



Fáilte Ireland

National Tourism Development Authority

GAINING BUSINESS ONLINE

DAY 1 OF 3

Version 1.0

28 August 2012



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AGENDA & INTRODUCTIONS

Agenda

- Introduction to Digital Marketing
- Planning

BREAK

- Branding – building your brand
- Web Design - What makes a good website, landing pages & CTAs

LUNCH

- Getting Your Website Found – choosing keywords
- Google Advertising

BREAK

- Search Engine Optimisation
- Actions for Day 2



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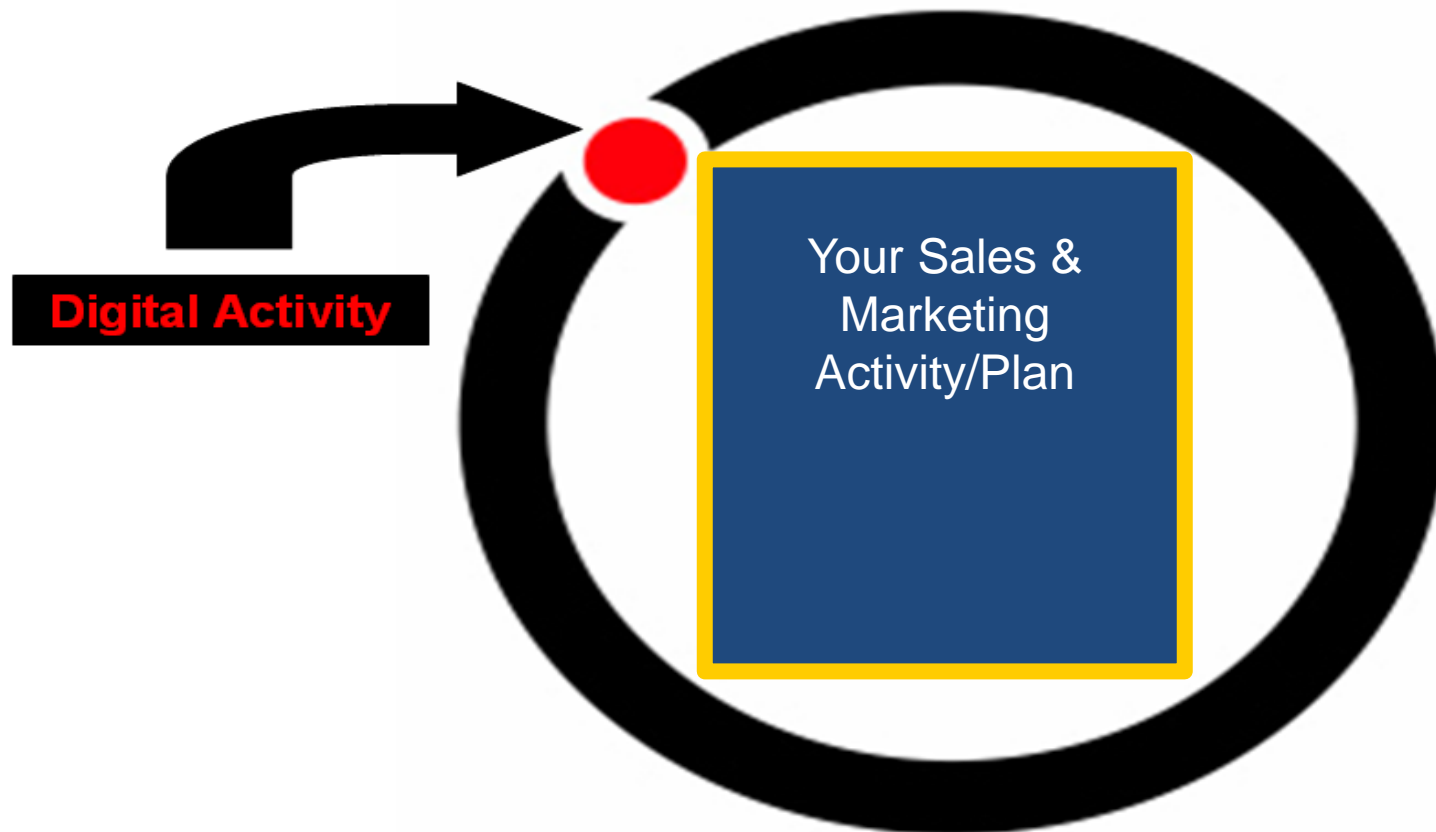
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INTRODUCTION TO DIGITAL MARKETING

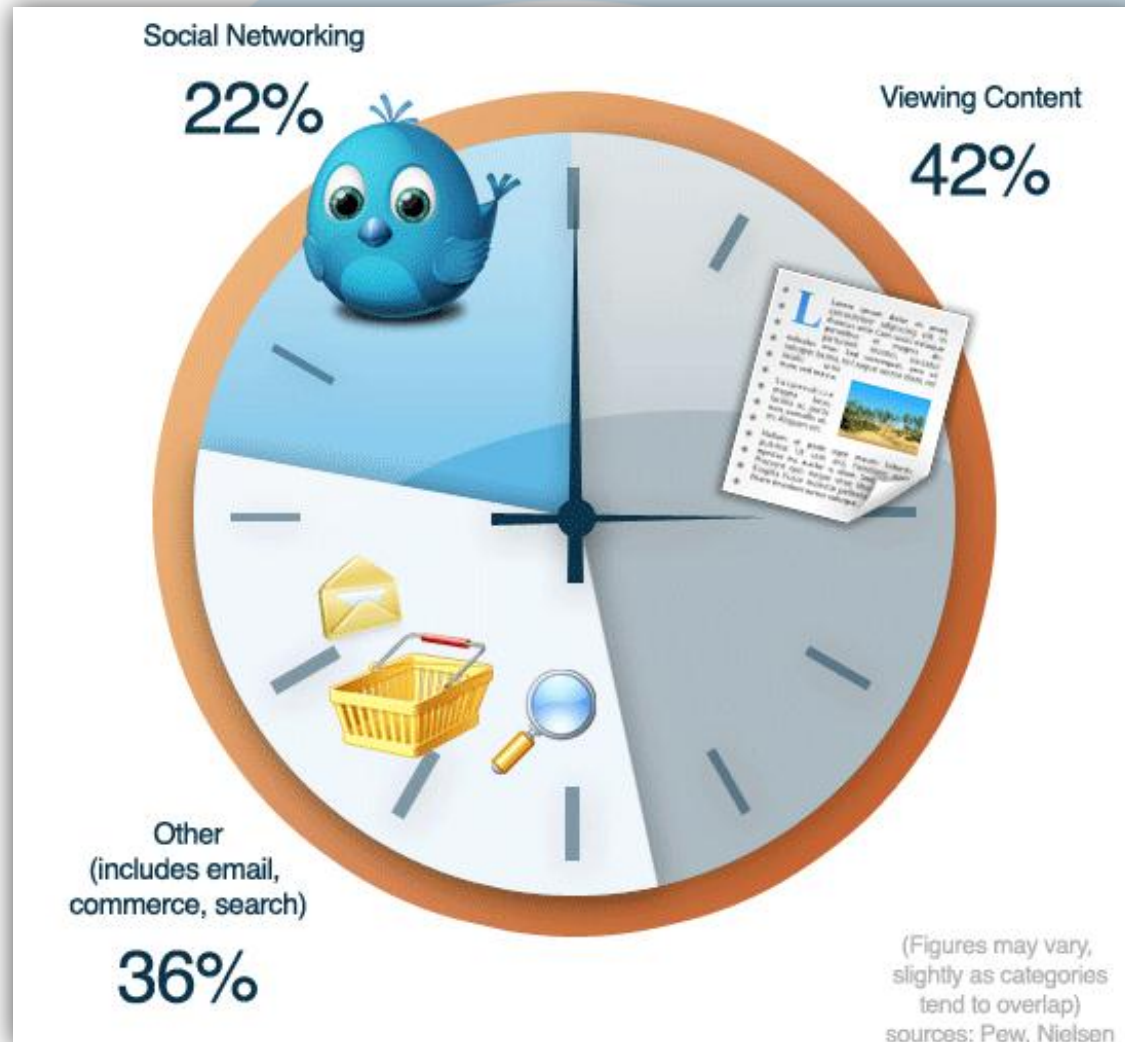
Digital Marketing will allow you and your business to...

