



### **What's the difference between a personal and a business Facebook page?**

#### Business accounts:

- Are used to manage Pages and ad campaigns
- Can't be found in search, send or receive friend requests or build apps
- Can see public information about other people on Facebook, but can't interact with those people except as a Page
- Don't have a personal profile tied to them

#### Personal accounts:

- Used to connect with people you know in real life
- For individual, non-commercial use
- Can connect with other people, join groups or play social games

You may create a business account if you don't already have a personal Facebook account. Please be aware that managing multiple accounts is a violation of Facebook's Terms of Use. If Facebook determine that an individual has more than one account, they reserve the right to disable all of their accounts.

### **A supplier has quoted me \$2,500 for a mobile app about my business. Is this expensive?**

The costs of producing mobile apps has reduced drastically in the past few years. Anything less than \$5,000 in 2014 is relatively good value. However, before you commit to the cost of a mobile app, it might be better to reassess why you want a mobile app. Questions you might want to ask before committing to an app are:

- What percentage of your website traffic comes to you via a mobile device?
- Do you have specific information or functionality that that can only be delivered via a mobile app? Or could you deliver this information and functionality via a mobile website?
- Have your customers expressed an interest in finding out about your product via an app?
- Would your product do better if it was listed on an app about your town/area/region rather than as an app all on its own?
- Can your app be used on Apple as well as Android?
- Do you have budget to market the app once it is developed?

### **How much should a mobile website cost?**

In 2014 best practice for mobile websites is to have your mobile, desktop and tablet website as one, via a responsive website (or mobile-ready) platform. This means the website responds to the user's device and screen size, accommodating for the best view of the website.

If you develop a responsive website, there is no additional cost to have it mobile/tablet optimised. If you already have a desktop website and you need to create a mobile/tablet website, speak to your website developer about options. Costs to do this will vary, however this should generally be less than several thousand dollars.



## **What's pinch and zoom? -**

Gesture-Enhanced Touch describes the ability of a touchscreen to register certain two-finger gestures. A very common application is the pinch-to-zoom gesture, which allows the user to zoom in or out by moving two fingers farther apart or closer together while touching the display.

## **I can get to my website on my phone via the browser. Does this mean my site is responsive?**

No. If you open a browser on your smartphone and you type in your website URL and your website comes up on the phone browser in the same format as a desktop browser, just smaller, then this just means your website is mobile friendly. If you still have to pinch and zoom to access information on your website then it is not responsive.

A responsive website design will automatically modify the size of images, the type of content and the navigation options dependant on the size of the screen being used to access the website. No pinch and zoom!

## **How much should I put aside in my marketing budget to do search engine marketing?**

Search engine marketing is a very cost effective way to market your product as you only pay every time a potential visitor clicks on your advertisement.

If your website is not sufficiently search engine optimised to be on page 1 of search listings for your chosen keywords, then you may want to consider buying search engines ads so that you appear on the top of the page.

Keyword costs are largely determined by a combination of how generic (hunter valley accommodation) or how specific (boutique bed and breakfasts in hunter valley at winery) your keywords are and how much competition exists for the same sets of keywords. For example, big hotel groups usually buy generic keywords because they have larger volume and they compete against other big hotel groups therefore driving the price of the click up. You can experiment with your chosen set of keywords very simply by doing combinations of keyword searches and noting the results.

Google provides a full set of tools for any size business to experiment and analyse keywords and budgets - <https://adwords.google.com/o/KeywordTool> .

## **I pay a supplier \$5000 a month to host my website and track my website stats and do a report for me. Can I do this myself?**

Hosting costs for websites vary but for a standard 10 page website, anything above \$20 per month is exorbitant. Also, Google now provides excellent tools for businesses to monitor and track their website performance without needing external providers. The tool is called Google Analytics.

To install Google Analytics you will need access to your website files, a Google account and an email address. The process takes about 30 mins with a standard set up and you can start collecting data within 24 hours. Google provides very good online help and instructions to get started and to review and customise reports.

Once inside you can access dashboards and real-time reports. It is advisable to visit the dashboard at least once a week.

Google Analytics is supplied as a piece of code that you or your web developer embeds into your site. Once that is done you receive the data directly from Google on your site performance.

