



# Web 101

# 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



\*comScore





10% of all Google travel searches are conducted on mobile devices



\*ThinkTravel with Google





10% of all Google travel searches are conducted on mobile devices

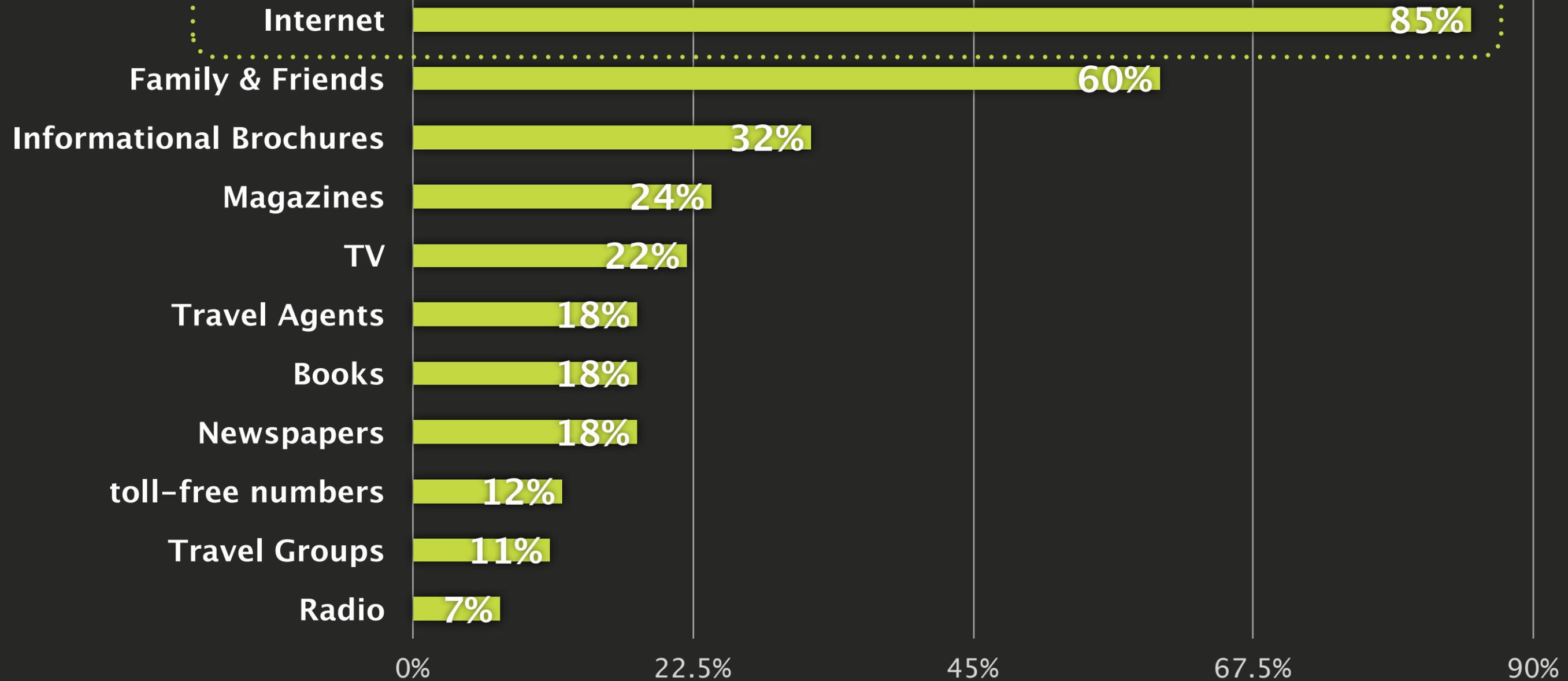


**70** PERCENT

OF MOBILE HOTEL BOOKINGS  
ARE FOR THE **SAME DAY**

\*ThinkTravel with Google







Internet

85%

- 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



# 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.



# 1

# 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.



# 2

# 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)



# 3

## WEBSITE HEALTH CHECK

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

### Make CONTACT

Google Map

Social Channels

Phone

Online Form

Email

### CRM (Customer Relationship Management) //

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



# 4

## WEBSITE HEALTH CHECK

{ Who is visiting your site and how often? }

**GOOGLE** Analytics

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.



# 5

# 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.



# SEO

## Organic Search

{ Search Engine Optimization }

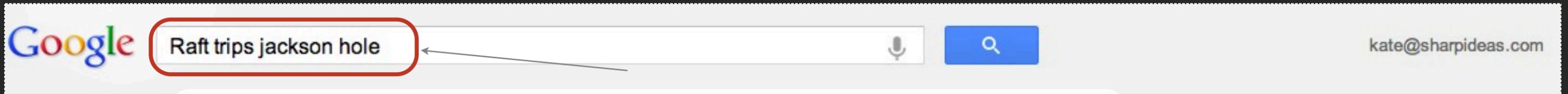
# SEM

## Paid Search

{ Search Engine Marketing }



# SEARCH BREAKDOWN/



## SEARCH TERM OR PHRASE

Web Maps Shopping News Search Tools

About 132,000 results (0.37 seconds)

Ads related to Raft trips jackson hole ⓘ

**Jackson Hole Float Trips - jacksonholefloattrips.com**

[www.jacksonholefloattrips.com/](http://www.jacksonholefloattrips.com/)

Enjoy a scenic float trip in Jackson Hole and save 10% online!

**Dave Hansen White Water - DaveHansenWhitewater.com**

[www.davehansenwhitewater.com/](http://www.davehansenwhitewater.com/)

Book Online now & get 2011 rates! Whitewater, Scenic and Combo Trips.

**Jackson Hole Raft Trips - TetonWhiteWater.com**

[www.tetonwhitewater.com/](http://www.tetonwhitewater.com/)

Exciting & Affordable Snake River Whitewater Trips - Book Yours Now

**Scenic Float Trips - Jackson Hole Wyoming Vacations**

[www.jacksonholenet.com/summer.../scenic\\_float\\_trips.php](http://www.jacksonholenet.com/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.jacksonholenet.com/summer.../whitewater\\_rafting.php](http://www.jacksonholenet.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/](http://www.barker-ewing.com/)

945 W Broadway  
Jackson

PAID

## GOOGLE MAPS



Map for Raft trips jackson hole

Ads ⓘ

**Top Jackson Hole Rafting**

[www.raftingamerica.com/](http://www.raftingamerica.com/)

See trips in famous Jackson Hole. Get A Free Catalog & info today!

**MD Rafting Tours**

[www.precisionrafting.com/](http://www.precisionrafting.com/)

Youghiogheny, Cheat, Big Sandy Raft Trips. Reserve Your Tour Today!

