your website in cyberspace?

Tutorial 11: The Internet, Web 2.0 And the Tourism Industry

Learn what Web 2.0 means and the key considerations for your website

Tutorial 12: Target Market 101

Put yourself in a traveller's shoes

Tutorial 13: Website 101: Visual Design And Content

Essentials for a great looking website

Tutorial 14: Website 101: Usability and Technology

Essentials for an easy to use website

Tutorial 15: What is a Content Management System?

The fundamentals of a good CMS and how it saves you time

Tutorial 16: Images 101

Basics of creating and using images

Tutorial 16a: Video for Your website

Create an effective short video for your website

Tutorial 17: Images: Going Online

Includes legalities and tips around using images online

Tutorial 18: Security and Backups

Don't lose your online materials

Search Engine Optimisation**Tutorial 19: Search Engines 101**

How search engines work

Tutorial 20: Critical Components of Optimising a Website

Successfully optimise your website

Tutorial 21: What are Keywords?

How key are keywords and how to use them for your website

Tutorial 22: Understanding Inbound Links to my Site

Types of inbound links and what influences their value

Tutorial 23: Sourcing Inbound Links

Looking for links to your website and how to find them

E-Marketing

Tutorial 24: Bringing People to my Site with e-Marketing

Once your site is optimised it's time to bring people to your site

Tutorial 24a: Converting a Prospect

Convert a guest to your website into a sales prospect

Tutorial 25: Email Marketing

The steps and protocols around email marketing

Tutorial 26: Pay Per Click (PPC) 101

Search engine marketing and how is it cost-effective

Tutorial 27: Setting up a PPC Campaign with Google AdWords

Gives you knowledge required to set up a PPC campaign

Tutorial 28: Social Media for Tourism

What networks should you join and why

Tutorial 29: Customer Reviews and TripAdvisor

The critical steps understanding reviews

Tutorial 30: Blogging

How to embrace blogging for your business

Tutorial 31: Australian Tourism Data Warehouse

Taking advantage of the government's online marketing tool

Tutorial 32: Tourism Exchange Australia

Selling your inventory online through TXA

Tutorial 33: Google Tools

Reviews different Google tools and how to use them

Online Booking

Tutorial 34: Online Booking Systems 101

What are they?

Tutorial 35: Online Booking Systems: Advanced

Using booking systems and which ones to use

Analysis and Statistics

Tutorial 36: Tracking and Reporting

Finding out what traffic you are getting to your website

Tutorial 37: Google Analytics

Gaining perspective through Google statistics tool

Online Distribution

Tutorial 38: Online Distribution 101

Gaining perspective through Google statistics tool

Tutorial 39: Online Distribution Advanced

Compare online distribution channels and work out what is best for your business

Social Media

Tutorial 40: Social Media for Tourism

What is Social Media and what main networks are available for your tourism business

Tutorial 41: Daily Deals and the Groupon Phenomena

How do deal and discount voucher promotion websites work and do they benefit tourism

Tutorial 42: Online Tourism Communities

How to engage in online communities to grow tourism businesses and their knowledge

Tutorial 43: Facebook for Tourism

Learn how to use Facebook

Tutorial 44: Twitter for Tourism

Use Twitter to attract new customers and increase visibility

Tutorial 45: Online Reputation Management

Manage customer reviews to improve and lift your businesses reputation

Tutorial 46: TripAdvisor for Tourism

Use and manage TripAdvisor for strong reputation management

Tutorial 47: YouTube and Video Hosting Websites

Different sites that allow you to host your videos and market your business on

Tutorial 48: Flickr and Photo Hosting Websites

Websites that give more exposure to photos and how to optimise them for search

Tutorial 49: Blogging for Tourism

What are blogs and guidance on how to embrace blogging for your business

Tutorial 50: Mobile Technology for Tourism

How are travellers using mobile technology and smartphones and how to meet their needs

Why the Internet?

The Internet is a network of computer networks, which anyone can access and participate in using a web-enabled computer. Users turn to the Internet to search for information and interact with other users such as friends, peers and communities. It comes as no surprise that travellers use the "net" extensively to plan and organise their trip. Latest international research shows that more than 80% of travellers do so.

This signifies that- as a tourism business - you need to move your Internet strategy to the centre of your business model. Having a website that sits "on the side" will not be sufficient to compete in the online world.