

## Module 3: Increase Website Traffic

### Snapshot:

How do I get more business through my website?

This module is all about online marketing, search engine optimisation and marketing. It also covers email marketing, online advertising, social media and other online marketing tools to encourage consumers to check out your site. The module also shows you how to monitor the performance of these tools.

### KEY POINTS COVERED

- **Search Engine Optimisation (SEO) – Increasing your organic traffic**
  - **How do search engines work (summary, referring to Module 1)?**
  - **Onsite: Optimising & creating content for search engines**
    - **Placing the right keywords (headlines, content, titles, descriptions etc)**
    - **Feeding search engines with new content (content updates, blogging, social media etc)**
    - **Connecting your pages: hyperlinks**
  - **Offsite: Link and traffic building**
  - **Map listings such as Google Places**
- **Search Engine Marketing (SEM) – Payed Traffic**
  - **SEO vs. SEM: What are the differences**
  - **SEM: How does it work and how can I use it for my business?**
  - **Pay per click (PPC) with Google, Yahoo, Live Search and Bing**
  - **Working with Google AdWords**
    - **Getting started**
    - **Top tips to get the most out of it (focus, region, timing)**
    - **Monitoring and performance optimisation**
- **More Online Marketing – Reaching my customers**
  - **Electronic Direct Marketing (eDM): stay in contact and keep your customers informed (emailing, newsletter campaigns)**
  - **Online Ads - present your product on other websites**
  - **Social Media: Don't ignore it – Use it!**
- **Analytics – Monitoring and optimising your online marketing performance**
  - **The important figures you need to monitor**
  - **Analysing the traffic and optimising my online marketing**

# Digital Ready Program 2011-12

Suggested readings prior to attending this workshop. Go to [www.tq.com.au/ekit](http://www.tq.com.au/ekit)

Topic covered in Module 3	Related eKit Tutorial
Search Engine Optimisation (SEO)	19 – Search Engines 101 20 – Critical Components of Optimising a Website 21 – What are keywords? 22 – Understanding Inbound Links To My Site 23 – Sourcing Inbound Links 23a – Travel And Tourism Links
Search Engine Marketing (SEM)	26 – Pay Per Click (PPC) 101 27 – Setting Up A PPC Campaign With Google AdWords
Online Marketing	24 – Bringing People To My Site With e-Marketing 24a – Converting a Prospect 25 – Email Marketing 28 – Social Media For Tourism 29 – Customer Reviews And TripAdvisor 30 – Blogging
Analytics	33 – Google Tools 36 – Tracking and Reporting 37 – Google Analytics

## OUTCOMES:

After completing this module you will be able to ...

- Understand how search engines work
- Optimise your website for search engines to improve your website traffic
- Use and set up Search Engine Marketing/Pay Per Click (PPC)
- Get and stay in touch with customers through online marketing
- Track and monitor your traffic and online marketing activities