



# WHY YOU SHOULD READ THIS BOOK?

Tour and activity operators should read this eBook to learn

**1**

## **WHAT YOU NEED FOR YOUR WEBSITE**

How does the internet impact your tour or activity business? We give you what you need to know about having your tour or activity business online.

**2**

## **HOW TO SET UP YOUR WEBSITE**

What are the must-have elements of your website? We outline the elements you need so that your visitors have the best possible experience.

**3**

## **HOW TO ATTRACT VISITORS TO YOUR WEBSITE**

How can you get people to come to your website? We teach you how to get yourself found on search engines such as Google.



## ONLINE MARKETING FOR TOUR OPERATORS

*Edited by Simon Lenoir*



Simon has over 15 years' experience as an IT professional. He also has extensive experience in the travel industry from being an around-the-world traveller and managing a dive centre in Southeast Asia for over 3 years. He was frustrated from spending too much time on paperwork and admin, and less time out diving, so he created Rezdy.

Now, Simon is fully dedicated to providing the best online booking solution for tours and activities operators; he is the brains behind Rezdy's online booking system.

Outside office hours Simon is a true activity addict - mountain biking, sailing, swimming, beach volleyball - just to name a few.

## ONLINE BOOKING SOFTWARE FOR TOURS & ACTIVITIES OPERATORS

Rezdy's reservation software gives you all the tools to accept online and offline bookings, manage your customers and connect to your agents.





# CONTENTS

## **GETTING STARTED**

Chapter 1 - The Influence of Internet on your Tour and Activity Business.

Chapter 2 - Three Reasons to Leverage the Internet.

Chapter 3 - Why Do you Need a Content Management System?

Chapter 4 - How to Plan for Success for Your Website.

## **GETTING SET UP**

Chapter 5 - Quick Tips on Using Imagery for Your Website

Chapter 6 - How To Make Your Website 'Sticky'

Chapter 7 - Three Must-Have Elements for Corporate Identity

## **GETTING FOUND**

Chapter 8 - How to Increase your Ranking on Search Engines

Chapter 9 - Eight Ways to Get Your Website to Rank on Google

Chapter 10 - Importance of Keyword Selection for your Website?

Chapter 11 - Four Reasons Why Your Tour or Activity Business Needs a Blog





## CHAPTER 1 - GETTING STARTED

# THE INFLUENCE OF INTERNET ON YOUR TOUR & ACTIVITY BUSINESS

*“As a global society, people are sharing opinions, reviews and thoughts constantly with one another”*

As a global society, people are sharing opinions, reviews and thoughts constantly with one another. The rise of the Internet has created a new set of rules in marketing strategies, therefore marketers are adapting to the new technologies.

As a critical element supporting business and strategies, the Internet should be treated as a separate plan and recognised as a mainstream marketing tool.

The so-called “**Web 2.0**” has a considerable influence on organisations’ competitive strategies decisions. It is considered as being the 6th major media. The interactive nature of the online society creates opportunities and challenges to the small businesses.

The companies without online presence (website, blog, Facebook or Twitter) should also consider spending time on researching and developing a digital strategy.

Accessibility of Internet and popularity of the smart phones created a new way of how people connect. Customers are no longer just browsing the Internet; they interact online, whether it is via social media sites, review sites, chats, blogs, wikis or emails.

Anyone can post a review on TripAdvisor, share a post with their Facebook friends, upload the tour photos on Flickr. This means tour businesses that do not have a website can also have an internet identity.

The Internet changes the balance power between the company and the consumers, creating human connections, interactions between users.







CHAPTER 2 - GETTING STARTED

# 3 REASONS TO LEVERAGE THE INTERNET

*"The internet means greater visibility for your business"*



The internet has changed the landscape of, well, just about everything. Like all new technologies, its creation was driven by the desire to remove outdated and time-consuming manual processes. It's human nature to constantly try to get machines to do the heavy lifting, automating anything we can get them to do.

Why? Because people aren't as reliable as robust technology. We forget to carry the 1, we can't recall customer names and what they last did with us, we lose paperwork - and it's no different for the tour and activity sector.

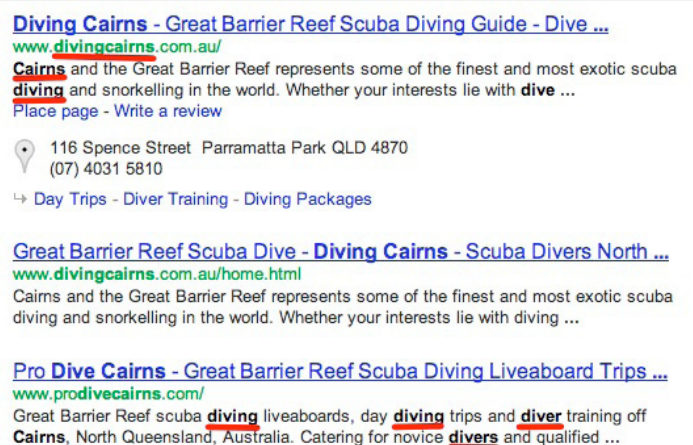
Here are the top 3 benefits of the internet for your business:

# #1 More people know you exist.

#1 The internet means greater visibility for your business. By going online, you up your chances of getting found by people searching for your service. In fact, these days, if you're not on Google, most people won't know that you exist! That's why everyone is clambering to climb the search results by using search engine optimisation (SEO) tactics.

For example, a search for "diving Cairns" pulls up a heap of options, but to rank near the top your site needs to have a bunch of matching or related keywords:

Notice that the top results repetitively use the keywords searched. The words they use on their site must closely match as well. Google determines rank based on a bunch of other vague factors, but keywords are definitely a big one.



## #2 It's easier to get your message across.

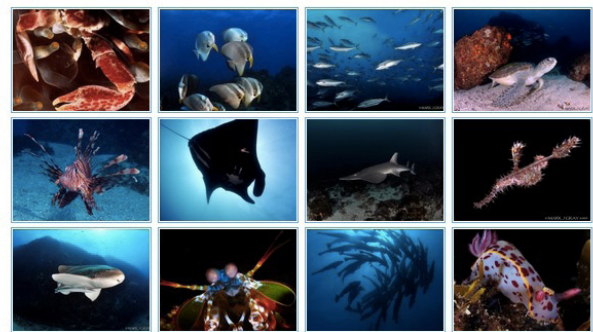
Instead of painfully trying to explain what to expect over the phone, you can direct people to your website where they can see videos and photos of the experience itself, like Byron Bay Dive Centre did here:

We strongly recommend dedicating an entire section of your website to this, for all the reasons we listed in our previous post on imagery.

## #3 You get paid faster.

#2 Another benefit of internet technology is that it's easier to communicate with potential and current customers. Location is not an issue anymore, and neither is time. Web-based software also makes it possible to have all your customer data in one place, so you have a better idea of who you're talking to and what to say to them.

### Photo & Video Galleries



### Video Gallery

#### Bull Ray at Byron Bay



Part of Byron Underwater – the documentary. Where tropical and temperate waters merge.  
Length of movie: 43 seconds

#### Intro to Byron Underwater



Part of the introduction sequence to Byron Underwater – the documentary. Where tropical and temperate waters merge.  
Length of movie: 44 seconds

#### Octopus at Byron Bay



Part of Byron Underwater – the documentary. Where tropical and temperate waters merge.  
Length of movie: 34 seconds



#3 The emergence of online payment gateways means that you can get paid faster, and without much hassle. Also, it's usually hooked up to an online booking system which eradicates the need to cross and double-check your financials. Think about it: instead of being inundated with back-and-forth communications, you wake up to find bookings that have been paid for, from half-way around the world, overnight. Customers love this functionality - they have the ease of browsing, booking and paying in a few clicks, without any salespeople pressuring them to buy.



