

Web-Marketing strategy applied to the accessible tourism niche market

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ABSTRACT

Accessible tourism is sold mainly over the Internet, selling holiday services for any client or company around the world. Therefore, webmarketing is the most important tool in terms of getting new clients. Big tourism operators still didn't join the accessible tourism awareness and therefore all the travel agencies and tour operators in this niche market, operate different from traditional tourism - instead of selling through travel agencies, must go for the direct client. In other hand, people with disabilities spend much more time on the Internet, which make it a privileged channel to disseminate information and conquer new markets. (Pérez, 2003)

This all combined, creates almost an obligation for accessible tourism companies to launch themselves in the webmarketing in order to be successful.

In appendix-A there is an analysis of the accessible tourism demand around the world, and a characterization of the global trends.

This essay is a guideline of how to implement a webmarketing strategy and a “case study” in webmarketing for accessible tourism's niche market, taking Accessible Portugal as an example.

KEYWORDS

Disabled holidays, Webmarketing, Accessible Tourism, Accessible Portugal

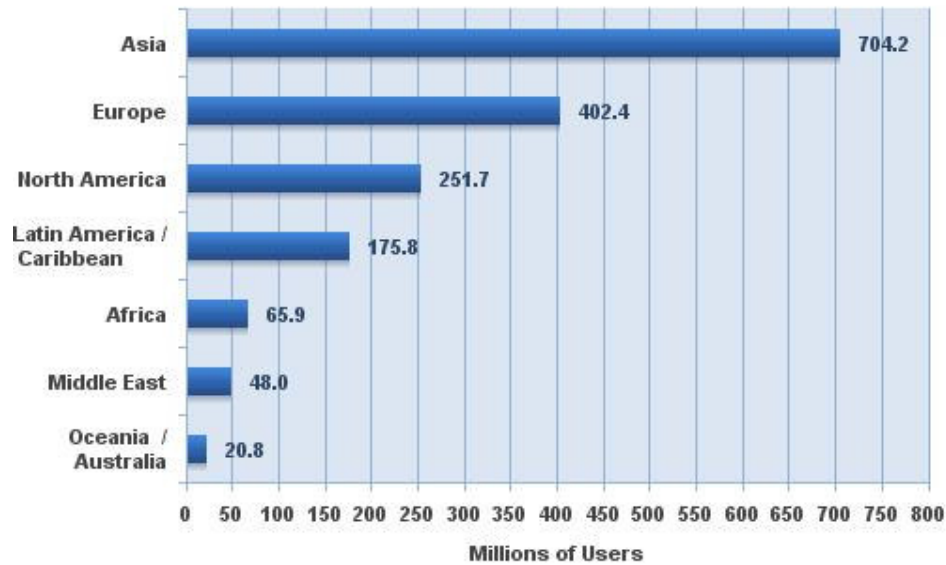
INTRODUCTION

A Study by Piper Jaffray (Piper Jaffray, 2008) about the average new customer acquisition costs by marketing medium/type, revealed that it costs \$8.50 to acquire one new customer through search engine marketing. That figure stands in stark contrast to the \$70 per customer acquisition cost for direct mail marketing and 20\$ to get one new customer for yellow pages advertising. The gap between \$8.50 and \$70, for instance, is a big one. Here is a quick scenario to illustrate. If we have a business revenue goal necessitated that we get 100 new customers per month, then in the search engine marketing vs. Direct mail marketing scenario, we would be spending \$7000 per month (\$84.000 per year) with direct mail marketing. If we compare that with the 850\$ with Search Engine Marketing, we would be saving \$6.150 per month (73.800 per year).

Year by year the usage of Internet is growing everywhere, going from 360,985,492 users in 31 December, 2000, to around 1,668,870,408 in June 30, 2009. (Internet world stats, 2009)

Webmarketing is therefore a valuable source in the future of marketing, not only on Accessible Tourism, but in all fields. However there are some classes of users for which the Internet has a much bigger penetration rate, like teenagers, the disabled community, etc. In these groups, webmarketing is not an option, but a survival obligation.

Internet Users in the World by Geographic Regions



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users are 1,668,870,408 for June 30, 2009
Copyright © 2009, Miniwatts Marketing Group

1. GENERAL OBJECTIVES

In Image 2, it's presented a global view of the objectives for Accessible Portugal's website.

The ultimate goal is to increase the sales in 25% until the end of 2010.

