

DIGITAL MARKETING TOOLKIT

A Practical Guide for Tourism Businesses



Prepared for:

 Yukon

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A message from Tourism Yukon

These days, travellers coming to the Yukon are engaging with the digital world throughout their entire travel experience - whether seeking inspiration, making bookings, accessing information while in the territory, or sharing their experiences online during and after their trip. As participants in the Go Digital Program, you are already becoming experts in using this world to your advantage - but the digital space isn't always easy to navigate and understand.

That's why we've partnered with eLearningU to bring Go Digital Program participants a customized Digital Marketing Toolkit. In these pages you will find step-by-step tutorials on everything from posting on Facebook to using Google Analytics to crafting a modern website.

We've customized the Toolkit to fit Yukon tourism operators' interests and needs, and we hope this comprehensive resource will inspire and assist you as you continue to engage with the digital world even after you have completed Go Digital Yukon.

Happy Learning!

How to use this toolkit

An introduction

Each of the sections in this document have been built to help you to make the most of a specific category of digital marketing, so the most effective way to use it will be to use it as a reference guide for the topic or tactic that you're working on.

While every business will be able to take advantage of some, or many sections within this toolkit, every business is different, so it's unlikely that anyone will use every tactic that we've included. Because of that, we recommend that you review the sections as a series of best practice suggestions that you can select from to match your specific business need.

You'll also notice that this document includes both a Table of Contents at the beginning, and a Glossary at the end. Each of the items in both sections are linked to their relevant pages to make it easy for you to jump directly to a subject that you're looking for information on.

And finally - in many sections you'll notice links to supporting resources. You can use those to go deeper and learn more advanced information about the corresponding topic.



Toolkit Quick Tips

- Jump to the section that's most relevant to you
- Use the page links in the Table of Contents and Glossary
- Underlined black text takes you to the relevant section of the Glossary where that term will be defined
- Underlined grey text takes you to web links outside of this document with more advanced information

Section 1

DIGITAL STRATEGY

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What is Strategy?

There is no shortage of potential activities, tactics and various ways that we can approach digital marketing. In fact, it's unlikely that any company, no matter what the size, has ever been able to take advantage of all of the opportunities that are out there.

Strategy is about understanding what it is that you're working to achieve, what makes your brand unique and how you provide value to your unique set of guests.

In this toolkit, you'll learn about a wide range of digital marketing tools, but that's all that they are: Tools. And like any job to be done, the most important part happens in the beginning when you plan what you're working towards, and select the set of those tools that are going to help you to get there.

In this section, we have provided you with a framework for goal setting that will help you to simplify and identify exactly what it is that digital marketing can and will accomplish for you and your business, and then how you'll get there.

Step 1: Goals

The key to setting an effective goal is about connecting the digital world to your business world. The best goals are simple; they identify a meaningful outcome for the business, and they are something that your digital marketing strategy can reasonably impact.

Your goal may be directly connected to revenue, like: "Drive 100 new guest bookings this year". Or it may be tied to your broader mission, like: "Become the #1 rated provider of outdoor adventure in our region."

What's important is that your goal is specific enough that you can know exactly when you've achieved it, and it is meaningful enough that it will drive the various parts of your work to achieve that goal.

Step 2: Objectives

These are the numbers on your metaphorical scoreboard that you will keep track of on a regular basis to see if you're progressing towards your goal. It's a basket of 3-5 metrics that, when taken together, will let you know how you're doing.

Each objective should be tied to an important outcome that you need to create. For example, if you need to build awareness, then video views are a good number to track. If you're trying to convert an audience who already knows about you, then you might measure contact form submissions, or if it's important that you generate more referrals, then you might measure online reviews and user-generated content.

Set your 3-5 objectives, and then track them each week, then use them to make adjustments along the way.

Step 3: Strategy

Strategy is one big, hard decision that makes all of your future decisions easier. It's about identifying how your brand is positioned against its competition, and how it will show up for its guests. The fact is that potential guests will make their own judgments about our brands and place us in one category or another, so our opportunity is to take control of those associations and execute a strategy that puts us in the best possible position.

Strategy doesn't need to be difficult, either - you're probably already doing it. The way that you serve your guests, your pricing, the experience that people have when they interact with your staff, all of these are strategic decisions that you may have made without knowing it. Now, your task is to apply those same decisions to your digital strategy.



Are you:

- **Luxury or affordable?**
- **Adventurous or cozy?**
- **Business or family?**
- **Expert or beginner?**
- **Convenient or remote?**

There are no right or wrong answers in strategy, only the answers that are best for you. If you're having trouble pinning down what your strategy is, then try this exercise:

Exercise

Your most loyal guest is out for coffee with a friend who has never heard of your brand. The guest turns to their friend, and between sips of their drink says “you should really check out this tourism brand that I love - what makes them special is_____”

Your job is to fill in that blank, because once you do, then you're going to create a whole lot more of those conversations among your guests.

Step 4: Tactics

Once you've determined where you're going, then the only thing that's left is figuring out which tools you're going to use to get there. Most of what we think of when it comes to digital marketing is a tactic: Social media, email marketing, advertising, even our websites are tactics.

Throughout the rest of this toolkit you'll learn about the various digital marketing tactics that exist and how they can be utilized. The tactics section of your plan is where you'll select the right tactic for your organization and commit to executing it over time.

Great tourism marketing businesses are built in exactly this way:

- They have a clear goal that every part of their marketing plan is working towards
- They have identified a basket of metrics to track along the way
- They are crystal clear about their strategy and why people choose them
- They commit to a set of tactics that they are going to execute consistently

GOST Table

A GOST table is a simple, but powerful way to organize your digital marketing strategy. This is where you'll collect the work that you've done in the previous four steps. Once you have, your completed GOST can be used to present to bosses, to share with your team, or to keep your own work focused on your goals.

It's recommended that you return back to your GOST on a regular basis. Many organizations will have monthly and quarterly reviews where they check in to see how they're progressing towards their Goal, which of their Objectives are seeing the most success, and how effective their Strategy has been.

Those reviews allow marketers to look critically at their Tactics, giving them an opportunity to make adjustments/reallocations as necessary. When we see our various Tactics as inputs to a greater goal, it becomes much easier to see where our resources are best invested.

| Goal | What will we achieve for the business? | | |
|------------|--|-------------|-------------|
| Objectives | Objective 1 | Objective 2 | Objective 3 |
| Strategy | Why will visitors choose us? | | |
| Tactics | Tactic 1 | Tactic 2 | Tactic 3 |
| | Tactic 4 | Tactic 5 | Tactic 6 |

Example

| | | | |
|-------------------|---|---------------------------------------|------------------------------|
| Goal | By 2027, we will become the highest rated destination for outdoor adventure in the Yukon | | |
| Objectives | Engage 100,000 people per month | Build a community of 100 storytellers | Drive 10 bookings per month |
| Strategy | We will engage and attract a community that loves adventure, loves the outdoors, and are looking for a place to deepen their relationship with nature | | |
| Tactics | Social media content | Email marketing program | Outdoor adventure <u>SEO</u> |
| | Ambassador program | Community Management | Social media advertising |

Section 2

SOCIAL MEDIA

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Social channels

When we refer to a “channel,” we’re essentially speaking of any social media platform where people share and consume content. In this section, we will cover the basics of each of the four biggest channels: Facebook, Instagram, X, YouTube, and Threads.

Facebook Business Page

How it Works

A Facebook Business Page is designed to represent your brand, organization, or business and connect with your audience in a professional way,

Your Business Page is all about your brand presence. It’s where you can:

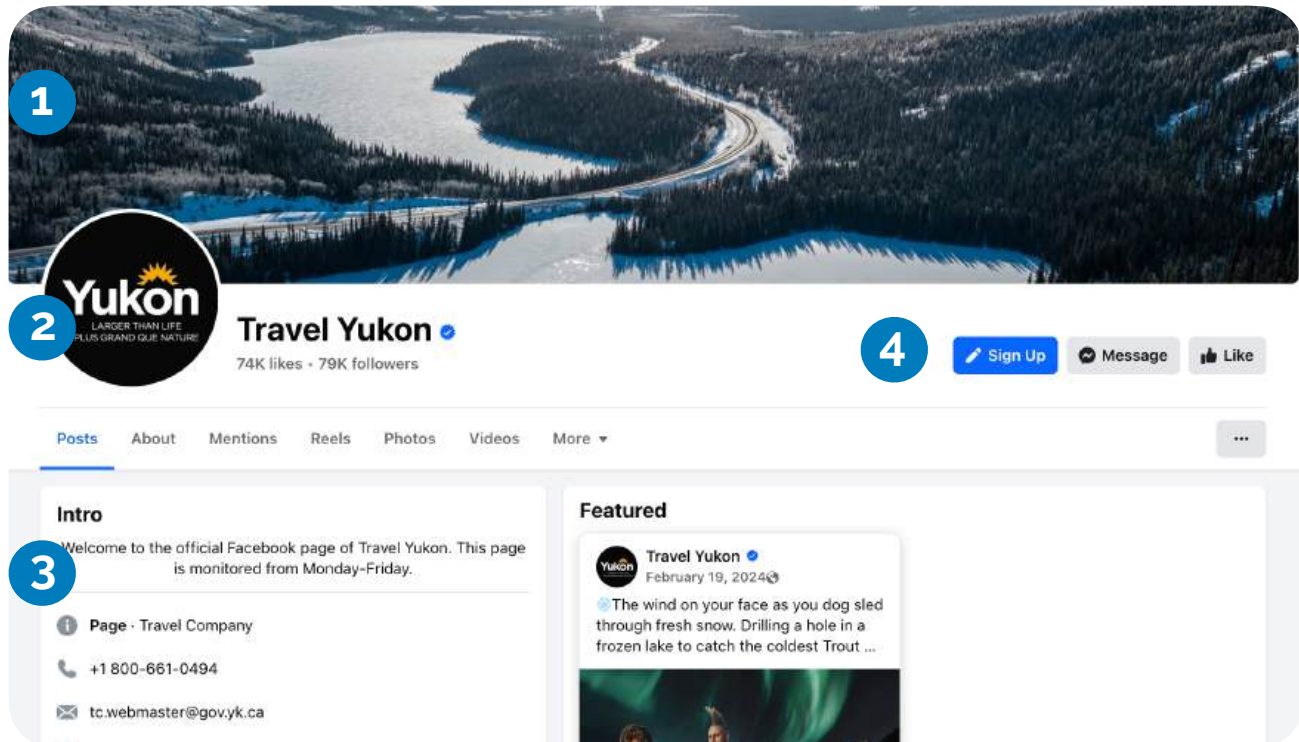
- Share updates, events, and industry news
- Invite people to follow your page (Facebook emphasizes followers over likes)
- Collect recommendations (formerly reviews)
- Add key business details like hours, location, and contact info
- Engage your audience with posts, Stories, and Reels

Through [Meta Business Suite](#), you can manage content, track insights, run ads, and cross-post to Instagram — giving you a central hub to grow your community and strengthen brand awareness.

Setup

Start here:

- [How to create a Facebook Business Page](#)
- [How to setup a Facebook Business Page](#)

Business Pages have a few basic elements that are essential to their success:

- 1. A Cover Image** — The image or video at the top of the page that introduces people to your page.
- 2. A Profile Picture** — Usually a logo, this will appear beside every one of your posts as well as at the top left of your page.
- 3. The About Section** — Where people can find your address, phone number, and lots more information.
- 4. The Button** — At the top right there is a blue button that allows people to take an action, usually to contact you. You have the opportunity to customize that button with a few options: Visit your website, phone you, send you an email, start a Messenger conversation or watch a video.

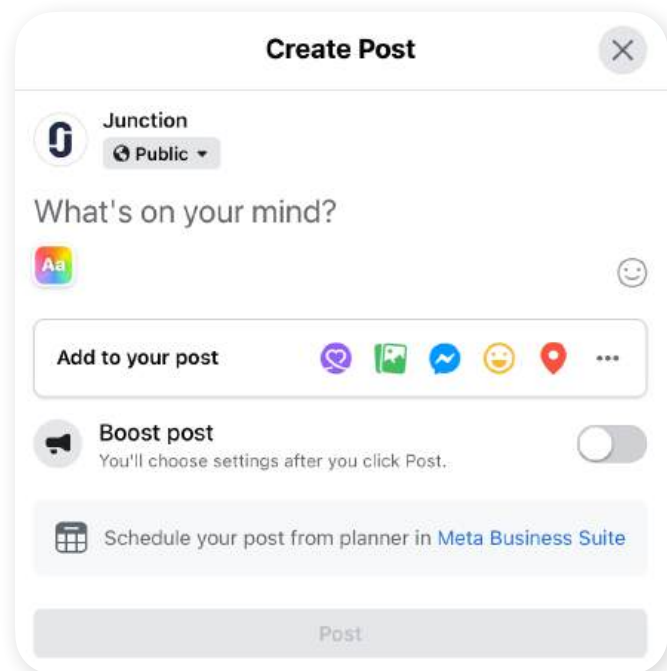
It's important that each of these four elements is well thought out and complete in order to take advantage of any success that you'll have on Facebook.

Posting

Creating a post for your Facebook Page works much like before, but you'll now find more content options through Meta Business Suite — including photos, videos, Reels, Stories, and live broadcasts.

How Replies Work

You can reply to posts and comments directly, and the original poster will receive a notification. Replies are threaded, making it easier to follow conversations. Brands can tag users who've interacted with their Page or post, as well as other Pages.



Threaded Replies

You can reply directly to a comment, and your reply will appear threaded beneath it, keeping conversations organized and easy to follow. Click the “Reply” button directly under the comment.

When replying, individuals can tag (mention) friends by typing their names, while brands can mention users who have interacted with their Page or post.

Commenting Best Practices

Comments and replies are one of the most valuable ways to build engagement on your Page. Take time to read through existing comments before replying to avoid repetition, acknowledge helpful responses from your community, and make each reply personal and meaningful — this adds value to the overall conversation and helps boost your Page's visibility.

Take note: Have other people asked the same question? Has someone in the community already answered it? How can you modify your response to make it unique to the follower's comment and add value to the overall conversation?

Direct Messages (Inbox)

A business page can receive and reply to direct messages from users and, in some cases, initiate a message if the person has interacted with the Page before. Messages can be viewed and managed through Meta Business Suite → Inbox, where you can also enable automated replies to save time and improve response rates.

Automations can include instant responses, away messages, and FAQs — with personalization options like the user's name or your business details (e.g., address, phone number, hours).

[Guide to Set Up Inbox Automations](#)

Likes

Business Pages can Like, comment on, and reply to posts and comments on their own Page, as well as interact with other Pages through the Pages Feed (accessible in your Page view). Pages cannot add or follow personal profiles but can engage publicly with other brands and community partners.

All activity on your Page — posts, comments, and replies — is visible to the public, so maintaining a professional, respectful tone is key. Pages can hide or delete comments that contain inappropriate or offensive content and manage notification settings for high-traffic posts.


Community Management

Set aside time each day — even 15–20 minutes — to review your Page’s notifications, comments, and messages. This helps ensure that all questions and interactions are acknowledged promptly and that you stay aware of ongoing conversations about your brand.

Engagement primarily happens through comments, tags, direct messages, and shares. Aim to reply daily: be helpful, positive, and generous with your responses. If someone shares a complaint, respond empathetically and try to resolve it. If the issue can’t be settled within a couple of public replies, move the conversation to private message or email for a more personal resolution.

It’s also valuable to proactively engage with others — like and comment on posts from partners, community members, and other relevant Pages. This builds a sense of connection and keeps your brand visible and approachable.



 **Facebook Quick Tips**

- When your objective is to drive website traffic, use carousel (multi-image) posts whenever possible.
- Video is by far the most valuable content – try using short video in place of images to gain increased exposure and engagement.
- When publishing a video, use the Facebook captions feature to ensure that people can experience your video without sound.
- Always publish videos directly to Facebook. They will get significantly more exposure and engagement than if you post a link out to YouTube, Vimeo, or another channel.
- When adding a link to your post: Paste the link in, wait for the preview image to load, and then delete the link text to create a cleaner, more professional looking post.
- Use Events to drive signups for just about any online or offline event. When people RSVP, they receive notifications and reminders leading up to that event.
- [How to set up a Facebook Event](#)

Instagram

How it Works

Instagram is a highly visual social media platform where users share photos, videos, Reels, and Stories. Each profile displays a grid of posts, shown in an algorithmic order based on engagement, interests, and activity.

Business and personal accounts share similar interfaces, but Business accounts gain access to analytics (Insights), advertising tools, and scheduling through Meta Business Suite.

Users can like, comment, share, and message, and most businesses operate as public accounts to maximize visibility. While links aren't clickable in captions, you can use link stickers in Stories, link-in-bio tools, or shop tags to drive traffic elsewhere.

Instagram continues to reward authentic engagement and consistent posting, blending photos, Reels, and community interaction to reach new audiences.

Setup

Start here:

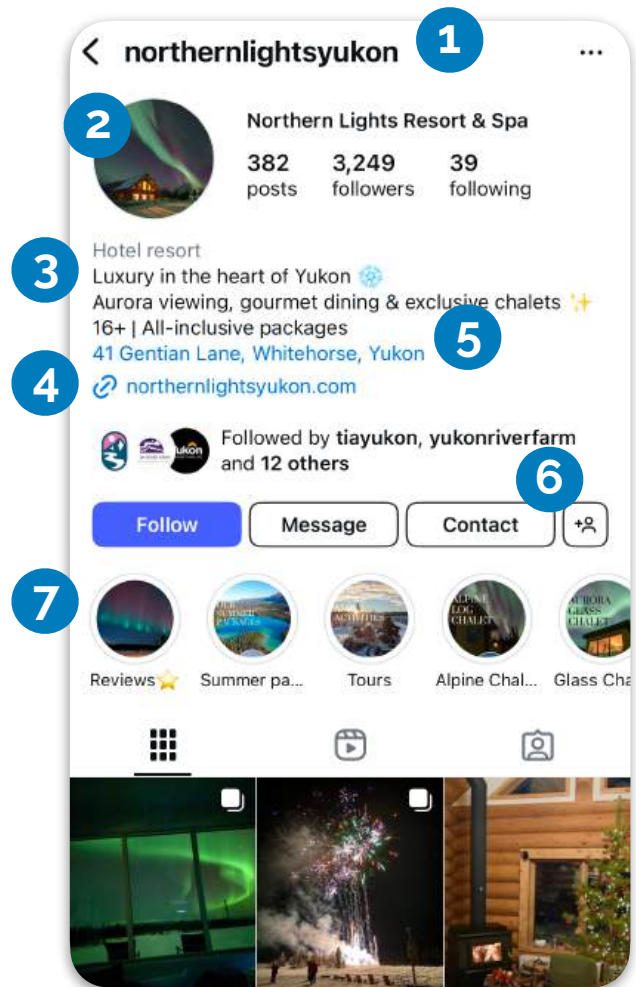
- [How to set up a Business Account](#)

Optimize your profile

- Bio (150 characters): Write a short, engaging bio that tells people who you are and why they should follow you. Show personality and clarity of purpose.
 - Use line breaks for readability.
 - Add emojis sparingly to highlight key info or inject personality.
 - Include a Call to Action. Let people know why they should click your website link.
- Links: You can now add up to 5 links in your bio — use this to highlight your website, booking page, or key resources.

- Profile Image: Choose a clear, recognizable image that represents your brand — usually your logo on a simple background.
- Contact Info: Add your email, phone number, and/or address so users can reach you easily. These appear as clickable buttons on your profile.
- Story Highlights: Add a category that best describes your business and use pinned posts or Highlights to feature important content.

1. **Account handle**
2. **Profile Image**
3. **Bio**
4. **Website Link**
5. **Location**
6. **Calls-to-Action**
7. **Story Highlights**



Components of a Post

Instagram posts combine images or videos with captions (up to 2,200 characters). Keep captions concise and engaging — tell the story behind your post, invite conversation, and use relevant hashtags or mentions to increase reach. Use the **highest-quality visuals** available to maintain a consistent and professional look.

Post Types

Instagram offers several ways to share content — experiment with a mix to see what resonates most with your audience:

- **Single image**: The classic and most common format is one image + caption.
- **Image Carousels**: Publish up to 10 photos/videos in a single post + a single caption.
- **Stories**: Temporary posts (24 hours) that appear at the top of the app — great for real-time updates.
- **Story Highlights**: Saved collections of Stories displayed on your profile; use a clear title and cover image for each.
 - Typically, each Highlight will focus on a single subject or theme – this allows people to catch up on past events, quickly browse through services or offerings, etc.
- **Reels**: Short videos (up to 3 minutes; longer videos are accepted, but they may not be recommended to new audiences, which can be essential for discoverability.)
- **Collab Posts**: Shared posts between two accounts that appear on both profiles and combine likes, comments, and reach.

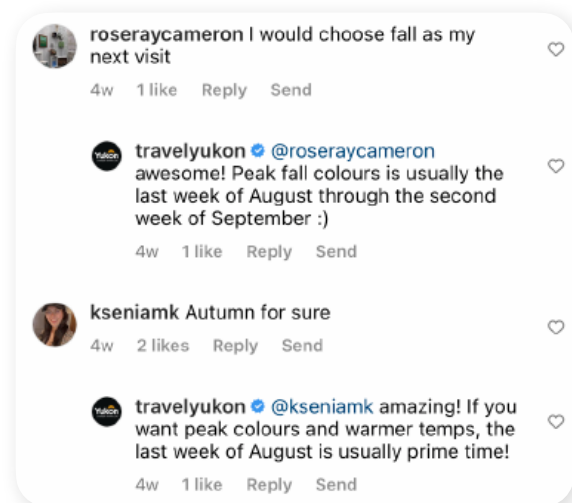
Post Engagement

There are many ways followers can engage with your content — through likes, comments, saves, shares, tagging friends, replying to Stories, or sending DMs.

In this example, several followers have commented on the posts, and the account has replied back by using the @ mention feature.

To manage engagement effectively:

- Stay on top of this engagement and always respond when relevant.
- To respond to a comment or acknowledge someone who has re-shared your content, tag their handle.
- Monitor your DMs regularly — accessible in the top-right corner of the app or in Meta Business Suite → Inbox.
- Follow the same best practices as on other platforms: be helpful, personable, and genuine. Add humour or warmth when appropriate, and anticipate what your audience may need next.



Geotags

When publishing a post, adding a location tag helps users discover your content when searching for that destination or venue. Geotags also contribute to the Instagram Map, where users explore posts, Reels, and Stories by location.



You can tag general areas or specific places like local businesses, parks, or landmarks — helping travellers and visitors see authentic experiences tied to your region.

Image Tagging

Much like using @mentions in captions or comments, you can tag accounts directly in your photos or videos. When creating a post, tap “Tag People”, then tap the image where you’d like the tag to appear and type the account name.

Tagged accounts receive a notification, and viewers can tap tags to visit those profiles.

Instagram also supports enhanced tags, which let you identify roles (e.g., Photographer, Partner), and Collab Tags, allowing a post to appear on both accounts' profiles.

You can tag up to 20 accounts per post.

For tips on how to create great social media content, see page 40.



Direct Messages (DMs)

Instagram Direct lets you exchange threaded messages share posts or Reels privately, and connect with your audience one-on-one. Many users reach out here instead of by phone or email, so it's important to check messages daily and reply promptly.

For business accounts, messages can also be managed through Meta Business Suite → Inbox, where you can use quick replies or automated responses to save time.

Community Management

Build a consistent practice of checking comments, DMs, and mentions each day to ensure followers are being acknowledged and questions are answered quickly. Take time to search relevant hashtags, locations, and partner accounts — engaging with posts that align with your brand helps strengthen community connections and visibility.

Focus on leaving thoughtful comments that add value — encourage your audience, celebrate their experiences, and offer helpful suggestions when relevant.

How Often Should You Post?


Instagram rewards consistency more than volume. Posting regularly signals to the algorithm that your account is active, and it keeps your audience engaged over time. Here's a practical starting point for tourism operators:

- Reels: At least 2–3 times per week. Reels currently get the highest organic reach of any Instagram format and are prioritized for discovery by new audiences.
- Feed posts (images, carousels, Reels): 3–5 times per week is a strong target. If that feels like a stretch, start with 3 and build from there.
- Stories: Daily, or close to it. Stories are low-friction and don't need to be polished – they're designed for in-the-moment content.

What's the difference in practice?

- Reels are your best tool for reaching people who don't follow you yet. Keep them concise and visually compelling. They should be your priority format in 2026.
- Carousels encourage saves, shares, and multiple interactions (time spent per post counts as engagement), making them great for educational content, step-by-step tips, destination guides, "before and after" storytelling, etc.
- Single images work well for high-quality photography, announcements, or moments that stand on their own. They tend to perform best with an existing engaged audience.

When in doubt: Reels for reach, carousels for depth, images for brand polish.

 **Instagram Quick Tips**

- Optimize your profile.
- Use account tags and geotags.
- Create Stories frequently (3–7 days per week).
- Use Story Highlights for the most engaging and relevant information.
 - Think of them less as active content and more as an "about us" section.
 - Keep them curated (no more than 6–8 Highlights), give each a clear title, and refresh them seasonally.
- Include at least one interactive element (e.g., polls, questions, quizzes, countdowns) in every second or third Story sequence.
- Don't include URLs in the caption (send people to your link in bio.)
- Focus on one primary message (and CTA) per post.
- Monitor your Direct Messages.
- Check Professional Dashboard Insights to see what is working and adjust as needed.
- Be consistent (the algorithm tends to reward accounts that post regularly.)

X (Formerly Twitter)

How it Works

X is a fast-moving, conversational platform built for real-time updates, interaction, and storytelling. It's a place to share what's happening right now — from events and announcements to insights and community moments — while engaging directly with your audience in a personable, human way.

Beyond simple communication, the following is possible on X:

- Tell the story of what's happening whenever there are events, launches, and announcements happening around you.
- Provide customer service by seeking out people talking about your organization and/or your area and replying to them in a helpful way.
- Jump into real-time conversations that are happening around industry news, events, trends, or breaking news.

Components of a Post

A post (formerly a tweet) can include text, links, images, videos, GIFs, or polls. Standard users can post up to 280 characters, while X Premium users can write up to 25,000 characters or create threads to share longer ideas.

Keep your tone authentic and conversational — aim to inform, engage, and connect with your audience.