CHAPTER 3 - GETTING STARTED

# WHY DO YOU NEED A CONTENT MANAGEMENT SYSTEM

*"Don't wait for your webmaster to update your information"*





There are several reasons an online tour operators should use one:

1. To save money rather than keep paying web designers for every update.
2. To help you show up on the first page of Google.
3. CMS's have become commonplace and easy to use.
4. You can do update your site quickly and easily yourself.

A content management application will allow your content manager and author to manage the creation, modification and removal of content from your activity operator's website. This means you can easily add content to your site without having to be a developer.

A CMS may also provide tools for one-to-one marketing. This is the ability of your website to tailor its content and advertise to a visitor's specific characteristics. It does this by using information that is either provided the visitor themselves, or gathered by the website.

## CUSTOMER SUCCESS STORY

*"We lose money when people don't turn up, because we might expect 10 students, but only 6 show up, but there are 2 coaches waiting."*

Dan Frodsham - **Newcastle Surf School**



There are a few factors you should take into account to narrow your selection in choosing your CMS:

## Evaluate its price in terms of its performance.

Does it have features which are useful and efficient enough to meet your business needs, at the price you are willing to pay? Keep in mind, the more features you add, the more expensive your CMS is likely to be. Your CMS provider should also clearly outline costs so that they are predictable from one month to the next – remember to take maintenance fees into account.

## Think about how it aligns with the features you want.

For example:

- How user-friendly is it for you and your team?
- How does it allow users to interact with each other?
- In terms of security and access, who can publish what and when? Who has access to the backend dashboard of your website?

## Consider return on investment.

Can you confidently say that your CMS is a worthy investment for your business? There is a lot of free CMS available for download: Wordpress, Drupal, Joomla, just to name the most popular.





CHAPTER 4 - GETTING STARTED

# HOW TO PLAN FOR SUCCESS FOR YOUR TOUR OR ACTIVITY WEBSITE

*"Read before you decide to spend money..."*





## “Don’t worry about the technology”

Unfortunately, building a good website isn’t something that happens overnight. In a perfect world, tour and activity operators would execute on the fly, and bookings would pour in. But like all other areas of life, success isn’t just handed to you. In fact, it takes a lot of time and effort - especially in the planning stage.

Today’s post provides some useful pointers to keep you on track before you start building your site.

### **Step 1: Define Objective**

Thoughtful planning is the first step to having a successful website. The first thing you need to figure out is what the objective of your site is.

We recommend using the AIDA method:



AIDA stands for the following:

**Attention** | How can you make your site's home page visually stimulating? You only have a few second to catch visitors attention.

**Interest** | How can you merge user experience with appealing design to keep visitors on your site?

**Desire** | How can you create a feeling of desire for the experience you sell by using words and images?

**Action** | How can you use 'calls to action' (buttons that tell them what to do to take them to the next step) to get more bookings?

Another thing you should keep in mind is that **all visitors are different**. They have varying needs and expectations. Some will want to browse your website; others to dive directly into the page they are interested in. It's important to meet the needs of each of your prospects accordingly.

### Write It Down

Clarity is important. Knowing exactly what you're doing (and why!) is key in executing a good plan.



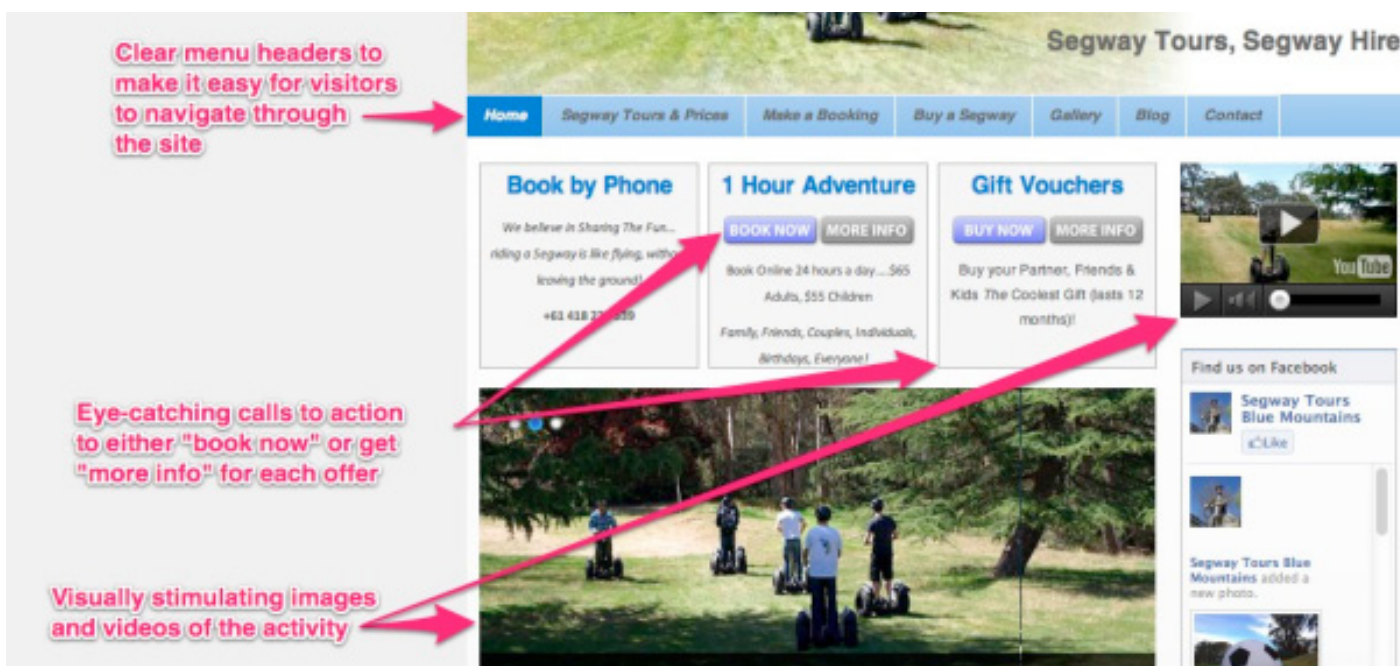
Having a vague understanding of how your site will work isn't enough. Not only is it bad for new hires who also need align themselves with your objectives, but you need a hard copy to continually check yourself against. It's too easy to lose sight of your objectives. Set some time aside to sit down, without distractions, and answer the following questions:



1. **Concept:** the link between your purpose, your brand and the target audience.
2. **Content:** the words you use and the pictures or videos you upload.
3. **Navigation:** how easy it is for visitors to make their way through your site, which is determined by the clarity of your menu.
4. **Design:** decorative features including buttons, images, and formatting used to make your site pleasing to the eye. Remember to make room for your company logo so that it's visible on every page, as this is your corporate identity.
5. **Marketing Efficiency:** the methods you use to convert visitors to leads; for example, call-to-action buttons and sign-up forms.



These are factors that you can't ignore, so it's important that you get it right. Segway Tours did an excellent job of this on their homepage:



Their homepage is designed in such a way that it literally takes seconds to get to where you want to go on the site, even if what you want to do is buy a segway!

