

## TUTORIAL 2 INITIAL ASSESSMENT OF MY WEBSITE



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

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## INITIAL ASSESSMENT OF MY WEBSITE

Reading time: 15 minutes

Prerequisite: n/a

Think about your business' website. How well does it match the requirements your ideal customer might have?

### 1) VISIBILITY AND FINDABILITY

SCORE ..... / 10

What group of keywords would people use to find your product / service (e.g. backpacker accommodation Brisbane, winery Barossa valley). Give two examples (e.g. backpacker accommodation Brisbane, cheap hostel in Brisbane). This question has no points but your answers will be used in the next question.

First example: .....

Second example: .....

Can you find your website on the first 3 pages of a search engine for the keyword groups you wrote above? Google the above two examples and see if your website comes up.

YES NO (value= 5 points per each keyword group)

IF YOU CANNOT FIND YOUR WEBSITE IT MEANS THAT IT IS NOT OPTIMISED FOR SEARCH ENGINES. YOU ARE GOING TO MISS OUT ON A LOT OF POTENTIAL BUSINESS.

### 2) VISUAL DESIGN AND CONTENT

SCORE ..... / 10

Now have a closer look at your website. Tick if it meets the below criteria:

- A professional, elegant design (2 points)
- Varied and up to date quality photos that are relevant to your business (1 point)
- Recent video footage of the property or tour (1 point)
- Audio (e.g. guest interview, sound of native animals) (which can be switched off) (1 point)
- Maps and itineraries in a compressed and user-friendly format (that the customer can download, print and take in the car) (1 point)
- Customer reviews and testimonials (from TripAdvisor or other sites) (2 point)
- Newsletter subscription and newsletter (1 point)
- Fresh, interesting content that is regularly updated and easy to read (1 point)

### 3) FUNCTIONALITY AND ACCESSIBILITY

SCORE: ..... / 10

Tick if your website meets the below criteria:

- An evident navigation menu (3 points)

- Every main category can be accessed from the home page (3 points)
- Images load very quickly and are not missing (2 point)
- The look of your site doesn't change when the site is opened on a different computer or browser (2 points)

#### 4) TECHNOLOGY

SCORE: ... / 10

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Tick if your website meets the below criteria:

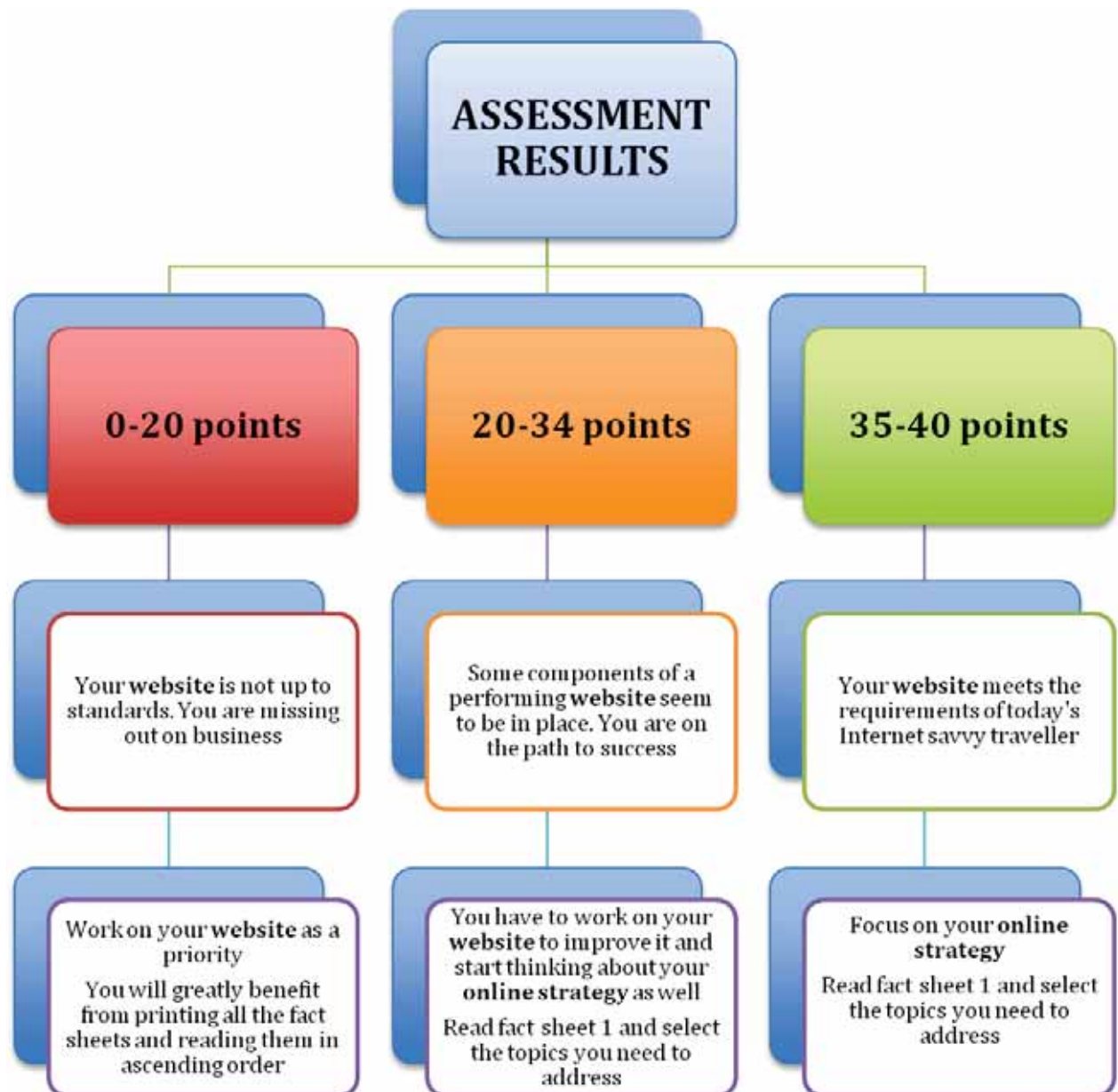
- You are able to change the content of the site and add new pages using a content management system (2 points)
- You check your emails at least 3 times a days and respond promptly (3 points)
- A client can book the product on your site and pay with a credit card (2 points)
- You have a reliable web host and your website has never been the victim of technical problems or viruses (1 point)
- You have access to, and can monitor, the visitation statistics of your website (2 points)

#### 5) MY TOTAL SCORE:

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Visibility and findability: ..... / 10  
Visual design and content: ..... / 10  
Functionality and accessibility: ..... / 10  
Technology: ..... / 10  
**Your score:** ..... / 40

The chart on the next page will highlight where your next focus should be based on your results.



## 6) RELATED MATERIAL

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### a) Related tutorials

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- Web strategy: assessment and components
- Web strategy: cost and timings
- The Internet, web 2.0 and the tourism industry
- Target market 101
- Search engines 101

- Critical components of optimising a website
- Understanding inbound links to my site
- Sourcing inbound links
- Customer reviews and TripAdvisor
- Google Analytics
- Google tools