

Marketing Workshop Notes from 30 April 2026

How to Make Your Tourism Business More Visible: Low-Cost Marketing Tactics for Operators

BEST WEBSITE PLATFORMS

BEGINNERS OR ONE OR TWO PAGE SITES		MORE STRUCTURED BUSINESS
Site Builder (Host Provider)	WIX	Wordpress
Benefits: <ul style="list-style-type: none"> • Easy • No need to worry about hosting 	Benefits: <ul style="list-style-type: none"> • Easy and cheap • Handles hosting and maintenance • Can be optimised • Even has an AI builder that can build the site for you! 	<ul style="list-style-type: none"> • Benefits: Buildable as your business grows • Can be well optimised • Flexible designs • Easy to edit and change
Limitations: <ul style="list-style-type: none"> • Not overly advanced • Tied to the host so if you move you lose your site • Can't be overly optimised 	Limitations: <ul style="list-style-type: none"> • Costs more as you want more 	Limitations: <ul style="list-style-type: none"> • Can be a lot of maintenance

WORDING IS EVERYTHING – HOW TO OPTIMISE YOUR WEBSITE

STEP 1: START BY UNDERSTANDING WHAT PEOPLE ARE SEARCHING FOR

Challenge/ Searching	Travelling the Brisbane Valley Rail Trail and need accommodation
Key phrases	Accommodation on the Brisbane Valley Rail Trail, accommodation near the Brisbane Valley Rail Trail
Copy example	<p>Riding the Brisbane Valley Rail Trail? Stay at Rail Trail Refuge in Linville, the perfect base for your next cycling, hiking or country escape.</p> <p>Our accommodation in Linville is just metres from the Brisbane Valley Rail Trail and offers a relaxing and convenient retreat for riders, walkers and adventure seekers exploring one of Queensland’s most iconic outdoor destinations.</p> <p>Our Brisbane Valley Rail Trail accommodation combines comfort, convenience and authentic country hospitality to make your journey memorable.</p>

STEP 2: META DATA TO MAKE YOUR WEBSITE MORE FINDABLE

1. Search friendly page titles
2. Search friendly meta descriptions
3. Search friendly images using ALT Descriptions
4. Optimised copy on your pages (like the example in Step 1).

Top Tips!

If you’re a Wordpress user, use the YOAST plugin to update your page titles and meta descriptions.

Make sure each title and meta is unique – google doesn’t like copied content!

Page Titles	Maximum of 60 characters
What to include	Your location and the most likely search term people will use when trying to find you.
How many	Try and have a page title on all pages on your website
What not to do	Stuff keywords into your title – Google will not reward that Duplicate page titles – make each one unique

Page Metas	Maximum of 160 characters
What to include	Wording that describes your business type (eg accommodation, tour etc) and addresses a search phrase
How many	Try and have a page meta on all pages on your website
What not to do	Duplicate page metas – make each one unique Make sure the meta content relates to the page it's on – random metas aren't well received by Google

ALT Descriptions	Maximum of 125 characters
What to include	Wording that relates to the photo but works in your search terms. For example "Plunge pool for relaxing after a ride on the Brisbane Valley Rail Trail in Linville"
How many	As many as possible
What not to do	Duplicate page descriptions and make sure they relate to the image

STEP 3: MAXIMISE YOUR GOOGLE MY BUSINESS LISTING

- Make sure you are verified
- Ensure you have completed all fields in your listing
- Make sure the images you load are named descriptively
- Where possible use a local phone number
- Load an optimised, well written description
- Ensure all your social platforms are linked for social proof
- Request reviews
- Make sure you have the best quality images loaded
- Use the updates and event functions

STEP 4: MAXIMISE YOUR ATDW LISTING

- Make sure you are using an optimised description for your business
- Save your image and video files as your business name with optimised text
- Use ALT tags on your images
- Create deals for events to leverage their SEO too!

TIPS FOR GETTING REVIEWS

Use a tool like a Pop Card or similar:

popcard.io

<https://store.trusthero.io/>

<https://reviewboostcard.com/>

FIND YOUR GOOGLE QR CODE OR SHARE LINK

1. Log into your Google My Business Account
2. Click on Get Reviews