How Replies Work

Replying to a post is simple — click Reply, and a threaded response field will open with the user's handle automatically included. You can attach media, a location, or a poll just as you would with any other post.



Replies are publicly visible and can appear in both the Following and For You feeds, so while they may not flood timelines, they can still reach a wider audience. Always treat replies as fully public, even if they seem conversational or casual.

The limited exposure can provide a false sense of privacy, however, and it's important to remember that although not everyone will see your reply in their timelines, they are still visible to anyone who goes to your account.

Conversation Threading

X automatically threads conversations made up of multiple replies, keeping discussions organized. You can also reply to your own posts to create a thread, which allows you to share longer stories or multi-step insights in sequence.

Less Can Be More

- Twitter is a playground for the creative and witty. Words are able to paint a powerful canvas and you are the artist.
- Your responses can be short and sweet, witty, or chock-full of education – ideally a combination of the three.
- All the characters count, so if you can cut a word without losing the message, do it. Which means, if you can remove an extra: 'the,' 'a,' 'and' or any extra words, don't be afraid to cut them. Removing these filler words can help tighten your prose and give what you're writing an extra punch.

Images

When posting or replying, you can include up to 4 images along with your text (up to 280 characters for standard users). You'll see thumbnails of your images as you upload them and can tag other accounts by tapping "Who's in this photo?" or typing their @handle.

Images now appear in full aspect ratio in timelines, so your audience will see both your caption and visuals displayed together for maximum impact.



Polls

Posts and replies can include polls — allowing you to ask a question and offer multiple-choice answers. Polls are great for gathering feedback, encouraging participation, or adding an element of fun to your content mix.

Keep in mind: polls can't include images or videos, and they may not receive the same reach as visual content.



Video

You can attach video to any post or reply. Videos can be up to 2 minutes 20 seconds for standard users or up to 2 hours for Premium accounts. X allows you to trim and upload directly from desktop or mobile, and adding captions improves accessibility and reach.

Video is one of the most powerful storytelling tools on X — use it for quick updates, personalized replies, or behind-the-scenes insights that go beyond what text can convey.

Reposts & Quote Posts

When you Repost (share) another account's post, it appears on your profile and in your followers' feeds. You can also choose to Quote Post, adding your own thoughts or commentary before sharing.

In most cases, it will make sense to add some commentary: What's important about this? What is your connection with the writer? Is there something that you can add to it?



Direct Messages (DMs)

Direct Messages let you have private, threaded conversations with one or more users — ideal for following up on questions, collecting contact info, or providing personalized support. Businesses can manage DMs through automated welcome messages and quick replies to streamline responses.

It's important to remember that any DM conversation can, at any time, get screencapped and shared, or otherwise made public. Always approach a DM as something that could be seen by the Twitter world.


Community Management

Active engagement is key to success on X. Check notifications regularly for mentions, replies, and tags — and respond quickly to keep conversations going.

Effective community management includes:

- Replying to posts and mentions promptly.
- Liking and Reposting valuable content from others.
- Using Quote Posts to contribute meaningfully to discussions.
- Monitoring relevant hashtags and joining conversations in your niche.

X rewards authentic, consistent interaction — the more you engage, the more visible your account becomes in feeds and search results.

 **X Quick Tips**

- All posts should feel in-the-moment, as if the subject is happening the moment that the post is being published.
- Participate in hashtag and keyword conversations tied to live events, trends, and breaking news.
- @mention partner organizations, local personalities, and interested accounts to generate additional engagement.
- Use threading to your advantage. If you have an idea that deserves more than 280 characters or just one Post, hit the + sign at the bottom of your draft to add additional Posts. The result will be that all Posts are published simultaneously, and followers can read the whole thread together.

YouTube

How it Works

YouTube is one of the world's most powerful content and search platforms — with more than 500 hours of video uploaded every minute. As the second-largest search engine (and owned by Google), YouTube content benefits from strong cross-platform visibility, helping your videos surface in both Google and YouTube search results.

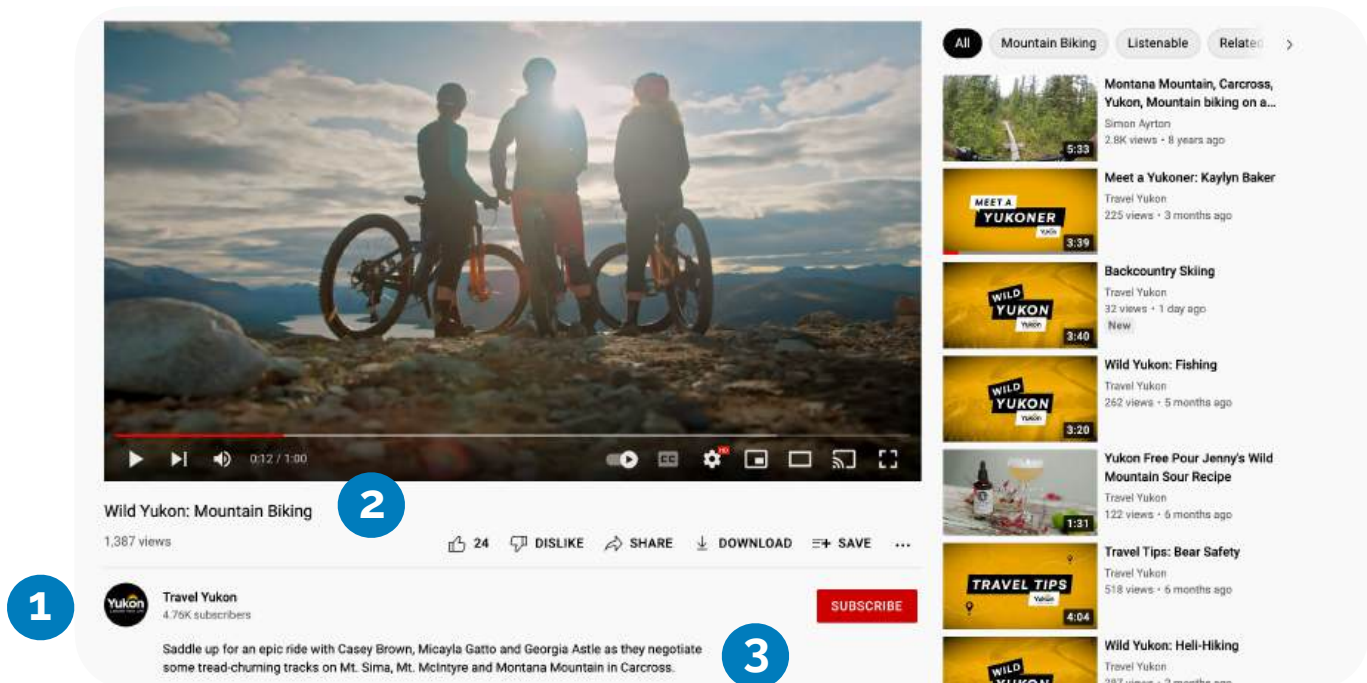
By investing in YouTube, you're connecting with a massive audience actively looking for information and inspiration. High-energy, narrative-driven, and behind-the-scenes videos are especially effective for tourism — helping travellers imagine their experience before they book.

How it's used

- 70% of viewers say they've purchased from a brand after seeing it on YouTube.
- 90% of users say they discover new brands or destinations through the platform.
- Shorts now play a major role in discovery (over 70 billion views daily), while long-form content builds trust and depth.

Setup/Optimization

Every video should take full advantage of YouTube's customization options (see next page), which will increase discoverability and engagement.



1. Channel
2. Title
3. Description

Channel

Covering the basics will ensure that viewers are able to better discover and understand what the channel is about.

- Verify your account—unlocks longer uploads, custom thumbnails, and live streaming.
- Write a strong “About” description that speaks to what the channel aims to share. Your passion for the activities, people, region, and mountain should shine through. Include relevant keywords naturally.
- Set the channel category and add a channel trailer—one for new visitors and one for returning subscribers.
- Add consistent branding—logo, banner, and watermark for a cohesive look.
- Organize videos into playlists for specific themes or series.

Titles

Video titles may be up to 100 characters in length, though anything longer than 70 characters will be truncated in previews. Focus on making the first 70 stand out.

- Include focus keywords and searchable phrases related to the content in your title.
- Use natural, human-friendly language—aim for clarity, not clickbait.
- e.g. “Winter in Dawson City: A Local’s Guide to Northern Lights Adventures”.

Descriptions

Video descriptions are an opportunity to share an overview of the video, and specifics about who/what/where/when/why.

- Focus on the first 125 characters – this is what will appear in search and previews.
- Include keywords (but don’t overuse them). Language in the descriptions should flow naturally.
- Add timestamps/chapters for easy navigation.
- Dig into the details to catch viewers searching for specific terms. ie:
 - Names of profiled people
 - Equipment
 - Venues
 - Events
- End with a Call to Action (CTA) and links to your website or social media.

Keywords & Tags

Use keyword research tools to discover what your audience is searching for. Consider longtail keywords when applicable. Include keywords in your title, description, captions, and spoken dialogue — YouTube’s AI now analyzes video transcripts for relevance.

Community Management

YouTube success goes beyond just publishing videos — it's about building an engaged community. Channels that foster interaction and consistency are rewarded by both viewers and the algorithm.

- **Create Playlists:** Group related videos into themed playlists. Increased watch time and session duration are key ranking factors.
- **Engage in Comments:** Encourage viewers to comment and reply quickly to build connection and signal activity to the algorithm.
- **Encourage Subscriptions:** Remind viewers to subscribe and turn on notifications. Subscribers are more likely to engage early, boosting visibility.
- **Publish Consistently:** Stick to a predictable schedule (e.g., weekly or biweekly). Regular posting drives stronger audience retention and growth.
- **Leverage YouTube Shorts:** Use short-form video to attract new viewers and funnel them to your main channel content.
- **Use the Community Tab:** Share updates, polls, and behind-the-scenes posts to keep engagement high between uploads.
- **Pin Comments:** Highlight key messages, links, or discussions to guide viewer interaction.

Shorts

YouTube Shorts are vertical videos under 60 seconds that help boost reach and attract new audiences. They're shown prominently across the YouTube app and search, making them a powerful tool for discovery.

Best Practices:

- Capture attention in the first 2–3 seconds.
- Focus on one clear idea or moment per video.
- Use vertical (9:16) format and add captions.
- Include #Shorts and other relevant hashtags.
- Post consistently (2–3 times per week is ideal).

Ongoing Practice

Ensure every new video includes relevant details, keywords, and customization — this improves visibility and viewer retention. Don't forget to refresh older videos by updating their titles, thumbnails, descriptions, and tags. Add chapters, end screens, and cards to link related content and extend watch time.

Rather than deleting old videos, first consider re-optimizing them — even older uploads can regain traction when updated and properly linked within playlists. Only remove videos that no longer align with your brand or contain outdated information.

Analytics

Regularly check [YouTube Studio Analytics](#) to understand how your content performs. Focus on:

- Audience Retention & Watch Time: Are viewers staying through the whole video?
- Click-Through Rate (CTR): Are your thumbnails and titles grabbing attention?
- Traffic Sources: How are viewers finding your videos (search, Shorts, suggested videos, etc.)?
- Demographics: Age, gender, and geography can help tailor messaging.
- Returning vs. New Viewers: Indicates community loyalty and growth opportunities.

Tools

Use the following tools to identify potential content ideas, keywords, titles and descriptions:

- [Google Trends](#) (Free) - Explore search interest and seasonal topics
- [Google Keyword Planner](#) (Free) - Find related search terms and volume
- [vidIQ](#) (Freemium) - SEO optimization and performance tracking
- [YTCockpit](#) (Paid) - Advanced keyword analysis
- [UberSuggest](#) (Free) - Advanced keyword analysis
- YouTube/ Google Autocomplete (Free, native) - Discover what users are already searching for

 **YouTube Quick Tips**

- Consider each video's desired audience. The energy, music, and language should all be well-aligned with the target.
- Focus on the first 15 seconds of every video. This is your chance to hook viewers to watch more.
- Use captions so videos are accessible and can be easily viewed without sound.
- Use text overlays (where applicable) to highlight important features.
- Set [custom thumbnail Preview image](#) – Use most captivating frame from the video.
- Use [Info Cards](#).
- Add [End Screen](#).
- Add as much info as possible in the Video Details (Basic + Advanced).

Threads

How it Works

Threads is Meta's text-based social platform connected to Instagram, designed for real-time conversations and community engagement. It blends the conversational tone of X (formerly Twitter) with the familiarity and audience connection of Instagram.

Users can share short posts, images, videos, and links, and engage through replies, reposts, and likes. Because it's linked to Instagram, users can import their profile details and easily cross-promote content between platforms.

How it's used

Threads is best used for:

- Conversational, in-the-moment updates about your brand or destination.
- Sharing behind-the-scenes content, announcements, and quick insights.
- Community engagement — responding to questions, starting discussions, and amplifying partner content.
- Event coverage and real-time storytelling during festivals, launches, or local happenings.

Tone should be friendly, authentic, and human — less polished than Instagram, more conversational than Facebook.

Setup

Start here:

- [Create a profile on Threads](#)
- Download the Threads app (iOS or Android) and sign in with your Instagram account.
- Your Instagram handle, name, and verification automatically transfer.
- Customize your Threads bio and link — you can make it slightly different from your Instagram bio to reflect a conversational or thought-leadership tone.
- Connect your Threads to Instagram so posts can easily be shared to both platforms.

Components of a Post

Each post on Threads can include up to 500 characters of text and may include photos, videos (up to 5 minutes), GIFs, or links. While you can use hashtags and emojis, they should be applied sparingly since Threads emphasizes natural, authentic conversation. Posts can also be shared directly to Instagram Stories or your feed, and you can quote or repost others' content to join or amplify discussions.

How replies work

Replies appear threaded beneath the original post, making it easy to follow conversations. You can tap Reply to respond, and your message will appear in sequence. Users can also control who can reply — everyone, people they follow, or only mentioned users. Replies are an opportunity to answer questions, show appreciation, or continue discussions, and consistent engagement through replies helps improve reach and visibility.

Threads Quick Tips

- Keep posts short, conversational, and human. Think approachable, not overly polished.
- Start discussions with open-ended questions to encourage replies and back-and-forth dialogue.
- Use a consistent voice that feels friendly and personable, similar to how you'd speak to a friend or colleague.
- Pair text with images or short videos when helpful — visual context boosts engagement.
- Reply often. The platform rewards active conversation and relationship-building.
- Repost partner content, community updates, or creator mentions to strengthen connections.

TikTok

How it Works

TikTok is a short-form video platform built for creativity, discovery, and entertainment. It's designed for immersive, vertical video experiences powered by a highly personalized algorithm that surfaces content based on users' interests and behaviour.

Users can create and share videos up to 10 minutes long, enhanced with music, effects, captions, and editing tools. Engagement happens through likes, comments, shares, saves, and "Stitching" with other creators' content. Because TikTok emphasizes discovery over existing follower networks, anyone's video can get attention — making it a powerful space for storytelling, trends, and community building.

How it's used

TikTok is best used for:

- Short, engaging videos that highlight your brand or destination's personality.
- Showcasing experiences, behind-the-scenes moments, and day-in-the-life storytelling.
- Jumping on trends, challenges, and sounds to boost visibility and relatability.
- Educational, inspirational, or entertaining bite-sized content that's easy to consume.
- Collaborating with creators, partners, or local businesses to reach new audiences.
- Real-time coverage of events, seasonal moments, or on-the-ground experiences.

Tone should be fun, playful, and authentic — less polished than traditional ads, more visually expressive than other social platforms.

Social Media Engagement Benchmarks

Knowing your numbers is only half the equation. The other half is knowing whether those numbers are good. The figures below reflect averages across thousands of accounts, so treat them as directional guideposts rather than hard targets. Your own performance trend over time is always the most meaningful benchmark.

Industry Benchmarks: Dining, Hospitality & Tourism (2025–2026)

| Channel | Engagement Rate | Best-Performing Content Type |
|-------------|-----------------|---------------------------------------|
| Facebook | 1.0-1.6% | Albums / multi-image posts |
| Instagram | 2.5-3.5% | Reels (reach); Carousels (engagement) |
| X (Twitter) | 1.5-2.1% | Status updates and replies |
| YouTube | 3.5-7.0% | Long-form on-demand video |
| Threads | 3.0-4.0% | Visual posts (images, short video) |
| TikTok | 3.0-3.5% | Short-form video |

Setup

Start here:

- Download the TikTok app (iOS or Android) and sign up using your email, phone number, or an existing social account.
- Choose a handle and display name that clearly reflect your brand or destination — keep it consistent with other platforms when possible.
- Add a profile photo, short bio, and link. Your bio can be more playful or action-oriented, since TikTok favors personality and quick storytelling.
- Switch to a Business Account in settings to unlock analytics, commercial music, and additional features.
- Set up your content preferences and follow relevant creators, partners, and industry accounts to train your “For You” Page from the start.



TikTok Quick Tips

- **Prioritize your hook in the first 2–3 seconds — strong visuals or bold statements keep viewers watching.**
- **Keep videos concise and fast-paced; trim anything that doesn’t serve the story.**
- **Use trending sounds, effects, and formats thoughtfully to tap into existing momentum.**
- **Add on-screen text to highlight key points and ensure accessibility for viewers watching without sound.**
- **Maintain consistent branding through tone, editing style, and recurring themes or series.**
- **Post regularly — frequency helps train the algorithm and increases discovery potential.**
- **Engage actively: reply to comments, create follow-up videos, and use [Stitches](#) to join conversations.**
- **Optimize captions with 2–3 descriptive keywords; keep them short, helpful, and search-friendly.**

How Much Should You Spend on Marketing

One of the most common questions from busy operators is: how much is enough? That depends on your goals and your stage of business, but here are some practical benchmarks to work from.

Time investment

Most small tourism operators can maintain a solid digital presence with 3–5 hours per week, if that time is used intentionally. A useful approach is to set aside one dedicated "marketing block" each week rather than chipping away at it daily. This makes planning and batching content more efficient and reduces the mental overhead of context-switching.

Budget investment

A commonly cited guideline for small businesses is allocating 5–10% of revenue to marketing. For operators earlier in their growth, investing closer to 10% can help build visibility faster. More established businesses with strong reach, engagement, and word-of-mouth may be able to sustain momentum at the lower end.

In-house vs. Contractor/Agency

Ask yourself: do you have the time to do it consistently, and do you enjoy it? If your marketing efforts are sporadic because they keep getting pushed to the bottom of the list, a contractor may produce better results, even with a limited budget. A good middle ground for many operators is to handle strategy and approvals yourself while outsourcing execution (writing, design, scheduling) to a contractor or agency.

Note: Consistency matters more than volume. A focused 3 hours per week, every week, will outperform an intensive burst once a month.

What makes a great piece of Social Media content?

Great social content is so good that people want to share it with others. What that means is it has a remarkable message that's communicated clearly, be it through copy, imagery, video, or a combination of each.

You likely have more than a single, narrow demographic, but the best content speaks directly to a specific group and/or has a specific message that doesn't apply to absolutely everyone. It's okay to address different audiences at different times – just be sure to strike a balance so that everyone sees value in continuing to follow your channels.

Most of us are trying to sell or promote something, in one way or another, on social media, but building an audience and creating great content goes beyond asking people to buy from you in every single post. Selling isn't a bad thing – in fact, a majority of users consider social media to be a shopping destination – but it's best to create content that provides a combination of the following:

- Entertainment
- Information
- Helpfulness
- Utility
- Inspiration
- Call to Action (CTA)*

*Include only one CTA per post. Most people will take a single action (at most), so choose the most relevant and make it extremely easy to understand and take action.

Content types

When we talk about “content,” we are almost always referring to one of four categories: Text (Copy), Images, Video, and Stories.

Each of the four categories is created in a different way and used for different purposes. To make sure that we’re on the same page for the rest of this material, we’ll define here the various ways that content is created and where it’s used:

Text (Copy)

Also known as “copy,” text content is used in website content, blog posts, or as the captions that accompany other types of content in Facebook and Instagram.

How it’s made

Typically written by the social media manager in a copy document that plans all blog posts, tweets and/or other posts 2 weeks + in advance.

Sometimes contractors or other members of the team will contribute to writing copy, especially for blog posts; however, many organizations choose to use one primary writer in order to keep the voice and tone consistent.

How to draft great copy

Captions tell the story of social media posts, and the key to success is telling a **consistent, compelling** story over time.

Consider the following 4 criteria to create effective copy:

- 1. What’s the story?**

Start by isolating the key message from the image, video, or link. Tell that story simply and directly. Copy and captions must, first and foremost, communicate that message in a way that’s easy to understand. Most often that means putting the most important message in the first line.

2. Why is it important?

Once we've communicated the What, then we can provide context. Consider what the impact of this story will be to multiple readers. Help them understand what they're looking at and how it will affect them.

3. Is it inclusive?

Inclusivity starts with language that can be understood by the broadest possible audience. Consider that many readers may read English as a second language, or have a learning impairment. Typically, a reading level of grade 6-7 will allow most readers to be included. Not only does this help share the message with more people, it also helps make copy more readable to the general audience.

Inclusivity also extends to people using screen readers, and in order to include them, copy must describe what's happening in the associated image.


Note: Many platforms include features to add 'alt text' to shared images.

4. Is it helpful?

An account that's helpful shares news and information with the followers' wellbeing in mind, and it seeks to help by clarifying anything that's unclear, and providing additional info and resources where necessary.

5. Does it have a hook?

The hook is the first line of your caption, and it's the only line most people will see before deciding whether to tap to read more. On Instagram and Facebook, captions are truncated after 2-3 lines, which means your opening sentence carries a disproportionate amount of weight. A strong hook does one of three things: it surprises, it promises something, or it makes the reader feel seen.

 **Copy Quick Tips**

- Define your brand voice to maintain consistency.
- Use simple language.
- Be clear and concise.
- Use active voice.
- Lead with the main idea (or a teaser.)
- Focus on providing value to the reader.
- Ask questions.
- Incorporate hashtags and emojis (sparingly.)
- Write your hook last. Draft the full caption first to clarify your message, then go back and rewrite the opening line to pull the reader in.

Effective Copy Examples

1. What's the story?
2. Why is it important?
3. Is it inclusive?
4. Is it helpful?

rosslander



518 likes

rosslander It's different here... We build trails instead of fences and backyard pump tracks instead of in-ground swimming pools. We spend our time in the mountains, on the trails, on two wheels or in hiking boots. We après with a craft brew and patio views and we shop in boutiques instead of shopping malls. Our golf courses aren't pretentious, our nearby lakes and rivers will cool you off, but the best thing we offer is our welcoming smiles. Welcome to Rossland.



Liked by bmburnham and others

klaoosewildernessresort Grizzly Bears are highly intelligent. They are self aware, have very high navigation skills, can use tools, and will grieve the death of a mother. Scientists have even watched bears interpreting natural beauty as they sit for hours watching a river or mountain view.

This beautiful bear photo was taken by @chase.teron during our photography tours.



Liked by driss_mansar and others

darelsadaka It's ok to be a swimming pool traveller too. You'll just have to share ours with a giant sheep 🐑



Liked by anya_gilbert and others

away Travel well—and do some good for the world while you're at it. For tips on how to reduce waste when you travel, check out @here.mag. 📧 @lucylaucht #travelaway

Hashtags

Hashtags have traditionally been a powerful way to organize, connect, and amplify content around shared topics, events, or campaigns. While algorithms now rely more on keywords and engagement than hashtags alone, they can still play an important role in community building and brand visibility.

People use hashtags in creative ways — from curating event photos to collecting user-generated content or sparking participation in a shared experience.

Follow these best practices when using hashtags:

- Incorporate into events: Promote the use of hashtags (branded or otherwise) at events to get coverage.
- Topical hashtags: Use relevant tags to group posts about a theme or conversation (e.g., #WinterInYukon)
- Develop a unique branded hashtag: Include this hashtag in your bio and ask that users share photos with it. This will help you to build your bank of user generated content (UGC) (e.g., #travelyukon)
 - Note: Only create your own if you think it will be useful to a lot of different people, or can be used to curate your community's content.
- Keep it relevant: Use hashtags that are related to you and your message. Keep generic hashtags to a minimum.
- Find out what is already popular (and also relevant to your message) and include that, so you expand your reach.
- Include key industry hashtags: Include industry-specific hashtags to reach new people/organizations in your network.
- Keep them short. Be clear and concise.
- Hashtag responsibly. #Do #Not #Overuse.
- No spaces, punctuation, or symbols. (#donot instead of #don't)

Images

The majority of current social media content is image-based. Facebook, Instagram, and even X posts almost all have an accompanying image, making photography and graphic design critical to a successful social media strategy.

How it's Made

The simple fact is that better photos lead to better social media results. Not everyone can hold a professional photo shoot every week, but there are creative ways to increase the overall quality of your content without breaking the bank:

Batch photo shoots

By planning your social media content ahead by one or even two months, it is possible to hire a photographer to shoot many photo assets for you in a single session, significantly reducing the per-photo cost.

- Get clear on your goals, upcoming events, seasonal offerings, campaigns and initiatives, then create a brief that clearly outlines the intended outcome for a content creator.
- Try to get as much relevant and varied content as possible per photo/video shoot, so that it can be used and repurposed in a variety of ways and on relevant channels.
- Be clear about which channels it will be used for, and what sizes/orientation/formats are required.

User-generated content

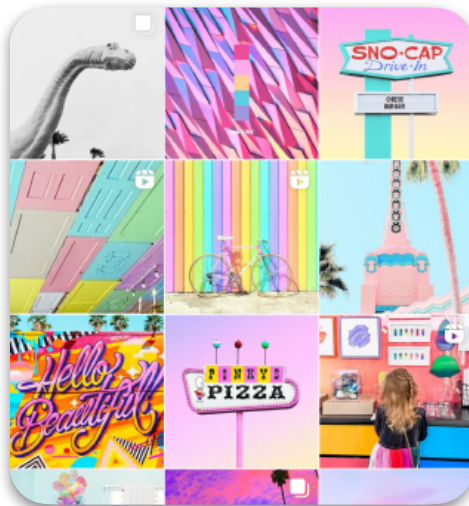
As mentioned in the section on page 60, it can be an effective practice to showcase the content that users have been generating at or about your property. The key here is to ask for permission and let your audience know where the photo came from via tagging.

