

# WELCOME



# Spring Tune-Up Digital Workshop

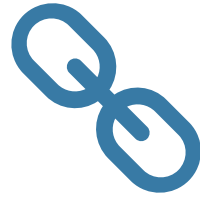
*Session 2: Get to the Point: Crafting Web Content That Shines*

May 16, 2024

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





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.

Sign up for DigiPort at <https://nsdigiport.ca/>

**DigiPORT**

Digital Support for  
Nova Scotia's Tourism Sector

**Sign up**

**Get in touch with our network of digital marketing strategy experts.**

# PRESENTER



## Maria McGowan:

- Founder of Sociable Media Inc., Maria McGowan has years of experience developing comprehensive strategies targeting the right audience and driving business growth.
- Her expertise extends to sectors such as tourism, recreation, and economic development, where she has helped numerous clients achieve their goals through effective online presence and branding.
- Her latest passion project is hosting a podcast exploring renewable energy and net zero called Reimagined Energy.

Presented By:  
Maria McGowan

Tourism Nova Scotia  
Digital Nova Scotia

# SPRING TUNE-UP SERIES

For Nova Scotia Tourism  
Operators

# Content Development

# Welcome

I'm Maria McGowan

**sqciable**  
media

reimagined  
energy



# Agenda

## Content Development

01.

Writing For The Web

03.

Key Content  
Elements

05.

Content Engagement

02.

Understanding Your  
Brand Voice

04.

Tips for Travel  
Listings

06.

Storytelling





This is an  
interactive  
session



Provide your  
answers in the chat

# What motivates people to travel?

When you understand the

Why            How            What they like to do

You can better shape your activities, products or services, and marketing approach to appeal to them.



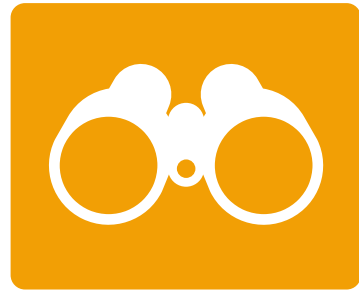
Explorer  
Quotient (EQ)

A tool that breaks travellers into groups based on their social values and world views.

Developed for Destination Canada - based on years of international travel motivation research.



# Tourism Nova Scotia's EQ Groups



Authentic Experiencers



Cultural Explorers



Free Spirits



Research shows these groups are most likely to be interested in Nova Scotia.



Website users spend \_\_\_%  
of their time above the  
fold

A: 47%

B: 57%

C: 67%



Website users spend       %  
of their time above the  
fold



A: 47%

B: 57%

C: 67%



74% of view time is spent in the first two “screenfuls.”

# Writing for the web

How it's different from  
print or other media

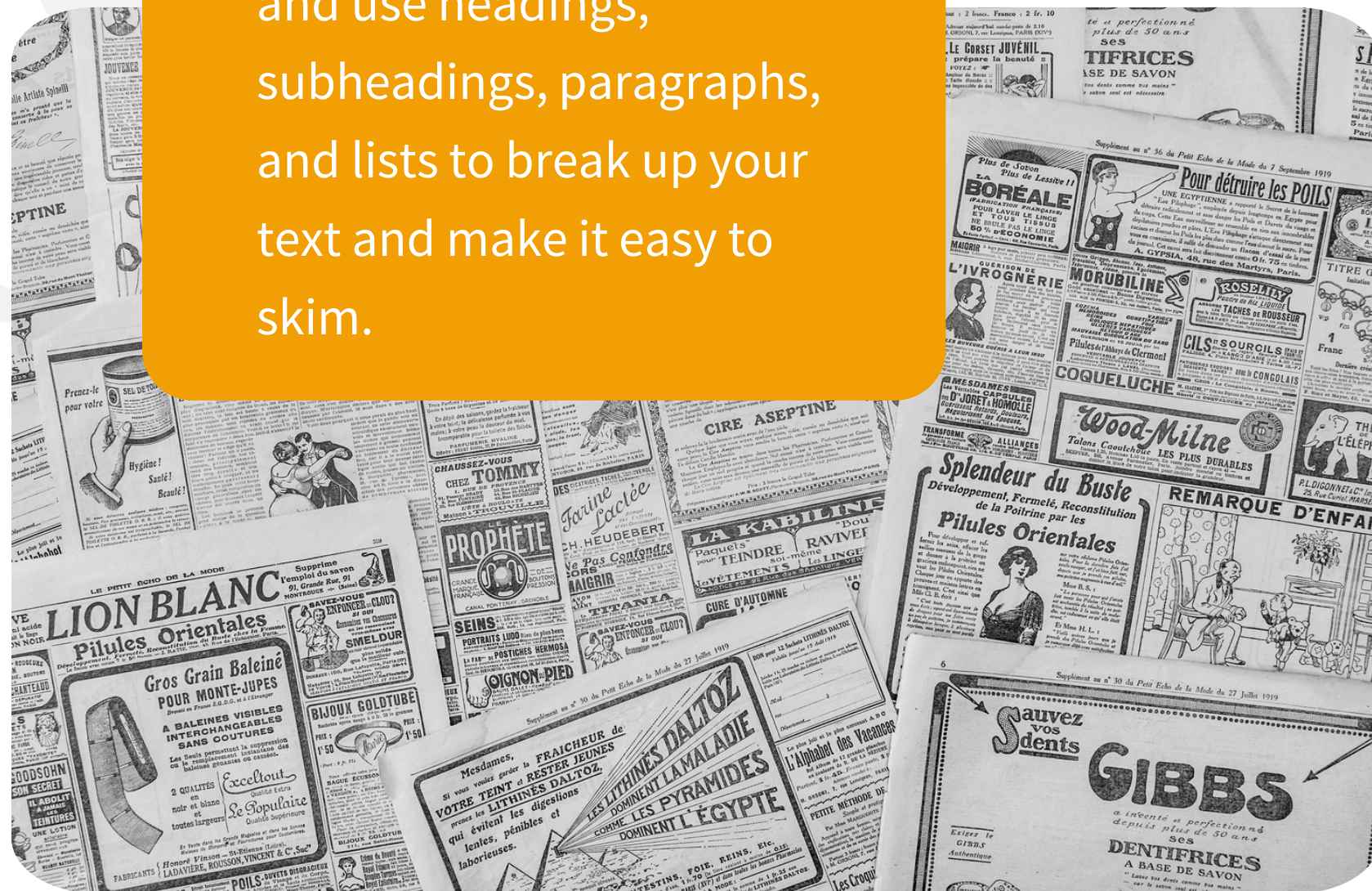
Web readers usually look for quick and relevant information while print readers are likelier to read for leisure or in-depth knowledge.