**Rafting in Colorado**

[www.coloradorafting.net/](http://www.coloradorafting.net/)

Affordable Whitewater Rafting Trips in Colorado. Save 20% Today!

PAID

## GOOGLE PLACES



## [Jackson Hole Raft Trips - TetonWhiteWater.com](http://www.tetonwhitewater.com/)

[www.tetonwhitewater.com/](http://www.tetonwhitewater.com/)

Exciting & Affordable Snake River Whitewater **Trips** - Book Yours Now

## [Scenic Float Trips - Jackson Hole Wyoming Vacations](http://www.jacksonholenet.com/summer.../scenic_float_trips.php)

[www.jacksonholenet.com/summer.../scenic\\_float\\_trips.php](http://www.jacksonholenet.com/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 ...](http://www.jacksonholenet.com/summer.../whitewater_rafting.php)

[www.jacksonholenet.com/summer.../whitewater\\_rafting.php](http://www.jacksonholenet.com/summer.../whitewater_rafting.php)

Jackson Hole Wyoming > Summer Recreation > Whitewater Rafting // Human-Driven Travel Guides - Sharing the places we love!

# GOOGLE PLACES

### [Barker-Ewing River Trips](http://www.barker-ewing.com/)

[www.barker-ewing.com/](http://www.barker-ewing.com/)

Google+ page

A 945 W Broadway  
Jackson  
(307) 733-1000

### [Mad River Boat Trips](http://mad-river.com/)

[mad-river.com/](http://mad-river.com/)

4 Google reviews

B 1255 89 south U.S  
Highway  
Jackson  
(800) 458-7238

### [Solitude Float Trips](http://www.grand-teton-scenic-floats.com/def...)

[www.grand-teton-scenic-floats.com/def...](http://www.grand-teton-scenic-floats.com/def...)

1 Google review

C 110 E Karns Ave  
Jackson  
(307) 733-2871

### [Dave Hansen Whitewater](http://davehansenwhitewater.com/)

[davehansenwhitewater.com/](http://davehansenwhitewater.com/)

Score: **30** / 30 - 10 Google reviews

D 225 W Broadway  
Jackson  
(800) 732-6295

### [Jackson Hole Whitewater](http://www.jhww.com/)

[www.jhww.com/](http://www.jhww.com/)

5 Google reviews

E 650 W Broadway  
Jackson  
(307) 733-1007

### [Sands Whitewater and Scenic River Trips](http://www.sandswhitewater.com/)

[www.sandswhitewater.com/](http://www.sandswhitewater.com/)

Google+ page

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

### [Teton Scenic Float Tours](http://tetonscenicfloattours.com/)

[tetonscenicfloattours.com/](http://tetonscenicfloattours.com/)

5 Google reviews

G 200 N Cache St  
Jackson  
(307) 413-8613

Ads ⓘ

### [Top Jackson Hole Rafting](http://www.raftingamerica.com/)

[www.raftingamerica.com/](http://www.raftingamerica.com/)

See **trips** in famous **Jackson Hole**.  
Get A Free Catalog & info today!

### [MD Rafting Tours](http://www.precisionrafting.com/)

[www.precisionrafting.com/](http://www.precisionrafting.com/)

Youghiogheny, Cheat, Big Sandy **Raft Trips**. Reserve Your Tour Today!

### [Rafting in Colorado](http://www.coloradorafting.net/)

[www.coloradorafting.net/](http://www.coloradorafting.net/)

Affordable Whitewater **Rafting Trips**  
in Colorado. Save 20% Today!

### [Yellowstone Raft Company](http://www.yellowstoneraft.com/)

[www.yellowstoneraft.com/](http://www.yellowstoneraft.com/)

Whitewater, Scenic, Kayaking, Horse  
**Rides**, Hiking in Montana For FUN!

### [Hole Jackson](http://www.tripadvisor.com/JacksonHoleLodge)

[www.tripadvisor.com/JacksonHoleLodge](http://www.tripadvisor.com/JacksonHoleLodge)

★★★★★ 113 seller reviews

**Jackson Hole** Lodge 99 Reviews

Compare Prices, Reviews, Book Now!

1,329,738 people +1'd or follow

TripAdvisor

### [Jackson Hole, WY Trips](http://www.expedia.com/Jackson_Hole_Trips)

[www.expedia.com/Jackson\\_Hole\\_Trips](http://www.expedia.com/Jackson_Hole_Trips)

No Booking Fees on Flight + Hotel.

Save on **Trips** to **Jackson Hole**, WY.

751,834 people +1'd or follow Expedia

[See your ad here »](#)



# 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](https://Analytics.Google.com)



The screenshot shows the Google Analytics installation guide. At the top left is the Google Analytics logo. At the top right, it displays the user's email 'kate@sharpeideas.com' and links for 'My Account' and 'Sign out'. Below the header is an orange bar. The main content is titled 'Start analyzing your site's traffic in 3 steps'. It features three numbered steps: 1. 'Sign up for Google Analytics' with an icon of a pencil on a notepad and the text 'All we need is some basic info about what site you'd like to monitor.' 2. 'Add tracking code' with an icon of a screwdriver and wrench on a laptop and the text 'You'll get a tracking code to paste onto your pages so Google knows when your site is visited.' 3. 'Learn about your audience' with an icon of a laptop showing a bar chart and the text 'In a few hours you'll be able to start seeing data about your site.' To the right of these steps is a box titled 'Start using Google Analytics' containing a 'Sign up' button, the text 'Sign up now, it's easy and free!', and a link to the 'Help Center'.



# INSTALLATION/

# Tell Google about the site you want to track

Google Analytics kate@sharpideas.com My Account Sign out

### What would you like to track?

Web Site  App

Track web sites whose HTML you control. Track interactions within Android and iOS apps.

### Setting up your web property

**Website Name**

**Web Site URL**  
  
Example: http://www.mywebsite.com

**Industry Category** [?](#)

**Reporting Time Zone**

### Setting up your account

**Account Name**  
Accounts are the top-most level of organization and contain one or more tracking IDs.

**Data Sharing Settings** [?](#)

- With other Google products only** *optional*  
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)
- Anonymously with Google and others** *optional*  
Enable benchmarking 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](#)



### What would you like to track?

<b>Web Site</b>	<b>App</b>
Track web sites whose HTML you control	Track interactions within Android and IOS apps

### Setting up your web property

#### Website Name

#### Web Site URL

Example: <http://www.mywebsite.com>

#### Industry Category ?

#### Reporting Time Zone

### Setting up your account

#### Account Name

Accounts are the top-most level of organization and contain one or more tracking IDs.

