WELCOME

DigiPORT
Digital Support for
Nova Scotia's Tourism Sector

Choosing the Right Website Building Platform for Your Business

Thursday, May 26, 2022

TOURISM NOVA SCOTIA

digital nova scotia

This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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https://nsdigiport.ca/

PRESENTER

Tom Mills

- Tom graduated with honours in Web Development from NSCC in 2011.
- He's a member of the Halifax and Cape Breton Chambers of Commerce and focuses on working with local business and tourism clients in Nova Scotia.
- Tom founded Go Smart Media 10 years ago to offer full web services web development, search engine optimization, pay-per-click, email marketing, and social media marketing.
- Go Smart Media Marketing & Design is now one of the leading web development and digital marketing companies in Nova Scotia and can help with the design, search engine optimization, as well as any other web service that you require.

TOURISM NOVA SCOTIA

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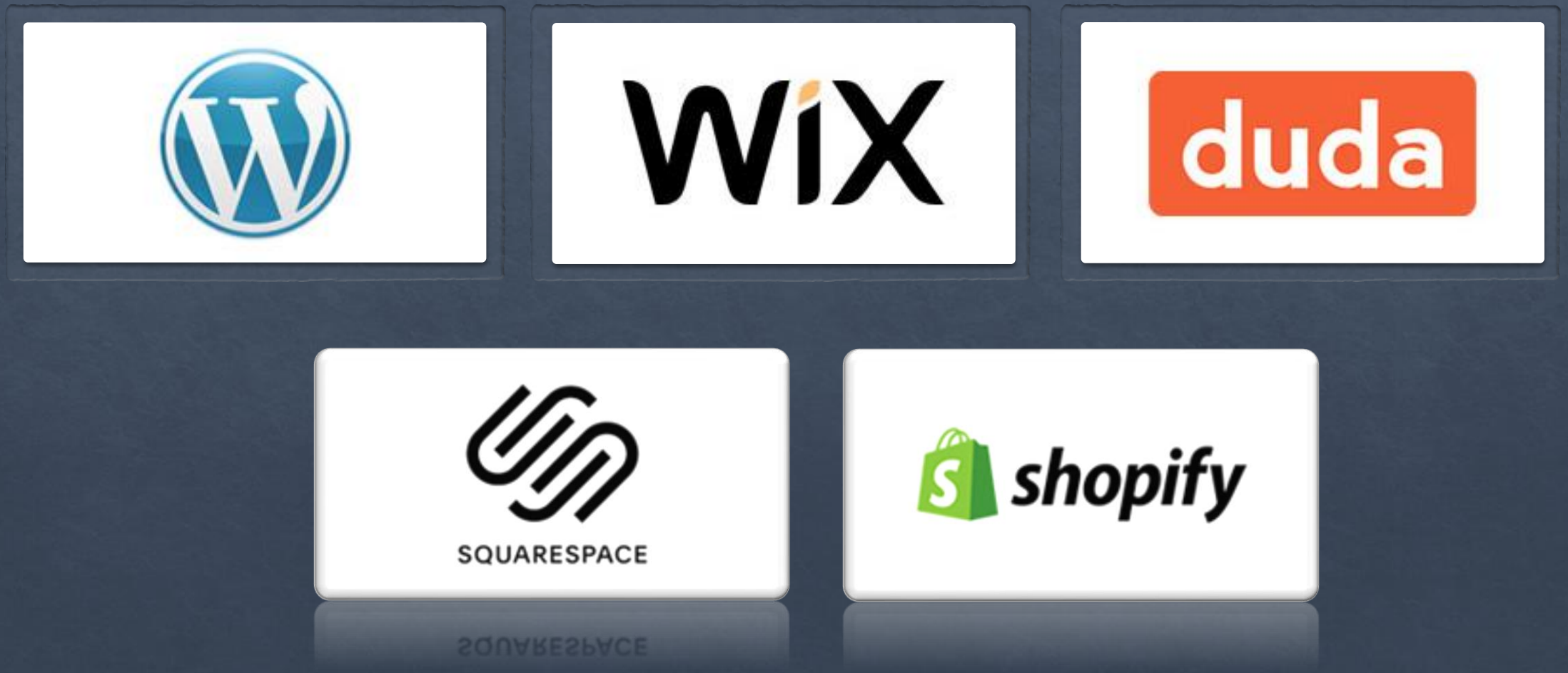
DigiPORT
Digital Support for Nova Scotia's Tourism Sector