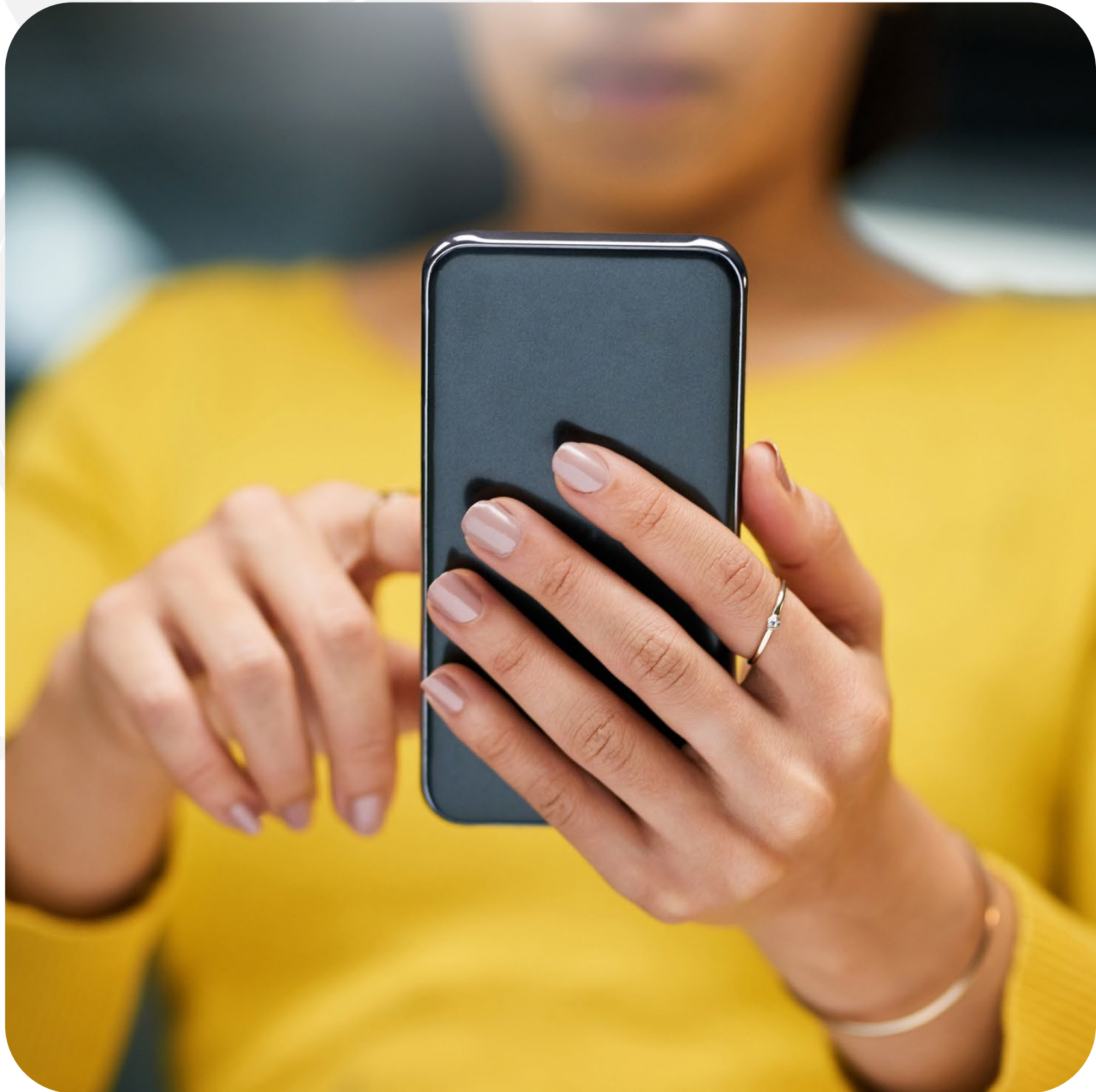
They expect a more conversational and informal tone than print readers, and they appreciate a personal and engaging voice.