#### Data Sharing Settings ?

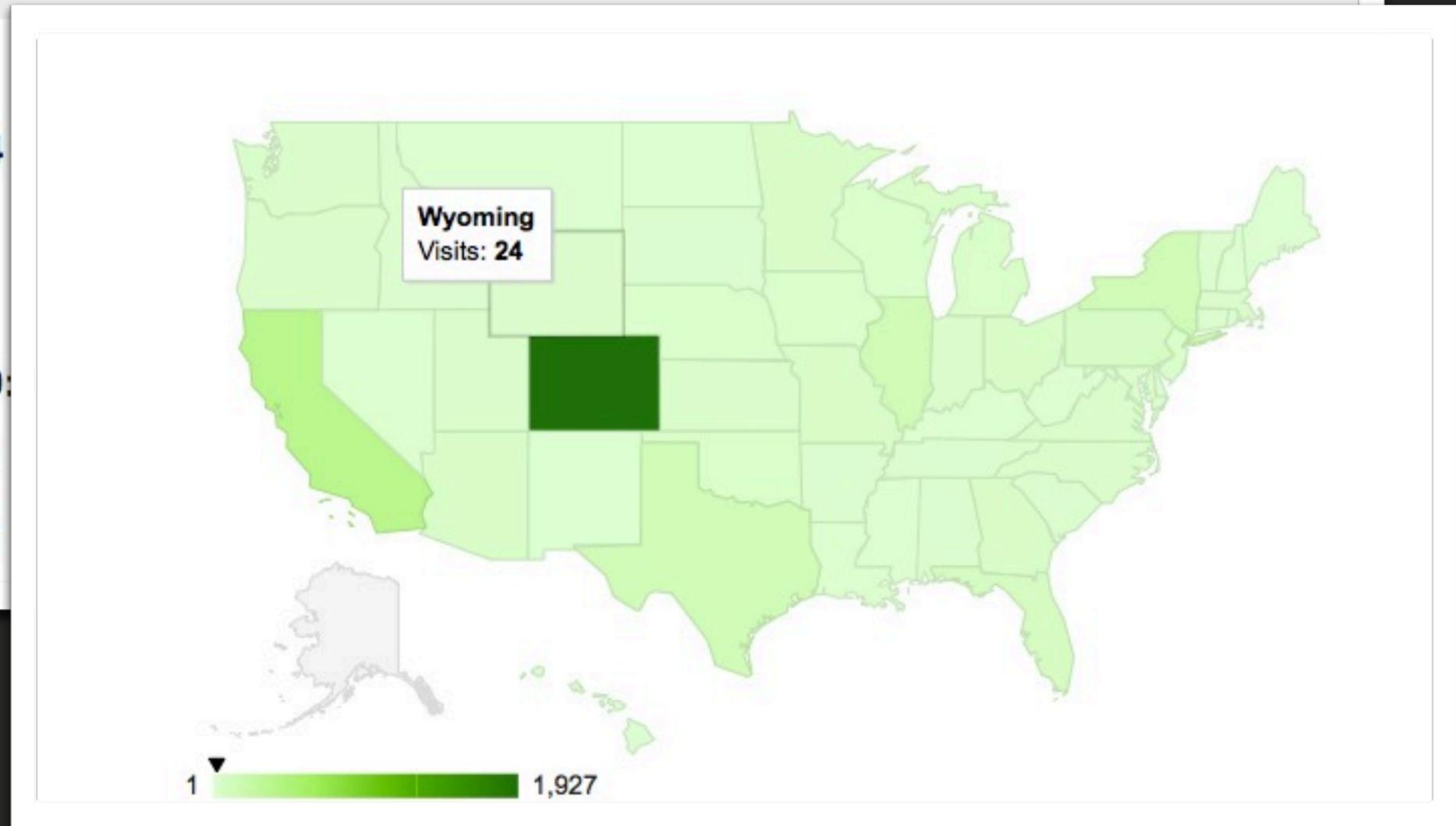
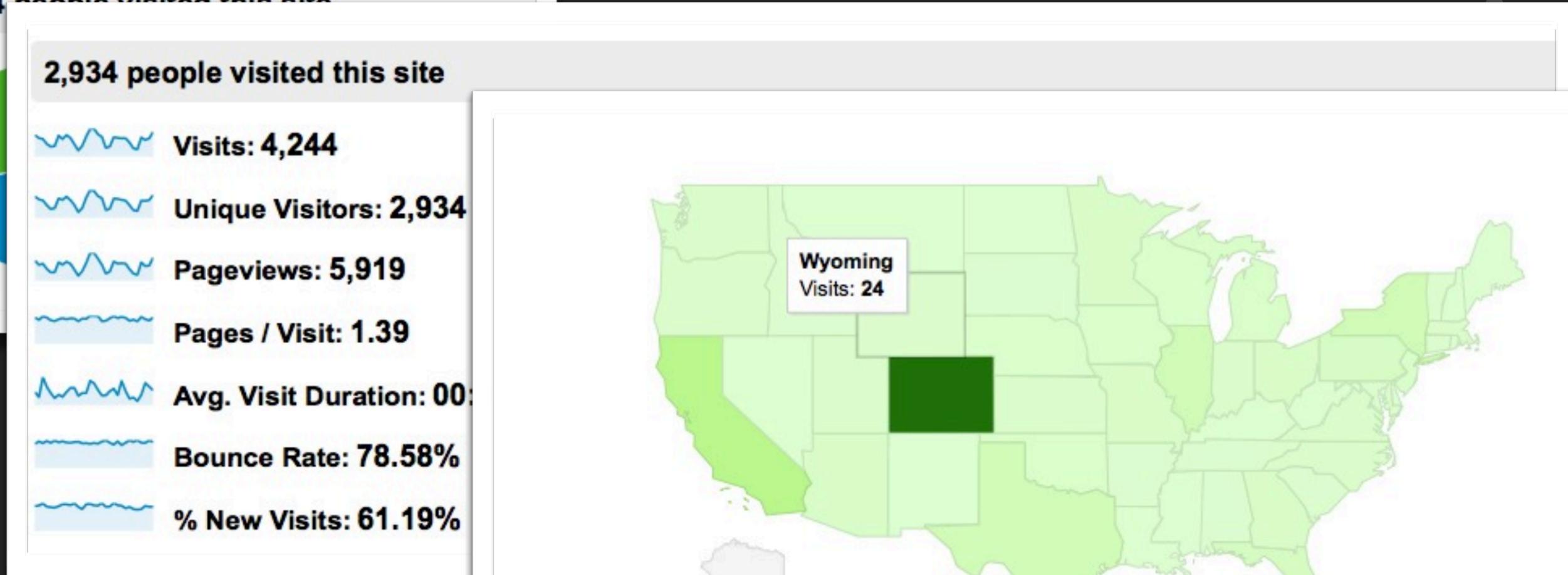
- With other Google products only** *optional*  
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.* [Show example](#)
- Anonymously with Google and others** *optional*  
Enable benchmarking 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](#)



# INSTALLATION/

# BEGIN TRACKING



# 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 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.

## 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.



# EXPERIENCE MATTERS

{ Other things to consider when choosing your partner }

## 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](http://www.4jacksonhole.org)



# EXPERIENCE MATTERS

{ Other things to consider when choosing your partner }

## 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”



A decorative arc of light gray dots is positioned on the left side of the slide, curving upwards and then downwards.

