



Making websites work for you:

Work smarter, not harder

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Why consider the Internet as a Marketplace?

- Tourism Industry market is flat, or shrinking
 - Operators need to reach out further – be proactive!
- eBusiness is not just about a website
 - Marketing reach, automation, global and 24x7x365
- Evolve your eBusiness
 - A solution fits for all businesses and budgets
- eBusiness marketing basics
 - Start with the basics, then expand as you grow

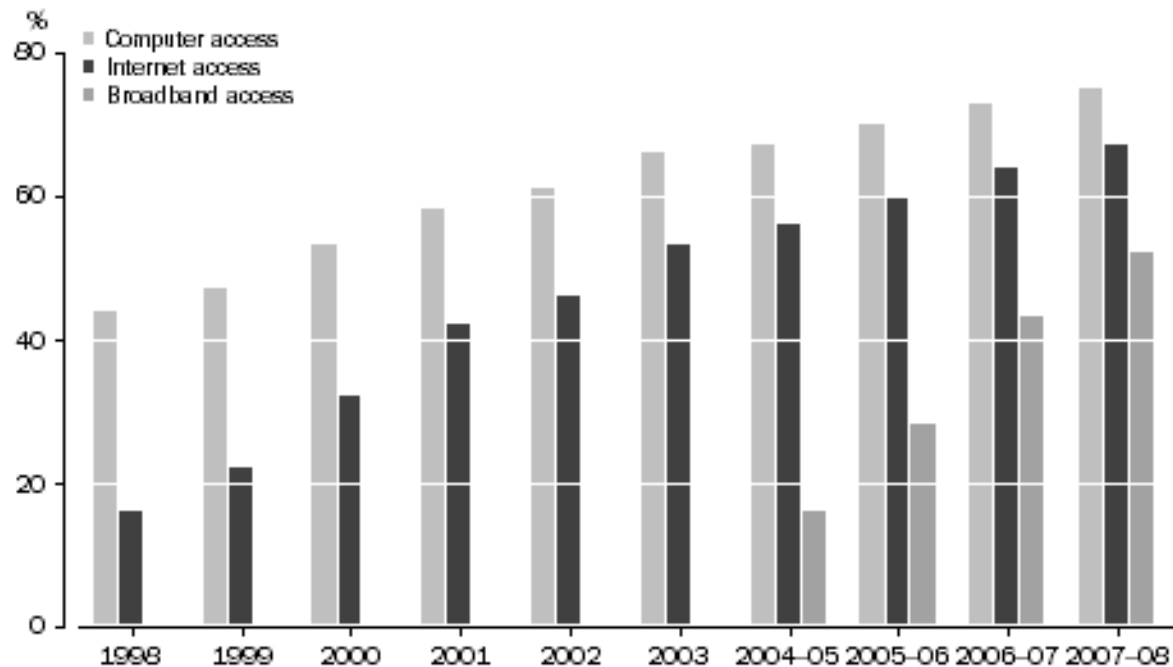


Why market on the Internet?

- High growth market:
 - Australia: growth 30-40% pa, FY'05-'06 = AUD\$57b
- Global focus:
 - Naturally suited for export marketing
 - Focus marketing to country/state/city + demographic
- SME's compete with Corporates:
 - A level playing field and it doesn't have to cost the earth – builds trust and confidence in your business
- Time is crucial for SME's:
 - See results in (almost) real time, invest in what works