## No fluff

Write for the web with a clear and logical structure and use headings, subheadings, paragraphs, and lists to break up your text and make it easy to skim.





# Writing for the web



## Define Your Purpose

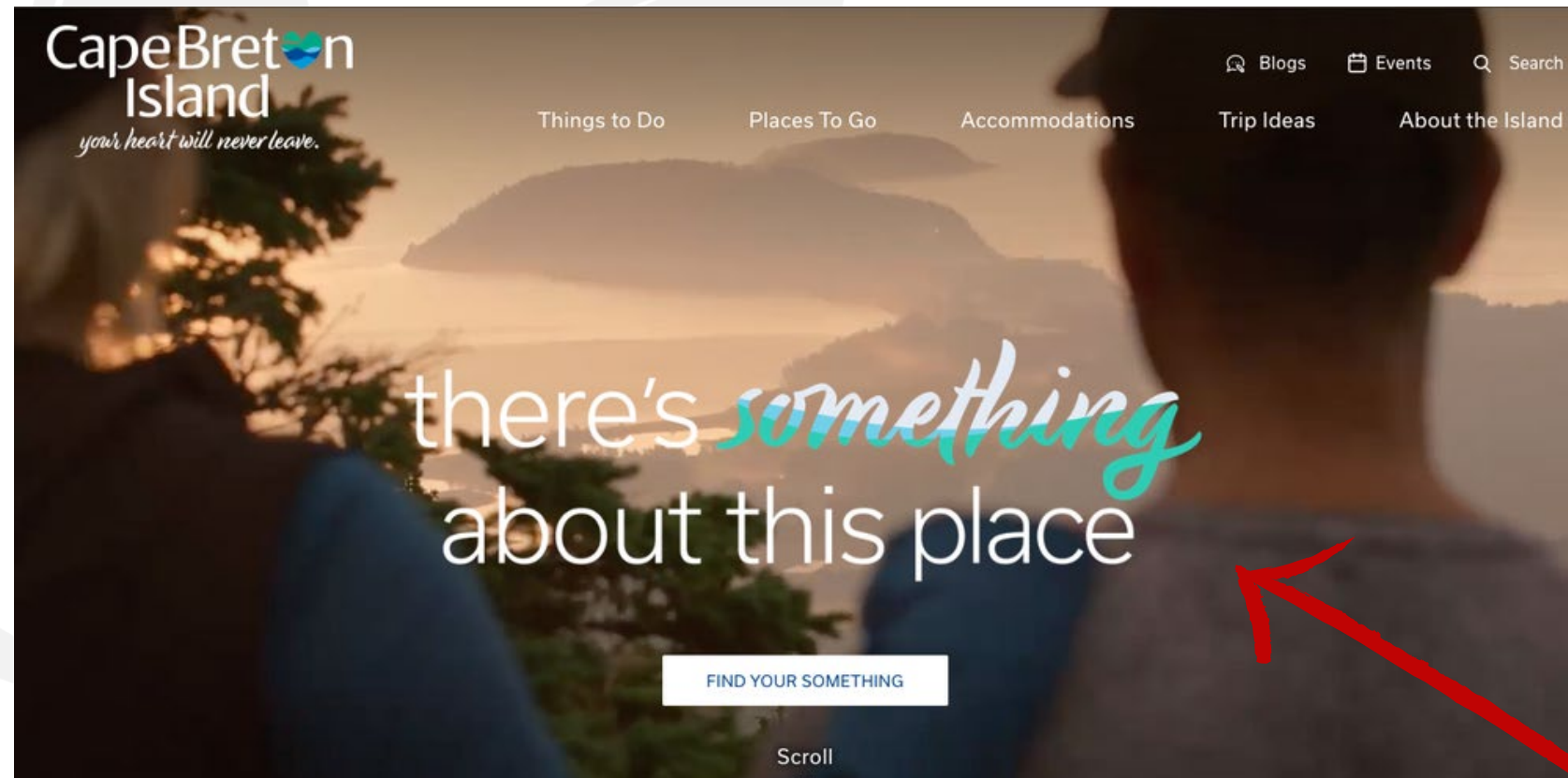
- Are you trying to inform, entertain, and/or persuade users?
- What action do you want the reader to take?
  - Should they sign up for a newsletter



## Understand Your Target Audience

I.e. Look at your social media audiences

# Writing for the web



## Research Your Competitors' Content

Find out which formats they're using, which topics they cover, are people engaging, and how often they publish.



## Hook Your Readers from the First Line

A bold statement immediately grabs the visitor's attention.





A

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Writing for the web



## Make Your Copy Scannable

People don't read, they scan and skim  
Put conclusion at the beginning



## Help Readers Navigate

Embed links within your content that point to related pages on your website.



## Proofreaders

Grammarly, Wordtune, ProWritingAid, Jasper



# Writing for the web

♥ Talk to Readers as You  
Would Talk to a Friend

✗ “We can be contacted.”

✓ “You can contact us.”

● Use Clear Language  
That’s Easy to Understand

- Use short sentences
- Limit the use of adverbs and adjectives



Understanding  
Your Brand Voice





It is consistent across all channels and doesn't change.

# Understanding Your Brand Voice

What is it?



