



Fáilte Ireland

National Tourism Development Authority

CREATING ENGAGING CONTENT THAT SELLS

Version 1.1

22 October 2012

Agenda

- Introduction
- Content Marketing

BREAK

- Introduction to Pictures/Videos
- Editing Videos on YouTube

LUNCH

- Optimising your Content for Google
- Blogging

BREAK

- Pinterest
- Wrap-up / Q&A

Objectives

At the end of this workshop you will know how to create content that drives additional traffic, creates attention and increases sales.

Download Todays Presentation & Notes

Click the following link

www.razorcoast.com/FailteIrelandTraining/CreatingEngagingContentThatSells.zip



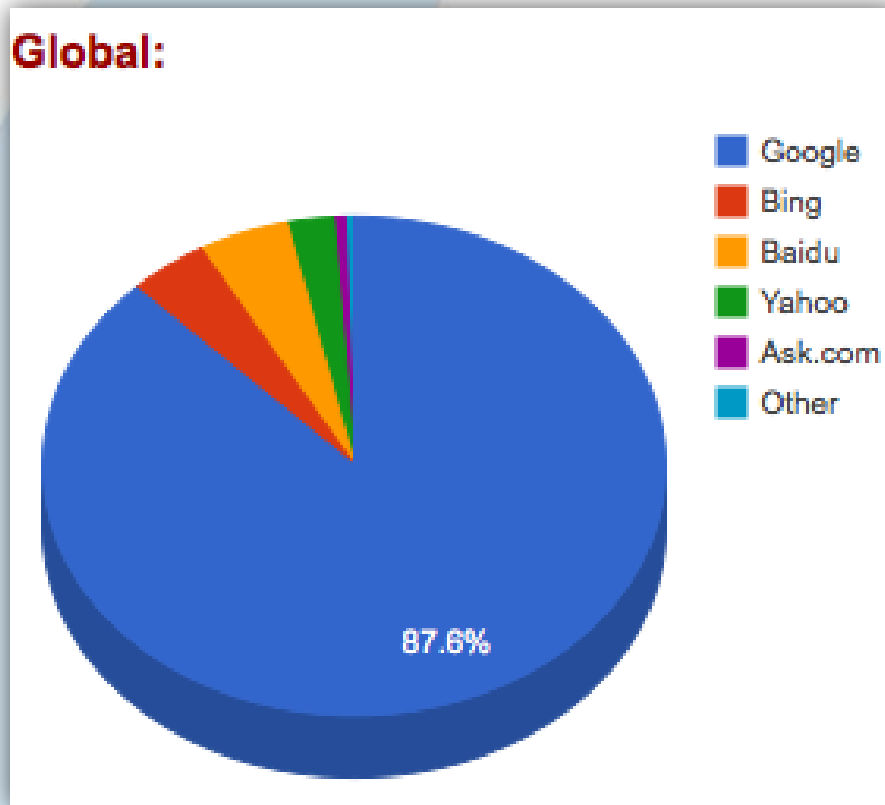
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INTRODUCTION

Search...

Searching the web is an important part to content discovery and Google plays a significant role in this...



Social Media...

Social Media is also playing an increasing role so it's hard to ignore.



Advertising still has its uses....

Web

Images

Videos

News

More

Dublin

Change location

The web

Pages from Ireland

More search tools

Ads related to hotel ireland

Why these ads?

[1750 Hotels in Ireland - Lowest price guarantee | booking.com](http://www.booking.com/Ireland-Hotels)

www.booking.com/Ireland-Hotels

Book your **Hotel in Ireland** online

101 people in Dublin +1'd Booking.com

Most Popular Hotels Best Reviewed Hotels
Budget Hotels Luxury Hotels

[Hotel in Ireland - Find a Great Value Hotel | DiscoverIreland.ie](http://www.discoverireland.ie/Hotel_Ireland)

www.discoverireland.ie/Hotel_Ireland

Visit Discover **Ireland** Online Now!

[Hotels in Ireland - Official Site of Hotels Federation](http://www.irelandhotels.com/HotelsIreland)

www.irelandhotels.com/HotelsIreland

700+ **Hotels** & Guesthouses, Buy Irish

[Hotels Ireland.com](http://www.hotelsireland.com/)

www.hotelsireland.com/

Hotels Ireland is a guide to accommodation and places to stay in Dublin and throughout Ireland. **Hotels Ireland** features accommodation and lodgings in hotels, ...

Search By County - Hotels - Hotels - Hotels in - Kerry Hotels - Galway Hotels

[Hotels Ireland, Hotel Breaks Ireland, Hotel Deals Ireland ...](http://www.irelandhotels.com/)

www.irelandhotels.com/

Welcome to the official website of the Irish **Hotels** Federation where you can book over 600 **hotels** and guesthouses with great value **hotel** breaks and deals.

Dublin Hotels - Gift Vouchers - Galway Hotels - Hotels Kildare

[Hotels in Ireland from Hotel-Ireland.Com: Based in Dublin, Ireland](http://www.hotel-ireland.com/)

www.hotel-ireland.com/

Hotels in Ireland from **Hotel-Ireland.Com**. One of the first & best online reservations services for hotels in Ireland. Based in Dublin, Ireland.

Cork Hotels - Galway Hotels - Belfast Hotels - Shannon Hotels

Ads - Why these ads?

[Ireland Hotels](http://www.hotels.com/Ireland)

www.hotels.com/Ireland

Browse **Hotels in Ireland** Cities.

Read Guest Reviews. Book online!

[Hotel Ireland, Up To -78%](http://www.trivago.ie/Hotel-Ireland)

www.trivago.ie/Hotel-Ireland

trivago™ Save Up To 78% on **Hotels**.

Compare over 110 Booking Sites!

[Hotels in Ireland](http://www.travelrepublic.ie/Ireland)

www.travelrepublic.ie/Ireland

Book a great value **hotel**.

Lowest prices guaranteed. ABTA

[Cheap Dublin Hotels](http://www.laterooms.com/Dublin-Hotels)

www.laterooms.com/Dublin-Hotels

179 Cheap **Hotels** in Dublin.

Up to 75% off if you book online!

[Low Rate Dublin Hotels](http://www.jurysinns.com/DublinHotels)

www.jurysinns.com/DublinHotels

Jurys Inn 3* City Centre **Hotels**

3 Great Locations. Rooms From €49!

[Hotels & Hostels Ireland](http://www.lateroomsireland.com/)

www.lateroomsireland.com/

Compare Hostels&Hotels, Book Online

Great Value **Hotel** Breaks

[Hotels Ireland](http://www.goireland.com/IrelandHotels)

www.goireland.com/IrelandHotels

Ireland Hotels - 1,000s Of Rooms!

Instant Bookings And No Booking Fee

Google is penalising for bad content and rewarding good content...

- Search Plus your world
- Penguin
- Panda



What's really happening...

- Businesses are becoming Publishers of content
- If you're not producing content you won't get much traffic without paying for it
- Content Variety is important, how do your customers want to consume content
 - Podcasts, Webinars, Blog Posts, Videos etc.

Copyright Issues



copyright

all rights reserved

Summary...

- If you find an image or video on the web assume it's protected by Copyright.
- If you are taking pictures on your business premises make sure you display a sign saying that pictures may be used for promotion.
- If you are taking pictures in a private place outside of your business then assume you don't have rights to display them unless you get written permission.
- If you are taking pictures in a public place use your judgment.

Creative Commons Licensing...

- Allows you to assign particular rights over to images e.g. Attribution rights means other people can use the images but they must link back to you.



*Tip: Find content with a
Creative Commons license:
[Learn more...](#)*

- Only search within **Creative Commons**-licensed content
- Find content to use commercially
- Find content to modify, adapt, or build upon