Instagram's native Repost feature lets you share another account's post directly to your feed (similar to a “retweet”). It's a useful tool for amplifying guest content or partner posts without producing something new.

Internal staff engagement

It is possible to run a high quality social media strategy using only the tools that you already have in your pocket and the people who you have on staff. If you choose this option, follow these 5 tips for effective Smartphone photography:

- **Take your time**
Set up the shot and make sure that the frame is clear of distracting clutter. Sometimes the best option is to set aside some time once a week to shoot social media photos. Giving yourself space in your calendar will ensure that your photos aren't rushed.
- **Use the best equipment available to you**
Smartphones have incredible camera technology on board. The latest iPhone will almost always take the best photos. Some Androids also shoot high quality, and when in doubt, go with the newest model phone available.
- **Lighting changes everything**
Natural light is often best, especially when filtered by a few clouds. Make sure that your subject is facing the light source, rather than away, and that it isn't overexposed by too much light.
- **Have a consistent style**
Some accounts choose to use only soft colours, or vibrant, or white backgrounds. Whatever your style, allow your audience to get to know you by being consistent.
 - Examples:



- **Take lots of photos**

The best way to get great shots is to keep shooting. Try shooting in different light, with different subjects and at different times of day. It's a major asset for the social media manager to have a huge folder full of photos to choose from when posting, even if they're not all professional-grade.

Photos typically provide the best experience for an audience as they communicate a message much more quickly than text. Aim to share photos/videos of people engaged in activities (candid is best, but not essential), landmarks, places, and elements that represent the topic being discussed, etc. People are drawn to photos with a single point of focus, so try not to do too much with a single frame.

When creating photos, consider the following questions:

- 1. What's the story?**

Great social media content puts the subject of the post front and centre. It understands what the story of the image is, and makes it easy for the audience to understand. When evaluating content, ask yourself: Is it immediately obvious what's going on in this image?

- 2. Is it clear?**

Clarity is key for social media in a variety of different ways. Specifically look for the following elements that can get in the way of clarity:

- Is the image high enough quality to be seen clearly?
- Are the colours/editing simple enough to communicate the message clearly?
- Does the image draw the eye clearly to the subject?

- 3. Is it clean?**

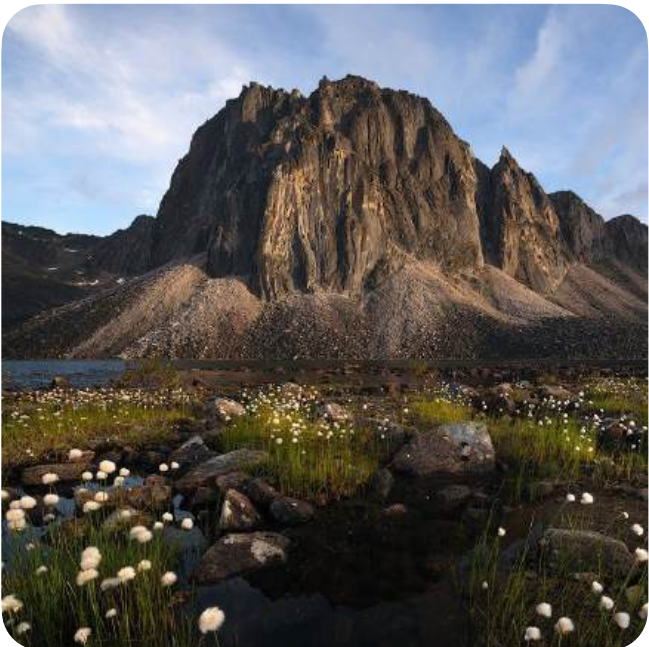
Many social media images fail simply because there's too much going on in a disorganized way. A clean image is one where the subject of the photo is balanced, the rest of the image is uncluttered, and the lines within the image complement each other.

Examples

What's the story?



- No central subject
- Nondescript elements
- No sense of scale
- Low contrast
- Monotonous colouration



- Central point of focus
- Clear distinction between foreground and background
- Powerful demonstration of scale
- Distinct contrast and colouration

Examples

Is it clear?



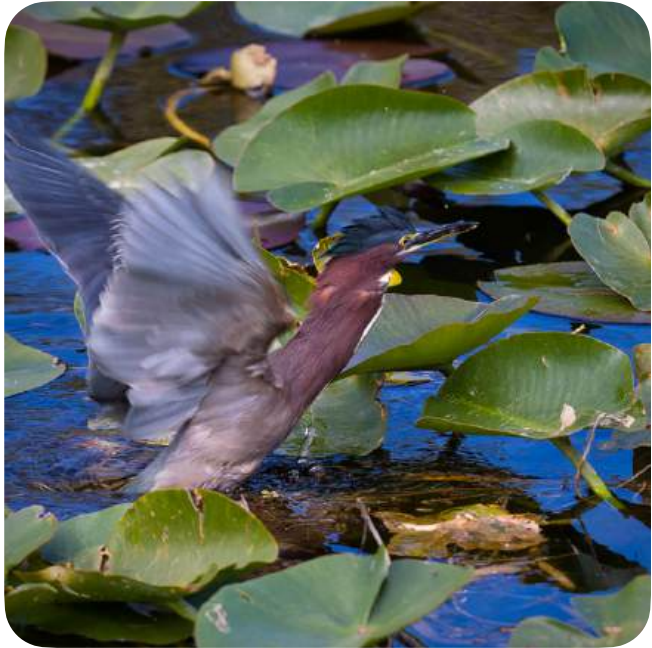
- Out of focus/ pixelated
- Flat lighting
- Lack of contrast makes subjects difficult to identify
- Distracting foreground elements



- Sharp focus
- Clear contrast
- Creative lighting
- Distinct colouration
- Foreground elements separate subject, rather than distract from it

Examples

Is it clean?



- Subject difficult to identify
- Distracting background & foreground elements
- Indistinct colouration between subject and surrounding elements



- Clear subject
- Central point of focus
- Strong contrast between subject and surrounding elements

 **Image Tips**

- Always consider the experience of the viewer before the intention of the post.
 - Does it draw (and keep) attention?
 - Is it interesting?
 - Is it high quality?
 - Would they share it?
- Images can appear pixelated when they are cropped from small source images. Pixelated images result in lower interest and engagement.
 - Minimum size requirement for all source images: 1080 X 1080px
 - Preferred: 2000px+
 - [View optimal Image Sizes by Channel](#)
- Graphics and text overlays should be used sparingly.
- Text overlays should be supplementary/complementary to photos (let the photos do the heavy lifting and allow text elements to add important details.)
- Share large volumes of text in the post copy, not in the image

Video

Today, every social media platform has incorporated video in one form or another because they know that it is the media format that people engage with most. We can also use video content effectively on our websites by embedding clips from platforms like YouTube or Vimeo. The result is that there are all sorts of types of video ranging from quick, unedited clips to professionally produced videos.

How it works

The majority of brand video content is planned ahead of time using simple storyboards, or video concepts. Social media video doesn't have to be scripted and overly produced, but the best videos almost always starts with a plan to follow.

Quick, how-to, or behind-the-scenes videos can be shot on a smartphone and edited using social media apps or dedicated video editing software.

Each type of video has its place and can be effective. The most important thing is to match the quality of your video content with the brand message that you're trying to portray.



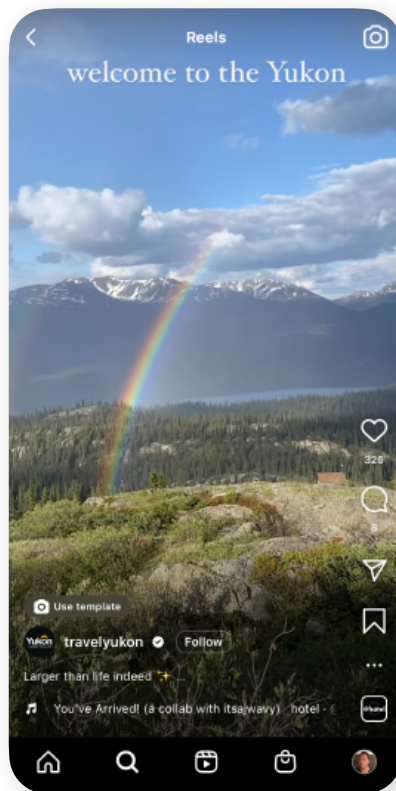
Video Tips

- Use a high quality camera (even if it's just a smartphone.)
- Develop a script - even if it's not followed to the letter. Knowing the key message(s) you want to land will help keep it clear and concise.
- Start with a strong Hook:
 - Grab attention right away
- Keep it short & sweet:
 - Social media users are constantly opening and closing their apps, scrolling, and sending & receiving messages — ensure your videos get your point across in as little time as necessary. (Note: sometimes that's 15 seconds and sometimes it's 2 minutes – just be sure to make it interesting, entertaining, and valuable)
- Add Text or Subtitles:
 - The best social video is created to be viewed with audio turned off. Most views come from smartphones, and many of those viewers won't have their sound turned on. Ensure that there are captions on your videos so sound-off viewers can follow along.
- Include a Call To Action:
 - In the video itself or in the post caption, give people a reason to take action and get additional value.

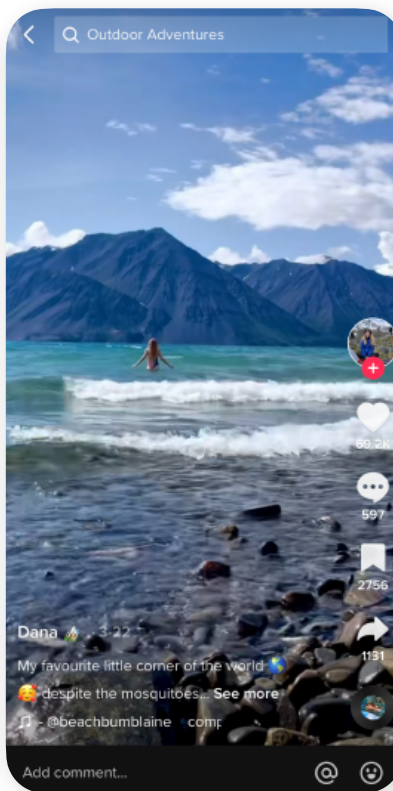
Short-form Video (Reels, TikTok, YouTube Shorts, etc.)

Short-form, vertical video is now the most influential and engaging content format across social media platforms. Originally popularized by TikTok, this style has since been embraced by Instagram (Reels), YouTube (Shorts), Facebook Reels, and even LinkedIn for storytelling and quick updates.

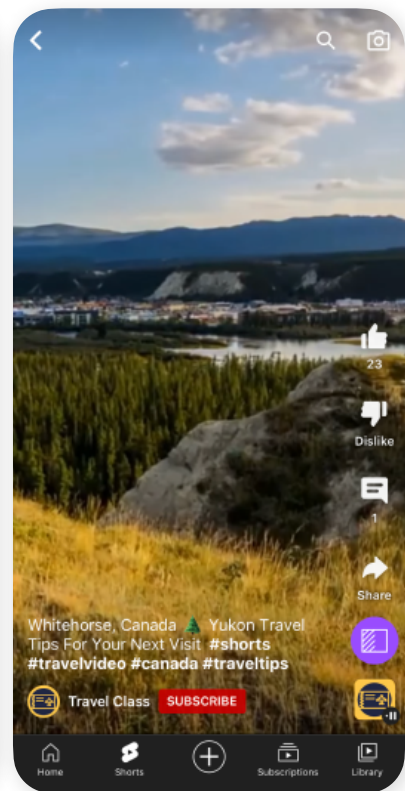
Short-form video content ranges from entertaining clips and storytelling to tutorials, travel recommendations, product demos, and community highlights. Whatever your topic, there's likely a short-form audience for it — and an opportunity to build awareness and engagement.



Instagram Reel



TikTok



YouTube Short

How it works

While details vary across platforms, short-form videos generally range from 5 seconds to 90 seconds, with most performing best under a minute. Platforms like TikTok, Instagram Reels, and YouTube Shorts all deliver a continuous, algorithm-driven feed, meaning you only have a few seconds to grab a viewer's attention before they scroll away.

Because of this, it's crucial to plan your story arc — even for short videos.

- Start with a clear hook in the first 3 seconds to stop the scroll.
- Share your main message quickly and visually.
- End with a payoff or call-to-action that encourages comments, shares, or follows.

Most short-form videos include a mix of music or trending sounds, voiceovers or narration, and on-screen captions (since many users watch without sound). All major platforms now offer built-in editing tools — from auto-captioning to audio libraries — so you don't need third-party apps to create polished, engaging content.

Importantly, success doesn't require cinematic production. In fact, the most effective videos often feel real, spontaneous, and human — giving audiences a sense of authenticity and connection.

Short-form video continues to evolve, and there's no single formula for success.

The best approach is to experiment with different styles, tones, and story formats, then monitor what resonates most with your audience.

 **Short-form Video Quick Tips****1. Perfect your hook**

Time is of the essence, so make sure to give viewers have a reason to stick around within the first 3 seconds

2. Structure the flow.

Having a plan, and even a loose script, will help you to be clear and succinct, and avoid missing any critical details.

3. Keep the pace

Once you have viewers hooked, make sure that the rest of the video is also interesting and entertaining, and has a relatively quick pace and rhythm.

4. Keep it simple

It can be tempting to try to include every last bit of information in a single video, but that can overcomplicate the delivery, and overwhelm the viewer. Focus on delivering a few key messages in the strongest way possible.

5. Show some personality

Having someone appear on-camera is a great way to create an engaging video, and develop familiarity and trust with your audience.

6. Use closed captions

People may need to read captions if they have a hearing impairment or if they're in a place where having the volume turned up on their phone isn't possible. Ensure everyone can enjoy your video, no matter their needs and environment.

 **Short-form Video Quick Tips****7. Use visual and audio enhancements**

Music/sound snippets, text, and other elements are available as part of the editing tools. Use the ones that are most relevant to your message and brand, and those that will create the best video.

Caution: Don't overdo it.

8. Stick the landing

The initial hook is important, and so is the wrap up. As the last thing your viewer sees, it's critical that the ending is also memorable and drives a valuable action – whether that's leaving a comment, watching more of your videos, following you, or clicking out to a Call to Action.

 **Resources**

- [How to Create Great Reels](#)
- [How to create a TikTok account](#)
- [How to setup a TikTok profile](#)
- [How to create TikTok videos](#)
- [Additional TikTok tips](#)

Stories

Stories are a core social media format used across Instagram, Facebook, and Snapchat. They allow users to share a series of photos or videos that appear in a full-screen, vertical format and disappear after 24 hours (unless saved to Highlights).

Stories are designed for timely, casual, and immersive content — perfect for showcasing behind-the-scenes moments, event coverage, or quick updates that don't need to live permanently on your feed.

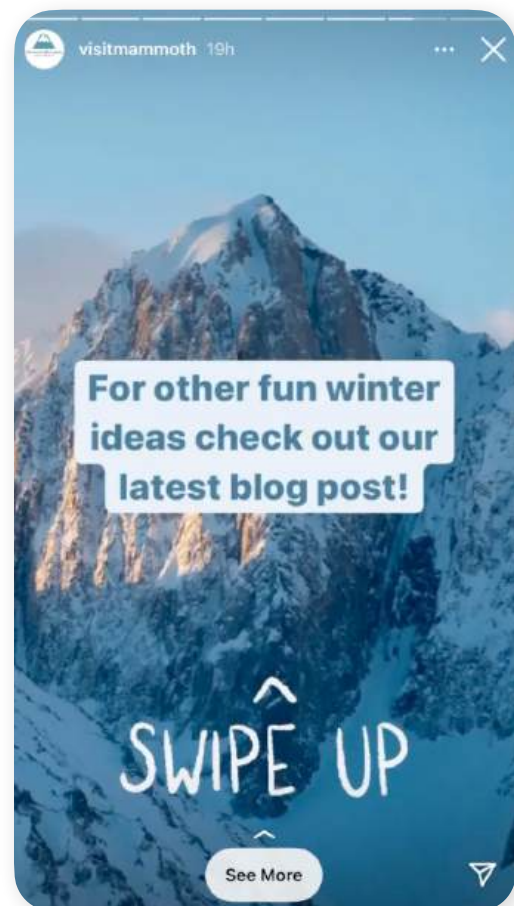
How it works

Stories are typically shot and edited directly on a phone. Most platforms allow you to:

- Capture content in real time or upload from your camera roll.
- Edit with stickers, text overlays, filters, and music.
- Add interactive features such as polls, questions, quizzes, countdowns, or links (available to all business accounts).
- Tag locations, users, and products to increase visibility and engagement.

While Stories were once viewed as a casual format, many brands now incorporate strategic Story planning — using templates, branded visuals, and UGC to maintain a polished yet authentic feel.

The best way to get to know Stories is to open your app and start shooting. You can create drafts, view them, and discard your draft and start again until you're happy with your creation.



Story Quick Tips

Casual still means awesome. Here are some guiding points to keep in mind:

- Shoot vertically (“portrait”). Horizontal (or “landscape”) photos and videos require the viewer to turn their phone sideways – switching between the two can be jarring
- Use text to explain what’s happening. Overlaid text (or even text-only lead-in slides) can support photos and videos so our guests can learn who’s who, what’s what, and where’s where
- Descriptions of people, places, events, and things should be clear enough that somebody being exposed to your brand for one of the first few times can follow along
- Invite your friends into the photos & videos. You likely have loyal supporters, industry friends, and others who are big fans of what you’re up to. Go ahead and celebrate that.
 - Tag your friends. (But make sure they’re ok with that)
- Use location tags + stickers. Think of these as wedding decorations, rather than Halloween – a little goes a long way.
- Consider total Story length. People are taking time out of their day to spend time with us. We want to be respectful of their time, so make it count. If they click on our Story and see that there’s 20 clips to get through, they might skip it if they’re strapped for time.
- There is no minimum. Don’t have something awesome to share that day? Don’t sweat it.

User-Generated Content

The good news: you don't have to create all of your social media content yourself. User-Generated Content (UGC) — photos, videos, or posts created by your visitors, customers, or community members — is one of the most powerful and authentic forms of digital marketing.

UGC helps build trust and credibility, as people are far more likely to believe the experiences of peers than polished brand messages. Reposting UGC (with permission) not only strengthens your content library but also deepens relationships with your most passionate supporters.

While using UGC means giving up a bit of control over your brand image, it also opens the door to more authentic storytelling — and consumers are already talking about you, whether you participate or not. The key is to guide that conversation and make it work for your brand.

Why it matters

- 90% of consumers say UGC influences their buying decisions (Tint, 2024.)
- UGC posts generate up to 80% more engagement than brand-created content (HubSpot, 2024.)
- 79% of people say UGC makes a brand feel more authentic and trustworthy.
- Travellers are 2.5x more likely to act on a recommendation from another traveller than from a brand.



Resource

- [What Is User-generated Content? Everything You Need to Know](#)

Working with Content Creators

Partnering with content creators expands your reach and allows your brand to tap into authentic voices that already have the trust of your target audience. Unlike traditional influencers, many modern creators specialize in User-Generated Content (UGC) — producing relatable, high-quality content designed for your channels, not theirs.

Work with creators when you need:

- Fresh, on-brand visuals or videos, but lack internal resources to produce them.
- Authentic testimonials or real-world storytelling to complement your campaigns.
- Launch or seasonal campaigns where you want a mix of professional and community content.
- Consistent UGC flow, especially if your audience doesn't frequently post about you on their own.

How to collaborate

- Clearly define your goals (e.g., awareness, engagement, bookings, or storytelling.)
- Provide a brief with tone, style, and key messages, but allow creative freedom to keep content authentic.
- Set expectations for deliverables, timelines, and usage rights (so you can repost or repurpose.)
- Encourage creators to use your branded hashtags and tag your accounts.
- Build long-term relationships — ongoing partnerships often feel more genuine than one-off posts.

Who to look for

When evaluating content creators, audience fit matters more than follower count. A creator with 10,000 highly engaged followers in your target market can outperform one with 500,000 followers whose audience has no connection to travel or your region.

Look for creators whose audience:

- Skews toward your traveler profile
 - adventure seekers, couples, families, outdoor enthusiasts, or cultural
 - travellers, depending on your product
- Is in your key source markets
 - for most Yukon operators, that means Canadian travellers (particularly BC, Alberta, Ontario) and international visitors from the US, Germany, Australia, and the UK.
- Shows genuine engagement
 - look at comment quality, not just Likes. Are people asking real questions? Sharing their own experiences? That signals an audience that acts on recommendations.
- Aligns with your price point and experience level
 - a budget backpacking creator's audience is unlikely to convert for a premium glamping property.

Working with Influencers

Working with influencers allows your brand to tap into established personalities who have built loyal, engaged communities around their lifestyle, expertise, or personal brand. While influencers and content creators often overlap, influencers primarily drive reach and influence through their own channels — their value lies in visibility, audience trust, and social proof.

Unlike content creators who may focus on producing assets for your use, influencers amplify your message to their audience, making them powerful partners for awareness, reputation building, and social momentum.

Work with creators when you need:

- Greater visibility or reach in specific markets or demographics
- Third-party endorsement to build credibility for your brand, tour, or destination
- Promotion tied to a campaign launch, event, or seasonal push that benefits from immediate buzz
- Strategic storytelling that leverages the influencer's personality and audience style
- Content that lives both on your channels and on theirs, widening your exposure

How to collaborate

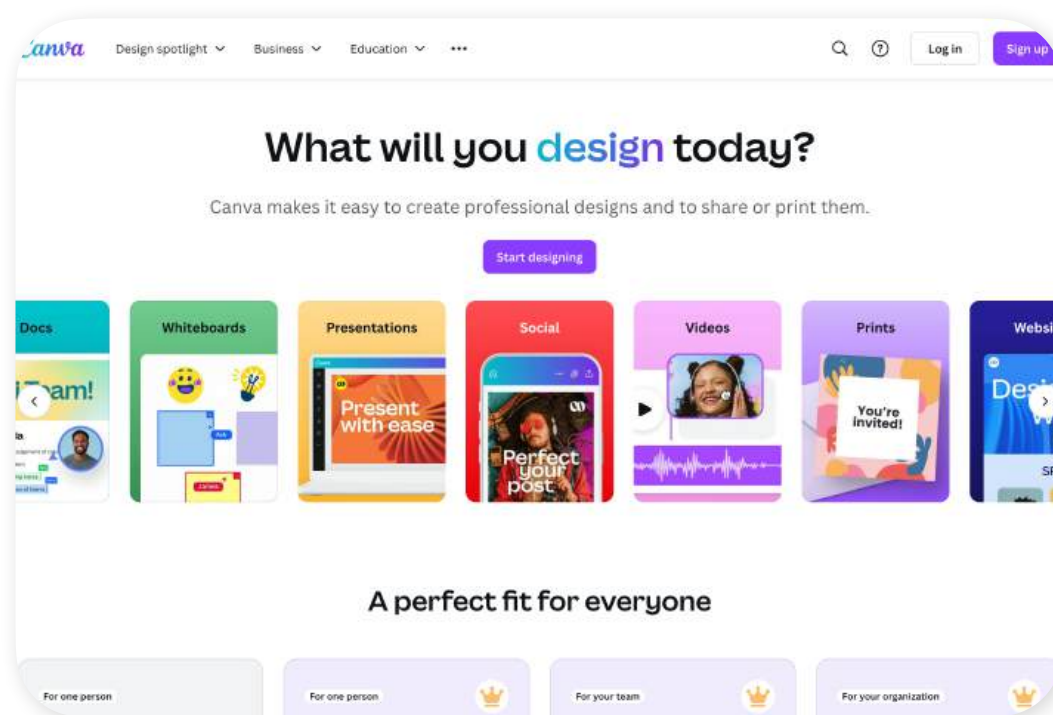
- Choose partners whose audience aligns with your traveler profile — not just those with the highest follower count.
- Share a clear brief outlining goals, key messages, and campaign context, but allow influencers to speak in their authentic voice. Their tone and style are part of their credibility.
- Define deliverables, timelines, and required placements (e.g., Reels, TikToks, Stories, carousels). Be specific about expectations.
- Discuss usage rights and reposting guidelines upfront to avoid surprises and ensure clarity on what you can repurpose.
- Track performance using metrics such as reach, engagement, website traffic, and conversions to understand ROI and optimize future partnerships.
- Foster ongoing relationships — repeat collaborations often feel more trustworthy and effective than one-off sponsored posts.

Tools for Creating Content

We don't all have to rely on expensive professional designers and photographers. There are a whole host of tools available that make it possible for even the least design-adept person to create great looking posts.

Here are a few of the best:

- [Canva](#) – image editing and graphic design
- [Unsplash](#) – stock images
- [Piktochart](#) - create infographics and charts
- [CapCut](#) - popular video editor from TikTok's parent company
- [Edits](#) - video editor from Instagram



Section 3

DIGITAL ADVERTISING

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Digital Advertising

The most obvious way of thinking about digital advertising is that it is simply paid media that appears online, but digital advertising itself has a few properties that make it unique. The world of offline, or traditional advertising, is characterized by content that is designed for a broad audience, then placed into spaces that might interrupt an audience who may generally be interested in what they're selling. Examples of this include bus stop ads that sell products for people on the go, or high-end product ads in luxury magazines.

Digital advertising creates the opportunity for more specific targeting and, therefore, a more focused approach to our audiences. For example, Google Ads gives us the ability to put a link to our website in front of people who search for specific search terms. Similarly, social media ads give us the ability to target people based on their interests, and in some cases we can even target people based on what they've previously interacted with.

This increased ability to target audiences gives us the opportunity to think about advertising in a much more customer-centric way. The best digital advertisers deeply understand who their customers are, where they get their information and what they're looking for when they're online.

The following sections will describe the most common and some of the most effective methods of digital advertising. As a marketer, your job is not to make use of all or even most of the methods. Instead, your task is to select the method(s) that will best connect your message with your audience.