Brand voice is your company's personality

- Casual
- Eco-friendly
- Formal
- Youthful
- Trendy

# Understanding Your Brand Voice

## How to find your voice

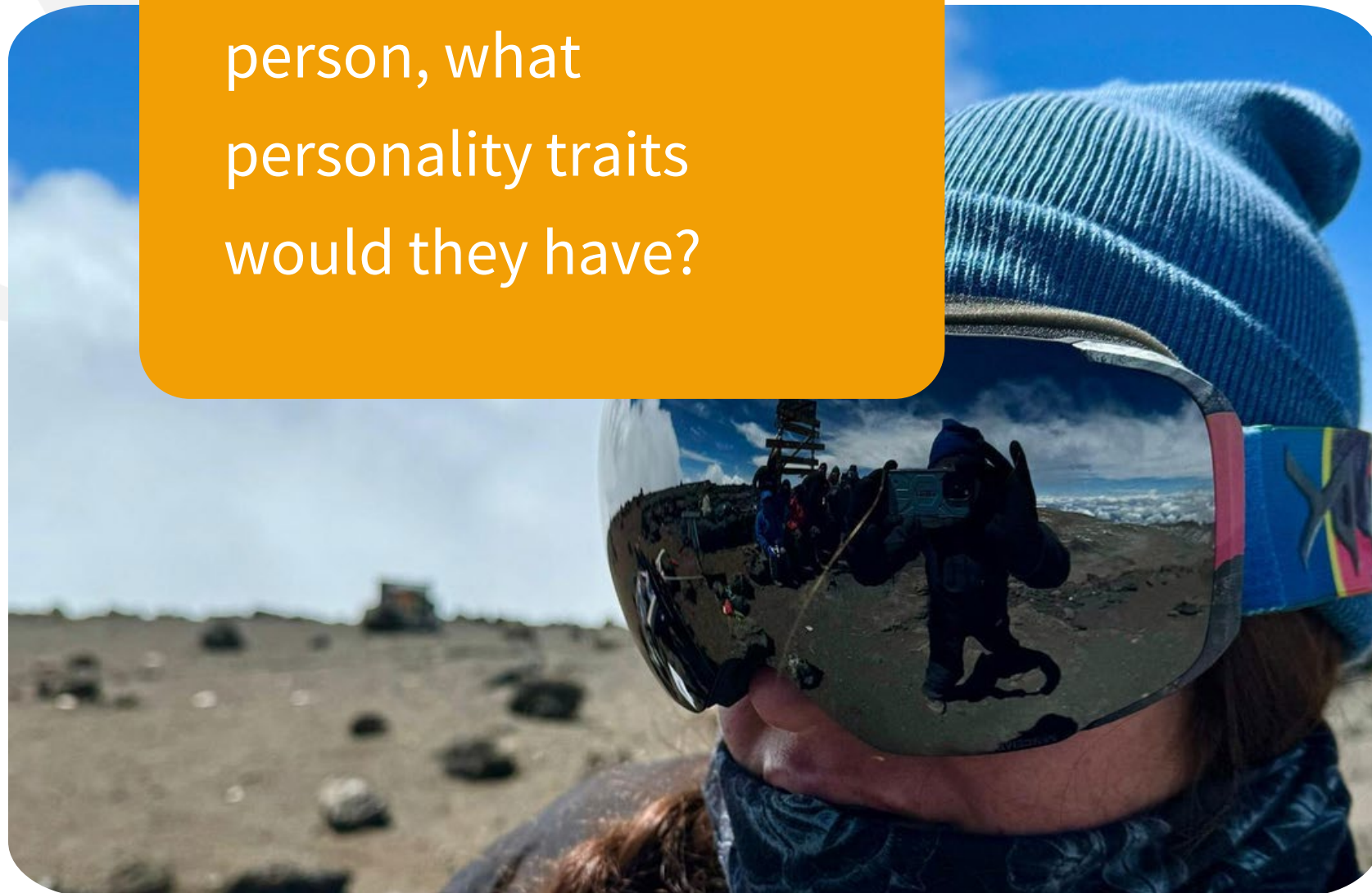
- ✓ Look at your best-performing content
- ✓ Think of the Explorer Quotient (EQ)



- ✓ Your brand voice is not pretentious
- ✓ Your brand voice is not too serious
- ✓ Your brand voice is not grandiose
- ✓ Your brand voice is not unfriendly



If your brand was a person, what personality traits would they have?

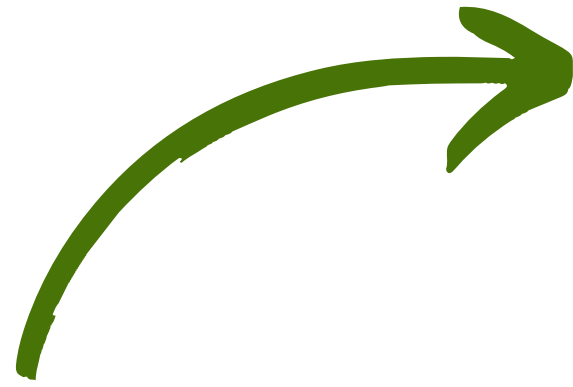




# Key Content Elements

Headings, Paragraphs,  
and Call to Actions (CTAs)

# Headings



## Easier to read

Headings help organize the content on a webpage and make it easier for users to scan and understand the information.

## Choose one font

As a general rule of thumb, a website shouldn't have more than three fonts on it:

- One font for headings
- One font for paragraph text

## Write meaningful text

- Be short and direct
- Can stand on their own and be understood out of context



## Why they matter

These are searched and organized by search engines

<h1> Title

<h2> Sub-title

<h3> subchapter



For users that rely on screen reader technology, they need header tags.

