



## Tourism Keys Notes

### Key Trends:

- Niche Markets
- Traveler Generated Content – Social Networking
- Use of Multimedia
- Syndicated Content (RSS – really simple syndication): content that published once online, is shown in a variety of places determined by the audience

### Important Web page Elements

- Headline
- Benefits to your Ideal Guest
- Calls to Action
- Photography
- Video / Audio
- Credibility
- Directions / Map
- RSS Content - Blogging

### Headlines

There are two goals to writing an effective title or headline:

1. Catch a reader's eye and encourage them to continue looking at your page.
2. Help search engines help searchers find your page.

In essence combine catchy. attention-getting, insightful. instructive. incentive. luring words that showcase the benefits of your experience alongside words that users type into a search engine.

### Calls to Action

- Check Availability
- Sign up for Newsletter

## **Photography**

Focus on photographing images with 4 components:

- **model** - someone like me (for the observer) and/or/with you, my host
- **setting** (where/when are your best impressions captured – think about lighting)
- **emotion** (focus on faces)
- **activity** (or cues implying activity and engagement in experiences)

Post your images on your own site as well as on photo sharing sites like **flickr.com** and **picasa.com** (featuring RSS feeds)

## **Video**

Add the fifth element to photography components:

- **story** – capture more video than you need. Capture guests commentary, video of activity, interviews with staff, use still images. Let the story find you.

### **Create and Use Video Online:**

- **use a tripod**
- **edit** (1 hour per minute of finished video)
- **format video for the web** (flash video)
- **post online** (in multiple locations)
- **Create a channel – YouTube.com**

## **Audio**

- Use ambient/natural background sounds to create the mood.
- Mp3 files can be placed online (same format as music files).
- Your ideal guests en route to, or while visiting your location can appreciate downloadable audio on mp3 player or Ipod.
- Post audio via RSS feed to iTunes.

## **Credibility**

Demonstrate Credibility by continually being current and showcasing one or more of:

- **Awards / Recognition**
- **Membership in associations**
- **Partnerships**
- **Accreditation / certifications**
- **Testimonials**
- **Media coverage**
- **Monitor and encourage posts to travel review sites like TripAdvisor.com**

## **Directions / Map**

- Deliver the message, "We're easy to Get to!"
- Ensure your location is correct on Google.com/maps and other free Mapping services.
- Create your own free custom map with directions.
- Provide links and contact info for public transit, car rental, airlines, etc.

## **Blogging (RSS – really simple syndication)**

- create content for distribution across the Web for your ideal guests to access on their own terms.
- Better Listing On Google
- Easy way to create Web content anytime/anywhere

## Understanding Search Engines

Search engines deliver the most relevant search results based on keyword combinations that are typed into a search box. There are tools that reveal the frequency of use for any keyword combination.

**Search Engine Optimization (SEO):** The process of optimizing Web page content so that your pages are returned as search results to keyword combinations.

**Search Engine Marketing (SEM):** Paying the search engines to display advertising that links to your Web site. When searchers type keywords associated with your ad, the search engine shows your ad. Also called pay-per-click, you pay when a searcher clicks your ad.

## Five Great Sources of Keywords

- Descriptive terms for your ideal guests – how they refer to themselves
- Activities and Experiences
- Regional brands, travel icons, attractions and place names
- Travel themes
- Accommodation type: B&B, Hotel, cottage rental, etc.

Put the words generated from each source into 2-4word **keyword combinations**. Test these keyword combinations in keyword tools.

## Getting Nearer the Top of Search Results

Prove to the search engines that your Web site is relevant by putting keyword combinations in:

- page titles
- headlines
- file names
- hyperlinks
- ensure that other keyword relevant web sites link to your site.