Choosing the Right Website Building Platform for Your Business

Hosted by: Go Smart Media Marketing & Design Team

GO smart Media

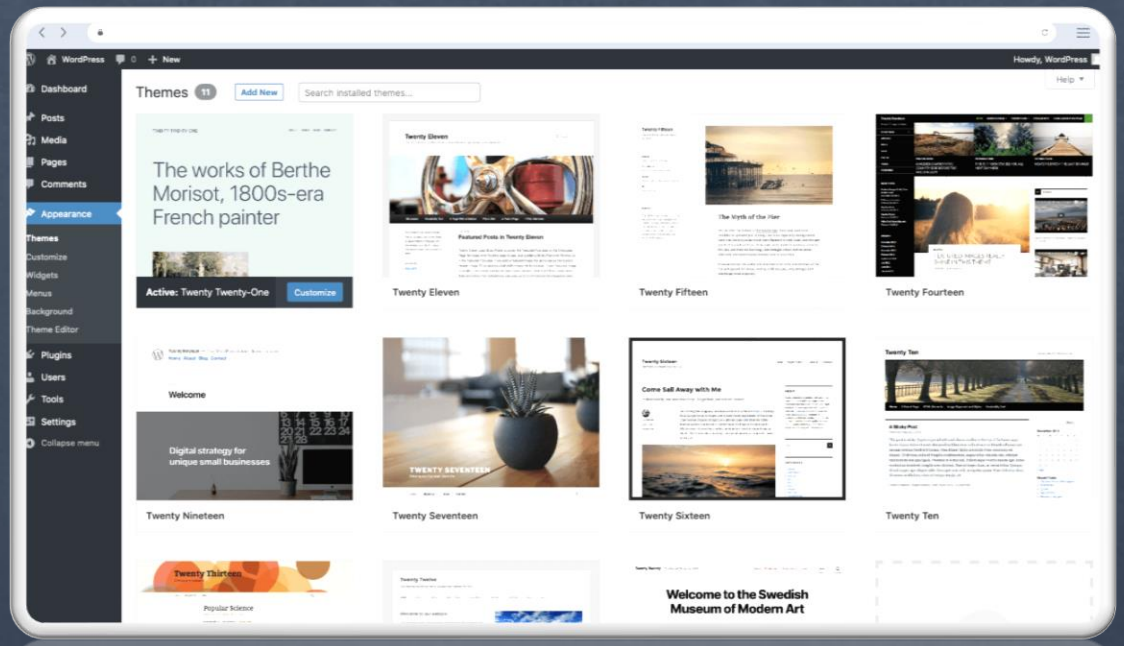
Different Content Management Systems (CMS)



WordPress (CMS)

WordPress (WP) is an open-source CMS (CMS) that was written in PHP and paired to a MySQL/MariDB database. There are two plugin architecture as well as a templates system. These are referred to in WordPress as Themes. WordPress was initially created to be a blog-publishing platform. However, WordPress has since evolved to include support for other types of web content, such as media galleries, mailing lists, forums, learning management system (LMS), and online stores.

WordPress, one of the most widely used content management systems solutions, is used by 42.8% on the top 10,000,000 websites as of October 2021.



Pros and Cons of WordPress

Pros

1. User- Friendly
2. Inexpensive
3. Range of Thames
4. SEO Friendly
5. Mobile Friendly
6. Blogging

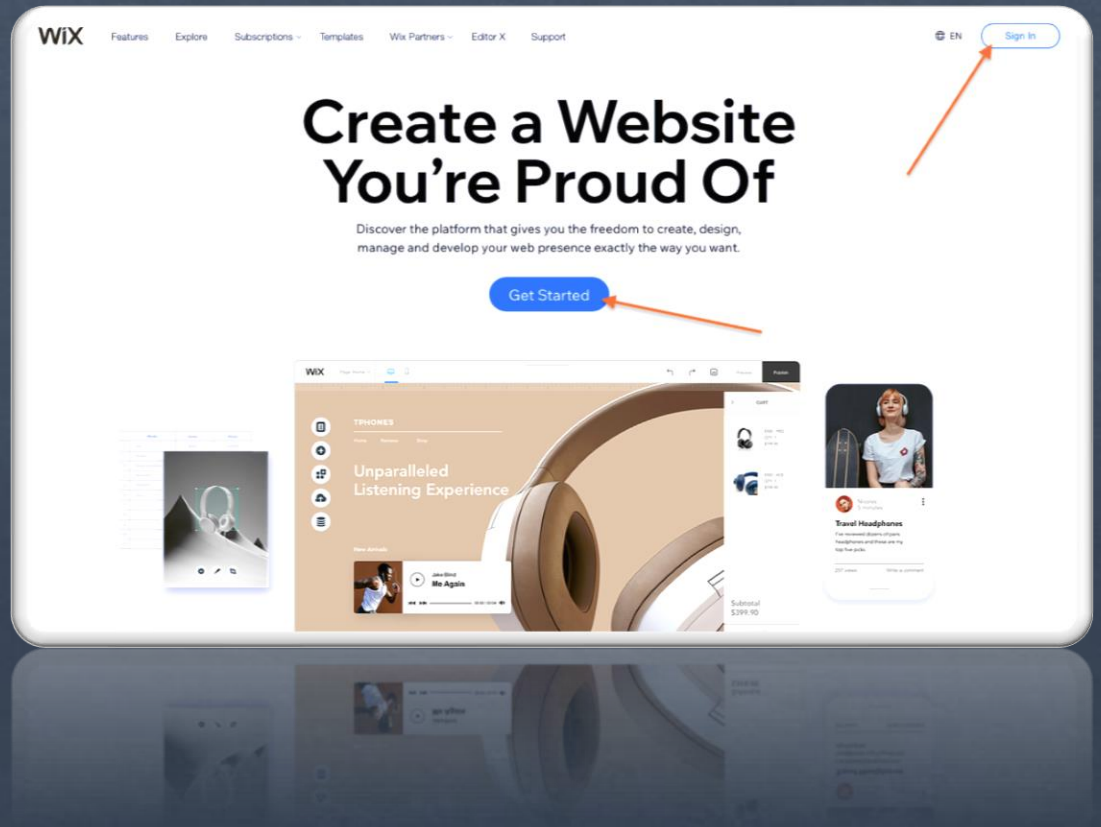
Cons

1. Takes Some Time To Learn
2. Frequent Updates
3. Planning
4. Prone to Threats
5. Difficult Navigation

Wix (CMS)

Wix.com Ltd., an Israeli software company that is publicly traded in the US, provides cloud-based web design services. Wix allows users to create HTML5 websites as well as mobile pages using online drag-and-drop tools.