## Formatting Tips

- Use proper spacing between paragraphs to improve readability.
- Use headings and subheadings to break up content and make scanning easier.
- Use bullet points or numbered lists for lists of items.
- Use a readable font size and style.
- Italics are hard to read (same as ALL CAPS).
- Use keywords (we will talk about them next week).

## Paragraphs

### Skim-friendly

Avoid using long paragraphs, break them up into shorter ones for easier reading.

Do not say in 150 words what could be said in 75. Do not say in 75 words what could be said in 30.



Instead of these



# Call to Actions

Use these



What percent of small business websites lack a call to action, which can impact their ability to convert website visitors into customers ?

A: 40%

B: 60%

C: 70%



What percent of small business websites lack a call to action, which can impact their ability to convert website visitors into customers ?

A: 40%

B: 60%

C: 70%





# Images and Media

People remember more of what  
they see than what they read

SOURCE: Proceedings of the National Academy of Sciences (PNAS)

# Complementing your text with visual elements



## Use high quality images

Copyright-free (and give credit to photographer)  
Be authentic and steer clear of stock images.

## Balance text and visuals

Use visuals to break up long blocks of text, highlight key points, or show examples, but do not rely on them to convey your entire message.

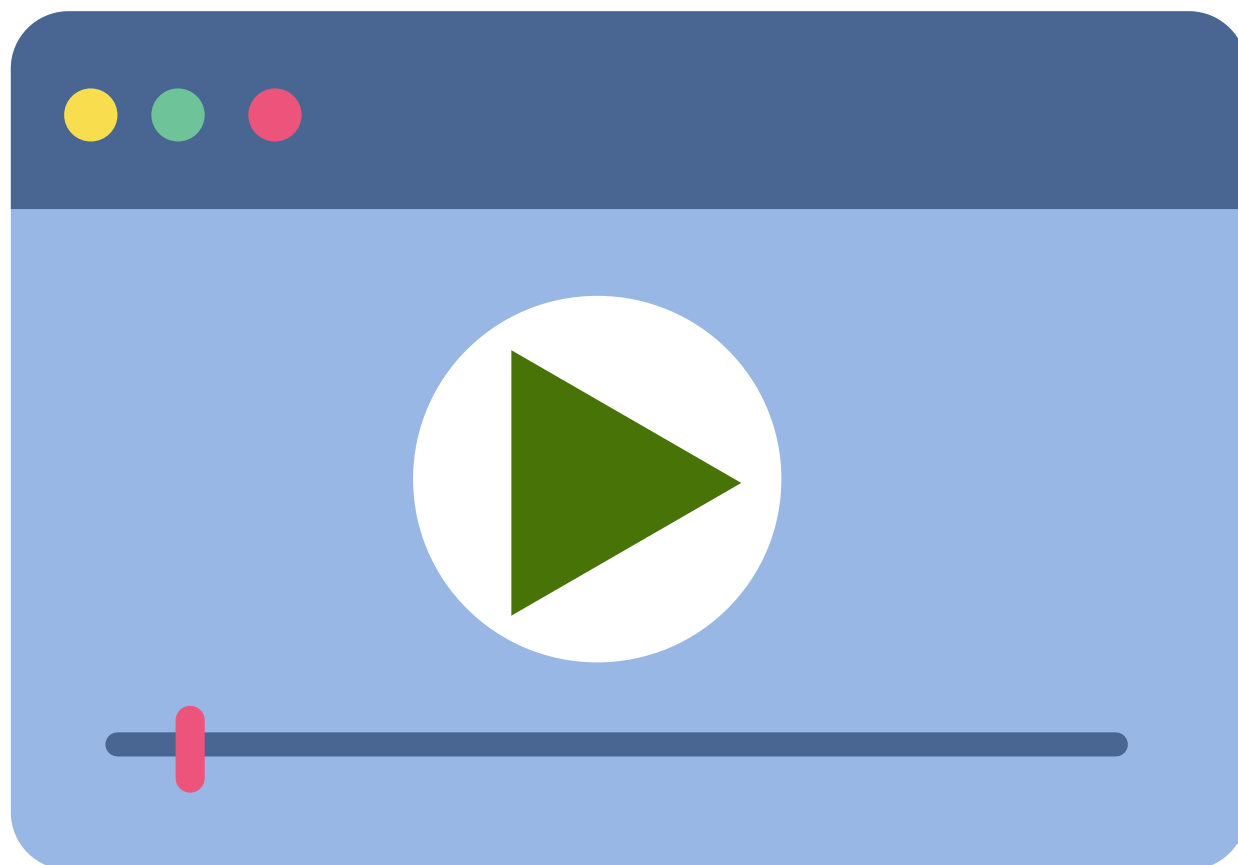
## Optimize for the web

Photos can be huge files. Use jpeg or png files. Use Canva to resize.

## Emotion-based

Choose visuals that are appropriate, engaging, and relevant to your niche and topic.

# Video



## Video can increase user experience

Embedding does not slow down a website.

## Authentic

Break down longer videos into segments.

They can also be used on social media platforms.

