

# WEBSITE BOOTCAMP PROGRAM

2022







Pictou Lodge Beachfront Resort



Kejimikujik National Park and National Historic Site



Lot Six Bar & Restaurant

## PROGRAM OVERVIEW

Participate in the Website Bootcamp Program offered by Tourism Nova Scotia and Digital Nova Scotia, and learn how to create a new website or gain the skills to improve your existing website, building a strategy for your online persona and business.

This is an opportunity to learn from digital experts and build confidence to manage your website effectively.

## HOW DOES IT WORK?

The program has two streams - one for businesses that want to improve an existing website, and one for businesses that want to build a brand-new website. Apply for the stream that meets your needs by selecting your preferred option on the application form.





Mavillette Beach Provincial Park

## STREAM 1 - WEBSITE MANAGEMENT BOOTCAMP

The 16 accepted applicants in stream 1 will work with Halifax-based [Arbuckle Media](#) to help with your existing website, to learn the basics of website management and navigate topics like Search Engine Optimization (SEO) and cybersecurity.

This stream is designed specifically for tourism businesses with an existing Shopify, WordPress or Squarespace website. Under the guidance of Arbuckle Media, you'll refresh your website and take steps to begin managing the site for optimal results. You will participate in directed virtual sessions such as live webinar sessions, working audit sessions and materials (worksheets, video tutorials, reading resources) that you can access on your own.

Participants will take part in the core course and then select optional modules to focus on relevant topics such as plugins, blogging, photography, online orders, accommodation bookings, events management, email marketing, payments, and backlink opportunities. A website audit process will follow to complete the program.

## STREAM 2 - WEBSITE CREATION BOOTCAMP

The 14 applicants selected in stream 2 will work with Yarmouth-based [Boostflow](#) on an entirely new website. If you don't have a website or cannot update your existing website, this is the stream for you.

In this stream, you will receive and utilize the tools needed to create a finished Wix website.

Participants will take part in a pre-bootcamp webinar outlining required prework, including gathering assets (images, logos, graphics and videos), mapping content and what elements to include, domain purchasing, booking and e-commerce options, and signing up to the Wix platform. Participants are expected to complete all prework tasks before attending the subsequent sessions.

During the recorded modules and live virtual sessions, the course facilitator will help you optimize the content and assets prepared in advance as you build your site, including help with copywriting and edits, optimizing for SEO, and marketing strategy. Participants will complete a final audit and launch process for your new website.

## WHAT ARE THE BENEFITS OF PARTICIPATION?

A solid website is a powerful marketing tool that helps you reach more people, build a stronger brand, and increase credibility with potential customers. After the program, participants will have an up-to-date website and the ability to easily manage content.

## COSTS

There is no cost to participate in the program. However, you will be responsible for the hosting fees, site maintenance and any ongoing costs associated with the website.

## WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses and organizations that are open and operational prior to applying and plan to operate in 2022. Eligible tourism businesses for either stream must:

- be listed on NovaScotia.com
- be in good standing with the provincial Registry of Joint Stock Companies
- be registered with the province's Tourist Accommodations Registry (if applicable)
- maintain a DigiPort Account for the duration of the project
- be primarily focussed on attracting and servicing visitors
- demonstrate how the Bootcamp will help achieve your website goals
- have access to a website connection to join virtual sessions



For stream 1 you will be given priority if:

- you have a dedicated team member to maintain your website
- you have intermediate or advanced experience managing a website

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 into the program.

## HOW TO APPLY

Interested businesses and organizations can register or login to [DigiPort](#) and submit the online application at: <https://nsdigiport.ca/programs/website-bootcamp/>

Note: you must have or create a [DigiPort](#) account to participate in this program. DigiPort is a one-stop resource where you can access services and support to enhance your online presence. There is no cost to sign up.

The deadline to submit applications is:  
**Friday, February 25, 2022 at 4pm.**

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



## PROGRAM CONTACT

For more information about the Website Bootcamps, please contact:

**Emily van den Hoogen, Digital Nova Scotia**  
416-561-0358 | [info@nsdigiport.ca](mailto:info@nsdigiport.ca)

**Jennifer McKeane, Tourism Nova Scotia**  
902-717-3623 | [jennifer.mckeane@novascotia.ca](mailto:jennifer.mckeane@novascotia.ca)

## ABOUT THE FACILITATORS

[Arbuckle Media](#) will facilitate the Website Management Bootcamp Stream. They are an award-winning digital agency with their ear to the ground, raising e-commerce businesses up with powerful branding executions and marketing-tech deployments. Founded in Halifax, Nova Scotia in 2016, their mission has always been simply to help organizations accomplish their marketing objectives, both big and small.

[Boostflow](#) will facilitate the Website Creation Bootcamp Stream. They are 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.

## ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia is the industry association representing the tech sector in Nova Scotia. They connect the digital community, promote its successes, and lead skills development to help the digital sector grow and thrive. They are a membership-driven organization, with more than 230 members that include start-ups, small-to-medium enterprises, large multinational corporations, universities, colleges, government entities, and non-profits.

## ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.

## ABOUT DIGIPOINT

DigiPort is the meeting place of tourism and tech; a curation of digital marketing resources designed for local tourism businesses and organizations in Nova Scotia. DigiPort is a one-stop resource where tourism businesses can access services, training, and support to improve their online presence and digital marketing so they can be more visible, reach more potential customers and close the sale.