AGENDA

- Digital trends in tourism
- Audit your own site
- Search and Analytics
- Hiring a Partner
- Website Project Development Process
- Content Management Systems
- Budget considerations
- Social integration on your website
DIGITAL TRENDS IN TOURISM
83 PERCENT OF ALL LEISURE TRAVELERS USE THE INTERNET FOR TRAVEL RESEARCH AND PLANNING

*Google’s Road to Travel Decision 2012*
OUT OF THE 100 MILLION SMARTPHONE USERS IN THE US

42 PERCENT will research travel information on their phone before booking a trip

20 PERCENT will actually book their trips through mobile devices in 2013

*ComScore / Google & Ipsos  The 2012 Traveler
46 PERCENT INCREASE OVER MARCH 2010
10% of all Google travel searches are conducted on mobile devices
70% of mobile hotel bookings are for the same day.

*Think Travel with Google*
Where do people go to plan travel?

- Internet: 85%
- Family & Friends: 60%
- Informational Brochures: 32%
- Magazines: 24%
- TV: 22%
- Travel Agents: 18%
- Books: 18%
- Newspapers: 18%
- Toll-free numbers: 12%
- Travel Groups: 11%
- Radio: 7%

*ThinkTravel with Google*
What is included in the Internet category?

- search engines
- hotel websites
- online travel agencies (OTAs)
- airline Websites
- map sites
- travel search sites
- car rental sites
- online video sites
- travel planning sites
- general discount sites
- cruise operators sites
- booking sites
- destination sites
- review sites
- news and feature sites
- social media

*ThinkTravel with Google*
KEY TRENDS

- Mobile is playing an increasing role in the travel process, both leading up to and during trips

- People want and expect a more informed travel experience, driven largely by the growing functionality of mobile devices

- The internet, including social sites, is the biggest factor in the travel decision making process

- Multimedia content like photos and videos play a powerful role in the social sphere, driving inspiration and action

- Travelers look to the experiences of others through social and travel review sites when making travel decisions
WEBSITE HEALTH
AUDIT YOUR SITE

Your website is open 24/7 and it’s usually the first place a customer will experience your brand.
WEBSITE HEALTH CHECK
{ Five things you can check out on your website today. }

SEO FRIENDLY?

Live text
Meta information
Alt tags
Internal linking
Keywords in headings and copy
Non-Flash

SEO (Search Engine Optimization) //
The process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.
WEBSITE HEALTH CHECK

Can people see your site on their mobile phone or tablet device?

iOS & Android

iOS – mobile operating system created by Apple (may only be used on iPhone, iPad, iPod devices)
Android – open source mobile operating system that can run on any Android device (backed by Google)
WEBSITE HEALTH CHECK

Can visitors to your site contact you no matter what time of day they may choose to visit?

CONTACT

Make

Google Map
Phone
Email

Social Channels
Online Form

CRM (Customer Relationship Management) //

Using technology to organize, automate, and synchronize a company's interactions with current and future customers.
WEBSITE HEALTH CHECK

Who is visiting your site and how often?

Do you know how much traffic you are getting?
Do you know where that traffic is coming from?

Web Analytics //
A tool used to measure, analyze and report on traffic to a website. Data can be used for business/market research and to help optimize the effectiveness of a web site.
WEBSITE HEALTH CHECK

{ Your website is living. It shouldn’t be ignored by you—or it will be ignored by your customers }

Fresh CONTENT

Make a date with your website at least once a month.

- Review Your Analytics -- what’s working & what’s not
- Add NEW content

CMS (Content Management System)

A computer program that allows a non-technical administrator to update content on a website.
SEARCH BREAKDOWN/

SEARCH TERM OR PHRASE

Raft trips jackson hole

Ads related to Raft trips jackson hole

Jackson Hole Float Trips - jacksonholefloattrips.com
www.jacksonholefloattrips.com/
Enjoy a scenic float trip in Jackson Hole and save 10% online!

Dave Hansen White Water - DaveHansenWhitewater.com
www.davehansencanoe.com/
Book Online now & get 2011 rates! Whitewater, Scenic and Combo Trips.

Jackson Hole Raft Trips - TetonWhiteWater.com
www.tetonwhitewater.com/
Exciting & Affordable Snake River Whitewater Trips - Book Yours Now

Scenic Float Trips - Jackson Hole Wyoming Vacations
www.jacksonhолнet.com/summer/amscenic_float_trips.php
Dec 13, 2012 - Jackson Hole Wyoming > Summer Recreation > Scenic Float Trips //
Human-Driven Travel Guides - Sharing the places we love!

Jackson Hole Wyoming White Water Rafting, Whitewater Trips ...
www.jacksonhолнet.com/summer/whitewater_rafting.php
Jackson Hole Wyoming > Summer Recreation > Whitewater Rafting // Human-Driven Travel Guides - Sharing the places we love!