Photopin.com...Good for finding images

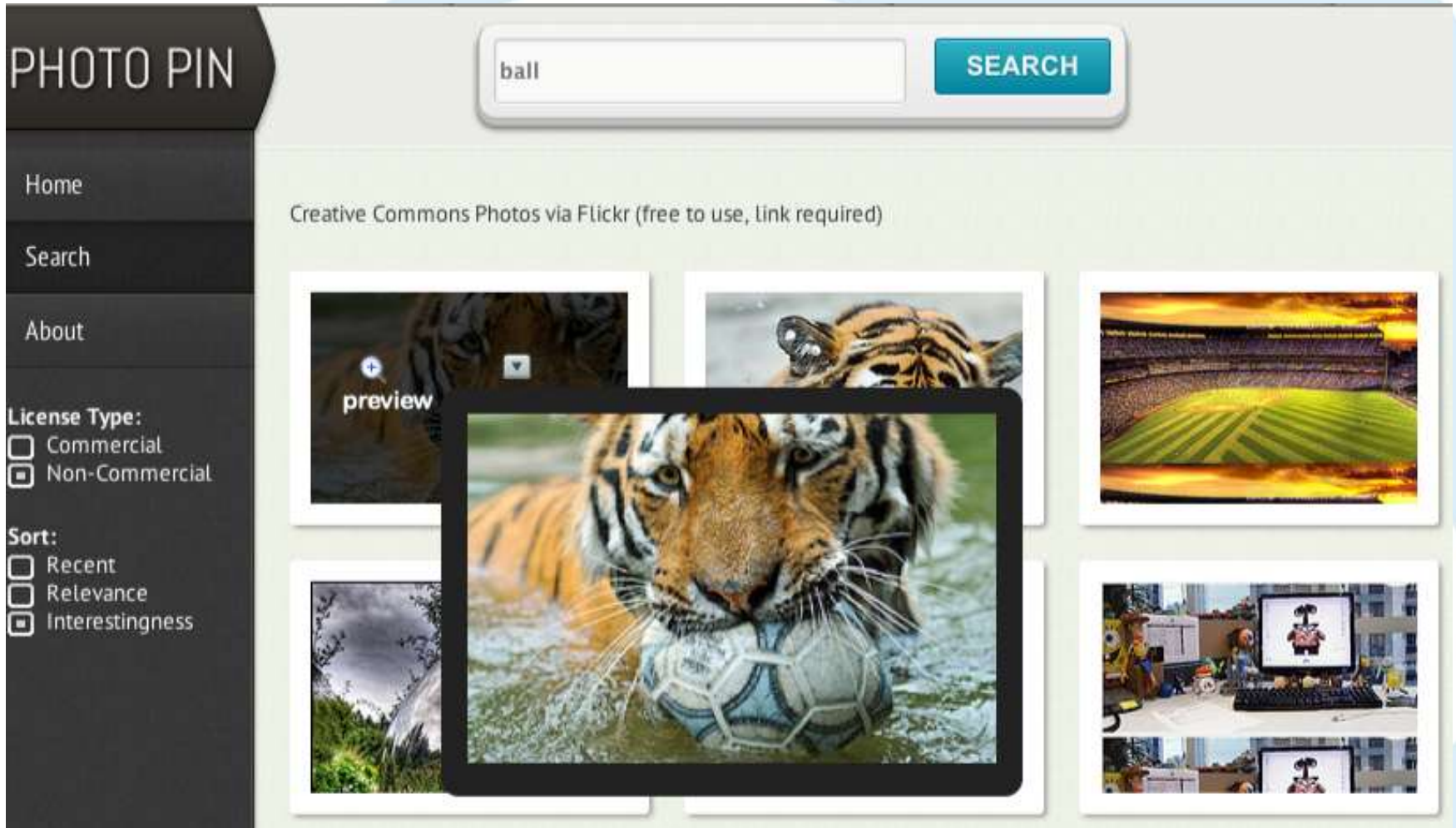


PHOTO PIN

ball **SEARCH**

Home
Search
About

License Type:
 Commercial
 Non-Commercial

Sort:
 Recent
 Relevance
 Interestingness

Creative Commons Photos via Flickr (free to use, link required)

preview

The screenshot displays the Photopin.com search results for the term "ball". The interface includes a search bar with the text "ball" and a "SEARCH" button. A left-hand navigation menu contains links for "Home", "Search", and "About". Below the navigation menu, there are filter options for "License Type" (Commercial and Non-Commercial) and "Sort" (Recent, Relevance, and Interestingness). The main content area shows a grid of image thumbnails. A large, prominent image in the center shows a tiger's face with a soccer ball in its mouth. Other thumbnails include a close-up of a tiger's head, a soccer stadium at sunset, and a desk with a computer monitor displaying a cartoon character. A "preview" window is overlaid on the tiger and soccer ball image.

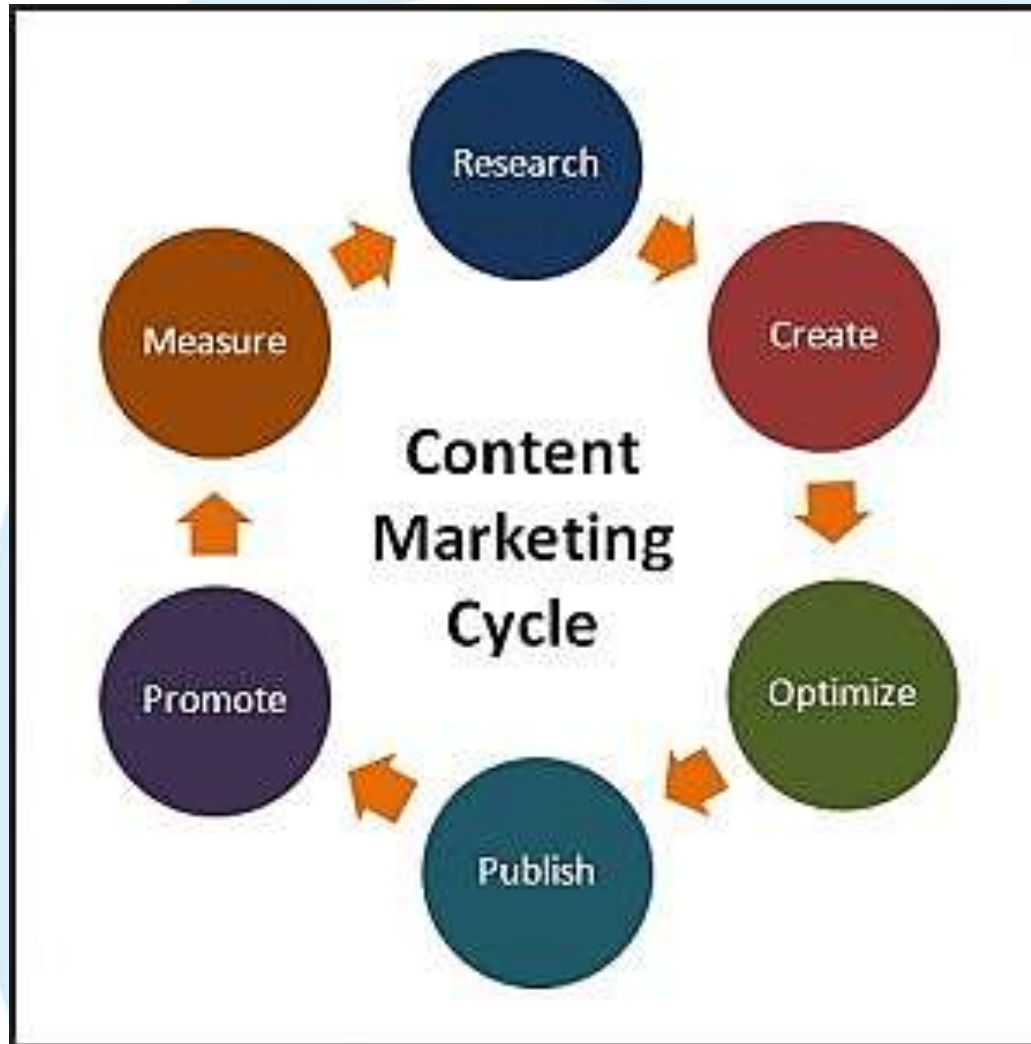
CONTENT MARKETING..



Why Content Marketing?

- Google loves content and will send you traffic
- Good content shared and linked to helps get your name out there
- You need content to sell your services – picture, videos, content from your visitors, etc.
- Content for customer service – FAQ's etc.

Content Marketing Cycle



Your Content Strategy

- Develop Personas (Who are your customers)
 - Name, Age, Language, where are they from
- Develop content that supports their needs. What are the different stages of the buying/booking process and what information do they require at each stage e.g.
 - Reassurance - What did other people say about you?
 - Answer questions they will have e.g. how much, where, what do do etc
 - I want to keep in contact with you, what content is interesting to them?

Exercise - Personas

Develop Personas for your business

- Name, Age, Language
- Where are they from?
- Are they single or with families?
- How often do they travel?
- What do they want from their holidays?



“Peter is 40 years old, is married with 2 young kids and lives in Galway. Both him and his wife work hard and love getting a way at least 3 times a year on weekend breaks as well as a 2 week holiday in the summer. They love getting out and about and doing fun activities to keep their kids entertained.”

Content Grid

Customer/content segmentation grid

- What information could you provide each persona at each stage of the buying/booking process to convince them to buy/book with you?

For example

- Videos of guests taking part in outdoor activities
- Provide them with access to a list of FAQs when they are in the process of booking to answer any niggling questions they may have.

Content Grid...

| | Trigger | Ideas | Planning | Booking | Post-Visit |
|-----------|---------|-------|----------|---------|------------|
| Persona 1 | | | | | |
| Persona 2 | | | | | |
| Persona 3 | | | | | |
| Persona 4 | | | | | |

Exercise – Create a Content Grid

Outline the content they need at each stage. Think about the following:

- What are they searching for when they research?
- What do they want when they find you on the website?
- What do they want to see when they become a fan on Facebook or a follower on Twitter?
- How do they like to consume the content? Read, listen, watch?