Wix allows users to add plug-ins to social media, ecommerce, online marketing and contact forms to their websites using a variety Wix-developed or third-party applications.



Pros and Cons of Wix

Pros

1. You receive upgraded design templates.
2. The interface is intuitive and useful.
3. You're not locked into long-term plans.
4. Wix takes care of your site security without compromising speed.
5. You receive an all-in-one solution.

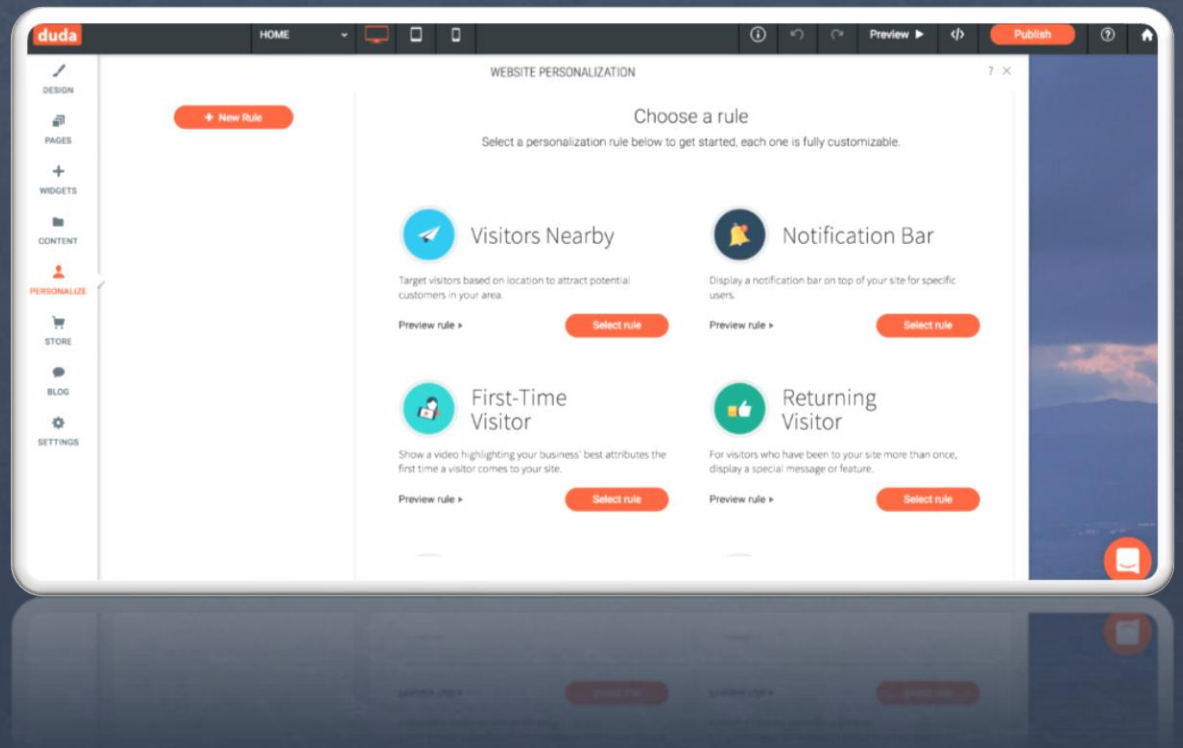
Cons

1. The starter plan doesn't remove ads from your site.
2. 2. There are no unlimited plans.
3. 3. Drag and drop designs can limit your creativity.
4. 4. The App store on Wix doesn't really offer apps.
5. 5. SEO is a pain in the neck with Wix.

Duda (CMS)

Duda is the leading web design platform for companies that offer web design services to small businesses. We serve all types of customers, from freelance web professionals and digital agencies, all the way up to the largest hosting companies and online publishers in the world.

Loaded with powerful team collaboration and client management tools, the Duda platform enables users to build feature-rich, responsive websites at scale. Every Duda website is automatically optimized for lightning-fast loading and great out-of-the-box SEO. Currently, over 14 million sites have been built on the Duda platform.



Pros and Cons of Duda

Pros

1. Duda is a simple website builder, offering slick and easy templates to create quick websites
2. Duda has plenty of apps and widgets to use in order to take your website that little bit further
3. Customisation sits comfortably in the middle, offering enough for people at a beginner or intermediate level