Search Engine Advertising

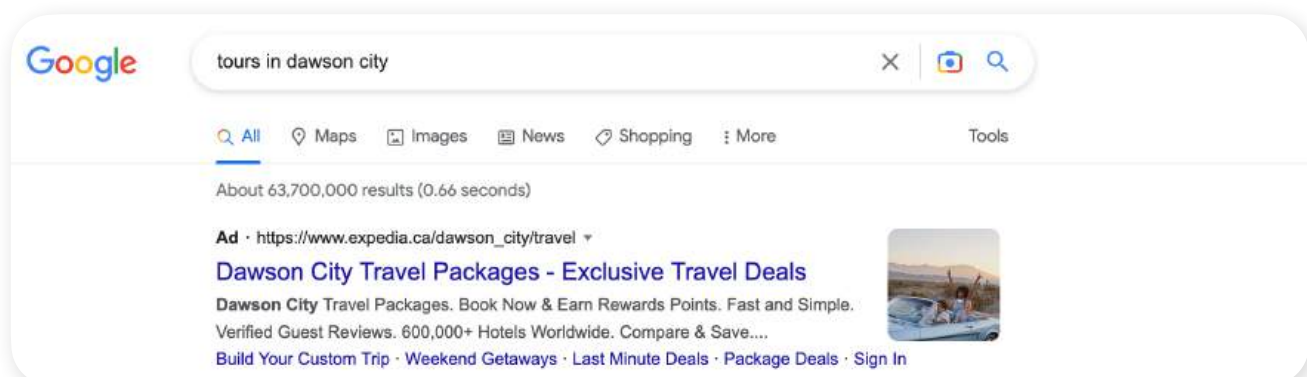
One of the oldest and most effective forms of advertising on the internet, Search Engine Advertising places your business's link in front of people who are searching for specific terms that you have chosen.

The practice of search engine advertising is not limited exclusively to Google, but Google does control around 90% of the market, so it does receive a majority of the focus. For the purposes of this toolkit, we will focus on Google, and if you choose to explore alternatives like Bing or Yahoo, know that the same principles apply.

How Google Ads Work

Every Google ad you see goes through an “ad auction” before appearing in the search engine results pages (SERPs). To enter into an ad auction, you will first need to identify the keywords you want to bid on and clarify how much you're willing to spend per click on each of those keywords.

When a user enters a search, Google runs an ad auction among advertisers whose keywords match the search term. To compete, you pick target keywords and set a maximum bid (how much you're willing to pay per click). But winning the auction isn't solely about bidding high — ad relevance, expected click-through rate (CTR), and landing page quality all play a major role in determining whether your ad appears and how much you pay.



Similarly, even if your keyword is a good fit for an ad, it doesn't mean you'll appear on the results page. The ad auction considers two main factors when determining which ads to place in the results: How much is your maximum bid? And what is your ad's **Quality Score**?

A Quality Score is an estimate that Google comes up with that's meant to aggregate the quality of your ads, keywords, and landing pages together. If you already have a Google Ads account running, you can find your Quality Score in your keywords' "Status" column in your Google Ads account. How relevant your ad is to a user, as well as how likely a user is to click through and have a high-quality landing page experience, both factor into your overall Quality Score.

When to Use Google Ads

Search ads are best used for bottom-of-funnel marketing, which means that people are actively searching for a solution and are ready to buy today. However, in tourism, we will often use search ads a little higher up the funnel, for example, to drive traffic to a trip planning page, or to let people know that a new attraction exists in our destination.

Because search ads are almost entirely bought using a Cost Per Click model, the easiest way to evaluate whether Google Ads are right for you is to ask yourself: Are there people searching right now who would benefit from my content? And, how much is a visit to my website worth to my business?

If your website solves a problem that people are searching for, and that traffic is worth more than a dollar or two to you, then Google Ads may be worth trying out.

How to Get Started

Google has a very user-friendly onboarding process that will take you through the basic steps one by one at: <https://ads.google.com>

Once you've set our account up, or if you have already run your first Google Ads campaign, the next step will be to explore Google's Skillshop, where they have shared a series of specific tools and tactics that you can use to take your Google Ads account to the next level: <https://skillshop.withgoogle.com/>

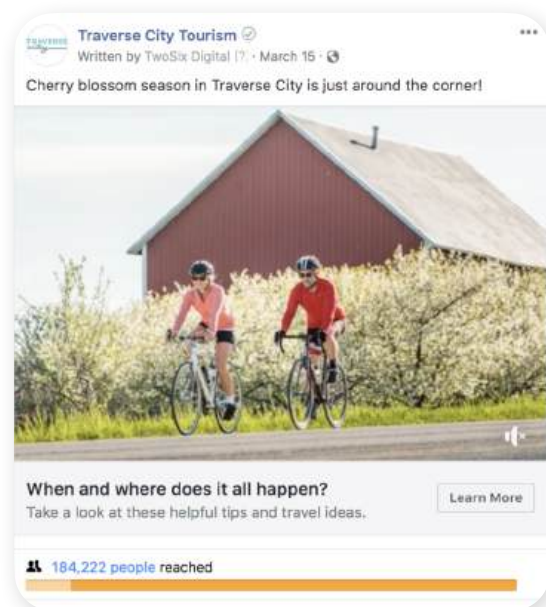
Social Advertising

Nearly every social media channel now offers some form of paid promotion. Social advertising is the practice of identifying the right channel and ad unit for your objective, then buying advertising in that channel. For most marketing teams, the majority of their social advertising will happen on one or more of the following channels:

Social Advertising Channels

Meta

By far the largest social advertising platform. On Meta, you can choose to place your ads on Facebook, Instagram, Messenger and/or their Audience Network, which is a series of websites and apps where your ads can appear. Meta is also home to the broadest set of ad units and targeting, so many marketers choose to start their ad campaigns here. To learn more about setting up your Meta advertising campaign, check out their [Ads Manager guide here](#).



TikTok

TikTok's advertising platform allows brands to reach highly engaged audiences through short-form, vertical video content. Ads appear seamlessly within users' For You feeds, making them feel more organic and less disruptive than traditional formats. Brands can target audiences based on interests, behaviours, and demographics, and choose from multiple ad types. To learn more, check out [TikTok for Business](#).



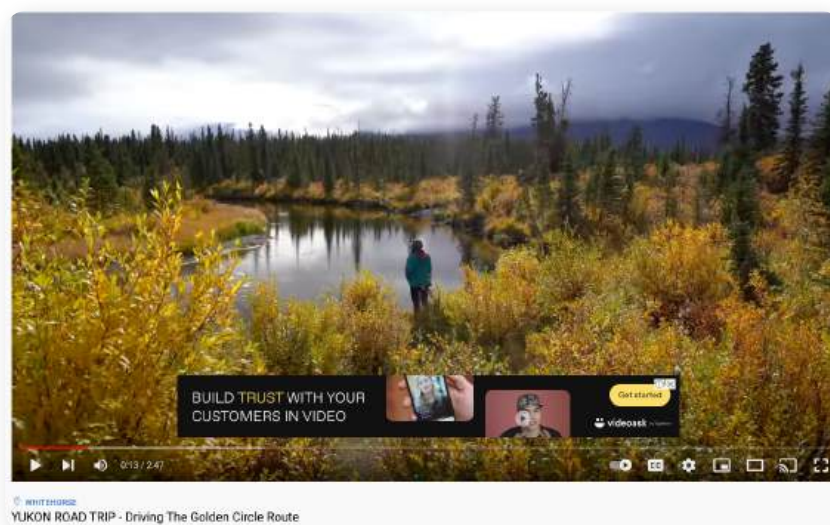
Pinterest

Pinterest’s ad model is indeed still “search + inspiration” oriented: people use it to explore ideas, plan, and shop. Advertising on Pinterest leans heavily into visual storytelling, keyword targeting, and interest-based targeting, with ad creative often formatted to match the vertical, image-centric design of the platform. Pinterest offers more advanced formats — such as Idea Ads, Shopping Ads, and AR Try-On Ads — which blend inspiration and conversion in compelling ways. The [Pinterest advertising guide can be found here](#).



YouTube

YouTube advertising lives within Google Ads, leveraging the fusion of search intent and video consumption behaviour. You can target audiences based on search history, viewing patterns, channel interests, demographics, and more. Available ad formats include skippable in-stream ads, non-skippable in-stream ads, discovery ads, and vertical / mobile-first video placements. To learn more about how YouTube ads work, check out their [How to advertise on YouTube guide here](#).



Buying Social Ads

There are a variety of other social advertising options out there, with new ones arriving all the time. Each one will have its own nuance, but there are principles and concepts that can be applied in nearly every case. The following are the most important of those:

Campaign structure

Social ad platforms typically organize your advertising in the following way: Account, Campaign, Ad Set, Ad Unit. Each one of those categories contains a different set of information and is set up to help keep your work organized.

The **Account** level is where your basic profile information lives. It's where you'll enter your payment information, where you'll add or remove users and add your contact info, among other things. Account information should need to be set up once and then updated only when your information changes.

The **Campaign** level is where you build the high level goals of your ads. Some smaller organizations will structure their campaigns around seasons, running only 3-5 campaigns each year. Other larger organizations still set up campaigns for different objectives, like one for brand awareness and another for a sales promotion. If you're just getting started with social ads, start with a single campaign with a single goal in mind before creating a second campaign.

The **Ad Set** level is where targeting and bidding happens. Each Ad Set lives within a Campaign, and there may be many Ad sets within a single campaign. In most social channels, you will define who your ads will be appearing for, the type of bidding that you'll be using and the budget limits that you'd like to set within your Ad Set.

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience Browse

Create New Custom Audience...

Locations ⓘ United States
United States
Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All ▾ Men ▾ Women ▾

Languages ⓘ Enter a language...
More Demographics ▾


Interests ⓘ Search interests Suggestions Browse

Behaviors ⓘ Search behaviors Browse

Connections ⓘ Add a connection type ▾

Save this audience

Audience Definition

 Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 186,000,000 people

Within your Ad Set, you'll have the opportunity to target users based on the following:

- Locations - Either where they live, or where they are currently located
- Age - Based on their self-reported birthdate
- Gender - Also self-reported
- Languages spoken - Applicable mostly for advertisers targeting non-English speakers
- Interests - Hobbies, brands, activities, etc.
- Behaviour - User habits gathered by Facebook including travel, mobile device usage and purchase behaviour, etc.

Ad Units are the individual pieces of creative that you will be promoting with your advertising budget. Each channel has different creative options, but they may include videos, images, carousels, and links, among other things. At the ad unit level you may choose to test multiple creative options, and you may use creative assets that best match the targeting of the Ad Set that the Ad Unit lives within.

Budgeting

Social advertising budgeting is typically set by maximum spend per day, or maximum spend within a certain time period. If you choose to go with the per day option, be aware that it doesn't have an end, so the channel will run your ads and charge you the same budgeted amount every day. Conversely, if you choose to set your budget by time period, then it will stop running at the end of that period regardless of how well your ads have been performing.

Targeting

One of the main reasons that people choose to buy ads on social media platforms is because they are able to offer superior behaviour-based targeting. In social advertising, you select the audience but have little to no control what the content that appears next to your ads will be.

Effective social advertising targeting is all about selecting an audience of people who are the best fit for the product that you're selling, and then matching your creative assets to that audience.

Retargeting

Available on most social platforms, retargeting is the practice of creating an audience of people who have previously engaged with your brand and showing an ad set exclusively to them. That engagement could be a click, a video view, a comment or like on your post or even that they went to your checkout page but didn't actually book.

The theory is that many people need to be reminded of a brand offer many times before they make a purchase decision. Therefore, the creative that you use in retargeting will likely be different, and more direct, than the creative that you use for brand new audiences.

Pixel Tracking

The way that ad networks are able to track website behaviour and create retargeting audiences is through a tiny bit of code that you put on your website. All of the major social channels will provide you with that code and by pasting it into the relevant portion of your website, that channel will start collecting data on the people who have clicked from their network to your website.

To install your Pixel, log into the ads manager section of the social channel and look for ad tracking or Pixel tracking, then follow the instructions.

Pricing Options

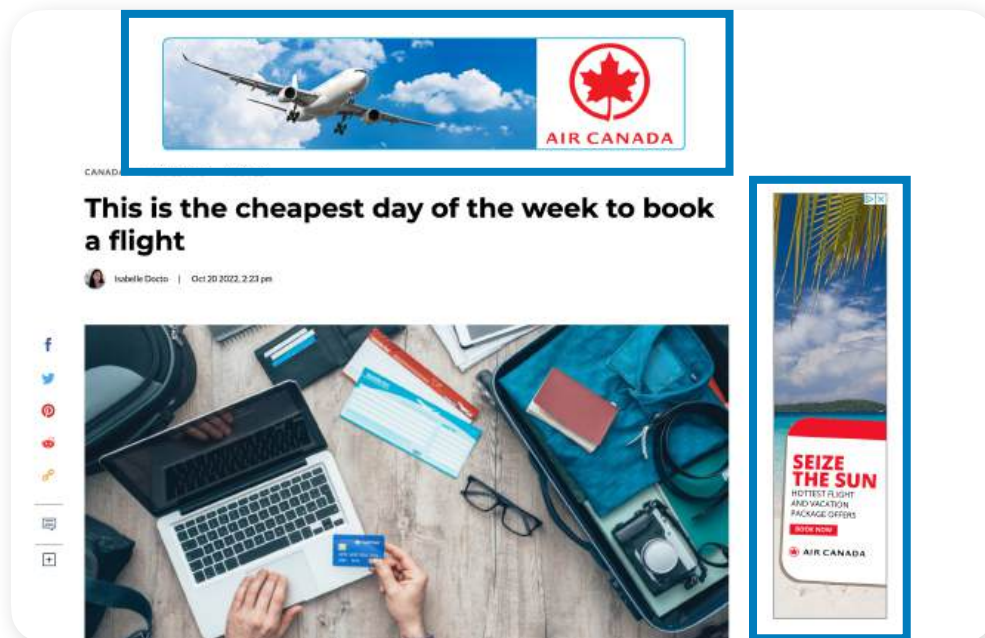
There are three primary ways that ad networks price and charge their clients. The first, and most common, is CPM, or Cost Per Thousand Impressions. The M in this acronym is the roman numeral for Thousand, so in this pricing structure you are paying for the number of users who are exposed to your content. The network may track and report on a variety of metrics including clicks, engagement, and shares but the only number that you'll be charged for is impressions. This pricing option is best when the objective of your ad is to build awareness among the largest number of people possible.

The second most common pricing structure is Cost Per Click, or CPC. Attraction to CPC is that the buyer only pays when people actually take an action and click on their ads. Therefore it is possible that your ad could appear to millions of people, or hundreds, and cost the same amount if the same volume of those people chose to click. CPC is best for ads whose objective is to drive interest, sign ups or bookings, and is often used along with retargeting campaigns.

The third most common pricing structure is Cost Per Acquisition, or CPA. Some networks make it possible to charge you only when a user takes a conversion action that you define. In some cases that may be to fill out a contact form, sign up for a newsletter, or request a booking. The CPA option, while attractive for some campaigns, may limit the reach of your ads and should be used for bottom of funnel, direct response campaigns within a highly targeted audience.

Display Advertising

These are the ads that fuelled much of the early internet, and still make up a significant portion of digital advertising today. There are a variety of ways to buy display advertising (see below), but all display ads are created in one of 5 basic categories.



Display Advertising Channels

Google Marketing Platform

By far the most common way that small businesses buy display ads, the Google Marketing Platform places a variety of ad categories (see below) on millions of websites across the internet. Advertisers get access to Google's audience targeting tools, as well as its relatively easy to use ad creation tools.

Ads can be purchased using the same account that you would use to buy other Google Ads.

If Google's ad platform may be right for you, follow these simple steps, and refer to Google's own guide linked here for more information.

1. **Sign in to your [Google Ads account](#)** - If you don't yet have an account, the same link will walk you through the setup process
2. **Click Create a New Display Campaign** - You'll begin by creating a new campaign in your Google Ads account and selecting a goal for your campaign. The goal that you select should align with what you want to achieve with your campaign. For example, if you want to encourage people to visit your website, select "Website traffic" when you create the campaign.
3. **Select your campaign settings** - Your campaign settings allow you to choose the locations and languages where you want your ads to appear. You can also select how often your ads appear to the same customer, opt out of showing your ads on content that doesn't fit your brand, set start and end dates for your campaign, and more.
4. **Set your budget and bidding strategy** - Your budget influences how often your ads show and how prominently they're featured. Your bidding strategy determines the way your budget is spent. Display campaigns support automated and [Smart Bidding](#) strategies that can manage your bids for you and can help you meet performance goals.
5. **Choose your targeting strategy** - Display campaigns offer multiple ways for you to reach people. You can:
 - Let Google Ads find the best performing audience segments for you with optimized targeting.
 - Add additional criteria like audience segments or [keywords](#) (also known as "targeting signals") to optimized targeting to find similar criteria to serve your ads on.
 - Or, turn off optimized targeting and choose your own targeting signals that make the most sense for your campaign.
6. **Create responsive display ads** - Display campaigns support responsive display ads which automatically adjust their size, appearance and format to fit the available ad spaces. With responsive display ads, you can upload your assets (images, headlines, logos, videos, and descriptions), and Google will automatically generate ad combinations for websites, apps, YouTube, and Gmail. When you finish, select Add to ad group. You can then choose to add a new responsive display ad to the same campaign, or choose Next to finalize your campaign.

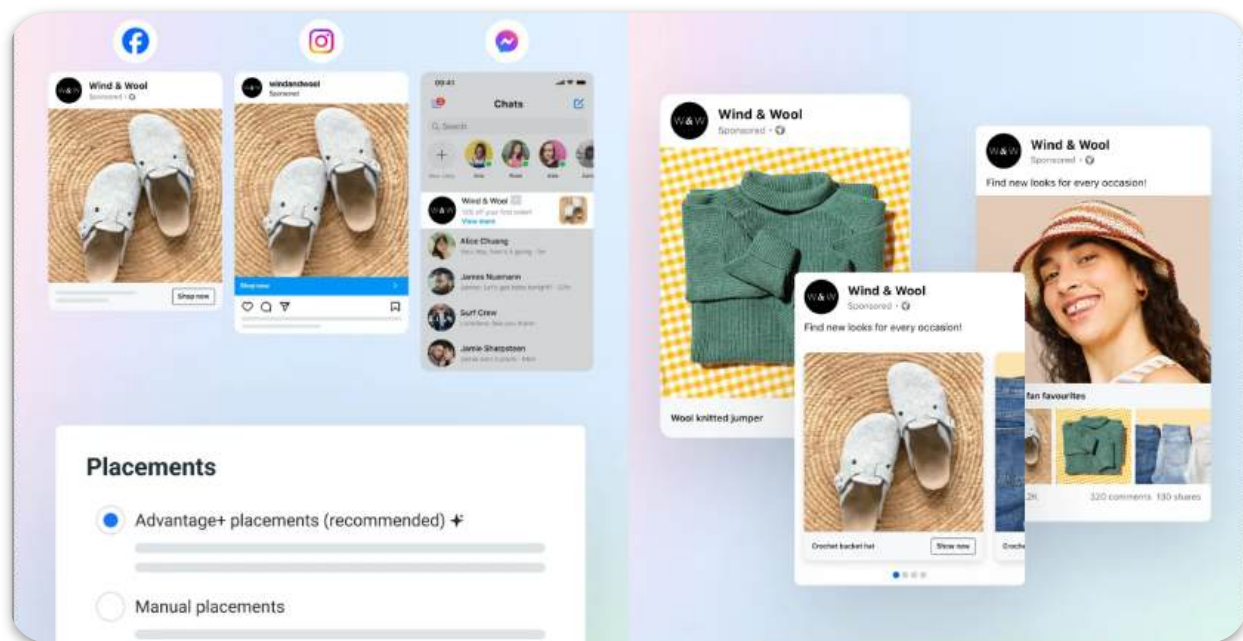
- 7. Review your campaign** - On the “Review” page, you’ll have the opportunity to review all of your setting selections. Here, you can address potential issues described in alert notifications. To do this, click “Fix it” in the notification. If you’re ready to publish, select **Publish campaign**.

Meta Ads Manager

Yes, Meta is primarily a social media platform, but it also has access to a huge network of display advertising inventory across websites and apps and you can purchase display ads on any/all of those sites through the same Ads Manager account that you use for regular Facebook ads.

The advantage of buying display ads through Meta is the ability to harness both Meta’s ad targeting tools, as well as any custom audiences that you have created within your Meta Business Manager.

If Meta’s display network might be right for you, simply follow the same process described in the Buying Social Ads section above, and when you get to Placements, select “Edit Placements.”



For more information on the Facebook Audience Network, refer to [this guide published by Meta](#).

Other Platforms

Display ads can be managed via a variety of third party service providers. Typically these are used for larger budgets, and for brands that are looking for more advanced features. Some of those platforms include:

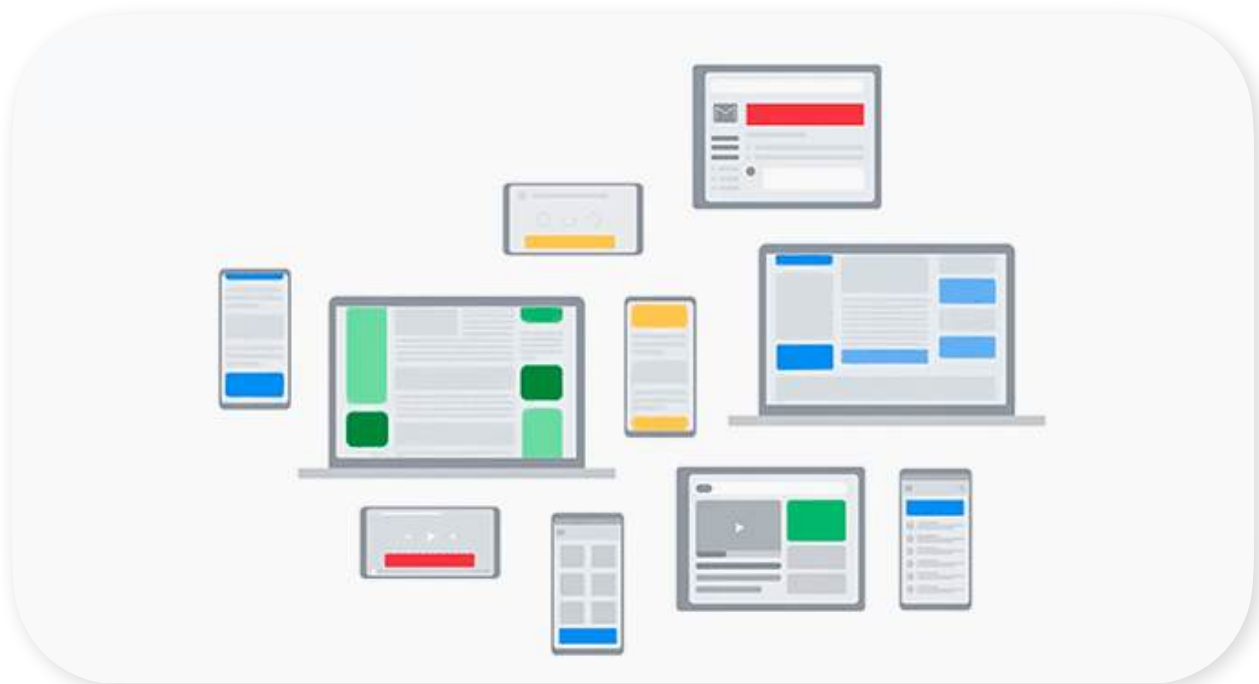
- [Amazon Advertising Platform](#)
- [Adobe Advertising Cloud](#)
- [StackAdapt](#)
- [Basis Technologies](#)
- [Knorex](#)

For an in-depth look at display advertising platforms, read this Hubspot resource called the [Plain English Guide to Demand-Side Platforms](#).

Display Advertising Formats

Static Image Ads

These can be served as a banner at the top of a page, in a box on the side of a page, or pretty much anywhere else that a publisher can imagine, but what they always have in common is that the ad is a simple image with a link in it.



Animated Ads

These were the first innovation in display advertising, and the only major difference from Static Image Ads is that they contain a small video file, so they can be more likely to grab a user's attention and communicate a more complex message. Not all sites and ad networks will serve up Animated Ads because the file size is larger and therefore puts more strain on the network to serve. When they are available, Animated Ads typically have a higher cost associated with them.

Expandable Ads

These are interactive ad units that can be expanded beyond the original size of the original placement. Some expandable ads can be configured to expand automatically when a page loads. Others will expand following a user-initiated interaction like a mouse-over or a click.

Expandable display Ads are still relatively uncommon, although they are being increasingly used on both desktop and mobile display networks. Some digital marketers consider Expandable Ads too disruptive to the user experience, but when used well, they can grab attention and drive increased interest because interacting with them doesn't require the user to leave the website that they're on.



Lightbox Ads

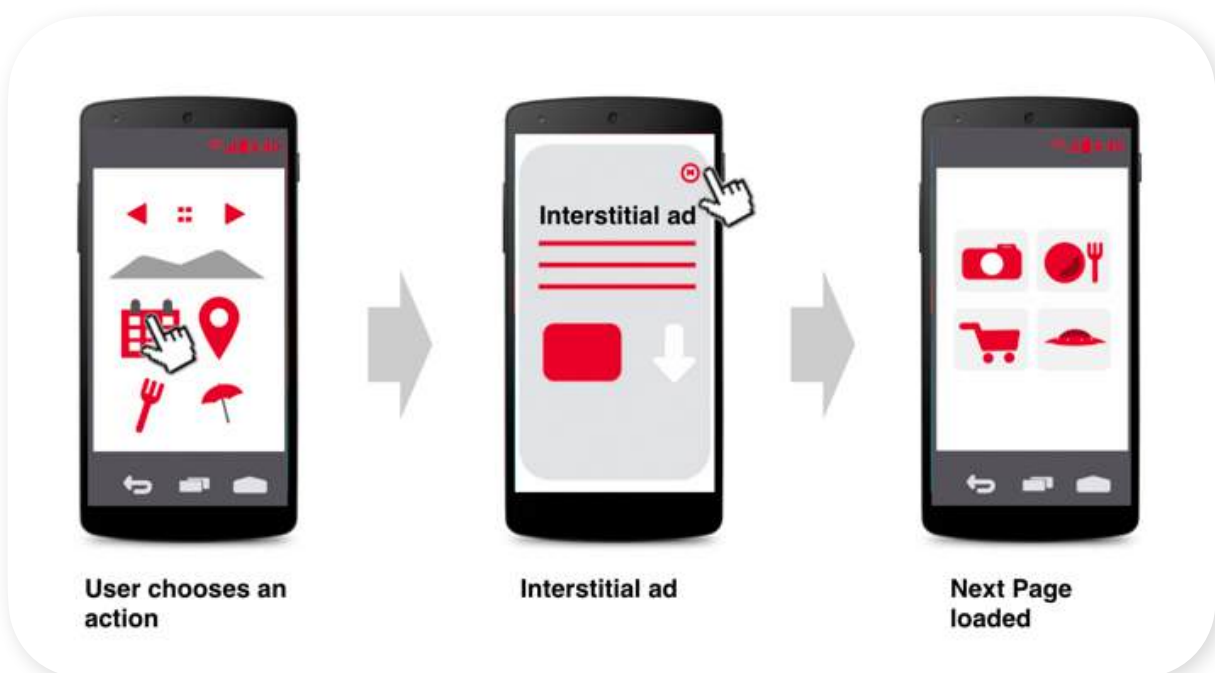
Lightbox Ads start off looking just like a standard ad unit, but when a user hovers their cursor over one, it takes over some, or all of the user's screen in a way that can include video, audio, animation and other features. To reduce accidental engagements, often users must hover their mouse over a lightbox ad for up to two full seconds to trigger the expansion.

