TRAVEL OREGON

OPTIMISTIC WEBSITE OPTIMIZATION DURING COVID-19
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Photo credit: Dylan VanWeelden

HELLO AND
WELCOME

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MEETING
OBJECTIVES

- Discover opportunities to use your website to address COVID-19 impacts and connect with your audience.
- Learn from real-time feedback and recommendations to improve your website.
- Learn best practices for how to optimize your website during COVID-19 and beyond.

PLAN AND
PIVOT

*Where You Were,
Where You Are Now,
Where Are You Going*

STRAWBERRIES
STRAWBERRIES 3
BLUEBERRIES
MARIONBERRIES
RASPBERRIES
RESTROOMS
FARM MARKET
WINE & BREW CORNER
FOOD PAVILION
FARM ANIMALS

KNOW YOUR
AUDIENCE

DISCOVER WHAT YOUR AUDIENCE NEEDS

- The practice of user experience is understanding how your audience feels.

- Understand who your audience is and what they want and need.

- COVID-19 is most likely affecting how they want to interact with you.

Photo credit: Dylan VanWeelden

WE ARE IN THIS
TOGETHER

BE HELPFUL & COMPASSIONATE

- People are prioritizing safety more than ever.

- The pandemic is emotionally challenging and may affect interactions with customers.

- Do the best you can to meet your customer's needs.

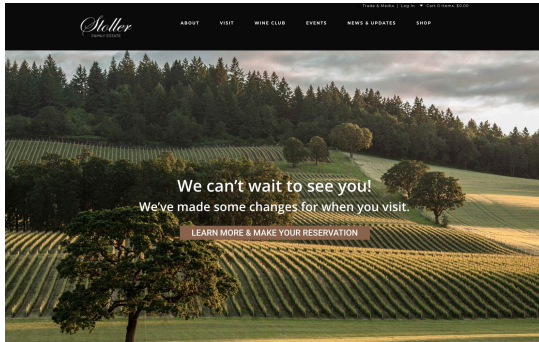Photo credit: Dylan VanWeelden

ADAPT AND
BUILD TRUST

- Assess what needs to change and make a plan.

- Communicate changes on your website (and other channels)

- Add COVID-19 messaging to your website (make sure it is easy to find)

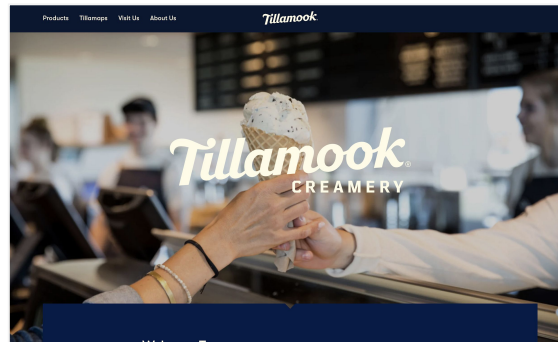- What message might you be sending if your website lacks this information?

Photo credit: Dylan VanWeelden

LET'S
DIVE IN

YOU'RE MY
INSPIRATION

Stoller Family Estate

Tillamook Creamery

Visit Bend

REVIEWING YOUR SITES

ACCENTUATE
THE POSITIVE

OPTIMIZE FOR
MOBILE

HOW TO OPTIMIZE

- Ensure the experience is easy to use and navigate on a mobile phone.

- Run a speed test on your site using Google Developers tools.

- Compress photos as much as possible. Ideally, less than 300kb.

- Keep text as HTML and avoid using it within the photos.

TEST FOR
ACCESSIBILITY

EASY STEPS FOR TESTING

- Improve your headlines, and URLs with plain and simple english.

- Test the contrast of your colors with an ADA color contrast checker.

- Test your site with a screen reader.

- Add 'Alt Text' to your images for screen readers.

OPTIMIZE FOR
PEOPLE

SEO + ACCESSIBILITY = 💘

- **Google yourself.** If the result is unexpected, update your metadata

- **Update content regularly**

- **Keep URLs short** and easy to read

- Create **clear, relevant page titles**

- **Use heading tags** to structure content

- **Redirect deleted pages** or pages that are no longer relevant

- **Claim your Google Business Profile**

GATHER
INSIGHTS

GOOGLE ANALYTICS = FREE

- Understand who your visitors are, how they found your website and what they did once they arrived.

- Use insights to create and enhance key pages on your website, to focus paid media efforts and to set goals/conversions.

DRIVE
TRAFFIC

- Update content regularly
- Leverage social media channels
- Utilize email communications
- Content partnerships/collaborations
- Claim your Google Business profile
- If you can, set aside budget for:
  - Paid search keywords (Google Adwords)
  - Promoting posts on social media.
  - Buying ads on social/Google

"The Internet is a beast that must be fed nonstop, and keeping it sated takes budget, time, and resources."

~ Melissa Lafsky Wall, The Content Strategist

IF YOU ONLY DO
ONE THING

CLAIM YOUR GOOGLE
BUSINESS PROFILE

NOW.

(AND KEEP IT UPDATED.)

KEY
TAKEAWAYS

1. Get to know your audience, find opportunities and make a plan.

2. Ensure any changes + COVID-19 info are on your website (and easy to find).

3. Add Google Analytics to your website; use the data to improve your website.

4. Learn about accessibility and SEO best practices; implement as you can.

5. Drive traffic to your website by communicating with your audience and updating content regularly; get creative with partnerships.

6. Meet people where they are at by claiming your Google Business Profile.

7. Do the best you can. We are all in this together. 💚

QUESTIONS?

Email: integrated@traveloregon.com

THANK YOU.

APPENDIX
BUILD A WEBSITE

- **Shopify** // easy and very common online ecommerce platform

- **Squarespace** // easy to use with ecommerce built in

- **Wix** // fast and easy to build a website

- **Weebly** // easy to use with ecommerce built in

- **Google** // integrates with Google My Business

- **WordPress** // has templates, focus on publishing + ecommerce

APPENDIX
DO THE THINGS

- The **Content Strategist**
- **Google Analytics for Beginners**
- MOZ Beginners Guide to **SEO**
- Use Lighthouse to **Improve Website & User Experience**
- Accessibility **Color Contrast** Checker
- Test Page Load with **Page Speed** Insights
- **Edit Images** for Free with BeFunky
- Unsplash for **Free Photography**
- Pixabay for **Free Photography**
- **Cloudinary** for optimizing and managing images, video and media
- Communicate **COVID-19 on Your Website**
- Organize content for **COVID-19 on Your Intranet**

APPENDIX
TRENDS

CONSUMER AND MEDIA COVID-19 TRENDS

- **New normal:** reservations, waitlists, online ordering, curbside pickups, online events and performances.

- **Media:** Instagram stories, TikTok, Snapchat and Netflix up; podcasts down, but coming back. Instagram on track to replacing Twitter as a news source.

- **DIY + food:** baking, home cooking, gardening and homesteading.

- **Gear:** bikes, kayaks and camping gear are at record levels.

- **RVs and road trips:** RV sales and rentals are through the roof as the road trip resurges.

- **Trust** in institutions and authoritative sources are up.