TOURISM
TROPICAL NORTH
QUEENSLAND

WEBSITE

TOPIC 1: ESSENTIAL WEBSITE COMPONENTS TO MAXIMISE BOOKINGS AND ENQUIRIES

Example website: www.hotair.com.au

ITEMS TO CHECK	ACTIONS ARISING
Your phone number is clickable on your desktop and mobile site.	
The search functionality works well and returns accurate results on desktop and mobile.	
The navigation menu on your desktop and mobile links to your key offers.	
Your booking system experience is great on desktop and mobile.	
Your key products are listed on the homepage as thumbnails on desktop and mobile.	
Your individual (child) product pages are well laid-out and entice the visitor to book or make contact on desktop and mobile.	

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TOPIC 2: ESSENTIAL SEO COMPONENTS

ITEMS TO CHECK   **ACTIONS ARISING**

SEO plugin is installed on your
website and you have located your
SEO settings.

SEO plugin is fully configured and
you've located the instructions.
   WordPress:
      • Yoast SEO
      • SEOPress
      • RankMath
      • All in One SEO
      • WIX
      • Squarespace

Your individual (child) product pages
are well laid-out and entice the visitor
to book or make contact on desktop
and mobile.

TOPIC 3: CONTENT MANAGEMENT SYSTEMS TIPS

ITEMS TO CHECK   **ACTIONS ARISING**

You have full access to your content management system (CMS) / website.

You know your way around your content builder and have watched training videos (e.g. on YouTube).

You understand plugins/ apps (they may have a different name on your website) and you understand not to update plugins without having talked to your web developer (this doesn't apply to WIX as it is not self-hosted and you cannot therefore update plugins). You also have a plan in place to get your website maintained (plugins and WordPress version itself updated).

Locate and join Facebook groups about your website content management system to get support.

You also have a plan in place to get your website maintained (plugins and WordPress version itself updated)

TOPIC 4: UNTANGLING IMAGES

THE GOLDEN RULES ARE:

- Never edit your original images.
- Resize before you compress.
- Only upload the maximum size you will ever need.

IMAGE DIMENSIONS

Definition: width x height (in pixels)

Tip: Upload the correct dimension to your website. E.g. if you want to use an image in a banner and a left column, upload the image in your banner image size. n you can go to your website and selectively display the right dimension in the right spot.

Tools: Tools to resize/crop images: any image editing program on your computer will do to resize an image. If you are not familiar with any, try https://pixlr.com/x/

FILE SIZE

Definition: measure of how much data the image file contains (or how much storage it consumes). Large dimensions and less compression = big file sizes

Tip: Minimise the file size of your images and understand that the more images you have on your page, the heavier your page will be and the longer your website will take to load. This will impact the user experience and your SEO rankings.

Tools: Use tools.pingdom.com to look for your images files sizes and run all your images through tinypng.com before uploading them to your site.

FILE FORMAT:

Definition: a standard way that information is encoded for storage in a computer file. Use the right file format

Webp: Google new file format, 30% lighter than JPG and PNG. Supports transparency. Note: not all image editing programs support saving in webp format (Photoshop does).

JPG: Doesn't support transparency.

PNG: Supports transparency (great for transparent logos).

IMAGE COMPRESSION:

Definition: minimising the file size of a graphic file without degrading the quality of the image to an unacceptable level.

Tip: Your web developer may have set up your CMS to do this automatically, however a manual approach is always recommended for your key images. Your CMS can do this automatically, however we always recommend you do this manually for the best outcome.

Tools: Use Pixlr.com or TinyPNG.com.

ITEMS TO CHECK	ACTIONS ARISING
You understand the golden rules of working with images and have put them in place. • Never edit your original images. • Resize before you compress! • Only upload the maximum size you will ever need.	
You understand the difference between image dimension, file size, file format and image compression and you know how to view this for each image on your computer and on your website.	
You understand the golden rules of working with images. • Never edit your original images. • Resize before you compress! • Only upload the maximum size you will ever need.	
You understand how to display the right image size on a web page to suit the space and you understand how to check for the mobile version of your website as well.	
You understand that if you display an image that is too small (e.g 200 pixels wide) in a space that is 400px wide, it will be pixelated.	
You understand the different dimensions requirements for the different images on your website.	

ITEMS TO CHECK	ACTIONS ARISING
You have checked that your images have been uploaded to your website using the appropriate dimension (e.g. they should be 1920 px wide at the most, if you use them for banner images, as the average screen resolution is 1920 px wide)	
You have checked that your images have been 'optimised' for the web (e.g. compressed) prior to uploading them to your website (or your web developer has installed a plugin to automatically do so).	
You have tested the size of your homepage and any other relevant pages on tools.pingdom.com and are happy with it.	
You understand how to name your images and how to use the alt attribute and have checked your website images.	