## Builds trust

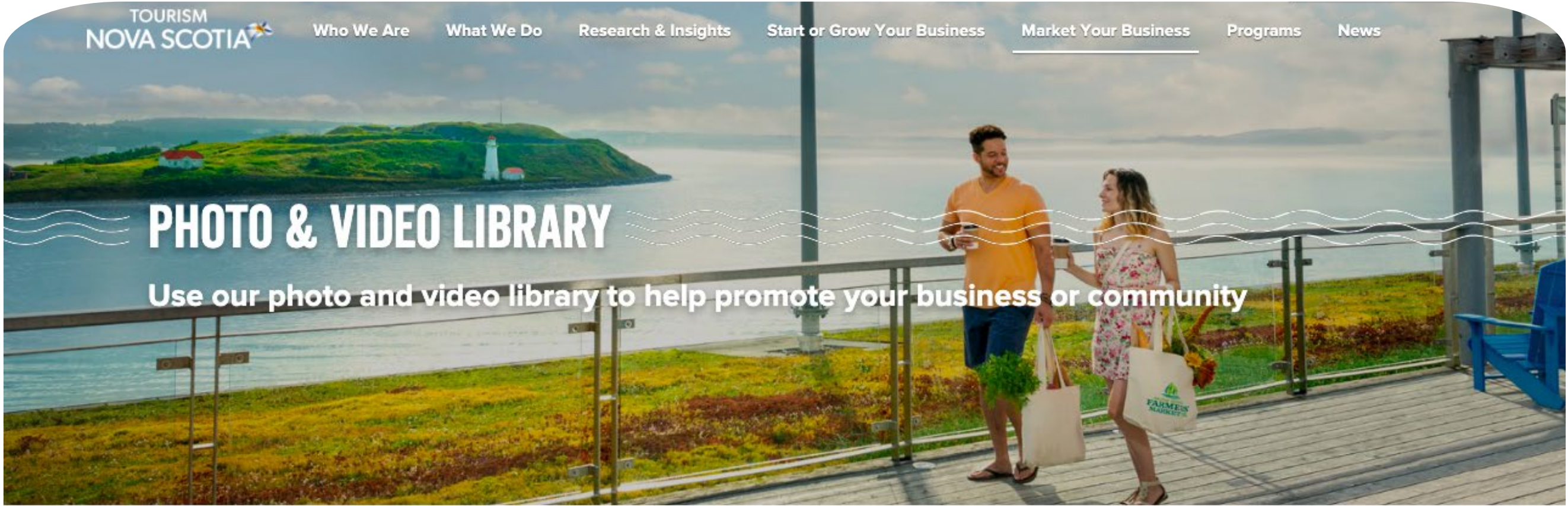
## Length

Videos that encourage action: keep it short, clear and persuasive (between 15-60 seconds).

Videos that educate: learning something new takes a bit longer, so consider using repetition or signposting and keep it simple; clearly answer the question “why should I care?” (1-3 minutes).

# Tourism Nova Scotia Digital Asset Library

# Images



## Photo & Video Library

You can take advantage of Tourism Nova Scotia's extensive library of high-quality photos and videos to help promote your business and/or region. Appealing visuals can help grab a potential visitor's attention and give them a sense of what they can expect when they come to Nova Scotia.

Our library is available to tourism businesses and organizations for the purpose of promoting travel to and within Nova Scotia.

[Register to Access the Digital Library](#)

For more information about using the library, contact:

**Emily Hiltz**  
Marketing Coordinator  
902-790-0950  
[emily.hiltz@novascotia.ca](mailto:emily.hiltz@novascotia.ca)

# Writing for Online Travel Listings





# 7 Tips to improve your online travel listing

1

Personalize

Talk about the experience of what visitors can expect. Mention local landmarks, highlight activities in your surrounding community and talk about all the reasons you love your neighbourhood and why you're sure your guests will love it too. WIIFM

2

Ask for reviews in person

Ask when you are directly engaging with the customer; it's more effective than sending an email after their trip. This lets you address any issues while the guest is there to prevent any potential bad reviews. Or even turn a bad review into a good one.

3

Compare your listing

Look at your listing and how it compares to others.

4

Awesome photos

These can show the great experience they will have and what to expect.

5

Add booking links

Can people purchase on a secure website?  
Can they book tickets or make a reservation?

6

Provide more than a phone number

Add your email address, social media links and website address. Can people text?

7

Keep it fresh

This can be as simple as changing your photos– keep your primary image the same but shuffle the other photos around.

**FREE**

Is your listing on NovaScotia.com up to date?

## ChatGPT

### Day 3: Cultural Exploration and Departure

- Morning:
  - Start your day with breakfast at a local diner or bakery.
  - Explore Parrsboro's cultural attractions, such as the Ship's Company Theatre, a professional theatre company known for its innovative productions.
- Afternoon:
  - Visit the Ottawa House By-The-Sea Museum, a historic house museum overlooking the Bay of Fundy. Learn about the area's maritime history and enjoy the scenic views from the museum grounds.
  - If time allows, consider taking a guided kayaking tour or a boat trip to explore the dramatic coastline and sea caves of the Bay of Fundy.
- Evening:
  - Enjoy a farewell dinner at a waterfront restaurant, soaking in the last moments of your trip to Parrsboro.
  - After dinner, take a leisurely stroll along the waterfront, reflecting on your experiences and memories from your time in this charming coastal town.
  - Return to your accommodation to pack and prepare for your departure the next day.