Lightbox ads get mixed reviews, but they can certainly deliver a much richer user experience and offer more creative options to the advertiser.

Interstitial Ads

The rise of mobile technology has given rise to the popularity of this ad option. Interstitial advertisements are full-screen ads that cover the interface of a host application. They appear during transition points like a click to a new page, or a scroll down the page that the user is on. The idea is that they would naturally occur while users engage with the website or app.

Interstitial ads are commonly featured in mobile games and free apps as a way for the publisher to generate revenue without charging its users. Each time a user completes a level, for example, they may sit through a loading screen before starting the next level. Interstitial ads are often presented during a variety of loading screens to take advantage of that time that would otherwise be wasted. This ad unit should be used with caution, given the negative sentiment and brand damage that they may cause, but when used creatively, and when targeted to the right audience, they can be effective.



Section 4

SEARCH ENGINE OPTIMIZATION

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What is Search Engine Optimization (SEO)?

Today's SEO has two key parts:

1. Set up our web pages to clearly communicate what they're about so that they can be found by search engines
2. Build the reputation of our pages by attracting inbound links that signal to search engines that they are valuable and should be displayed high in search rankings

In the following sections, we'll discuss the various ways that you can take advantage of the current landscape, focusing on the behaviours that are most likely to produce results, but first, let's start by building an understanding of how search engines choose which content to rank.

How SEO Works

Quoted directly from the world's #1 search engine, Google:

“Every time you search, there are thousands, sometimes millions, of webpages or other content that might be a match. Google uses its robust systems to present the most helpful information in response to your query.”

The world's largest library

Google's Search index is like a library, except it contains more information than all the world's libraries put together. They are constantly adding to it and updating it with data about webpages, images, books, videos, facts and much more.

Instantly matching your search

In a fraction of a second, Google's Search automated systems sort through hundreds of billions of webpages and other information in our Search index to find the most relevant, useful results for what you're looking for.

You may notice that Google's search page and its search results are constantly changing. That's because Google conducts hundreds of thousands of experiments every year, resulting in thousands of improvements, all of which are tested.

Just like with email, phishing scams and other bad actors sometimes try to pose as highly-relevant content. Search works to automatically detect these threats and keep them out of its top results.

How results are automatically generated

With the vast amount of information available, finding what you need would be nearly impossible without some help sorting through it. Google's ranking systems are designed to do just that: sort through hundreds of billions of webpages and other content in their Search index to present the most relevant, useful results in a fraction of a second.

This is why the practice of SEO is key to getting your results found. It's about letting Google know what your content is about and how it should appear so that the right people are seeing your content for the right searches.

Key factors in your results

To give users the most useful information, Search algorithms look at many factors and signals, including the words of their query, relevance and usability of pages, expertise of sources, and your location and settings.

The weight applied to each factor varies depending on the nature of your query. For example, the freshness of the content plays a bigger role in answering queries about current news topics than it does about dictionary definitions.

Key Takeaways

- 1. Google, and search engines like it, are actively seeking out the most relevant and useful information for their users, so the more useful your webpages, the better they'll perform.**
- 2. Search engines will actively seek out and promote websites that load quickly and work well on mobile devices because those sites provide a better experience for their users.**
- 3. There is no single magic ranking factor, instead the best performing sites are the ones that are popular and linked to from multiple sources.**
- 4. Freshness plays a key role in search rankings, so websites that publish content regularly will have an advantage.**
- 5. Search engine ranking systems are always changing, but what doesn't change is that websites that work well, that people love to use and that get inbound links from a variety of sources will always rank well.**

Setting Up Your Site to be Found

Before creating search friendly content, or starting to generate inbound links, the first thing that you'll want to do is to make sure that your website is structured in such a way that search engines will be able to find it, index it well, and display it the way that you want it to in search results.

The following section is paraphrased directly from Google because, as mentioned previously, Google is responsible for more than 90% of all search engine traffic on the internet today.

Note: If you do not feel confident making these modifications to improve SEO, reach out to a professional who can help you. If you don't have access to a website professional, you may find help on a freelancer website like [Upwork.com](https://www.upwork.com).

Getting Started: Are you on Google?

The first step is to determine whether your site is in Google's index

Use Google's regular search part and perform what they call a "site: search" for your site's home URL. To do so, simply type the following into the search bar on Google.com (without the quotations) "site:yourdomain.com". If you see results, your website is in the index.

To see an example, a search for "site:wikipedia.org" returns [these results](#).

If your site isn't on Google

Although Google crawls billions of pages, it's inevitable that some sites will be missed. When its crawlers miss a site, it's frequently for one of the following reasons:

- The site isn't well connected from other sites on the web.
- You've just launched a new site and Google hasn't had time to crawl it yet.
- The design of the site makes it difficult for Google to crawl its content effectively.
- Google received an error when trying to crawl your site.
- Your policy blocks Google from crawling the site.

Help Google find your content

The first step to getting your site on Google is to be sure that Google can find it. The best way to do that is to submit a sitemap. A sitemap is a file on your site that tells search engines about new or changed pages on your site.

Learn more about [how to build and submit a sitemap](#).

Google also finds pages through links from other pages.

Learn how to encourage people to discover your site by [Promoting your site](#).

Help Google (and users) understand your content

Let Google see your page the same way a user does

When Google crawls a page, it should see the page the same way an average user does. Website content should always be built for the reader first, meaning that it should make sense to people when they arrive. Once the human reader has been taken care of, then you can consider search engines - they read a web page from top to bottom, looking first at the Page Title and the Headings, then moving on to the body and other content. The best pages for search engines will include their target keywords a few times in those key areas and make it easy for search engines to understand what they're about.

Recommended Action

Use the URL Inspection tool. It will allow you to see exactly how Google sees and renders your content, and it will help you identify and fix a number of indexing issues on your site.

Create unique, accurate page titles

A `<title>` element tells both users and search engines what the topic of a particular page is. Place the `<title>` element within the `<head>` element of the HTML document, and create unique title text for each page on your site. If you have the ability to modify the HTML of your website, your title element should look something like this:

```
<html>
<head>
  <title>Yukon Hiking Tours - Book Your Outdoor Adventure</title>
  <meta name="description" content="We offer access to some of the world's
most beautiful back country, and make it easy for everyone.">
</head>
<body>
```

Note: If you're feeling comfortable with your website content and want to move on to some more advanced techniques, then the next few sections are for you. Most content management systems (ie. Wordpress, Squarespace) will have features and plugins that simplify these process for you. If you are using a Wordpress website, we recommend the [Yoast SEO plugin](#).

Control your title links and snippets in search results

If your document appears in a search results page, the contents of the <title> element may appear as the title link for the search result (if you're unfamiliar with the different parts of a Google Search result, you might want to check out [the anatomy of a search result video](#)).

The <title> element for your homepage can list the name of your website or business, and could include other bits of important information like the physical location of the business or maybe a few of its main focuses or offerings.

Accurately describe the page's content

Choose title text that reads naturally and effectively communicates the topic of the page's content.

Avoid:

- Using text in the <title> element that has no relation to the content on the page.
- Using default or vague text like "Untitled" or "New Page 1".

Title Element Example

https://www.travel yukon.com › things-to-do

Things to Do in the Yukon | Travel Yukon - Travel Yukon

You'll never be without options for things to do in the Yukon—just browse our activities and see what's in store for you!



Create unique <title> elements for each page

Make sure each page on your site has unique text in the <title> element, which helps Google know how the page is distinct from the others on your site. If your site uses separate mobile pages, remember to use descriptive text in the <title> elements on the mobile versions too.

Avoid:

- Using a single title in all <title> elements across your site's pages or a large group of pages

Use the meta description tag

A page's meta description tag gives Google and other search engines a summary of what the page is about. A page's title may be a few words or a phrase, whereas a page's meta description tag might be a sentence or two or even a short paragraph. Like the <title> element, the meta description tag is placed within the <head> element of your HTML document.

```
<html>
<head>
  <title>Yukon Hiking Tours - Book Your Outdoor Adventure</title>
  <meta name="description" content="We offer access to some of the world's
most beautiful back country, and make it easy for everyone.">
</head>
<body>
```

Meta Description Example

https://www.travel yukon.com › things-to-do

[Things to Do in the Yukon | Travel Yukon - Travel Yukon](#)

You'll never be without options for **things to do** in the Yukon—just browse our **activities** and see what's in store for you!



What are the merits of meta description tags?

Meta description tags are important because Google might use them as snippets for your pages in Google Search results. Adding meta description tags to each of your pages is always a good practice in case Google cannot find a good selection of text to use in the snippet. Learn more about [how to create quality meta descriptions](#).

Accurately summarize the page content

Write a description that would both inform and interest users if they saw your meta description tag as a snippet in a search result. While there's no minimal or maximal length for the text in a description meta tag, we recommend making sure that it's long enough to be fully shown in Search (note that users may see different sized snippets depending on how and where they search), and contains all the relevant information users would need to determine whether the page will be useful and relevant to them.

Avoid:

- Writing a meta description tag that has no relation to the content on the page.
- Using generic descriptions like "This is a web page" or "Page about baseball cards".
- Filling the description with only keywords.
- Copying and pasting the entire content of the document into the meta description tag.

Use unique descriptions for each page

Having a different meta description tag for each page helps both users and Google, especially in searches where users may bring up multiple pages on your domain (for example, searches using the [site: operator](#)). If your site has thousands or even millions of pages, hand-crafting meta description tags probably isn't feasible. In this case, you could automatically generate meta description tags based on each page's content.

Avoid:

- Using a single meta description tag across all of your site's pages or a large group of pages.

Use heading tags to emphasize important text

Use meaningful headings to indicate important topics, and help create a hierarchical structure for your content, making it easier for users to navigate through your document.

Imagine you're writing an outline

Similar to writing an outline for a large paper, put some thought into what the main points and sub-points of the content on the page will be and decide where to use heading tags appropriately.

Avoid:

- Placing text in heading tags that wouldn't be helpful in defining the structure of the page.
- Using heading tags where other tags like `` and `` may be more appropriate.
- Erratically moving from one heading tag size to another.

Use headings sparingly across the page

Use heading tags where it makes sense. Too many heading tags on a page can make it hard for users to scan the content and determine where one topic ends and another begins.

Avoid:

- Excessive use of heading tags on a page.
- Very long headings.
- Using heading tags only for styling text and not presenting structure.

Make your site mobile-friendly

You may wonder - what does mobile friendliness have to do with SEO? It turns out that Google and other search engines recognize that most people are searching on their phones. Their main goal is to send users to websites that solve the problem that they were searching for in a user friendly way, so the search engines give significantly more rankings to websites that are going to deliver that positive user experience on mobile.

Check your site's mobile friendliness

Start by using the [Google's Mobile-Friendly Test](#) to check if pages on your site meet the criteria for being labeled mobile-friendly on Google Search result pages. You can also check out the [Search Console Mobile Usability report](#) to fix mobile usability issues affecting your site.

If your site serves lots of static content (like blog posts or product landing pages) across multiple pages, consider implementing it using [AMP](#) (Accelerated Mobile Pages). It's a special flavour of HTML that ensures your site stays fast and user friendly, and can be further accelerated by various platforms, including Google Search.

Promote your website

While most of the links to your site will be added gradually, as people discover your content through search or other ways and link to it, Google understands that you'd like to let others know about the hard work you've put into your content. Effectively promoting your new content will lead to faster discovery by those who are interested in the same subject. As with most points covered in this document, taking these recommendations to an extreme could actually harm the reputation of your site.

A blog post on your own site letting your visitor base know that you added something new is a great way to get the word out about new content or services. Other website owners who follow your site or [RSS feed](#) could pick the story up as well.

Putting effort into the offline promotion of your company or site can also be rewarding. For example, if you have a business site, make sure its URL is listed on your business cards, letterhead, posters, etc. You could also send out recurring newsletters to clients through the mail letting them know about new content on the company's website.

If you run a local business, [claiming your Business Profile](#) will help you reach customers on Google Maps and Google Search.

Analyze your search performance and user behaviour

Analyzing your search performance

Major search engines, including Google, provide tools for website owners to analyze their performance in their search engine. For Google, that tool is [Search Console](#).

Search Console provides two important categories of information: Can Google find my content? How am I performing in Google Search results?

Using Search Console won't help your site get preferential treatment; however, it can help you identify issues that, if addressed, can help your site perform better in search results.

With the service, website owners can:

- See which parts of a site Googlebot had problems crawling
- Test and submit [sitemaps](#)
- Analyze or generate [robots.txt](#) files
- Remove [URLs](#) already crawled by Googlebot
- Specify your preferred domain
- Identify issues with title and description meta tags
- Understand the top searches used to reach a site

- Get a glimpse at how Google sees pages
- Receive notifications of spam policy violations and request a site reconsideration

Microsoft's [Bing Webmaster Tools](#) also offers tools for website owners.

A Note on Generative Engine Optimization (GEO)

You may have noticed that Google search results increasingly include AI-generated summaries at the top of the page. These “AI Overviews” represent a meaningful shift in how people find information online.

GEO refers to the practice of optimizing your content so that it's cited and surfaced in AI-generated answers on Google and tools like ChatGPT, Claude, etc., not just in traditional search results. It's an emerging discipline, and best practices are still evolving, but early evidence points to a few consistent signals:

- Clear, direct answers to specific questions
 - AI systems tend to pull from content that answers a question cleanly and concisely. Structured FAQ-style content performs well.
 - The implication for operators: content that answers specific questions directly ("what's the weather like in Yukon in July," "best time to visit Kluane National Park," "do I need a permit to canoe the Yukon River") is more likely to be cited in these summaries than generic promotional copy.
- Authoritative, credible sources
 - The same trust signals that matter for traditional SEO (accurate information, reputable backlinks) also influence AI citation.
- Schema markup and structured data
 - Helps AI systems understand what your content is about and how it should be categorized.

GEO is still early-stage, but if you're already following strong SEO fundamentals, you're already building the foundation. It's worth keeping an eye on as AI search tools continue to grow.

Additional Resources

[Google Search Central blog](#)

Get the latest information from our Google Search Central blog. You can find information about updates to Google Search, new Search Console features, and much more.

[Google Search Central Help Forum](#)

Post questions about your site's issues and find tips to create high-quality sites from the product forum for website owners. There are many experienced contributors in the forum, including [Product Experts](#) and occasionally Googlers.

[Google Search Central X](#)

Follow us for news and resources to help you make a great site.

[Google Search Central YouTube Channel](#)

Watch hundreds of helpful videos created for the website owner community and get your questions answered by Googlers.

[How Search Works](#)

See what happens behind the scenes as you search for something in Google Search.

Section 5

CONTENT MARKETING

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What is Content Marketing?

Just about everything that we do in digital marketing these days stems from content. For instance, the blogs we post on our websites, the videos we upload, and the photos we post. For the purposes of this section, Content Marketing refers to the content that we publish on our websites because those are the pieces that will get shared on social media, will appear in search results, and will ultimately be consumed by prospective guests.

One of the main reasons to publish content to our sites, and the reason that we'll focus on in this section, is that it gives us an opportunity to earn inbound links, which push our web pages up in search rankings, and earn clicks and traffic long after we hit publish.

Content marketing, and the resulting search engine rankings, is not a new practice, but it is still one of the most effective ways to create that pull-based experience for an audience.

In the following sections, we'll discuss the various ways that you can take advantage of the current landscape, focusing on the behaviours that are most likely to produce results. It's important to view each of these recommendations as cumulative investments that pay off over time. While it is likely that some of your content will have spikes here and there, the business will benefit from the steady growth of traffic and the share of search that it will achieve through systematic application of the following principles.

Content Formats

The most important part of any content marketing plan is, of course, the content. Search rankings in 2022 are heavily weighted towards content that has strong reader behaviours, meaning that when people arrive, they stay, they scroll, they click, and they share. For that reason, no matter what tactics we employ to gain inbound links and other ranking factors, none will be as effective as they can be without strong content.

We recommend creating two types of content on a regular basis. It is possible, or even advisable, that you may create additional formats to serve as social media content, or other purposes, but these two will be built specifically for search engines:

Topical — 500-800 words

These are simple pieces that solve very specific problems. The pieces should be created first by identifying a need, a problem, or a job to be done by a prospective customer. Only then will you conduct keyword research to determine the highest value keywords, and finally build a piece of content that is crafted to solve that need, problem or job for the reader.

Topical pieces should include images with effective alt tags, diagrams whenever possible and plenty of formatting in the form of headings, subheadings, block quotes and lists. Each of those formatting elements gives the creator an opportunity to insert keywords and phrases to reinforce the subject of the piece.

Some standard technical requirements apply to the Topical content, which can be found in the checklist on the next page.



Topical Content Checklist

- Identify a need, problem or job to be done by a cohort of prospective customers.
- Perform keyword research by testing various phrasing of the solution using one of the following tools:
 - [Google Trends](#) - Free, least accurate
 - [SEMRush](#) - Mid-range pricing, very effective
 - [Moz](#) - Mid-range pricing, very effective
 - [AHrefs](#) - Mid-range pricing, very effective
- When doing keyword research, look for phrases with moderate search volumes and very low competition.
- Also consider the search intent of the keywords - when people are searching this phrase, are they likely to be a future customer.
- Create a piece of content with a subject line that is as close to a perfect match of your target phrase as possible.
- Build the content for the reader, solving their problem so well that they'll want to share the piece with their friends.
- Then, go back and find opportunities to incorporate the target phrase into your content:
 - 1-3 times in subheadings
 - 3-5 times in body content
 - Note: Subheadings and body content can vary somewhat from the exact phrase match

- Next, look for opportunities to integrate collaborators, contributors or to feature potential partners' content in your piece
 - This is not out of the goodness of your heart - this is because later you'll be asking them for an inbound link
- When adding non-text media, look to minimize the file size as much as possible
 - Always use .jpg image files rather than .tiff
 - Keep image files under 1200px wide and 500kb
 - Use compressor.io to minimize the size of all image files
 - When adding video, embed a Vimeo or Youtube video rather than uploading directly
- Add links to 3-5 other relevant posts on your website
 - Internal linking is a moderately important ranking factor
- Add alt text to all non-text content both for search engines, and for accessibility
- Customize the URL to create an easy to read and shareable web address
- Ensure that the Page Title has the key phrase in it
 - Most sites use the post H1 as the Page Title by default
- Modify the post's meta data in the following ways:
 - Meta Title - use the target key phrase in a reader-friendly way
 - Meta Description - write to entice the searcher to click. This section has no bearing on search engines.
 - Meta Keywords - always leave blank.
- Once the post is published, submit the URL to the search engines:
 - Google Inspect URL via Search Console
 - Bing URL submission
- Once the above is complete, move on to link building & distribution

Authoritative — 2000+ words

These pieces are a high investment, long-term reward. They give us an opportunity to go after shorter tail keywords and to continue to develop them for many months or years into the future.

An authoritative post should be the definitive resource for a need, problem or job to be done, and the subject should be one that the audience would be interested in reading for 10 minutes or more about.

Some authoritative content includes: “The Ultimate Guide To...”, or “Everything You Need to Know About...”.

Note: Each of the resources that we’ve included at the end of this section are very effective examples of Authoritative content.

The screenshot shows a website page for Yukon. The header includes the Yukon logo and navigation links: DISCOVER, THINGS TO DO, PLAN, and utility icons for search, heart, user, and share. The main image shows two mountain bikers on a rocky trail. The article title is "A Mountain Biker's Guide to Shredding the Yukon". Below the title is a sub-headline: "World-class trails, limited crowds, jawdropping scenery. The only thing that will blow your mind more than riding this mountain biking hub (no pun intended) is how much more amazing the trails become in the fall." There are icons for seasons: FALL, SPRING, and SUMMER. Below the image is a breadcrumb trail: "Things to Do > Mountain Biking > A Mountain Biker's Guide to Shredding the Yukon". The main heading is "Legendary trails by legendary locals." followed by a paragraph: "Mountain bikers know that finding the best trails sometimes requires a little insider information. So we thought we'd get down to the nitty-gritty details by sharing the actual trail names, where to find them, a little bit about the people who built them, and a couple of quotes from the riders who know them best." Below this is a section titled "Best View of Nares: Montana Mountain" with a yellow circle icon. The text reads: "Right in the heart of Carcross is a smorgasbord of mountain biking runs for all kinds of riders—built and maintained by local youth organizations, bike clubs, and city crews. Beginner? Lower Dei Kwaan, Caribou, and Porcupine Climb are a great place to start. Intermediate? Black Bear, Upper Dei Kwaan, and Nares View will test your limits without making you wish you completed your will before your ride. But the trails known as Goat and Wolf on the other hand—well, you might want to get your forks tuned and that will of yours in". To the right is a map of the Yukon region with various locations marked, including Carcross, Little Salmon, and various First Nations.

The process for creating Authoritative content will be similar to Topical, with the following additions:

Authoritative Content Checklist

- Incorporate 3-5 high value collaborators:
 - Use existing quotes, content and research.
 - Reach out first for permission, then to request that they link to your work
 - Look for:
 - Academic sources with high value URLs
 - Experts with opinions or data to share
 - People with real world experiences
- Add a set of hash links at the top of the content to serve as a clickable table of contents.
- Create a Google AMP page and submit your content when published.
- Find 10+ pieces of older content that are relevant and add links from those pieces to your Authoritative Content.

Additional Resources

- [Hubspot's Blog SEO Guide](#) — simple, easy to implement
- [Ahref's Blog SEO Guide](#) — authoritative, moderate difficulty, comprehensive
- [Moz's Link Building & Establishing Authority](#) — high-quality section of a much larger guide
- [Yoast's Writing an SEO-Friendly Blog Post](#) — a bit of a listicle, but valuable nonetheless, from one of the authorities on simple SEO tactics
- [16 Tips for Creating SEO-Optimized Content](#) — longer read, tons of specific, actionable tactics, high-value content

Link Building & Distribution

Once you've created great content, your next task is to get it the distribution that it deserves. One of the main reasons to publish content is to attract links and the resulting search traffic that can come from them, so in this section, you'll learn how the content that you publish can be your greatest asset in your SEO effort.

While much has changed in the world of Content Marketing and SEO, the #1 ranking factor is still the volume, relevance, and quality of the inbound links to a particular piece.

Some individual post link-building tactics have been recommended above. The following should be practiced on a regular basis, and for as many pieces of content as possible.

Link Building Checklist

- Use your Google Analytics account to find every website that's currently driving traffic to your site - those websites will be found under Source: Referral Traffic
 - Once you've identified your current referrers, you can reach out to each one to let them know about your new content and ask for additional links, or higher priority links.
- Find every industry directory, association or group that has a directory and make sure that it has an updated inbound link.
- Reach out directly to every source that's been quoted, cited or otherwise contributed to each piece of content, and ask for a link from their website and a social share.
- Offer to contribute your own findings, experiences and quotes to academic, industry, and other sources of online content, ask only for an inbound link in return.
- Support University groups, especially in your industry and areas of interest. Offer to speak at their events, contribute to their studies and support their groups, ask only for an inbound link in return.

- Seek out articles written on topics that are highly relevant to your business then reach out to the writer of those articles offering to contribute to a follow-up article where you can shed light on an important aspect that they didn't cover.
- Use your SEO tool (ie. AHrefs) to find the most valuable inbound links to your competitors. Reach out to those sites that are providing those links and ask for the same.

While most common SEO efforts are going to help the ranking of your website, these may actually end up hurting your site's rankings:

- Spamming link requests out to all sites related to your topic area.
- Purchasing links from another site with the aim of getting **PageRank**.

Section 6

WEBSITE MANAGEMENT

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What makes a great website?

Great websites answer questions, solve problems, and create opportunities for visitors.

They are built to answer questions for visitors such as:

- Where do I want to go? (Top of funnel)
- What's good there? (Middle of funnel)
- Is this the right place for me? (Middle of funnel)
- Where is it? (Middle of funnel)
- How can I take advantage of this offering? (Bottom of funnel)

They are also built to provide brands with an opportunity to:

- Gain exposure
- Establish credibility
- Deliver product education
- Distribute content
- Generate sales

When designing websites, start from a place of helping your visitors. People may be landing on your site (or any given page) for the first time or the 12th time, so consider the information and layout they will see from all perspectives.

If it's their first time being exposed to your brand, what do they need to know right off the bat? What information do they need to find in order to make a decision about whether your offering is the right one for them?

If they're a returning visitor, how can you make it easy for them to quickly get the most relevant information at that moment? Are they ready to book/buy/sign up? Is that button easily accessible? Do they check in regularly to read your blog? Do they come back seasonally – if so, what would be new and interesting to them?

When determining the website design/structure/content, use the following framework:

1. Let people know immediately who you are and what you do
 - Use an inspirational, intriguing statement about what you're offering (Value proposition)
 - Note: This applies to all pages within the site, not just the homepage. In those cases, rather than introducing the brand, let them know what the page is about and what they can expect to find there.
2. Guide them to the most commonly accessed information
 - Make your navigation clear and efficient
3. Create useful content
 - Paint a picture of the experience your organization provides
 - Use strong imagery and copy
4. Share proof
 - Reviews, testimonials, social media content
5. Always give them an “offramp”
 - Visitors may be ready to convert at any time during their visit, on any page — ensure they're able to find the CTA quickly and easily
6. Make it easy (and Fast)
 - Limit the amount of information you're sharing to only what visitors need to know, and only what you need to share to get them to convert.

