

Make

Optimising Your Online Presence – Getting the Basics Right for Growth

DWC Tourism Hui 2025

Knowing Your Customer

Key Questions to Spark Thinking:

- What problem does your business solve for visitors? (not just "accommodation" but "peaceful retreat after hiking")
- What are the top three questions customers ask before booking?
- What matters most to them - price, location, unique experiences, safety, sustainability etc?
- Are you customer primarily international tourists, domestic families, adventure seekers, luxury travellers? What is their profile?
- What device are they using? (mobile-first thinking)

Customer Journey

Awareness/Dreaming Stage

- **Google My Business:** Is it claimed, verified, and complete? (hours updated, photos, reviews)
- **Basic SEO:** Does your homepage title & description include location + what you do?
- **Deeper SEO:** Are you answering/mentioning your customers top three questions/things they would search for in your content?
- **Social proof:** Are you collecting and displaying reviews? (Google, TripAdvisor, Facebook)
- **Visual storytelling:** Do your photos show experiences, not just facilities? E.g. are you showing that values and problem solved?

Planning/Booking Stage

- **5-second test:** Can someone understand what you offer within 5 seconds?
- **CTA / Book:** (Book Now, Check Availability, Get Directions). Is it clear what you want customers to do?
- **Pricing and includes transparency:** Are rates easy to find (even if just "from \$X") and is it obvious what's included?
- **Mobile experience:** Does your site work smoothly on phones?
- **Trust signals:** Physical address, About Us, cancellation policy visible?

Experience & Referral Stage

- **Pre-arrival communication:** Confirmation emails, what to expect, local tips, prime for sharing by sharing a short testimonial in confirmation emails.
- **Easy sharing:** Do you make it simple to tag/review you while guests are still excited?
- **Review requests:** Do you ask for a review? Timing matters - ask within 48 hours of checkout
- **User-generated content:** Do you encourage sharing by reshare guest photos/stories
- **Referral incentives:** "Share with friends" benefits or returning guest discounts