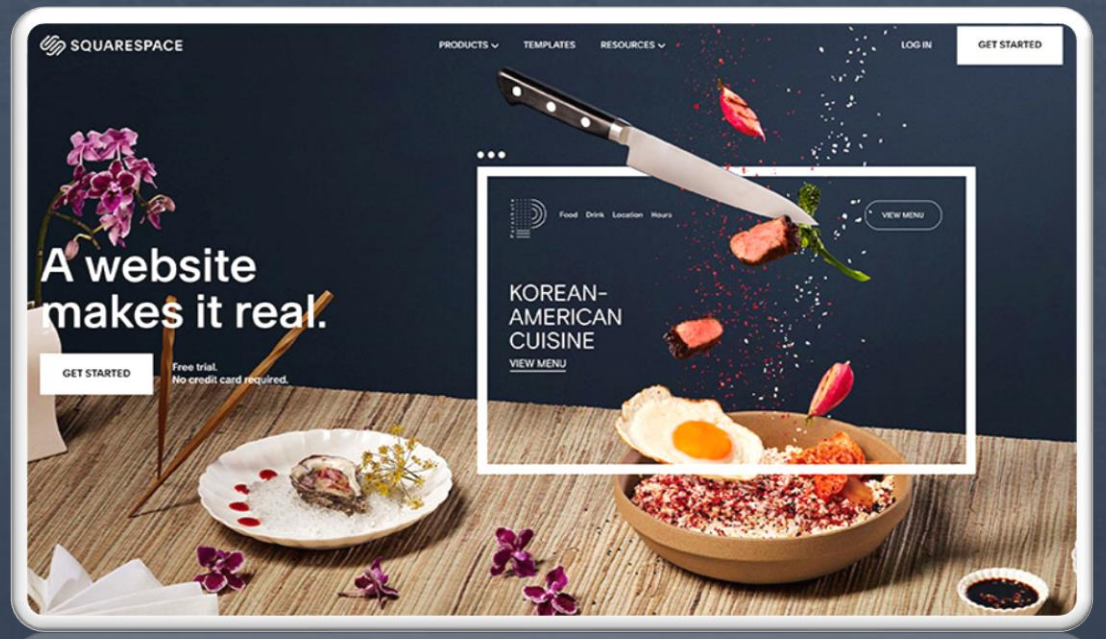
Cons

1. No free pricing plan available, and other pricing plans are quite expensive
2. SEO tools are lacking compared to other website builders

Squarespace (CMS)

Squarespace, Inc. is an American website building and hosting company which is based in New York City, USA. It provides software as a service for website building and hosting, and allows users to use pre-built website templates and drag-and-drop elements to create and modify webpages.

In 2004, Anthony Casalena founded Squarespace as a blog hosting service while attending the University of Maryland, College Park. He was its only employee until 2006 when it reached $1 million in revenue. The company grew from 30 employees in 2010 to 550 by 2015. By 2014, it raised a total of $78.5 million in venture capital; added e-commerce tools, domain name services, and analytics; and replaced its coding backend with drag-and-drop features. It began trading on the New York Stock Exchange on May 19, 2021.According to W3Techs, Squarespace is used by 1.9% of the top 10 million websites.



Pros and Cons of Squarespace

Pros

1. There are many templates offered that are ready for publication.
2. 2. Most Squarespace templates rely on photography.
3. 3. The backend design is easy to use.
4. 4. It’s an all-in-one platform.
5. 5. Squarespace is offered in a bundled approach.
6. 6. Customer support is always available with Squarespace.

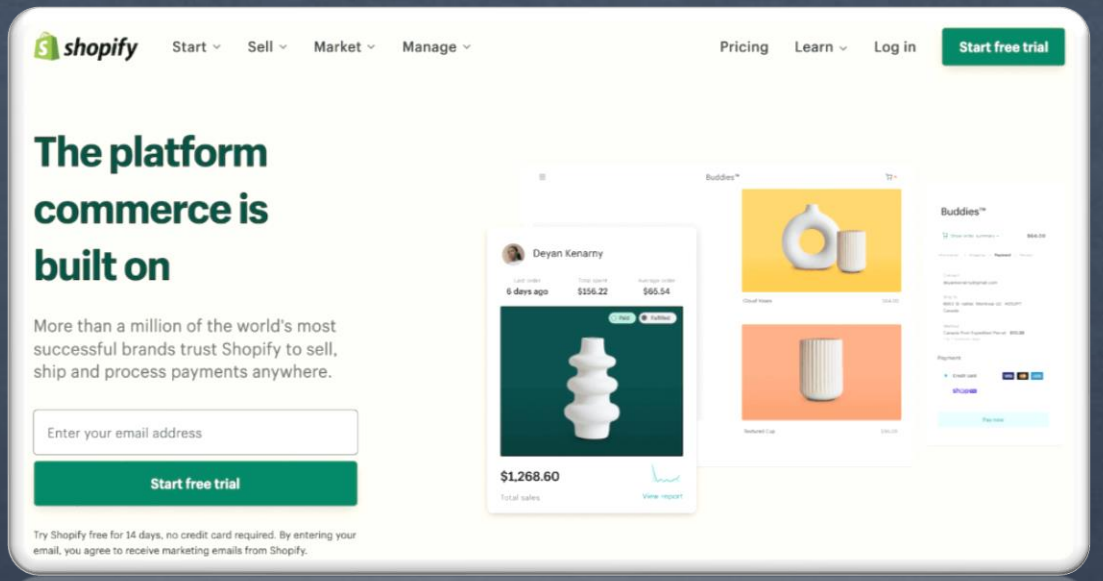
Cons

1. There is no phone support.
2. Pricing is more expensive with Squarespace.
3. There is an overall lack of advanced marketing tools.
4. There is no support for third-party apps, plugins, or extensions.

Shopify (CMS)

Shopify Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. It is also the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems. The Shopify platform offers online retailers a suite of services including payments, marketing, shipping and customer engagement tools.

The company reported that it had more than 1,700,000 businesses in approximately 175 countries using its platform as of May 2021. According to BuiltWith, 1.58 million websites run on the Shopify platform as of 2021. According to W3Techs, 4.4% of the top 10 million websites use Shopify. The total gross merchandise volume exceeded US$61 billion for calendar 2019. As of 2022, Shopify is among the top 10 largest publicly traded Canadian companies by market capitalization. Total revenue for the full year 2021 was US$4.611 billion.