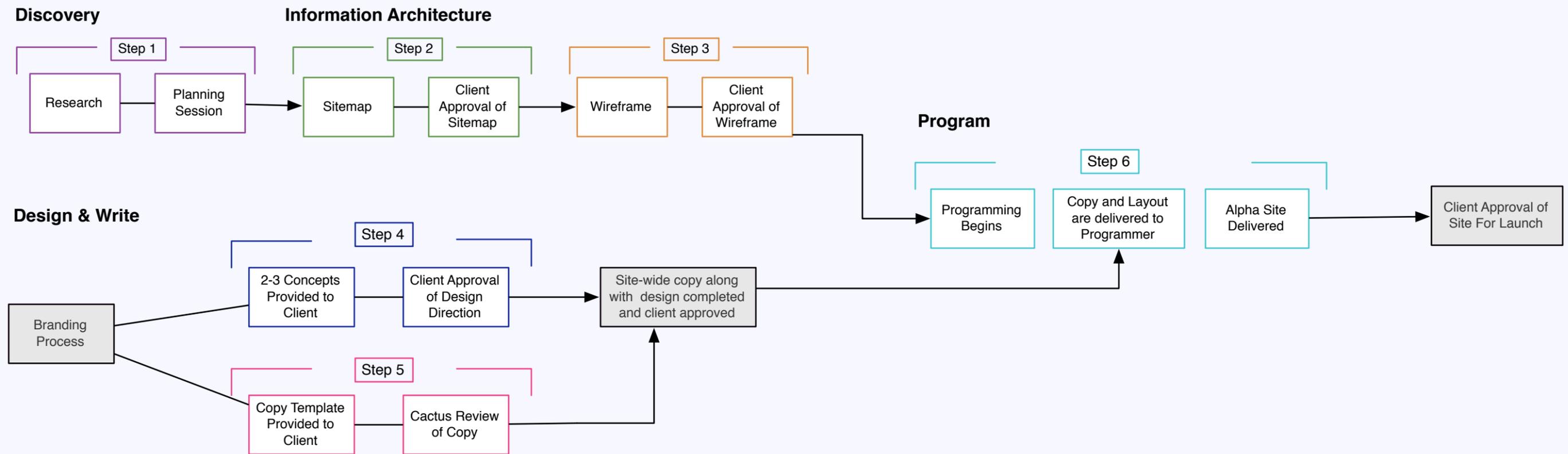
# WEB DEVELOPMENT PROCESS

## Going Live

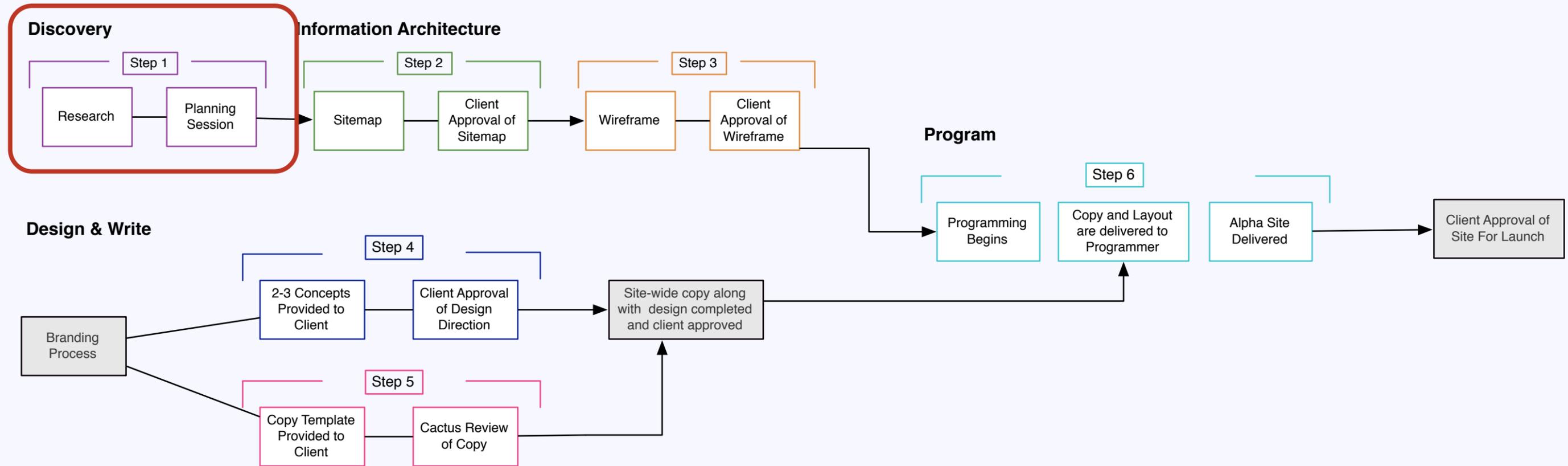
{ 6 steps to a new website }



# Sample Website Creation Process



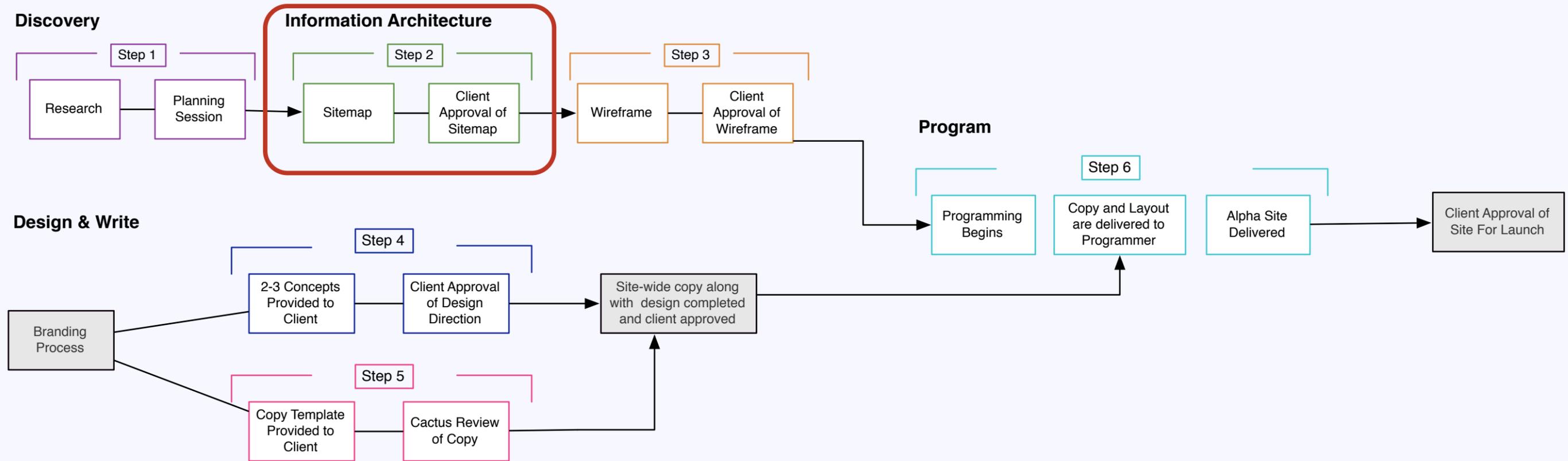
# STEP 1 : DISCOVERY



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 : SITEMAP

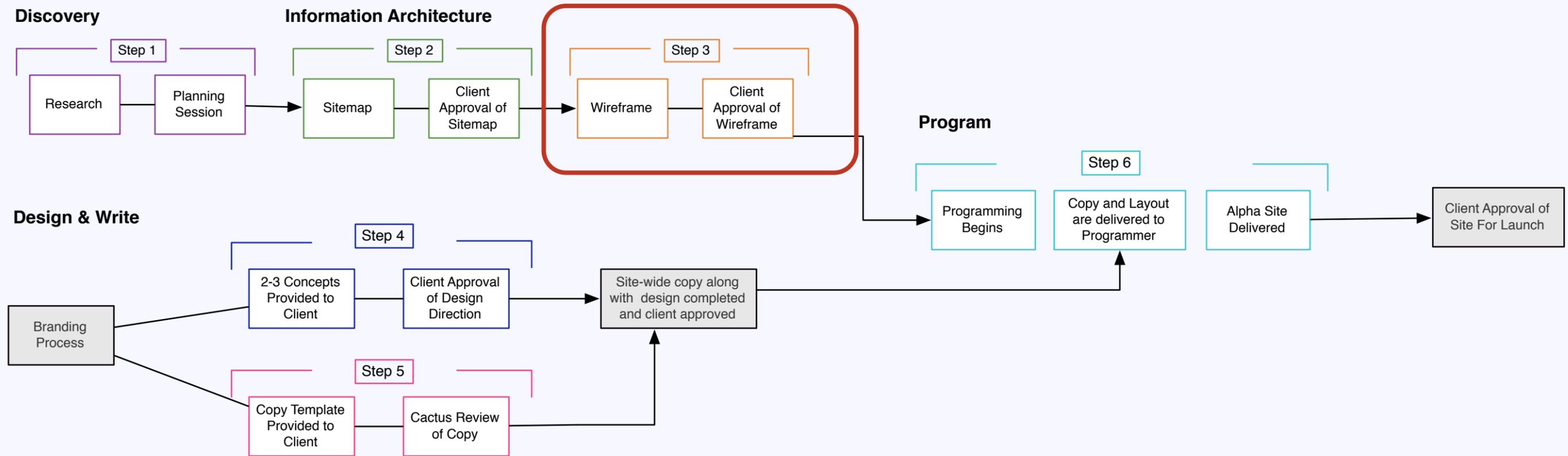


STEP 2: Based on the discovery step, this will be our recommendation for the pages that should be included within the new site. A correctly architected sitemap takes into consideration the most commonly recognized usability concerns and balances those with the overall goals for the site. The final sitemap will clearly identify the information “buckets” which will be available to the user upon arrival at the new website.





