

Topic | The Basics

Tutorial 2

Initial assessment of my website

Think about your business' website. How well does it match the requirements your ideal customer might have?

Reading time: 15 minutes | Prerequisites: None

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1. Visibility and findability SCORE .. / 10

What group of keywords would people use to find your product / service (e.g. backpacker accommodation Brisbane, winery Barossa valley). Give two examples (e.g. backpacker accommodation Brisbane, cheap hostel in Brisbane). This question has no points but your answers will be used in the next question.

First example:

Second example:.....

Can you find your website on the first 3 pages of a search engine for the keyword groups you wrote above?

Google the above two examples and see if your website comes up.

If you can not find your website it means that it is not optimised for search engines. You are going to miss out on a lot of potential business.

2. Visual design and content SCORE .. / 10

Now have a closer look at your website. Tick if it meets the below criteria:

- A professional, elegant design (2 points)
- Fresh, interesting content that is regularly updated and easy to read (1 point)
- Newsletter subscription and newsletter (1 point)
- Customer reviews and testimonials (from TripAdvisor or other sites) (2 point)
- Maps and itineraries in a compressed and user-friendly format (that the customer can download, print and take in the car) (1 point)
- Varied and up to date quality photos that are relevant to your business (1 point)
- Recent video footage of the property or tour (1 point)
- Audio (e.g. guest interview, sound of native animals) (which can be switched off) (1 point)

3. Functionality and accessibility SCORE: / 12

Tick if your website meets the below criteria:

- An evident navigation menu (3 points)
- Every main category can be accessed from the home page (3 points)
- Images load very quickly and are not missing (2 points)
- The look of your site doesn't change when the site is opened on a different computer or browser (2 points)
- The look of your site doesn't change when the site is accessed from a mobile device such as mobile phone or iPhone (2 points)

4. Technology SCORE: / 10

Tick if your website meets the below criteria:

- You are able to change the content of the site and add new pages using a system called "a content management system" (2 points)
- You check your emails at least 3 times a days and respond promptly (3 points)
- A client can book the product on your site and pay with a credit card (2 points)
- You have a reliable web host and your website has never been the victim of technical problems or viruses (1 point)
- You have access to, and can monitor, the visitation statistics of your website (2 points)

5. Bookability SCORE: /10

Tick if your website meets the below criteria:

- Do you have an online booking system?(2 points)
- Do you have a 'book now' button on your website? (2 points)
- Is your 'book now' button accessible on the home page and relevant product pages of your site? (2 points)
- Is your online booking system part of Tourism Exchange Australia (TXT)? (2 points)

- Do you have a secure payment gateway? (1 point)
- Do you measure the sales that come through from your online booking system? (1 point)

6. Customer engagement SCORE: /10

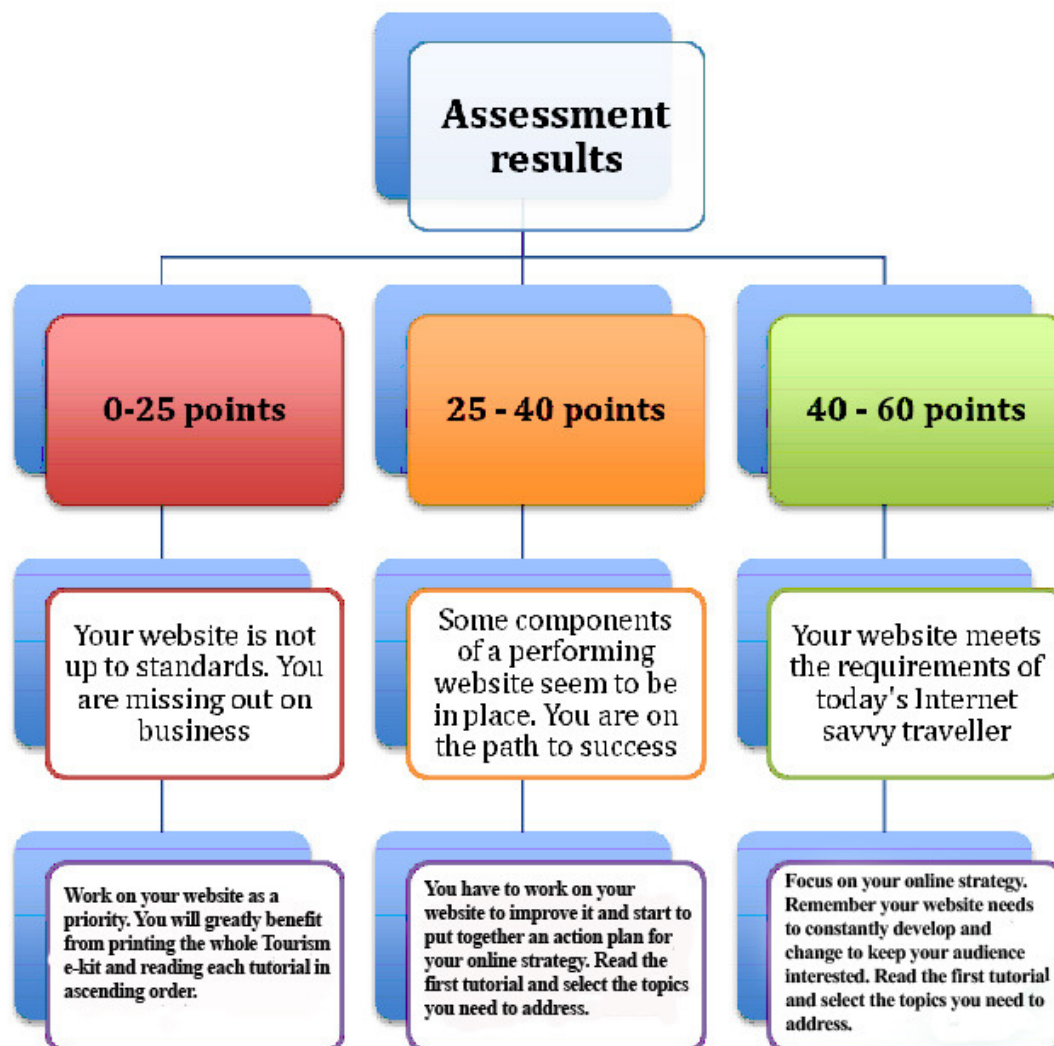
Tick if your web strategy includes the following:

- You have claimed your TripAdvisor listing, ask the majority of your guests to leave you a review and respond to at least every negative review (3 points)
- Your TripAdvisor reviews are accessible from your website (1 point)
- You have a Facebook business page, ask the majority of your guests to join it and interact with your fans via Facebook (2 points)
- Your Facebook page is accessible from your website (1 point)
- You have a YouTube account, take short video reviews of your guest and post them on YouTube (2 points)
- Your YouTube videos are visible (embedded) on your website (1 point)

7. My total score:

Visibility and findability:	/ 10
Visual design and content:	/ 10
Functionality and accessibility:	/ 12
Technology:	/ 10
Bookability:	/ 10
Customer engagement:	/ 10
Your score:	/ 62

The chart on the next page will highlight where your next focus should be based on your results.



8. Related material

a) Related tutorials

- Web strategy: assessment and components
- Web strategy: cost and timings
- The Internet, web 2.0 and the tourism industry
- Target market 101
- Search engines 101
- Critical components of optimising a website
- Understanding inbound links to my site
- Sourcing inbound links
- Online reputation management
- Google Analytics
- Google tools
- Online booking systems 101
- Online booking systems advanced