Web Marketing: Aiming Your Web Site

http://naturetourism.tamu.edu
Success is not an accident

“Early to bed, early to rise, Work like hell & Advertise”

(Ted Turner)
Make it Easy to Buy!

- Demonstration Site
- http://tamu.outboundsoftware.com/
Welcome to Online Reservations!

Outbound Software is excited to announce its online reservation system. From this site, you may view the features of the online reservation system.

Click on one of the categories above and make a reservation for one of the activities listed as a customer would. When you get to the billing page, select MasterCard and enter any 16 digit number for the credit card. This is a demo site so no payment is really made.

If you would like more information on this system and to view the back-office features please email us at info@outboundsoftware.com or call us at 252-480-2404

Online Specials

<table>
<thead>
<tr>
<th>Special #1 - 5% Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book online and receive 5% off all hunting trips</td>
</tr>
<tr>
<td>Learn More Or Reserve</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special #2 - $5 Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book online and receive $5 off fishing trips</td>
</tr>
<tr>
<td>Learn More Or Reserve</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special #3 - $10 Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve online and get $2 off a birding tour</td>
</tr>
<tr>
<td>Learn More Or Reserve</td>
</tr>
</tbody>
</table>

EVENTS

Use this area on the homepage to link to various areas of the website. Most graphics and text you see on this site are configurable.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitetail Hunt</td>
<td>3 Days</td>
<td>Your three-day hunt package includes lodging, meals, and one guide per hunter. Capping, processing, and shipping of antlers and/or meat can be arranged for a minimal fee. Only mature bucks as determined by your guide will be harvested. $2500 per person (ages 18 and over)</td>
</tr>
<tr>
<td>Corn Maize</td>
<td>1 Hour or 20</td>
<td>A 7-acre labyrinth of twists, turns, and dead ends carved into stalks over your head, offers an experience that is perfect for those hungry for fun. Most participants, adults and children alike, spend an average of one hour trying to maneuver their way out of the mind-boggling puzzle. Price: $5.00</td>
</tr>
<tr>
<td>Ranch Heritage Tour</td>
<td>2 Hours</td>
<td>As you tour the Center you will trace the movement of the cattle industry from southern Texas to the open plains of the Llano Estacado. The history begins with the slaughter of the buffalo and the military conquest of the Plains Indians. The invention of barbed wire and introduction of the windmill transformed the cattle industry. The era of the cattle drive and open range grazing was replaced by the closed range and the westward movement of homesteaders. With fences, too, came better range management and improvements in cattle and sheep breeding. Price: $10.00</td>
</tr>
<tr>
<td>Bird Watching Tour</td>
<td>3 Hours</td>
<td>Birding is probably one of the most cosmopolitan outdoor activities in existence. By all accounts, the ranks of birders are growing. Formerly called “birdwatchers,” birders come from all walks of life, from doctors to lawyers, teachers, policemen, corporate executives, truck drivers, merchants, young children, young marrieds and senior citizens. There are as many varieties of birders as there are birds. Price: $15.00</td>
</tr>
</tbody>
</table>
Create Profile

You may update your profile here. After changing the items on the screen, click the ACCEPT button to save your changes.

Have you made a reservation or created a profile with us online in the past? If so, you can login so we can retrieve your profile!  

**ACCEPT**

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**Profile Information**

- **Company**: 
- **First Name**: 
- **Last Name**: (optional)
- **Address (Part 1)**: 
- **Address (Part 2)**: 
- **City**: 
- **State**: 
- **Zip**: 
- **Country**: USA (ex: USA/Mexico etc.)
- **Email**: (will be your login ID)

**Use email** 
**Check to receive more information via email**

- **Home Phone**: 
- **Local Phone**: (during your stay)
- **Mobile Phone**: (ex: 555-111-2222)
- **Work Phone**: (ex: 555-111-2222)
- **Fax**: (ex: 555-111-2222)

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**Please Create a Password**

- **Password**: (8-15 characters)
- **ReType Password**: (8-15 characters)

* = Required

**Fields**
NATURE TOURISM PROGRAM

Welcome! Please complete a short evaluation before you leave our site!