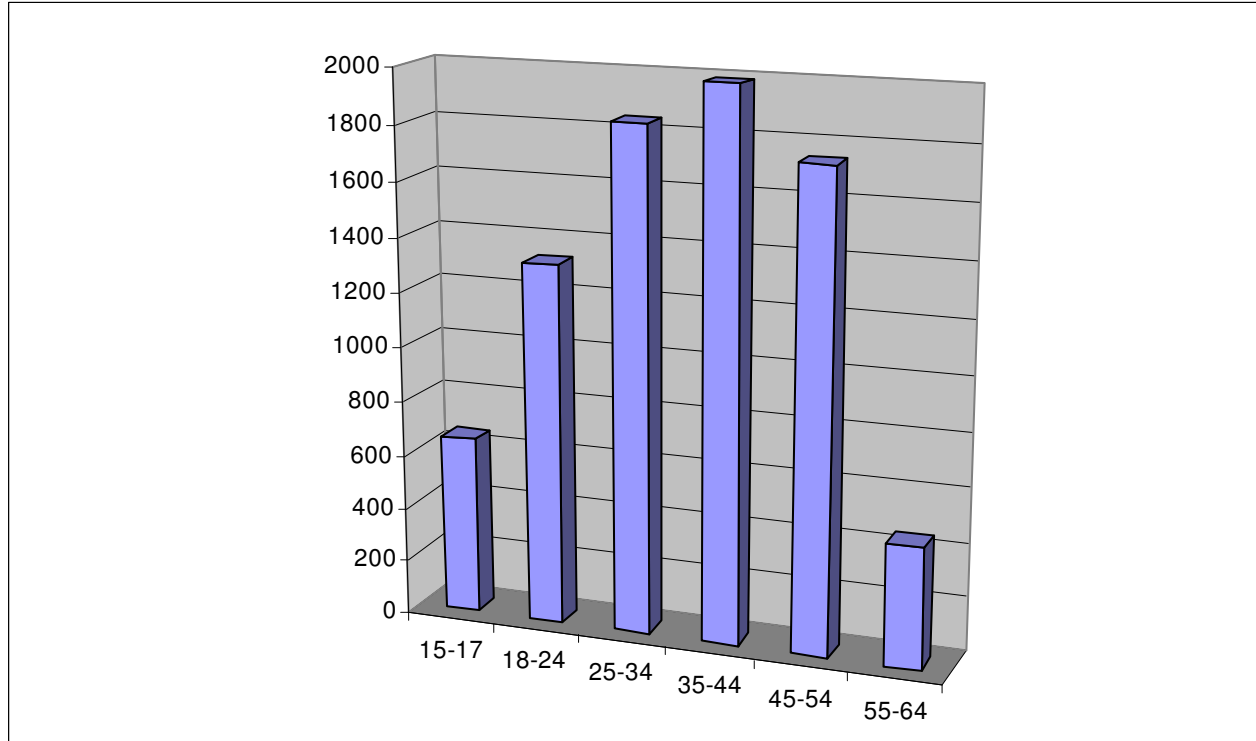
Most people use the Internet

- Computer ownership and Internet usage is widespread across Australia



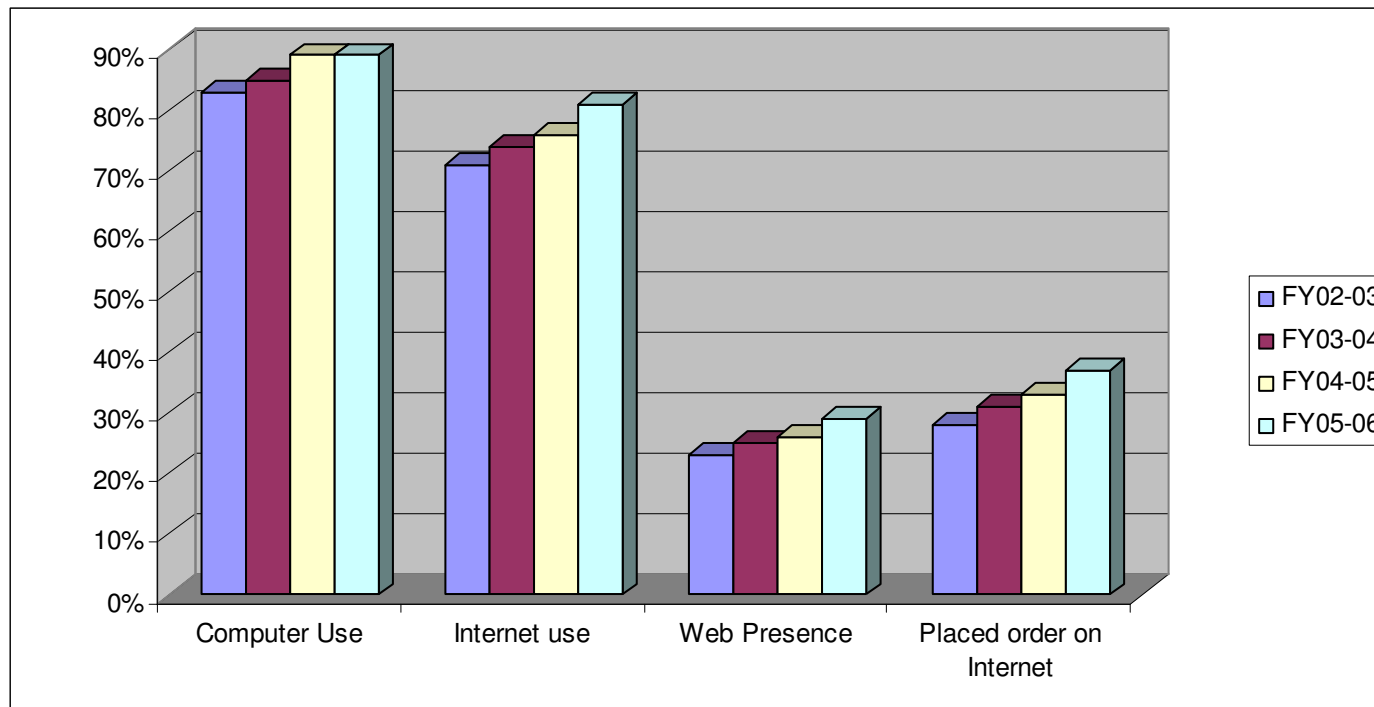