## Step 2: Define Success

The next step is determining how you can measure how well you accomplished your objective. Set some KPIs that you can use as benchmarks of success. Some basic metrics for this are:

- **Number of unique site visitors** (how many people visited your site)
- **Percentage of visitors that became leads** (this depends on how you would define a lead - maybe it's someone who filled in an inquiry form on your site, or who emailed you asking for more information)
- **Percentage of leads that became customers** (how many inquiries converted into sales, how many bookings)

Once you have clear KPIs, you can experiment with different strategies and see where you fall short. Success doesn't come easy, especially online where there are so many things competing for your potential customer's attention.



CHAPTER 5 - GETTING SET UP

# QUICK TIPS ON USING IMAGERY FOR YOUR WEBSITE

*"A picture speaks a thousand words"*



Displaying photos of your tour or activity is a great way of generating interest from prospective customers. If what you're offering is absolutely fantastic, but you don't have any images to convey that on your tour or activity website, then you run the risk of losing customers to someone else who does, even though their experience isn't as fantastic as yours is.

Here are some tips drawn from walking tours on what kind of images you should be using, as well as how to arrange them on your website.

“  
A picture  
speaks a  
thousand  
words”  
”

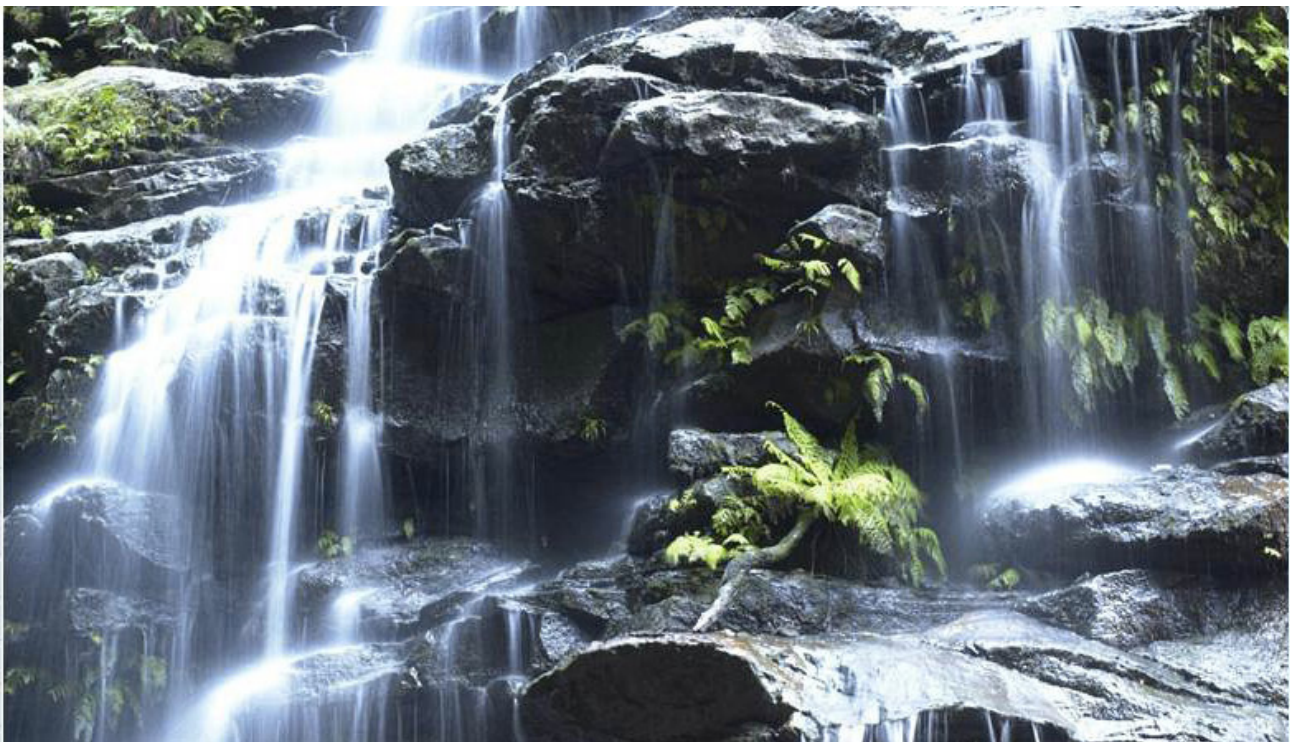
## You should have images that...

### 1- Don't have people in them.

These are your purely scenic, striking, and captivating images. These kinds of photos have a tendency to go viral because they trigger a sense of awe (and hopefully a sense of desire to see it with your own eyes!).



- Blue Mountains 4WD Tours
- Blue Mountains Day Tours
- Blue Mountains Photo Safaris and Workshops
- Corporate Challenges
- Day Walks
- Half Day Walks
- Overnight Escapes
- Private and Charter Tours
- Six Foot Track
- Wilderness Expeditions






Also, it doesn't hurt that people love to share stunning pictures like these with their social media networks.

## 2- Do have people in them.

Display photos with people in them, so that website visitors can imagine themselves at your tour or activity, putting themselves in the shoes of your former satisfied customers. Aus-Walk do a good job of this for their different kinds of trips:

**auswalk operates quality accommodated walking holidays to many exciting destinations in australia.**  
Experience a quality Australian walking holiday. Be guided through a tropical rainforest, along secluded beaches or across the ridges of a majestic mountain range. Whether you are traversing the famous Great Ocean Walk, exploring a canyon in the Blue Mountains or experiencing remote wilderness in the outback, you will be pampered at the end of the day in comfortable accommodation. Whether you call it walking, hiking, rambling, tramping, trekking or bushwalking, you'll love what we have to offer you. Go with Auswalk – Australia's leading walking tour operator.

**group guided walking holidays**  
An excellent way to explore the countryside with a group of like-minded people and a couple of knowledgeable guides. Two guides means we can offer you a choice of easier and harder walk options along the way. At night, enjoy comfortable accommodations, good food and wine and the company of new friends.

**self guided inn-to-inn trips**  
Unique to Auswalk in Australia. You walk through national parks and forests, progressing from one delightful accommodation to the next. Your luggage is moved ahead while you walk. Choose a fully supported self-guided walking holiday, following the comprehensive walk notes supplied. Or go with a guide.

**customised & private trips**  
Short on time? Travelling solo? Want a private guide? Looking for something a bit different for your family, group of friends or work colleagues? Auswalk can customise a trip to meet your needs. You choose the destination and tell us how much time you have and we'll do the rest.

At a glance, it's easy to can imagine yourself experiencing the bushwalk as a self-guide, with a group, or in private with someone special.

Promote a new offer. Update your images for new promotions. This is in line with keeping your website's content fresh so that people have a good reason to come back. There's nothing more off-putting than an abandoned website that leaves people wondering, "if they can't even keep their own website in check, how do they take care of their customers?"

## When organising your images...

**Put your image 'above the fold'** - by that, we mean don't force them to scroll down to see it. You need to make your website 'sticky'. People are so lazy that they won't scroll down if something doesn't catch their eye on the page. You have a few seconds to grab their attention, and images speak much louder than words.

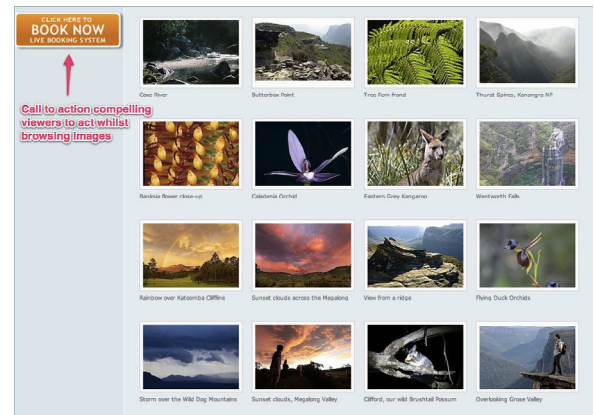
**Be careful not to overload a page with photos.** One or more prominent images is more powerful than lots of little images. To get the best of both worlds, use transitioning slides.