# STEP 3 : WIREFRAMES



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

**4. Template Needed  
(Belts Product Page)**

Story	Products	Tech	Gallery	Buy	OEM / Factory	Blog	Contact
<b>Belts</b>	CDX CenterTrack Sprockets	CDC MudPort Sprockets	Tandem Sprockets & Belts	Accessories & tools	FAQ		

### Belts Product Page

1.0

#### Belt Sub Headline

Intro copy about product: Lorem ipsum dolor sit amet, consectetur adipisicing 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 volgus videt, est

#### Compatiblilty & Availablilty:

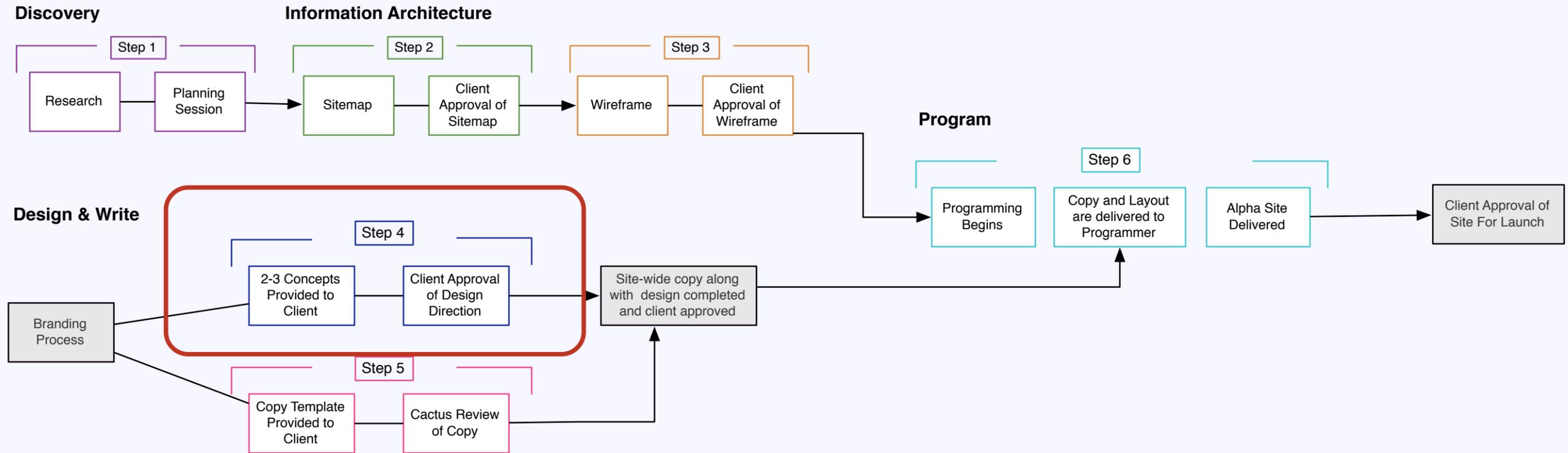
- Lorem ipsum dolor sit amet
- Interdum volgus videt, est

