

WELCOME



Spring Tune-Up Digital Workshop

Session 3: SEO Strategies for Tourism Websites

May 23, 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.

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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**

SEO Strategies

Welcome

I'm **Maria McGowan**

sqciable
media

re**im**agined
energy



Agenda

SEO Strategies for Tourism Websites

1.
What is SEO?

3.
What is Link building?

5.
Social Media
Strategy and SEO

2.
What are keywords?

4.
Google Business
Profile + SEO

6.
How to understand
your data



This is an
interactive
session



**Provide your
answers in the chat**

SEO is no longer confined to search engines like Google or Bing.

People also turn to social media to find information

Need for speed

Too slow and your visitors are already agitated and less likely to trust you.

We instinctively associate speed with professionalism

Most visitors expect your website to load within two seconds

High-resolution images are the #1 reason

- Check the file size of your images; anything above 1-2MB is unacceptable.
- Use JPEG instead of PNG, especially for larger images.
- Icons are ok.

Contact your hosting provider.



What percent of online experiences begin with a search engine?

A: 27%

B: 68%

C: 45%



What percent of online experiences begin with a search engine?

A: 27%

B: 68%

C: 45%

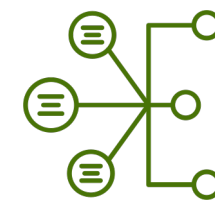


How do search engines work?

In these three ways :



Crawling



Indexing



Ranking



How do search engines actually work?

Search Engine Crawling

Constantly looking for fresh new content

Checking on previously crawled pages to see if anything changed



What makes it worthy?

Web pages that offer unique and valuable content

How do search engines actually work?

Search Engine Indexing

If a crawled web page is deemed worthy by a search engine, it will be added to its index.

A web page might not be placed in the index if:

- **The content is considered duplicate**
- **The content is considered low value or spammy**
- **It couldn't be crawled**
- **The page or domain lacked inbound links**

How do search engines actually work?

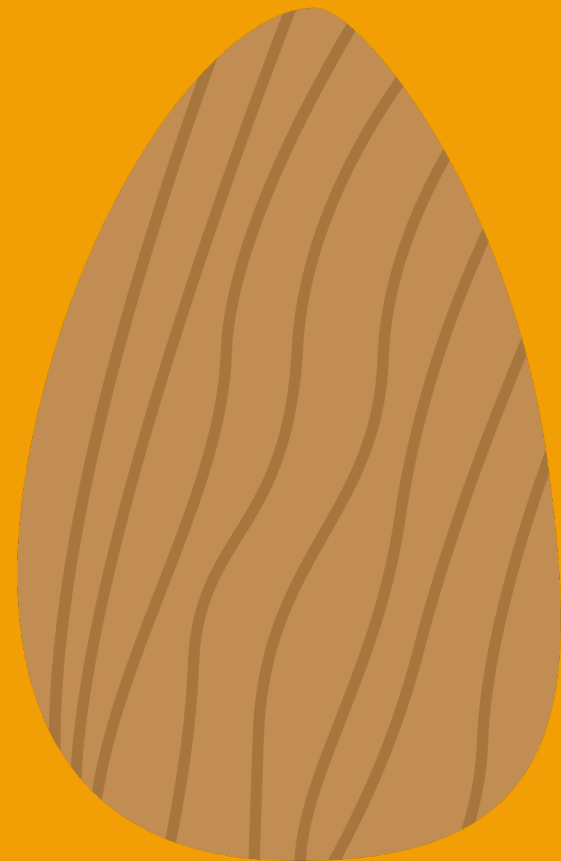
Search Engine Ranking

Some examples of signals that search engines use to rank web pages are:

- ✓ **Keyword in title tag** – Whether the keyword or a synonym was mentioned on the page and within the title tag
- ✓ **Loading speed** – Whether the web page loads quickly and is mobile-friendly
- ✓ **Website reputation** – Whether the web page and website is considered reputable for the topic being searched for
- ✓ **Backlinks** - the quantity and quality of backlinks to a web page
- ✓ **Content quality and relevance** - Is the content valuable and relevant to the website's target audience?
- ✓ **Mobile-friendliness**

There are
200+ ranking
signals that
search engines
use to sort and
rank content

In a nutshell



Search Engine Optimization

The process of getting website traffic from free, organic, editorial, or natural search results in search engines.

It aims to improve your website's position in **search results pages (SERPs)**.



The higher the website is listed, the more people will see it.

Google 4 person tent

All Shopping Images Videos News More Tools

Filter by

Use

- Camping
- Backpacking
- Mountaineering
- Beach
- Ice Fishing

Brand

- Coleman
- Ozark Trail
- Eureka!
- Big Agnes

See 26 more

Features

- Pop-up
- With Vestibule
- Ultralight
- Inflatable

See 2 more

Style

Price

Weight

Number of Rooms

Stores

Centre Height

Colour

Number of

Sponsored

Eureka - 4 Person ... \$244.97 \$350 Altitude Sports 4.5 (255) 4 Person Camping 1...

Eureka! Kohana 4-... \$279.96 \$400 MEC 4.5 (108) 4 Person Camping D...

VEVOR Canvas Bell... \$384.99 vevor.ca 4.5 (22) 4 Person Camping 1...

Ozark Trail 4-Person Insta... \$99.97 4.5 (22) 4 Person Camping Cabin

Coleman - 4 Person ... \$149.98 \$200 4.5 (65) 4 Person Backpacking ...

Eddie Bauer - 10 Person ... \$224.50 \$449 Eddie Bauer ... Free shipping

Outsunny 5 Person Tent \$109.99 \$132 Wayfair Can... 4.5 (16)

Cabela's Getaway Dome Tent \$119.98 Was \$220 Cabela's Canada 2.6 (8)

North 49 Insta-Tent \$129.99 Princess Auto, 3+

MEC Base Camper Tent \$429.95 MEC, 1+ 4.0 (69)

Ozark Trail 4-Person Instant... \$99.97 Walmart.ca 4.1 (22)

The North Face Wawona 4 Tent \$599.99 Sport Chek, 10+ 4.5 (151)

Outsunny 4-5 Person Camping Tent with 2... \$149.99 Best Buy Ca... , 5+

Coleman 6-Person Skydome Full Fl... \$189.99 Canadian Tire, 5+ 4.3 (63)

MEC Ohm Tent \$419.94 \$470 MEC 4.5 (32)

What are SERP's?

SERP = search engine results page

Coleman
https://www.coleman.com › tents-canopies › tents-by-size

4 Person Camping Tents

The spacious interior of Coleman® 4-Person Tents give you ample space to comfortably sleep four people, making it ideal for family trips, group outings,...

Atmosphere
https://www.atmosphere.ca › ... › Tents

4-Person Tents









We carry lots of tents for solo adventures to family camping. We have the top brands like Marmot, North Face, Mountain Hardware, and more.

People also ask

- How big is a tent for 4 people?
- Can 4 people sleep in a 4 person tent?
- Should I get a 4 person tent?
- What is a good weight for a 4 person backpacking tent?

Feedback

Sponsored

SALE  Eureka Ignite Camp Stove... \$118.97 \$170 Altitude Sports ★★★★★ (208) Stove · Camp · Weight: 10 lb · ...	SALE  Eureka Ignite Plus Camp... \$146.97 \$210 Altitude Sports ★★★★★ (235) Stove · Camp · Weight: 12 lb · ...	SALE  Jetboil Genesis 2 Burner Stove \$311.96 \$390 MEC ★★★★★ (143) Stove · Burner · Jetboil · Weight...	 MARTIN Portable Gas... \$89.99 Amazon CA Free shipping Stove · Camping · Portable · ...	 Solo Stove Campfire -... \$139.99 Solo Stove ★★★★★ (1k+) Stove · Camping · Campfire · ...	PRICE DROP  BioLite FirePit+ Wood &... \$224.93 Was \$300 BioLite - Can... Outdoor · FirePit+ · Freestanding ...	PRICE DROP  Coleman Cascade 222... \$134.98 Was \$190 Walmart.ca Stove · Camping · Coleman · 2...	 In store Outbound Double-Burn... \$41.99 Canadian Tire ★★★★★ (164) Stove · Camp · 2 Burners
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GearLab
https://www.outdoorgearlab.com › camping-and-hiking

The 3 Best Camping Stoves of 2024 | Tested
Apr 9, 2024 — The models that performed the best in the simmering category are the Everest 2x, the Stansport 3-Burner, and the Jetboil Genesis Basecamp. These ...
★★★★★ Rating: 4.8 · Review by Mary Witlacil
How to Choose a Camping... · Camping Kitchen Reviews · Kovea Slim Twin Review

GearJunkie
https://gearjunkie.com › camping › best-camping-stoves

The Best Camping Stoves of 2024
Apr 5, 2024 — We tested the best camping stoves of 2024 from Coleman, Camp Chef, GSI Outdoors, Primus, and more for this review.
List includes: Number of Burners · Boil and Simmer · BTUs Explained · View full list

The New York Times
https://www.nytimes.com › Outdoors › Camping

The 4 Best Camping Stoves of 2024 | Reviews by Wirecutter
6 days ago — If our top pick is out of stock or you'd like more cooking control (and potentially a touch more durability), the Coleman Cascade 222 2-Burner ...
List includes: The best picnic-table camp stove · The best stove for gourmet camp cooking · More precision · View full list

They make the search result stand out, which can increase its CTR and traffic.