Fáilte Ireland

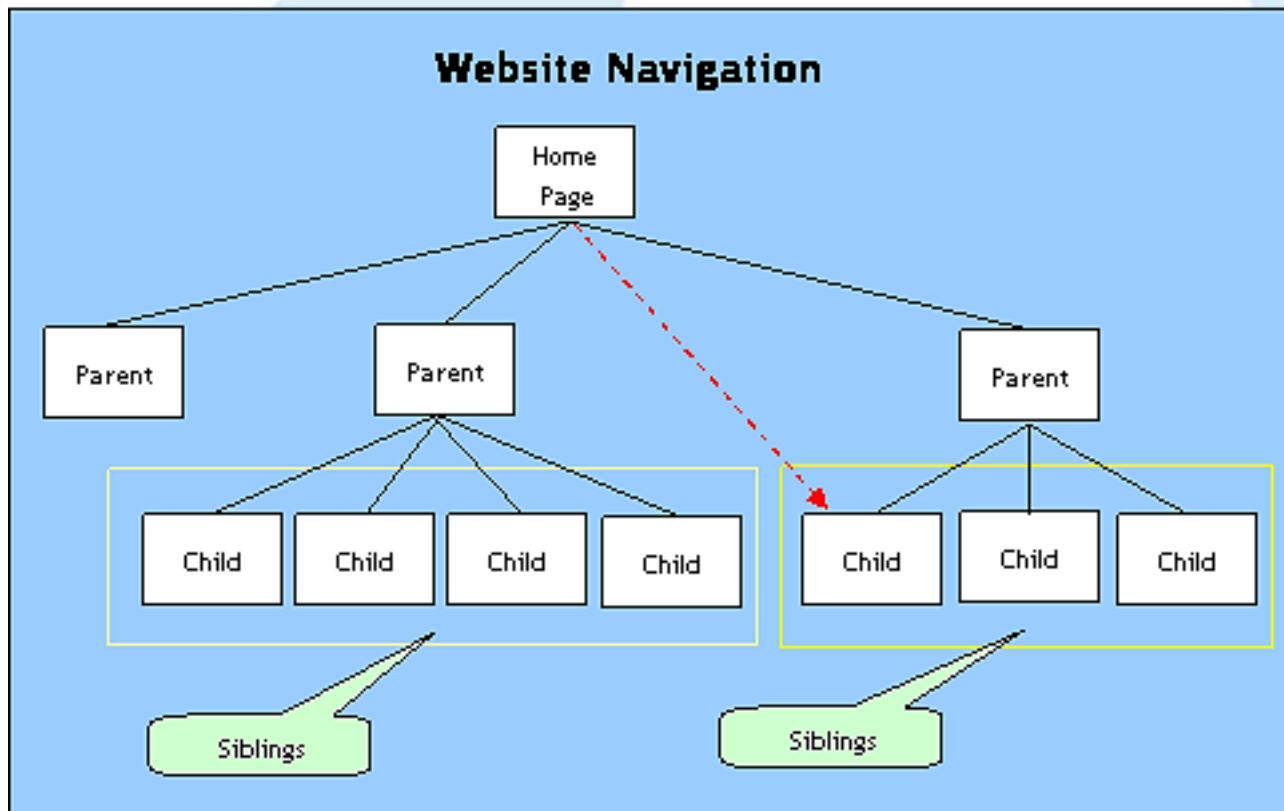
National Tourism Development Authority

WEBSITE CONTENT



Navigation....

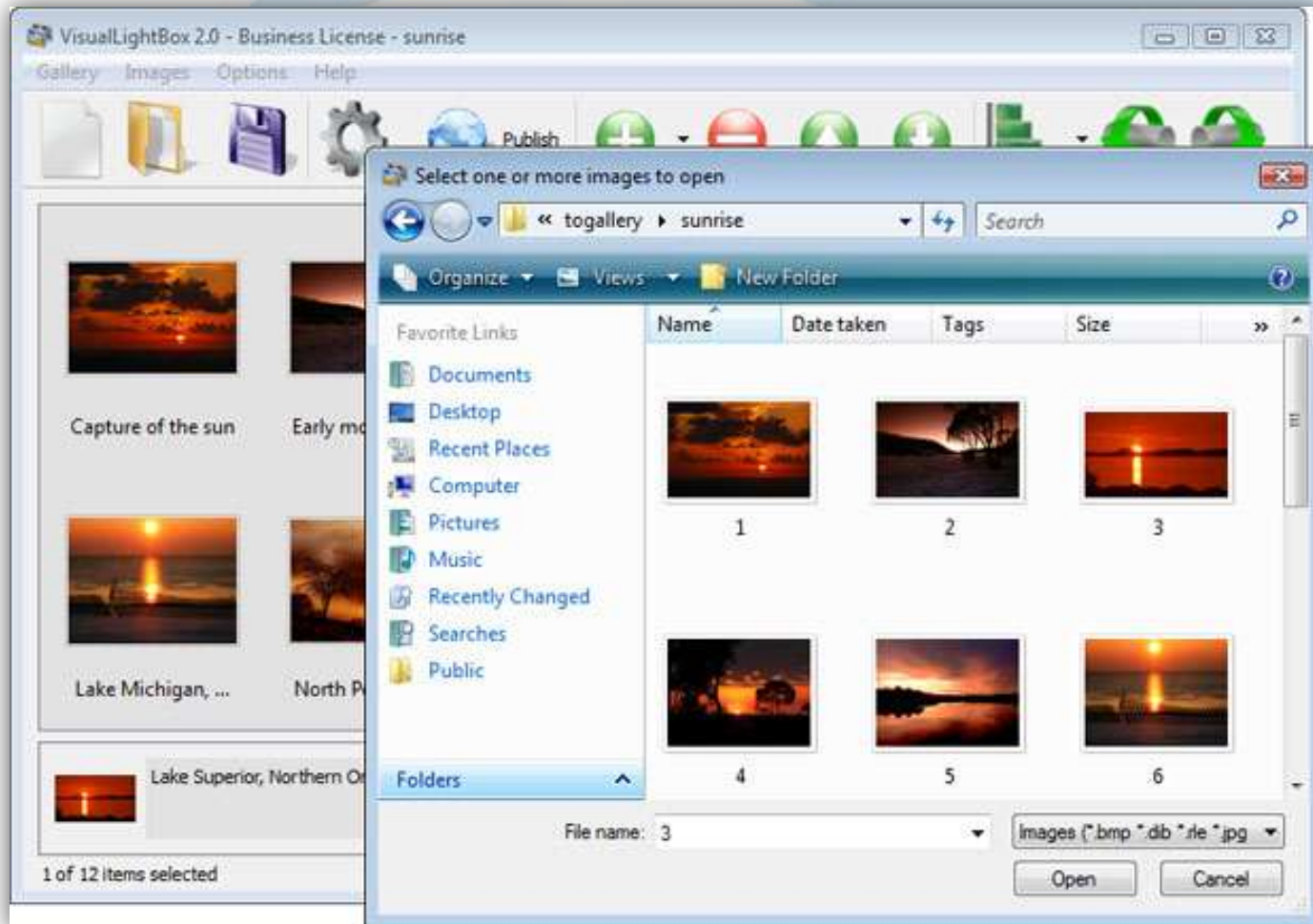
3 Click rule!



Website content..

- Skimmable
- Search Engine Friendly
- Headings
- Bullets
- Images
- Video

Working with images



Buying a Camera or use a phone (video and pics)

- Check the Megapixel rating
 - 8 Megapixel means 8 million dots make up your picture
 - 10 Megapixels means 10 million dots which means the quality can be better.
- Zoom
 - Digital Zoom -> Pointless, image is blown up to increase size and loses quality
 - Optical Zoom -> Very useful. 3x is good 10x is great.
- Video Footage
 - Hi-Def – Higher quality than normal.
- Memory Cards
 - The bigger the memory the more you can store, try for 8 Gig and above.

Buying a Camera or use a phone (video and pics)

- Battery
 - How long is the battery life
 - Buy a spare battery
 - Are they rechargeable
- Copying it to your PC
 - Is there USB transfer? Do you have a USB port?

Types of Images

- Common – Gif, Jpeg, PNG, BMP
- Other – Tiff, Raw, PSD

Type of Compression

Lossless

- Files size reduced with no change in image quality

Lossy

- Image is different after compression because loss of quality

JPEG

Advantages

- High Quality
- Great for banner images, photographs
- Supports 16.7 million colours

Disadvantages

- It's a lossy compression.
- Once it's compressed info lost can be restored.

Gif

Advantages

- Lossless compression
- Supports Transparency

Disadvantages

- Only supports 256 colours

PNG

Advantages

- Lossless compression
- Supports Transparency

Disadvantages

- Only supports 256 colours

BMP

Advantages

- Widely used
- Compression is lossless

Disadvantages

- Large file size

Uploading it to your PC

- Connect your camera to your PC
- Copy pictures locally
- Upload directly to your website

Images: Close Ups / Welcoming



Images: Character / People



Images: People / Details



Exercise Discuss – Which one would you buy?

- Camera 1 – 8 Megapixels, 10x Optical Zoom, Normal video, 8 gig flash card
- Camera 2 – 10 Megapixels, 5x Optical Zoom, Normal Video, 4 gig flash card
- Camera 3 – 10 Megapixels, 10x Digital Zoom, Hi-Def Video, 8 meg flash card
- Camera 4 – 10 Megapixels, 10x Optical Zoom, Hi-Def Video, 8 gig flash card
- Camera 5 – 5 Megapixels, 10x Digital Zoom, Hi-Def Video, 16 gig flash card

Working with Video



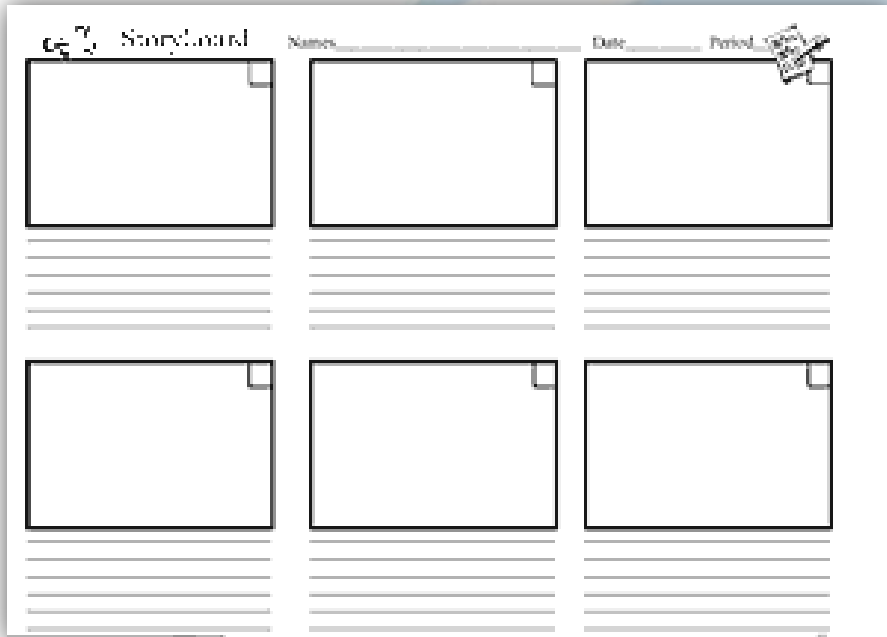
Why use video on the web?