Pros and Cons of Shopify

Pros

1. Simplicity
2. Available Support
3. Lots of Themes
4. App Store
5. Ease of Marketing
6. Customizable
7. Ability for Growth
8. Fully Hosted Platform
9. Miscellaneous Perks

Cons

1. Price
2. Customization Limitations
3. Conclusion

Tourism and Business Examples of Work

1: Meat Cove Campground

Main features:

a) Modern WordPress Spacious theme with editable CMS functionality to edit pages/posts.

b) Main features would be the popular NextGEN Gallery to create photo and video galleries or slideshows, displayed in professional popup lightbox format.

c) Extra Website features - Mobile friendly theme, Google Reviews Widget, Google Sitemap, Google Analytics, Google Maps, WordFence security, Yoast SEO.

https://meatcovecampground.ca

Tourism and Business Examples of Work

2. Little Luxuries Soapworks

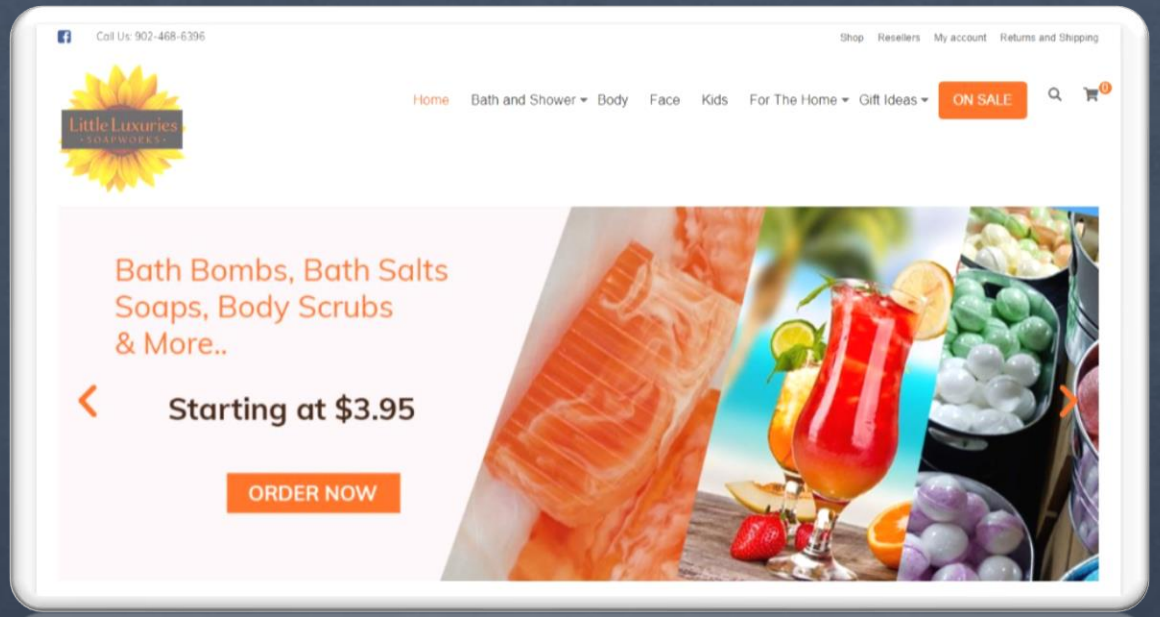
Main features:

a) WooCommerce - Fully functioning ecommerce site built on the WordPress CMS platform. Includes product description, SKU, pics, shipping, taxes.

b) Elementor Page Builder - complete with drag/drop functionality ease of access to page/post creation and editing.

c) Online ordering - Customers can order the various soap products and have them shipped anywhere in Canada.

d) Extra Website features - Mobile friendly theme, Google Reviews Widget, Google Sitemap, Google Analytics, Google Maps, WordFence security, Yoast SEO.



https://littleluxuriessoapworks.com

Tourism and Business Examples of Work

3. Halifax Cruise Ship Tours Halifax, Peggy's Cove NS

Main features:

a) Modern Travel Agency WordPress theme with editable CMS functionality block editor to edit pages/posts.

b) Main features would be the popular Contact Form 7 and MailChimp Extension to create newsletter lists automatically.

c) Extra Website features - Mobile friendly theme, Google Reviews Widget, Google Sitemap, Google Analytics, Google Maps, Google Translate, WordFence security, Yoast SEO.