#### Available Belts:

CDX Belts - Use with CenterTrack Sprockets



# STEP 4 : DESIGN



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

4. Template Needed (Belts Product Page)

Home | Products | Tech | Gallery | Buy | OEM / Factory | Blog | Contact

Belts | CDC CenterTrack Sprockets | CDC MadPort Sprockets | Tandem Sprockets & Belts | Accessories & Tools | FAQ

## 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 volpes videt, est

**Compatibility & Availability:**

- Lorem ipsum dolor sit amet
- Interdum volpes videt, est

**Available Belts:**

**CDX Belts - Use with CenterTrack Sprockets**

Teeth	Pitch (mm)	Belt Length (mm)	Width (mm)	Tooth Fabric	Belt ID Number	Material	Weight	Notes
113	11	1243	10	Blue	11M-113T-105 Blue	Carbon fiber reinforced polyurethane	15	Some additional notes about this item here.
115	11	1265	10	Black	11M-115T-105 Blue	Carbon fiber reinforced polyurethane	15	Some additional notes about this item here.
225	12	2000	12	Blue	11M-115T-105 Blue	Carbon fiber reinforced polyurethane	15	Some additional notes about this item here.

**CDC Belts - Use with MadPort Sprockets**

Teeth	Pitch (mm)	Belt Length (mm)	Width (mm)	Tooth Fabric	Belt ID Number	Material	Weight	Notes
113	11	1243	10	Blue	11M-113T-105 Blue	Carbon fiber reinforced polyurethane	15	Some additional notes about this item here.
115	11	1265	10	Black	11M-115T-105 Blue	Carbon fiber reinforced polyurethane	15	Some additional notes about this item here.
225	12	2000	12	Blue	11M-115T-105 Blue	Carbon fiber reinforced polyurethane	15	Some additional notes about this item here.

BeltsSprocket Calculator 4.0 | Tensioning App for iPhone 3.0

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1.0 User will be able to view multiple images/video of the product and ability to enlarge the images. When enlarged, all images/video will appear in a lightbox overlay and the user will be able to scroll through all available images/videos in the lightbox overlay. Video will utilize YouTube embed for controls and hosting

2.0 See last page of wireframe for product attribute detail

3.0 Links to iTunes for app overview and purchase

4.0 Opens in Lightbox overlay (Framed from existing site)

WF-Galax-V8 | Page 3



Galax CARBON DRIVE™

HOME | STORY | PRODUCTS | TECH | GALLERY | BUY | BLOG | CONTACT

OVERVIEW | BELTS | CDX SPROCKETS | CDC SPROCKETS | TANDEM | ACCESSORIES & TOOLS | FAQ

## HEADLINE PLACEHOLDER FOR THE BELTS PAGE.

Intro copy about product: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed molestie luctus commodo. Proin id augue ligula. Duis suscipit, sapien sed euismod aliquet, tortor ligula faucibus orci, vel faucibus eros mi ac tortor. Praesent condimentum augue at quam gravida sedales. Pellentesque mattis mattis ipsum, non suscipit mauris blandit quis. Vivamus sollicitudin pellentesque laculis.

**ABOUT THIS PRODUCT**

- Ordinem nulla, quis scelerisque
- Usto semper vehicula.
- Nullam malesuada leo quis
- Sem faucibus nec scelerisque
- Erat imperdiet nullam molestie

**ABOUT THIS PRODUCT**

- Ordinem nulla, quis scelerisque
- Usto semper vehicula.
- Nullam malesuada leo quis
- Sem faucibus nec scelerisque
- Erat imperdiet nullam molestie

Image of a belt and sprocket assembly.

Caption area. Image credit may go here.

**AVAILABLE BELTS**

**CDX™ BELTS** FOR USE WITH CENTERTRACK™ SPROCKETS

TEETH	PITCH (MM)	LENGTH (MM)	WIDTH (MM)	TOOTH FABRIC	BELT ID#	MATERIAL	WEIGHT	NOTES
113	11	1243	10	blue	11M-113T-105 Blue	Carbon fiber reinforced polyurethane	15	n/a
115	11	1265	10	black	11M-115T-105 Black	Carbon fiber reinforced polyurethane	15	n/a
225	12	2000	10	blue	11M-115T-105 Blue	Carbon fiber reinforced polyurethane	15	n/a

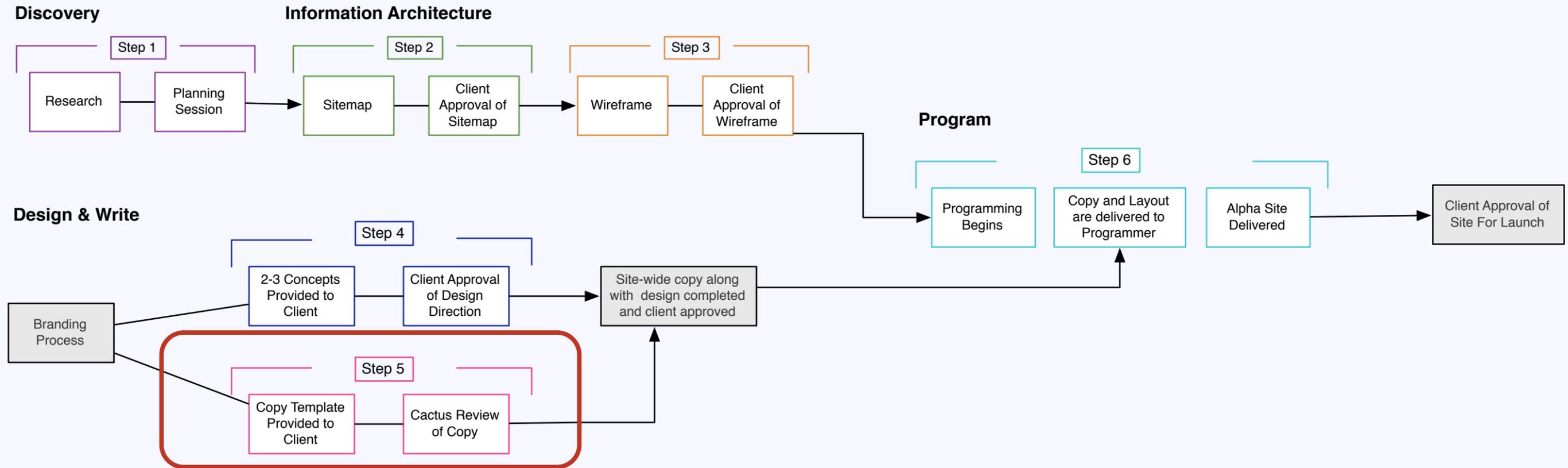
**CDX™ BELTS** FOR USE WITH CENTERTRACK™ SPROCKETS

TEETH	PITCH (MM)	LENGTH (MM)	WIDTH (MM)	TOOTH FABRIC	BELT ID#	MATERIAL	WEIGHT	NOTES
113	11	1243	10	blue	11M-113T-105 Blue	Carbon fiber reinforced polyurethane	15	n/a
115	11	1265	10	black	11M-115T-105 Black	Carbon fiber reinforced polyurethane	15	n/a

Galax | OEM / Factory | Media Kit | Terms and Conditions | Privacy Policy | © 2012 Galax Corp. The color "carbon blue" is a trademark of the Galax Corporation. All rights reserved.