- Much more engaging than text
- Does better in search results
- Can use it on your website and on YouTube
- Your competitors probably don't have video.

Video Tips

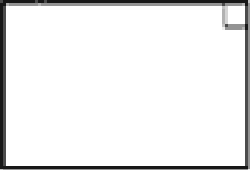





- Funny videos do better
- Creative videos do better
- Short videos do better
- Name videos appropriately with relevant keywords.

Planning a movie using a storyboard



Storyboard

Names: _____ Date: _____ Period: _____

| | | |
|--|---|---|
|  _____ _____ _____ _____ |  _____ _____ _____ _____ |  _____ _____ _____ _____ |
|  _____ _____ _____ _____ |  _____ _____ _____ _____ |  _____ _____ _____ _____ |

- Good planning - speeds up the entire filming process
- Plan each scene - how it looks
- Include notes for location, props, actors, equipment, etc.

YouTube....



The Process....

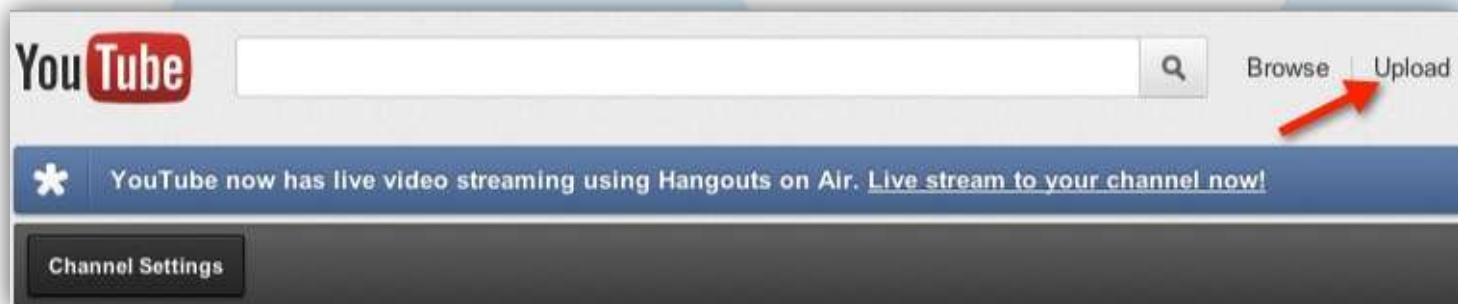
- Record using Hi-Def Video (if possible)
- Connect to your PC (generally through USB)
- Copy files to PC
- Upload to YouTube Channel
- Edit Videos

Creating a YouTube Channel...

- Go to YouTube.com and create a Google Account
- Update this account with relevant information
- The username will become your YouTube channel

Uploading Videos to Your Channel

- Login go you account
- Go to your Channel e.g. www.youtube.com/<ChannelName>
- Click upload...



Select Files from Your Computer



Select files from your computer

More ways to upload and create



Upload multiple files


Choose more than one file by pressing the "Command" key while selecting files.




Record from webcam

Share your thoughts. Record a video and publish to YouTube right now.

Configure Settings...

HowToUseTriberr.mov
Uploading your video. 1 minute remaining. Your video will be live at: http://youtu.be/sEdDqB_sRAo
 25%