A rich snippet

Why is this one first?



This one has it in the title description

What is the average 'age' of top result pages?

A: 6 months old

B: 1.7 years old

C: 2.6 years old



What is the average 'age' of top result pages?

A: 6 months old

B: 1.7 years old

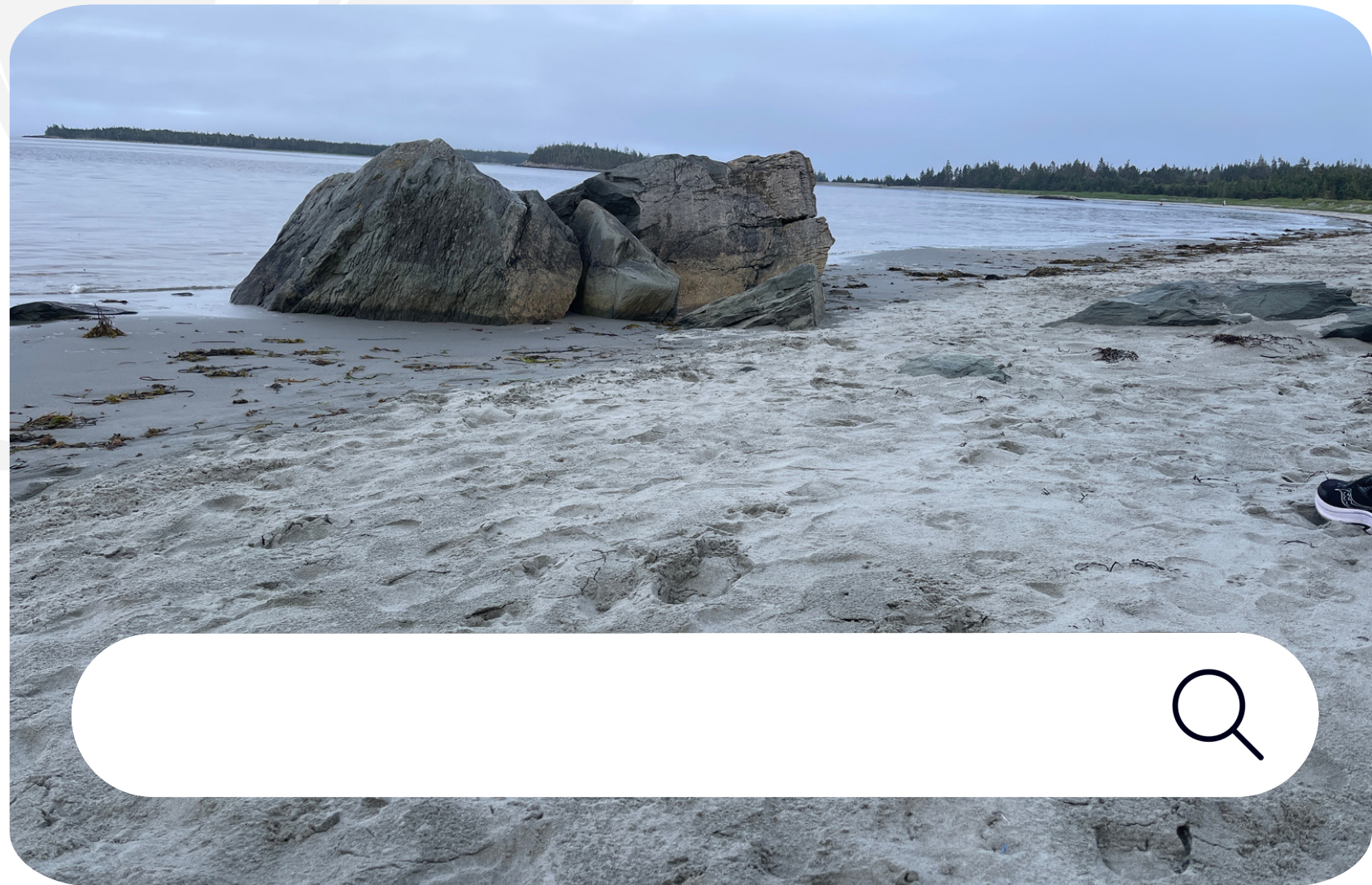
C: 2.6 years old



high search engine rankings don't happen overnight



How does a page get ranked #1 ? (unpaid)



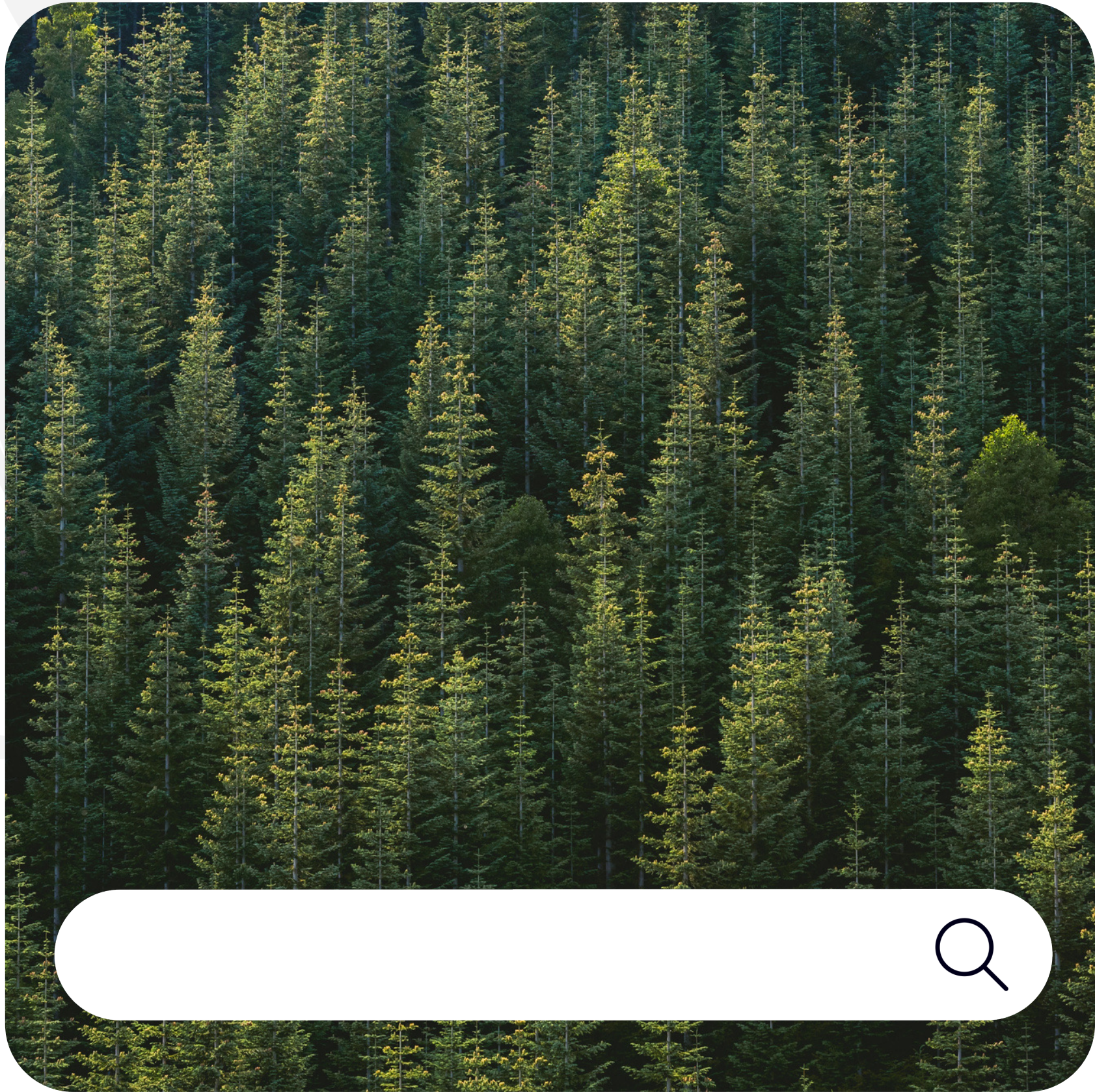
On-page SEO

The page's internal content



Off-page SEO

External content to prove relevance and authority



On-Page SEO



Anything you can do on your webpage to **improve your rankings**

- ✓ **Site content**
- ✓ **Page speed**
- ✓ **Images**
- ✓ **Keywords**
- ✓ **Title tags**
- ✓ **Internal linking**