Business Planning  Online Tourism Resources  Agritourism Fact Sheets
Water Trails  Operations Examples  Conservation Stories
Videos-Nature Tourism  Workshops & Training  Field Tourism Programs

Inventory

CLICK HERE TO SUBMIT YOUR OPERATION TO THE NATURE TOURISM INVENTORY
Hunting, Fishing, Agricultural Tours, Adventure...all included

Contact Mr. Miles Phillips for information on this program
Phone: (979) 845-1023  Email: mdphillips@ag.tamu.edu

This Web site provides access to numerous e-tools, publications and resources about nature/eco-tourism. Our goal is to assist people who are interested in nature
Web Site Marketing

- Use Your Own Web Site, ie get found, provide info, make sales all through your site
- Use Advertisements and Publications on other Web Sites
- Use Email
- Use Blogs
- Use Non-Internet Marketing driving people to web site
Write Down Your Objectives

What do you want your web site to do?

- Advertise?
- Generate Contacts for other marketing efforts?
- Increase Reservations?
- Handle Sales?
Have a Plan!

- Write down your operations plan and include a marketing plan
- Review Web Sites, features that you like, try to research if they actually work for that operator
- Be your own client, use terms to test search engines
- Test site with trusted clients
Target Audience

- Design for your audience
- Define every detail you can
- Get and Use information about existing customers if you want more like them

(Book: The Deer Pasture)
Over Deliver - Under Promise

- What do they want?
- Why do they want it?
- How do they want it?
- How can you exceed their expectations?
- Green Eggs and Ham...
Quality

- No second chance for First Impression
- Quality content, images, spelling and ease of use
- Match your Operation ID/Look/Feel
- Values – Conservation, Youth, Women, Diversity

Netmechanic.com
Ease of Use

- Have direct contact info on each page
- Include web address for print outs
- All emails should get response < 24 hours
- 3 clicks to desired info
- Site Map = Table of Contents (Good with Search Engines)
- Answering Service patlive.com/signup/ssc
- Email auto responders
Interactive

- Audio / Video
- Chat
- Field Reports / Live Weather?
- Educational – Learn Skills, Products etc.
Speed

- Does your site load in <8 seconds, much less?
  - For dial up? (Do you care?)
  - ISDN/Cable, Connection?

- Does it work/look the same in different browsers, ie Explorer, Firefox, Safari, etc
Getting Found

- “SEO” Search Engine Optimization
- Linkpopularity.com
- Submit your site to Search Engines
- Google/Yahoo Adwords pay per click
Getting Found

- Use Title, Keyword MetaTags, Alt Tags
- Well written content
- Establish cross links with other sites
Email marketing

- Get permission
- Check SPAM filters
  
  http://www.enetplace.com/spam-checker.html

- Call to Action
- Use email Signature
- Measure response
Measure!

- Ask Customers for Evaluation, ideas
- Measure web traffic
- Google Analytics
If you don’t like your results…

Hire Qualified Web Designer…Determine what you can spend based on realistic income generation, not necessarily on price.

Reminder that you should have an overall marketing plan and know what role your web site plays compared to other tools.
Use Tourism Industry & even non-hunting non-tourism outlets...

- Hunting Web Sites, TV Shows, Supply Stores...can you get a link to your site?
- Consider Joining Chamber of Commerce and/or Convention & Visitor Bureau
- Know tourism / hotel-motel associations
  - www.ttia.org
Use Tourism Industry & even non-hunting non-tourism outlets...

- Outside the box...publications for lawyers, doctors, etc that are the right market but different subject than hunting

- Have your web site address on your truck, your gate and everything possible...
“Leisure oriented businesses will dominate the world economy by 2015, accounting for roughly half the US gross national product.”

www.wfs.org/forecasts.htm
“Americans spent a gaudy $745 billion on leisure pursuits last year, according to the Bureau of Economic Analysis, (Fortune, 10/17/2005)
Wildlife Tourism in Texas

$8.16 Billion (2006) Just the wildlife part of Nature Tourist spending ie the Hunting & Fishing & Viewing animals. Based on USFWS 2006

Up from $5.28 Billion in 2001. (not including beaches, rivers, mtn hikes, etc)

Total economic impact estimated at $15.8 Billion

#2 State for all Travel
While the number of sportspersons fell from 40 million in 1991 to 34 million in 2006, their expenditures increased from $60.6 billion (adjusted for inflation) in 1991 to $76.6 billion in 2006.
From 1991 to 2006, the number of all anglers declined 16% and expenditures increased 18%.

The number of saltwater anglers decreased 15% and the number of freshwater anglers declined 18%.
Hunting - 5% of the U.S. population =>16 yrs old, (12.5 million people), hunted in 2006.
  - They spent an average of 18 days pursuing their sport.