- Build a brand
- Sell your product/service
- Reach international prospects
- Talk directly to your current/previous customers
- Connect with personal and business contacts
- Respond to customer queries/complaints
- Manage PR stories
- Recruit staff
- Get referrals from people who have used your business

Be Integrated!

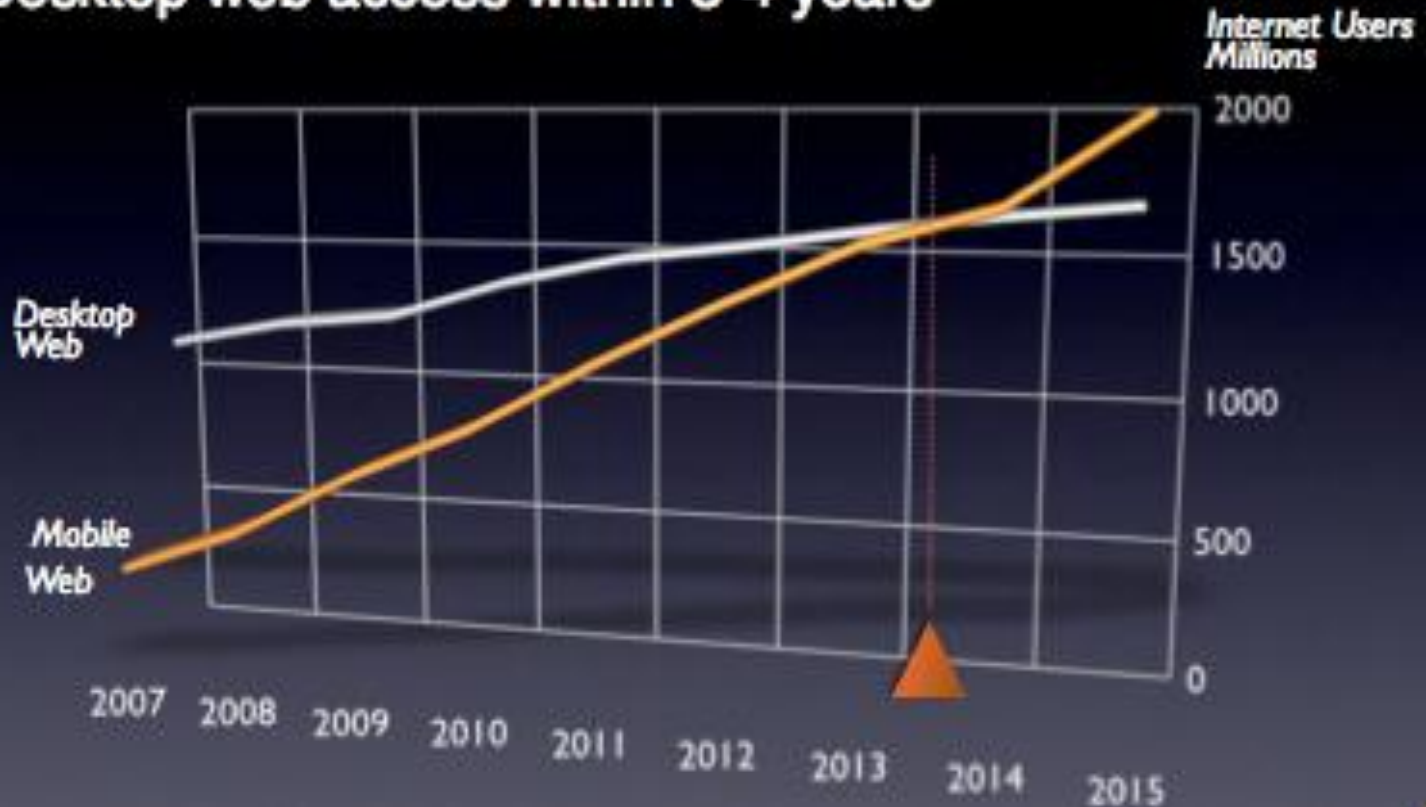


Know what consumers are doing online



Be aware of new trends

Mobile web access expected to **surpass** Desktop web access within 3-4 years



Digital Marketing Trends

- Move from passive advertising to active engagement
- With social networking pages, its quality rather than quantity
- Social media opens you and your brand up to feedback and potentially criticism
- Digital marketing gives the control back to the consumer



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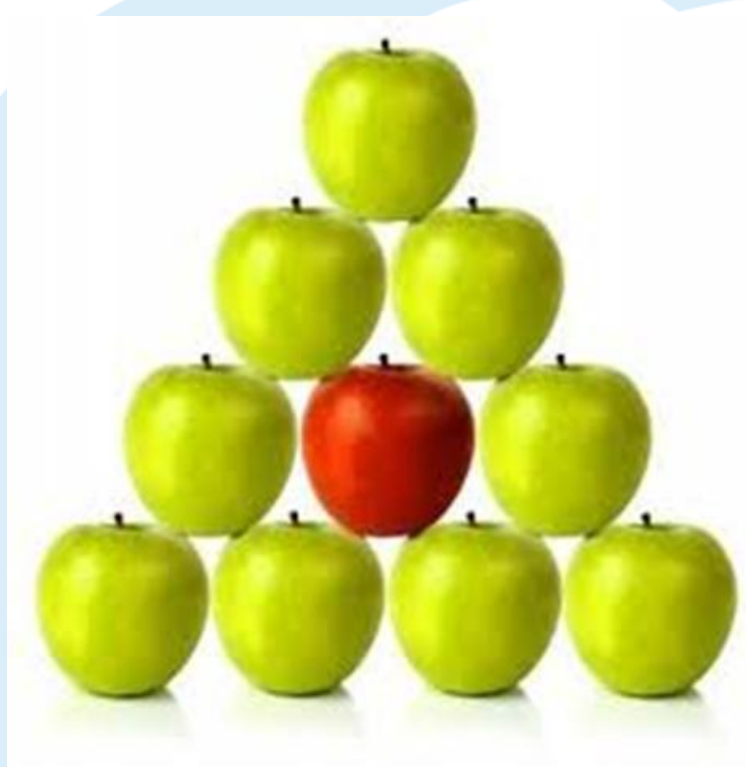
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DIGITAL STRATEGY INGREDIENTS

You need a plan...



The key ingredients...



The key ingredients...



The key ingredients...



The key ingredients...



Your business USP's

What are the elements of your business that make you different to your competition?

Your business USP's

Why are these relevant to your customer/prospect?

Your business USP's

Where can you communicate each
USP?

Your online USP's

What are the top 3 benefits to buying online directly with your business?

The key ingredients...



Core & Support Channels

Website

Mobile site

Apps

Facebook

Twitter

LinkedIn

Email newsletter

SEO

PPC

Affiliate marketing

Banner advertising

Social Media advertising

Group deals

Location based advertising

Action Plan

1. Decide on your 'Core' digital assets
2. Decide which other digital channels you are going to use as marketing support
3. Weight them in terms of importance/focus
4. For each site/channel decide in advance what the key objectives are (be specific!)

Exercise -> complete the following:

CORE:

SUPPORT:

Weighting

Weight them in terms of future business importance:

CORE:

Website – 80%

Mobile site – 20%

SUPPORT:

SEO – 30%

Facebook – 30%

Email Newsletter – 20%

Twitter – 10%

LinkedIn – 5%

PPC – 5%

Setting Objectives

Some objectives you might have:

- Increase website sales by 5%
- Improve website conversion by 1%
- Increase newsletter open rate by 5%
- To get 20% of all customers to become a 'fan' on Facebook (over next 6-12 months)
- To convert 30% of current email database to 'followers' on Twitter
- To get an average of 10 Likes/Comments on each post on FB



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BRANDING



Branding

- Think of a well known brand
- What are the elements that make up that brand?

