

# MEASURING ONLINE PRESENCE

No doubt, you are investing significant amounts of time, effort and resources in creating and maintaining your brand website and social media platforms. But how do you know if your efforts are paying off? Is your site coming up for Google searches in your target markets? Are people finding and enjoying your Facebook and Twitter activity? Do they even know you have a Pinterest page?

It is crucial that you learn how to monitor, manage and boost your online presence across all channels. Otherwise, your efforts will have been useless.

Whether or not you have decided to translate your website and/or social media channels into other languages, you still want your potential customers to find you online. This does not happen accidentally. You need to create an online presence!

Questions to ask yourself	✓
Can potential customers located in my target markets find my website online?	
How well does my website currently target the overseas visitor?	
What is Google analytics telling me about the source country of each click?	
How is each market performing for me now?	
Would I like to enhance enquiries further and bookings from one or more specific target markets?	

Can potential customers located in my target markets find my website online? For example, can my site be found through:

- google.co.uk
- google.fr
- google.de
- google.us
- google.ca
- google.es
- google.it

**Top tip:** Check out your international online presence by logging out of your Google Account and searching incognito. Remember to use the appropriate Google domain, for example, using [www.google.ca](http://www.google.ca) for Canada



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## Understanding the data - Google Analytics

Before you can maximise your online presence, you need to understand it.

Google Analytics is a powerful free tool that analyses and reports on your website traffic. It is also an enormously valuable source of statistics for tourism businesses thinking of targeting new markets. All you need to do is set up your Google Analytics reports to give you the information you need. Here is a guide on how to do this.

- The **'Audience Location Report'** gives you a nice visual map of international visitors, as well as a table, breaking down the number of visits to your site from individual countries
- Under **'Secondary Dimensions'** you can specify a country name that you are interested in tracking
- Slightly trickier to set up, but well worth the effort if targeting a specific market is **"Advanced Segments"**. You can set it up so you see a particular report of all stats for just one source market
- There is also a good geolocation report under **'Demographics'** in the 'Audience' section. This report will tell you, to a high degree of accuracy, which countries and cities your website visitors are located in.

Locations with moderately high volumes of traffic but low levels of engagement and some or no conversions are the ones to concentrate on first. In many cases, not having a website ready in a user's language is a key factor for poor engagement and conversion rates.

**Top tip:** There are numerous tutorials on YouTube and Google Analytics. It well worth putting the time into familiarising yourself with all of its functions.

## Determine your percentage of mobile traffic from each country

The Fáilte Ireland 'Path to Purchase' report suggests that international customers are more likely to book attractions and activities through mobile devices when they are already in Ireland.

You can find the percentage of mobile traffic on your website by using Google analytics. Select "Audience" in the Google Analytics toolbar, and then click the "Mobile tab". From there you can view data based on the type of device category

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(desktop, mobile and tablet), a device (i.e. Android/iPhone, etc.), and even operating system.

## What online marketing activities are converting to sales?

The 'Multi-channel Attribution' reports are also useful. Google Analytics uses a last-click attribution model. Last-click attribution means that the marketing activity that was "last-clicked" is given credit for the conversion. For example, if Tom sees an AdWords ad just before purchasing, the AdWords ad is given credit for the sale.

The problem with this model is that it over simplifies the buyers logic. Tom may have seen other adverts elsewhere or be an existing repeat customer. So use the data with a pinch of salt.

**Top tip:** To access the multi-channel attribution report, click on the "Conversions" tab in Google Analytics toolbar, then "Multi-channel funnels", and finally "Assisted conversions".

## Put your KPIs in place now

You know you should be measuring your digital marketing efforts but what should be measured? The answer, of course, is that it depends. What kind of website do you have? What is the business model? What is the main revenue goal you would like to measure? Are there any secondary useful goals to indicate performance?

Once you have decided on the country you would like to monitor; there is a number of top level KPIs that you can establish as your starting point:

- Online Visitors (analytics/statistics)
- Likes/followers (Facebook Insights/Twitter Statistics)
- Enquiries
- Bookings

Questions to ask yourself before you start	✓
Is SEO tracking in place?	
Do I have Google analytics?	
Am I tracking international visitors?	
Am I tracking international bookings?	
Am I tracking international enquiries?	

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## Test your website

Before you embark on translating and/or localising your website, it is important to take a look at the capabilities of your current website. Some areas to consider might be:

- **Navigation:** How easy is it to find your way around the site?
- **Overall look:** Consider the images, buttons and badges. Is it aesthetically pleasing?
- **Content:** How much of the text is geared to your relevant market?
- **Translation possibilities:** Can we translate all elements now as they are? Or do we need to design bespoke targeted sites with an entirely different look and content?
- **SEO:** Does the current site rank well on search engines?

## Speak to your target audience to define new content

The simplest way of getting feedback is by simply asking for it. Create some key questions. For example after asking your French visitors if they enjoyed their stay, ask them some of the following also:

- What did you find most enjoyable?
- What activities and attractions did you enjoy?
- Did you have any difficulties finding what you were looking for?
- Is there anything that would have made your visit more enjoyable/comfortable/memorable?
- If we could do one thing that would WOW you... what would it be?

Not only will the answers to these questions inform your online marketing messaging to attract more similar customers, but it will help you make changes to your product and service offerings too.

## Top tips to increase international online presence

1. **Create local domains:** Penetrate specific overseas markets by creating sites with local domains. For example .co.uk, .de, .fr and .eu. Local domains also increase your credibility in that market and ensure better ranking on local search engines. Alternatively, if you don't have budget/resources to build and manage multiple sites, you can point these international domains to the translated sections of your main site. For example, [www.yourdomainname.de](http://www.yourdomainname.de) should point to the German section/folder [www.yourdomainname.com/de](http://www.yourdomainname.com/de)



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**Note:** Use Google Search Console to tell Google to display the German version of your site to viewers of results from [www.google.de](http://www.google.de)

- 2. Use reports and analytics to full effect:** To monitor just how successful your efforts in targeting international customers are, it is vital that you monitor them. Set measurable goals and a set time-frame too.
- 3. Localise your design:** Change your images and colour schemes to better appeal to the differences in cultures and preferences. Be careful not to damage your branding with regards to the original site design.
- 4. Localise your content:** Translate and adapt the language, terminology, measurement units, currency and dates. Bear in mind that even for American English content, differences in spelling and vocabulary need to be taken into account.
- 5. Translate:** Always ensure translation is done by a professional translator and is of high quality. Only use tools like Google Translate to quickly understand inbound enquiries, not to translate content to your audience. Also, make it easy for them to switch to their translated version, should they land on the English site.
- 6. Host the site locally:** Improve page load speed and search engine ranking by hosting locally. Sixty three percent of people find websites via a search engine, so it is important to rank well. Businesses searching for local suppliers can find you more easily if you are hosted locally.
- 7. Research local search engines:** Which local search engines are your target markets more likely to use? Also, research the keywords unique to each country. Remember to put the translated keywords, the page title, URL, meta data, header title, page content, alt text, bold text and hyperlinked text.
- 8. Localise your social media:** Develop a social media strategy to share tailored content with different target markets. This will likely build a following in that country and encourage more interaction, enquiries and bookings.