<http://www.google.com.au/intl/en/analytics>



## **How do I find out how many people get to my website using mobile devices? -**

Google now provides excellent tools for businesses to monitor and track their website performance without needing external providers. The tool is called Google Analytics.

Google Analytics can be set up to provide you with information about:

- Audience – information on origin of your visitors such as geography.
- Traffic sources – information about referring sites, keywords and device types (e.g. mobile and desktop devices). Most important section for search engine optimisation purposes.
- Content – information to help you improve site content and increase conversions.
- Conversions – achieved by setting up ‘goals’ in GA.

<http://www.google.com.au/intl/en/analytics>

## **Does the Tripadvisor complaint centre really work?**

Tripadvisor has two mechanisms for tourism operators to argue against malicious or fake reviews. The first is the Tripadvisor Management Centre. If you have claimed your business listing on Tripadvisor then you are able to access a Management Centre to manage your listing and respond to reviews. This should be the first mechanism a business should use to respond to negative, malicious or fake reviews.

Secondly Tripadvisor does receive complaints to its Help Desk to help combat fake or malicious reviews. However, the process is not quick, will require constant follow up with Tripadvisor and Tripadvisor will not hide a negative, malicious or fake review until after the dispute has been resolved, which can be weeks or months in some cases.

## **How much does a listing on Get Connected/ATDW cost?**

A listing on Destination NSW's website membership program, Get Connected, is free in the state of NSW. Your listing on Get Connected ensures your business appears on visitnsw.com and sydney.com. These websites deliver over 1.2 million visits and 240,000 leads to NSW tourism operators a month. Your listing is also available to be distributed to over 70 domestic and international distribution websites. The information contained in your listing is maintained by you and can be updated at any time, we recommend monthly updates as a minimum.

## **How do I check if a search engine can index my site?**

Google provides a lot of simple guidelines to ensure their search engines accurately index your website.

Google provides a set of webmaster guidelines to help Google find, index, and rank your site -

<https://support.google.com/webmasters/answer/35769>.

If your website is not performing well in search, Google has also developed a checklist for you to follow to try and find the problem - <https://support.google.com/webmasters/answer/34444?hl=en>.

## **What are my options if an aggregator is bidding in Search for my keywords?**

Google operates a non-exclusive bidding system for keywords so no single business can ‘own’ keywords unless you have a copyright for a certain word (e.g. Oprah).



Keyword costs are largely determined by a combination of how generic (hunter valley accommodation) or how specific (boutique bed and breakfasts in hunter valley at winery) your keywords are and how much competition exists for the same sets of keywords. For example, big hotel groups usually buy generic keywords because they have larger volume and they compete against other big hotel groups therefore driving the price of the click up. You can experiment with your chosen set of keywords very simply by doing combinations of keyword searches and noting the results.

Google provides a full set of tools for any size business to experiment and analyse keywords and budgets.

<https://adwords.google.com/o/KeywordTool>

### **What do I do if a blogger writes a review which is not true?**

Managing your online reputation is an important internet skill to master. An easy way to monitor what people are saying about your business online is to set up a Google Alert.

Google Alerts allow you to monitor:

- Specialist topics related to your business
- Your business and your competitors
- News, blogs

Google Alerts will send you an email when there are new results for your search, so you can keep up to date without constantly running searches for the same words – [alerts.google.com](https://alerts.google.com) .

Unfortunately, from time to time, your business may receive a bad review from a customer or a blogger or a journalist. If you find this to be the case, resist the urge to respond in anger. Instead, demonstrating concern and wanting to discuss the specifics of their encounter will go a long way towards showing other potential customers or media that you are interested in their feedback and want to improve the situation.

Empathy is a powerful tool, and being sincerely concerned with their bad experience is a trait that every business owner should have.

In the case where you're dealing with someone who simply wants to hurt you, be very selective with your response. If the insult is small, a simple apology will do. As the insults escalate, you must be careful with your reply.

### **What booking systems can an attraction operator use?**

There are a number of booking systems specifically for attractions. Examples include Rezgo ([www.rezgo.com](http://www.rezgo.com)) and JBS ([www.jbs.com.au](http://www.jbs.com.au)). It would pay to do some research by talking to other attraction operators and reading reviews online prior to investing in a booking system for attractions.

