

WEBSITE BOOTCAMP PROGRAM

2020/2021



TOURISM
NOVA SCOTIA 



PROGRAM OVERVIEW

Tourism Nova Scotia, in partnership with Digital Nova Scotia, is offering an immersive website development program for eligible tourism businesses. Participants will come away from the program with a mobile-friendly website and the knowledge to maintain and develop effective content for their site.

More than ever, travellers are researching and booking their vacations online and a well-designed and maintained website that makes it easy for customers to find what you offer and how to make a purchase is critical. A strong website will help businesses improve credibility, build brand recognition, and close the sale. Selected tourism businesses will work with an expert website developer through the Website Bootcamp Program to create an effective website for your business that will help you connect with customers.

During a two-day virtual workshop, under the coaching and facilitation of Boostflow, a Wix Partnered Agency, selected participants will build a new website* using Wix.com, an online website building platform.

Participants will develop the skills necessary to build and maintain the website to keep it up to date.

The workshop includes online learning modules, virtual group check-ins where participants can ask questions and get advice on building specific components of their website, and one-on-one virtual meetings with the facilitators.

Components of the workshop will include:

- building and launching a mobile-friendly website
- understanding the importance of online presence
- implementing an online booking system, e-commerce stores and/or online payments
- updating compelling website content
- content management system
- basic search engine optimization strategy
- integrating your current website and web security tools
- Website audit by facilitator review SEO and keywords and to ensure website is working prior to launch

*Participants will build a new website, or integrate the content and domain from an existing website to the Wix platform.

HOW DOES IT WORK?

Eligible tourism businesses are invited to complete an online application to help demonstrate your website needs, and outline how your current website inhibits your ability to connect with customers.

The cost for approved applicants to participate in the program is \$150.

Digital Nova Scotia (DNS) and Boostflow will advise participants on work to be completed before the workshop including developing written content, gathering images and other key information for the new website and reviewing course orientation materials. Workshops will take place virtually over two days, and will involve work before and after the workshop. Plan to allocate additional time for this.

During the workshop, selected participants will learn to build and maintain their website. Boostflow will provide post workshop support to participants through virtual meetings.

Approved businesses will enter into a written contract with Tourism Nova Scotia to provide a report to Tourism Nova Scotia upon completion of the website program. Workshop participation is mandatory for all participants in this program. Completion and launch of a new website is the expected result of participation.

Participants are responsible for hosting fees on the Wix platform. Packages start around \$15 USD a month and can be expanded to include features like e-commerce and booking platforms. Boostflow will work with participants to choose the best plan for their goals and budget. Please contact us with any questions regarding hosting plans.

Workshops will be in compliance with all Public Health Protocols. Workshops are currently offered virtually.



WHO IS ELIGIBLE?

Businesses must demonstrate a need for a new website and their ability to complete the website program, including website launch, within two weeks of workshop completion. Applications will be reviewed by a panel from Tourism Nova Scotia and Digital Nova Scotia. Although an applicant may be eligible, eligibility does not guarantee acceptance to the program as it is a competitive process.

Applicant requirements:

- Be in operation and planning to be operating in 2021-22 (seasonal or year-round)
- Must be in good standing with the provincial Registry of Joint Stock Companies (where required)
- Applicants must have a listing in good standing on www.novascotia.com
- Priority will be given to small and medium sized businesses whose primary focus is attracting and servicing visitors
- Applicants are required to have intermediate computer and internet skills, for example comfort in creating accounts, participating in online learning, creating and writing Word documents, editing and uploading images, using email programs, and basic understanding of social media
- Ideal applicants have no existing website or have an under-performing website and wish to build a new website on Wix
- Applicants with an existing Wix website could apply to further develop or build in enhanced features

WHAT ARE THE BENEFITS OF PARTICIPATION?

Having a strong website is a powerful marketing tool that helps businesses reach more people, build a stronger brand, and increase credibility with potential customers.

At the completion of the Program, participants will have an up-to-date website and the ability to easily manage content on their website.

PROGRAM CONTACT

For more information about the Website Bootcamp Program or application process, please contact: Jennifer McKeane, Tourism Development Advisor, 902-717-3623, or Cindy Wade, Quality Advisor, 902-237-8170 | TNSBusiness@novascotia.ca

ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector, representing over 180 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more. Digital Nova Scotia will be coordinating the workshops on behalf of Tourism Nova Scotia, and will manage the logistics and communication with selected participants.

ABOUT THE FACILITATOR

Boostflow is a Yarmouth based web development company that focusses on maximizing search engine rankings, incorporating robust e-commerce solutions and digital advertising campaigns that deliver results. The company was founded out of a desire to help businesses in rural communities elevate their digital marketing strategy through modernizing their websites. Since founding, Boostflow has worked with clients throughout Canada across a broad range of industries. Boostflow, is a Wix Partnered Agency. Their team has developed over 30 websites on Wix's robust and flexible platform.

HOW TO APPLY

Interested businesses can complete the online application form at: <https://digitalnovascotia.com/portfolio-items/tourism-website-bootcamp/>

The deadline to submit applications for the May 4-5, 2021 workshop is:
Monday, April 12, 2021 at 4:00 p.m.

Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.