Don't ignore your target demographic

- There is a misconception that only young people use the Internet – this is not true!



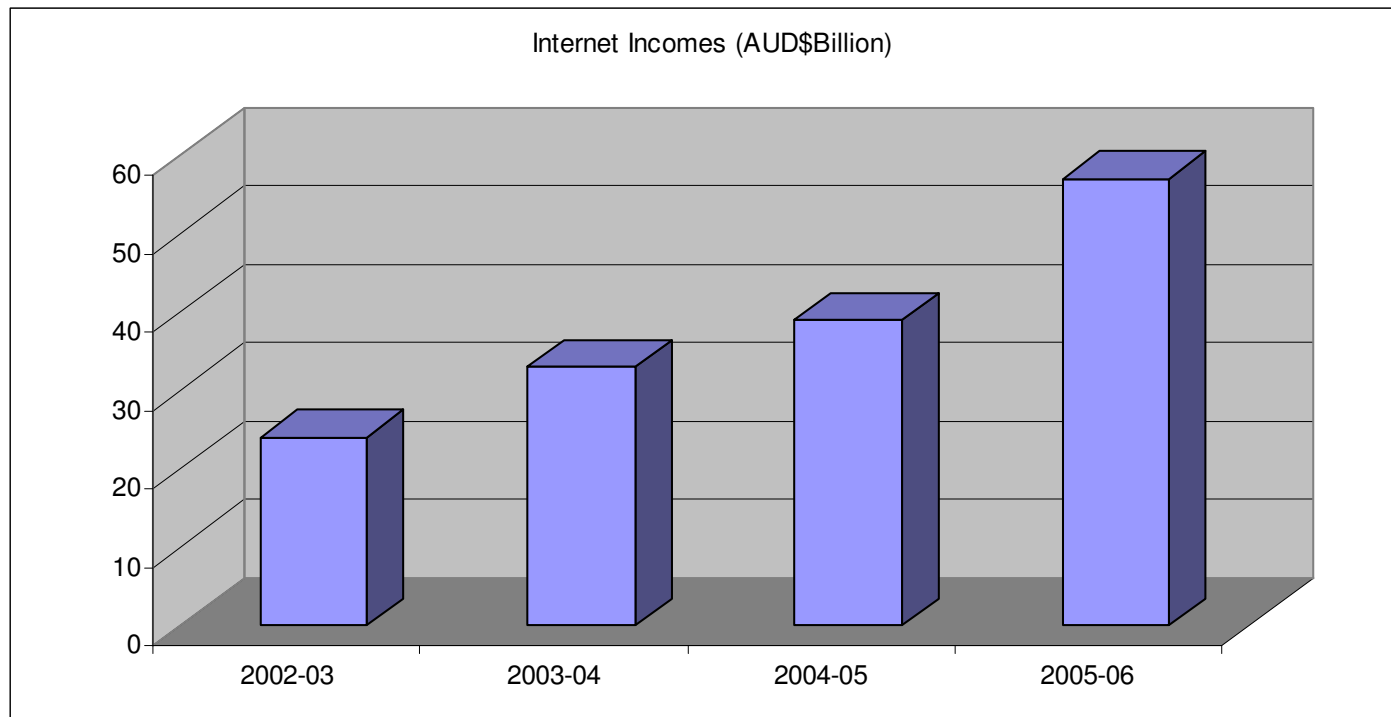
eBusiness is the norm, not the exception