Branding

“A brand is all about communicating your small business's reputation - its 'personality'.”

What *personality* does your website communicate?

- Exciting and innovative?
- Bland and unexciting?
- Friendly and personal?
- Cheap and amateurish?

Successful branding is about **promoting your strengths**. Start by thinking about what your business is good at and what you believe in as a business. Review customer comments, as you want to reflect the positive themes that are mentioned again and again.

Your brand will encompass your **logo**, the **colours** and **fonts** you use, the **style of copy** you write and the **sty**

Web Design



Web Design

Design

- visually appealing uncluttered
- clear calls to action

Content

- valuable, interesting
- delivered in manageable chunks
- community driven
- optimised for search

Navigation

- easy to navigate and find relevant information

A Horse designed by a Committee



Planning a new or redeveloped website

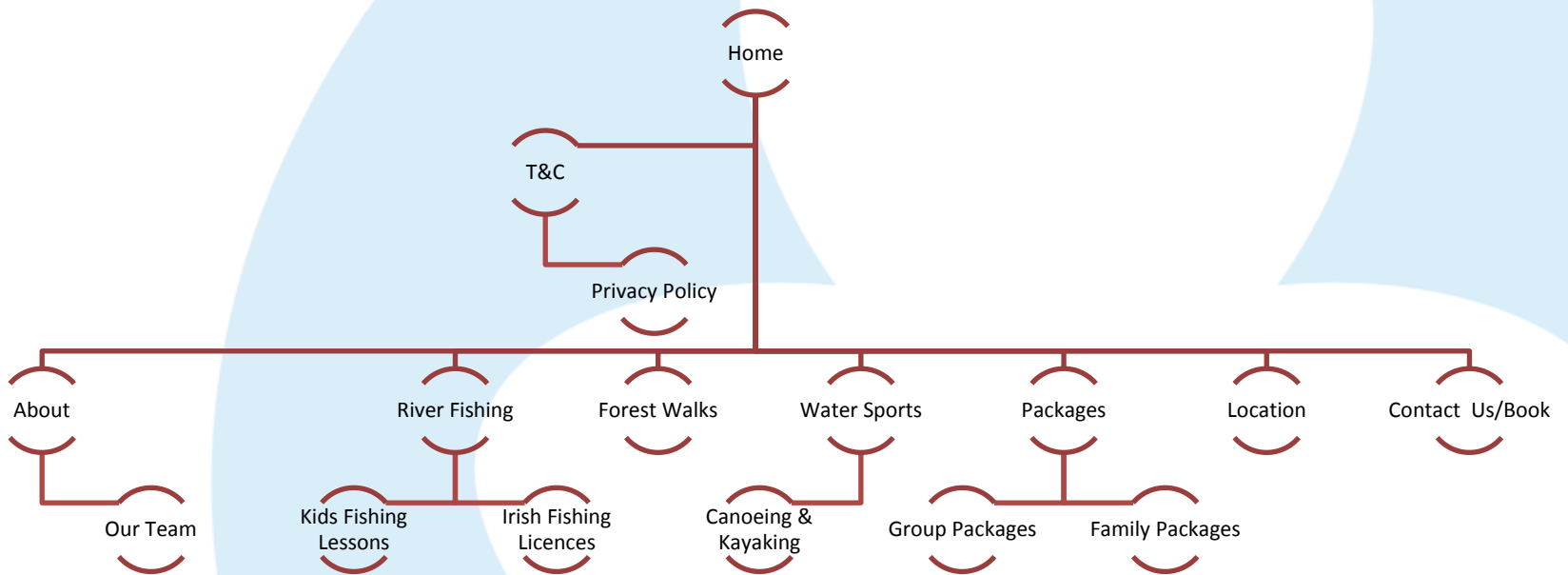
- Objectives
- Review analytics (existing site)
- USP' s & Benefits
- Navigation
- Goals & CTA' s
- Internal linking
- Wire frame
- Briefing a web developer

Reviewing Analytics

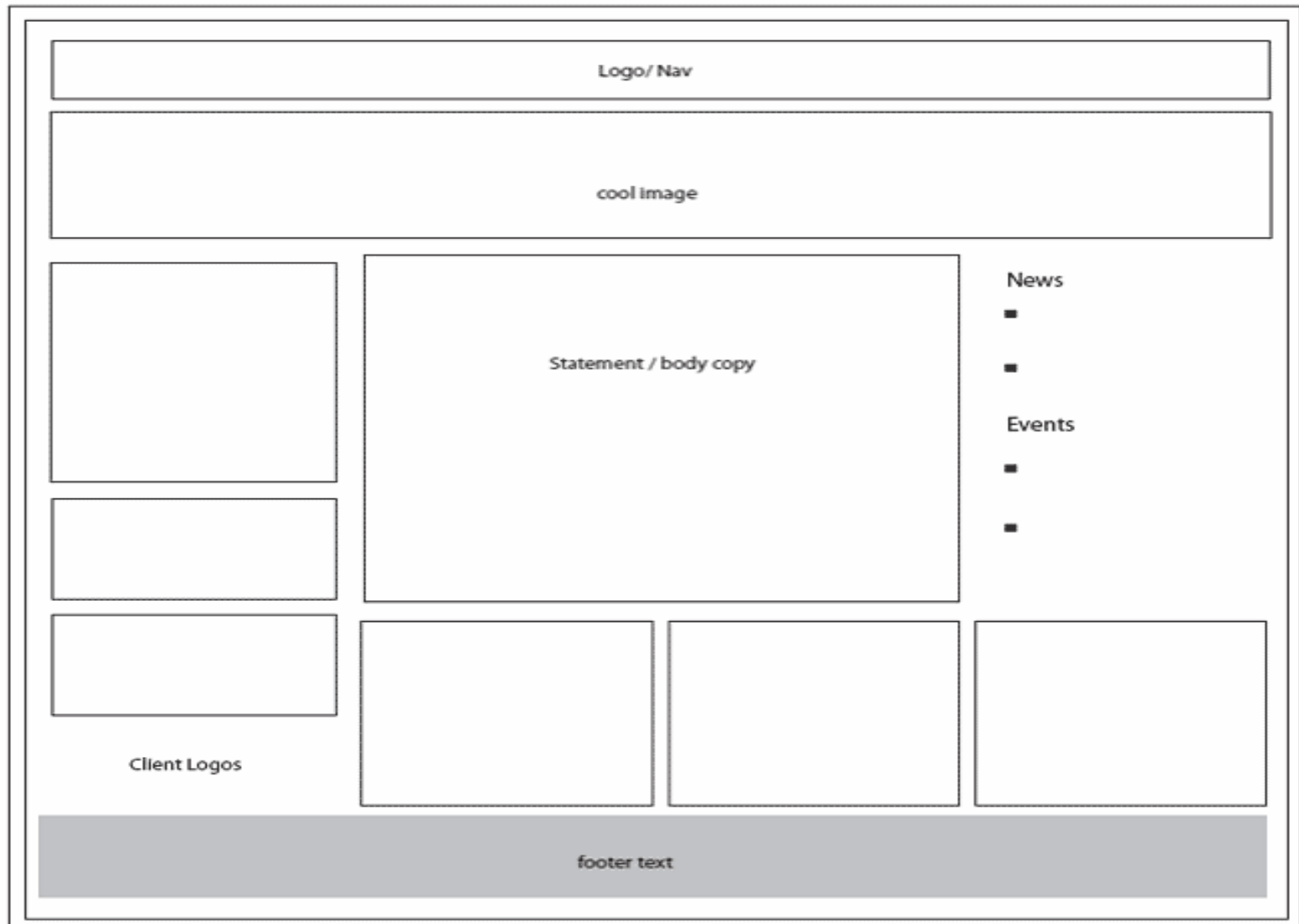
How is your existing site performing

- Visitor numbers
- Bounce rate
- On page analytics
- Keyword
- Goal conversions
- 301 redirects

