

Online Marketing Capabilities – Content

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Content tells a great **STORY**



There are three key stories

1. Your official story (your website)
2. Media stories (published media)
3. Visitors (user) stories (social media)



But ..

There are more places than ever now where stories are being told

1. Media stories (published media)
2. Visitors (user) stories (social media)
3. etc



There are many stories ...



Told in places such as ...

1. Your website
2. Social media – Facebook, Twitter, Blogs
3. Video sites such as Youtube
4. Photos sites such as Flickr
5. Travel review sites such as TripAdvisor
6. Mapping tools, Google Maps/Places
7. Location based tools/mobile – 4Square etc
8. Sales portals – Expedia, Jasons, AA, TravelBug
9. Search engines
10. And many, many more

So, content will take many forms

The screenshot displays the Great Lake Taupo website interface. At the top, there is a navigation bar with links for Home, Great Lake Deals, Accommodation, Events, What To See & Do, Getting Here, Conferences, and About the Region. A search bar labeled 'QUICK SEARCH' is also present. The main content area features an 'adventure blog' section by Maggie, with a 'READ MY BLOG' button and a photo of a family. To the right is a large image of a group of people rafting down a river. Below the main content is a horizontal menu with categories: family, hiking & walking, adventure, boating, fishing hunting, the finer things, mountain and road biking, hidden gems, and rugby 2011 and events. The footer includes a 'Welcome to Great Lake Taupo, New Zealand' message and a search box for finding Great Lake Taupo content.

GREAT LAKE TAUPŌ

Maps Weather Webcam Video

QUICK SEARCH

Home Great Lake Deals Accommodation Events What To See & Do Getting Here Conferences About the Region

adventure blog

Blogger: MAGGIE

READ MY BLOG

family hiking & walking adventure boating, fishing hunting the finer things mountain and road biking hidden gems rugby 2011 and events

Welcome to Great Lake Taupo, New Zealand


Explore Lake Taupo activities, accommodation, events, attractions, culture and more. Taupo and the towns of Turangi and Mangakino welcome you to the Great Lake Taupo region!

Find Great Lake Taupo

Select a category

Select a location

Type Keyword



Hope you've started training for the Contact Lake Taupo Cycle Challenge - 26 Nov 2011. Early Bird entry before 1 July <http://bit.ly/3BDlvP>

● LakeTaupo_NZ, [+] Fri 03 Jun 14:48 via web

Taupo Holidays: Reviews Like



UNESCO & TripAdvisor bring you a FREE screensaver.

[Download](#)



Sunset over Lake Taupo Mar 2008 (Travelx2)

All traveller photos | All traveller videos

Top-rated hotels

All 73 hotels

- 1 Sacred Waters Taupo Luxury Apartme... 5 stars 110 reviews
- 2 The Lake 5 stars 22 reviews
- 3 The Cottage Mews Motel Taupo 5 stars 31 reviews
- 4 The Reef Resort 5 stars 32 reviews
- 5 Beechtree Motel 5 stars 62 reviews



Lake Taupo NZ

Jed Mildon + his trusty BMX + 20 metre ramp = triple back flip world record?! Don't miss Jed's world record attempt today at Taupo's Spa Park, 2pm. See you there!



Rider aiming for BMX world record | Stuff.co.nz
www.stuff.co.nz

A world record attempt is in the air at Taupo but exactly what could be achieved is being kept firmly under wraps.

May 27 at 2:00pm · Like · Comment

Takeshi Hasebe, Stacey Hammond, Chloe Horgan and 6 others like this.



Hika Taewa so did he crack it?
 May 27 at 11:49pm



Hika Taewa nevermind, just saw it on the news
 May 27 at 11:51pm



Lake Taupo NZ Yip he sure did, way to go JED ;0)
 May 28 at 12:50am



Home The Tour Sign Up Explore Upload

Search

Photos Groups People

Everyone's Uploads

lake taupo



am Qi Z



From tigerkat



From jbmeyes2000



From silie_R



From Norma



jemsweb



From mightymails



From nocta



From greenschist



From farbew

Content Challenges



The New Website

1. Too much emphasis on the “look”
2. Cool toys (functionality) also popular
3. Content is always the last consideration
4. Too few resources - time, money, people
5. Too little knowledge on “what is right”



The Content Pyramid



Pyramid diagram

Diagram of content hierarchy

1. Home page – low engagement
2. Engagement – more content



Why Content Matters



It matters because

1. It contributes towards the overall user experience of your website
2. Introduces visitors to your destination
3. Sells visitors on your destination
4. Makes you the authority – links, SEO etc



Content is audience specific





But people will follow a specific pattern ...

Visitors ...

1. want primarily, to know **what you can offer them**
2. won't read, they will scan
3. will scan from the left in an 'F' shape across your page
4. are drawn to headings, bullet points, linked text, imagery and video.
5. want to navigate easily through your site



Writing Content ...

There is an art to writing effective, engaging, optimised content for the web. Key things to note are:

1. Be Concise
2. Optimise your content with keywords, for search engine purposes
3. Use headings effectively and optimise them with keywords
4. Use internal links both for ease of navigation and for search engine optimisation
5. Use bullet points & lists to draw readers in and quickly relay a lot of information

Content Style Factors ...

Particularly important if multiple members of your staff will be contributing to the website content.

1. **Quality** - Spelling mistakes, inaccuracies or out-dated information affect the credibility/trust of your content
2. **Tone** - keep the tone of the website consistent and in line with your business or brand, and customers
3. **Voice / Narration** - who the information is supposed to be coming from. Fun, serious?
4. **Consistency** – use of place, company names etc

Common Content Mistakes ...

1. **Too Much Information** - Trust your users to use your site navigation
2. **Too Little Information** – does it include the necessary information that your users will want
3. **Old Content** – set up a review period, core content is checked, updated and/or rewritten on a regular basis
4. **Doing the Hard Sell** – it needs to be enjoyable without over-bearing sales speak. But do use prominent calls to action
5. Free of **jargon**?



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