

## TUTORIAL 6 PLANNING FOR A NEW WEBSITE



This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

**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.

The Tourism e-kit is an initiative of the National Online Strategy Committee and is funded by the Australian State & Territory Tourism Offices



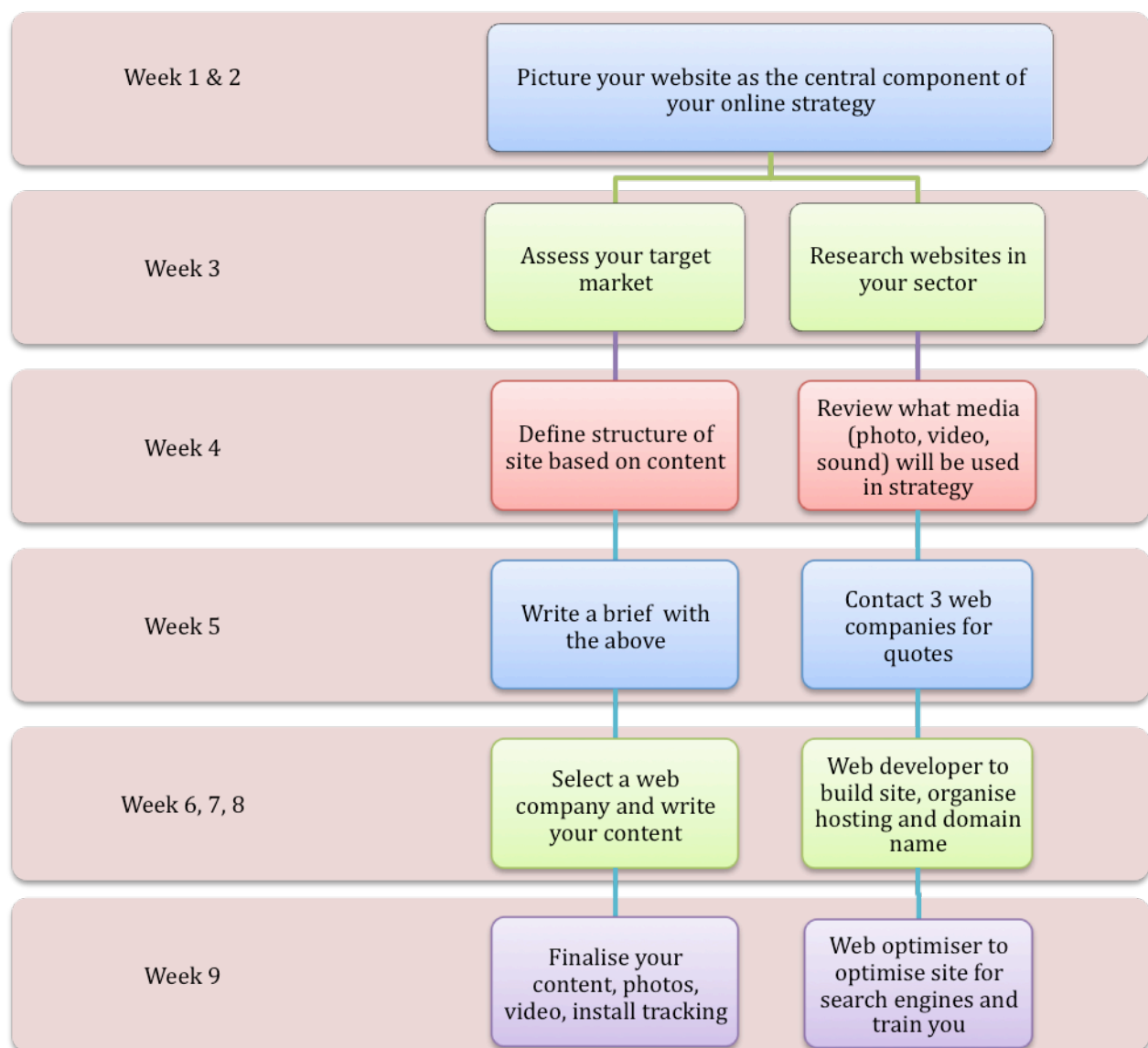
## PLANNING FOR A NEW WEBSITE

Reading time: 5 minutes

Prerequisite: n/a

This tutorial will present a roadmap of the steps required when planning a new website or site redesign.

It is important you do not solely rely on a web company to develop your website. Your site will be your full time, dedicated sales person. It will attract search engines, meet visitors' expectations and convert visits into sales. **It will "talk" to more people than you will on a daily basis (30-100 on average).** It is therefore crucial to view it as an integral part of your sales and marketing team, and not as "something on the side that should bring you business". It will need to be "briefed" and "trained" to really be able to appeal to the visitors and encourage them to buy.



Once your website is up and running, you have to keep developing its content, monitor your online statistics and manage your SEO and online marketing strategies.

# 1) RELATED MATERIAL

---

## a) Related tutorials

---

- Initial assessment of my website
- Registering a domain name 101
- Organising hosting for my site
- Web strategy: assessment and components
- Web strategy: cost and timings
- Finding a good web professional
- The Internet web 2.0 and the tourism industry
- Target market 101
- Website 101: visual design and content
- Website 101: usability and technology
- What is a content management system
- Search engines 101
- Bringing people to my site with e-marketing
- Google Analytics