Off-Page SEO



This does not mean a re-design, it's **behind-the-scenes**

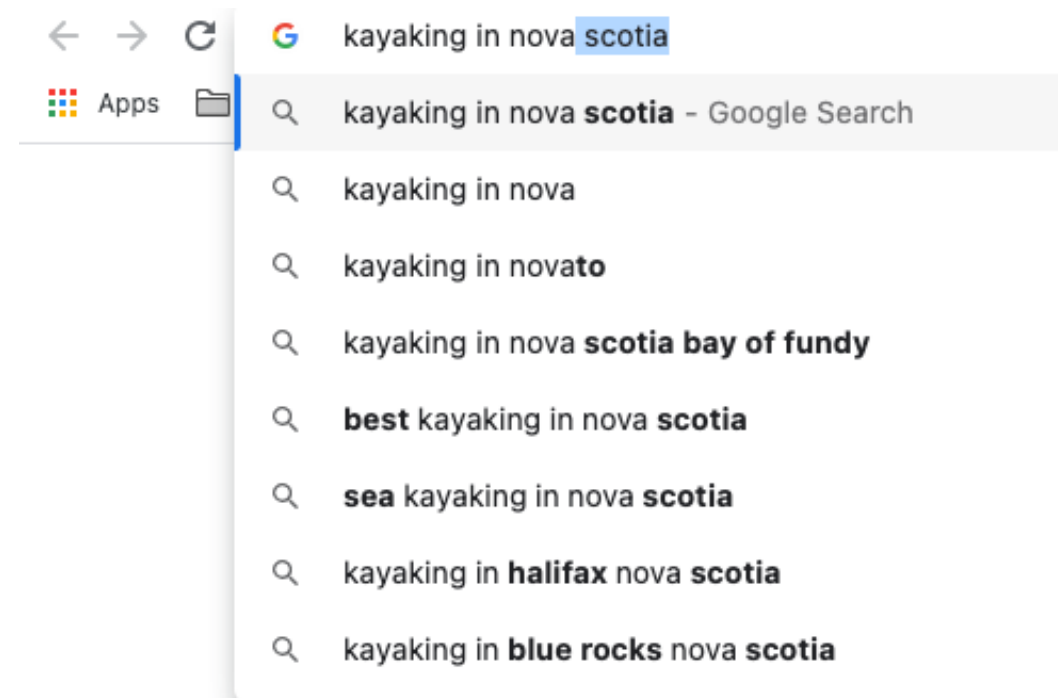
- ✓ **Link-building / back-links**
- ✓ **Guests posting on your blog**
- ✓ **Social media marketing**
- ✓ **Reviews**

On-Page SEO Tips

Write helpful content

Write content that matches your readers' search intent (FAQ section is good)

--> Start with keyword research to find relevant topics



Optimize URLs

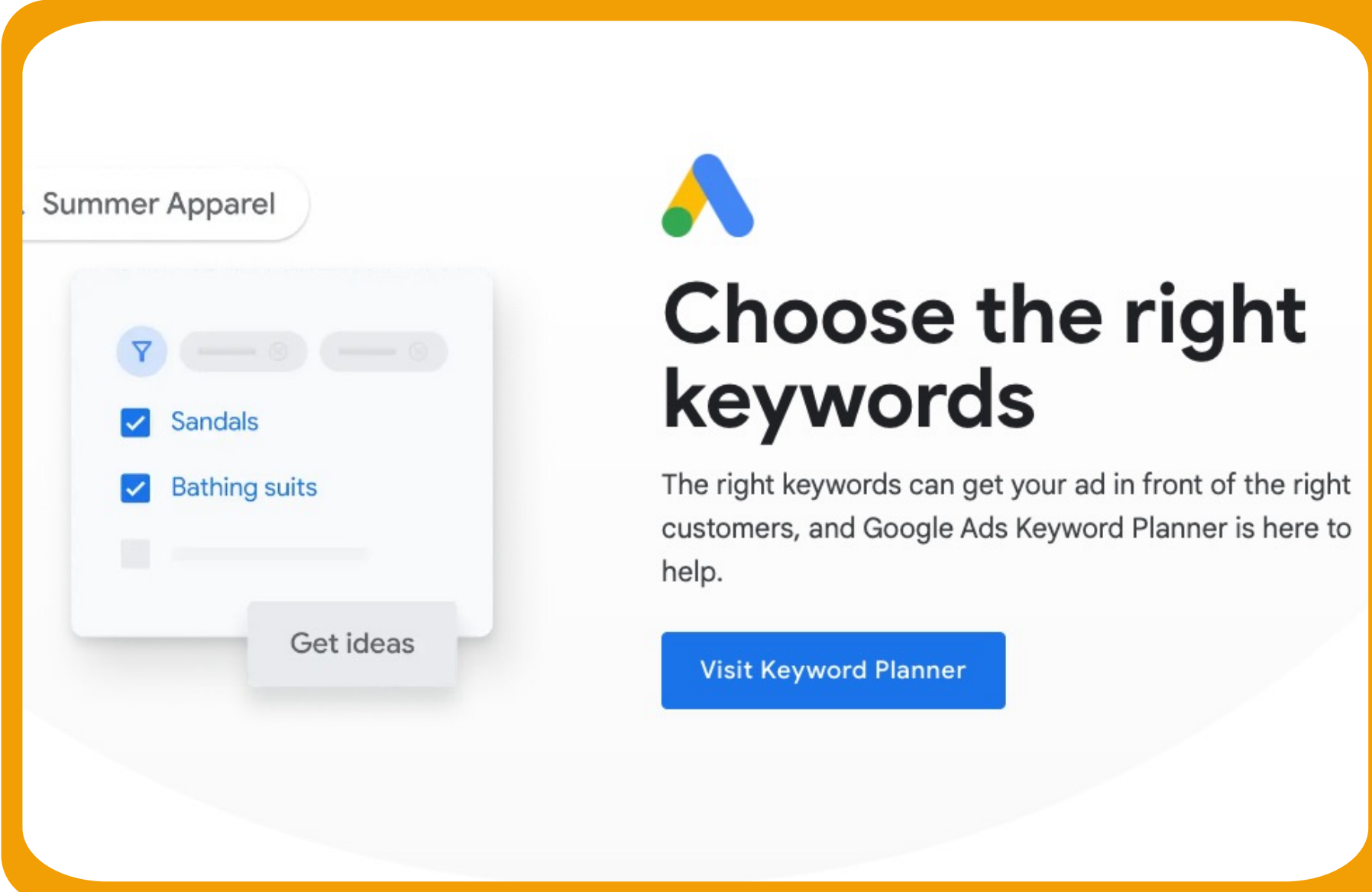


<https://www.brandonsbaseballcards.com/folder1/2022/05/newpage-14032015.html>



<https://www.brandonsbaseballcards.com/article/ten-rarest-baseball-cards.html>

Google Ads Keyword Planner



On-Page SEO Tips

H1 is for titles

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

H2 is great for making a new section

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

H3 is great for making finer points

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Title tags

Think of them as the name of your book. Not visible on the page (viewed only by search engines). Title tags should have a limit of 50-60 characters



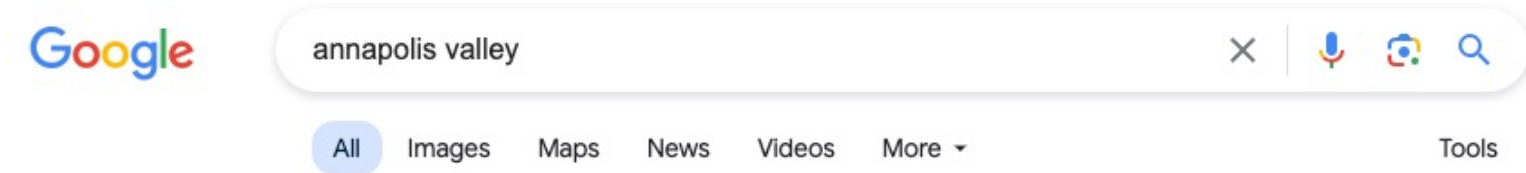
H1 tags

H1 tags are the name of your chapter. Part of the content on your page and can be longer.