+ Add to ✕ Cancel

Basic Info **Advanced Settings** 

Title

Description


Tags

Privacy Settings 

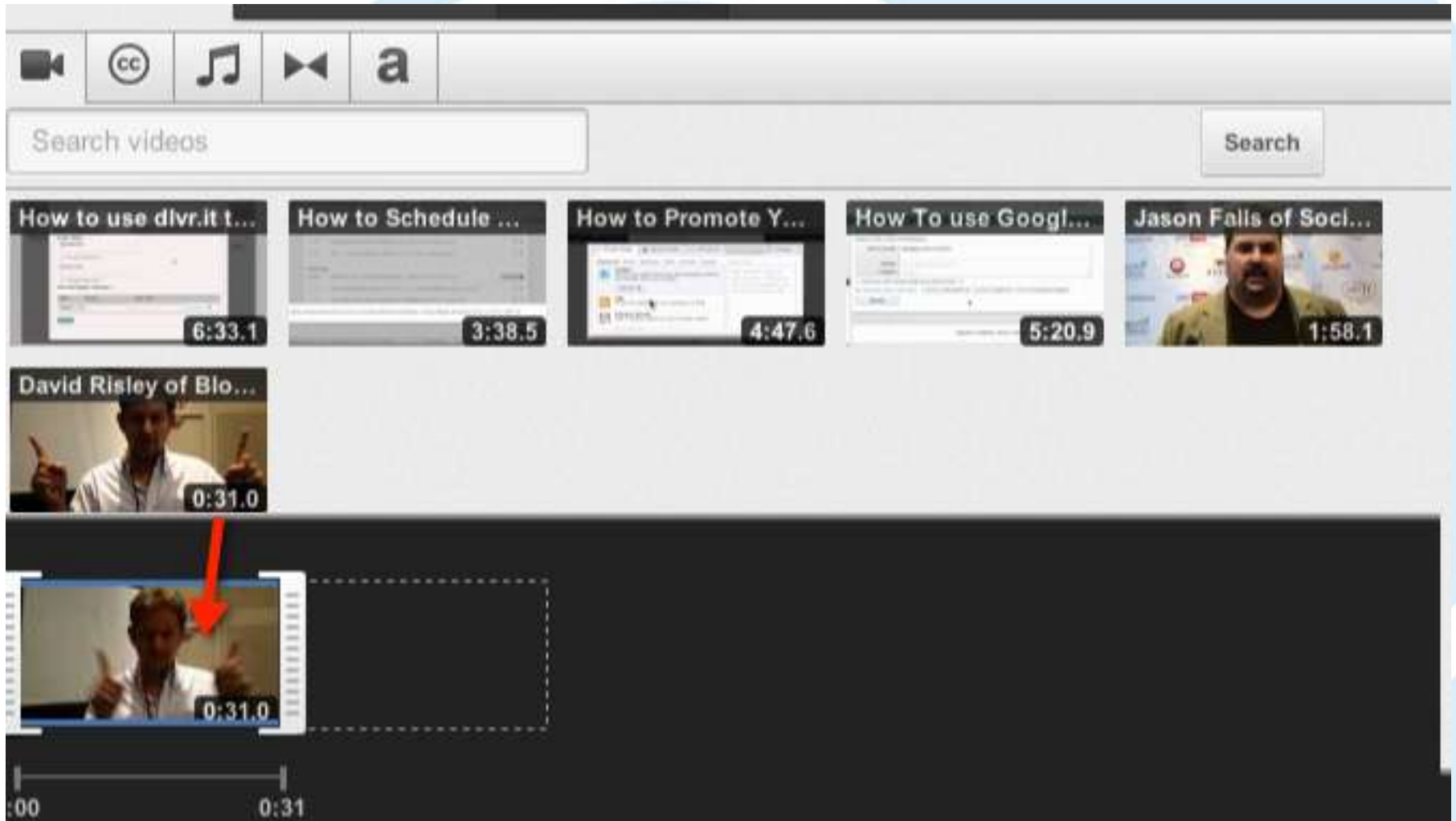
Anyone can search for and view

Category

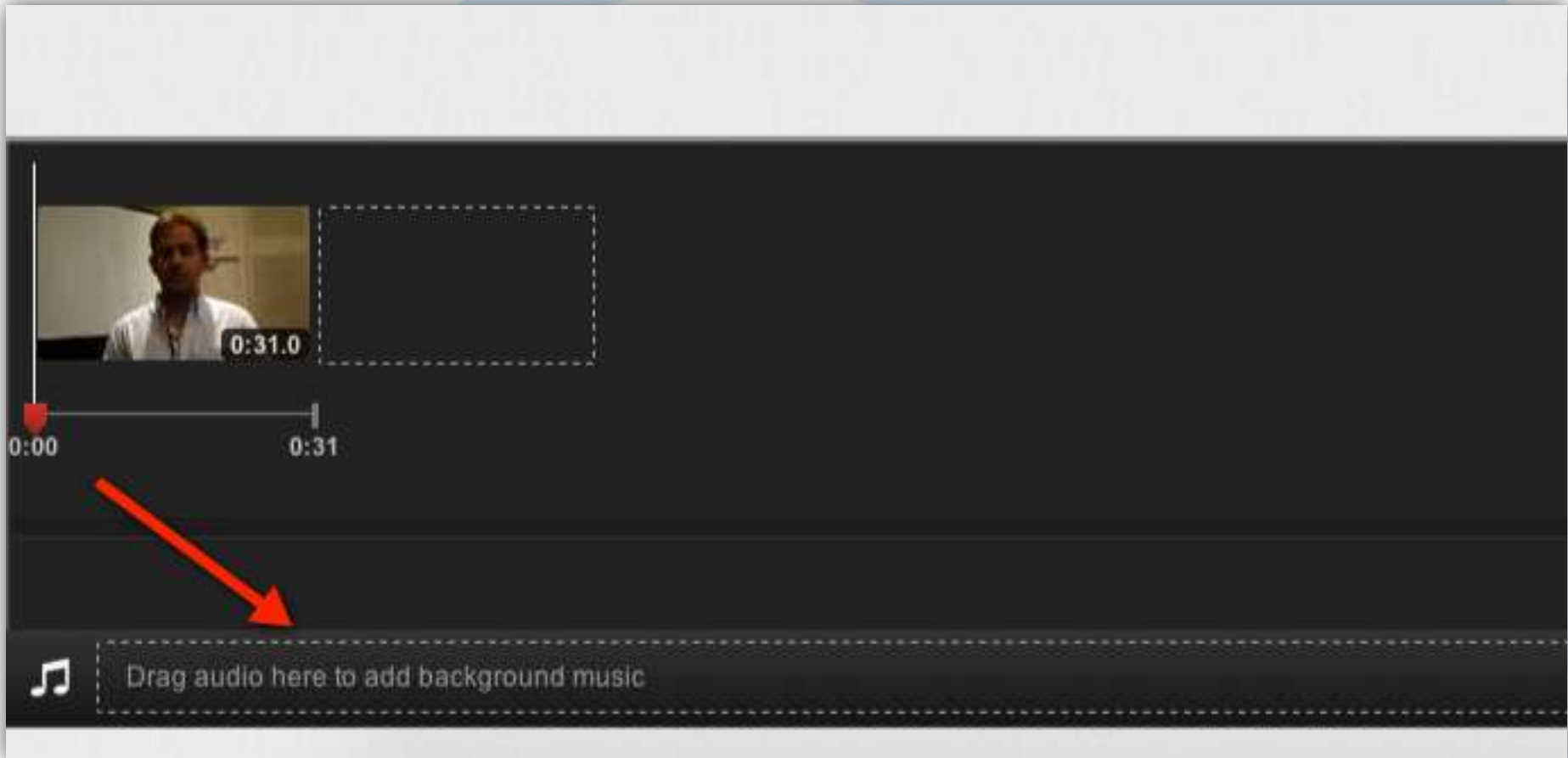
License and rights ownership

Video thumbnails 
Thumbnail selections will appear when the video has finished processing.

Editing a video -> www.youtube.com/editor
Drag the video you want to edit down..

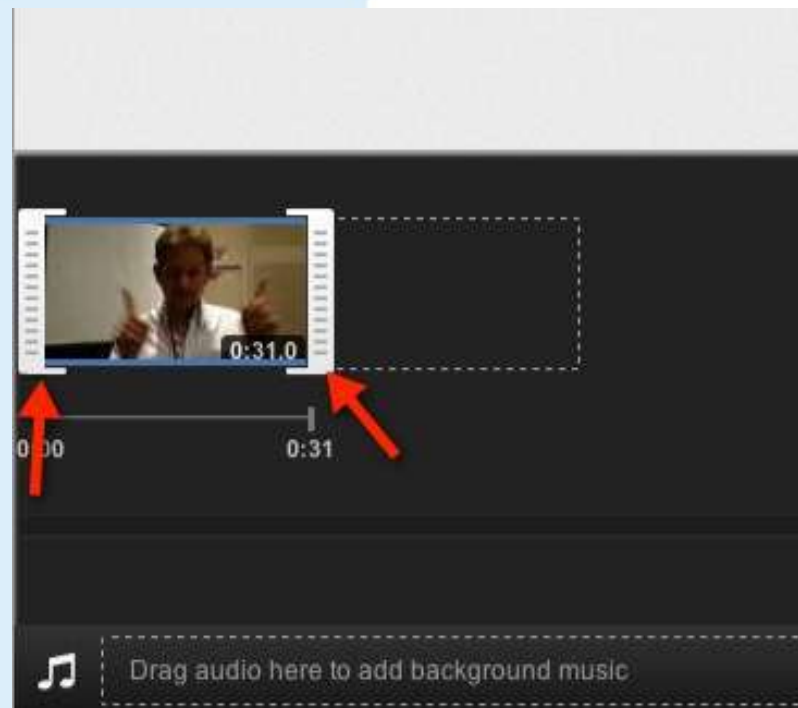


Adding Audio for Background Music



Shortening a clip

- Select the images on the left or right to cut a bit off the start of the video or the end of the video..

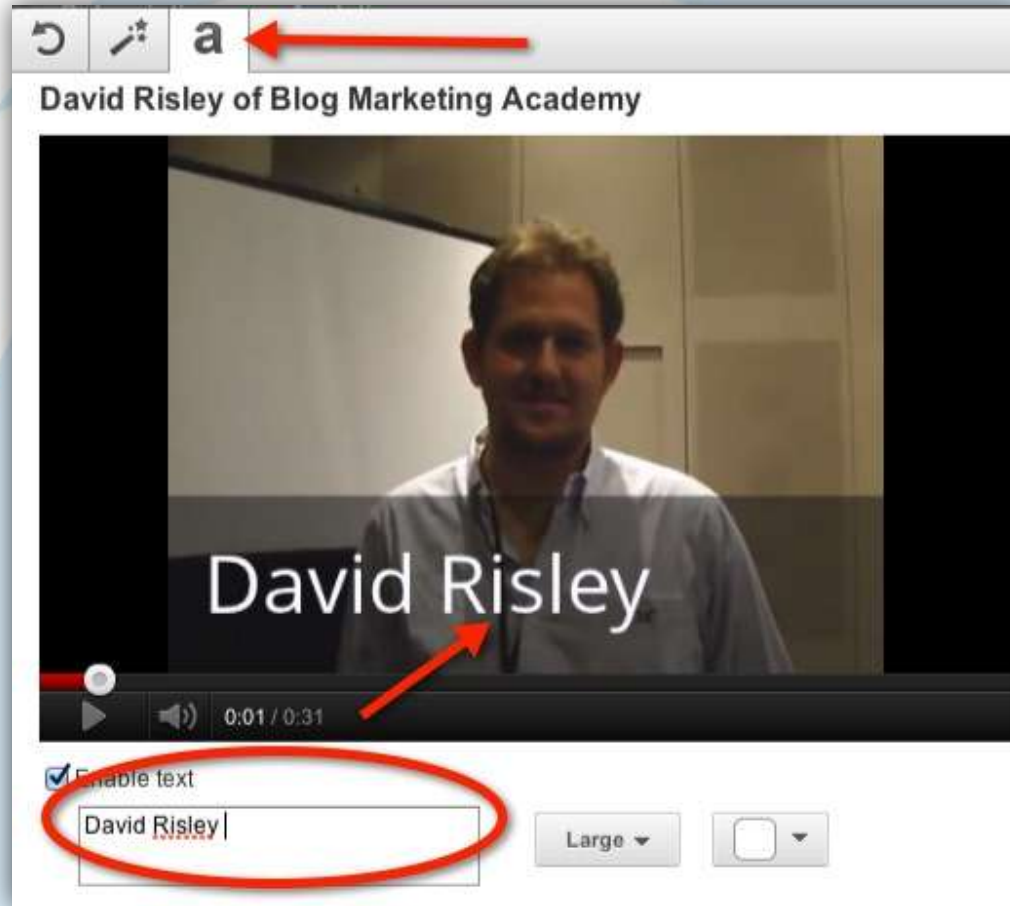


Changing Settings...

- Update various settings e.g. make it black and white, stabilise...