Define Navigation



Simple Wireframe



Understand Colors

Blue - (most popular) trust, reliability, coolness
Red - (most noticeable) excitement, strength, passion, danger
Yellow - warmth, sunshine, cheer, happiness
Orange - playfulness, warmth, vibrant
Green - nature, fresh, cool, growth, abundance
Purple - royal, spirituality, dignity
Pink - soft, sweet, nurture, security
White - pure, clean, youthful, mild
Gold - prestige, expensive, elite
Silver - prestige, cold, scientific
Black - sophistication, elegant, seductive, mystery, of a sexual nature

First Impression counts

Good first impression

- Images & colours
- Fast to download
- Strong landing pages
- 3 clicks
- Trust (about us page & legal requirements)
- KISS
- Up to date content
- Strong CTA's
- Interaction
- It's not all me me me

Writing for the Web

- Above the fold
- Scanning vs. reading
- Short sentences and paragraphs
- Avoid technical jargon
- Headings & sub headings
- Bullet points
- Three screens max
- Benefits/USP's vs. features



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LANDING PAGES AND CTA'S



Call to Action...



HOME | FACILITIES | RATES | RESERVATIONS | LOCATION | CONTACT

Make a Reservation

Book now

WINNER
CERTIFICATE OF EXCELLENCE
2012
Avlon House Bed and Breakfast
tripadvisor
[Trip Advisor Reviews](#)

About Carlow

Guesthouse in Carlow

The screenshot shows a website interface for a guesthouse. At the top is a dark navigation bar with white text for 'HOME', 'FACILITIES', 'RATES', 'RESERVATIONS', 'LOCATION', and 'CONTACT'. Below this is a main content area with a light beige background and dark borders. On the left, there's a 'Make a Reservation' section with a prominent orange 'Book now' button circled in red. Below the button is a 'CERTIFICATE OF EXCELLENCE 2012' award from TripAdvisor for 'Avlon House Bed and Breakfast'. On the right, there's a photograph of a breakfast table with a plate of omelette, toast, and fruit, along with coffee and orange juice. Below the photo is the text 'Guesthouse in Carlow'. At the bottom left, there's a section titled 'About Carlow' and a partially visible 'LINKS' section.

Conversion Components for a Landing Page

- Heading
- Offer
- Lead (first paragraph) – need strong benefits
- Benefits – Bullet list, strongest first
- Images
- Look and feel

Example..



CALL TO ACTION TEXT HERE

"BEST CALL TO ACTION HEADER"

- **KEY POINT ONE**
- **KEY POINT TWO**
- **KEY POINT THREE**
- **KEY POINT FOUR**

CALL TO ACTION HERE

Try It Free Today!

SOME TYPE OF REMINDER OR LIMITED TIME PROMOTION TEXT

[LEGITIMACY IMAGE OR "AS SEEN ON"]

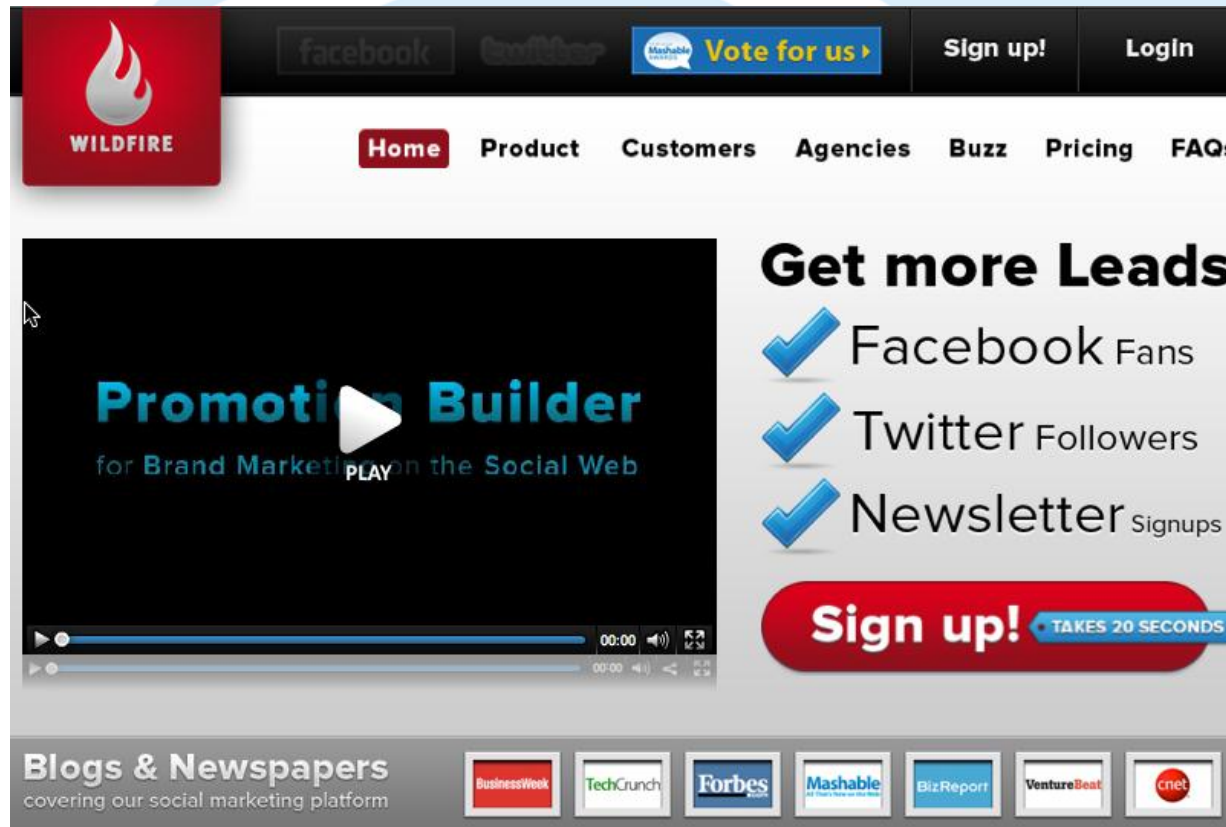
TESTIMONIAL TEXT OR PRODUCT INFORMATION

TESTIMONIAL PICTURE OR PRODUCT PLACEMENT HERE

REASON TO PURCHASE OR ACT NOW! - Try It FREE Now

CALL TO ACTION IMAGE

How it looks...



The screenshot displays the Wildfire website interface. At the top left is the Wildfire logo, a red square with a white flame icon and the word "WILDFIRE" below it. To the right of the logo is a navigation bar with social media icons for Facebook and Twitter, a "Vote for us" button with a Mashable logo, and "Sign up!" and "Login" buttons. Below the navigation bar is a main menu with links for "Home", "Product", "Customers", "Agencies", "Buzz", "Pricing", and "FAQs". The main content area features a video player on the left with the title "Promotion Builder" and the subtitle "for Brand Marketing on the Social Web". The video player has a play button and a progress bar. To the right of the video player is a section titled "Get more Leads" with three bullet points: "Facebook Fans", "Twitter Followers", and "Newsletter Signups", each preceded by a blue checkmark icon. Below these bullet points is a large red "Sign up!" button with a blue "TAKES 20 SECONDS" badge. At the bottom of the page is a section titled "Blogs & Newspapers" with the subtitle "covering our social marketing platform". This section includes logos for BusinessWeek, TechCrunch, Forbes, Mashable, BizReport, VentureBeat, and Cnet.