Both hold weight in SEO ranking factors.

How it looks in Google Search



Sponsored · Tickets & tours :

<p>From Wolfville: Nova Scotia...</p> <p>\$579</p> <p>GetYourGuide</p> <p>Free cancellati...</p>	<p>Half-Day Small-Group...</p> <p>\$175</p> <p>Viator</p> <p>5.0 ★ (20)</p>	<p>Nova Scotia Day Tour -...</p> <p>\$260</p> <p>Viator</p> <p>4.9 ★ (250)</p>	<p>Half-Day Small-Group...</p> <p>\$178</p> <p>Tripadvisor</p> <p>5.0 ★ (16)</p>	<p>Wine and Lunch Escape</p> <p>\$237</p> <p>Tripadvisor</p> <p>5.0 ★ (383)</p>
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Nova Scotia Tourism
<https://www.novascotia.com> > trip-ideas > itineraries > e...
Explore The Annapolis Valley
The Annapolis Valley, Atlantic Canada's richest agricultural region, is spectacular! It's full of fields, dykes, orchards, and vineyards all waiting to be ...

to Do ▾ Places to Stay ▾ Travel Info ▾ Map Search

-Day Itinerary



H1



H2



H1



H2



Explore The Annapolis Valley



3 Day Itinerary

The Annapolis Valley, Atlantic Canada's richest agricultural region, is spectacular! It's full of fields, dykes, orchards, and vineyards all waiting to be explored. Behold the power of nature at the Bay of Fundy and its world-famous tides. It's ever-changing landscape of rocky shores, fertile farmlands, salt marshes, and broad sandy beaches are a must-see.

On-Page SEO Tips

Add internal links



Explore our Museums & Historic Sites

Historic sites through out the province have kid friendly programs your children will love. Dress as a soldier for the day at the [Halifax Citadel National Historic Site](#) or learn to fly a kite at the [Alexander Graham Bell National Historic Site](#).

Explore how different childhood was three centuries ago at the [Fortress of Louisbourg National Historic Site](#) as you learn how to tend gardens and livestock with one of Louisbourg's gardeners while getting to meet the sheep and goats they care for.

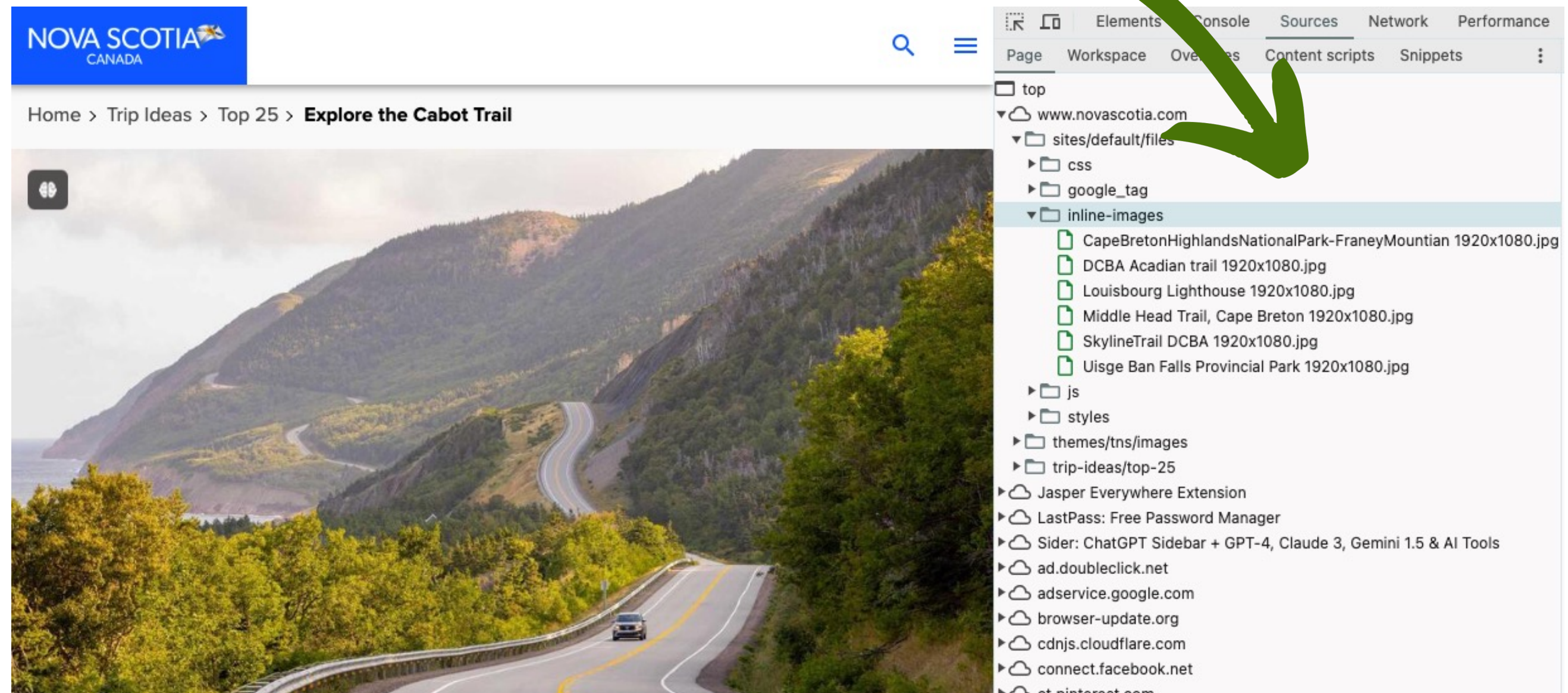
[Learn More >](#)

On-Page SEO Tips

Optimize your images

Use **alt text** --> is text that describes an image on a webpage

- **Keep it brief.**
Screen readers stop reading alt text after about 125 characters.
- **Include a target keyword.**
- **Don't include "image of" or "picture of."**



Source: SEMrush

Let's talk Link Building

Links that other people place on their websites to refer their users to your pages (or the other way around).



Cabot Trail

The Cabot Trail, voted one of the world's most scenic drives, offers jaw-dropping coastal views. But just as memorable are the stops along the way like famed hiking trails, picturesque villages and towns, artisanal shops and more!

[LEARN MORE](#)



Halifax Waterfront

A must-do in Halifax involves a stroll along the vibrant Halifax Waterfront. Check out the many bars, restaurants, shops, entertainment, and museums or just sit awhile and take in the bustling Harbour activity.

[LEARN MORE](#)



Lunenburg

A UNESCO World Heritage Site, wander Olde Town Lunenburg's distinctive waterfront and brightly coloured buildings. Listen for salty tales of seafaring and rum-running on its working waterfront where you might just catch a glimpse of the Bluenose II.

[LEARN MORE](#)



Kejimikujik

Experience the unsurpassed beauty and natural wonder of the only Parks Canada site that is designated both a National Park and a National Historic site. Explore wilderness trails, lakes, and rivers by foot, by canoe, or by kayak.

[LEARN MORE](#)



Tidal Bore Rafting

Feel the rush of riding eight to 20+ foot waves in a white-water Zodiac boat as the surging power of the Bay of Fundy's world's highest tides turns the Shubenacadie River into a water roller coaster you'll find only in Nova Scotia.