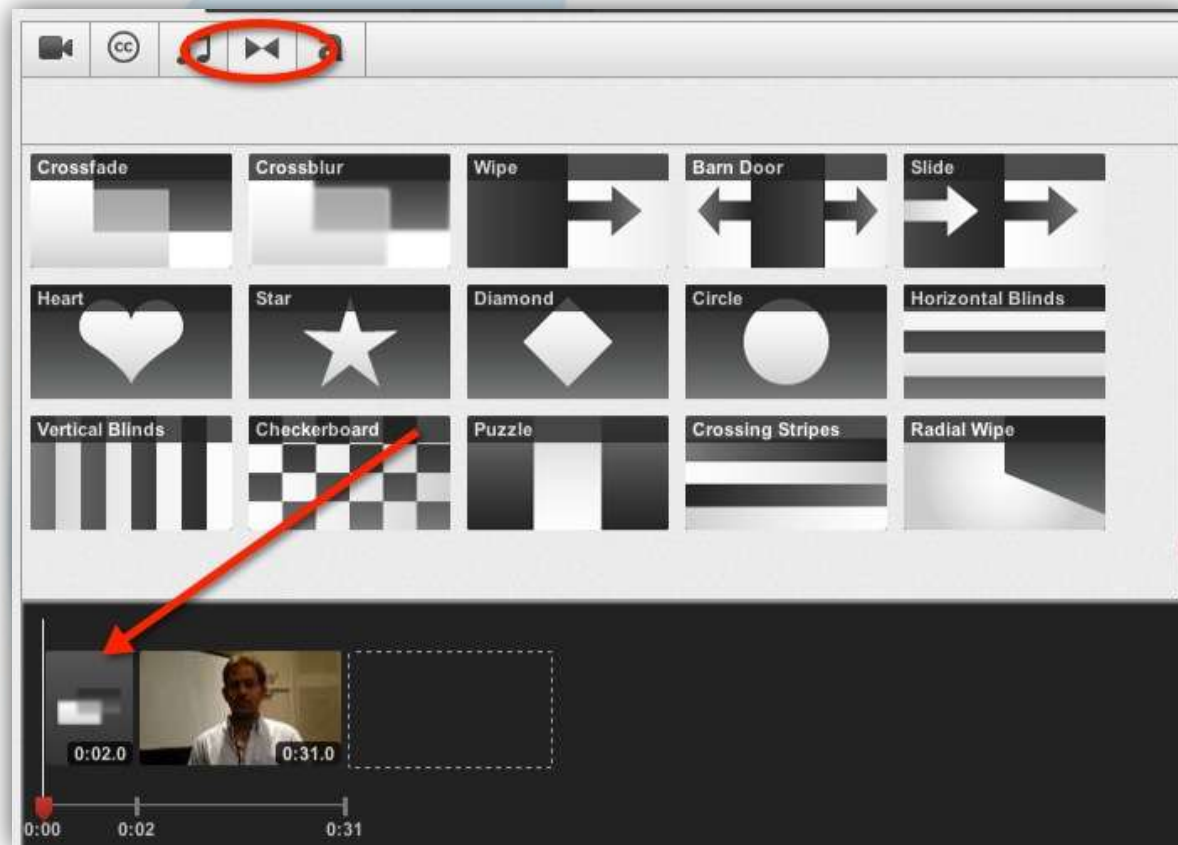


Adding a Title

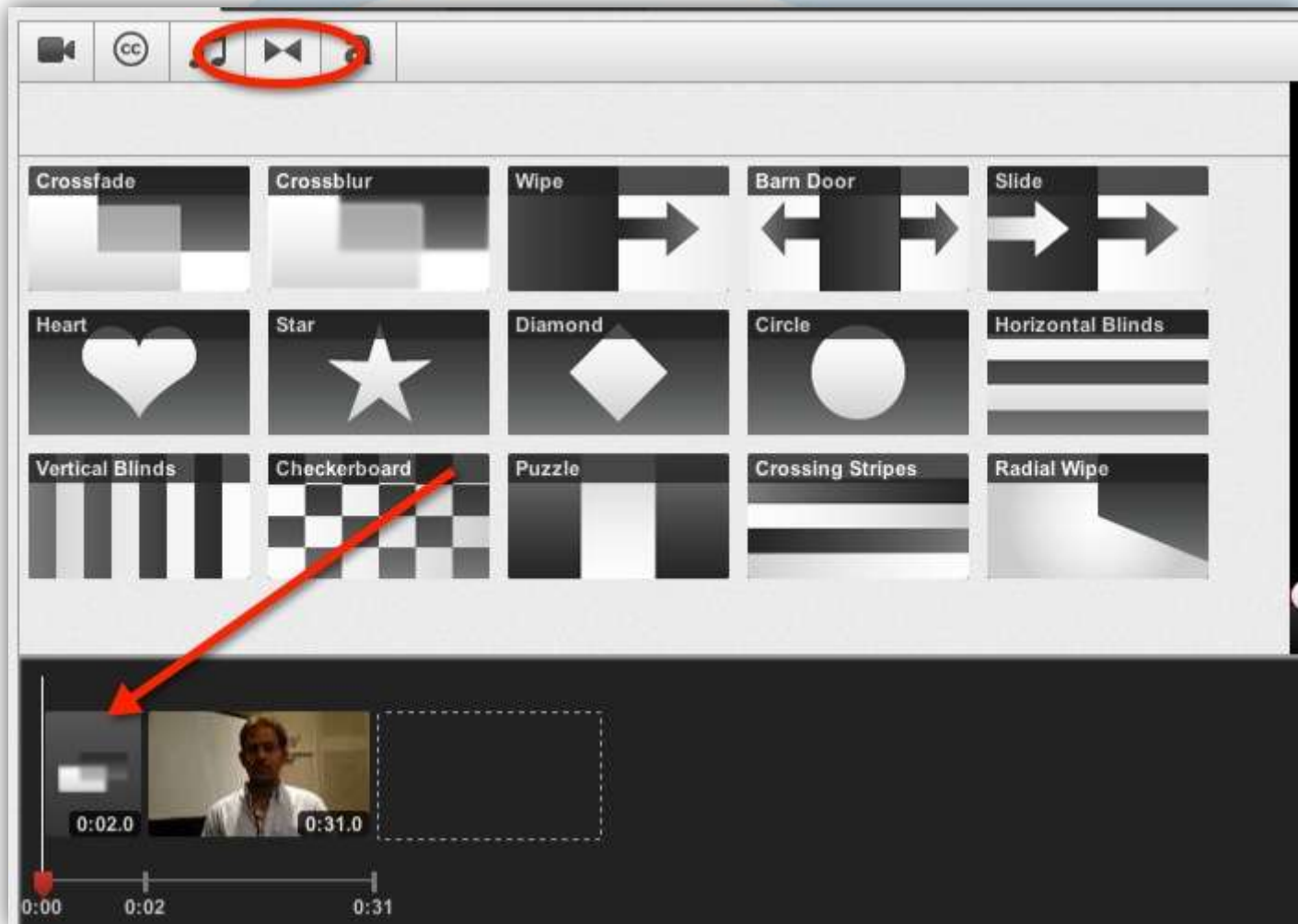


Changing Effects

- Select the effects option, select the appropriate effect and drag it to the clip..



Adding Effects



Optimising Content for Google



Optimise all Content...

- Website
 - Page Titles
 - Descriptions
 - Headings
 - Keywords within the text
- Pictures
 - Alt Tags
- Videos
 - Title and Description

Google Keyword Tool

Find keywords

Based on one or more of the following:

| | |
|----------------|--------------------------|
| Word or phrase | accommodation ireland |
| Website | www.google.com/page.html |
| Category | Apparel ▼ |

Only show ideas closely related to my search terms [?](#)

[+ Advanced Options and Filters](#)

Locations: United States ×

Languages: English ×

Devices: Desktops and laptops

Type the characters that appear in the picture below. Or [sign in](#) to get more keyword ideas tailored to your account. [?](#)

Quicksall, *de10pry*

Letters are not case-sensitive

Search

Download ▼

View as text ▼

Explanation..

Word or Phrase

- Accomodation ireland
- "Accomodation Ireland" – Phrase match
- [Accomodation ireland] – Exact match

Advanced Options

Advanced Options and Filters

| | | | |
|--|---|----------------------|--|
| Locations and languages ? | <ul style="list-style-type: none">All CountriesUnited StatesUnited KingdomJapanGermanyBrazil | All Languages | <ul style="list-style-type: none">EnglishJapaneseGermanPortuguese..... |
| Include specific content ? | <input type="checkbox"/> Include adult ideas | | |
| Show Ideas and Statistics for ? | Desktop and laptop devices | | |
| Filter ideas ? | Local Monthly Searches | >= | <input type="text"/> Remove |

+ Add another

Results...

| Save all Search terms (1) | | | | |
|--|-------------|-------------------------|------------------------|--|
| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | |
| <input type="checkbox"/> accommodation ireland - | High | 165,000 | 60,500 | |
| Save all Keyword ideas (100) | | | | |
| 1 - 50 of 100 | | | | |
| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | |
| <input type="checkbox"/> accommodation in ireland - | High | 165,000 | 60,500 | |
| <input type="checkbox"/> holiday accommodation ireland - | High | 18,100 | 8,100 | |
| <input type="checkbox"/> cheap accommodation ireland - | High | 8,100 | 2,400 | |
| <input type="checkbox"/> accommodation northern ireland - | High | 22,200 | 18,100 | |
| <input type="checkbox"/> self catering accommodation ireland - | High | 4,400 | 1,900 | |
| <input type="checkbox"/> castle accommodation ireland - | High | 8,100 | 1,600 | |
| <input type="checkbox"/> holiday accommodation in ireland - | High | 18,100 | 8,100 | |
| <input type="checkbox"/> cheap hotels in ireland - | High | 9,900 | 2,900 | |
| <input type="checkbox"/> luxury accommodation ireland - | High | 8,100 | 1,900 | |
| <input type="checkbox"/> pub accommodation ireland - | High | 480 | 170 | |
| <input type="checkbox"/> hotels ireland - | High | 246,000 | 74,000 | |
| <input type="checkbox"/> holiday accommodation in northern ireland - | High | 1,900 | 1,600 | |
| <input type="checkbox"/> ireland hotels - | High | 246,000 | 74,000 | |
| <input type="checkbox"/> hotel ireland - | High | 301,000 | 74,000 | |
| <input type="checkbox"/> carlingford accommodation ireland - | High | 260 | 140 | |
| <input type="checkbox"/> lighthouse accommodation ireland - | High | 210 | 46 | |
| <input type="checkbox"/> ireland b&b - | High | 40,500 | 8,100 | |
| <input type="checkbox"/> holiday accommodation northern ireland - | High | 1,900 | 1,600 | |
| <input type="checkbox"/> self catering accommodation in northern ireland - | High | 590 | 480 | |
| <input type="checkbox"/> select hotels ireland - | Medium | 1,600 | 1,000 | |
| <input type="checkbox"/> cheap breaks in ireland - | High | 9,900 | 4,400 | |
| <input type="checkbox"/> visiting ireland - | Low | 3,600 | 880 | |
| <input type="checkbox"/> places to stay in ireland - | High | 4,400 | 1,600 | |
| <input type="checkbox"/> ireland accommodation - | High | 165,000 | 60,500 | |

Searching on Google...

More search tools

[Hotels Ireland.com](#)
www.hotelsireland.com/

Hotels Ireland is a guide to accommodation and places to stay in Dublin and throughout Ireland. **Hotels Ireland** features accommodation and lodgings in hotels, ...
[Search By County - Hotels - Hotels - Hotels in - Kerry Hotels - Galway Hotels](#)

Description

page title

Examples...

Site:www.discoverireland.ie

- Display pages indexed by Google with page titles and descriptions

Hotels ireland site:ie

- Display search results for hotels ireland but only for domains that end in .ie

Links:www.discoverireland.ie

- Show a sample of links

Exercise – Try these on your own website!

Advanced Searches

Allinurl: hotels dublin

- Hotels dublin must be in the web address

Allintitle- hotels dublin

- Hotels dublin must be in the page title

Allinanchor – hotels dublin

- Hotels dublin must be in the anchor text

Exercise...

- Based on the industry you are in do some research on keywords that your competitors are trying to rank on

Blogging...

BLOG



What is Blogging

Exchanging information in the forms of articles through a website for people to read, comment and share

Why should I blog?

- To appear in search results
- To create a destination site of interest for tourists
- To demonstrate your knowledge or expertise
- Network with other bloggers of influence
- If you blog you read more so you learn more!

Writing Blog Posts



What you'll need...