Barker-Ewing River Trips
www.barker-ewing.com/

GOOGLE MAPS

Paid

Map for Raft trips jackson hole

Paid

Top Jackson Hole Rafting
www.raftingsanorca.com/
See trips in famous Jackson Hole.
Get A Free Catalog & info today!

MD Rafting Tours
www.precisionrafting.com/
Youghiogheny, Cheat, Big Sandy Raft Trips. Reserve Your Tour Today!

Rafting in Colorado
www.coloradorafting.net/
Affordable Whitewater Rafting Trips
in Colorado. Save 20% Today!
Jackson Hole Raft Trips - TetonWhiteWater.com
www.tetonwhitewater.com/
Exciting & Affordable Snake River Whitewater Trips - Book Yours Now

Scenic Float Trips - Jackson Hole Wyoming Vacations
www.jacksonhole.net/summer/scenic_float_trips.php
Dec 13, 2012 – Jackson Hole Wyoming > Summer Recreation > Scenic Float Trips // Human-Driven Travel Guides - Sharing the places we love!

Jackson Hole Wyoming White Water Rafting, Whitewater Trips...
www.jacksonhole.net/summer/whitewater/rafting.php
Jackson Hole Wyoming > Summer Recreation > Whitewater Rafting // Human-Driven Travel Guides - Sharing the places we love!

Barker-Ewing River Trips
www.barker-ewing.com/
Google+ page

Mad River Boat Trips
mad-river.com/
4 Google reviews

Solitude Float Trips
www.grand-teton-scenic-floats.com/df...
1 Google review

Dave Hansen Whitewater
davehansenwhitewater.com/
Score: 30 / 30 - 10 Google reviews

Jackson Hole Whitewater
www.jhww.com/
5 Google reviews

Sands Whitewater and Scenic River Trips
www.sandswhitewater.com/
Google+ page

Teton Scenic Float Tours
tetoncoolerfloattours.com/
5 Google reviews

945 W Broadway
Jackson
(307) 733-1000

1255 W 89 south U.S Highway
Jackson
(800) 456-7238

110 E Kams Ave
Jackson
(307) 733-2871

225 W Broadway
Jackson
(800) 732-6205

850 W Broadway
Jackson
(307) 733-1007

1450 S Us Highway 89
Jackson
(307) 733-4410

200 N Cache St
Jackson
(307) 413-4813
Google Analytics

Web Traffic

{ Installing is easy and there is no monthly fee. That's right -- FREE analytics. }
INSTALLATION/

Sign up with your @gmail address by visiting: Analytics.Google.com
Tell Google about the site you want to track

What would you like to track?

- Web Site
- App

Setting up your web property

Website Name
My Website Name

Web Site URL
http://www.example.com

Industry Category
Technology

Reporting Time Zone
United States (PDT -7:00) Mountain Time

Setting up your account

Account Name

Data Sharing Settings
With other Google products only (opt-in)
Enable enhanced site measurements with AdSense, AdWords, and other Google products for sharing your websites Google Analytics data with other Google services. Only Google services pre-defined will be able to access your data. Show example
Anonymously with Google and others (opt-in)
Enable recombinant sharing by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. Show example

Get Tracking ID  Cancel
INSTALLATION/

- Copy and paste the provided tracking code into an email for your web developer.
INSTALLATION/

BEGIN TRACKING

4,244 people visited this site

2,934 people visited this site

Visits: 4,244
Unique Visitors: 2,934
Pageviews: 5,919
Pages / Visit: 1.39
Avg. Visit Duration: 00:00
Bounce Rate: 78.58%
% New Visits: 61.19%

Wyoming
Visits: 24

Thursday, February 14, 13
HIRING A PARTNER
Designer or Developer?

{ XML, PHP, CRM, CMS, HTML, CSS, FLA, IE, RSS, AWS, RoR -- Oy Vey }
EXPERIENCE MATTERS
{ Suggested questions to ask your potential web vendor }

Sample work
Could you provide examples of websites that you both designed and developed?

Specialty
What kind of development do you specialize in?
Are there content management systems that you prefer to work with?

Open Source CMS
A CMS structure in which any developer can have access to the source code.
Generally a larger community of developers working on this kind of system which means better documentation, regular updates & lower cost.
EXPERIENCE MATTERS

{ Suggested questions to ask your potential web vendor }

**Process**
What process do you follow to create a new website?

**Creative/Design/Graphic Work**
Do you create custom designs or utilize templates to create the look & feel?

**References**
Ask to speak to one or two of their more recent clients.

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**Closed Source CMS**
A CMS structure in which a select group of developers can have access to the source code. Generally offer additional security but fewer developers in the community means finding help when you need it might be tricky and/or expensive.
On time delivery
Will this vendor meet your timeline?  Ask to see a sample schedule for your project.