**Have a photo gallery.** Everyone has a preference when researching their options, and scanning through imagery is definitely one of them. By grouping images of your experience in photo galleries, you cater to people who are specifically interested in looking at photos for your experience.



Here's how Blue Mountains Guides designed their photo gallery:

Make sure your prospective customers have somewhere to go and browse photos quickly - and, that there's a clear path to making a booking with you from that place.



In the tour or activity sector, imagery is a website must-have. After all, why should prospective customers give your experience a shot when you aren't even showing them what to expect?

## CUSTOMER SUCCESS STORY

*"We were able to more than double the amount of people we were able to service, from 470 to 1000 in just a one month period!"*

Chuck Dixon - **Tulsa Helicopter**





CHAPTER 6 - GETTING SET UP

# HOW TO MAKE YOUR WEBSITE "STICKY"?

*"The longer your visitors stay on your site, the higher the chance to get a booking"*



There are several basics you need to cover to make sure you keep your site sticky. By sticky, we mean that visitors will stay on your site for a longer period of time - hopefully, long enough to make a booking. According to research from HotelMarketing (compiled by gathering feedback from nearly 8,000 online travel buyers), errors in pricing, user experience and product were directly contributing to lost sales.

Here are 3 things you can do to make your tour or activity website stick, using good examples from Australian hot air balloon operators:

#1

## Display Pricing In A Simple Way

When potential hot air ballooners land on this site, they're in the middle of their search for the best hot air ballooning experience for as cheap as possible, or at least reasonably within their budget. Hot Air do a great job of presenting their pricing options in the most simple way possible.

The screenshot displays three tour packages from a website. Each package includes a title, a brief description, a price starting from a base amount plus a surcharge, and a 'book now!' button. Annotations on the right side highlight specific pricing elements:

- Gold Coast Ballooning Ride and Champagne Breakfast:** Price is 'from \$250' (\$220 + \$30). Annotation: 'The price figure is eye-catching' points to the '\$250'.
- Cairns Ballooning and Return Transfers:** Price is 'from \$235' (\$205 + \$30). Annotation: 'Brief description of what to expect' points to the description text.
- Brisbane Ballooning and Homestead Champagne Breakfast:** Price is 'from \$250' (\$220 + \$30). Annotation: 'Pricing break-down' points to the '\$220 + \$30' breakdown.

They give site visitors the information they need, answering how much it costs, why it costs so much, and what it involves, reinforcing the message that people will get the best value for their money.

## #2

## Describe Your Product Well

Information on products, like text, photos, videos and reviews, is crucial in the buying process. To succeed, you need to make sure that you display it in a clear, easy-to-read way, like Ballon-A-Loft does here:

The screenshot shows a product page for a 'Flight Voucher' from Ballon-A-Loft. The page is divided into two main tabs: 'DESCRIPTION' and 'DELIVERY'. The 'DESCRIPTION' tab is active, showing a detailed text description of the flight experience. A red arrow points to the 'DESCRIPTION' tab with the annotation 'Brief description'. Below the description, there is a list of bullet points with green checkmarks, detailing the flight duration, breakfast, validity, and the company's reputation. A red arrow points to this list with the annotation 'Summary of what to expect'. To the right of the text, there is a small image of a balloon with the text 'Anytime'. Below the text, there is a 'SPECIAL \$299pp. Valid Anyday. Usually \$339pp.' offer. A 'BUY ONLINE ►' button is prominently displayed. Below the main description, there is a section for 'TESTIMONIALS, FAQs, and extras you can add (like breakfast)'. This section is divided into three tabs: 'REVIEWS', 'QUESTIONS', and 'EXTRAS'. The 'REVIEWS' tab is active, showing a photo of people on a balloon and a testimonial from Matthew & Jonna, Sydney. A red arrow points to the 'REVIEWS' tab with the annotation 'Testimonials, FAQs, and extras you can add (like breakfast)'.

**Flight Voucher**

**DESCRIPTION** **DELIVERY**

**Brief description**

Hop aboard one of our daily sunrise balloon flights over the spectacular vineyards of the Hunter Valley. Share the magic of a balloon flight with fellow balloonists, and then celebrate your exciting adventure with a Gourmet Champagne Breakfast on the deck of Restaurant Cuvee at Peterson's Champagne House. Weekday and Weekend Flight Vouchers are available. Flight vouchers are valid for 12 months so in the unfortunate event that your flight is cancelled by unsuitable weather you have plenty of time to reschedule but do note that these vouchers are non-refundable.

**Summary of what to expect**

- ✓ One hour Sunrise Balloon Flight
- ✓ Gourmet Champagne Breakfast
- ✓ Valid for 12 months (non-refundable)
- ✓ The most experience of any ballooning company in Australia

**Anytime**

**SPECIAL \$299pp. Valid Anyday.**  
Usually \$339pp.

Save up to \$40 per person off the full price . Limited time only

**BUY ONLINE ►**

or call 1800 028 568

**INSTANT DELIVERY 24/7 to your email inbox**

**Testimonials, FAQs, and extras you can add (like breakfast)**

**REVIEWS** **QUESTIONS** **EXTRAS**

The flight was a wonderful experience that I would recommend to anyone. The pilot and organisation were outstanding. Matthew (pilot) is very good value! The continual banter is 'very settling' as I think there is a small amount of anxiety with most people."

Matthew & Jonna, Sydney

Also, they make their additional charges clear by placing them in a separate tab, and effectively break up blocks of text with white space and eye-catching imagery.



# The Best in Ballooning

With over 30 years of award winning service, take flight with Balloon Aloft from one of five spectacular locations.

CHOOSE A LOCATION



CHECK AVAILABILITY

SEARCH FLIGHTS

Stunning image

Very clear steps to choose a location, then check flight availability

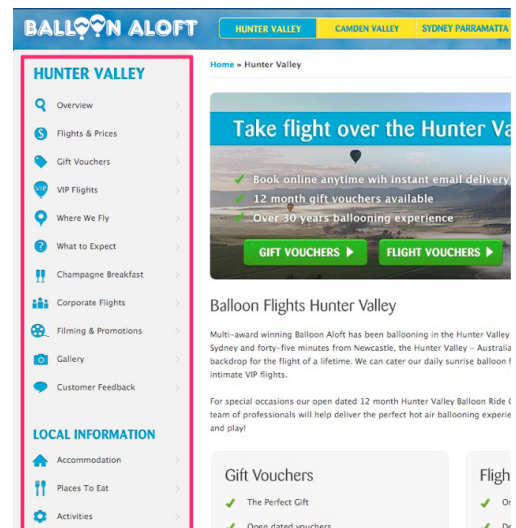
## #3

## Make it Easy to Navigate

People need to be able to navigate your site with ease. Don't confuse them by bombarding them with too many things to do and look at. Arrange every piece of content on your site as simply as you can so they know exactly what their options are, like in the image below.

The person searching is not left wondering what to do next because it's simply drawn out for them. Make sure the same applies to your side menus:

Not only are their web pages displayed in a user-friendly way, they also provide local information like accommodation, places to eat, and activities in the area. This would be of interest to travellers, causing them to stick to the site for longer. They're also labelled in a way that you know exactly what you'll find on the page (eg. "what to expect" and "where we fly").



