



A GUIDE TO DIGITAL MARKETING

DETERMINE YOUR NEEDS THROUGH THE **TOURISM DIGITAL ADOPTION PROGRAM**

Prepared by SME Business Solutions for Tourism Nova Scotia & Digital Nova Scotia

COPYWRITING

Good web copywriting is essential to a successful online presence; it clearly communicates the business' goal, it makes a good impression, it aids in Search Engine Optimization (SEO) and it drives the customer towards a goal or "Call to Action" (CTA). Copywriting is not limited to your website content, it is essential to ensure your message is consistent across all your digital (and even non-digital) channels including blogs, social media posts, adverts and articles.

There are the three "C's" of good web copywriting:

Concise

People frequently scan, rather than fully read, websites. So, it makes sense to present the most crucial information up front rather than burying it within lengthy passages of text. Ensure the message or information you want them to take away is concisely stated and stands out.

Clear

Especially in a tourism environment, ensure your text does not use overly flowery or complicated words. Remember, English may not be your customers' first language so try to be as clear as possible.

Consistent

Your text style should have the same personality across all your communications channels, if your style is light and quirky in your social media posts, it should be the same style on your website. Changing style can confuse your clients and break down your brand identity.



Gravity Luxury Domes, Maitland