



A GUIDE TO DIGITAL MARKETING

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

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WEBSITE DEVELOPMENT AND DESIGN

In order to create the most effective web presence, there is a lot of work to be done in researching your demographic, deciding on your online strategy, establishing your brand identity and recognizing what content is relevant to your potential customers. Thanks to this research, you will have a clear scope from which to design your website.

Website Design

You have 15 seconds to capture the interest of your customer online. If they don't get the information they want in that time, they are likely to go elsewhere. To this end there are five fundamental elements of web design. Each is essential to the overall user experience and must be considered.

Content & Copywriting

'Content is King,' there's no denying it. It is one of the primary reasons people visit your website and plays a significant role in Search Engine Optimization (SEO).

To make your tourism website as appropriate as possible to your customers you should invest in high quality and relevant content, formatted appropriately for your site, including videos, news/information, and high-quality images. Good web copywriting is essential to a successful online presence; it clearly communicates the business' goal, it makes a good impression, it aids in SEO, and it drives the customer towards a goal. People will be more likely to book/buy if they can find pertinent information quickly.

Visual Design and Layout

Having a visually impressive website compatible across all platforms and devices is crucial. The design of your website is the first thing that potential clients notice, and a well-designed website not only increases brand recognition, but increases your credibility and ultimately leads to more sales.

Usability (UX)

Great usability is never noticed by the end user, but bad usability is immediately noticeable. Most people want to move quickly through a website, so understanding what information they are looking for is key to designing a site that makes it simple for them to do what they want. Many websites are cluttered with irrelevant information, advertisements, links to other websites, and so on.

A great website should have a navigation menu that is well-defined, simple to understand and use, and provides users with a clear path to the information they require. You also need to ensure that your site meets certain web standards such as accessibility (ACA Compliant – or equivalent).

Mobile Responsiveness

Millennials and younger generations only use mobile devices to access the internet, so making your website compatible with all devices is essential. A responsive website ensures that your website works well on any device - computer, tablet, or phone - so that everyone who visits your website can get the full experience.

Branding and Message

Ensure your website accurately reflects your company's brand, message, and personality.

Potential clients need to be able to see what your company is all about in an instant. If you do not have access or your current website provider cannot efficiently update your website, consider requesting website design and development services in your TDAP application so you can maintain and update your own website.

Website Platforms

There are 2 main types of website platforms: “Content Management Systems” (CMS) and “Website Building Platforms.”

Generally, Website Building Platforms are focused on the beginner and offer a drag-and-drop style visual editor that lets you manage and edit your site in real-time. A Content Management System requires some coding knowledge and is software that runs on a server. It allows you to create, store, search, and manage content. You have control over virtually every element of your site.

Depending on what you want to achieve through your website they can be as complex or as basic as you need. Examples of CMS’ are Wordpress, Joomla and Magento, whereas Website Building platforms include Wix, Weebly and Squarespace.

If you do not yet have a quality website for your business, prioritise this when applying for TDAP services, as it is one of the base level elements upon which your business can build a consistent online presence.



Cornerstone Motel, Cheticamp