- Some time you are prepared to commit
- Blogging software
- Knowledge of basics of optimising your blog for Google
- Knowledge of how to blog and how to build a community

Think of the type of content

- It doesn't have to be text...
 - Video
 - Podcast
 - Images

Creating Content



Writing...

- If you don't have a good Title your article won't be read
- Optimise your title for SEO but also consider the reader
- Make your content easy to read – short paragraphs, bullets, lists.
- List posts work great – top 3, best 5 etc.
- Personal is better than formal
- At least one picture with every post, preferably more
- Most people will read but not comment, that's just the way it is!

Example of Good Content



The screenshot shows the homepage of the Kilmore Cottage website. The navigation bar includes links for Home, About Us, Guest Reviews, Enquiry, Accommodation, Accessibility, Activities, and Blog. The date is Sunday, March 04, 2012, and the font size is set to A. The main header features the title "Kilmore Cottage" with the tagline "Traditional style, modern twist" and a "Book NOW" button with a sub-link "Or Check Availability". Below the header are three images of different cottage styles. A red arrow points from the middle image to the guest blog post below.

RECOMMENDED ON

Kilmore Quay Vacation Rentals
Based on 32 reviews from verified guests

Guest Blog: Why Ireland was a great holiday choice for this English family

  3 people like this.

GUEST BLOGGER: Paul Kelly, from Cheshire in England

ABOUT PAUL: Paul, his wife Helen, and three sons, (Michael, aged 7 and twins Thomas and Patrick, aged 5), spent two weeks in Kilmore Cottage in August, 2010. It was their first family holiday abroad since the birth of the twins. This is their story.

THE CHOICE

Young boys have strong opinions and high expectations. Five year old Patrick wanted space for football and "running about", while his twin brother Thomas wished for "sandy beaches". Michael's surprisingly refined seven year old palate required "a good seafood restaurant". Every year Helen and I invite these diverse and occasionally impossible requests and each year I disappear into cyber-space, on a quest for the perfect family fortnight away.

The boys chose Ireland. I told them about the weather. I told them about the journey on terrible Irish roads. I told



Optimising Content for Google



Google™

Keyword Research

| Search Terms (1) | | 1 - 1 of 1 | | |
|--|-------------|---------------------------|--------------------------|--|
| Keyword | Competition | Global Monthly Searches ? | Local Monthly Searches ? | |
| <input type="checkbox"/> ☆ tourism ireland ▾ | Low | 49,500 | 14,800 | |

| Keyword ideas (100) | | 1 - 50 of 100 | | |
|--|-------------|---------------------------|--------------------------|--|
| Keyword | Competition | Global Monthly Searches ? | Local Monthly Searches ? | |
| <input type="checkbox"/> ☆ discover ireland ▾ | Medium | 49,500 | 27,100 | |
| <input type="checkbox"/> ☆ tourism in ireland ▾ | Low | 49,500 | 14,800 | |
| <input type="checkbox"/> ☆ ireland tourism ▾ | Low | 49,500 | 14,800 | |
| <input type="checkbox"/> ☆ visit ireland ▾ | Low | 90,500 | 33,100 | |
| <input type="checkbox"/> ☆ ireland wiki ▾ | Low | 40,500 | 4,400 | |
| <input type="checkbox"/> ☆ tour of ireland ▾ | Medium | 165,000 | 33,100 | |
| <input type="checkbox"/> ☆ ireland holidays 2011 ▾ | Low | 33,100 | 22,200 | |
| <input type="checkbox"/> ☆ failte ireland ▾ | Low | 14,800 | 12,100 | |
| <input type="checkbox"/> ☆ irish tourist board ▾ | Medium | 6,600 | 880 | |
| <input type="checkbox"/> ☆ tourism ireland jobs ▾ | Medium | 590 | 320 | |
| <input type="checkbox"/> ☆ go ireland ▾ | Low | 110,000 | 33,100 | |

Optimised for Google

Westport Food Festival 2012 | Westport Hotels | Hotels in Westport

http://www.carlton.ie/blog/westportfoodfestival

Maps Keyword sug...bersuggest News (469) Popular Irish Inde...ependent.ie Daily Open

Nimble... Social T... Posts <... 6 Core... HootSuite Home -... Facebo... Inbox (... Zippys...

Home | Reviews | Affinity | About Us | Rewards | Route Plan

username password Login

Lost Password / Register

Our Locations | Business | Weddings | Spa | Gift Vouchers | Specials | Mini Explorers

Westport Food Festival

Posted: 2012-09-21 16:00:00

This week the main focus in the county of Mayo was preparing for the All-Ireland Senior Football Final against Donegal on Sunday. I'd say most of the county have been talking about nothing else all week other than the game in Croke Park this weekend. However, for our hotel in Westport, the Carlton Atlantic Coast Hotel, they have spent the week with food on their minds as the town prepares to host the Westport Food Festival this weekend. I've been to Westport many, many times before and the one thing that never changes is the high quality of food served in the area. Their location on the West Coast of Ireland makes them famous for seafood and I have to say some of the best fish I've ever had has been served during meals in Westport. This is one town that knows a lot about good food and how to serve the best, locally produced, tastiest dishes.

There are many events happening over the weekend, including food sampling, cooking demonstrations, picnics, wine tasting, children's activities and many more. At the Carlton Atlantic Coast Hotel they are hosting a wine tasting on Sunday afternoon presented by Irish Times writer John Wilson and Wine Australia's

WESTPORT
FOOD
FESTIVAL

LOG CATEGORIES

nty Galway Hotels
egal Hotels
lin Airport Hotels

Example...

- Valentines Day is coming up and you want to attract people searching for accommodation
- Your Hotel is in Killarney...

You write a post...

VALENTINE'S DAY IN KILLARNEY

Treat the one you love to a romantic break for 2 to beautiful Killarney this Valentines Day

Only € 99pps for 2 Nights B&B and Dinner on 1 Evening
Includes Chocolates & Glass of Bubbly with Dinner

Call 1890 930 033 or Email: sales@rlynehotels.com

Subject to Availability / Valid weekends of 10/11 February and 17/18 February

This entry was posted on Thursday, February 9th, 2012 at 12:56 pm and is filed under [Killarney Court Hotel News](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

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9 Feb 2012 – **Valentine's Day in Killarney**. Treat the one you love to a romantic break for 2 to beautiful **Killarney** this **Valentines Day**. Only € 99pps for 2 Nights ...

Group Exercise

- Pick a business
- Decide on your blog
- Define your first 3 blog posts
- Do your keyword research
- What keywords will you focus on and why?

Commenting on other blogs

- Valuable, useful and insightful comments
- Each comment links back to your site
- Good to form a relationship with the blogger

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...

[Tiger Woods' Nike Commercial: Tiger and Late Father Team Up](#) [Sports](#)

PopEater - 9 hours ago

The unexpected costars of a new Nike commercial: Tiger Woods and his deceased dad Earl. gazes at the camera while the voice of his late father does the talking.

[Tiger Woods Nike Commercial](#) - Celebrity Gossip, Celebrity News, Hollywood Gossip, ...

[Tiger Woods' All-New Nike Commercial Hits the Air!](#) - The Insider Featured News

[New Tiger Woods Nike Ad: Brave or Shameless?](#) - The Hollywood Gossip

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[Nuclear arsenal cut: US-Russian treaty](#) [World](#)

The Swamp - 5 hours ago

By Christi Parsons and updated again at 8:40 am EDT PRAGUE -- With an agreement to seal the world's two greatest nuclear powers, President Barack Obama and Russian President Dmitry Medvedev signed a long-sought treaty that ...

[Despite Landmark Arms Reduction Treaty with Russia, Iran Threats and Nuclear Posture Review Significant US Shift](#) - Democracy Now!

[USA, Russia Sign Nuclear Arms Reduction Treaty](#) - Below The Beltway

[Obama Signs Landmark Nuclear Arms Pact With Russia](#) - News One

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Who is reading my blog?

- Check Google Analytics
- What comments are you getting?
- Anybody sharing?
- Feedburner....

Beware....

66% of blogs not updated in 2 months



Pinterest...



Pinterest...

- A Pinboard style photo sharing website
- Users are mostly women
- Each piece of content is a pin and pins are organised into boards

Pinterest...



Quinoa, avocado, black beans corn & shrimp.