https://halifaxcruiseshipshoretours.com

Tourism and Business Examples of Work

4. Josie's Place Diner in Digby Nova Scotia

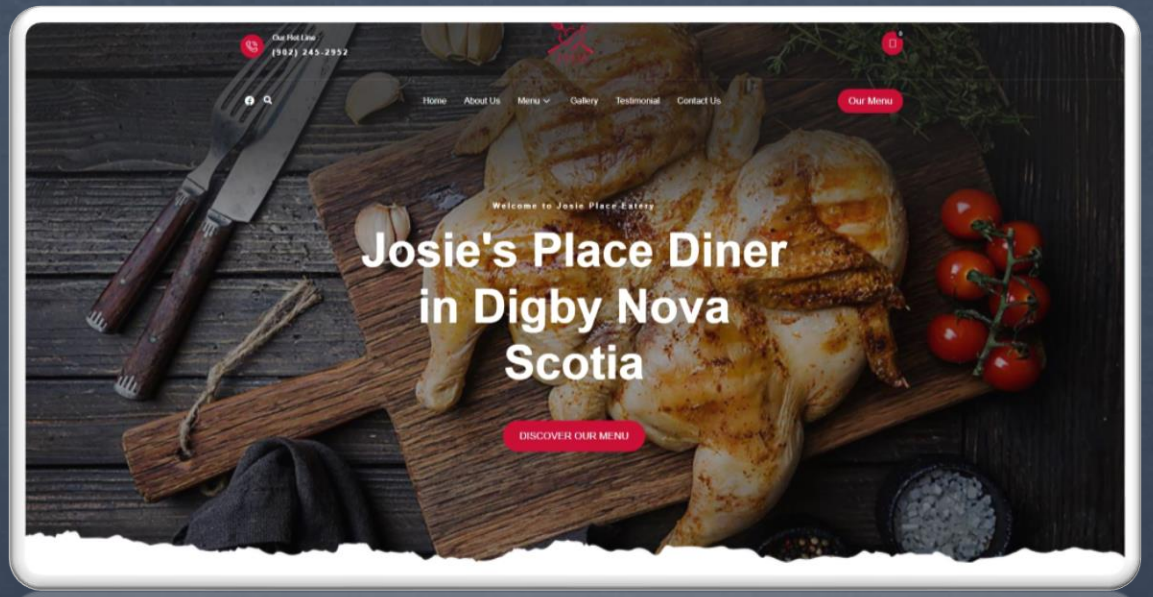
Main features:

a) WooCommerce - Fully functioning ecommerce site built on the WordPress CMS platform. Includes product description, SKU, pics, shipping, taxes.

b) Elementor Page Builder - complete with drag/drop functionality ease of access to page/post creation and editing.

c) Online ordering - Customers can order meals and have the order sent to the restaurant where they are paid for and held for pickup.

d) Extra Website features - Mobile friendly theme, include Google Reviews Widget, TripAdvisor Reviews widget, Google Sitemap, Google Analytics, Google Maps, WordFence security, Yoast SEO.



https://josiesplace.ca

Tourism and Business Examples of Work

5. Cape Breton Farmers Market

Main features:

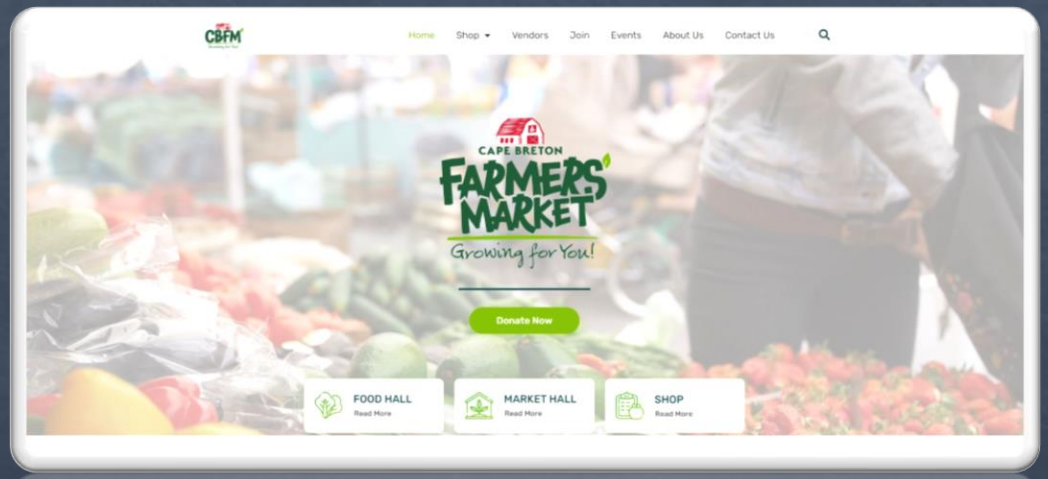
a) WooCommerce - Fully functioning ecommerce site to sell vendor products, WordPress CMS platform. Includes product description, SKU, pics, shipping, taxes. Payments are made to Square, PayPal or by credit card.

b) Elementor Page Builder - complete with drag/drop functionality ease of access to page/post creation and editing.

c) Online ordering - Customers can order vendor products and have them shipped anywhere in Canada.

d) Main features would be the All-in-One Event Calendar by Time.ly for events management, MailPoet 3 for professional newsletters, connects with the form.

e) Extra Website features - Mobile friendly theme, include Google Reviews Widget, Google Sitemap, Google Analytics, Google Maps, WordFence security.