[LEARN MORE](#)



Hiking

Hike on trails that meander through old growth forest stands, highland mountaintops, amble past rolling orchards and pastoral fields and seaside trails that offer expansive ocean views - it's easy to take a walk on the wild side in Nova Scotia.

[LEARN MORE](#)



Anchor text

Describes what the linked page is about and entice people to click. Give reasons why they should click.

Read on

Take a look

See how it works

Explore further

Discover more

Find out more

Get the details

Let's talk Link Building



Link quality

All links are valued differently (high-traffic websites).



Create good content

Write content that other sites will want to link to.



Outreach

Reach out to other websites and ask them to write about and link to your website (write an email, phone).

Ask with social media (in-message).

**What percentage of pages
have no backlinks at all?**

A: 45%

B: 65%

C: 95%



What percentage of pages have no backlinks at all?



A: 45%

B: 65%

C: 95%



The top-ranked search results typically have 3.8 times more backlinks than lower-ranked results.

Google Business Profile



Google My Business

How it can help your SEO

**Who has a Google
Business Profile Page?**



Is your page verified?

Who updates the page regularly?



How to access your Google Business Profile

**You can use the Google Maps app
and Google Search.**

Important: There are no changes to how customers can view and interact with your Business Profile.

About your business

Business name

Sociable Media

Business category

Marketing agency **PRIMARY**

Design agency

Website designer

Advertising agency

Marketing consultant

Internet marketing service

Description

We are a digital marketing agency that is passionate about helping businesses reach their goals through targeted and cost-effective social media marketing and management. In short, we get result and connect your business to your customers online, driving businesses growth.

Let us help you build your business through the power of social media. Here at Sociable Media Inc, we're also a small business! Made up of a small collection of elite professionals, we'll work with you and your products and services in a way that works for you!

Our services are:

Google Ads | Digital Strategy | InBound Marketing | Video | Social Media Ad Campaigns | Content Creation | Community Management | Website Refreshes | Editorial Calendars | Webinars + Training

Google Business Profile + SEO Tips



Complete all information

Descriptions have a 750-character limit.



Include keywords



Set Up Direct Messaging



Use really nice images

Important! Have photos taken of the outside, inside and your team.



Reviews

Categories

One of the most important pieces of information on your profile is your **business category**, especially your **primary category**.

Google offers over 3,000 categories to choose from and adds new ones regularly.

baby_clothing_store	Baby clothing store
baby_store	Baby store
baby_swimming_school	Baby swimming school
babysitter	Childminder
baden_restaurant	Baden restaurant
badminton_club	Badminton club
badminton_complex	Badminton complex
badminton_court	Badminton court
bag_shop	Bag shop
bagel_shop	Bagel shop

Post types

Work it into your social plan

– you can even cross-post something you already posted to Instagram and Facebook

- ✓ **Offers**
- ✓ **Updates**
- ✓ **Events**

Insights Dashboard

The number of people who viewed your listing

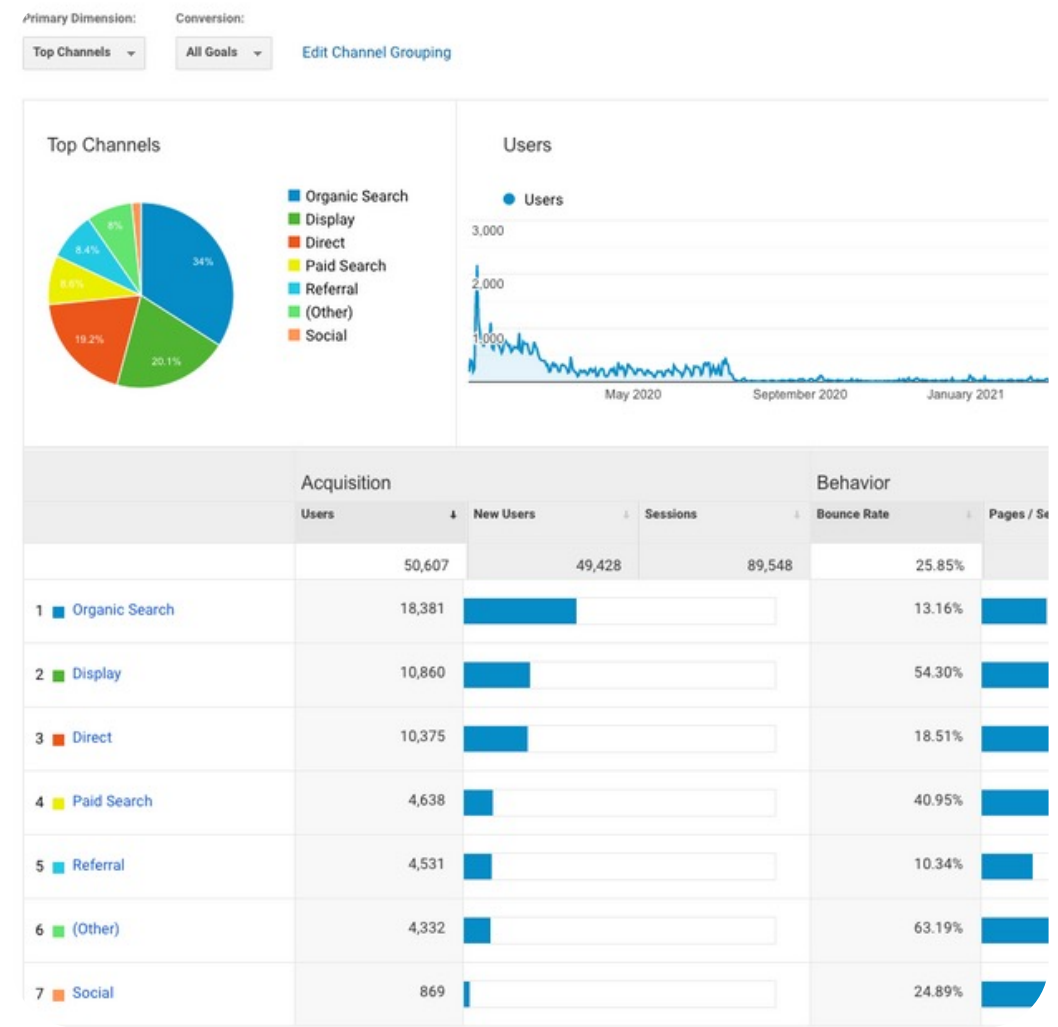
How many GMB searches did you have during a specific month

The actions that the customers took on your listing

The number of calls you received during a specific month

Which sources generate the highest number of searches





Social Media Strategies and SEO

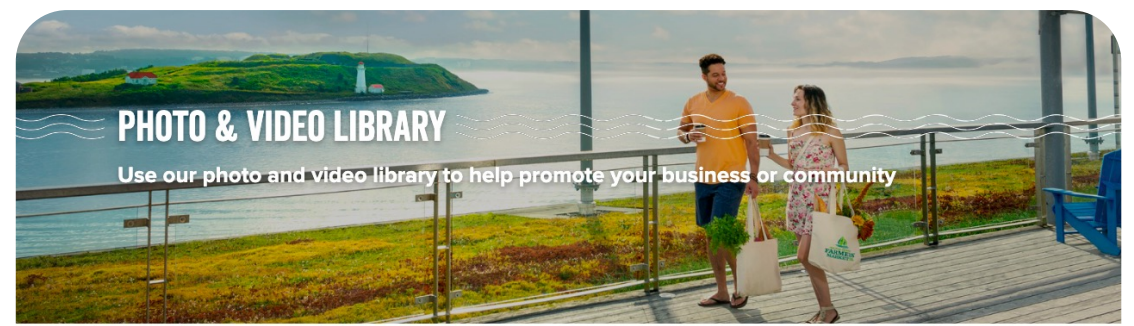


PHOTO & VIDEO LIBRARY
 Use our photo and video library to help promote your business or community

Home | Photo & Video Library

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

Region	41,970 % of Total: 82.93% (50,607)	40,66 % of Total: 82.2 (49,428)
Nova Scotia	14,020 (32.08%)	13,132 (32.2)
New Brunswick	9,443 (21.61%)	8,780 (21.5)
Ontario	5,954 (13.62%)	5,488 (13.5)
Newfoundland and Labrador	5,054 (11.56%)	4,723 (11.6)
Quebec	3,712 (8.49%)	3,267 (8.0)
British Columbia	1,916 (4.38%)	1,873 (4.6)
Prince Edward Island	1,894 (4.33%)	1,734 (4.2)
Alberta	1,069 (2.45%)	1,042 (2.5)
Manitoba	345 (0.79%)	332 (0.8)
Saskatchewan	170 (0.39%)	166 (0.4)