Recipe: Protein-Packed Peanut Butter bars

75 likes · 1 comment · 316 repins



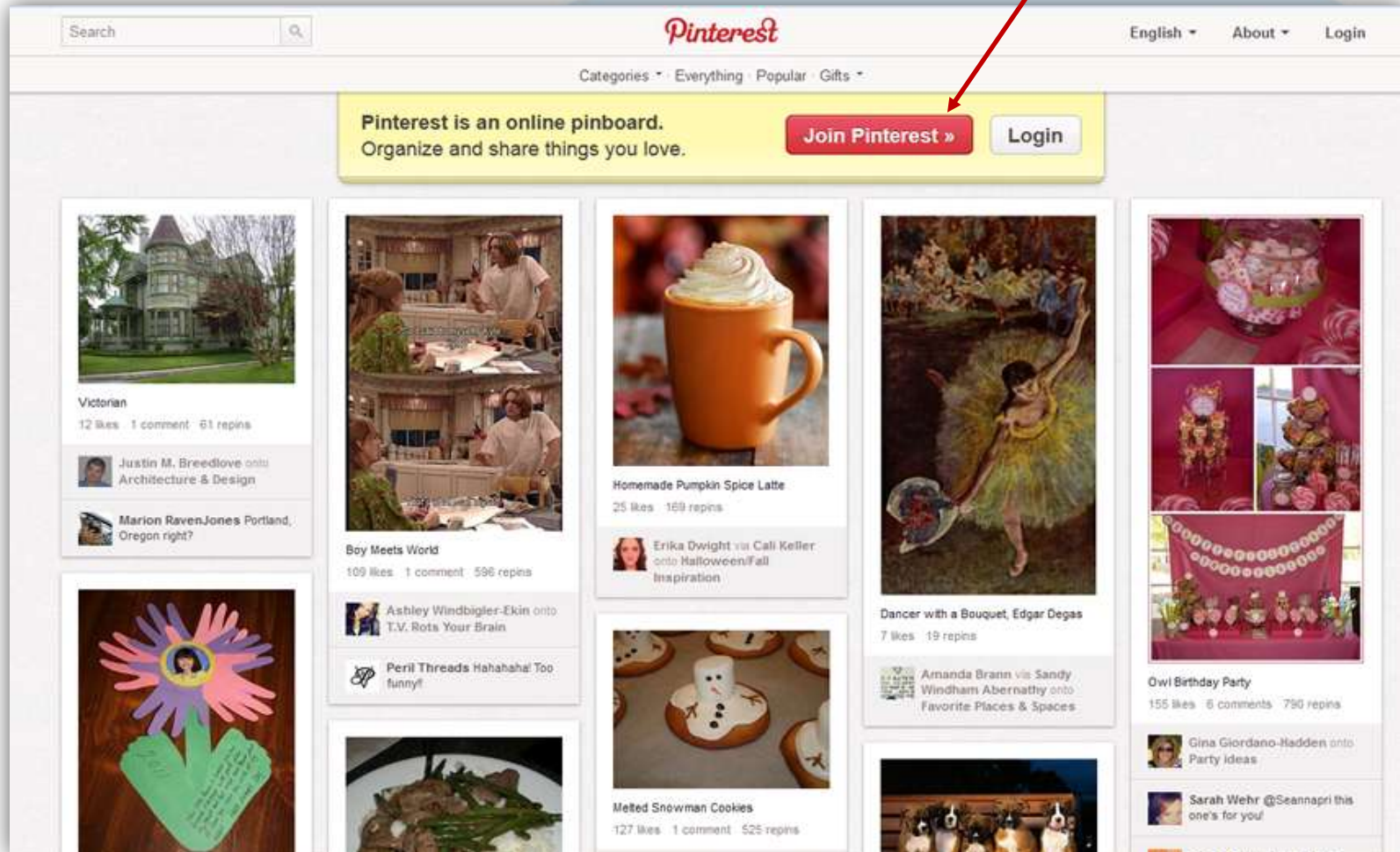
Lauren Young via Jennifer Smith onto Delish



Sheila Amrhien 4ww pp+

Pinterest

To set up an account click on join Pinterest



Pinterest is a Social Media Website that allows you to organise and share ideas through something called virtual pin boarding

Joining Pinterest

Until recently you had to be invited to join Pinterest but now everyone can join




At first glance it appears that you have only two options - Join use Facebook or Twitter

However, you can also join using your own email address by clicking here

Create an Account

- Choose a username, add your email and choose a password
- Add your first and last name and click – Create Account
- After creating your account you will need to check your email and you should see an email from Pinterest asking you to verify your account.

Create your account



Username

Email Address


Password

First Name

Last Name

By creating an account, I accept Pinterest's [Terms of Service](#) and [Privacy Policy](#).

Next step is to fill in your profile by clicking your name


Search 

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Categories ▾ Everything Popular Gifts ▾


Pinterest is an online pinboard.
Organize and share things you love.


[Join Pinterest »](#) [Login](#)




Victorian
12 likes · 1 comment · 61 repins


 Justin M. Breedlove onto Architecture & Design


 Marion RavenJones Portland, Oregon right?







Boy Meets World
109 likes · 1 comment · 596 repins


 Ashley Windbigler-Ekin onto T.V. Rots Your Brain


 Peril Threads Hahahaha! Too funny!






Homemade Pumpkin Spice Latte
25 likes · 169 repins


 Erika Dwight via Cali Keller onto Halloween/Fall Inspiration





Melted Snowman Cookies
127 likes · 1 comment · 525 repins




Dancer with a Bouquet, Edgar Degas
7 likes · 19 repins


 Amber Brann via Sandy Windham Abernathy onto Favorite Places & Spaces





Owl Birthday Party
155 likes · 6 comments · 790 repins

 Gina Giordano-Radden onto Party Ideas

 Sarah Wehr @Seannapri this one's for you!

Click on Edit Profile

Search  **Pinterest** Add + About ▾ Pat ▾



Your Name will be here

You have no description right now. Write a little bit about yourself! ↵




Following

-  **Liz Lamoreux**
-  **Amanda T**
-  **Kidsdinge**

0 Boards · 0 Pins · 0 Likes · Activity **Edit Profile** 0 Followers · 55 Following

You have no boards.

Why not make some? [Need help?](#)

| Board Name | Board Name | Board Name | Board Name |
|---|--|---|---|
|  |  |  |  |
|  |  |  |  |

For a business add the first name and last name.

E.g.

Seaview _____

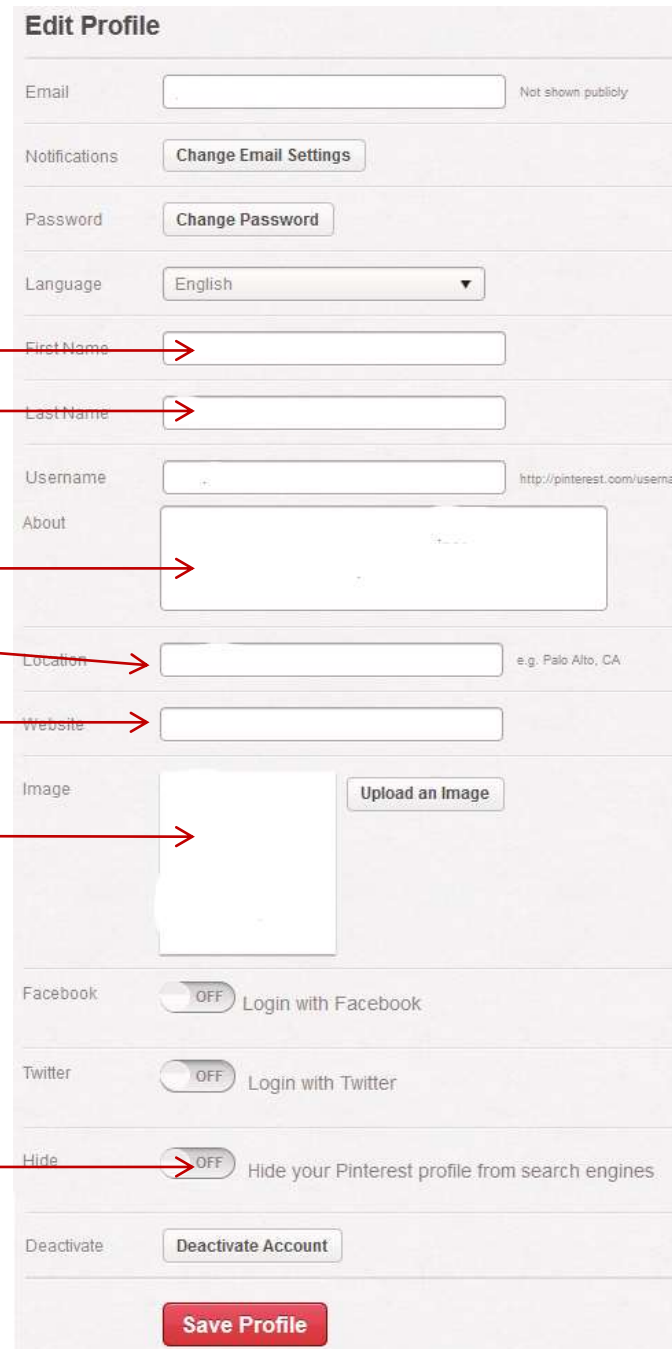
B&B _____

Add a description of your business and include keywords and location

Add your website url

Add a small photo or Logo

If you want to be found by search engines then turn on this button. _____



Edit Profile

Email Not shown publicly

Notifications

Password

Language

First Name

Last Name

Username http://pinterest.com/usermar

About

Location e.g. Palo Alto, CA

Website

Image

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Twitter OFF Login with Twitter

Hide OFF Hide your Pinterest profile from search engines

Deactivate



Yvonne Meijer

Pinned 32 weeks ago from ballinacourtyhse.com

[Follow](#)



Ballinacourty House, once worked there (1988) now going there on holiday next may.



Ineke Buijs

What a coincidence, me too! ;-)



Pinned onto the board

Favorite Places & Spaces

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Yvonne Meijer

[Follow](#)



Pinned via pinmarketlet from

ballinacourtyhse.co...



Exercise...

- Find a similar business on Pinterest and consider if you should be using Pinterest?

Keep in Contact

Webinars: failteireland.ie/News-Features/News-Library/Web-Supports-now-available-Online.aspx
Online Resources: failteireland.ie/Market-Your-Business-With-Failte-Ireland.aspx
Courses Available: failteireland.ie/Business-Supports/Websupports/Events
Online Business Tools failteireland.ie/Develop-Your-Business/Business-Tools.aspx

For any other questions, contact the Business Supports team on **01-8847762**



Fáilte Ireland

88-95 Amiens Street
Dublin 1
Ireland
Lo-Call: 1890 525 525

Courses Available

- Facebook for Business (Beginners & Advanced)
- Managing TripAdvisor and your Online Reputation
- Getting the Most out of Google Tools
- Finding and Converting your Website Visitors to Sales
- Create Engaging Content that Sells
- Using Email Marketing to Generate Business
- Managing the Relationship with OTAs
- Web Gain (website review and workshop)
- Gaining Business Online (3 day programme)
- Using Mobile Technology to grow Your Business
- Building and Effective Digital Marketing Strategy
- Social & Search Engine Optimisation (SEO)