### **What is Klout score?**

The Klout Score is a number between 1-100 that represents how influential your business is online. Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content. You can assess your Klout score on [www.klout.com](http://www.klout.com) .



## **What is a long tail search term? -**

A long tail search term refers to a longer more specific set of keywords.

Keywords can be described as head-terms or shorter, more generic (hunter valley accommodation) keywords; or long-tail or specific (boutique bed and breakfasts in hunter valley at winery) keywords.

For example, big hotel groups usually buy generic keywords because they have larger volume and they compete against other big hotel groups therefore driving the price of the click up. You can experiment with your chosen set of keywords very simply by doing combinations of keyword searches and noting the results.

## **I received an invoice from eTourism.com.au for a listing of my property on their website. Should I pay it?**

Below is the standard email response sent out to all NSW operators on Get Connected (ATDW) in January this year.

Attention: Important Update – Warning Notification to NSW Tourism Operators

Please be advised that Destination NSW has recently been contacted by several tourism operators regarding invoices received via the post for an “Annual Website Listing on [www.accommodationnsw.com.au](http://www.accommodationnsw.com.au) or [etourism.com.au](http://etourism.com.au) .”

These invoices have not been issued by Destination NSW or the Australian Tourism Data Warehouse (ATDW), and this website is not part of Destination NSW’s greater distribution network, nor are they a licensed distributor of ATDW’s content. We recommend that you carefully check any invoices relating to instances of this domain, [www.accommodationnsw.com.au](http://www.accommodationnsw.com.au), or [etourism.com.au](http://etourism.com.au) etc. stating an “Annual Website Listing on [www.accommodationnsw.com.au](http://www.accommodationnsw.com.au) or [etourism.com.au](http://etourism.com.au)” as they have not been issued by Destination NSW or ATDW.

The Destination NSW ‘Get Connected’ website and membership program is free for approved applicants. The authorised details are listed on several websites including [visitnsw.com](http://visitnsw.com), [sydney.com](http://sydney.com), and [australia.com](http://australia.com) and over 50 other websites managed by licensed National ATDW distributors.

As part of this service, ATDW distributors may send authorised communication to members a few times a year offering premium services at a fee (such offers are optional and arrangements are between the operator and licensed distributor).

To view a list of licensed ATDW distributors click here - <http://www.atdw.com.au/traveldistributors.aspx>.

We will continue to monitor this situation and provide any significant updates as they eventuate. If you have any questions or would like to discuss this with Destination NSW, please contact the Get Connected help desk on 1300 655 077 or email [getconnected@dnsw.com.au](mailto:getconnected@dnsw.com.au).

Concerned operators can also contact the Department of Fair Trading.

## **Can I build GPS location identification into my mobile site?**

Websites can use GPS location technologies; however in most cases you must ask permission to do so first. A good example of a website using geo locations is [goodfood.com.au](http://goodfood.com.au) – which asks permission first, then displays restaurants nearby.

All products are geo-coded in ATDW so that the information can easily populate mapping tools on websites and apps.



### **Is the use of QR codes in advertising successful? -**

QR code awareness and usage is low in Australia, according to qrstuff.com only 4.6% of all QR code scans worldwide happen in Australia. Furthermore, the barrier for use is quite high and demands engagement at exact time of viewing. In our experience, the percentage of users who scan a QR code after being exposed is less than 5%.

There's no harm in trialling the use of QR codes to measure results, however you could alternatively use your website URL or a vanity URL – eg visitnsw.com/hunter.

### **Which social channels are best for my business?**

If you aren't yet active in social media, we recommend you first monitor what is being said about you online and on which social channels. You can do this on websites like socialmention.com for free.

It is also recommended to review which social channels are being used by your target audience. This data is readily available online; a recent report can be viewed: <http://www.businessinsider.com.au/a-primer-on-facebook-user-statistics-2014-9>.

Once you have this information you can invest more time into the channels where your product is being discussed most, and those that your target audience regularly use.

### **What is ATDW and how does it work?**

The Australian Tourism Data Warehouse is a central content distribution platform for the Australian tourism industry. By listing your product in the ATDW database (via the Get Connected platform which is the NSW database and automatically creates this listing in ATDW), operators benefit from being listed not only on DNSW's consumer websites Sydney.com and Visitnsw.com, but also through ATDW's extensive distribution network, including websites like Tourism Australia and Flight Centre.