Example

2 DESTINATION LODGE STAY DINE EXPERIENCE SPA PACKAGES GALLERY CONTACT 5 RESERVE NOW

3

CLAYOQUOT
WILDERNESS LODGE
VANCOUVER ISLAND - CANADA

Off the grid luxury at Clayoquot Wilderness Lodge

1 Vancouver Island's celebrated luxury outpost Clayoquot Wilderness Lodge skirts the banks of its namesake ocean inlet, Clayoquot Sound and offers an escape to the still, tranquil beauty of Canada's remote wilderness. Accessible only by seaplane, the journey to Clayoquot is symbolic of a real departure from the everyday. Set among magnificent conifer forests, the lodge offers guests an unforgettable experience of the landscape and its wildlife. Adventure-filled days are bolstered by local produce-driven, sustainable dining, fine wines, world-class accommodation and the chance to unwind in generously appointed campaign-style guest tents.

Take a closer look

4 This was a life that could spoil you for proper camping forever and make it hard to return to whatever world you have escaped.

Stanley Stewart
Financial Times

User Experience (UX) Principles

User Experience encompasses all aspects of the end-user's interaction with the company, its services, and its products. In this section, we'll apply that notion specifically to website design.

Creating a strong user experience boils down to making your website simple to understand, easy to operate, and pleasant to look at. All of these things together build a picture for the user of the total experience – and a great website not only addresses the needs of users, but makes it a joy to use.

Fundamentals

Remarkable design

- Overall design is memorable.
- Graphics, layout, text, and interactive elements work together to present the user with an experience, not just information.
- Modern websites contain more visual and interactive qualities to guide people's eyes and evoke emotional responses to help them stand out.

Websites are scanned, not read

- Most people will scan the content for something that strikes them, and then they switch to reading in more detail when they want to find out more.

Users want clarity and simplicity

- Don't make it difficult to find action buttons (CTAs). Visually focus attention on the primary action versus a bunch of competing buttons (especially on the homepage.)
- Make it highly usable for the majority of users and allow for extra functionality to be hidden and made discoverable as it is needed, not shown all at once.
- Be consistent with design styles (the colour and shape of buttons, the placement of text). When users are familiar with elements of the design, it makes it easier to use.

There's a thin line between creativity and confusion

- Modern web design conventions have essentially trained users to seek information in common locations. Deviating too far from these standards creates work for visitors, which could lead to them not finding what they need. Some of these common standards include:
 - Primary menu items at the top of the page
 - Primary CTAs at the top right (or left in fewer cases)
 - Contact links at the top of the page
- Having CTAs in highly visible locations reinforces the action and directs visitors there when they're ready.
- It's OK — in fact, encouraged — to stand out, but creativity and usability must balance each other, with usability always taking priority.

Know your audience

- An extremely advanced, high-tech website may be great for those who grew up with the Internet (ie. Gen Z) or those who have used and worked with it for a number of years (ie. Millennials) but it may be less effective if your audience is primarily above 50 years old. Similarly, a design that only appeals to older visitors may turn off younger generations who see it as irrelevant to their needs and preferences.
- Seek inspiration from your successful competitors or similar businesses and take note of how they're addressing the needs of their audience.

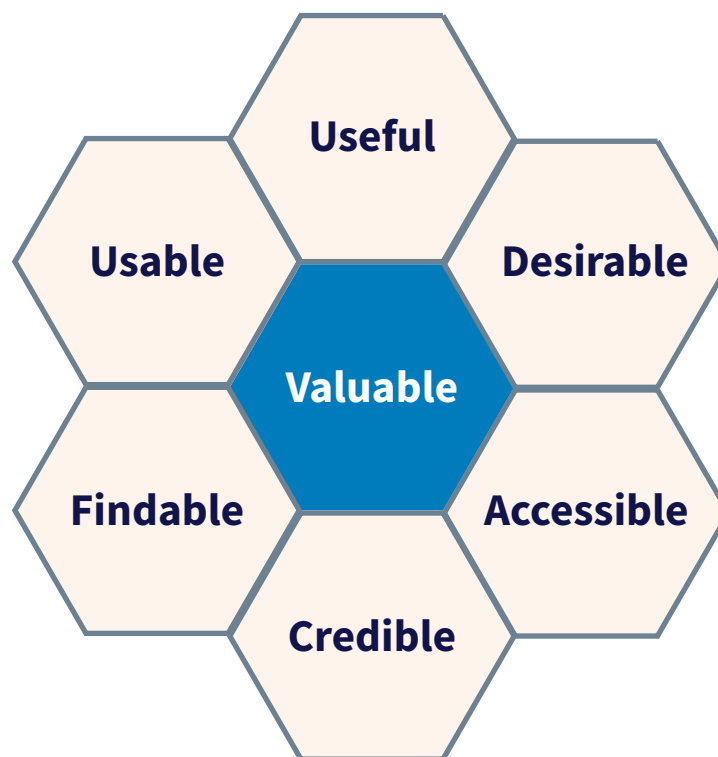
Establish a visual hierarchy

- Highlight the most important elements of the interface so that they draw attention.
- A simple way to create a hierarchy is using size and colour.
 - Larger and brighter text, buttons, and other elements will automatically dominate the page.
 - Be careful – too big and bright and it will look out of place and distracting.

A strong User Experience focuses on 6 critical factors:

| | |
|---------------|--|
| 1. Useful | Content should be original and fulfill a need |
| 2. Usable | Site must be easy to use |
| 3. Desirable | Image, identity, brand, and other design elements are used to evoke emotion and appreciation |
| 4. Findable | Content needs to be navigable and locatable onsite and offsite |
| 5. Accessible | Content needs to be accessible to people with disabilities |
| 6. Credible | Users must trust and believe what you tell them |

All of these combined help to determine how valuable the experience is for the user.



 **UX Tips**

- **Be human**
Be trustworthy, transparent, and approachable.
- **Be discoverable**
Ensure users can accomplish their tasks the first time they visit.
- **Be learnable**
Ensure that interaction is easy and moving through the site is seamless and ensure that on subsequent visits users can accomplish their goals even quicker.
- **Be efficient**
On repeat visits can they accomplish repetitive tasks quickly and easily?
- **Be delightful**
Ensure that the experience delights users so that they have an emotional connection to it and champion your business.
- **Be a performer**
Ensure that the system performs well at all times.

Choosing a Content Management System (CMS)

A CMS is the tool/platform that a website is built on/managed with. Simply put: It's the backend system where you can design pages and elements, add and edit copy & images, create and publish content (ie. blogs), etc.

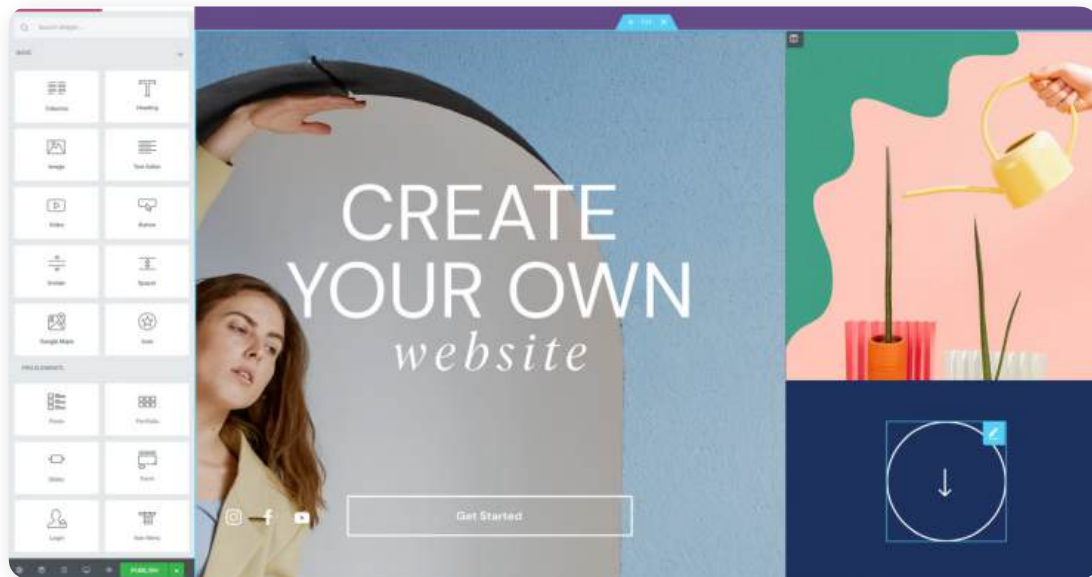
There are many tools available — each with its own pros and cons — and finding the one that's right for you typically boils down to what the site's objectives are, and what technology you and your team are comfortable managing on an ongoing basis.

Consider the following criteria:

- What do I need my site to do?
- Are there people who can help me?
- Can this CMS scale up to match my goals?
- Does it provide the maximum output with the minimum input?
- Is it within my budget?

Popular CMS Options

Wordpress



Overview:

- Most commonly used
- Out-of-the-box templates
- Highly customizable
- Cost grows with features/ functionality
- Skill Level = Moderate

Best for:

Small-medium sized businesses that need control over function, design & code

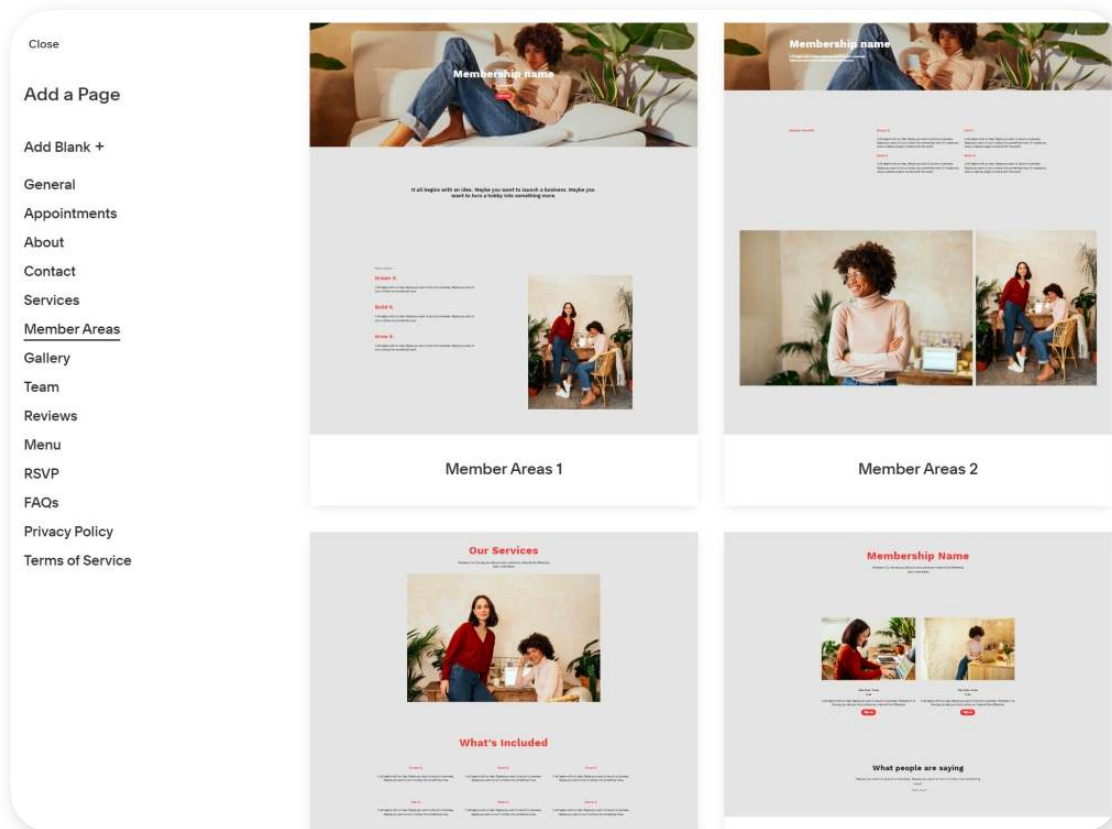
Pros

- Free to use
- Plug-ins for just about anything
- SEO-friendly features
 - Try **Yoast plug-in**
- Large developer support

Cons

- Learning curve
- 3rd party plug-ins can fail (and/or become unsupported)
- Security vulnerabilities
- Cost to develop
- Cost to manage (if using outside contractors/agencies)

Squarespace



Overview:

- User-friendly
- Out-of-the-box templates
- Limited customization
- Skill Level = Low

Best for:

Small-medium sized businesses that favour ease-of-use over customization; Simple e-commerce

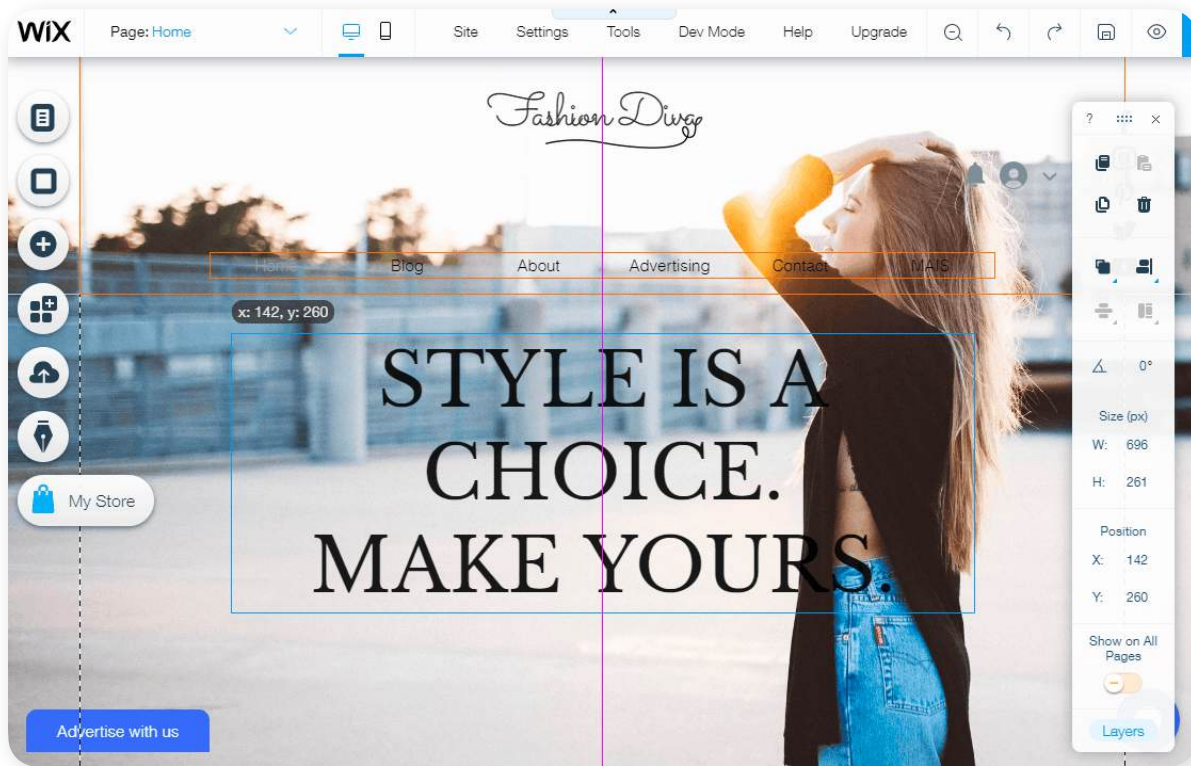
Pros

- Get up and running in a weekend
- SEO-friendly features
- Built-in e-commerce features

Cons

- Monthly fee
- Limited features & customization

Wix



Overview:

- User-friendly
- Drag-and-drop design
- Out-of-the-box templates
- Limited customization
- Skill Level = Low

Best for:

Small businesses/ solo entrepreneurs

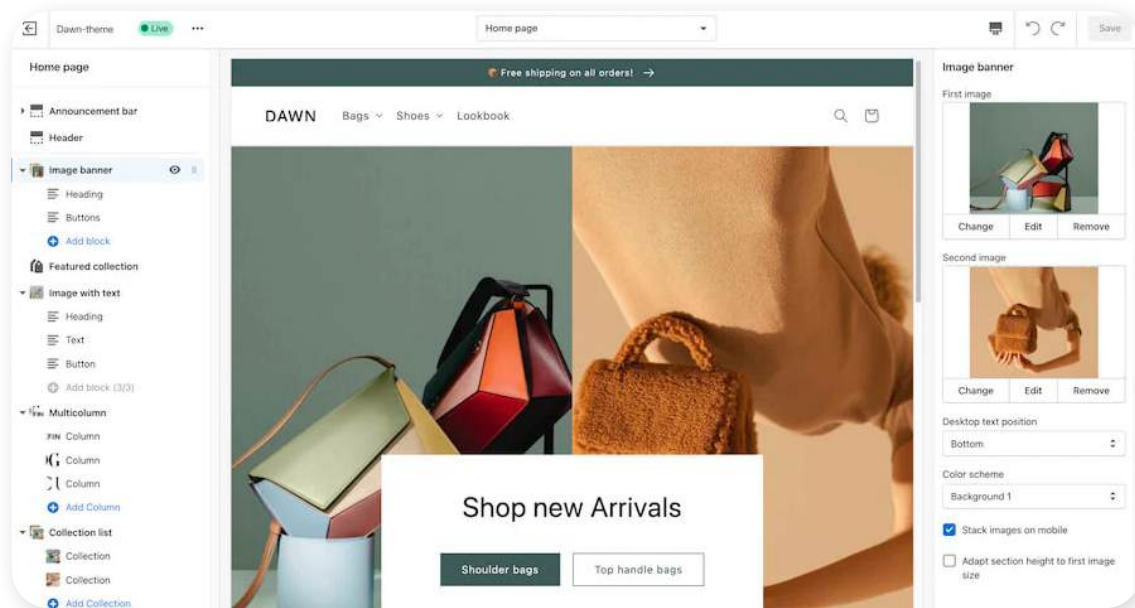
Pros

- Get up and running in a weekend
- Easy to learn/use
- Support

Cons

- Monthly fee
- Template modifications can be a hassle
- Limited features & customization

Shopify



Overview:

- Rapidly growing
- User-friendly
- Out-of-the-box templates
- Built for e-commerce
- Skill Level = Moderate

Best for:

E-commerce businesses

Pros

- Easy to learn/use
- Plug-ins (“apps”) for added functionality
- Support
- Social integration
- Retail (POS) integration
- Canadian-owned

Cons

- Pay to play
- Subscription, apps, themes, etc.
- Limited templates

How do I maintain/manage my website?

Software updates

Many content management systems will issue regular updates to the platform, oftentimes to patch security issues or otherwise improve usability and functionality.

In the case of platforms like Squarespace and Wix, you may not ever notice when these updates happen, but with others like WordPress, you will need to take an active role in monitoring and updating when prompted.

Important Note

These updates may not always work seamlessly with plugins that you've installed, so read the documentation that the company includes, and seek help from a skilled developer if you're ever uncertain.

Content updates

A great website is current and interesting. This means that you're constantly reviewing and updating information such as hours of operation, contact info, team members, and anything else that could provide a seamless experience for visitors. If any information is incorrect or obviously outdated, it risks losing out on business.

Great websites also regularly look for opportunities to add new, helpful information, such as blogs, itineraries, and FAQs. Not only does this provide additional decision-making criteria for visitors, it benefits SEO, and search engines evaluate how frequently websites are updated and reward those that are active.

Testing

When you're happy that your site looks great and provides all of the information that your customers need, it's important to confirm that in the real world.

Focus on the following tests to ensure that your site loads quickly and works well for users:

- **Speed Test**
 - Paste your URL to test how quickly your site loads
- **SEO Analysis**
 - Paste your URL to determine how well your site addresses critical SEO structure
- **User Testing**
 - Having real people use your site provides invaluable insight into how it functions. It's easy for those of us who design and build it to overlook or take for granted how people will use them in the wild.
 - Ask a friend or colleague to take a specific action on your site (ie. Book a 2-bed hotel room for March 28) and have them report any issues they encounter along the way.
 - There are also companies (ie. [usertesting.com](https://www.usertesting.com)) that will provide this service, including recordings of the people who are navigating your site so you can see exactly where they encounter issues. Note: These typically cost a bit of money, but they provide a detailed and unbiased perspective that can be invaluable.

Make a plan to address any problem areas and prioritize those that will have the greatest impact, then work your way through the lower priorities. Make it a practice to regularly test and improve your site – many businesses do this quarterly or even monthly.

Tip: If you run a local business, [claiming your Business Profile](#) will help your website to reach customers on Google Maps and Google Search.

Section 7

ONLINE BOOKING & ECOMMERCE

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Conversion Rate Optimization (CRO)

Conversion rate optimization is the practice of increasing the percentage of visitors who perform a specific action on a website.



$$\text{Conversion Rate} = \frac{[\text{Number of conversions (actions)} \div \text{total number of visitors}] \times 100$$

These actions are commonly directly related to the sales funnel (ie. making a purchase, adding an item to a shopping cart, subscribing to an email newsletter), though they also include simple actions like filling out a contact form or clicking to read a blog post. It is up to a business to decide what action is most valuable, and it will typically vary depending on which page a user visits.

CRO is ultimately about understanding what is driving decisions, what might interrupt or stop people from taking action, and how to create the best user interface/user experience to remove barriers and increase the likelihood that someone takes a desired action.

There are no one-size-fits-all CRO recommendations. What's most important is understanding the audience and the desired action at a specific point in the user journey. There are a few practices that tend to improve rates on average:

- Focus on one primary CTA per page or content block
- Make your offer clear and focused on value
- Use strong contrast and/or colour for CTAs (copy, buttons, links)
- Place CTAs in easy-to-spot locations on the page
- Keep design attractive, simple, and easy to understand & navigate
- Keep copy simple, concise, engaging, value-driven and action-oriented
- Add social proof (ie. testimonials, reviews) to build credibility and trust
- Minimize the number of clicks and page loads required to convert
- Ensure pages load quickly
 - Slow load speeds are associated with a significant decrease in conversions

Choosing a Booking Engine

If your business offers bookings/reservations, you may choose to use specialized third-party software to facilitate the process. Automated software creates many opportunities and streamlines operations. Some benefits include:

- Relieve staffing pressures by managing simple, repetitive tasks, such as:
 - Answering questions by phone call or email
 - Manually creating bookings
 - Taking verbal payment information
- Receive and process requests 24 hours a day
- Automatically process payments and issue receipts
- Automate confirmation and follow-up emails

Ultimately, these tools create efficiency, freeing up staff to focus on other parts of the guest experience that can not be automated as easily.

There are hundreds of booking tools available, and many are tailored to specific industries or business types, so there is no one-size-fits-all solution, but there are some key criteria to consider when deciding which one may be right for your organization:

1. Quick & simple process for the customer (and staff)

If it is difficult to navigate on either side, visitors may give up, and staff may take more time than necessary to manage it

2. Inventory control

Live inventory is essential to ensure bookings are accurate

- This is especially critical when inventory is also offered via [Online Travel Agents \(OTAs\)](#) such as Google, Booking.com, Expedia, etc.
- For more information, visit the [Tourism Yukon Training Page](#)

3. Upsell / cross-sell functionality

Increase order values by providing additional services and packages

4. Promotion system

Offer campaign or seasonal promotions to increase conversions

5. Website integration

- Embed booking widgets on your site to make the process seamless
- Customize the design to match your brand, as much as possible

6. Multi-currency / multi-language

Live toggles that convert and translate depending on a visitor's preference minimizes friction

7. Third-party compatibility

Offer bookings on third-party OTAs to increase exposure and conversions

8. Email automation

Send Thank You emails, pre-visit welcome emails, and post-visit surveys

9. Mobile friendly

Ensure it operates smoothly on every device

10. Analytics

Monitor and gather information on conversion rates, average order value, customer location, etc.

11. Support

Unfortunately, sometimes things don't go perfectly smoothly – when something comes up, the ability to resolve the issue quickly with great support can be the difference between making and losing money

12. Price

- Identify a price you're comfortable with
- Does it charge per month, flat rate per booking, percentage of booking total?
- Consider passing on the cost of booking to the consumer

Use the above criteria to compare booking tools, and identify the one that meets as many of your needs as possible. A great booking engine can be the difference between a sale and even loyal guest or a permanently lost customer.

Section 8

EMAIL MARKETING

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What is Email Marketing?

Perhaps the most valuable and least expensive of all digital marketing tactics, email marketing serves a variety of functional roles for businesses. It is the most direct and targeted way that a brand can communicate with its audience, but the right to send that communication must be earned, and then retained.

The practice of email marketing involves 4 basic steps, each one essential - they are as follows:

- 1. List Building**

The practice of attracting people to subscribe to your email list.

- 2. List Segmentation**

One of the main advantages of email marketing is the ability to segment our messages by a variety of different parameters. Segmentation starts in the setup process, before you begin attracting subscribers.

- 3. Email Automation**

Every list should have a few automations, including a welcome email that goes out when people sign up for your list, and a lapsed reader email that brings people back. Automation creates a better subscriber experience and delivers value to the business without any continuous input.

- 4. Content Creation**

The practice of building and sending content to your readers. Content includes not just the copy and images that go into the body of your email, but also the Subject Line, Preview Text and in some cases the blog posts, landing pages, or social media content that your email will be linking to.

Those 4 steps apply to any type of email marketing program that you're going to run. There are many different options, but the most common forms of email marketing include:

- **Newsletter**

The most common form of email marketing. Typically gives updates, shares news or offers recommendations on a regular, recurring basis.

- **Functional**

These emails are typically individualized and serve a specific purpose such as: booking reminders, invoices/receipts, post-purchase feedback and abandoned shopping carts. They are automated and require little or no input.

- **Drip**

Sales and marketing emails that are sent according to a sequence. Typically, drip campaigns are set to match, or anticipate key moments in a guest journey. For example, a hotel may set up a drip campaign that emails its guests 3, 6 and 9 months after a stay to remind them to book their next visit. Alternatively, drip campaigns can be used to provide education and value to new list subscribers. For example, a fishing tour company may send a series of useful tips and tricks about fishing in that area to its new subscribers over several emails that are spaced out over several weeks. The primary benefit of a drip campaign is that subscribers will each receive messages according to their own behaviour, which can create a feeling of personalization.