This itinerary offers a balanced mix of outdoor adventures, cultural exploration, and relaxation, allowing you to make the most of your three-day trip to Parrsboro, Nova Scotia. Enjoy your journey!

# How AI Is Being Used in the Travel Industry

## Chat Bots

Larger online travel agencies like TripAdvisor, Booking.com and Expedia are also starting to use chatbots to provide customers with real-time suggestions, such as places of interest and activities for kids.

# Content Engagement

Keeping Your Audience  
Interested and Engaged



# It's not all about you

Make sure your content is interesting to your visitors and guests

The text should speak to your ideal customers so they want to stop scrolling and how it can serve them.

Whats In It For Me (W IIFM)



# We are emotional beings

“

When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion.

-Dale Carnegie





# Trigger Words

Based on emotions

Easy  
Imagine  
Discover  
Stop  
Today  
How  
Now

Boost  
Secret  
Limited  
New  
Free  
Proven  
More

Convert  
You  
Overcome  
Amazing  
Yes  
Tired  
Win

Want  
Fix  
Forever  
Save  
Unlock  
Need

# Ways to tell a story



## Before and after

- You describe the problem
- You explain the solution



## Hero of the story

- Your personal story: how it all started, what happened next, where you ended up afterwards and where you are now
- The story of a client whose problem was solved by your product or service



# Ways to tell a story



## Why you do it

Most say what they do and how they do it, but often NOT WHY THEY DO IT



## Personal story

Tips or life lessons that you acquired after a certain event or experience



# AI is Great BUT Humans excel at storytelling

Work with travel writers and social media influencers.

It's one of the best and most cost-effective ways to promote your tourism business to a new audience.

The How to Work with Travel Media Toolkit will help you build relationships with travel writers, media and influencers.



# AI and Content Creation

ChatGPT 3.5



## Month: June

### Week 1:

- June 1-7: Celebrate World Oceans Day (June 8) - Share educational content about ocean conservation and how kayaking enthusiasts can help protect the oceans.
- June 3: Organize a beach cleanup event in collaboration with local environmental organizations and share photos and updates on social media.
- June 5: Offer a special discount on kayak rentals for customers who participate in the beach cleanup event.

### Week 2:

- June 8-14: Showcase sunset kayaking experiences - Highlight the breathtaking views and serene atmosphere of sunset kayaking trips.
- June 10: Share a stunning sunset photo taken during a kayaking trip on Instagram.
- June 12: Offer a sunset kayaking package deal for couples or groups.

### Week 3:

- June 15-21: Highlight family-friendly kayaking activities - Share tips for kayaking with kids and families.
- June 17: Post a video featuring a family enjoying a kayaking trip together.
- June 19: Host a family-friendly kayaking event with discounted rates for children.

### Week 4:

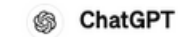
- June 22-30: Summer solstice celebration - Promote special sunrise kayaking trips to celebrate the longest day of the year.
- June 24: Share a sunrise photo taken during a kayaking trip on Facebook or Instagram.
- June 26: Offer a discount code for sunrise kayaking trips booked during the summer solstice week.

## Content Calendar



You

Plan a three day trip to Parrsboro Nova Scotia for two adults in September.



ChatGPT

Parrsboro, Nova Scotia, offers a beautiful blend of coastal charm, outdoor adventures, and cultural experiences. Here's a suggested three-day itinerary for your trip:

#### Day 1: Arrival and Exploring Parrsboro

- Morning:
  - Arrive in Parrsboro, Nova Scotia, either by car or via public transportation. The nearest major airport is Halifax Stanfield International Airport, from where you can rent a car or take a bus to Parrsboro.
  - Check into your accommodation. Consider staying at a cozy bed and breakfast or a charming seaside inn for an authentic maritime experience.
- Afternoon:
  - Enjoy a leisurely stroll around Parrsboro's downtown area. Explore the local shops, galleries, and cafes. Don't miss Parrsboro Creative, a cooperative art gallery showcasing the works of local artists.
  - Visit the Fundy Geological Museum to learn about the region's rich geological history, including its famous fossils and the world's highest tides.
- Evening:
  - Have dinner at one of Parrsboro's restaurants, specializing in fresh seafood and local cuisine. Seafood chowder or lobster are must-try dishes.
  - Take a sunset walk along Parrsboro Harbour or one of the nearby beaches, such as Partridge Island Beach or Wasson Bluff Beach.