For that, the company will focus its attention on tree main goals:

- Increase the website's visits by potential clients;
- Increase the company's brand credibility and the mouth-to-mouth marketing;
- Increase the usability of the website for clients with a disability or elderly people.

Today, Accessible Portugal's website receives around 650 visitors per month. The objective is to raise this number to 2500 visitors per month by the end of 2010.

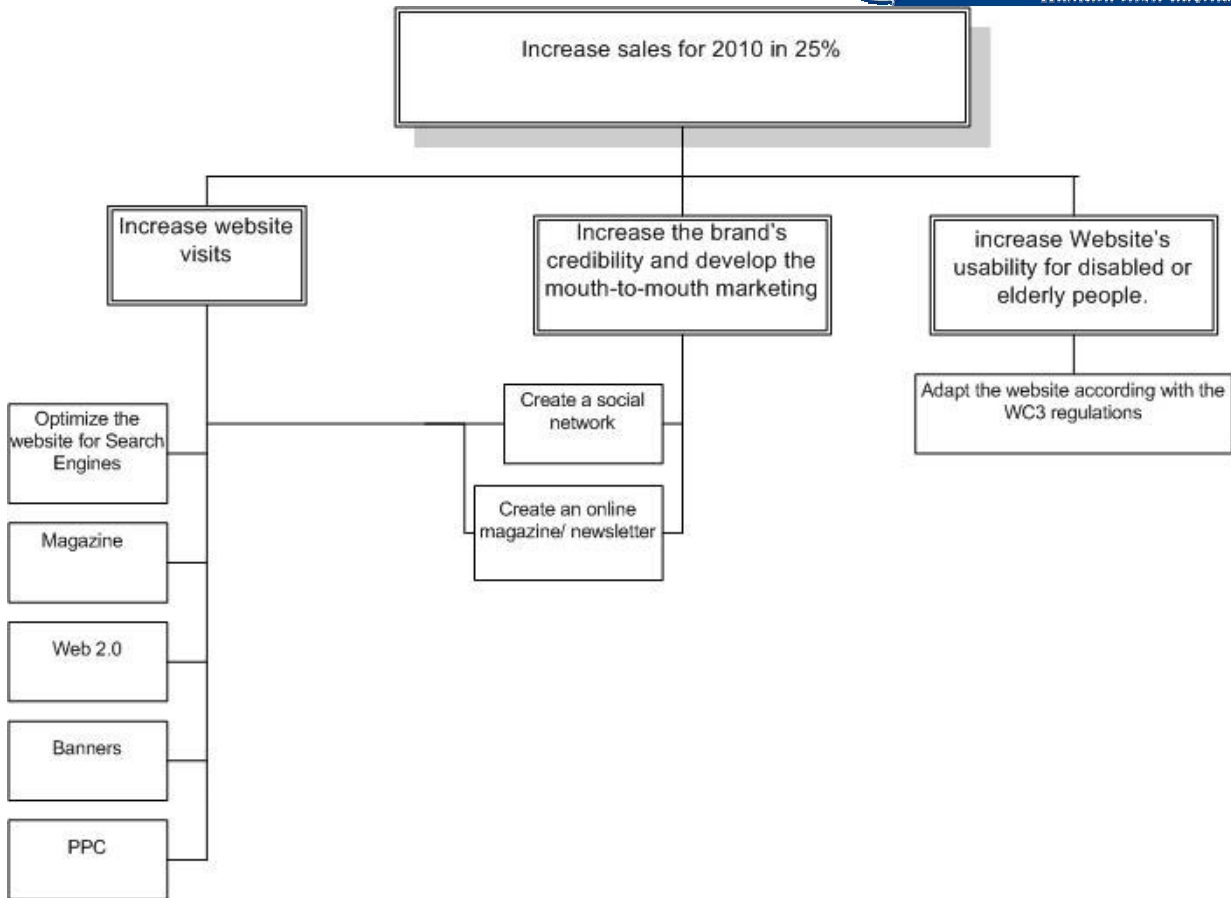


Image 2: General objectives diagram

In order to complete this strategy, Accessible Portugal will count with a total budget, detailed in Appendix- B. This budget can suffer little adjustments over the year depending on the results for each webmarketing tool

2. ABOUT ACCESSIBLE PORTUGAL

Accessible Portugal is the first travel agency specialized in accessible tourism in Portugal, and one of the firsts in Europe.