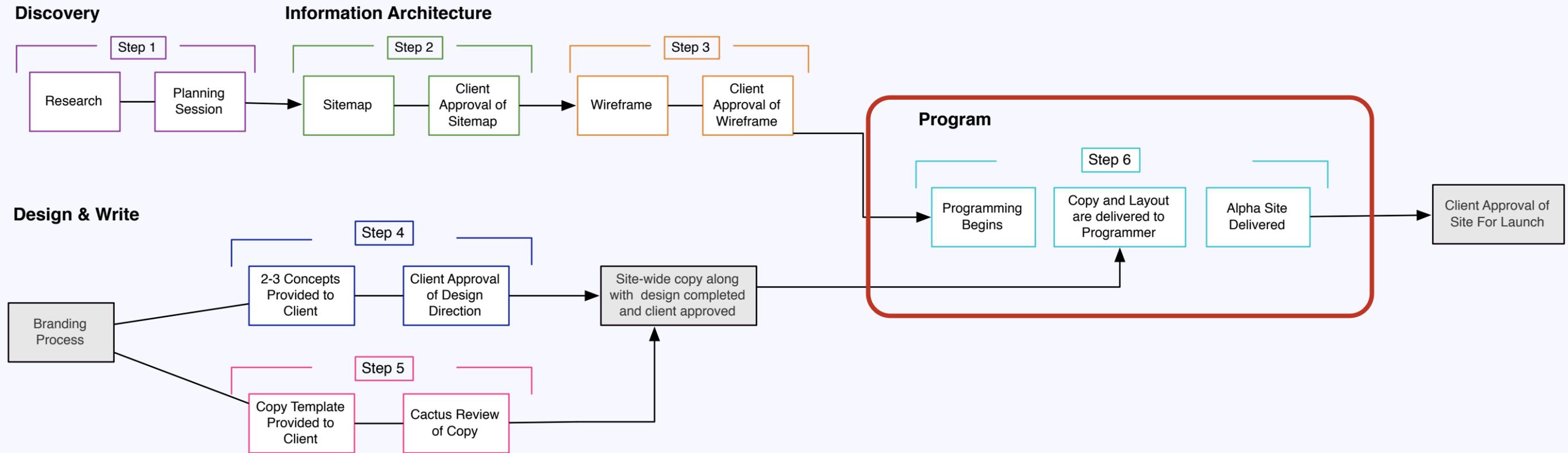
# STEP 5 : WRITE



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 : PROGRAMMING



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.



A decorative arc of small, light-colored dots is positioned to the left of the main title.

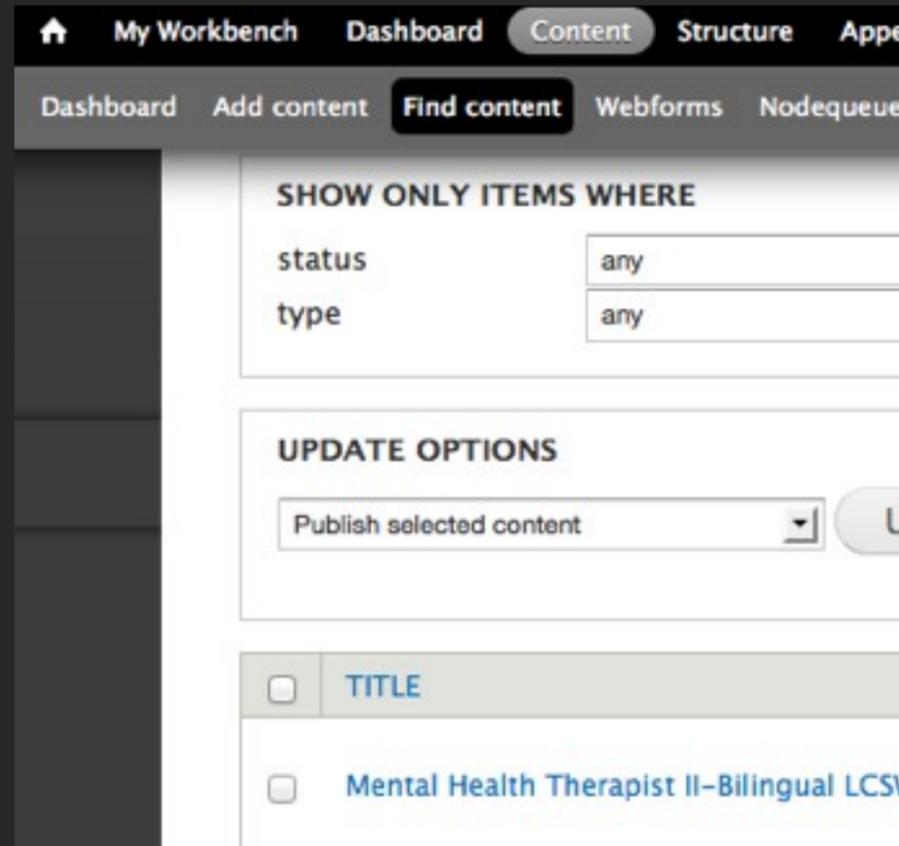
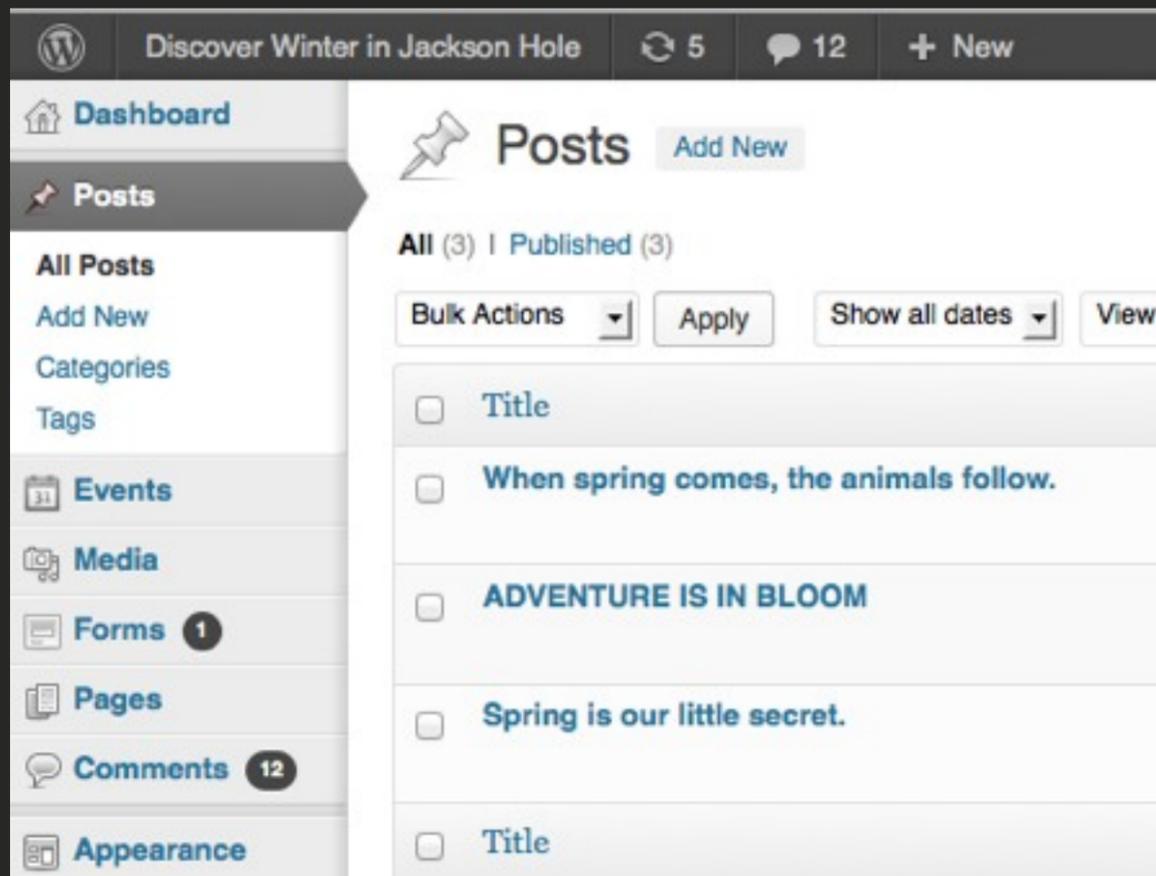
# CMS OPTIONS

