DIGITAL READY

Module 1 – Web basics

- Website usability
- Website design
- Content management systems (CMS)
- Basic search engine optimization (SEO)
- Australian Tourism Data Warehouse (ATDW)
- Basic measurement and analytics

Module 2 – Be bookable online

- Online booking systems
- Yield management
- Booking visibility on your website
- Managing online bookings
- Bring them back!

Module 3 – Increase your website traffic

- Search engine optimisation on-site and off-site
- Search engine marketing
- Email marketing
- Online advertising, blogging and social media
- Traffic monitoring and optimisation

Module 4 – Planning your online strategy

- Analysing your business targets and customer acquisition process
- Analysing your current online marketing activities
- Developing your online strategy
- Prioritisation of your online activities
- Controlling, measuring and monitoring your strategy

Module 5 – Online marketing for events

- Event 'digital' timeline for digital marketing
- Search engine optimisation (SEO)
- Blogging
- Search engine marketing (SEM)
- Email marketing
- Social media

- Traffic monitoring and optimisation
- Copyright

Module 6 – Maximising Facebook

- Why Facebook?
- Benefits of social media
- Functions and features
- Facebook strategy
- Quality content
- Optimising interactions
- Messenger
- Advertising
- Insights
- Copyright

Module 7 - Maximising Instagram

- Why Instagram?
- Benefits of social media
- Personal vs business
- Functions and features
- Hashtags
- Instagram strategy
- Quality content
- Optimising interactions
- Stories and IGTV
- Advertising
- Insights
- Work with influencers
- Copyright

Module 8 – Reputation Management

- Why reviews are important to customers and drive business outcomes?
- Best of Queensland Experiences program and ReviewPro
- How to increase reviews
- Where your customers can leave a review
- What your customers expect
- Negative comments
- Responding to customers