Search Engine Optimization
Will this partner include basic search engine optimization techniques when setting up your new site?

TIP: We have posted a list of experienced vendors in your area to www.4jacksonhole.org
Easy to talk to

Web development projects can force you into some technical conversations. Pick a partner that can describe their process in “layman’s terms”
WEB DEVELOPMENT PROCESS

Going Live

{ 6 steps to a new website }
Sample Website Creation Process

Discovery
- Step 1: Research
- Step 2: Planning Session
- Step 3: Information Architecture
  - Sitemap
  - Client Approval of Sitemap
  - Wireframe
  - Client Approval of Wireframe

Information Architecture
- Step 2: Sitemap
- Step 3: Wireframe
  - Client Approval of Wireframe

Design & Write
- Step 4: 2-3 Concepts Provided to Client
- Step 5: Client Approval of Design Direction
  - Site-wide copy along with design completed and client approved
  - Branding Process
  - Copy Template Provided to Client
  - Cactus Review of Copy

Program
- Step 6: Programming Begins
- Copy and Layout are delivered to Programmer
- Alpha Site Delivered
- Client Approval of Site For Launch

Thursday, February 14, 13
STEP 1: We begin by doing our homework, asking smart questions, listening to your answers and working collaboratively alongside your team to develop creative, technical and measurable solutions for your Website. WE conduct an audit and discovery process of audiences, user experience, competitor sites, industry information and best practices, as well as facilitate an agency/client planning session to gain input, outline goals and objectives for the site and identify all of the required functionality, hosting and maintenance needs.
STEP 2: Based on the discovery step, this will be our recommendation for the pages that should be included within the new site. A correctly architected sitemap takes into consideration the most commonly recognized usability concerns and balances those with the overall goals for the site. The final sitemap will clearly identify the information “buckets” which will be available to the user upon arrival at the new website.
STEP 3: To ensure that the new site holds true to the most commonly accepted tenets of web design, we will create site-wide wireframes. Wireframes are a design-free representation of the new website and are the blueprints that a designer, and the programmer, will use when designing and developing the new site. Much like building a house, where you might look at a blueprint to make sure you have enough bedrooms and bathrooms; the wireframe is a checkpoint to ensure the necessary functionality for the new website has been considered prior to build out.
SAMPLE WIREFRAME

Belts Product Page

Belt Sub Headline

Intro copy about product: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

What To Know About This Product:

- Lorem ipsum dolor sit amet
- Interdum voluptas velit, est

Compatibility & Availability:

- Lorem ipsum dolor sit amet
- Interdum voluptas velit, est

Available Belts:

CDX Belts - Use with CenterTrack Sprockets
STEP 4: The design phase of a website is one of the most crucial pieces. It sets the tone for the user’s experience as well as defines a company's brand and positioning. It needs to be visually appealing yet cannot hinder navigation or information gathering. A successful design should leave a lasting impression and enhance the user’s experience. To ensure consistency in brand, the look and feel for the site will be based on other marketing materials and direction from the client regarding the desired branding.

The client will be presented with two sets of design comps. Each comp set will include a homepage and interior page mock up. Cactus will design responsively so that the site appears nicely on all size browsers.
WIREFRAME TO LAYOUT

HEADLINE PLACEHOLDER FOR THE BELTS PAGE.

ADAPT TEST PROGRESS
- Chromium alloy, non-ferrostatic
- Dark gray alloy coating
- Narrow shouldered belting
- Narrow shouldered belting
- Narrow shouldered belting
- Narrow shouldered belting
- Narrow shouldered belting

AFFORDABLE BELTS

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ACKNOWLEDGMENTS

- Carbon Drive
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Contact Information

- Carbon Drive
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- Carbon Drive
STEP 5: Based on copy points provided by the client, Cactus will develop site wide copy for the website. All copy will be reviewed for grammar and tone. We will also use this step to develop a list of keywords that users might use to find the client site via search engines. To help with your search engine optimization, these keywords will be incorporated into the copy for the website. All developed content will be implemented into the website for delivery to the client.
STEP 6: Once the client has approved all deliverables created to date, site programming will begin. Programming will include the use of search engine safe URLs, meta information and other basic search engine optimization techniques to ensure that the new site is relevant to the most popular search engines. Once complete, the client will review an alpha release of the site in a development environment. The site will go through 2-3 rounds of revision to prepare it for launch. Once approved, we will work with the selected web hosting vendor to launch the site.
CMS OPTIONS

Content Management Systems

{ Making updates to your new website }
MOST POPULAR OPEN SOURCE CMS OPTIONS

Sources: Wordpress.org, drupal.org, joomla.org, mashable.com
### MOST POPULAR OPEN SOURCE CMS OPTIONS

Every IT person, developer and programmer has an opinion when it comes to the various open source content management systems out there.