Build your list

Attracting email subscribers is similar to driving any other online conversion. You can apply many of the same principles that you would use to attract online purchases or booking to the practice of list building. Specifically, consider the following principles:


1. Make it as easy as possible to sign up
2. Give them a compelling reason to subscribe
3. Use your various marketing channels to drive traffic

Let's start with a few of the ways that we can have people sign up:

Static Form Fields

Place a prominent sign-up form on your website. Include a brief summary of what to expect from the email to encourage signups. A form entry without context will not generate as many entries as those that focus on benefits (ie. Sign-up to receive expert advice from our guides, and be the first to know when we release new offers.)

Form fields can typically be embedded using code that's generated by your email marketing software provider (see page 112 for provider examples.)



Newsletter Signup - Almost There

You're just a few clicks away from getting a monthly dose of awesome sent straight to your email. Don't stop now. Sign your inbox up for a monthly vacation.

FIRST NAME *

EMAIL *

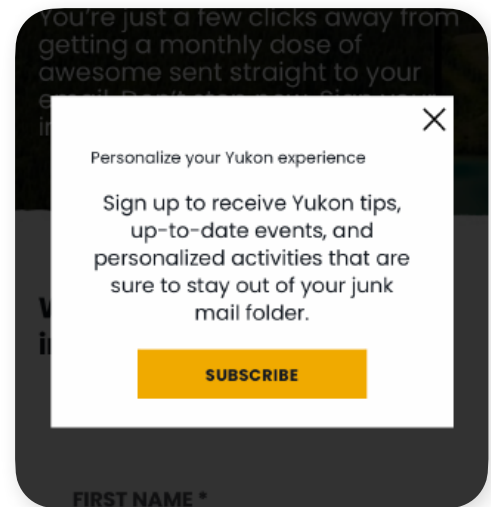
LAST NAME *

SUBMIT

Modals (AKA Pop-ups)

Pop-ups are not always a bad thing. In many cases, they can be used to alert website visitors to an offer or opportunity that they may have missed, or they can be placed strategically within a site to capture attention at just the right time.

Most modals are time-activated and managed using third-party software (see below for examples). These can range from a full-screen takeover to an unobtrusive corner pop-up.



When constructing your modal, keep the following principles in mind:

- Offer something worthwhile
 - What are the benefits of the newsletter?
 - What incentives or discounts might they receive for signing up?
- Keep your brand voice consistent
 - If you're typically warm and friendly, make sure that your modal is the same.
- If your brand is funny and sarcastic, then have some fun with your copy.

When to show your Pop-up

Display on a timer. Rather than loading a pop-up immediately when the page loads, give the visitor some time to read through your website and establish interest & trust.

- **5 seconds:** Best for sites with an average visit length of 10-45 seconds.
- **10 seconds:** Best for sites with an average visit length of 45-90 seconds.
- **Conditional display:** Show once per visitor per week. Stop displaying after a visitor has signed up.
- **Behaviour-based display:** Some software will give you the option to display only once a visitor has viewed a certain number of pages, has scrolled a certain depth, or when their mouse moves up off the screen, indicating that they're about to leave your site.

Third-Party Software Providers

Note: most have free options for smaller lists:

- [Mailchimp](#)
- [ActiveCampaign](#)
- [MailerLite](#)
- [Kit](#)
- [Constant Contact](#)
- [Brevo](#)

Build Through Social Media

Attract your social media audience to deepen their relationship with your brands by creating posts that drive traffic to the website signups. Focus on the value that they'll receive when they subscribe to your email list.

- On Instagram, use links in your Stories and the link in your bio.
- On Facebook, LinkedIn and X, share links that take users directly to the easiest place to sign up for your list.
- Use subscriber testimonials and sample content to attract interest.
- Drive additional traffic using media budget to promote posts (Primarily on Facebook).
- [Create Lead Ads on Facebook.](#)

What to Collect

- Email
- First Name (Whenever possible)
- Last Name (Optional)
- Postal Code or City (Optional)

***Subscriber names and locations allow for greater personalization in email campaigns**

Segment your list

List segmentation is the key to delivering highly relevant emails to the right audience at the right time. Each email software provider will have slightly different ways to set up your segments. Some will call them groups, or use tags - consult your service provider's help section to sort out how to build your email segments.

As you build your list, you'll typically segment your subscribers by one or more of the following criteria:

- Geography
- Product/services purchased
- Sign-up source - website, trade show, social media, etc.
- Travel type - business, family, couple, etc.
- Price point

To gather that information, you will either reference your sales data or add a field to your sign-up form that asks for what you need.

Once segmented, you'll be able to craft messages that are appropriate for the right audience. To give one example, your guests may include locals, Canadian travellers, and international travellers. Each of those groups is going to have a much different timing for their trip planning and information gathering, so you'll want to send them emails at different times throughout the year.

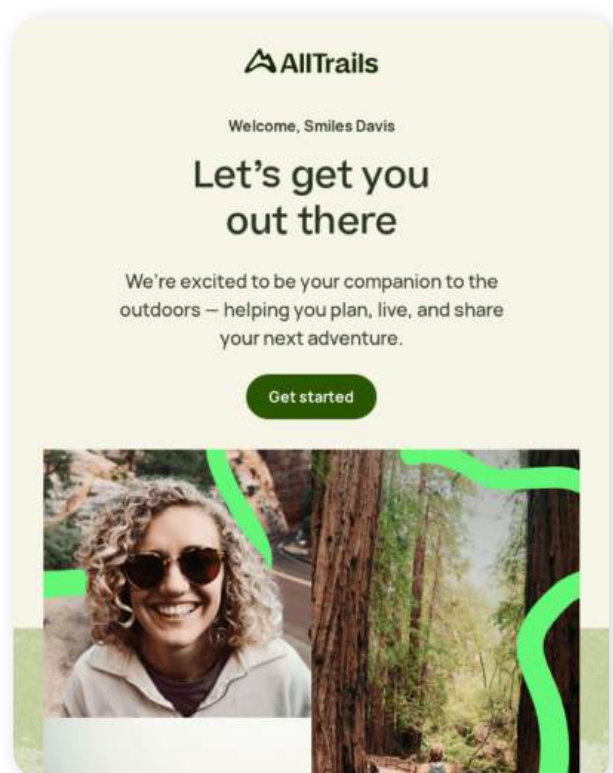
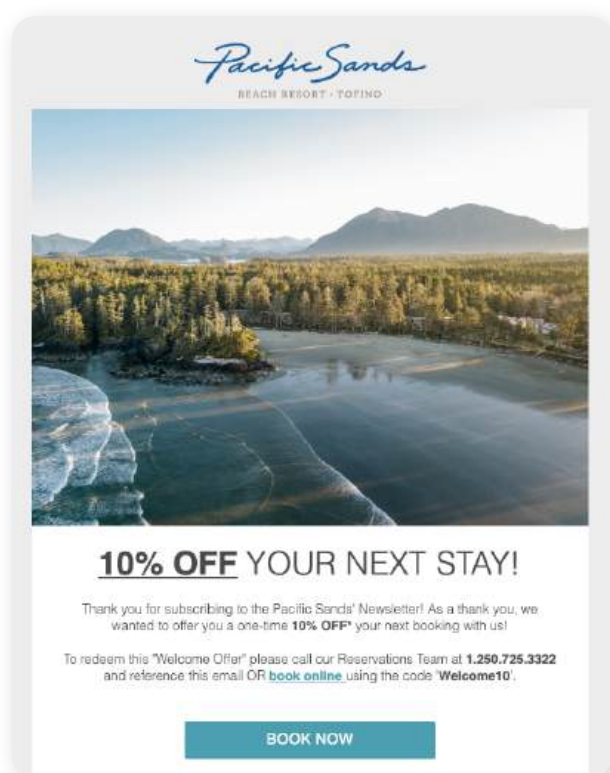
Automate your Emails

There are two basic email automations every marketing program should have:

Welcome Email

When people fill out your sign-up form, it's important to let them know that their sign-up has been successful and what they should expect from you. The job of your Welcome Email is to do exactly that, make them feel good about the decision that they've just made and setting their expectations for future communications.

There is also a good chance that people who sign up for your email are considering a booking decision at that moment, so use your Welcome Email to make it easy for them to make that decision. Include a call to action to a simple booking engine or other method of conversion.

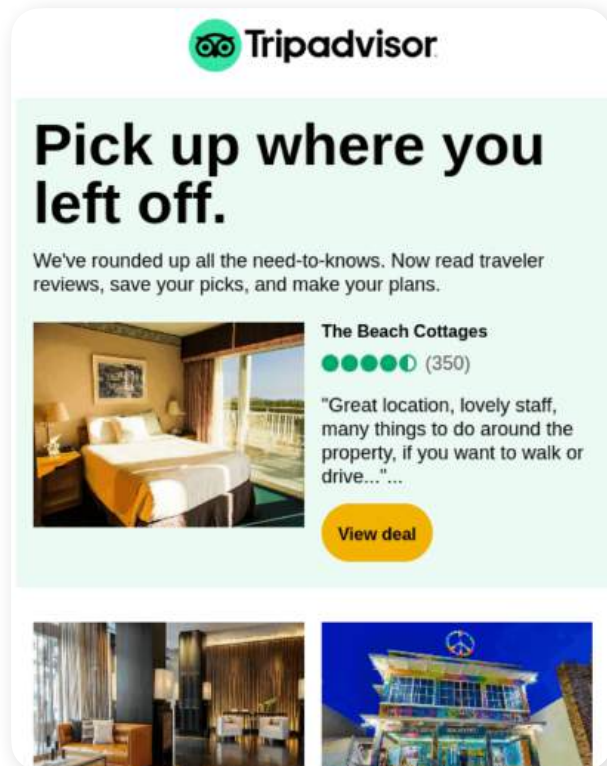


Lapsed Subscriber Email

Often, subscribers will stop opening your emails for a while, and there can be a variety of reasons for this; only one of them is that they're no longer interested. A Lapsed Subscriber email is automated to go out to subscribers who haven't opened one of your emails for a period of time. That period is up to you, and will depend on the frequency that you send emails, but is typically set to be somewhere in the range of 60-120 days.

Subject lines appeal to people directly, asking them if they've lost interest or encouraging them to come back. Body content typically is friendly, welcoming and lets people know that you value them as a reader. Often, a Lapsed Subscriber Email will include an ask for feedback or a link to a survey to collect suggestions from these readers.

Note: If a lapsed subscriber doesn't re-engage by opening any emails, you may set a cut-off period when you remove them from your list. It may seem counterintuitive, but removing subscribers is a positive practice because it ensures that everyone on your list is active, wants to receive your content, and it keeps your open rate high.



Service Emails

Service emails — such as confirmations, reminders, and follow-ups — play a key role in the customer journey. Unlike marketing emails, which are designed to attract or convert, service emails are transactional in nature. Their purpose is to provide clarity, build trust, and enhance the customer's experience before, during, and after they interact with your business.

These messages are often the most-read emails you'll send, so they should be clear, friendly, and consistent with your brand voice.

Confirmation Emails

Sent immediately after a customer completes an action — such as making a booking, registering for an event, or submitting a form. The purpose is to reassure the customer that their action was successful and set expectations for what comes next.

Reminder Emails

Sent 24-48 hours before an experience, event, or meeting. The purpose is to reduce no-shows and ensure guests have everything they need ahead of time. Keep this email concise and helpful.

Follow-Up Emails

Sent 1-3 days after an experience, purchase, or session to maintain engagement, gather feedback, and encourage next steps (like reviews, rebooking, or referrals).

Create your Content

Subject Lines & Preview Text

Emails are all but useless if they're not opened, so this is the first opportunity to encourage **action**. The average person receives dozens – if not more – emails each day, so it is critical that your subject lines stand out.

Write a subject line that is clear first, and catchy second. In marketing copy, **clarity** should always be your first priority. If, after you've drafted a clear subject line, you can also make it catchy, funny, cute, whatever, then go for it. But never sacrifice clarity for the entertainment value.

- Write multiple subject lines, then choose the best.
- Align the Subject Line with the Headline and Call to Action. These shouldn't be copies of each other, but the messaging should be clearly connected.
- Use inviting, exciting language that piques curiosity.
- What's your tone? Most good email subject lines rely on a conversational tone to attract readers. Sites like BuzzFeed and Upworthy take advantage of a casual, conversational tone.
- Know your audience. Your best bet for creating good email subject lines will be understanding your audience and catering to what they like. This is a major rule for pretty much all aspects of online marketing, and while it can be a bit tougher in a limited character field like a subject line, matching your audience's interests and mannerisms is essential if you really want solid open rates.
- Keep it under 50 characters. Subject lines with fewer than 50 characters have higher open rates and click-through rates than those with 50+. Go over and you risk being cut off.
- MORE CAPS ≠ MORE OPENS. Covering your subject line in capital letters doesn't result in increased open rates.
- Call to action. Testing out a call to action in your email subject line may improve open rates.
- Leave the reader hanging (encouraging them to open to read the rest.)

Body Content

Regardless of the category of email that you're creating, the outcome is the same: An email message that lands in your reader's inbox. So when it's time to create content the same basic principles apply.

- 1. Maintain subject line continuity** — once you've earned people's attention with your subject line and convinced them to open your email, it's important that you keep the message consistent. Use headlines and the first sentence of your email to reinforce the message from your subject line.
- 2. Imagine that you're talking to a friend** — keep it simple and conversational, but intentional. Maintain the same brand voice and personality that you use in all other channels, but this is the time to be most familiar and most friendly.
- 3. Get to the point** — we all have more than enough emails in our inboxes, so the most effective emails are the ones that manage to grab the reader's attention and deliver value within the first few sentences. If you have big news, or an announcement, put that right up front.
- 4. Break up your content** — paragraphs should be no more than 5 lines, and sentences should be similarly direct and concise. Use bullet points, bold and italics wherever appropriate as ways to draw attention to key pieces of information.
- 5. Be clear with your ask** — this is not the time for subtlety. Instead, if you have an offer, a call to action, or a piece of content that you want people to click to, be direct. Let them know what's in it for them and urge them to take that action. No one likes a pushy salesperson, but in this case, the reader has opted in to receive your emails, they are busy, and want know what it is that you're asking or offering them. Make it easy for them to understand and they'll appreciate it.
- 6. Personalize when possible** — most email software providers have a feature known as **merge tags**, which allow you to add individual names, or other data that you have from your subscribers to each email.

Design

Email is meant to be a simple, straightforward medium. Many of the most effective email marketing campaigns have some of the most basic, easy-to-understand designs. In general, avoid large images and attachments that may create oversized email files, and too many messages that could overwhelm or confuse a reader.

Most email software providers will come with well-designed templates that you can use as your starting point.

Questions to ask of your email design:

- What's the main story?
- Is it clear to the reader what you're asking them to do?
- How will this appear on mobile? On tablets?
- Can this be consumed in a reasonable amount of time?

For email design ideas, inspiration and other resources, check out ReallyGoodEmails.com

Section 8

ANALYTICS & REPORTING

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| Additional Resources | <u>150</u> |

In the world of digital marketing, Analytics and Reporting can be seen as the scoreboard. They are where we see the results of our hard work and check in on our progress, but they're also much more than that. Because modern technology allows us real-time access to data about how our audience is interacting with our content and our various digital properties, we can also use analytics to test, **adjust** and **optimize** just about everything that we do.

There are a variety of analytics tools available, but the most powerful and widely used tool by far is Google Analytics, so that's the one that we'll focus on in this section. You'll also find a resources section where we have recommended a series of additional tools that can be used for specific purposes.

What is Google Analytics?

For two decades, Google has provided a way for website and app owners to collect and visualize their user data for free, and that tool is known simply as Google Analytics, or GA for short.

GA doesn't create anything new or pull any previously unavailable data from your site's visitors. Instead, it simply collects the data that already exists on your website's server and presents them in a series of useful ways.

The features and functionality of GA are extensive, which is why the primary challenge of using it starts with understanding what to look for, and which questions that we should be asking of it.

Questions that can be answered

When you keep in mind that GA is a tool that can serve you information or answer your questions, that framing can alleviate the overwhelming feeling that some people get when they open up their dashboards.

So instead of asking what all of the various data and reports are that we could potentially access through GA, it's best to start with the most relevant questions that it can answer about your website and your audience. The following is a set of questions that many tourism operators start out with and use GA to answer on a regular basis:

- How many people visit my website?
- Where in the world do my website visitors come from?
- How do people get to my website?
- Which page(s) on my website do people like most?
- Which page(s) on my website do people like least?
- Which devices are people using?
- What percentage of people buy/sign up/book?
- Which traffic source is most valuable?

As you become familiar with GA you will most likely remove some questions that are less important to you, and add on some that are more helpful.

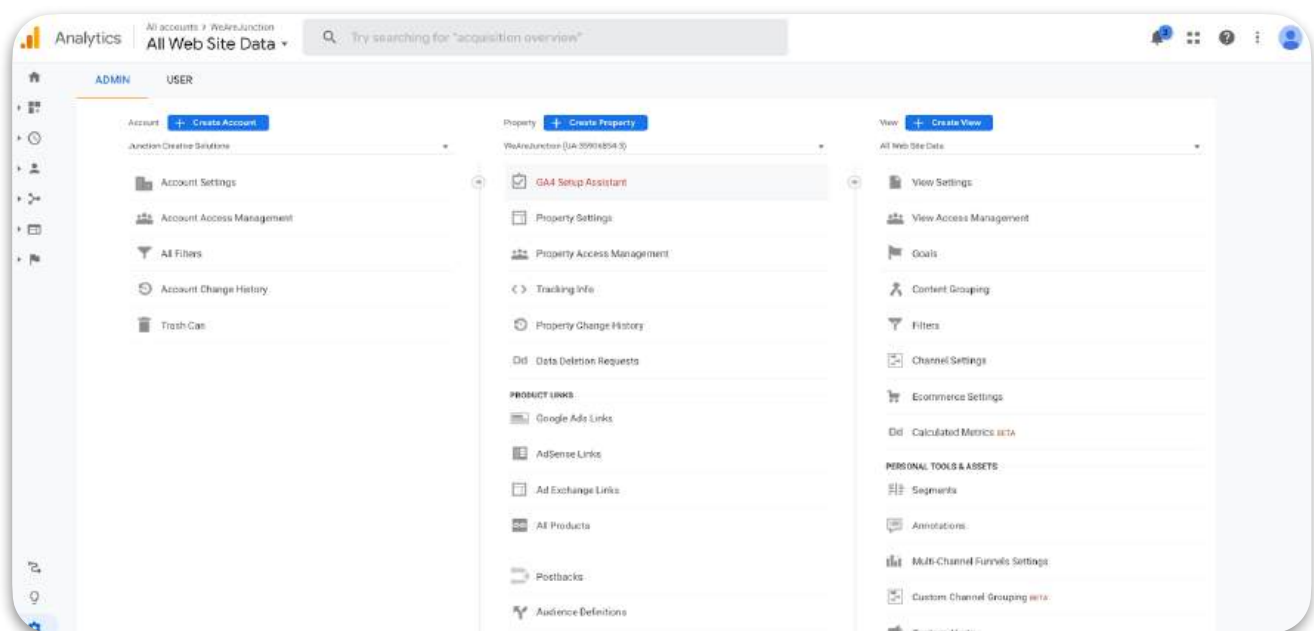
What's New with G4?

Since its inception, GA has operated using a system that they called Universal Analytics. If you've previously installed a tracking code in your site you'll recognize it because the tag begins with the letters UA. In 2022, Google began to introduce a new system that they're calling GA4. It is a fundamentally different way of collecting and organizing your data, but the technical details aren't important. Here are the important points that you will need to know about the shift to GA4:

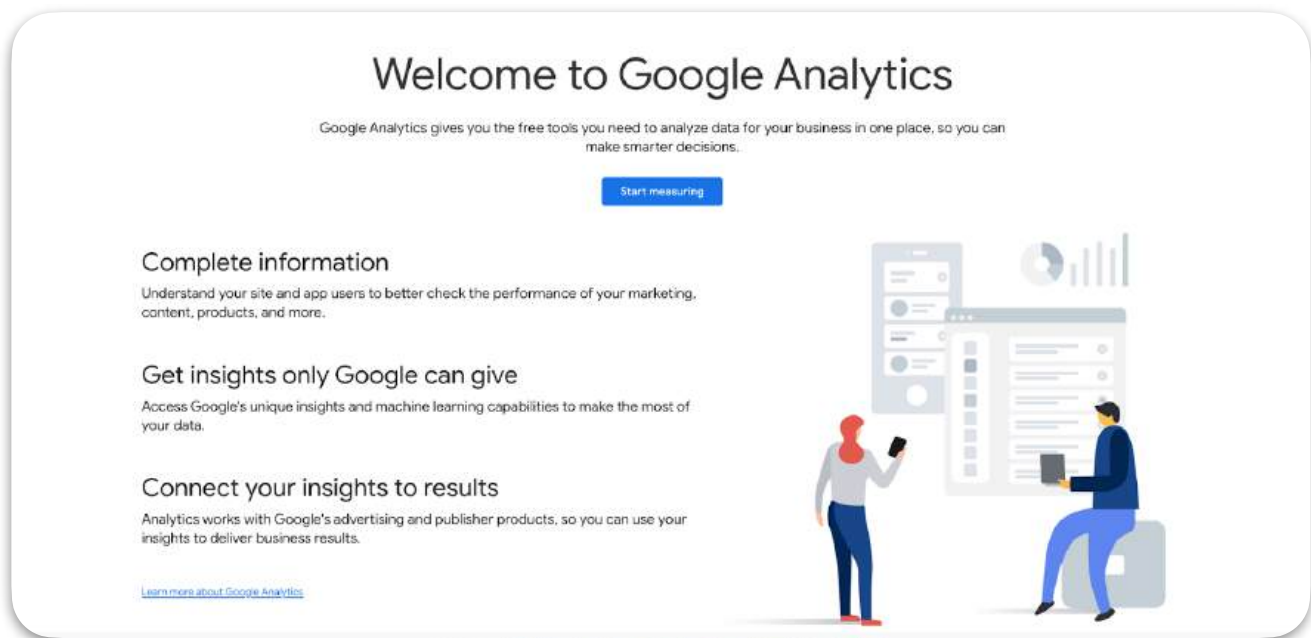
- You will be required to install a new tracking code in your website and/or app.
- The new analytics dashboard will not include historical data from your old UA-based Google Analytics account.
- The legacy UA-based system will continue to operate until July 1st 2023.
- After that data, only GA4 will collect and display data.

Given those points, if you haven't already installed the GA4 tracking code in your website, you'll want to get it installed as soon as possible so that you begin to collect data.

Fortunately, Google has made their part of the setup and installation process very simple. To get started, go to analytics.google.com. If you already have an account, then navigate to the Admin section and go to GA4 Setup Assistant.



If this is your first time setting up an Analytics account, then you will see a Welcome screen where Google will walk you through the process.



In either case, you will need to paste a line of code into a specific part of your website, which may require assistance from your website programmer. It is possible to do it yourself, so if you are interested in trying, begin with the following steps:

1. Identify your website's Content Management System (Wordpress, Squarespace, etc.)
2. Go to that system's support section, or Google "How to install Google Analytics in <your CMS name here>".
3. Make sure that you find a reputable source, ideally support documentation from that Content Management System.

Note: If for any reason you do not feel confident making these changes to your website, reach out to a professional who can help you, especially if your website requires you to access its header or footer code. If you don't have access to a website professional, you may find help on a freelancer website like [Upwork.com](https://www.upwork.com).

Google Analytics Categories

Once you are set up and have access to your dashboard, you will notice that all of your data is organized into reports. These reports are the various screens that you can view and they each display your data in a different way. There are hundreds of reports that you can potentially view, and they are organized by the following categories:

Acquisition

How people got to your website, where they came from, and how they interacted with your site once they got there.

Engagement

What people did on your website, and how your various pages are performing relative to each other.

Monetization

What is driving sales or bookings on your site, and compares the various paths that people take to convert.

Retention

Who is coming back to your site, how often and when they come back, what they do on your site.

Demographics

Information about your website visitors including where they are in the world, the language that their browser is set to and estimates about their interests and ages.

Tech

Which devices and browsers your visitors are using to access your website.

Creating a 15-minute Analytics Practice

Data is only useful when it serves to inform real business decisions, so effective use of Google Analytics comes from accessing it regularly to answer a consistent set of questions. For most people that will mean a weekly, bi-weekly or monthly practice of checking in to see what's going on with your website's visitors. The frequency will depend on your website's volume of traffic.

High traffic websites should be checked more frequently, because even small changes or errors can have big implications.

Lower traffic websites may leave longer times between checks to allow for enough data to accumulate to be meaningful.

In order to create your own practice, apply the following steps:

- Decide on your reporting frequency (weekly, bi-weekly, monthly.)
- Determine a set of 5+ questions that are going to be relevant to your business (see the Questions section above.)
- Create a place to track and report the answers to those questions - a simple spreadsheet, or even a Word document will work well.
- Look for variances in your data and get curious.

What to do with your GA Data

Once we've implemented our analytics practice, then we've laid a foundation to start gathering some really interesting insights. At its core, nearly all digital marketing tactics exist to change the reports that we see in Google Analytics. Here are a few examples:

- Blog content exists to attract more traffic and keep people on your website, which should be seen in your Engagement category.
- Digital advertising exists to drive high value visitors to our website, which should impact your Monetization category.
- SEO exists to attract more organic traffic, which will show up in our Acquisition category.
- Updates to our website should keep more people there longer, which can be seen in our Engagement category.

Given that, we should always be looking for variances in your GA reports. What changed this period? Was it a good change or a bad change? If we made investments in marketing during this period, did those investments show up in our dashboard? If not, was it a worthwhile investment?

Of course, not every marketing tactic exists to drive website traffic. Some exist solely for the benefit of our social media presence, or our online reviews, but when executed well, all digital marketing strategies should ultimately lead to measurable results, which we can see in our Google Analytics dashboards.

Other Analytics Tags

In addition to Google Analytics, there are many other ways to track and analyze your website data. Each provides its own utility, and for most tourism businesses, the following two are most likely to be valuable.

Google Tag Manager

[Google Tag Manager](#) is a central place to store your tracking codes from Facebook, the Travel Yukon website or any other source you use to track web traffic. These tracking codes are also referred to as tags. This free and secure system is convenient as it does not require you to modify your website code (no developers required) and stores all your tags in one place.