Forget fancy language, because simplicity is key for first-time site visitors.

In conclusion, make sure your site is:

- **as interactive as possible**, eg. by using video and social sharing buttons.
- **as attention-grabbing as possible**, eg. by using stunning imagery that evokes emotion.
- **as simple as possible** - eg. with a clear and clean design, especially with regard to navigation!



CHAPTER 7 - GETTING SET UP

# 3 MUST-HAVE ELEMENTS FOR YOUR CORPORATE IDENTITY

*"Show your human side to build trust"*



People want to know who they're doing business with when they book online, especially in the tour and activity sector. The fact that their decision is being based on what they find about your business online means that communicating your corporate identity is much harder to achieve than if they were to waltz into your shop in person. **You essentially sell experiences, and website visitors must feel that the experience they buy is going to be worth it.**

To help prove your worth, they need to get a feel for your company, and you need to put human faces behind your business. They want their operators to be professional. They want to feel safe in your hands. This is especially true for adventure operators - for example, dive centres, where most experiences involve venturing out into the deep blue sea.

**The best way of achieving this is by having pages dedicated to building credibility and trust.** You can separate these pages or put them under one section - it doesn't matter, as long as it's on your site and it's easy to find.

But what are the main elements you need to establish corporate identity through such pages? Here's how two dive centres have done it right:



## Showcase Your Staff

This is where you will put head shots of your staff members, and include any credentials or past experience they have to increase the trust between your site visitors and your tour or activity business.

Dive Centre Manly shows all their staff smiling, giving off a friendly feel:

The owner and course director is shown outdoors in scuba gear, obviously before or after a dive took place. This is effective at reassuring their viewers that they are in safe hands; Richard knows what he's doing, he's active and immersed in the business, and he created the business because he truly loves to dive.

### Dive Centre Manly Staff & Instructors



Richard Nicholls  
Owner / Course Director



Janet Clough  
Owner




Emily Marshall  
Retail Manager



Abyss' main image is fun, and they use this page to add a funny, personal element to it:

We particularly like how they show all their divers in gear and in action, getting them to list their favourite type of diving, favourite dive in Sydney, and favourite location. It helps you feel like you got to know them because it shows each individual's personality.

**Abyss Pro Team**



Each year Abyss Scuba Diving strives to stay ahead of the pack. Abyss Scuba Diving is a Dive Industry Leader and Award Winning PADI [Career Development Centre](#) (CDC), with the Abyss Pro Team as its backbone.

Striving to be the best that the industry has to offer, we integrate experienced Master Instructors, IDC Staff Instructors, Course Directors with other PADI professionals, nurturing a higher standard of training.

For 3 years running, the readers of Dive Log have voted Abyss Scuba Diving as 'Australia's Best Dive Centre'. In the last 2 years PADI Asia Pacific selected Abyss Scuba Diving as its [Australia's Best Dive Operator](#) and [Most Outstanding Dive Centre](#) and as their 'Most Innovative Dive Center' in the whole Asia Pacific Region. Abyss Scuba Diving was also awarded for the year in a row, the [Australia's Best Dive Operator](#) and [Oceanic Dealer of the Year award](#).


These awards are proof that the formula of a constantly developing team definitely the way to go.

Our team motto is "We go to great depths to make your diving fun". With professionalism and experience backed by thousands of diver certifications, we are sure your next diving adventure will be a memorable one.

**Shows a fun personality**

Connect Up: [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Blog](#)

Our Instructional time team is made up of:



**Peter Letts**  
PADI Course Director  
Favorite type of diving: Just blowing bubbles for bubbles sake  
Favourite Dive in Sydney: [Ship Rock](#)  
Favourite location: [Truk Lagoon](#)

## #2

## Showcase Your Facilities

This is where you'll tout your awesome facilities and any additional credentials to build credibility and trust. It's important to use photos along with your description, too.

Dive Centre Manly starts off by citing a complete list of technical equipment. What we really like about it, though, is how they repeatedly tell the readers how they will benefit from it, answering the 'so what?' question.

Anyone reading instantly knows why they're telling you what they're telling you.

Dive Centre Manly has an extensive retail showroom offering Sydney's largest range of Halcyon dive equipment along with the reputable brands of Scubapro and Tusa. We also have an onsite fully equipped service centre including hydrostatic cylinder testing, mixed gas, nitrox and air filling station plus Sydney's newest purpose built diver training centre with 2 air conditioned classrooms, equipment workshop and a 3 metre deep heated and floodlight diver training pool and [free parking](#). Having these facilities on site helps ensure you receive realistic hands on training and avoids wasting your valuable time.

Dive Centre Manly is situated closest to Sydney's best dive sites. Being a multi award winning PADI 5 Star Instructor training facility, we offer a complete range of dive courses from Discover Scuba to Instructor level and beyond - including Sydney's most talked about Learn to Dive course.

[CLICK HERE TO SEE OUR STAFF >>](#)

Our brand new dive training centre - with Sydney's newest heated on site purpose built dive training pool and state of the art classrooms, [ensures your learning experience is comfortable, fun and most importantly time effective.](#)

[CLICK HERE TO FIND OUR LOCATION >>](#)

## #3

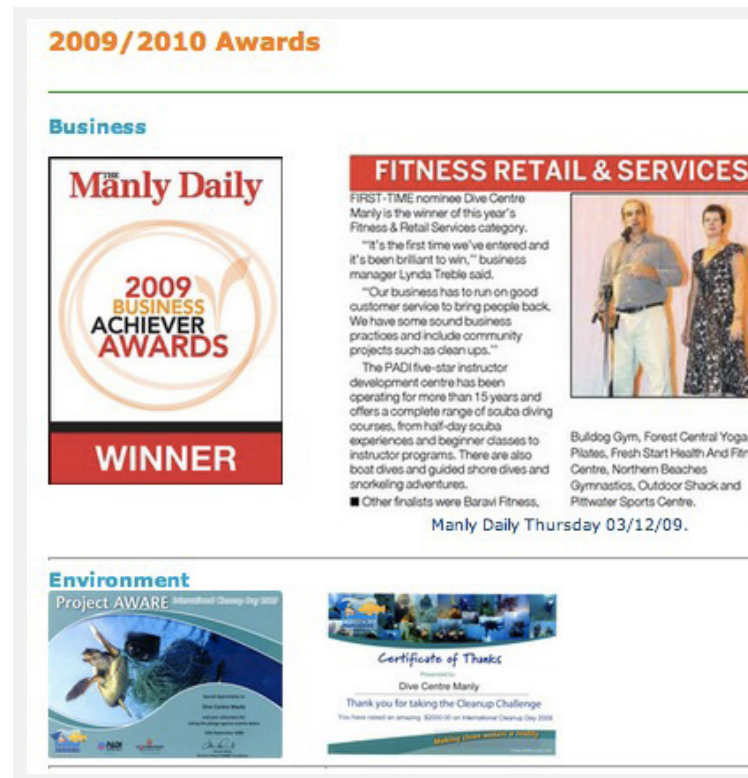
## Show Social Proof

By social proof, we mean what other people say about you. Since we've already covered the importance of user review sites, let's delve into the realm of testimonials and awards.

With testimonials, it's very important that you write the date (at least month and year) that the quote was given, and resist the urge to put a whole block of text up there! Keep it short and sweet.

For awards, we like how Dive Centre Manly has not only dedicated a page to them, but also separate them into their own sections:

There are 4 sections; Environment, Excellence, Business, and Community Recognition. All these certificates are social proof that they are trustworthy.