Check out an example page..

hotel london

About 59,700,000 results (0.33 seconds)

Ads related to hotel london [Why these ads?](#)

[1/2 Price London Hotels - Book your hotel in London online](#)
www.booking.com/LondonHotels
No Reservation Fees. Great Rates!
101 people in Dublin +1'd [Booking.com](#)

Most Popular Hotels Best Reviewed Hotels
Budget Hotels Luxury Hotels

[Last Minute Hotel Deals - 4* London Hotel Deals at 2* Prices.](#)
www.lastminute.ie/London-Hotels
Why Pay More for Luxury? Book Now!

[Hotel London, Up To -78% | trivago.ie](#)
www.trivago.ie/Hotel-London
trivago™ Save Up To 78% on **Hotels**. Compare over 110 Booking Sites!
Most Popular - Best Rated - Cheap Hotels - Central Hotels

[Charlotte Street Hotel](#)
www.firmdale.com/
Score: **23** / 30 - 38 Google reviews - €351 ▼

[Premier Inn London County Hall](#)
plus.google.com
Score: **20** / 30 - 54 Google reviews - €337 ▼

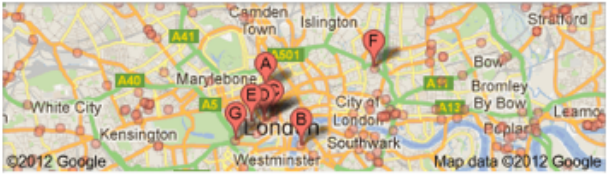
[Thistle Piccadilly](#)
www.thisle.com/piccadilly
5 Google reviews - €158 ▼

A 15-17 Charlotte Street
London
020 7806 2000

B London Marriott County
Hall
Belvedere Road, London
0871 527 8648

C Coventry St
City of Westminster
0871 376 9031

[Map for hotel london](#)



Ads - [Why these ads?](#)

[St. Ermin's Hotel London](#)
www.sterminshotel.co.uk/
Luxury Westminster **Hotel, London**.
Official Site: Best rates Available




[Mint Hotel - London Tower](#)
doubletree.hilton.com/Mint
Mint, Now a DoubleTree by Hilton.
Book Your Room Online Today.

[75% off London Hotels](#)
www.hoteldirect.ie/London-Hotels
Up to 75% off **Hotels in London**.
Includes Breakfast, service and tax

[London Hotels from €29](#)
www.hotels.com/London
Compare & Book Hotels Today

Poor landing page...


By using the St. Ermin's Hotel website you are consenting to the use of cookies to help make this website better. To find out more about the cookies, see our [privacy policy](#). Close this message

020 7222 7888   

ST. ERMIN'S HOTEL
distinctly individual

- > Home
- > About St. Ermin's
- > Rooms & Suites
- > Meetings & Celebrations
- > Special Offers
- > Eating & Drinking
- > Map & Attractions
- > Reservations
- > Photogallery

Reservations Special Offers Experiences Newsletter & Blog Media



BOOK NOW >

BUCKINGHAM PALACE ST JAMES'S PARK
BUCKINGHAM PALACE GARDENS ST ERMIN'S HOTEL BIG BEN

3FOR2
STAY 3 NIGHTS -
PAY FOR 2

FAMILIES
£275 PER NIGHT
(FOR FAMILY OF 4)

CHRISTMAS
PARTIES

MEETINGS
SPECIAL SUMMER
DDR RATES
FROM £75

AFTERNOON
TEA FROM £25PP

Better...

The screenshot shows the Agoda website interface for London. At the top, the Agoda logo is on the left, and navigation links for 'New to Agoda? Register Now!', 'Agoda Search by Google', and 'search' are on the right. Below the logo, there are links for 'Home', 'World', 'Europe', 'United Kingdom', and 'London'. A search bar contains 'Tue 21', 'Aug, 2012', and 'Thu 23 Aug 2012'. A large blue button labeled 'Check rates!' is circled in red. To the right, a banner for 'Amazing discount up to 75% off!' is also circled in red. Below the banner, a section titled 'Top Trending Hotels in London' is circled in red. The hotel listings include 'La Reserve Hotel' (4 stars), 'Royal Garden Hotel' (5 stars), and 'The Tophams Hotel' (5 stars). A 'Plans changed? No problem.' message is visible on the left side.

agoda smarter hotel booking

New to Agoda? [Register Now!](#) Agoda Search by Google™ search

English My Account ([sign in](#))

Home > World > Europe > United Kingdom > London
Hotels: 186,983 93,101 8,565 981

When do you want to go to London?

Check-in: Tue 21 Aug, 2012 Nights: 1 Check-out: Thu 23 Aug 2012

agoda price guarantee

Check rates!

Amazing discount up to 75% off!

Book now and save!

Book an agoda Daytime Room

to relax during a busy day

Plans changed? **No problem.**
Many agoda rooms now come with free cancellation.

Popular right now in London

Central Park Hotel ★★★★★
49/67 Queensborough Terrace, London, United Kingdom
Triple booked 4 seconds ago

Gatwick White House Hotel ★★★
52 Church Road, Horley, London, United Kingdom

Top Trending Hotels in London

Best seller - limited supply!

La Reserve Hotel ★★★★★
Map Reviews [7] Show rates
Hotel Area: Chelsea - Kensington
good location close to tube and bus stop Marisa, Malta
28 May 2012

Royal Garden Hotel ★★★★★
Map Reviews [70] Show rates
Hotel Area: Hyde Park
Convenient location; easily accessible by bus and tube; nice... Richard, Australia 18 June 2012

The Tophams Hotel ★★★★★

Exercise.. Design a landing page

- What elements will be on the page
- What are the calls to action
- What are the headings that are going to stick out
- What colors are you going to use?

Group exercise

- What factors could you improve to change conversion?



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GOOGLE KEYWORD TOOL – FOR SEO AND FOR ADWORDS...



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. [?](#)

Quickball, *de|opry*

Letters are not case-sensitive

Search

Download [▼](#)

View as text [▼](#)

Explanation..

Word or Phrase

- Accommodation Ireland
- “Accommodation Ireland” – Phrase match
- [Accommodation Ireland] – Exact match

Explanation..

Word or Phrase

- Accommodation Ireland
- “Accommodation Ireland” – Phrase match
- [Accommodation Ireland] – Exact match

Website

- Display relevant keywords based on content in a website

Category

- Display relevant keywords based on category

Advanced Options

Advanced Options and Filters

Locations and languages ?

- All Countries
 - United States
 - United Kingdom
 - Japan
 - Germany
 - Brazil
- All Languages
 - English
 - Japanese
 - German
 - Portuguese
 - ...

Include specific content ? Include adult ideas

Show Ideas and Statistics for ? Desktop and laptop devices

Filter ideas ? Local Monthly Searches >= [] Remove

[+ Add another](#)

Results...

<input checked="" type="checkbox"/> Save all Search terms (1)		Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/>		accommodation Ireland -	High	165,000	60,500
<input checked="" type="checkbox"/> Save all Keyword Ideas (100)		Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
1 - 50 of 100 <input type="button" value="<"/> <input type="button" value=">"/>					
<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

Explanation..

- Keyword – Relevant keywords that match
- Competition – Adwords competition
- Global monthly searches – average monthly over the previous 12 months
- Local monthly searches – local based on country specified. Average monthly over 12 months.

Exercise

- Do some keyword research based on your business.
- List out the keywords that you are going to focus on
- What other competitors are including these keywords in their page titles (remember previous commands we used).



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GOOGLE ADVERTISING...



Searching on Google...

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](#)

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](#)

www.discoverireland.ie/Hotel_Ireland

Visit Discover **Ireland** Online Now!

[Hotels in Ireland - Official Site of Hotels Federation](#)

www.irelandhotels.com/HotelsIreland

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

[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](#)

[Hotels Ireland, Hotel Breaks Ireland, Hotel Deals Ireland ...](#)

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](#)

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](#)

www.hotels.com/Ireland

Browse **Hotels** in **Ireland** Cities.