Trips away from home for Wildlife Watching - ~10% of the U.S. population =>16yrs old (23 million people).
Key Terms

- Site vs Page
- Domain Name
- Host
- Browser
- Search Engine
- SEO (Search Engine Optimization)

- Traffic
- SPAM
- Reciprocal Links
- Blog
- Pod Cast
- RSS – really Simple Syndication

Help at Google, Wikipedia, Yahoo, etc
Some Slides Showing Results of Web Search for “Web Marketing for Hunting”
GetSpecific Internet Marketing, Inc.

Top Industry Directories:
- Advertising & Marketing
- Agriculture
- Animals & Pets
- Arts
- Auctions
- Automotive
- Books
- Building
- Computer
- Education
- Employment
- Entertainment
- Environmental
- Family & Parenting
- Fashion
- Financial
- Food & Beverage
- Health & Fitness
- Industrial
- Internet Services
- Law
- Manufacturing
- Maritime
- Medical
- Real Estate
- Recreation
- Shopping

Top: Sports: Fishing and Hunting

No. of search engines and directories for this category: 8

Get your FREE website promotion consultation for Fishing & Hunting related promotion and marketing: click here
Search Engine Marketing & Search Engine Optimization (SEO) Price Quotes

Fill in the Form Below and Receive up to 5 Quotes!

QuoteCatcher® will match your request with up to five companies that best fit your requirements for the services you need. Complete the form below and receive up to 5 competitive price quotes.

- FREE competitive price quotes.
- Submit one form and receive up to 5 quotes with in hours.
- Save time. Save money. Have options.
We can save you hours of frustrating research while increasing your chances of finding a vendor that matches your requirements at no risk and no obligation.

Internet Marketing and SEO Project Information

Please provide as much detail as you can so our Internet Marketing & SEO vendors will be able to provide an accurate quote.

What types of Internet Marketing & Search Engine Optimization are you looking for?* (check all that apply)

- Email Campaigns
- Organic Positioning
- Internet Advertising Campaigns (PPC)
- Search Engine Optimization (SEO)
- Internet Marketing Strategy
- Viral Marketing Campaigns
- Link Exchange Campaign
- Other Services Not Listed
- Newsletter

What is your industry?*

Select One...

What is your budget for these services?*

Please include cost of ad and/or content creation, maintenance and placement costs.

Describe Your Project*

Please provide any information you feel will help an internet Marketing & SEO company provide an accurate quote. What are you looking for? What do you hope to accomplish? What are your requirements?
Hunting Web Design, Internet Marketing, & SEO

Looking for web solution for your hunting business? 3plains will help you out and might just be what you are looking for in a hunting website/marketing company. Read more below on what we offer.

Species: If your business is waterfowl, small game, big game, or whatever specie you offer, our websites are designed to bring in hunters to your business and boost your overall revenue and profitability. We specialize in building hunting websites that produce good quality web traffic and leads.

Our Specialty: Our specialty is lead generating and revenue producing websites. We consider our websites and products to be one of the best value for your money. Our processes have been proven and we won't take on customers if we don't think we can make your website profitable.

New or Existing Customer: Thinking about a new website or whether you already have a existing site, we can take care of everything: Design, Brochures, Logo Design, Hosting, Search Engines.
Attention Current & Future Travel Professionals!

Who Else Wants Profitable Tourism Business & Travel Marketing Tips & Trainings Guaranteed to Improve Your Bottom line?

Here's 3 Proven Resources You Need Plus a lot More Inside These One of a Kind Websites

Tourism Marketing Success Guide, 2nd Ed.
Free Travel Business & Marketing Mini-Course
Travel Business Success.com Radio Podcast

If you really serious about a rewarding business or career in the booming global travel and hospitality Industry, then you cannot afford to miss the invaluable information inside this website, my new Online Training Show Travel Business Success Radio Podcast and in my Free Travel Business & Marketing Mini- Course - Tourism Business Success (TBS)

All three are guaranteed to help current and future tourism & hospitality professionals just like you succeed!
Welcome

Word is spreading, Gooruze is the pulse for online marketers.

4 reasons why you'll love it:
1. Around 700 ranked online marketing news posts and articles
2. A chance to get opinions and advice from industry leaders.
3. Connect with over 1000 fellow online marketers.
4. Unleash the Gooru within.

Sign up today for your chance to win $500 cash!