## CUSTOMER SUCCESS STORY

*"The booking system I was using before wasn't suited to tour operators, it was more for accommodation. It wasn't user-friendly or intuitive, and I couldn't access it remotely."*

Dave Carswell - **Melbourne By Foot**







CHAPTER 8 - GETTING FOUND

# HOW TO INCREASE YOUR RANKING ON SEARCH ENGINES?

*"An introduction to search engine marketing"*

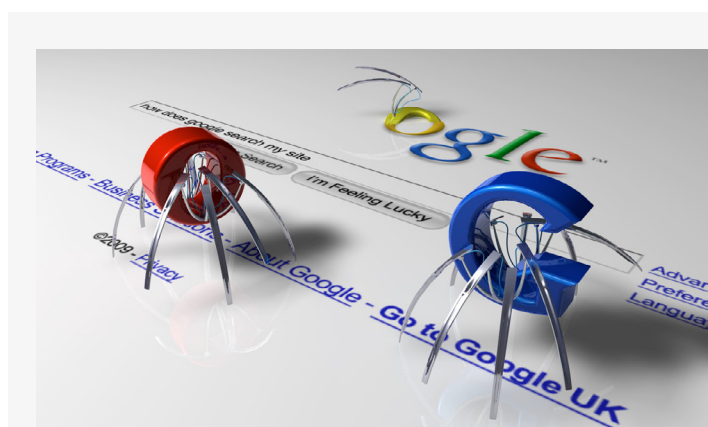


# “You are competing with almost 500 million websites”



SEO stands for Search Engine Optimization, which is the process of adjusting websites and pages to gain a higher ranking in search engine results. Google, Bing and Yahoo dominate the search engine market in terms of usage.

Search engine ‘spiders’ crawl the web every day according to rules which change constantly, meaning your ranking can change from one day to the next. There are several factors that ensure your website gets better visibility through a higher search engine rank. Ranking factors can be grouped in terms of on-page content and off-page site authority.



## On-page content represents 25% of your website ranking.

It's comprised of many elements, such as:



### CONTENT

#### Content

It's obvious that your website needs content to rank on search engines. It must be meaningful, consistent, useful, interesting and relevant. The more quality content you can create, the better. Search engines are built in such a way that it weeds out irrelevant or duplicate content, so don't even think of trying to shortcut quality.



### KEYWORDS

#### Keywords

Search engine spiders determine how relevant a website is to a search term through its keywords. What keywords you select for your title tag is extremely important, as it heavily influences your search engine rank. They also examine keywords used in your body text, so repeating keywords and their synonyms have an impact on search engine rank.



### QUALITY

#### Quality

High quality content is search engine spiders are programmed to look for, and it will make your website more interesting and popular than others. Bet on quality over quantity to ensure that visitors will like it enough to come back often and tell all their friends. Quality content is inextricably linked to your customer loyalty strategy.



### FRESHNESS

#### Freshness

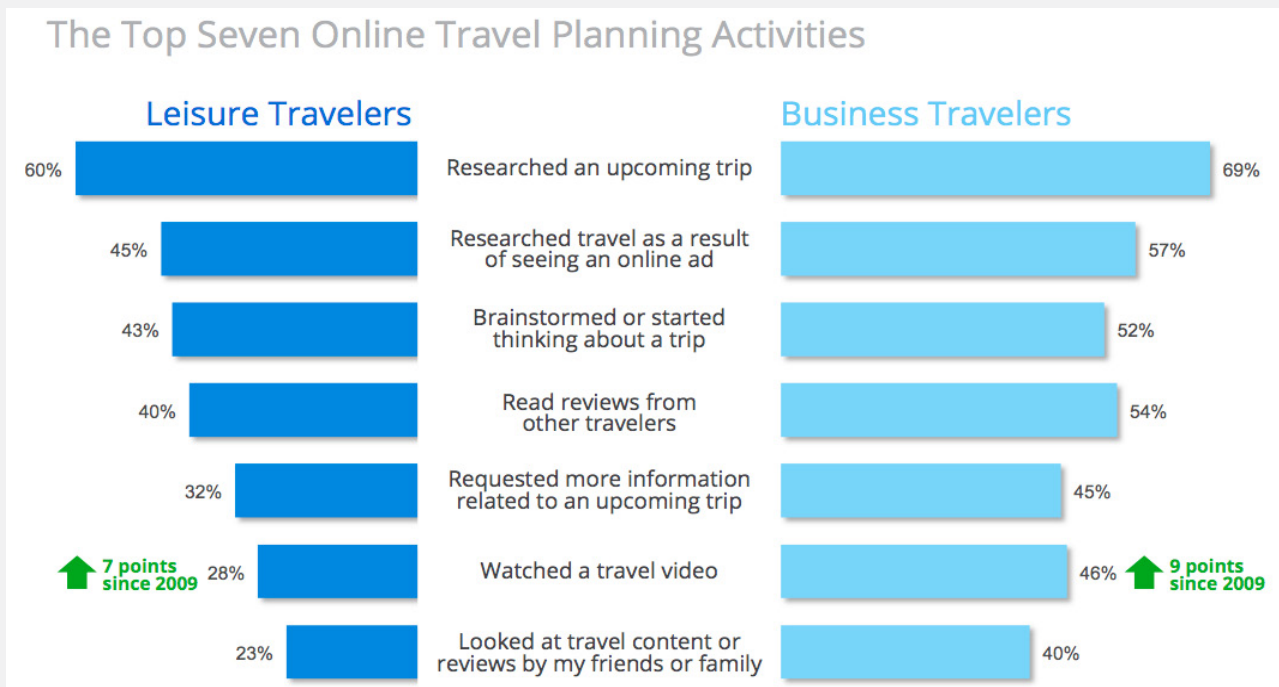
Quality means relevant, not outdated. What you share needs to be current – that means it is updated frequently. This is what is called dynamic content. Some content needs to be refreshed by nature (like your quarterly newsletter, your website's bi-weekly blog, your client's testimonials, etc).

## Off-page content represents 75% of your website's search engine rank and is determined in several ways:

**Site authority:** If your site is popular (where 'popular' means it gets linked to by many other sites on a merit basis, or as a reference from others on tour and activity topics), it holds more authority. Introduce fresh and quality content frequently to up your chances of being seen as authoritative.

**Inbound links:** Links from other websites matter to search engines that factor the quality and quantity of inbound links into their results. A good link-building campaign is both time-consuming and valuable for your tour and activity website.

“Every day, travellers use search engines to find out about activities and tours they would like to go on once they reach their destination. Ranking for the top keywords to describe your activity and location is the best goal you can hope to achieve.



Source: The Traveler's Road to Decision, Google and Ipsos MediaCT. July 2012.





CHAPTER 9 - GETTING FOUND

# 8 WAYS TO GET YOUR WEBSITE TO RANK ON GOOGLE

*"Hire a copywriter, not a developer"*

As a tour or activity business who's just set up their website online, your number one job is to get your site found by your target audience. After all, does it really matter how great the content on your site is if no one's going to see it in the first place? The key term here is to 'get found', meaning you want them to come to you, instead of shouting at a bought list.

## But how does Google decide that something is relevant to your site?

Besides technical on-page SEO, off-page SEO is probably the most valuable way of improving your search ranking. By off-page, we mean links that are going into your site, from outside your site. The more credible and relevant sites you have linking to you, the easier it will be for you to increase your search engine ranking.