- Businesses increasingly recognise the importance of the Internet as a business tool



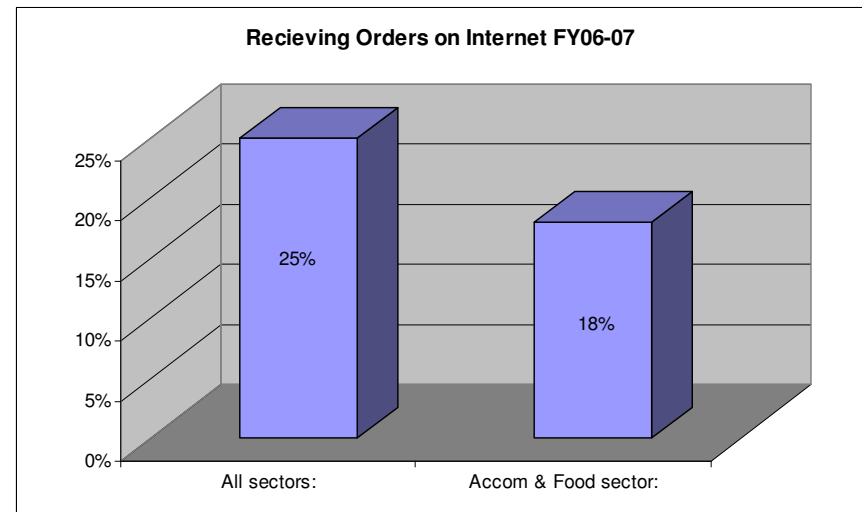
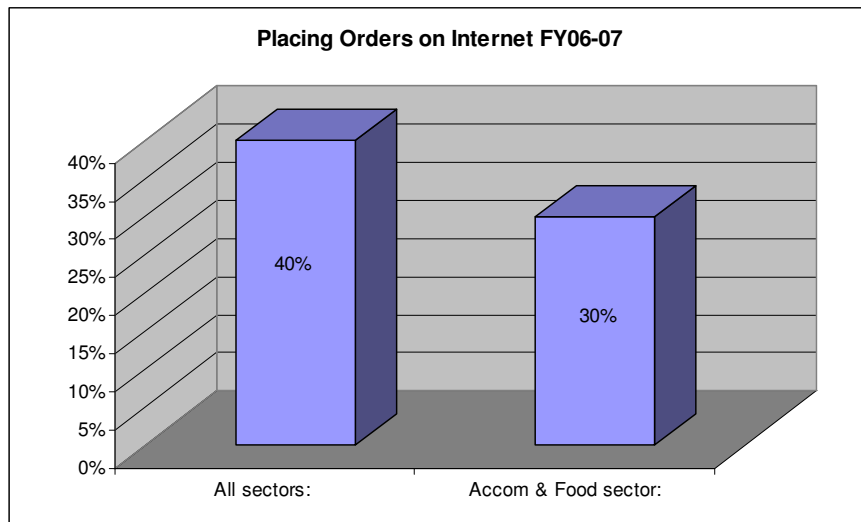
eBusiness revenues are growing too!

- Internet incomes grow at 30%-40% annually
 - Even in the current economic climate there is growth



Tourism Industry lags behind other sectors

- There are solid opportunities to being an early adopter of having an online presence



Lets talk about your eBusiness!

- A solution fits for businesses of all sizes
- Evolution of ICT – match your online development to your needs: email, website, reservations, marketing activities.
- Your online business is an integral aspect of your business as a whole – eBusiness is just part of business now!