Read Guest Reviews. Book online!

[Hotel Ireland, Up To -78%](#)

www.trivago.ie/Hotel-Ireland

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

Compare over 110 Booking Sites!

[Hotels in Ireland](#)

www.travelrepublic.ie/Ireland

Book a great value **hotel**.

Lowest prices guaranteed. ABTA

[Cheap Dublin Hotels](#)

www.laterooms.com/Dublin-Hotels

179 Cheap **Hotels** in Dublin.

Up to 75% off if you book online!

[Low Rate Dublin Hotels](#)

www.jurysinns.com/DublinHotels

Jurys Inn 3* City Centre **Hotels**

3 Great Locations. Rooms From €49!

[Hotels & Hostels Ireland](#)

www.lateroomsireland.com/

Compare Hostels&Hotels, Book Online

Great Value **Hotel** Breaks

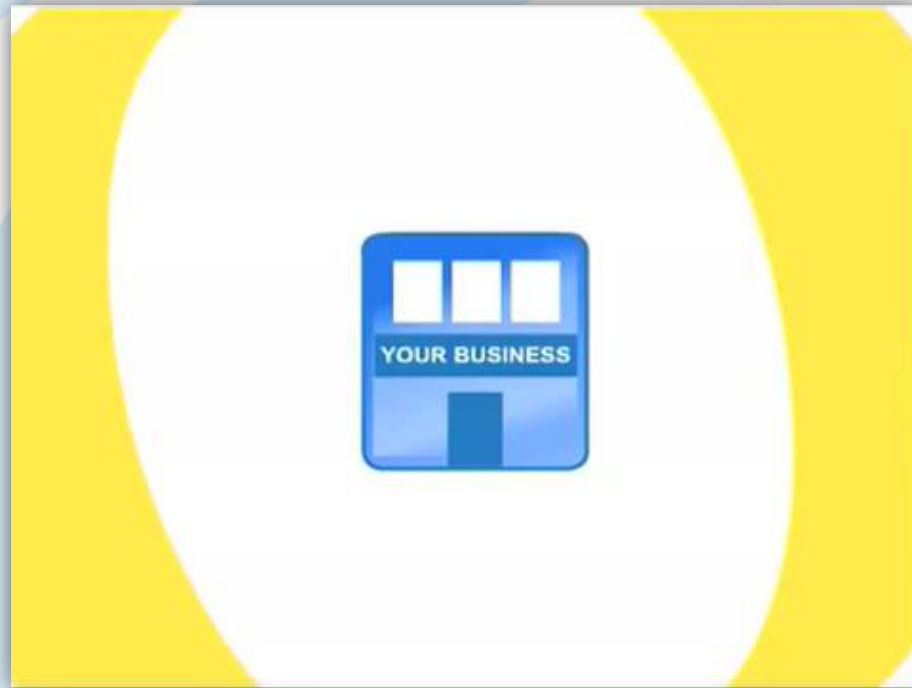
[Hotels Ireland](#)

www.golreland.com/IrelandHotels

Ireland Hotels - 1,000s Of Rooms!