Here are the best things you can do to get those high quality links:

### #1 Create content, and share it!

When you frequently create high quality content (whether it's educational or entertaining), then there's more opportunities for people to link to you. Think about what action you want site visitors to take, and what are the biggest road blocks to making a booking. What content can you create to mitigate that? Check out what Shark Bookings, a shark diving tour in Cape Town did here:

They were clever to create content that addresses the fear of sharks that probably causes prospects to hesitate.

The screenshot shows a website layout for 'Shark Bookings'. On the left is a sidebar menu with links like 'Photo Gallery', 'Articles', 'Great White Conservation', 'The Mystery of Sharks Revealed: Go Shark Cage Diving in Cape Town', 'Mozambique: A Scuba Diving Paradise', 'Shark Cage Diving in Cape Town', 'Shark Cage Diving is an Education', 'Shark Cage Diving is an Extreme Sport', 'Shark Cage Diving Cape Town - Your Under the Water Cape Town Adventure', 'Great White Shark Diving Tours for the Family', 'Great White Shark Territory', 'How to Avoid a Shark Attack', 'Great White Shark Breaching - Gansbaai', 'Diving holiday packages in Mozambique', 'The phenomenon of the sardine run', and 'Contact Us'. Below the menu is a 'LIVE SUPPORT' chat window with a 'CLICK HERE NOW' button and an 'OFFLINE' status. At the bottom of the sidebar is a 'POSTCARD GALLERY' link. The main content area features an article titled 'The mystery of sharks revealed: Go Shark Cage Diving in Cape Town'. The article text discusses the popularity of shark cage diving and addresses common fears. A large image shows a shark cage in the water. Below the image is a list of facts about sharks, including their size, weight, and behavior. The article concludes with a note about the safety of shark cage diving.

**The mystery of sharks revealed: Go Shark Cage Diving in Cape Town**

In recent years, shark cage diving has become one of the most popular extreme sports in the world: it gives you the chance to come up close with the oceans largest predators and to feel the incredible adrenaline rush that accompanies them. However, many of those brave enough to go shark cage diving in Cape Town have to overcome wrong ideas about these beautiful creatures; after watching films and listening to horror stories which paint a picture of great white sharks in a formidable and terrifying manner.

Extensive research into the behaviour and characteristics of the great white shark can now calm some of our nerves despite their appearance and strength scaring the bravest of us. By knowing a little bit more about these magnificent creatures, to expect about great whites when going shark cage diving in Cape Town, you'll have a more enjoyable experience and will appreciate observing the creatures even more.

Here are just a few facts that might surprise you about great white sharks:

- They do not eat humans - in fact they can't stand the taste of us. Similarly, human beings shouldn't eat shark meat as it's incredibly high in mercury.
- They have been known to attack humans, however it's mostly been by accident when they mistake us for seals.
- Great white sharks live along all coasts, except for the coast of Antarctica where they can't survive in the extremely cold waters.
- It is still unknown how long they live but some believe they can live up to 30 years old. As these sharks are roaming it is difficult to determine their full lifespan and research suggests that the great white shark is still in its infancy.
- The biggest shark that has ever been recorded was 20 ft long but in the past many unconfirmed reports were measured at around 30ft in length. None of these previous measurements can be justified however and may have been classic fisherman's tales.
- Sharks roll back their eyeballs when attacking prey in order to protect their eyes from the scratches of defensive victims (This fact as meant many to believe that sharks are evil. Realistically they're just predators protecting themselves).
- Sharks do however have scratches and scars on their snouts from their prey.
- Great white sharks can consume several hundred kilograms of food in a single feed.
- Great white sharks have an enormous liver which weighs up to 24% of their entire body mass.
- The heaviest great white shark that has ever been caught weighed 2 268kg.
- Great White Sharks can swim up to 40km/h and can launch their whole body out of the water when hunting prey.
- Great white sharks are not kept in captivity as they become disorientated and start swimming into the walls and glass of their tanks.

By knowing something about great white sharks it's likely that you'll grow a respect for them while feeling more comfortable with the idea of coming close to one of them. Shark cage diving in Cape Town offers us the chance to see these beautiful creatures in the flesh. As there are approximately only 10 000

## **#2 Blog for other websites as a guest**

When you write blogs for other people, they usually let you put a link back to your site in the author's section. This link counts as a weighty link in Google's eyes – and odds are, they probably have their own ways of promoting it, increasing your presence online. Try to think of the most relevant sites that you can blog on – those that post topics you're knowledgeable enough to discuss.

## **#3 Local directory listings**

This is an absolute must, especially Google Maps! Others to submit to are Bing and Yahoo, although those aren't used nearly as often. In Australia, there are plenty of Australian business directories online. Links from these places are just further validation that your site is a legitimate business, increasing your website's authority.

## **#4 Have corporate social profiles**

Establish your corporate identity through social media networks! Google uses social signals in their code to determine rank, so Google+ is definitely a must. Other relevant social networks for tour and activity operators include LinkedIn, Facebook, Twitter, and even Pinterest! Besides being a way of showing Google that you matter, it's a great way to interact with your prospective and current customers.

## **#5 Strategic partnerships**

Are there any similar companies that you can share links and content with? What about client and vendor sites? While you can flat-out ask clients for links, try telling vendors that you'll give them a testimonial that they can put up on their site in exchange for one linking back to your site.

## **#6 Comment on blogs and forums**

While you read up on industry tips and news, leave a comment with a link back to a relevant page on your site. Make sure your comment is adding to the discussion, because community members will let you know if it doesn't – and they might not be very nice about it. There's a fine line between adding value to a discussion and being spammy.



## #7 Share articles

Write original articles with a link pointing back to your site, and submit them to ezinearticles.com or suite101.com. Though Google is targeting these kinds of sites by devaluing their link worth, article submissions will still give you inbound links and since you're using original content, it should still be considered for your strategy.

## #8 Get reviewed

Try giving away free products to travel bloggers in exchange for a review. Make sure that you choose a blogger with good site traffic – you want their review to be read, lest your free product go to waste. This isn't easy though, you will probably have to spend some time conducting research, writing emails, and calling up potential link helpers.

The main task of getting found is to rank somewhere on Google. Though it takes lots of time and effort to achieve, making sure your site is optimised for search engines will give you a steady flow of traffic - and not just any old traffic, but quality traffic - because these people are searching for words that Google sees as relevant to your site.

### DO YOU LIKE THIS EBOOK?

Once a week we blog about industry trends and useful tips for tour and activity operators. If you'd like to receive it direct to your email, please subscribe to our blog by clicking the button below. All we need is your email address.





CHAPTER 10 - GETTING FOUND

# IMPORTANCE OF KEYWORDS SELECTION FOR YOUR WEBSITE

*"It's not what your business means to you, it's about what it means for your visitors."*

Surf. **Australia.**

*Week-end. Bike rental. Luxury*

*Spa. Nepal. Sky diving*

**Tours.**

*Segway. New Zealand. Backpacker.*

*Walking tours. Scuba Diving. Paris.*

*Great Barrier Reef. Egypt*

*Zoo. France. Adrenalin.*

*Byron Bay. **Photography***

**lesson.** *Hot air balloon*

**Romance.** *London. Shark*

*Cage. Trekking. **Scenic Flight***

**ipsum.** *Adventure. **Bungy***

# IMPORTANCE OF KEYWORDS SELECTION FOR YOUR WEBSITE

A website will only appear on search engines if it incorporates the right target keywords (also called search terms). By 'right' we mean descriptive search terms related to your product that people are actually searching for. Your words should aim to grab their attention, because those are the people looking for your product and most likely to buy.