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- Boostlife: TripAdvisor reviews double conversion rates

Featured Article

What's a Top Ranking Worth?
by st0n3y (January 2nd) (6th)

Since the late 90's top search engine rankings have been the thing...
The Google Online Marketing Challenge

Students - guides and support materials
To help you get started, we have developed the 'Student Guide to the Google Online Marketing Challenge'. Designed by academicians, the guide contains information you will need to participate in the Challenge including:

- Frequently Asked Questions
- Suggested Timeline
- Selecting and Working with a Business or Organization
- Learning About Online Marketing and Google AdWords
- Challenge Criteria and Grading
- Letter to Businesses
- Terms and Conditions of the Challenge

Download the Student Guide

In addition, to help you learn about AdWords, you should review the Challenge textbook, Marketing and Advertising Using Google.

Finally, to help you run your account and understand a little more about the Campaign Statistics algorithm, all students should refer to the Guide to Running Your AdWords Account.

Online Resources
There are also some great online resources to help you learn more. Many of these are available in a variety of languages too - check each page for localization options.

Getting started
- Google AdWords home page for signing in and managing accounts
- A step-by-step guide to setting up an AdWords account
- A glossary of online advertising terms
- Wikipedia’s entry for Google AdWords
- You can access voiceover-enabled presentations to introduce you to Google AdWords.

Managing and optimizing an AdWords account
- Optimization tips for success
- The Google AdWords Learning Center has multi-media and text based learning modules, including quizzes
- AdWords Help Centre
- Google AdWords Keyword Tool for selecting appropriate keywords
- Google Groups AdWords help is an online community dedicated to AdWords

Online support communities
- The Google Group dedicated to the Google Online Marketing Challenge is where professors and students from all over the world can come together to communicate and collaborate with each other. The group can be found at http://groups.google.com/group/onlinechallenge
- The Google Online Marketing Challenge Network is an unofficial social network developed by students competing in the Challenge. The network can be found at http://www.facebook.com
Grow your business with Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Learn how dog daycare facility Happy Hound gets 90% of its business from Google AdWords. Watch the video »

Learn about AdWords

How it works

Why it works

Costs and payment

For local businesses

Success stories

You create your ads
You create ads and choose keywords, which are words or phrases related to your business.
Get keyword ideas

Your ads appear on Google
When people search on Google using one of your keywords, your ad may appear next to the search results. Now you’re advertising to an audience that’s already interested in you.

You attract customers
People can simply click your ad to make a purchase or learn more about you. You don’t even need a webpage to get started – Google will help you create one for free. It’s that easy!

Sign up now | Next topic»
Upload Your Product Inventory
With Selling on Amazon, it's easy to upload your inventory. Once you've registered use the Web-based tools, a free desktop software application, or text files to get up and running fast.

Customers See Your Products on Amazon.com
Amazon.com is a leading web site and is a stop for millions of online shoppers. With over 66 million active customer accounts worldwide, your products are exposed to millions of potential customers every day.

Customers Purchase Your Products
Amazon.com makes buying your products a snap. With features like 1-Click and a brand millions of consumers trust, we help customers make quick, easy, worry-free purchases.

You Ship Products to Customers
Amazon notifies you by email when an order has been placed. You simply pack and ship your item to the customer (unless you let Fulfillment by Amazon do the work).

Amazon Transfers Payments to You
Amazon deposits payment into your bank account, and sends you an email notifying you that your payment has been sent.
Searching for a Texas Hunting Lease?

Step 1: Join our new Hunting Lease Locator Service
We’ll send you email notifications of new leases in our listings, update you when a lease is no longer available and give you the edge in finding a hunting lease to fit your needs. Just sign up below to be added to the list. The best part is it’s another FREE service offered by TexasOutdoorsman.com!

We promise, no junk emails! Click here for our latest bulletin.

Name: __________________________ Email: __________________________

✔ Add me to your Quarterly Newsletter as well.  Submit

Step 2: Browse our Texas Hunting Lease listings. There is no membership required and finding a lease here has always been FREE.

Texas Hunting Lease Listings

640 ACRES IN HUDSPETH COUNTY
Mule Deer, Exotics, Dove, Varmints

300 ACRES IN WILLIAMSON COUNTY
Whitetail, Turkey, Dove

1,300 ACRES IN EDWARDS COUNTY
Whitetail, Exotics, Hogs, Turkey, Dove, Quail, Varmints

3,700 ACRES IN CRANE COUNTY
Whitetail, Mule Deer, Hogs, Turkey, Dove, Quail, Varmints

Click here for details on these new listings.
Nature Tourism Program
- http://naturetourism.tamu.edu

Miles Phillips
- 979-845-1023
- mdphillips@ag.tamu.edu
- College Station, TX