

Topic | The basics

Tutorial 6

Planning For A New Website

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

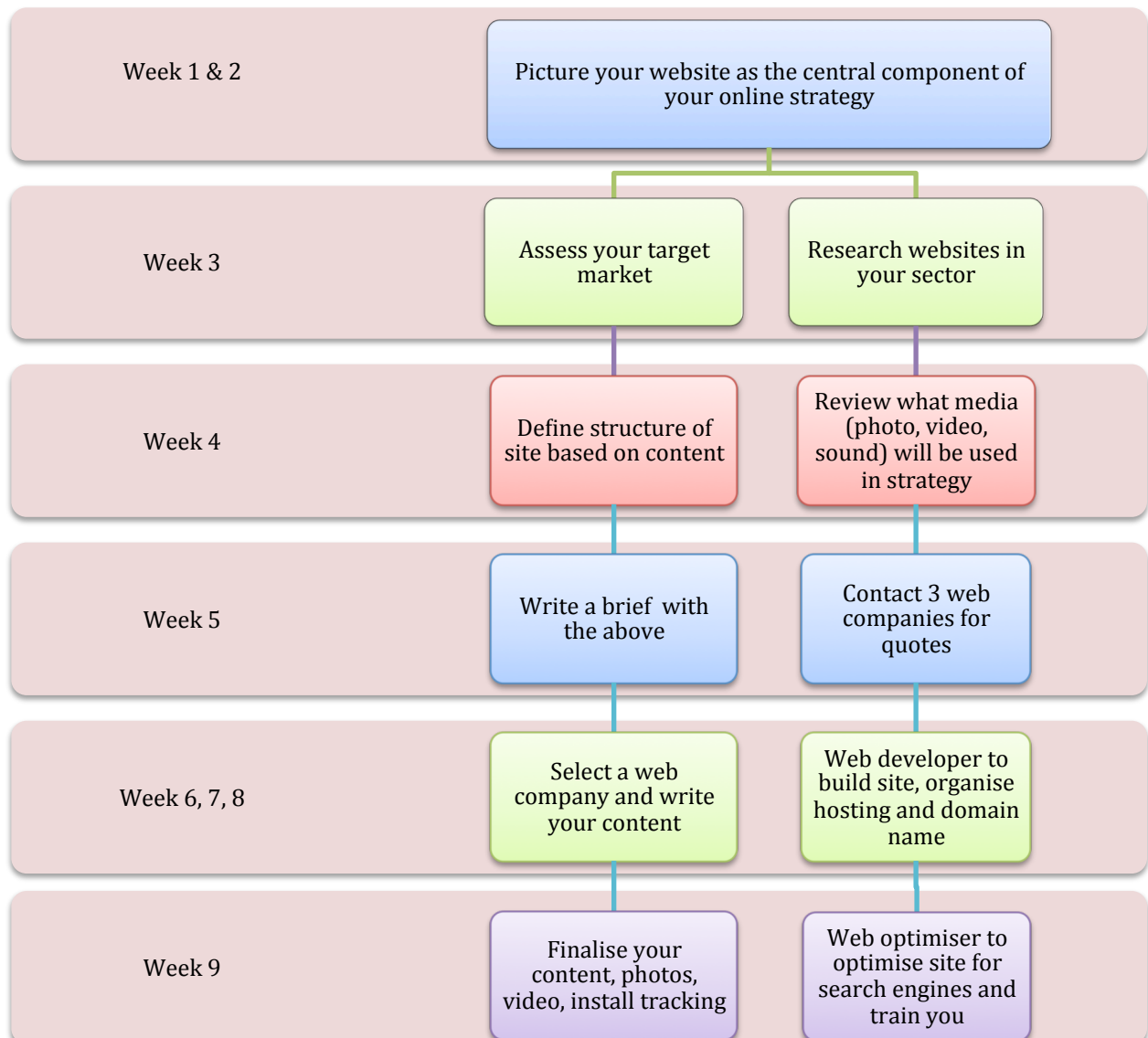
Reading time: 5 minutes

Prerequisite: None



Planning For A New Website

It is important you do not solely rely on a web company to develop your website without being involved yourself. 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, engage with your audience using social media and manage your SEO and online marketing strategies.

1. Key learning outcomes

- It is important you don't perceive a website as something that can be built without your involvement. Your website will become your tourism business' key marketing asset and it is therefore crucial you are involved in each key phase of its development process
- Ensure you document your requirements in a clear brief that you send out to more than one web development company.

2. 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