Instant Bookings And No Booking Fee

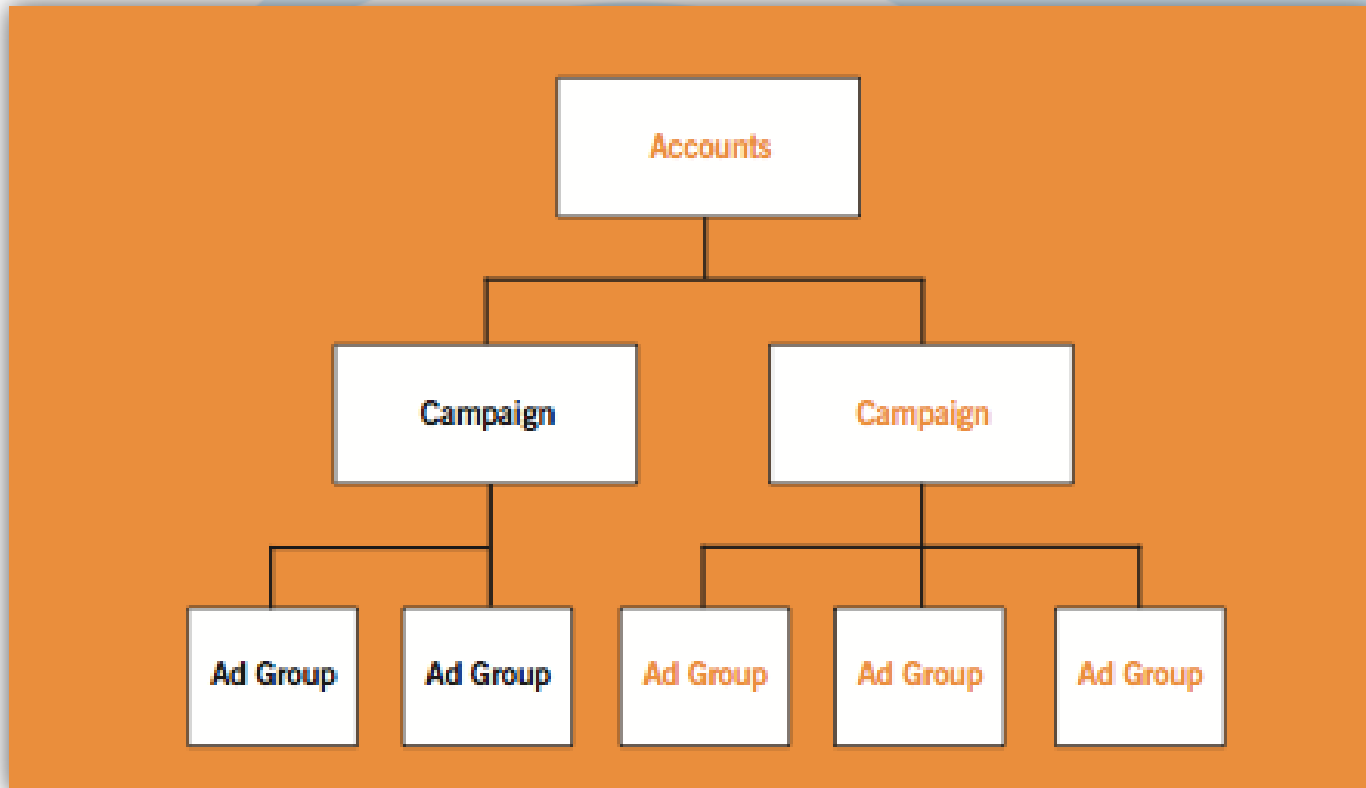
Google Adwords



Targeted AdWords Campaign



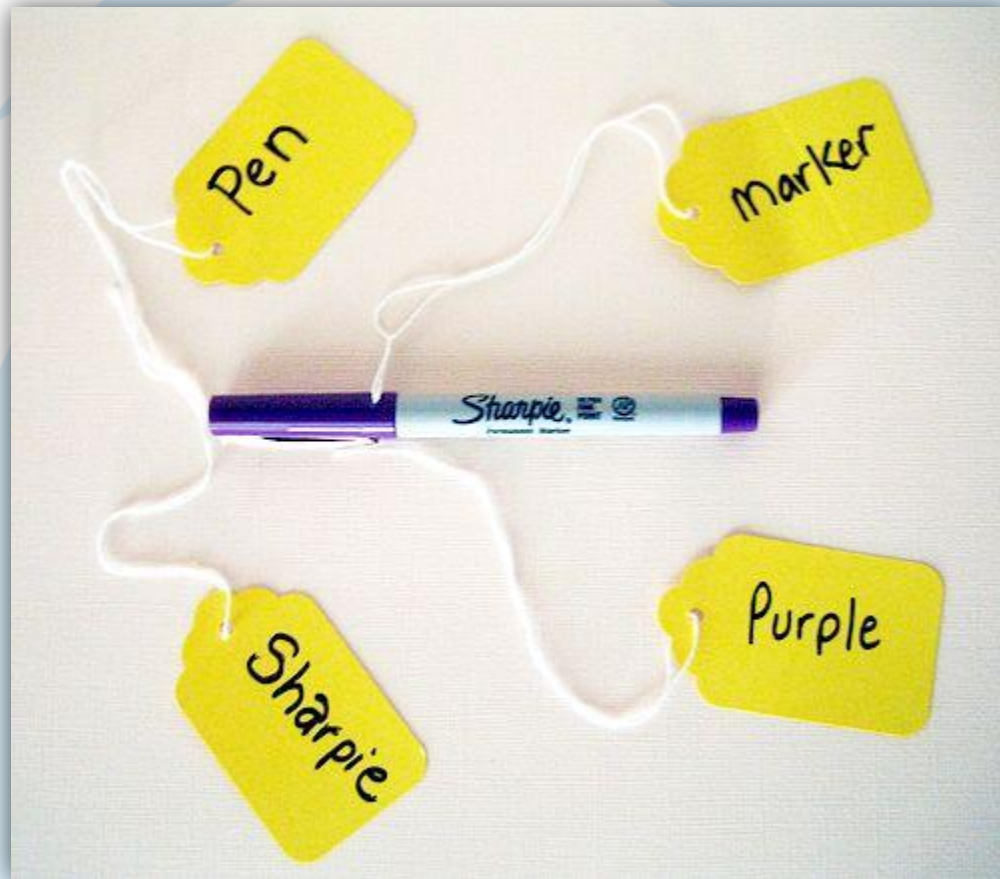
Ads and Ad Groups



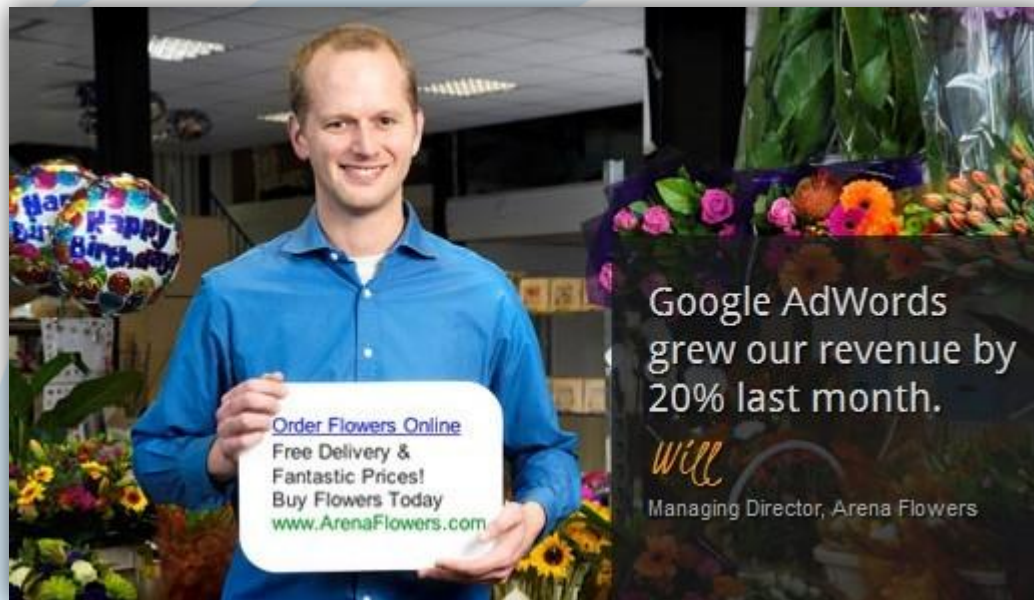
Steps Involved

1. Keywords
2. Landing Pages
3. Create your campaign
4. Create Groups
5. Create your ads
6. Track Conversions
7. Monitor results

Keywords...



Create the Ads



Creating a campaign

■ Type: **Search & Display Networks - Standard**

General

Campaign name

Type [?] **Standard** - Keyword-targeted text ads for Search and Display Networks [?]
 All features - All the features and options available for the Search and Display Networks [?]
[Learn more about campaign types](#)

or load settings from

Networks

Networks [?] To choose different networks, edit campaign type above, or create a new campaign.

- ✓ **Google Search Network**
 Include search partners
- ✓ **Google Display Network** [?]
 - New!** Flexible reach: Control your Display Network reach for each of your ad groups [?]
Once you've selected this option, you can't go back to your previous setting.
 - Broad reach:** Show ads on pages that match my primary targeting method [?]
Example: Show ads if keywords match
 - Specific reach:** Show ads only on pages that match all my targeting methods [?]
Example: Show ads only if both keywords and placements match

Desktops & laptops, mobile devices and tablets

Devices [?] **All available devices** (Recommended for new advertisers)
 Let me choose...

Creating a campaign

Locations

Locations [?](#) What locations would you like to target (or exclude) in your campaign?

- All countries and territories
- Ireland
- Let me choose...


[Advanced search](#)

For example, a country, city, region or postcode.

Bidding and budget

Bidding option [?](#) [Basic options](#) | [Advanced options](#)

- I'll manually set my bids for clicks

 You'll set your maximum CPC bids in the next step.

- AdWords will set my bids to help maximise clicks within my target budget

Default bid [?](#) €

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget [?](#) € per day

Actual daily spend may vary. [?](#)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

- Location [?](#) Extend my ads with location information
- Sitelinks [?](#) Extend my ads with links to sections on my site
- Call [?](#) Extend my ads with a phone number
- Social [?](#) Increase the social relevance of my ads by associating them with my Google+ Page

Example Extension


Hotels Dublin City Fr €99

www.ocallaghanhotels.com/Hotels_Dublin

4* Fantastic **Hotels Dublin** City

Hotels Dublin City Direct Fee Free



Dublin 2

(01) 607 3900 - [Directions](#)

The Central Hotel Dublin™

www.centralhoteldublin.com/

Official Website. 3* Central **Hotel**

Dublin. Rooms From €29.50 pps!

Central Hotel, Exchequer Street, Dublin

(01) 679 7302 - [Directions](#)

Ad Group and Ad

✓ Select campaign settings

Create ad group

Type: Search & Display Networks - Standard

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more](#)

Ad Group name:

Create an ad

To get started, just write your first ad below. Remember, you can always create more ads later. [Help me write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL [?](#)

Destination URL [?](#)

Ad preview: The following ad previews may be formatted slightly differently

Side ad

[New York Budget Hotel](#)

Clean and close to underground.

Students save 20%!

[www.example.com](#)

Top ad

[New York Budget Hotel - Clean and close to underground.](#)

Students save 20%!

[www.example.com](#)

Ad extensions expand your ad with additional information like a business address. [Take a tour.](#)

Keywords

Keywords

Select keywords

Your ad can show on Google when people search for things related to your keywords, or browse relevant sites on the Display Network.

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line. [Add keywords by spreadsheet](#)


Advertisement Statistics

Settings
Ads
Keywords
Networks
▼

All but deleted Keywords ▼
Segment ▼
Filter ▼
Columns

Search

These keywords refine search.