## Content Management Systems

{ Making updates to your new website }



# MOST POPULAR OPEN SOURCE CMS OPTIONS

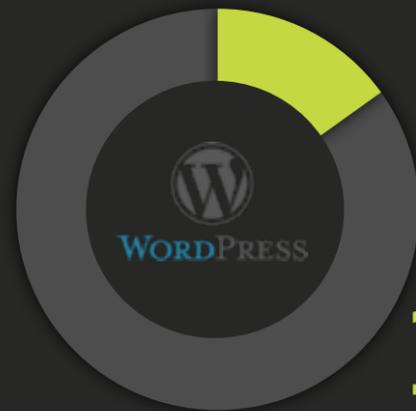


Sources: Wordpress.org, drupal.org, joomla.org, mashable.com

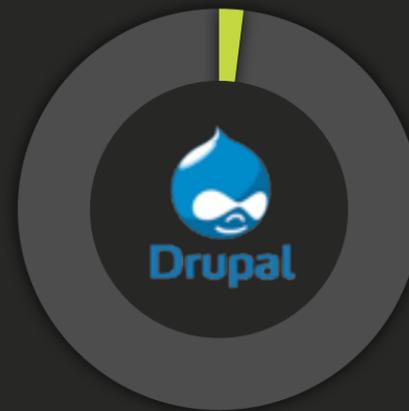


# MOST POPULAR OPEN SOURCE CMS OPTIONS

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



14.3 PERCENT



1.6 PERCENT



2.7 PERCENT

<p><i>About</i></p> <ul style="list-style-type: none"> <li>• Offers two versions:           <ul style="list-style-type: none"> <li>• A free version found at Wordpress.com used most often by bloggers</li> <li>• An open-source CMS option for running dynamic websites</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Newcomer to the CMS scene, first released in 2005 as a fork from the earlier Mambo CMS</li> </ul>
<p><i>Average Setup Cost</i></p> <p>\$250 - \$15,000</p>	<p>\$5,000 - \$50,000</p>	<p>\$2,000 - \$20,000</p>
<p><i>Ease of Use</i></p> <p>Easy</p>	<p>Medium Complexity</p>	<p>Medium Complexity</p>

Sources: Wordpress.org, drupal.org, joomla.org, mashable.com





# 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

{ It's more than just a plugin }

**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

\*EyeForTravel.com



# YOUR DIGITAL ECOSYSTEM



# SHARING CONTENT FROM YOUR SITE

The image shows a screenshot of the Four Seasons Hotels and Resorts website. The page is for the Jackson Hole resort, with a navigation menu at the top including 'Find a Hotel or Resort', 'Meetings & Events', 'Weddings', 'Residences', and 'My Account & Reservations'. A secondary navigation bar contains 'ACCOMMODATIONS', 'PHOTOS & VIDEOS', 'SERVICES & AMENITIES', 'DINING', 'SPA', 'DESTINATION', 'OFFERS', and a prominent 'MAKE A RESERVATION' button. The main content area features the resort's logo and the text 'FOUR SEASONS RESORT JACKSON HOLE'. A sidebar on the left lists 'DESTINATION' options: Highlights, Directions & Maps, Resort Map, Winter Activities, Warm Weather Activities, and Winter Itinerary. A weather widget on the right shows 'LOCAL TEMPERATURE -2°C / 28°F'. A Facebook share dialog is overlaid in the center, titled 'Share This Link'. It includes a 'Share:' dropdown set to 'On your own timeline', a 'Write something...' text area, and a preview of the shared content. The preview shows the Four Seasons logo, the title 'Jackson Hole WY hotels - Jackson Hole WY resort - Four Seasons Jackson Hole', a URL, and a short description. Below the preview are navigation arrows, '1 of 1 Choose a Thumbnail', and a 'No Thumbnail' checkbox. At the bottom of the dialog are 'Share Link' and 'Cancel' buttons. The background of the website is partially visible, showing a skier on a snowy slope.



# 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



A decorative graphic consisting of a series of small, light-colored dots arranged in a circular pattern, partially overlapping the text.

# NEXT PRESENTATION

## SEO AND SOCIAL'S ROLE IN SEO



4JH Lodging Tax  
Supported

[4jacksonhole.org](http://4jacksonhole.org)

