

Topic | The basics

Tutorial 1

Internet – Planning My Success

This tutorial will give you an overview of why you should use the Internet to promote your business. This tutorial also references all the tutorials you might want to read.

Reading time: 15 minutes

Prerequisite: None



1. Who is this document designed to assist?

These tutorials have been put together to help small and medium Australian tourism operators successfully market their business online. If you don't have a website for your business or have one that is not performing to your or your customer's expectations, these tutorials are for you.

2. Roadmap to success

What do I need to do and in what order? Each tutorial can be read independently and no technological background is required to understand their content. You are also welcome to print all the tutorials and read them chronologically.

Each tutorial should not take longer than 45 minutes to read.

You will find a list of all the tutorials organised in different sections on the following page.

a) *The basics*

- Tutorial 1: Internet: planning my success
- Tutorial 2: Initial assessment of my website
- Tutorial 3: Web strategy: assessment and components
- Tutorial 4: Web strategy: cost and timings
- Tutorial 5: Finding a good web professional
- Tutorial 6: Planning for a new website
- Tutorial 7: Email best practices
- Tutorial 7B: National broadband network (NBN)

b) *Website*

- Tutorial 8: Registering a domain name 101
- Tutorial 9: Domain name: advanced
- Tutorial 10: Organising hosting for my site
- Tutorial 11: The Internet, web 2.0 and the tourism industry
- Tutorial 12: Target market 101
- Tutorial 13: Website 101: visual design and content
- Tutorial 14: Website 101: usability and technology
- Tutorial 15: What is a content management system?
- Tutorial 16: Images 101
- Tutorial 16a: Videos for my website
- Tutorial 18: Security and backups

c) *Search engine optimisation*

- Tutorial 19: Search engines 101
- Tutorial 20: Critical components of optimising a website
- Tutorial 21: Keywords
- Tutorial 22: Understanding inbound links to my site
- Tutorial 23: Sourcing inbound links

- Tutorial 23a: Travel and tourism links

d) E-marketing

- Tutorial 24: Bringing people to my site with e-marketing
- Tutorial 24a: Converting a prospect into a guest
- Tutorial 25: Email marketing
- Tutorial 26: Pay per click 101
- Tutorial 27: Setting up a PPC campaign with Google AdWords
- Tutorial 31: Australian Tourism Data Warehouse
- Tutorial 32: Tourism Exchange Australia
- Tutorial 33: Google tools

e) Online booking

- Tutorial 34: Online booking systems 101
- Tutorial 35: Online booking systems: advanced

f) Analysis and statistics

- Tutorial 36: Tracking and reporting
- Tutorial 37: Google Analytics

g) Online distribution

- Tutorial 38: Online distribution 101
- Tutorial 39: Online distribution: advanced
- Tutorial 39A: Online travel agents – 101
- Tutorial 39B: Online travel agents – Advanced profiles of key players

h) Social media

- Tutorial 40: Social media for tourism
- Tutorial 41: Group buying & Daily deal sites – Overview
- Tutorial 41A: Group buying & Daily deal sites – Profiles of key players
- Tutorial 42: Online tourism communities
- Tutorial 43: Facebook for tourism
- Tutorial 44: Twitter for tourism
- Tutorial 45: Online reputation management
- Tutorial 46: TripAdvisor for tourism
- Tutorial 47: YouTube and video hosting websites
- Tutorial 48: Flickr and photo hosting websites
- Tutorial 49: Blogging for tourism
- Tutorial 50: Mobile technology for tourism

3. Why the Internet?

The Internet is a network of computer networks, which anyone can access and participate in using a web-enabled computer. Users turn to the Internet to search for information and interact with other users such as friends, peers and communities. It comes as no surprise that travellers use the “net” extensively to plan and organise their trip. Latest international research shows that more than 80% of travellers do so

This signifies that- as a tourism business - you need to move your Internet strategy to the centre of your business model. Having a website that sits “on the side”, a Facebook page that isn’t managed and no social media strategy will not allow you to compete in the online world.