

Selling Your Business Online

Web Tutorial Series for Tourism Businesses in the South & East

2 Online Sessions: 10:30am to 12pm

Dates: Wed 12th Nov
Thurs 4th Dec

There are many ways in which you can sell your business online and many techniques and strategies you can use to do this, for example, through social media, email marketing, and online advertising. But regardless of what methods you use your website is still the heart and soul of your business online and driving visitors to your website is the ultimate goal.

In this **new series of web tutorials specifically aimed at tourism businesses in the South & East**, we will look at some of the elements of your website you need to pay close and ongoing attention to in order to get the most from your online presence .

WHAT IS COVERED IN THE WEB TUTORIALS?

The topics covered on each of the online sessions include:

Topic	Description
Session 1 – Making Your Site Mobile	<p>Your customers are accessing your content on mobile devices and if you are not prepared for this you are losing business. Having a website that displays well on mobiles devices is becoming more and more important as over 50% of Irish adults have a smartphone and 87% of smartphone owners access the internet on their mobile devices. And when you also consider that 33% of last minute bookings in the UK were done on a smartphone, it's hard to ignore the potential of this medium.</p> <p>This session will take you through the many options you need to consider when building a mobile website. Topics include:</p> <ul style="list-style-type: none"> • Review of your existing site to see how it performs on a mobile device • Outline of how analytics can tell if you are losing business through a mobile • Understanding what's involved in developing a mobile site and if you need a mobile or responsive design • Understand the design considerations of a mobile device to achieve higher conversion rates • Applications that can help with mobile development (including building a mobile version of your website for free)
Session 2 – SEO – Driving Quality Traffic to Your Website	<p>Your website is the most important part of your online strategy as it is the main mechanism you have to generate leads and sales for your business. But if no-one is finding your website, or worse still if the wrong people are finding your website, then you've lost the battle before you've even started.</p> <p>This session will teach you a practical process that you can follow to drive relevant and quality traffic to your website. Topics include:</p> <ul style="list-style-type: none"> ○ Understand how Google determines which sites appear in search results ○ Discover what search terms people use in their day to day use of search engines ○ Build a comprehensive keyword list for your business ○ Determine your chances of appearing in Search for certain keywords ○ Optimising the Content on your Website ○ Building External Links to Your Website

HOW DOES IT WORK?

The online sessions take place on the dates specified. Each session will be delivered by a specialist trainer on that topic and will last for 90mins. During the session you can ask questions via a Q&A panel and a chat facility, and will also take part in some interactive polls. At the end you will be given some key takeaways that you can start implementing immediately for your business. And all this from the comfort of your office!

IS THIS SUITABLE FOR ME?

If you already have your website that provides the facility to book/buy online and an active presence on some of the social media channels, such as Facebook/Twitter, where you engage with your fans/followers on a regular basis, then this programme is for you. It is aimed at businesses who already have a reasonably mature online presence that generates revenue on a regular basis but who are looking to optimise and improve their online activity to drive more sales.

NEXT STEPS?

It is vital that you register for the online sessions as soon as possible. If you don't you will not receive the access details you need to attend.

To register for this programme, click [HERE](#) (or copy the link in the shaded box below in to the address bar of your browser).

Select the checkboxes next to each of the sessions you would like to attend and click Register.

Enter your details (name, email, etc.) and click Submit.

At this stage you are now registered and **should have received 2 emails (one for each session)**, that will contain everything you need to join the online sessions.

Note. If the link above does not work, copy this in to the address bar of your browser.

<https://failteireland.webex.com/failteireland/onstage/g.php?PRID=fd94be4377467ede15d3de2293dfaf77>

Finally, if you have not attended a Fáilte Ireland webinar before you will need to install the Webex Event Manager. For further details please see the file "**Register & Join Sessions.pdf**" that is also attached to the email. This contains detailed step-by-step and screen-by-screen instructions for registering and setting up your machine for this programme.

If you have any further questions about this programme, send an email to websupports@failteireland.ie.