<table>
<thead>
<tr>
<th>CMS</th>
<th>Ease of Use</th>
<th>Average Setup Cost</th>
<th>About</th>
<th>Sources: Wordpress.org, drupal.org, joomla.org, mashable.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wordpress</td>
<td>Easy</td>
<td>$250 - $15,000</td>
<td>Offers two versions: A free version found at Wordpress.com used most often by bloggers. An open-source CMS option for running dynamic websites.</td>
<td></td>
</tr>
<tr>
<td>Drupal</td>
<td>Medium Complexity</td>
<td>$5,000 - $50,000</td>
<td>Built by developer Dries Buytaert, the project was open-sourced in 2001 and eventually gained a following of community members that has made Drupal one of the most successful open-source projects to date, with a large ecosystem of add-ons and commercial vendors.</td>
<td></td>
</tr>
<tr>
<td>Joomla</td>
<td>Medium Complexity</td>
<td>$2,000 - $20,000</td>
<td>Newcomer to the CMS scene, first released in 2005 as a fork from the earlier Mambo CMS.</td>
<td></td>
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</table>
BUDGET CONSIDERATIONS

How much will this project cost?
BUDGET CONSIDERATIONS

{ You could spend $100 or $1,000,000 -- What's the right amount for you? }

WEBSITE COSTS – Capital Expense (One Time Fee)

- NEW WEBSITE:
  - The initial setup of your website which will include fees paid to a web designer, developer and/or consultant for the creation of your new site.
  - More Functionality = More $’s
    - The cost to produce your new website will be highly dependent on your desired functionality.
  - The most expensive piece of your website project will be the development costs. Mitigate these costs by spending time in the architecture and design phases to plan your site effectively. It is almost always more expensive to change functionality after the site is live than it is to build it the way you want the first time.
BUDGET CONSIDERATIONS

{ You could spend $100 or $1,000,000 -- What's the right amount for you? }

WEBSITE COSTS – Ongoing Fees

- **HOSTING**: Over the years hosting fees have significantly decreased. For most simple sites where we would not be serving video or heavy traffic, you will likely be safe to budget $50 a month for hosting. Larger sites that require a dedicated server may want to consider a budget closer to $250 a month.

- **CMS**: Some CMS platforms will have a monthly or yearly license fee which can start at $200/year and go up from there. If you utilize an open-source CMS you will not need to account for a monthly or yearly licensing fee.

- **MAINTENANCE COSTS**: If you choose to install a CMS on your website, you will be able to make most content updates on your own. However, you will likely need to budget for some help from your selected web vendor for help with changes such as: template changes, functionality changes, security updates or advice on how to continue to grow your web traffic.

- **DOMAIN**: There will be a minimal fee that you will need to pay for your domain. This is generally less than $10 per year and is paid to the registrar of domain.
FUNCTIONALITY

{ It's more than just a plugin }

E-Commerce: If you are considering selling products or services on line, be sure to consider the offline business effects that will have:

- **Customer service:** You are open 24 hours a day. How will you be able to offer 24 hour customer service?

- **Inventory:** Will you be able to offer a wide enough selection of products to make the development investment worth it to your business?

- **Shipping:** Will you be able to offer cost effective and fast shipping?

- **Competition:** Can you compete with Amazon and eBay on offerings and/or price?
FUNCTIONALITY

Third Party Widgets: In many cases the functionality you need is already built and available for free download.

Always look into this option before you pay for custom development for the functionality you are seeking.

- Examples:
  - **OpenTable**: offers a website widget which allows you to offer restaurant table reservations online.
  - **Beds24 Online Booking**: offers a website widget which allows you to offer rooms for rent online.
  - **WooCommerce**: offers an E-Commerce plugin for WordPress which allows you to sell products online and manage your online inventory.
  - **AddThis or ShareThis**: offers an easy way to allow users to share your website content to their social networks.
SOCIAL INTEGRATION
72 PERCENT OF ALL SOCIAL NETWORK USERS ACCESS THEIR SOCIAL NETWORKING SITES DAILY WHILE THEY ARE TRAVELING
Jackson Hole WY hotels – Jackson Hole WY resort – Four Seasons Jackson Hole

http://www.fourseasons.com/jacksonhole/d...

Four Seasons Resort Jackson Hole – official site. Jackson Hole, WY is a prime resort and hotel destination. Enjoy all the Four Seasons Resort Jackson Hole has to offer.

The stunning Grand Targhee is the premiere winter vacation resort. Mix with the moose, elk and bison as you escape to the great outdoors.
3

THINGS TO TAKE AWAY

Update content on your website monthly

Your website should shine on smartphones, tablets and computers

Websites are big investments—don’t be afraid to ask questions