### **What sort of images should I use on my website?**

Use bright, enticing images on your website. Images that show people enjoying your product always work better than images of an empty restaurant or an empty entertainment area.

If you're on a budget you don't necessarily need to pay a professional photographer. Having a good camera, good lighting and an interesting or beautiful subject can suffice.

When naming files and entering image alt text (used to describe an image on webpage in the code of the site) be descriptive and list where the photo was taken and what is happening in the image – eg. Whale watching in Jervis Bay.

### **What reporting is available from social media management tools?**

This depends by tool, however reporting/analytics information is available on each platforms site. See links below for the main tools we recommend:

Hootsuite - <https://hootsuite.com/products/platform/social-media-analytics>

Tweetdeck - <https://about.twitter.com/products/tweetdeck>



### **How can I improve the site speed of my website?**

The site speed of your website is important as it can affect your search rankings and customer experience. A slow loading website could be because of many reasons, including large image files, non-compressed content and caching. In most cases these issues can be fixed by your website developer so be sure to discuss ways of improving this.

### **What platforms can I use to add a blog to my website?**

There are many blogging platforms on the market, both free or at-cost. When reviewing platforms it's important to look at the tools/functions available and what suits your needs best. Some of the top blogging platforms include wordpress, blogger and tumblr.

If you don't feel like you have enough content/information to create your own blog, you could ask to guest blog or provide content to other relevant blogs.

### **How often should I blog?**

Blogging is great for SEO (search engine optimisation) because search engines love websites with a steady stream of fresh, quality content. It's also great for engagement because visitors enjoy looking forward to new articles, resources and information on a regular basis. Based on this, ideally you should try and blog once per week, however you need to make time to do this as well as produce quality content.

### **What is NSW Connect/TXA and how much does it cost?**

In March 2011 Destination NSW implemented a single booking platform called NSW Connect to provide online, real-time bookings on its official tourism websites sydney.com and visitnsw.com. This means accommodation, attractions or tour inventory can be booked on our sites. To participate, operators must be members of the Get Connected program.

This single booking platform is called the Tourism Exchange Australia (TXA) and NSW Connect is the NSW version of TXA. The other STOs are also using TXA. To connect to TXA you need an online booking system. Your current provider may already be connected or you may need to get new software. The cost of this depends on which system you choose.

The costs for bookings made through NSW Connect are:

- 2.8% success fee (includes GST)
- 80 cent secure gateway fee (includes GST)
- 1% (approx.) online merchant service fee
- Booking system costs (details included under Connected Booking Systems)
- Distributor commissions - costs depend on which website the booking is made on. Destination NSW does not charge a commission for bookings made through visitnsw.com or sydney.com

Information on cost structures and platform integration can be viewed here:

<http://www.destinationnsw.com.au/tourism/industry-opportunities/connect-your-tourism-product/nsw-connect>

### **How much does a Google + business account cost and how many can I have?**

Google business accounts are free, and are an important item to secure for your business. Google + for business now covers maps, local and places listings all in one place. If you have multiple businesses, eg several accommodation businesses, you can create a Google + account for each business.



**What is the best way for small tourism operators to compete in the paid Google search space, with other organisations like DNSW, local councils and RTOs having bigger budgets and more keywords covered?**

Firstly, having your website's SEO up-to-scratch is very important. Having a good amount of relevant content on your website will help your organic google search rankings. In terms of paid advertising, while bigger organisations may have bigger budgets, smaller businesses have the advantage of being able to get very specific with the keywords they target. For example, DNSW might bid on a 'South Coast' keyword, whereas a small B&B on the South Coast can bid on 'Kiama B&B accommodation', which is very specific to that business.

**How can I remove or reply to reviews on my Facebook business page?**

Facebook has now introduced reviews on business pages, allowing your customers to see experiences from past customers. If you have reviews enabled, it is recommended that you respond/reply to each review via comments, as you would on Trip Advisor. Alternatively, you can remove reviews from your Facebook business page in your settings by going to 'Edit info' and removing your map/street address.

