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Project number: 2019-1-IT02-KA204-063176



ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M4: Communication and Marketing

Tools for Building Your Own Website

[name of presenter]

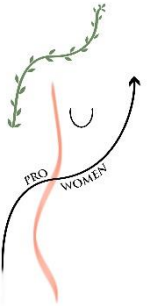
[Position and Organisation]

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Goals for today:

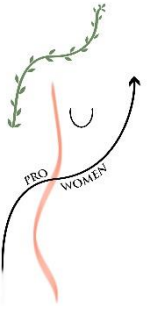
- What makes a good website? Content and design choices
- Website vs. Social Media; linking website and Social Media
- Basic SEO
- Website providers





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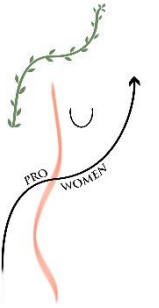
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Building your own website: Brainstorm

What makes a good website?
What expectations do you have
for the content and design?





Building a website: Design choices

- Keep in mind *user experience* and *usability*! That means: Your website should provide a satisfying experience for our customer while simultaneously being functional.
- **KISS: Keep it short and simple.**
- Information has to be easily accessible, otherwise people get easily frustrated and leave your site. Navigation has to work intuitively so the users do not have to spend any time understanding how they can achieve their goal (e.g. book tickets, find tour offers, contact you).
- Animations have to serve a purpose and must not be overpowering.



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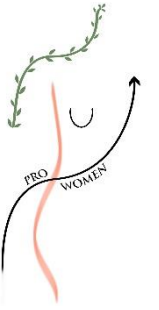
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Building your own website: Content

Ask yourself:

- Will you update your site regularly or will you use it for permanent information and use Social Media for everyday updates?
- Who will write your content? Will there be a lot of text? Different Languages?



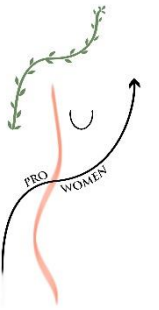
Website vs Social Media

Website

- Professional appearance
- Increases trustworthiness
- More individual choices
- Maintenance slightly more complex
- Accessible to all people with internet, not depended on a membership with a third party site
- More permanent information, easily to locate
- Less interactive

Social Media

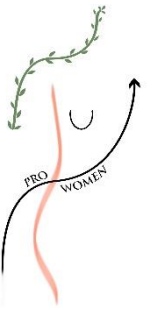
- More dynamic – information disappears quickly
- Easy access to your customer base
- Lower threshold, content is easily uploaded
- Quick communication, easy responses
- Demand constant feeding
- Limited individual design
- Dependence on algorithms



Website vs. Social Media

A website serves a different purpose than Social Media: It is less flexible and used best for content that does not change on a daily basis.

Nevertheless, your website should, of course, correspond with your Social Media presence to have a coherent corporate identity. This means that one should easily recognize that website and Social Media profile belong together: Name, colors, voice, logo...



Tips for building a website

- Create a professional, secure website—it is a good business investment!
- Keep it simple (KISS): Not too much content, easy-to-read fonts, not too colorful, simple structure
- Make it easy to contact you!
- Balance images and text! Rule of thumb: 250 words/page including relevant key words, plus 2 or 3 images
- Use SEO, e.g. Google AdWords!
- Make sure your website can be used with mobile devices!
- Link your Social Media accounts to your website!
- Use reviews or customer testimonials!



Tools for building your own website

- <https://smallbusiness.chron.com/tools-creating-website-51947.html>
- <https://www.websitetooltester.com/en/best-website-builder/>
- <https://de.wix.com/website/templates/html/travel-tourism>
- <https://de.squarespace.com/vorlagen/travel-lifestyle>
- <https://www.jimdo.com/de/beispiele/>
- <https://www.strato.de/homepage-baukasten/>

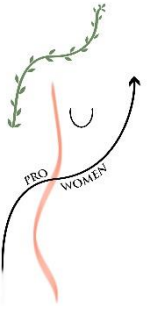


Building your own website: Find inspiration on other sites

Browse the web to find sites that appeal to you. They don't have to be tourism sites but rather give you an idea of what kind of look and feel you would like to generate.

Tourism sites will help you to scout possible content, structure, etc.

- <https://www.thebestdesigns.com/collections/beautiful-travel-tourism-websites>
- <https://www.webdesign-inspiration.com/web-designs/industry/travel>
- <https://tourismeschool.com/blog/how-to-create-an-engaging-website/>



Building a website: Exercise

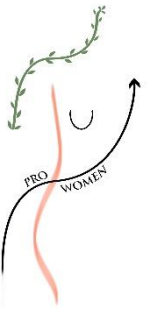
- **Group exercise (3 groups):** choose a tool and design your own website





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Reflection

What do you think about the session?

What did you learn?

What do you need to work on?





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