Short-form videos
Platforms like TikTok,
Instagram, and YouTube
are increasingly surfacing
in Google's organic search
results

How social media can help your SEO



Increased website traffic



Higher visibility

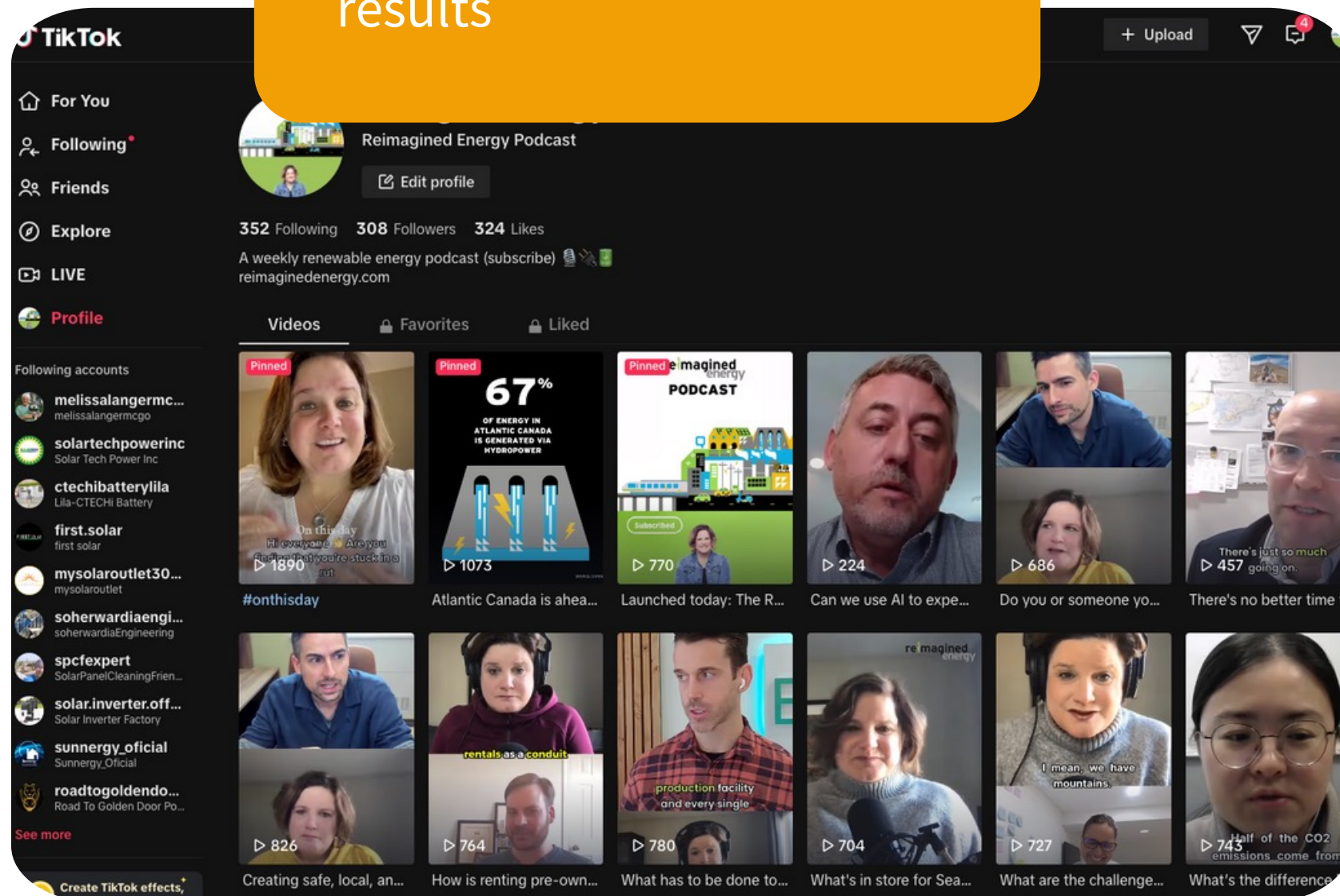


Backlinks

Repurpose your web content into social media posts
Like, comment, and share social media posts of industry experts. A simple like or comment on their social media posts can go a long way.



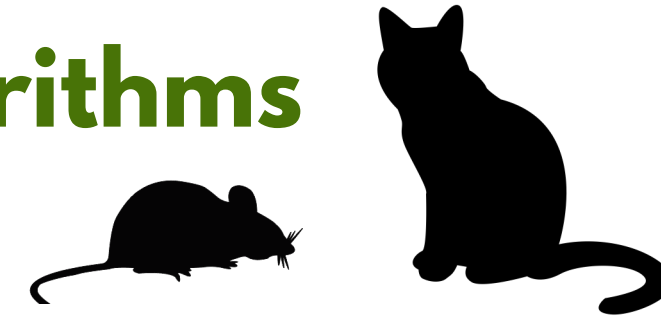
Likes, shares, comments





Social Media SEO

Algorithms



Keywords

Level up your profiles (Instagram, Facebook etc)

Voice Search “Hey Google!”

People tend to use more casual and question-based queries when using voice search. Write some posts the same way.

Use alt tags

Name your images (do not use img01.jpeg)

Try new platforms

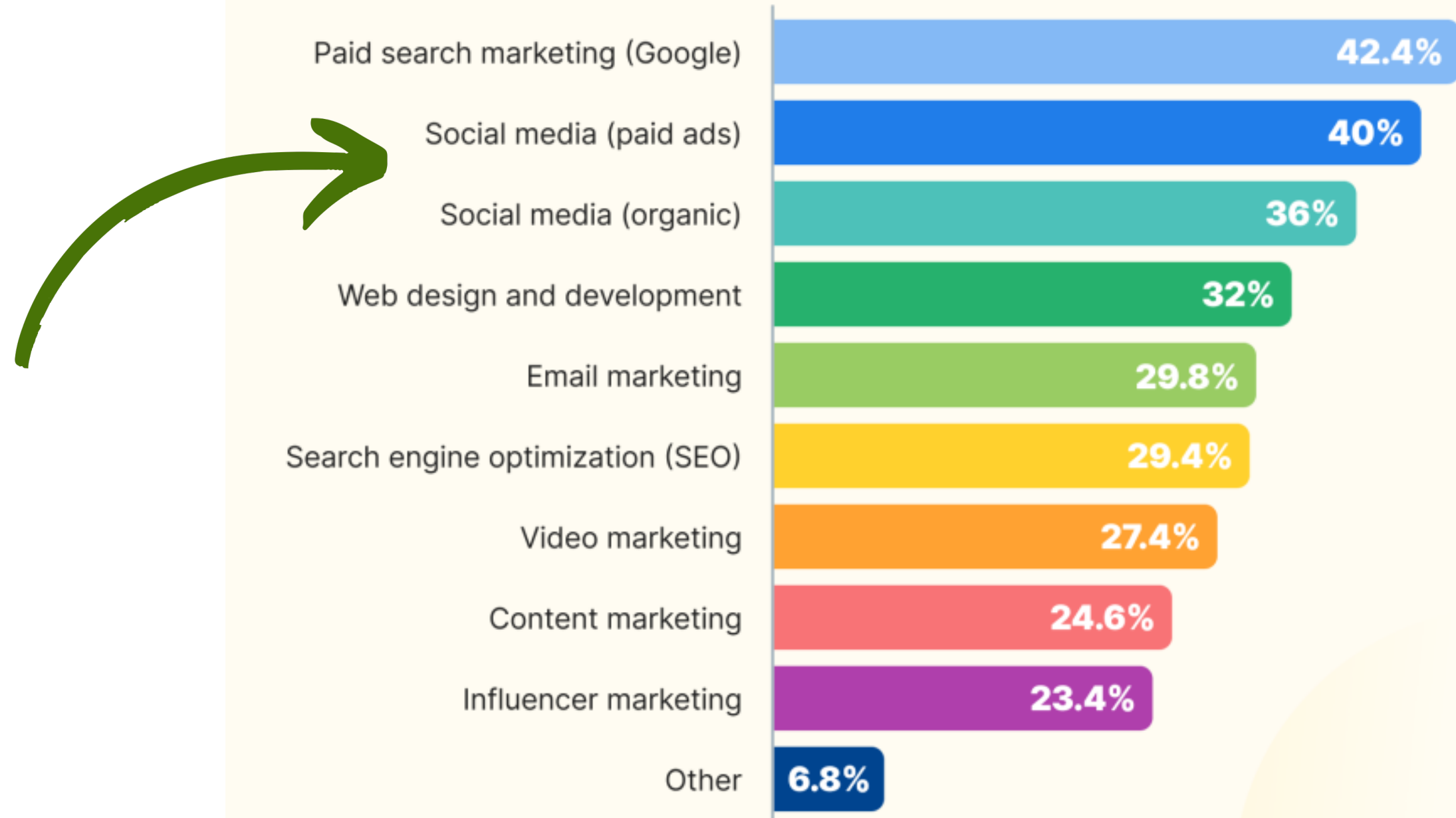
TikTok and Reels

Prioritize Engagement

Polls, surveys, questions, did you know...