[Learn more](#) about the benefits of using Google Tag Manager for your business.

How to Install

1. Create an account via Google Tag Manager
2. A container will be created by default. You will be prompted with a web container code snippet to install on your chosen platform.

Note: The container installation process can be tricky if you are inexperienced in using website code. For additional support check out this [Quick Start Guide](#).

The Meta Pixel

Meta Pixel is a small piece of code you install on your website to track customers who click from any Meta property, and is specifically built to track your ads performance on Facebook , Instagram and their ads network to your site (see: Social Advertising). It collects data to help you track conversions and build audiences for successful marketing ad campaigns.

If you regularly use Facebook ads, or plan to in the future, this is a tool you should leverage to help you get the most out of your ad budget. A Facebook Pixel can be integrated into your Google Tag Manager account as another means for measuring and tracking customer data. [Read more](#) here about the benefits of using a Facebook Pixel.

How to Install

Begin by [setting up your Facebook Pixel](#)

1. Login into your Google Tag Manager and select **Add A New Tag**
2. Click **Custom HTML Tag** and enter a name for your tag
3. Go to your **Facebook Pixel page**
4. Under **Actions** click **View Pixel Code**
5. Copy & paste the entire code
6. Paste code in HTML container in GTM
7. Under **Advanced Settings** select **Once Per Page** within **Tag Firing Options**
8. Under **Fire On** select **All Pages**
9. Click Create Tag

[Learn more](#) about using Google Tag Manager with your Meta Pixel, and creating action-specific tags and leveraging your data.

Additional Resources

As mentioned above, there are a wide variety of analytics and reporting tools to match every need and budget. Below are a few of the most commonly used tools:

Heatmapping

These tools track where your website visitors go within your website, what they click and even the path of their cursors.

- [CrazyEgg](#)
- [HotJar](#)
- [Mouseflow](#)

Search Engine Performance

These tools help to track the keywords that your website is ranking for, and how it's moving up or down in the various rankings.

- [SEM Rush](#)
- [Moz](#)
- [AHrefs](#)

Reporting

These tools will pull together data from social media, ad platforms, Google Analytics, Mailchimp and more to create well designed, easy to read reports.

- [DashThis](#)
- [Supermetrics](#)
- [Reportgarden](#)

Section 9

ONLINE REVIEWS

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Online Reviews

Why Online Reviews Matter?

Online reviews have become one of the most influential factors in how travellers choose where to stay, what to do, and which tourism businesses to support. Across North America, travellers consistently report that reviews are among the first — and most trusted — sources they consult when planning trips.

Key statistics:

- 95% of North American travellers read online reviews before booking accommodations.
- 88% of travellers consider reviews essential when choosing a hotel, tour, or attraction.
- Up to 70% of travellers won't book until they've read multiple reviews from different platforms.
- 79% of travellers trust online reviews as much as personal recommendations.
- 55% of travellers say seeing businesses respond to reviews increases their likelihood of booking.
- Increasing your average rating by one star can increase bookings by up to 10%.

Online reviews influence visibility, reputation, trust, and conversions. They shape first impressions and determine whether travellers feel confident booking with you.

Review Platforms

There are many online review platforms today — Google, TripAdvisor, OTAs, social media, activity marketplaces, niche travel sites, and more. No business can engage deeply on all of them, and you don't need to.

However, you should ensure your business is:

- Claimed
- Verified
- Consistent
- Optimized
- Monitored

... on every platform where it appears.

Why this matters:

- It protects your brand from outdated or incorrect information.
- It ensures guests find accurate details everywhere they look.
- It gives you the ability to respond to reviews and manage your reputation.
- It strengthens your visibility and authority across search engines.

Once everything is claimed, you can prioritize where to invest your time and energy. Focus on platforms that:

- Your customers use often
- Influence decisions in your tourism niche
- Generate meaningful bookings
- Already attract organic reviews
- Appear at the top of Google results for your business

The following sections outline the major platforms, why they matter, and how to manage them effectively.

Google Reviews

What It Is and Why It Matters

Google Reviews appear in Google Search and Google Maps — the two most widely used digital tools in trip planning. Google is the first place most travellers search when exploring destinations, directions, and experiences.

Why it's important:

- 81% of travellers begin trip planning on Google.
- Google affects both search and Maps visibility.
- Travellers often form their first impression of your business from your rating and recent reviews.
- Strong Google performance improves website traffic and booking conversions.

A well-managed Google listing builds trust before travellers ever visit your website.

How to Claim Your Google Listing

1. Visit google.com/business.
2. Sign in with your business email.
3. Search for your business name.
4. If it appears, click “Claim this business.”
5. If not, click “Add your business.”
6. Select your most accurate business category.
7. Enter your address or service area.
8. Verify your business through phone, email, or postcard.
9. Access your Google Business Profile dashboard.

How to Optimize Your Google Listing

- Add accurate contact information and hours (including seasonal).
- Upload high-quality photos and videos that show real experiences.
- Write a clear business description that highlights what makes you unique.
- Enable messaging if you can respond quickly.
- Add services, amenities, accessibility info, or tour details.
- Keep everything up to date year-round.

Best Practices:

- Respond to every review, positive or negative.
- Use real photos instead of stock images.
- Ensure your business name, address, and phone number match everywhere online.

TripAdvisor

What It Is and Why It Matters

TripAdvisor is one of the most trusted travel-specific review platforms in the world. It plays a major role in how travellers choose tours, attractions, restaurants, hotels, and unique experiences.

Why this matters:

- 73% of travellers consult Tripadvisor when researching experiences.
- TripAdvisor listings rank highly on Google.
- High ratings and strong recency can significantly increase traffic and bookings.
- For tours and attractions, Tripadvisor is often the final decision point before booking.

How to Claim Your TripAdvisor Listing

1. Visit [tripadvisor.com/owners](https://www.tripadvisor.com/owners).
2. Search for your business name.
3. Choose “Claim your listing.”
4. Create an account or sign in.
5. Complete ownership verification.
6. Access your Management Centre.

How to Optimize Your TripAdvisor Listing

- Add a variety of high-quality images.
- Write a compelling business description that focuses on guest value.
- Add important details about services, amenities, or tour inclusions.
- Keep hours, offerings, and availability updated.
- Encourage guests to leave reviews after positive experiences.

Best Practices:

- Consider using TripAdvisor’s Review Express tools (if applicable).
- Respond quickly and professionally to all reviews.
- Track your performance through Traveller Ranking and improve accordingly.

OTAs (Expedia, Booking.com, Hotels.com, etc.)

What It Is and Why It Matters

Online Travel Agencies (OTAs) are major booking platforms used by travellers around the world. They influence accommodation bookings and increasingly affect tours and attractions.

Why it's important:

- 70% of accommodation bookings by international travellers involve at least one OTA.
- Reviews on OTAs often come from verified stays, increasing trustworthiness.
- OTA algorithms factor review scores into ranking, affecting visibility.
- Travellers using OTAs are often ready to book immediately.

How to Claim Your OTA Listing

The process varies slightly by platform, but generally follows these steps:

1. Log into the OTA's partner portal.
2. Search for your property or experience.
3. Select "Claim property" or "Add property."
4. Submit verification documents (business license, identity, ownership).
5. Complete your listing with the required details.

How to Optimize OTA listings

- Add 20–30 or more professional-quality photos.
- Provide detailed room descriptions, tour details, or amenities.

- Maintain accurate rates and real-time availability.
- Write clear cancellation and refund policies.
- Respond quickly to OTA guest messages.

Best Practices:

- Keep policies consistent across your website and OTAs.
- Use promotional tools strategically to boost visibility.
- Monitor review trends to identify operational improvements.

Other Review Platforms

What They Are and Why They Matter

Depending on your business type, travellers may look at secondary or niche platforms such as:

- **Yelp** (restaurants, cafés, retail)
- Facebook Recommendations
- **Viator** or **GetYourGuide** (tours and activities)
- **AllTrails** (hiking and outdoor experiences)
- **Trustpilot** (general service reviews)

Why it's important:

- These sites often appear on the first page of Google.
- They influence specific traveller segments (foodies, hikers, adventure travellers, etc.).
- Consistency across multiple platforms strengthens your reputation footprint.
- Even if they do not drive most bookings, they help reinforce trust.

How to Attract More Reviews

Many tourism businesses feel they don't have enough reviews — but the opportunity is much bigger than most people realize.

The reality:

- Only 22% of travellers leave reviews today.
- However, up to 80% say they would leave a review if asked.

The gap exists not because guests don't want to leave reviews, but because they're rarely asked clearly or at the right moment.

Here's how to change that:

Ask When Satisfaction Is at Its Peak

Tourism experiences have emotional high points - moments of awe, excitement, gratitude, or joy. When guests are enthusiastic, they are already mentally prepared to leave a review.

Examples:

- At the end of a memorable tour
- During checkout when guests thank your staff
- When guests are taking photos
- When guests express delight or appreciation spontaneously

Make Asking Part of Your Guest Experience

Asking for reviews shouldn't feel forced. It should feel natural, friendly, and built into your service model.

Examples:

- Guides end each tour with a warm, personal invitation to leave a review
- Front desk staff mention reviews during checkout conversations
- Restaurants include a polite review request with the bill

- Lodges include a review link or QR code in their welcome materials or post-stay email
- When guests express delight or appreciation spontaneously

Remove All Friction

Guests are more likely to leave a review when it takes less than 15 seconds.

Ways to make it easy:

- Provide a direct link to your Google or Tripadvisor page.
- Display QR codes in obvious places (vehicles, front desk, menus, signage.)
- Include a simple CTA in your confirmation and follow-up emails.

Focus on Delivering a High-Quality Guest Experience First

A great review request amplifies a great experience, it doesn't replace one. Exceptional service naturally increases review volume and positivity.

Guests leave positive reviews when they:

- Feel cared for
- Feel welcomed and remembered
- Experience something meaningful or unique
- Build a connection with staff or guides
- Sense genuine passion and hospitality

Appeal to the Guest's Sense of Purpose

Most guests who leave reviews do so because they want to:

- Help future travellers
- Support local businesses
- Recognize a great experience
- Contribute to the community

You can remind guests:

“Your review helps other travellers discover great Yukon experiences, and it supports local tourism businesses.”

This reinforces the positive impact of their feedback.

Build a Repeatable, Sustainable System

Review growth comes from consistent habits, not occasional effort. Consistency creates predictable, scalable results.

Build a system that includes:

- Staff training and scripts
- Automated post-stay email or SMS review requests
- QR codes and printed reminders
- Monthly review tracking
- Celebrating great reviews with your team

Example Scripts:

In-Person Script:

“Thank you so much for joining us today. If you had a great time, we’d be grateful if you shared your experience in a review. Your feedback helps future travellers and supports our team.”

Email Script:

“Hi [Name],

We hope you enjoyed your experience. If you have a moment, we’d be grateful if you shared a review. It helps future travellers plan their trip and supports local Yukon tourism businesses.”

Responding to Reviews

Responding to reviews demonstrates professionalism, care, and commitment to guest experience. Both positive and negative reviews offer opportunities.

Responding to positive reviews:

- Thank the guest by name
- Reference something specific they mentioned
- Reinforce what makes your business special
- Invite them to return

Responding to negative reviews:

- Respond quickly and calmly
- Acknowledge their concerns
- Provide context without being defensive
- Offer to continue the conversation privately
- Demonstrate genuine care and willingness to improve

Leveraging Reviews in Marketing

Use your reviews across your digital channels to reinforce trust and drive bookings.

Ways to leverage reviews:

- Add testimonials to your website.
- Use Google review widgets or embed TripAdvisor badges.
- Share reviews on social media posts, Stories, and Reels.
- Include reviews in email newsletters or automated flows.
- Feature strong reviews in advertising creative.

Review Management Checklist

Claim your listings:

- Google
- TripAdvisor
- Expedia / Booking.com / [hotels.com](https://www.hotels.com)
- Yelp
- Facebook
- Viator / GetYourGuide

Optimize your listings:

- Add accurate information
- Upload high-quality photos
- Write strong descriptions
- Update hours, policies, and offerings

Attract more reviews:

- Ask guests at peak satisfaction moment
- Automate review request emails or SMS
- Use QR codes on-site
- Train staff to ask naturally and confidently

Respond to reviews:

- All positive reviews
- All negative reviews, quickly and professionally

Leverage reviews:

- Website testimonials
- Social media
- Email campaigns
- Ads featuring social proof

Section 10

BUILDING A MARKETING PLAN

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Building a Marketing Plan

A marketing plan is where your digital strategy becomes something you can actually act on.

Throughout this Toolkit, you've learned about digital strategy, social media, advertising, SEO, content, websites, and analytics. This section is designed to help you pull all of that learning together into a simple, realistic marketing plan that works for your business, your season, and your capacity.

Rather than creating a complex document that's hard to maintain, this approach focuses on building a seasonal marketing plan, one that helps you prioritize the right activities at the right time, stay focused during busy periods, and make steady progress toward your goals.

This section does not replace the Digital Strategy section where you learned to develop your Goals, Objectives, Strategy and Tactics. Instead, it shows you how to turn that GOST table into a practical plan you can follow month by month.

What is a Marketing Plan?

A marketing plan is a short, written guide that outlines what you're working toward and how you'll get there.

It helps you move from big-picture thinking to day-to-day decisions by clearly defining what you'll focus on during a specific season. For most Yukon tourism businesses, a good marketing plan is clear, flexible, and realistic, not overly detailed or rigid.

In this Toolkit, your marketing plan is built directly from your GOST table:

- **Goal** → What success looks like
- **Objectives** → How you'll measure progress
- **Strategy** → Why people choose you
- **Tactics** → What you'll work on consistently

Think of your marketing plan as the bridge between:

“Here's what we want to achieve”

and

“Here's what we're doing this month to get there.”

Why Do I Need a Marketing Plan?

Most tourism operators don't struggle because they lack ideas. They struggle because marketing often becomes reactive: posting when there's time, trying new tools without follow-through, or feeling busy without knowing what's actually working.

A marketing plan helps you:

- Focus on the few activities that matter most.
- Align your efforts with Yukon's seasonality and booking windows.
- Use limited time and staff capacity more effectively.
- Make clearer decisions about what to prioritize, and what to pause.
- Measure progress and adjust before the season is over.

A simple plan that you revisit regularly will always outperform a perfect plan that never gets used.

Getting Started

Before writing anything down, it's important to make sure you're starting from the right place. A marketing plan works best when it's grounded in clear strategy, honest capacity planning, and an understanding of your operating season.

Before you begin, make sure you have:

1. A completed GOST table
 - One clear goal
 - 3–5 measurable objectives
 - A defined strategy
 - A short list of tactics you're committing to
2. A realistic view of your capacity
 - Who is responsible for marketing?
 - How much time per week can you realistically dedicate?
 - Are there times of year when marketing effort needs to be lighter?
3. An understanding of your season
 - When guests are researching
 - When bookings typically happen
 - When your operational workload is highest

Your marketing plan should support your business, not compete with it.

What to Include

This section outlines the core components of a simple, effective marketing plan. Your seasonal marketing plan should fit on a few pages and include only what you need to stay focused and accountable. The goal is clarity, not complexity.

1. Your Goal and Objectives

Start with the outcome you're working toward and the signals you'll use to track progress. These should come directly from your GOST table.

Example:

- Goal: Increase summer bookings for guided experiences
- Objectives:
 - Drive 5,000 website visits between January–April
 - Generate 150 email signups
 - Book 30 new guests by May 31

2. Your Core Strategy

This is a short reminder of how you want to show up and why people choose you. It helps ensure that all marketing activities: content, ads, emails, partnerships, etc. reinforce the same message and positioning.

Fill in the blank:

We will attract guests by being known for _____, and by helping visitors feel _____.

3. Your Primary Tactics

Revisit your GOST table to define 3–5 tactics that align with your goals, your audience, and your available time. Fewer tactics, done consistently, are more effective than many tactics, done sporadically.

Examples:

- Social media content (Instagram, TikTok and Facebook)
- Email marketing
- Website content updates
- Google Search Ads
- SEO-focused blog content
- Partner or DMO amplification

4. Roles and Responsibility

Defining who will be responsible for what up front helps to prevent important marketing activities from falling through the cracks.

Be clear about who is responsible for each activity, even if that person is you.

Example:

- Social media posting: Owner
- Website updates: Staff member
- Advertising setup: External support
- Content creation: Tour guides and owner

Building an Annual Marketing Calendar

Once you know where you're going, now it's time to start deciding how you're going to get there.

An annual marketing calendar provides a high-level view of your year and helps you align marketing activity with:

- Seasonal demand
- Booking windows
- Operational workload
- Travel Yukon and partner campaigns

Your annual calendar does not need to be detailed. It's a planning and alignment tool, not a prediction.

Example structure:

- Winter: Inspiration, trip planning, content creation
- Spring: Booking push, email campaigns, paid search
- Summer: Light-touch marketing, UGC, reviews
- Fall: Reflection, content updates, next-year planning

This overview makes it easier to prepare ahead of busy seasons and avoid last-minute decisions.

Example: Annual Marketing Calendar

Winter (December–February): Inspiration & Planning

- Focus on storytelling and trip inspiration
- Publish evergreen content
- Build email list
- Prepare website and booking systems
- Align with Travel Yukon winter and planning campaigns

Spring (March–May): Booking & Conversion

- Strong call-to-action across channels
- Email campaigns promoting availability
- Paid search and social ads
- Website optimization for conversions
- Partner and DMO amplification

Summer (June–August): Light Touch & Social Proof

- Minimal marketing activity
- Share guest-generated content
- Collect reviews and testimonials
- Maintain essential ads if needed
- Focus on operations and guest experience

Fall (September–November): Review & Prepare

- Analyze performance from the season
- Update content based on guest questions
- Refresh photography and videos
- Plan for the next year
- Prepare early marketing assets

Annual Marketing For Different Business Types

Your annual calendar should reflect how your business actually works.

If your business is year-round:

- Distribute effort more evenly
- Create quarterly themes instead of seasonal ones
- Use annual planning to avoid fatigue and burnout

If your bookings happen last-minute:

- Shift more activity closer to the peak season
- Focus on search visibility and real-time availability
- Reduce early inspiration and increase conversion-focused marketing

If you rely heavily on international or travel trade:

- Start marketing earlier
- Align planning with trade shows and sales cycles
- Use the annual calendar to support long-term relationships

If your business is new:

- Spend more time on awareness and storytelling
- Use the annual calendar to build foundational assets
- Expect to adjust the plan more frequently

Building a Monthly Marketing Calendar

Now that you've defined what you'll be doing throughout the year, your monthly marketing calendar keeps your plan manageable and helps you stay focused on what matters right now, rather than everything at once. It also allows you to adjust based on performance, capacity, and seasonal changes.

At the beginning of each month, set aside some time to identify:

- Your main focus
- The key activities you'll commit to
- Any deadlines, launches, or booking milestones

Answer these questions for each month:

- What is the primary goal this month?
- Which tactics matter most right now?
- What content or campaigns support upcoming bookings?

Both monthly and annual marketing calendars are tools, not rules.

When used together, they help you stay focused, realistic, and proactive, while still leaving room to adapt as your business, capacity, and seasons change.

Example: March Marketing Calendar

Primary Focus:

Inspire early planners and convert interest into bookings

Primary Goal for the Month:

Increase website visits and capture email signups ahead of peak booking season

Key Tactics This Month:

- Social media content
- Email marketing
- Website updates
- Light paid promotion

Planned Activities:

- Publish 2–3 social media posts per week focused on:
 - Experience highlights
 - Seasonal storytelling
 - Frequently asked questions
- Send 1 email newsletter highlighting:
 - What to expect in summer
 - Limited availability
 - Booking deadlines
- Update website content:
 - Clarify pricing and availability
 - Improve FAQs for first-time visitors
- Boost 1 high-performing social post with paid ads to drive traffic

Who's Responsible:

- Social posts and email: Owner
- Website updates: Staff support
- Ads setup: External support

Monthly Marketing For Different Business Types

Your monthly calendar should change based on how your business operates.

If you're accommodation-based:

- Focus more on availability, pricing clarity, and reviews
- Prioritize website updates and search visibility
- Use email to promote booking windows and special dates

If you're experience-based or guided:

- Emphasize storytelling, visuals, and social proof
- Use social media and content to build anticipation
- Focus monthly efforts around peak booking periods

If you're year-round:

- Rotate monthly focuses (inspiration, conversion, retention)
- Use slower months for content creation and optimization
- Maintain lighter but consistent activity during busy periods

If you have very limited capacity:

- Reduce frequency, not focus
- Choose one or two tactics per month
- Aim for “done consistently” rather than “done perfectly”

Checking in on Progress

At the end of each month, schedule a short check-in to review performance and progress. These check-ins help you catch issues early, reinforce what's working, and adjust your plan while there's still time to make an impact.

30-Day Check-In Questions

- Did we complete the activities we planned?
- What moved our objectives forward?
- What didn't get done — and why?
- Are we seeing early signals (traffic, engagement, inquiries)?
- Do we need to adjust tactics, timing, or expectations?

This process is intentionally performance-oriented, without judgment. This isn't about criticizing what was done, or what wasn't. Marketing works best when it's reviewed regularly and improved incrementally so that you can get a little better every month.

A good marketing plan should feel useful, not overwhelming. If it helps you make better decisions this month, it's doing exactly what it's meant to do.

Section 12

GLOSSARY & INDEX

A

Ad Auction - the process in which Google decides which ads appear in each search query based on bid, ad quality, and ranking

Ad Campaign - a series of ad sets that aim to accomplish a single objective

Ad Set - groups of ads that share settings how, when, and where to run

Ad Unit - individual pieces of creative

Alt Tag/Text/Attribute - alternative text that describes an image or visual on a webpage in the event the image is not properly displayed, or if the user is using a screen reader. Sometimes also referred to as an “alt attribute” or “alt description.”

AMP - Accelerated Mobile Pages - HTML that ensures your site stays fast and user friendly.

Audience Network - a series of websites and apps managed by Meta where publisher ads can appear

C

CTA (Call to Action) - a piece of contact intended to encourage people to perform an action, i.e. Buy Now, Click Here

Copy - another word for text content

Channel/platform - A social media website or application where people share and consume content i.e. Facebook is a social media channel

CMS (Content Management System) - a tool or platform that a website is built or managed

Conversion - the point at which a customer responds to a Call to action or performs a desired action

CPA (Cost per Acquisition) - pricing structure where the buyer is charged when a user performs a defined conversion action

CPC (Cost per Click)- pricing structure where the buyer is charged when their ads receive a click

CPM - pricing structure where the buyer is charged per thousand impressions

CRO (Conversion Rate Optimization)

- the practice of increasing the percentage of visitors who perform a specific action on a website

D

DM (Direct Message) - a private message between people, most commonly on social media

E

Engagement - the measurement of interaction with your content; likes, comments, shares, etc.

F

Feed/Newsfeed - the section of a social media platform where user updates and advertisements are displayed

G

GA (Google Analytics) - platform that allows website and app owners to collect and visualize their data

Geotag - a specific location assigned to images and posts on social media

GOST Table - a simple way to organize your digital marketing goals, objectives, strategies and tactics

H

Handle - social media username, often preceded by an @ symbol as a way for others to identify and communicate with you on different platforms

Hash links - A bookmark link that directs a user to a specific part of a page or website when clicked. Also known as an Anchor links.

Hashtags - a word or key phrase preceded by a # symbol to sort content for users looking for posts around a certain topic, event, or idea

Hook - an angle or idea used to grab and retain audience attention

HTML - Hypertext Markup Language - the standard coding language most commonly used to create webpages

HTML document - a file containing Hypertext Markup Language which give the instructions on how to configure a webpage

I

Inbound links - links coming to your website from another website or domain name. Also known as backlinks.

K

Keywords - a word or phrase in the content of webpages that matches the words and phrases users are entering into search engines

M

Marketing funnel - a visual describing the customer journey, from awareness to conversion

Meta description - an HTML element that provides a brief summary of a webpage which is then displayed in search

O

OTA (Online Travel Agent) - web-based marketplaces that allow users to book travel products and services i.e Booking.com, Expedia, etc.

P

Pixel - a piece of code for your website that lets you measure, optimize and build audiences for your ad campaigns

Playlist - a set of videos meant to be viewed together or for a specific topic, specifically for YouTube

Plug-in - a piece of software that adds new features to an existing content manage

POS (Point of Sale) - a point of purchase where a customer pays for their goods and/or services

Q

Quality Score - an estimate by Google meant to aggregate the quality of your ads, keywords and landing pages together

Quote Post - Reposting another user's post onto your own timeline with the option to include your own comments

R

Reels - Instagram's version of short-form video content

Retargeting - the process of targeting users who have previously interacted with a specific piece of content

Retweet - Reposting another users tweet on your own timeline

Robots.txt - a file created to instruct search engines on how to crawl their website

RSS Feed - Really Simple Syndication - a current list of information or notifications that a website delivers to its subscribers

S

SEM (Search Engine Marketing) - paid advertising involving the promotion of content in search engines

SEO (Search Engine Optimization) - the practice of improving a website to increase visibility in search engine results

SERP (Search Engine Results Page) - the page a search engine returns after a user submits a query

Site crawler - An internet bot that browses the internet to index content, also sometimes called a web crawler, spider, or spiderbot

Sitemap - a list of pages reflecting a website's content designed to help users and search engines navigate the site

Storyboards - a sequence of frames representing shots planned for a video

Shorts - YouTube's version of short-form video content

T

Tagging - A method of mentioning and communicating with other users on a social media platform

Threading - A string of replies that make up a conversation on social media

Traffic source - The origin through which users made their way to a website

Troll - A user who leaves comments harassing, attacking or instigating others on social media

U

UA - Universal Analytics - the original version of Google Analytics that set the standard for how user data is collected and organized

UGC (User-Generated Content) - any content produced by individuals, as opposed to brands

URL - Uniform Resource Locator - the address of a webpage

UI (User Interface) - the means by which the user and a computer system interact, in particular the use of input devices and software.

UX (User Experience) - all aspects of the end-user's interaction and experience with a product or service

V

Value proposition - a statement that clearly identifies the benefits of an offering

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.jpg / .jpeg / .png / .webp - digital image formats commonly used for web publishing

.tiff - image file format commonly used in print publishing and graphic design