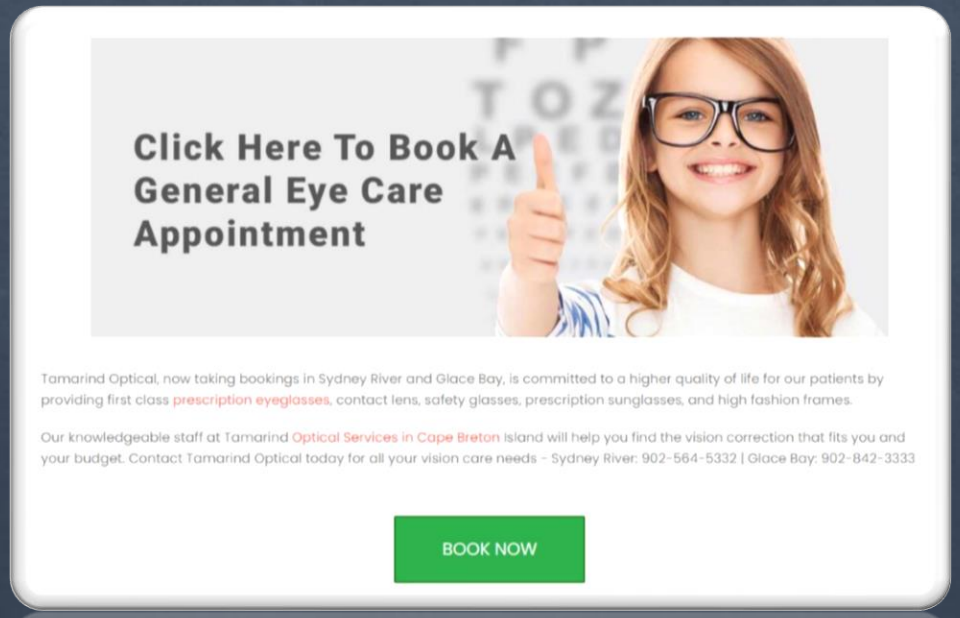


https://capebretonfarmersmarket.com

Tourism and Business Examples of Work

6. Tamarind Optical / ONLINE BOOKINGS

Example of Online Bookings through the **portal.filopto.com** widget connect script.

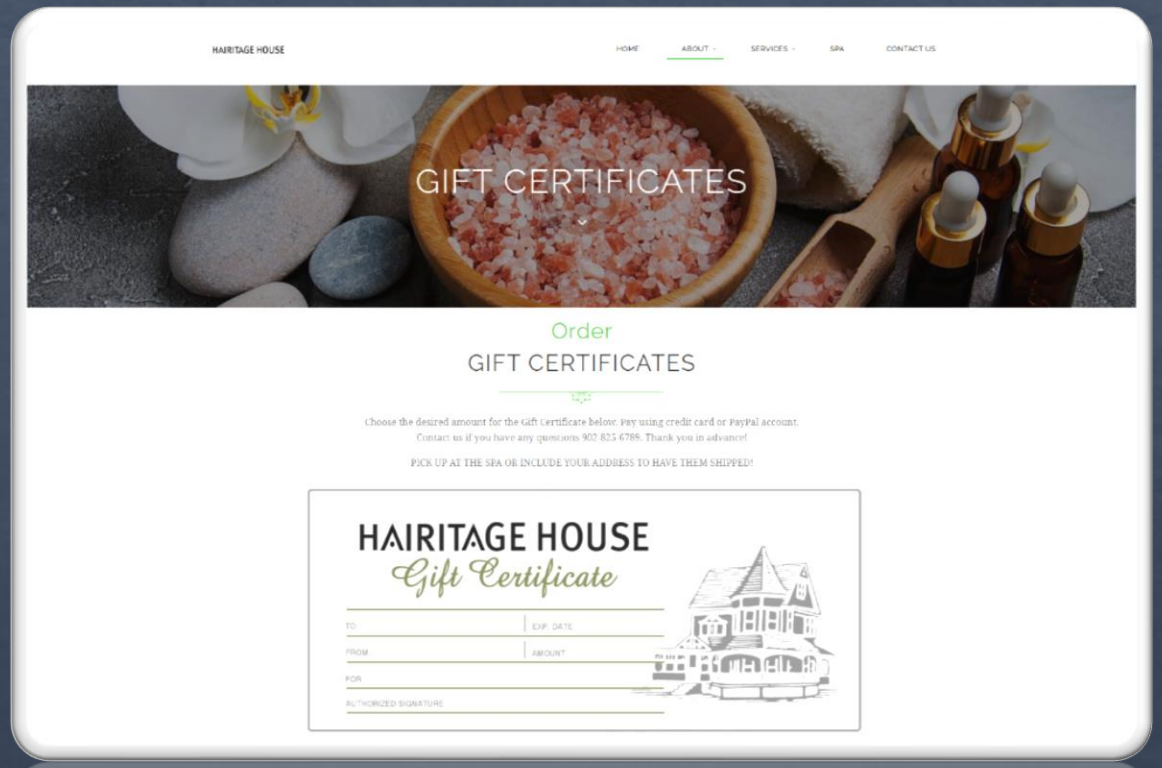


https://tamarindoptical.ca/bookings

Tourism and Business Examples of Work

7. Hairitage House Day Spa

Example of ecommerce, buying services/gift certificates online.

