

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

Prerequisite: None



This tutorial is part of the complete online education program, the Tourism e-kit.



The Tourism e-kit has been produced by the Australian Tourism Data Warehouse,

is an initiative of the National Online Strategy Committee, and is funded by all the Australian States & Territory Tourism Offices.

DISCLAIMER: All content on this website and publication [both audio and visual] is protected worldwide by copyright and all other relevant laws. As each business situation is different no responsibility or representation is accepted or given for the use of content in this document and each user should take their own professional advice accordingly.

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.

YES NO (value= 5 points per each keyword group)

IF YOU CANNOT 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)
- 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)
- Maps and itineraries in a compressed and user-friendly format (that the customer can download, print and take in the car) (1 point)
- Customer reviews and testimonials (from TripAdvisor or other sites) (2 point)
- Newsletter subscription and newsletter (1 point)
- Fresh, interesting content that is regularly updated and easy to read (1 point)

3. Functionality and accessibility SCORE: / 12

Tick if your website meets the below criteria:

- An evident navigation menu (3 points)

Initial Assessment Of My Website

- 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. 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)

6. My total score:

Visibility and findability: / 10

Visual design and content: / 10

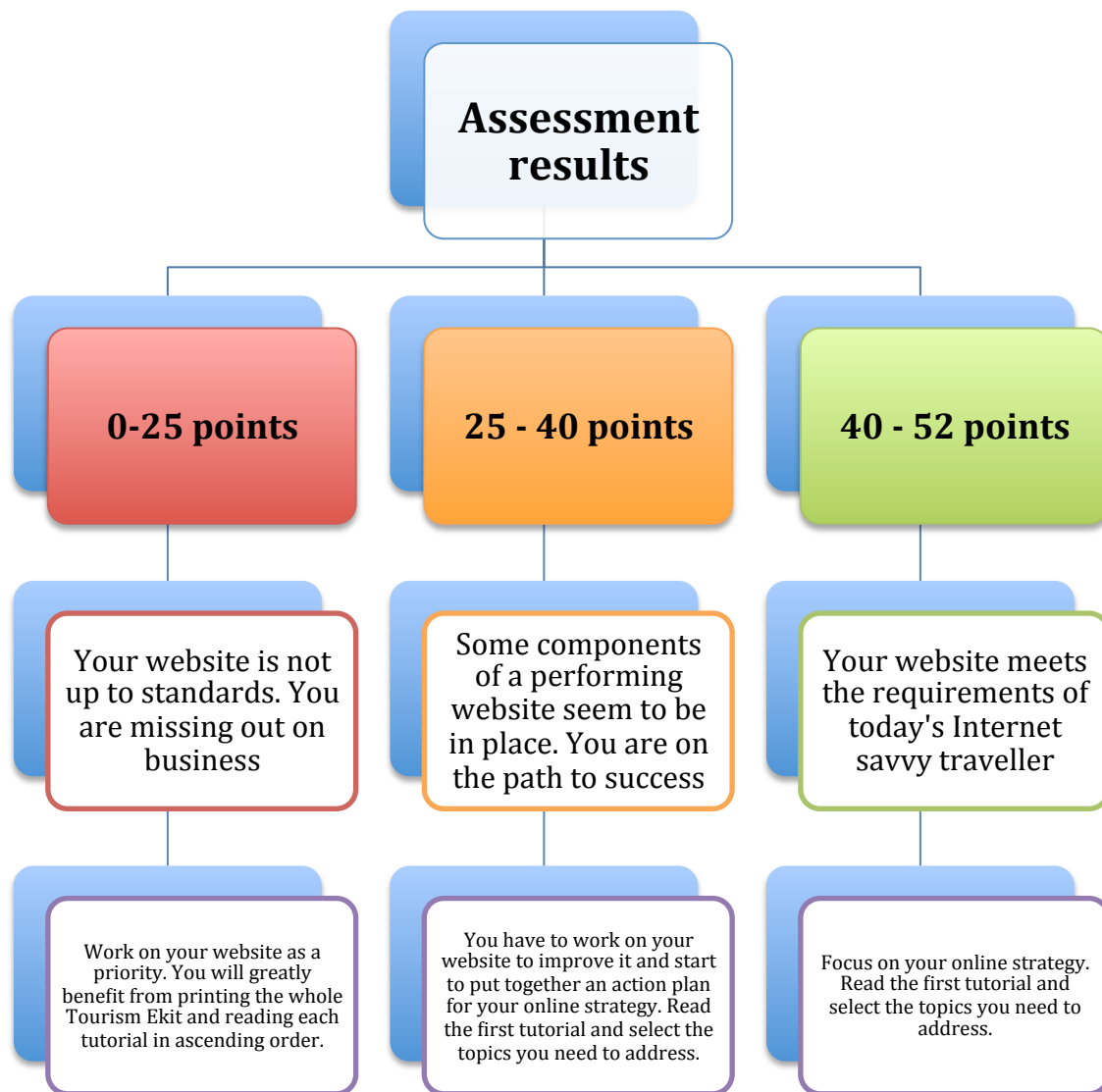
Functionality and accessibility: / 12

Technology:/ 10

Customer engagement:/ 10

Your score: / 52

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



7. 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

Initial Assessment Of My Website

- Sourcing inbound links
- Online reputation management
- Google Analytics
- Google tools