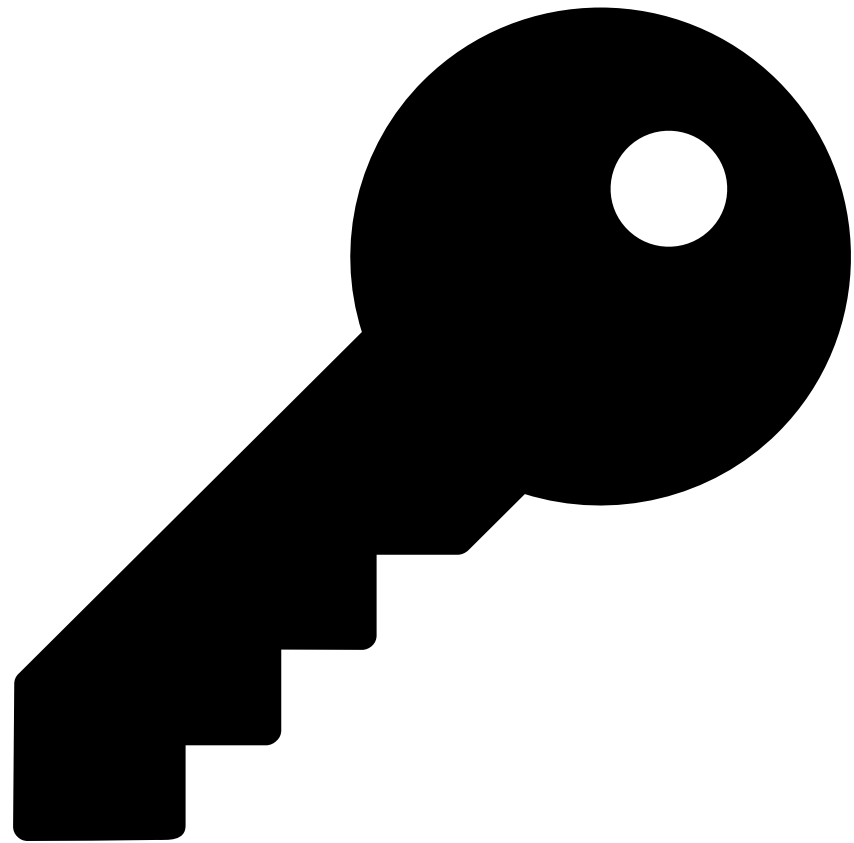
#### Day 2: Outdoor Adventures

- Morning:
  - Enjoy breakfast at a local cafe before heading out for a day of outdoor adventures.
  - Drive to Cape Chignecto Provincial Park, located just a short distance from Parrsboro. This rugged coastal park offers spectacular hiking trails with breathtaking views of the Bay of Fundy.
- Afternoon:
  - Spend the afternoon hiking one of the park's scenic trails, such as the Red Rocks & Three Sisters Trail or the Eatonville Day Loop. Keep an eye out for wildlife and enjoy the coastal scenery.
  - Pack a picnic lunch to enjoy at one of the park's picnic areas or scenic lookouts.

Message ChatGPT...



# Web Content Key Takeaways



## Hook your readers at the start

A bold statement immediately grabs the visitor's attention.  
People don't read, they scan and skim.  
Put the conclusion at the beginning.

## Balance text and visuals

Use visuals to break up long blocks of text, highlight key points, or show examples, but do not rely on them to convey your entire message.

## Short and meaningful text

- ✗ "We can be contacted."
- ✓ "You can contact us."

## Emotion-based

Choose text and visuals that are appropriate, engaging, and relevant.

## Be authentic



# Your Questions

**How do I compliment my writing with images?**

**Is there a recommended style guide for web copy?**

**How often to update content?**

**Could you explain how to add Chinese language content or a way to embed an online translation function?**

Google Translate website ([translate.google.com](https://translate.google.com))





**How can writers ensure that their web content stands out amidst the competition in the online marketplace?**



# Book a 1:1 Marketing Consultation



## Content from this Digital Expert

 <p>Maria McGowan</p> <p>What Makes a Nice-Looking Website</p> <p>Web Development &amp; Design</p> <p>LEARN MORE</p>	 <p>Maria McGowan</p> <p>Spice up Your Social Timeline</p> <p>Social Media Management</p> <p>LEARN MORE</p>	 <p>Maria McGowan</p> <p>Three Tips to Boost Engagement Rate</p> <p>Social Media Management</p> <p>LEARN MORE</p>	 <p>Maria McGowan</p> <p>Build Your Email Lists</p> <p>Social Media Management</p> <p>LEARN MORE</p>
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Coming up

SEO Strategies for Tourism Websites

Thursday, May 23 at 10 am

**sociable**  
media

Thank you  
Maria McGowan



# UPCOMING WEBINARS

- **Thursday, May 23 @ 10:00 am** – SEO Strategies for Tourism Websites (Session 3). Presented by Maria McGowan (Sociable Media Inc.)
- **Thursday, May 30 @ 10:00 am** – Navigating the Transition to Online Booking. Presented by Jide Adesalu (Microhills Inc.)
- **Thursday, June 6 @ 10:00 am** – Grow with Google for Destination Marketing. Presented by Majd Khaldi (Google)
- **Thursday, June 13 @ 10:00 am** – Pocket Production: Short Video Mastery for Tourism Businesses. Presented by Will Yang (Differo Marketing)
- **Thursday, June 20 @ 10:00 am** – Analyze Customer Feedback with ChatGPT. Presented by Robert Newcombe (Newcombe Consulting)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>



# RADIATE



Applicants can develop and market up to two fall or winter tourism packages appealing to local and Maritime travellers, and will be supported with development and marketing activities such as:

- Target market research insights
- Coaching and tools for package development and positioning
- Feature on a NovaScotia.com landing page
- Inclusion in seasonal digital marketing campaigns created and delivered by TNS

## **Application deadline:**

Wednesday, May 22, 2024  
4pm

<https://tourismns.ca/radiate-tourism-program>

# EXPORT Travel Trade Program

The Export Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with tour operators and travel agents to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

## Application deadline:

Stream 1 Travel Trade Readiness: **June 30, 2024 at 4:00pm**

Stream 2 Marketplace Support: **May 31, 2024 at 4:00pm**

<https://tourismns.ca/export-travel-trade>

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate X (formerly Twitter): <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>