Keywords are the driving force behind all effective Internet searches. They dictate how search engines rank websites; users type a certain search term, then search engines scan the web for information on the subject before displaying them on their results. The first step is to figure out what keywords are most relevant to your website.

Before creating and publishing your content, you should take some time to discover which short-tail keywords and long-tail keywords) you need to focus on. No one knows your business better than you do. Brainstorm specific keywords that your target audience is using. (i.e.: scuba diving Sydney; surf club Bondi Beach, sky diving Byron Bay, etc.)

Adding a geo-locating keyword to your search term will narrow down the search volume and increase your chances of being ranked higher on results pages. Keyword selection is more of an art than a science. Every page on your site should have two sorts of keywords:

- **Short-tail:** these are your more general and common keywords.
- **Long-tail:** these are more specific and consist of three or more words.





CHAPTER 11 - GETTING FOUND

# 4 REASONS WHY YOUR TOUR or ACTIVITY BUSINESS NEEDS A BLOG

*"Content is key to success in SEO"*

A blog is arguably the most powerful weapon in a tour or activity business' online marketing arsenal. A well-managed blog is a pulsing online content hub, forming the backbone of a powerful web presence. Quality blog content makes it easier for people to find you and interact with you, boosts your reputation and proliferates your brand story.

Here are 4 reasons why tour and activity operators should be blogging:

## **#1 It's Easier for People to Find You**

What good is it when you offer amazing services but nobody knows you exist?

A blog is like a giant magnet drawing people to your site. Blog content can be distributed all over the web, making it easier for people to discover your services.

### **How to use a blog to get found online:**

- Base your content on the core keywords and topics related to your business – this will improve search engine rankings for search terms related to your business.
- Share your blog content on social media sites like Facebook.
- Re use your blogs. Offer to write guest blog posts on relevant external blogs. Does your local visitor centre or Tourist board have a blog? Perhaps there is a online magazine for your type of tour or activity. Contact them and offer to write some blog content for them.

## **#2 It's Easier for People to Interact with You**

Humans are naturally social beings - we're successful because of our advanced ability to communicate.

A blog enables you to communicate with potential and returning customers on a far greater scale than ever before. It is an immensely powerful tool for building meaningful relationships with prospects and customers.

### **How to use a blog to interact with prospects and customers:**

- Use your blog to illustrate your passion and excitement about what you do. Use it to inspire people to want to “give it a go.”
- Provide ‘behind the scenes’ content to show the human side of your business
- Address frequently asked questions
- Share customer stories (preferably with accompanying photos & videos)
- Enable comments and make the effort to respond to all comments

## **#3 It Boosts Your Reputation**

You might have the best prices, but if you’ve got a bad reputation it won’t count for much.

Brand reputation has enormous influence on buyer decisions. Quality blog content can help you to build authority and establish a reputation as an industry leader.

### **How to build your reputation with a blog:**

- Write ‘how-to’ articles about your speciality area
- Write about news and trends in your market area
- Provide commentary on industry news
- Share customer success stories to provide social proof

## **#4 It Enables You to Tell Your Story**

Humans have been sharing knowledge & ideas through stories from the very beginning. Stories always have and always will, resonate with people.

Every business has a story behind it and having a blog gives you the opportunity to tell yours.

### **How to tell your story through your blog:**

- Write about why you started your business
- Write bios about the founders of your business
- Incorporate photos and videos to bring your story to life



## A Company That's Given Blogging A Go

An example of a tour company that has committed to blogging is **Aussie Farmstay & Bush Adventures**. They've written a collection of engaging posts on relevant topics, including both informative and personalised content. Their efforts have been rewarded with great search engine rankings, with their website appearing on the front page of Google for various keyword phrases.

However, one area that could be improved is their online booking system (or lack thereof). We've already explained how an online reservation system can reap great benefits, but they're certainly not alone in that regard.

We usually stop at a place a few kilometres south of Capertee called Pearson's Lookout to appreciate the spectacular views into the Capertee Valley. My passengers invariably take photos of the gorgeous view, which stretches out to the East over more than 180°. The green of the foreground, the dramatic rock formations and the blue of the bush in the distance makes it well worth stopping for. I have a nice collection of photos myself of various passengers at the lookout.



A group of passengers in front of the Capertee Valley

## Are you thinking “I can’t write, I’ll never be able to do this?”

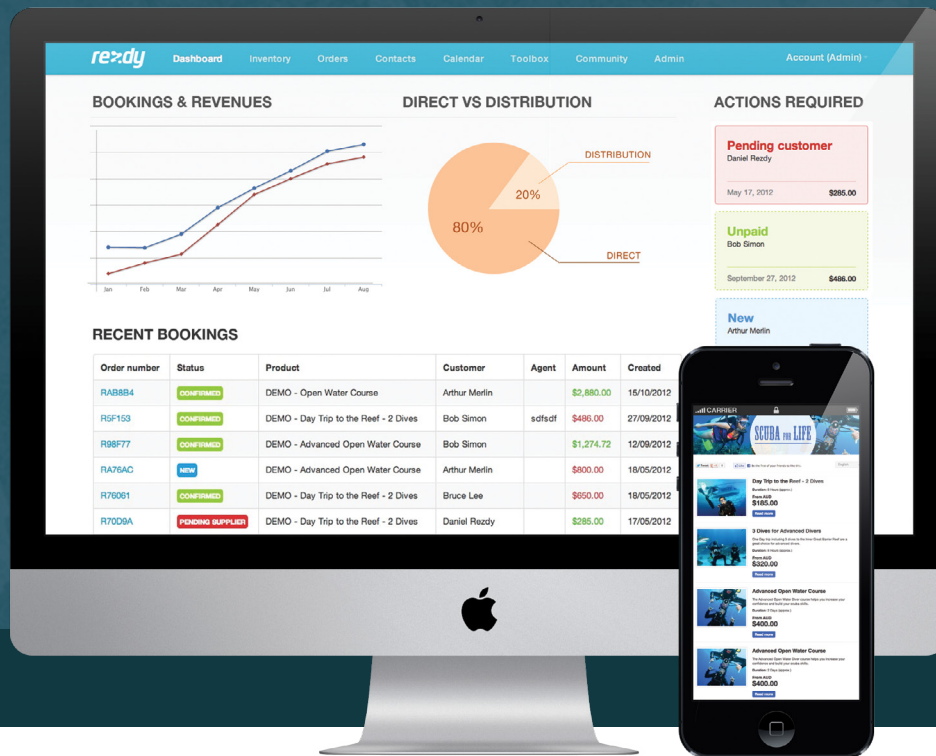
Blogging doesn't have to be scary and time consuming. Remember, you are writing about something you love; share your passion and enthusiasm!

- It only has to be 400-800 words, you're not writing a novel!
- Use lots of photos and video if possible, “a picture tells a thousand words.”
- None of your readers expect you to be writing the next literary masterpiece, don't overthink it. Be yourself.
- Set aside the same spot in your diary every week to write a blog. Publish every week without fail. Make it part of your routine. Do you think better in the mornings over your first coffee or at the end of day over a glass of red wine?
- Keep a notebook handy, or add a note into your smartphone to jot down ideas as and when they come to you.

# ONLINE BOOKING SOFTWARE

For tours, activities, attractions, rentals, events, transports and all things to do.

- ✓ 30 minutes to setup
- ✓ Manage your availability
- ✓ Accept online bookings
- ✓ Instant payment to your bank account
- ✓ Commission free, no lock in contract
- ✓ Connect with your agents



## GROW YOUR BUSINESS WITH REZDY TODAY.