Social Media SEO

Top Digital Marketing Channels for 2024 By Spend



Social Media SEO

**Social Media Profiles
= SEO Powerhouses**

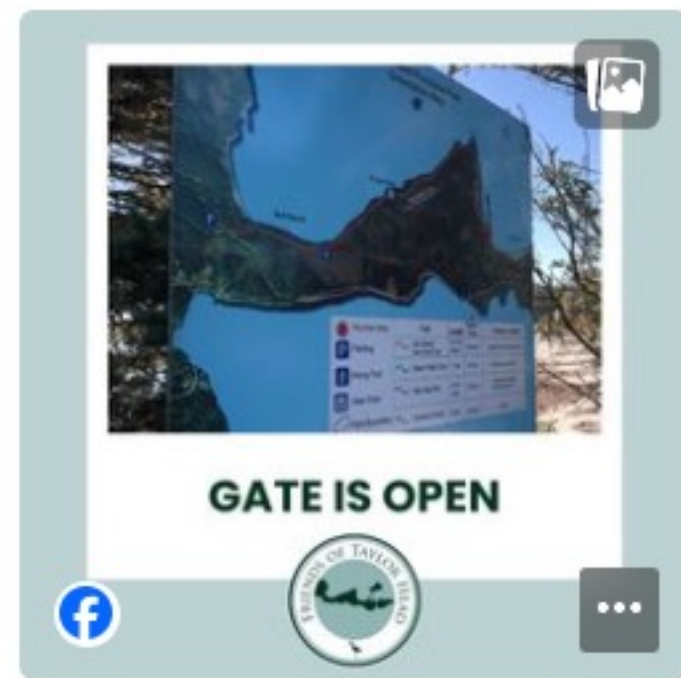
Social Media Ads

Call to Actions can drive targeted traffic to your website, therefore improving visibility, click-through rates, bounce rates, dwell time, thus enhancing a website's search engine rankings.

The future

The dominance of video content, the importance of social listening, the AI boom, and the push of influencer marketing are going to play an important role in defining the future of this dynamic relationship.

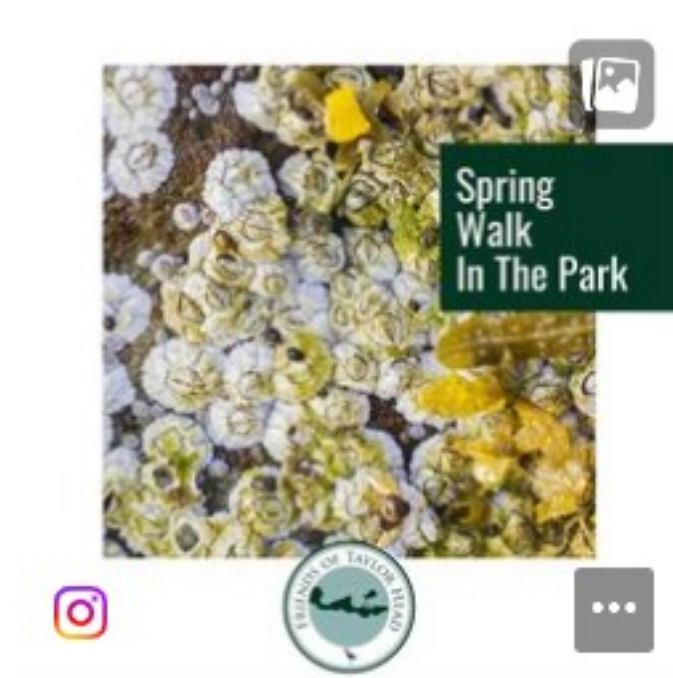
Source: Coalition Technologies



We are happy to announce...
May 3, 2024, 3:45 PM

Boost

See Insights



Sunday, May 05. Time: 9:3...
May 3, 2024, 7:00 AM

Boost

See Insights



tourism nova scotia



Instagram · visitnovascotia
167.6K+ followers



Nova Scotia (@visitnovascotia)

168K Followers, 1254 Following, 2691 Posts - Nova Scotia (@visitnovascotia) on Instagram:
"Tourism Nova Scotia's official account. Tag us in your reels, ..."



Cape Breton Island, Nova Scotia
<https://www.cbisland.com>



Cape Breton Island, Nova Scotia – Official Travel Guide

Discover Cape Breton Island's hidden gem! Enjoy unique experiences, stunning landscapes, historical wonders, and local delights. Your adventure starts here!

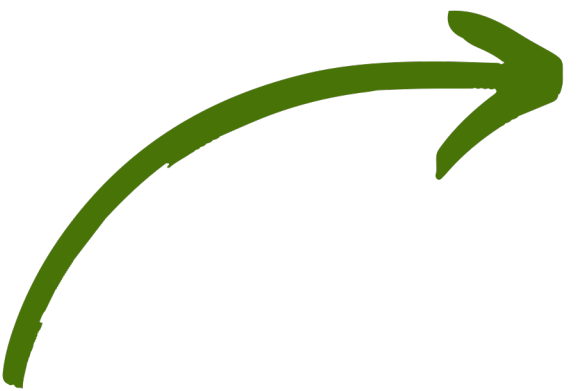


Destination Canada
<https://travel.destinationcanada.com/places-to-go/nova-scotia>



Travel to Nova Scotia

Year-round surfing and sea kayaking, vineyards and markets, all within easy driving distance makes Nova Scotia the place for the perfect road trip.



Facebook · Nova Scotia
313K+ followers



Nova Scotia

Nova Scotia, Halifax, Nova Scotia. 317042 likes · 3745 talking about this · 5426 were here. The official page of Tourism Nova Scotia. #visitnovascotia.

True or False

Appearing first for a mobile search doesn't mean you'll appear in the first position on a desktop search



True or False

Appearing first for a mobile search doesn't mean you'll appear in the first position on a desktop search



Only 17% of websites kept their positions across both mobile and desktop SERPs.