Lets talk about your eBusiness!

- Examples of good eBusiness – workshop
 - What are good examples and why?
 - Airline sites: Jetstar, Qantas, Tiger
 - Accomodation: Wotif, Lastminute, Stayz
- Current clients success stories
 - Award winning Ecotours: site/emails = brand
 - Local new café: site/email/AdWords = 30%*mth*
 - Local Exec Accom: site/email/SEO/AdWords
 - Consistent occupant rate 75%+, site growing 40%*mth*



5 Basic eMarketing Activities: Overview

- External Strategies:
 - 1: Pay-Per-Click (PPC) Advertising
 - 2: Develop External (Reverse) Links
- Internal Strategies:
 - 3: Targeted Keywords + Metatags
 - 4: Create Relevant Content
 - 5: Add an XML Sitemap
- Just the start, but a good start!

5 Effective Strategies: Overview (cont.)

Internal Strategies

External Strategies

Keywords



Content



Sitemap



```
index[1] - Notepad
File Edit Format View Help
<html><head><META content="text/html; charset=ISO-8859-1" http-equiv=Content-Type>
<script src="mouseover.js">
</script>
<script src="subnavig.js">
</script>
<script src="gen_subnavig.js">
</script>
<!--meta_begin-->
<!--title-->
<!--description-->
<!--keywords-->
</head>
<!--body-->
<!--content-->
</body>
</html>
```

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Pay-Per-Click Advertising



External Linking



Website and HTML code



Strategy 1: Pay-Per-Click (PPC) Advertising

- Google Adwords, Yahoo Search Marketing + Microsoft adCenter
 - How do they work?
- Tips for effective PPC campaigns
 - Develop targeted keywords
 - Based on your market niche – point of difference
 - Position your adverts
 - 1st page a must, positions 1-3 are premium
 - Create a variety of calls to action
 - Create at least 4-6 different adverts, evaluate which works



Strategy 2: Develop external links

- What does external linking do?
- Harness the value of linking with high ranking sites
 - Subject/domain expert sites
 - Professional association sites
 - Business directory sites
 - Affiliate sites and programs
- Takes time to do well, valuable benefits to raise ranking levels

Strategy 3:

Use targeted keywords and metatags

- Keywords:
 - Describes your products and/or services
 - Be inventive and avoid general terms
 - Capture niche markets, obvious terms most \$\$\$
 - 2 word combinations are the best:
 - internet marketing, remedial massage, executive accommodation, ebusiness consultancy, chi ball
- Metatags:
 - Describes your site within the HTML code
 - Use your keywords that are performing well



Strategy 4: Create relevant content

- Use your performing keywords within your copy
- Enable calls to action and opportunity to purchase/enquire at every occasion
- Accurate, succinct copy, short blocks of text
- Use a variety of font sizes, quotes without compromising effective design/navigation
- Think of pages drilling down into further detail;
 - Product/service summary page (overview)
 - Individual or group classification pages (moderate detail)
 - Product line specifications via tech paper etc

Strategy 5: Add an XML sitemap

- Effective indexing of your site relies on a sitemap
 - Search engines use ‘bots’ to crawl and index the web
 - An XML sitemap allows bots to index your site quickly
 - Monitor site visits and indexing activities via stats pages – can also check via Google tools
 - Google has a verification service to submit sitemaps – speeds up indexing

Other activities: But still just the tip of the iceberg!

- Align your advertising:
 - Co-ordinate for maximum impact, don't mix campaigns
 - Multiple media vehicles to reinforce messaging
- Create resources, place online:
 - Google (and people) look for information from domain experts – case studies, technical papers, etc
- Consider new communications:
 - Blogs, RSS feeds, webinars, vodcasts
 - Know your target market and preferences
- Monitor traffic regularly:
 - Know thy website - who, where, how, what search terms, linking etc

More information:

- Google Business Solutions:
 - www.google.com.au/services: free resource!
- JeC website: www.jalapeno.net.au
 - Research: ICT adoption rates by regional SME's
- 2 great offers from Jalapeno for limited time:
 - Obligation Free eMarketing offer
 - 1 hour meeting, analysis and report - worth \$1000
 - Get Online Now!
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