+ Add keywords
Edit ▼
Change status... ▼
See search terms... ▼
More actions... ▼

<input type="checkbox"/>	●	Keyword	Status ?	Max. CPC	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
<input type="checkbox"/>	●	[Internet Marketing Services]	? Eligible	auto: €0.80	0	0	0.00%	€0.00	€0.00	0
<input type="checkbox"/>	●	[Internet Marketing review]	? Eligible	auto: €0.80	0	0	0.00%	€0.00	€0.00	0
		Total - search ?			0	0	0.00%	€0.00	€0.00	0
		Total - Display Network ?			0	0	0.00%	€0.00	€0.00	0
		Total - all keywords			0	0	0.00%	€0.00	€0.00	0


Show rows 50 ▼
1 - 2 of 2

Ads and Ad groups

Campaigns
Ad Groups
Settings
Ads
Keywords
Networks
▼

All but deleted Ads ▼
Filter ▼
Columns

Search



New ad ▼
Change status... ▼
More actions... ▼

<input type="checkbox"/>	●	Ad	Campaign	Ad group	Status ?	% Served	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost
<input type="checkbox"/>	●	Internet Marketing Free Evaluation for campaigns Internet Marketing www.razorcoast.com	RazorCoast Internet Marketing	Internet Marketing - 1	Pending review ?	0.00%	0	0	0.00%	€0.00	€0.00
<input type="checkbox"/>	●	Search Marketing Free Evaluation for campaigns Search Marketing www.razorcoast.com	RazorCoast Internet Marketing	Internet Marketing - 1	Pending review ?	0.00%	0	0	0.00%	€0.00	€0.00
<input type="checkbox"/>	●	Internet Marketing Free Evaluation for campaigns	RazorCoast Internet Marketing	Internet Marketing	Pending review ?	0.00%	0	0	0.00%	€0.00	€0.00

Quality Score

<input type="checkbox"/> Add keywords <input type="text" value="Edit"/> <input type="text" value="Change status..."/> <input type="text" value="See search terms..."/> <input type="text" value="More actions..."/>												
<input type="checkbox"/>	● Keyword	Campaign	Ad group	Status <small>?</small>	Max. CPC	Clicks	Impr.	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost	Avg. Pos.	Qual. Score
<input type="checkbox"/>	● [Internet Marketing Services]	RazorCoast Internet Marketing	Internet Marketing - 1	Eligible	auto: €1.46	0	0	0.00%	€0.00	€0.00	0	3/10
<input type="checkbox"/>	● [Internet Marketing review]	RazorCoast Internet Marketing	Internet Marketing - 1	Eligible	auto: €1.46	0	0	0.00%	€0.00	€0.00	0	7/10
<input type="checkbox"/>	● [Internet Marketing]	RazorCoast Internet Marketing	Internet Marketing	Eligible	auto: €1.46	0	0	0.00%	€0.00	€0.00	0	5/10
Total - search <small>?</small>						0	0	0.00%	€0.00	€0.00	0	--
Total - Display Network <small>?</small>						0	0	0.00%	€0.00	€0.00	0	--
Total - all keywords						0	0	0.00%	€0.00	€0.00	0	--

Show rows 1 - 3 of 3

Quality Score

- Click through rate
- Ad text relevance
- User experience landing page
- Historical performance on Google





Fáilte Ireland

National Tourism Development Authority

SEARCH ENGINE OPTIMISATION

Getting Found on Google

Step 1: Write down the 'priority search phrases' you'd like to be found in Google for

Step 2: Include those search phrases in the text on your website

Step 3: Write a header (H1 tag) which also incorporating your most important search phrases

Step 4: Write your meta-tags (title, keywords, description) incorporating your most important search phrases

Step 5: Generate a site map which will ensure Google finds each page on your website

Step 6: Ask other people and businesses to link to your website (these are called 'inbound' links) – this process never stops!

Step 7: Keep updating your website on an ongoing basis

1. Choosing your Search Phrases

Google AdWords: Keyword Tool

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:
 York Guest House
 B&B York
 York bed and breakfast

Use synonyms

[Filter my results](#)

Choose columns to be displayed: [?](#)
 Show/hide columns

Match Type: [?](#)
 Broad

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?	
Keywords related to term(s) entered - sorted by relevance ?				
york bed and breakfast	<input type="checkbox"/>	18,100	74,000	Add ↔
york guest house	<input type="checkbox"/>	14,800	33,100	Add ↔
b&b york	<input type="checkbox"/>	14,800	22,200	Add ↔
guest houses york	<input type="checkbox"/>	6,600	8,100	Add ↔
york bed and breakfasts	<input type="checkbox"/>	1,900	5,400	Add ↔
cheap b&b york	<input type="checkbox"/>	Not enough data	720	Add ↔
farmhouse b&b york	<input type="checkbox"/>	Not enough data	Not enough data	Add ↔
luxury b&b york	<input type="checkbox"/>	Not enough data	210	Add ↔
york bed and breakfast cheap	<input type="checkbox"/>	Not enough data	880	Add ↔

2 & 3 – Add Phrases and a Header

- Phrases or similar phrases
- Headings
- Naming of Pictures

4– Title and Description

- **Unique Title for every page** – The most important words at the start. Google uses this for indexing content.
- **Description** – A longer version of the title. This is what entices people to click on the link displayed in search results.

Title tag: most important and should be around 10 words, e.g.

<title>York B&B | York Bed and breakfast | York Guest house | Queen Anne's guesthouse</title>

Description tag: keep simple and to around 20 words, adding in search phrases but making sure it still reads ok e.g.

<meta name="description" content="Queen Annes Guest House is a York Bed & Breakfast offering 3 star B&B accommodation in Bootham, close to York's city walls, York Minster and York Castle Museum. The B&B is family run and comfortable, as well as being a great base from which to explore York.">

5 – Creating a sitemap in XML

- XML sitemaps allow Google to easily find all of the pages on your website.
- Go to www.xml-sitemaps.com and download the sitemap for your site.
- Add this to the root directory of your website files.

Exercise

A Bed and Breakfast in Galway wants to optimise their web presence. They have 20 rooms and are well known for great food. Do the following for them:

- What keywords are they going to target
- What are they going to do to ensure they optimise these keywords on their website.

Step 6 – Link Building

- Link building is a crucial, but often ignored part of the search engine optimisation process
- All of the previous hard work can mean nothing without building these inbound links to your site
- Website traffic via these links [people clicking through] can account for over 75% of traffic to your website
- The links can offer the added bonus of boosting your position in Google for key search phrases

Step 6 – Link Building - Review your current links

- Go to www.backlinkwatch.com
- Close pop-up box and enter website address
- Click on the 'check backlinks' button (avoiding adverts!)
- All of the links found by this website will be displayed below



BACKLINK WATCH!

*"Search Engine Optimization now revolves around link building".
Inbound Links make your website stand out prominent in the SERPs. In today's SEO world, more than 95% of the focus is on building quality backlinks.*

Affiliate programs 1000 visitors GUARANTEED @ \$7.49 One Way Links 3,000 Backlinks for \$10	Links From PR9 Sites 1,000 Backlinks for \$9.99 Buy 100 PR5+ One-Way Links @ \$5! Web Hosting Reviews	PR-7 links on Actual PR 00985 Buy 45 PR5+ Backlinks \$295 Quality Deep Links
--	--	---

Enter URL:

Buy 100 PR5+ One-Way Links @ \$50

©2008-2010 Backlink Watch Inc. All rights reserved.
EaseRank Checker: 700 DCs

Type URL of your website to get complete detailed information about quality and quantity of backlinks pointing to your website.
It will show you "anchor" text, pagerank, total outbound links on that page, and nofollow flag for each of your inbound link available.



Fáilte Ireland

National Tourism Development Authority

GOOGLE ALERTS ...



Summary

- Email alert based on keywords specified
- Delivered according to your preference
- Can restrict alerts based on domains (e.g. Ireland domains only)
- It's FREE!

Setting up Alerts

Search query:

Result type: **Everything** ▼

How often: **As-it-happens** ▼

How many: **Only the best results** ▼

Deliver to: ▼

CREATE ALERT [Manage your alerts](#)

Exercise...

What alerts would you set up for your business?

Accessing Today's Presentation (and Webinar Recordings)



To download the workshop presentation:

1. Click on **Marketing Opportunities**
2. In the left menu select the following in this order:
 - **Expand your Marketing Toolkit**
 - **Promote Your Business Online**
 - **Social Media**
3. Click on the link on the right of the screen



Or browse to <http://bit.ly/NZktCv>

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

National Tourism Development Authority

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Dublin 1

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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)