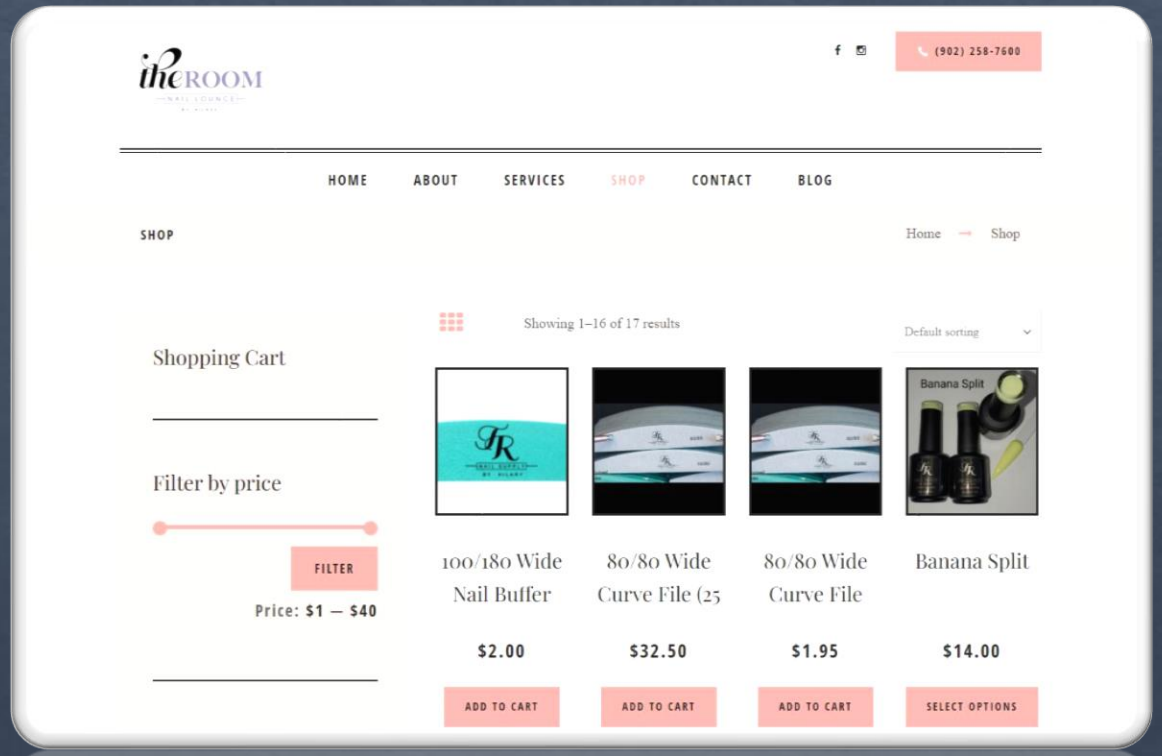


https://hairitagehousedayspa.com/gift-certificates

Tourism and Business Examples of Work

8. The Room Nail Lounge

Example of ecommerce, purchasing products online.



https://roomnaillounge.com/shop

Tourism and Business Examples of Work

9. Giseles Inn Baddeck

Example of online booking service, book code installed and connected to bookingcenter.com

https://giseles.com

Popular Booking Plugins for WordPress

1# Bookly / Bookly Pro	2# Booking & Appointment Plugin For WooCommerce	3# BirchPress
Free plugin with upgrade to pro for advanced booking features for multiple day bookings, support, etc.	With it, you can handle hotel bookings, fitness appointments, party rentals, equipment rentals, apartment rentals	Easily Capturing PayPal and credit card payments for the healthcare industry, fitness, automotive, salon and beauty, or the health and wellness space. Integrates with Google Calendar, Outlook, iPhone, or Android
Price: Free, Paid starting at $89	Price: Starter is $119 for one store	Price: Personal — $99 Business — $199

Best Ecommerce Plugin for WordPress

WooCommerce

WooCommerce is the most popular WordPress eCommerce plugin. It is also the most popular eCommerce platform in the world. It was acquired by Automattic (the company behind WordPress.com blog hosting service) in 2015.
WooCommerce is the perfect choice for any kind of eCommerce website. It has a large community of developers and users, a lot of addons and themes, excellent support for multilingual websites, and best free and paid support options.
(source: https://www.wpbeginner.com/plugins/best-wordpress-ecommerce-plugins-compared/)

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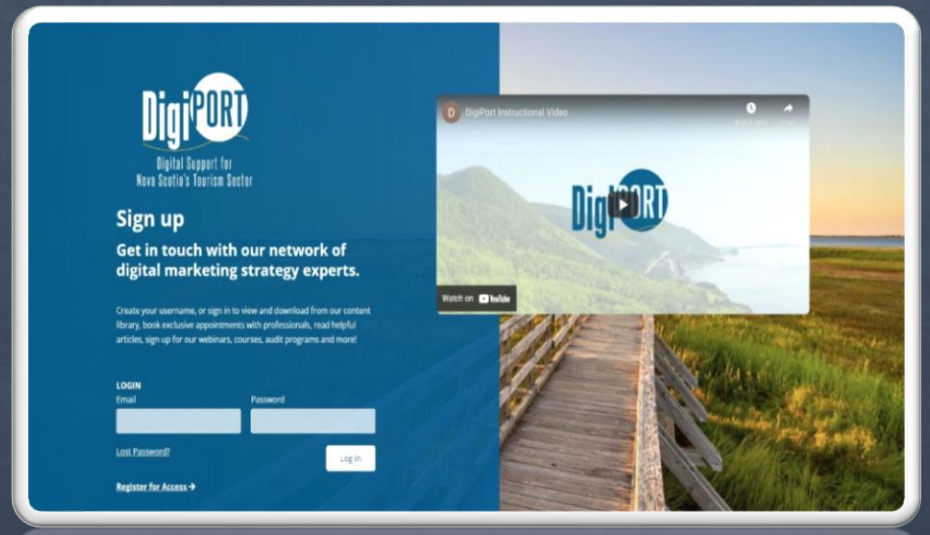
Expert Page

Tom Mills

/ Go Smart Media Marketing & Design

Services:

- Search Engine Optimization (SEO)
- Web Design
- Web Analytics



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Q & A

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- Corporate LinkedIn: https://www.linkedin.com/company/tourismnovascotia/