Tourism Nova Scotia Digital Asset Library

Images

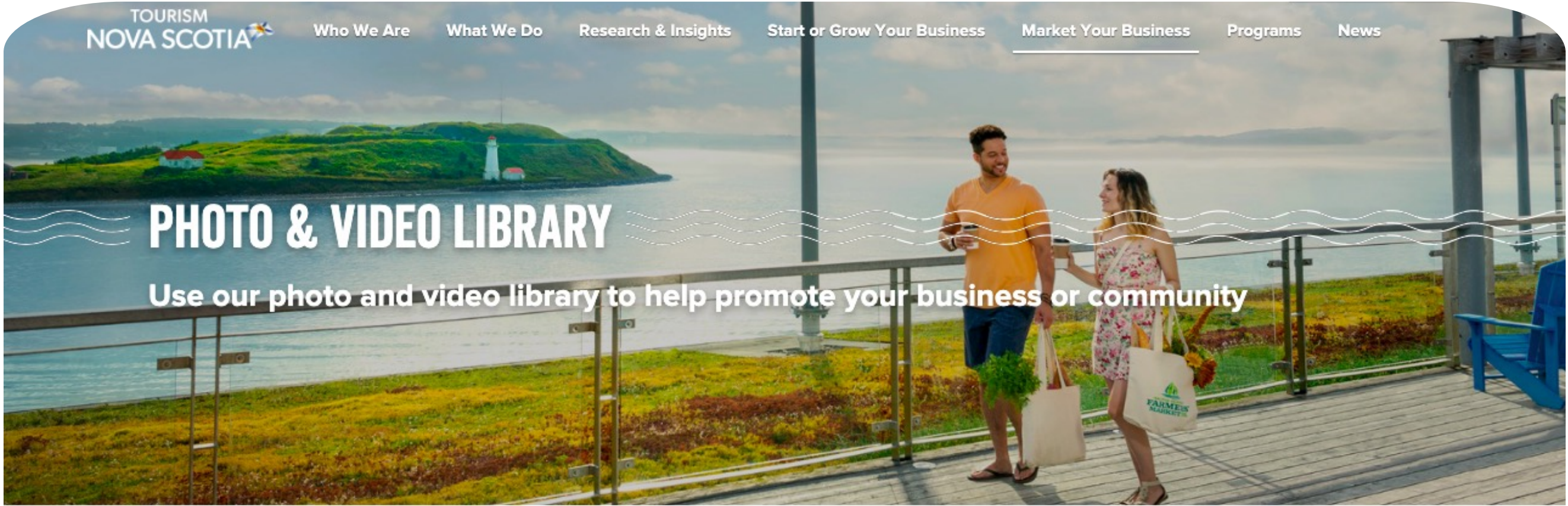


Photo & Video Library

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:

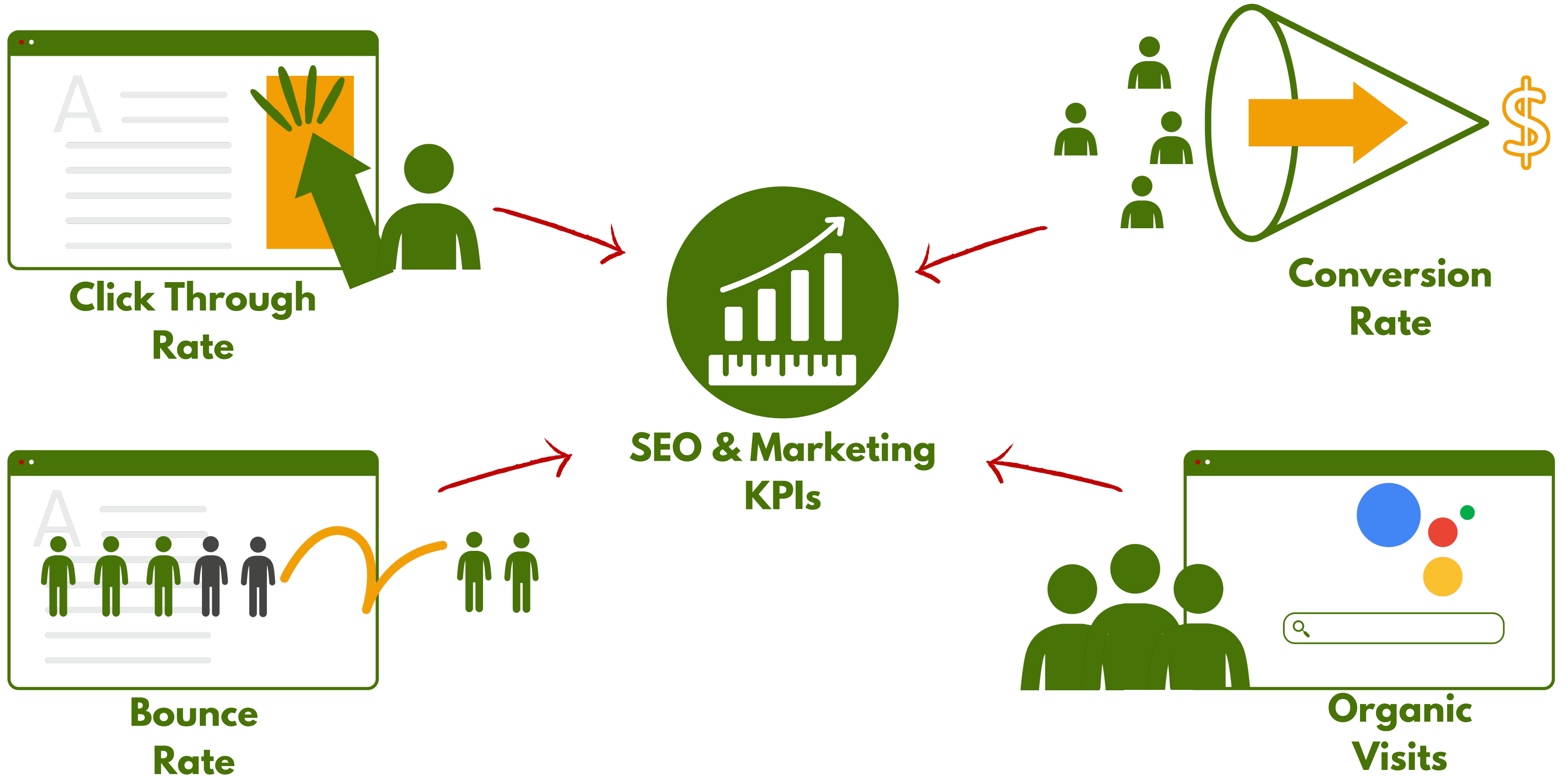
Emily Hiltz
Marketing Coordinator
902-790-0950
emily.hiltz@novascotia.ca



How to understand your data

Monitoring your results

KPIs

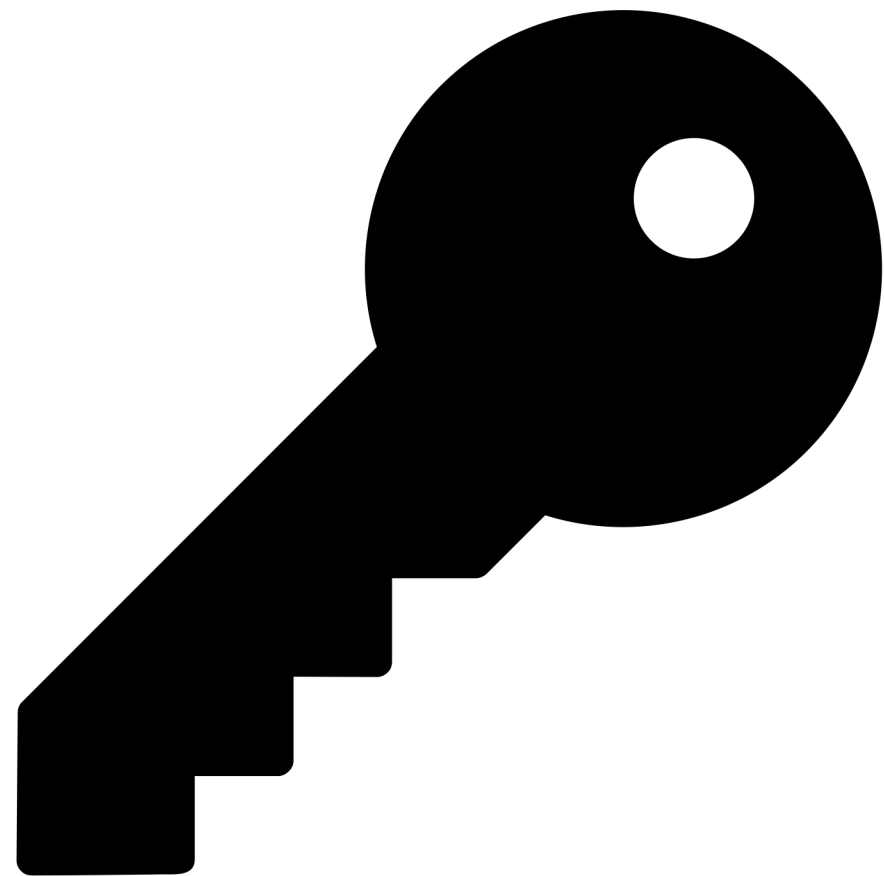


Google Search Fundamentals



How to create helpful, reliable, people-first content

SEO Key Takeaways



How search engines work

SERPS, how bots crawl a website, Algorithms,

How to use keywords and where to find them

The importance of link building

How to optimize your website to get noticed by search engines





How social media can boost your SEO



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 & 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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Thank you

UPCOMING WEBINARS

- **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>

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
- 🌐 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/>

