

# Building and Managing a Tourism Website that Works.

**These days, it is essential that every business has a website. But not any old website... they need a website that works!**

As the major information source of our time, the Internet is used by millions of people every day to search for information on products and services - therefore it is critical that all businesses invest in an online presence to simply remain in the game.

**A good website can and WILL add value to your bottom line.**

Because the Internet is used so prolifically to search for products and services, your website needs to be the epicentre of your marketing strategy, and therefore requires the majority of marketing resources and effort.

This workshop is designed for those businesses who want to get ahead of the game, and learn how to leverage the online space effectively for their business.

After the workshop, you will understand:

- What a digital/online marketing strategy is, and the importance of a website;
- How to develop and design a website that not only looks great, but is easy to use (for businesses and visitors);
- What Search Engine Optimisation is and how to implement principles and techniques on your business' website in order to be listed the first page of search engine results;
- How to write engaging, search engine friendly copy for websites; and
- What, when and how to measure the performance of your website, and make changes to your site based on websites statistics, to ensure it the best opportunity of making money for your business.

So, if you want to learn how to develop a website that will achieve results for your business' bottom line and stay ahead of your industry competitors, then this workshop will provide you with the information and tools you need to improve your online presence straight away.

## ABOUT PAIGE

Paige Rowett, Director at The Gen Y Project, has 7 years' experience working in project manager roles to deliver strategic marketing outcomes for Government agencies and private businesses in Adelaide and regional South Australia. Paige has skills in the development, implementation and ongoing management and evaluation of strategic marketing plans. Paige assists business' to develop their online / internet marketing strategy which includes the implementation of search engine optimisation (SEO), social media set up and implementation, e-newsletter development and training and workshops.

*"Paige's ongoing assistance with our digital marketing is inspirational and the results are tangible. Her marketing knowledge and skills, combined with her ability to manage our website and search engine optimisation, have ensured growth in our businesses. "*

*- Sharyn Rogers, Owner, Seppeltsfield Vineyard and Cottage and Seize The Day Wines*

## COURSE DETAILS

Port Pirie	14 March
Clare	15 March
Kadina	3 April
Whyalla	11 April
Adelaide	17 April
Mount Barker	19 June
Victor Harbor	26 June
Kingscote	27 June
Port Lincoln	4 July
Barossa	18 July
Murray Bridge	24 July
Port Augusta	27 September
Mount Gambier	8 November
Renmark	15 November

## INVESTMENT

SATIC Member: \$190

Non Member: \$240

Incl. GST and a comprehensive workshop booklet

## TIME

9.00am – 4.00pm

Incl. lunch and morning/afternoon tea & half hour discussion time

## TO SECURE YOUR SPOT

Please visit:

<http://www.mybookingmanager.com/wesbitetraining>



Please note: If minimum numbers are not met, you will receive notification of the cancelled event and receive a reimbursement of your payment.

Please note that if you should cancel within 6 days of the scheduled course, you will not be refunded.

For more details, please contact Chloe Camilleri (SATIC Training and Events Coordinator) on 8110 0128 or [chloe@satic.com.au](mailto:chloe@satic.com.au).