Accessible tourism means tourism for all persons, including persons with some kind of disability or any limitation due to advanced age, temporarily disabled (broken leg for example) etc.

This is a niche market in the tourism field. So far, Accessible Portugal has been working mainly with low mobility clients, but expects to expand to other disabilities in the near future.

In Appendix – C, there is more detailed information about the company and a detailed characterization of this niche market, for a better understanding of some choices made in this essay.

3. SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (or SEO) represents a huge roll in webmarketing.

From July 2007 to May 2008, only on Google, a total of 65.6 billion U.S searches were made, in an average of 5.96 billion searches a month. (Internet world stats, 2009)

Therefore, appearing in the 1st or in the 20th position for a given search can represent a difference in thousands of Euros and the success or failure for many companies.

In terms of SEO the main objective of Accessible Portugal's strategy is to appear in 1st or at least on the 1st page on Google for the searches that users make around the world, when they want to look for holidays for disabled or low-mobility persons.

In order to achieve this, this essay explains how a position of a website on Google search results is accomplished, and based on what. The following issues presented one by one resume almost the totality of the current state of the art regarding search marketing.

3.1. keywords

When we search for something on Google (or in other search engines), we type the words which we believe that will return the most accurate result for our search. This “keywords” that we use, will determine the result displayed. If we are promoting a website, we want it to be found not only by the maximum number of persons but also by the right persons, the ones that will find our website relevant for their search. Therefore, one of the most important things in web marketing is simply to understand how our clients search for their needs/interests on search engines (SEs), since a great part of web marketing and SEO is made based on those keywords.

In the accessible tourism niche, we have many possible keywords that might empirically work, or that we think our clients may use to look for accessible services when traveling. Words like, disabled holidays, accessible vacations, accessible holidays, handicap holidays, disabled holidays, etc., are all suitable for good keywords. At least we think they are. However basing all our investment in “guessing” seems very risky, especially when the majority of our clients come directly (and indirectly) from Internet. So is there a way for us to be sure?

Google gives away all this information in its webpage dedicated to Addsense:

<https://adwords.google.com/select/KeywordToolExternal>

With this tool it's easy to search how many times each word or word combinations, were actually used in the last month or year.

So first we should a list of all the possible keywords that we believe our clients may use in search engines. Then, test those keywords to get real results. In our case, I looked for clients that might be interested in traveling abroad with a disability (or with a disabled person). I didn't choose clients willing to come to Portugal, because we already found out from this past years, that many clients search for possible accessible destinations before deciding where to go (If I would, then I would search for keywords with the Portugal word included). After searching for about 30 possible keywords, I got a list of the 8 more successful ones.

The results are displayed in the following table:

| Keyword | Total volume in past month |
|--------------------------------|-----------------------------------|
| Wheelchair Accessible Holidays | 590 |
| Disabled Travel | 8100 |
| Holidays for disabled | 8100 |
| Accessible Travel | 3600 |
| Accessible Holidays | 1600 |
| Disabled Holidays | 18100 |
| Accessible Vacations | 880 |
| Travel wheelchair | 5400 |

Table 1: nº of searches per month on Google

Google gives you the possibility to search in several specific languages and results for each country. Since our biggest market (so far) has been (as shown previously) the UK and the USA, this results are from the search in English.

3.1.1. Go for the “long tail” or main keyword?

After a close look at the results, I can easily identify that the Keywords more used in the last month were respectively: “Disabled Holidays” followed by “Disabled Travel” and “Holidays for Disabled”.

With these results in mind, there are two options. Going for the main ones or stick with five or six of the others (also called the “long tail”). This option has to be made, because the website can only be optimized with a maximum of three or four keywords, without losing effectiveness. (Stephanie Diamond, 2009)

The more keywords used, the less specific it gets for Google, and therefore, the less results we’ll have for those keywords. The optimal condition is to use only one keyword, and optimize the entire website for it.

So, after having the search results from Google, in order to choose the main ones or the long tail, there's one other thing we have to check - the number of concurrent websites fighting for the same keywords.

Only one website will appear in the 1st position on Google, and only ten will appear on the 1st page. Therefore is imperative to know how many websites are competing for these keywords and see how strong those websites are compared with ours. To do this, we go to the Google search engine and we type the keyword we want to analyze and click “search”. Google will return his results for that keyword, but will also display the number of results found for that particular keyword:

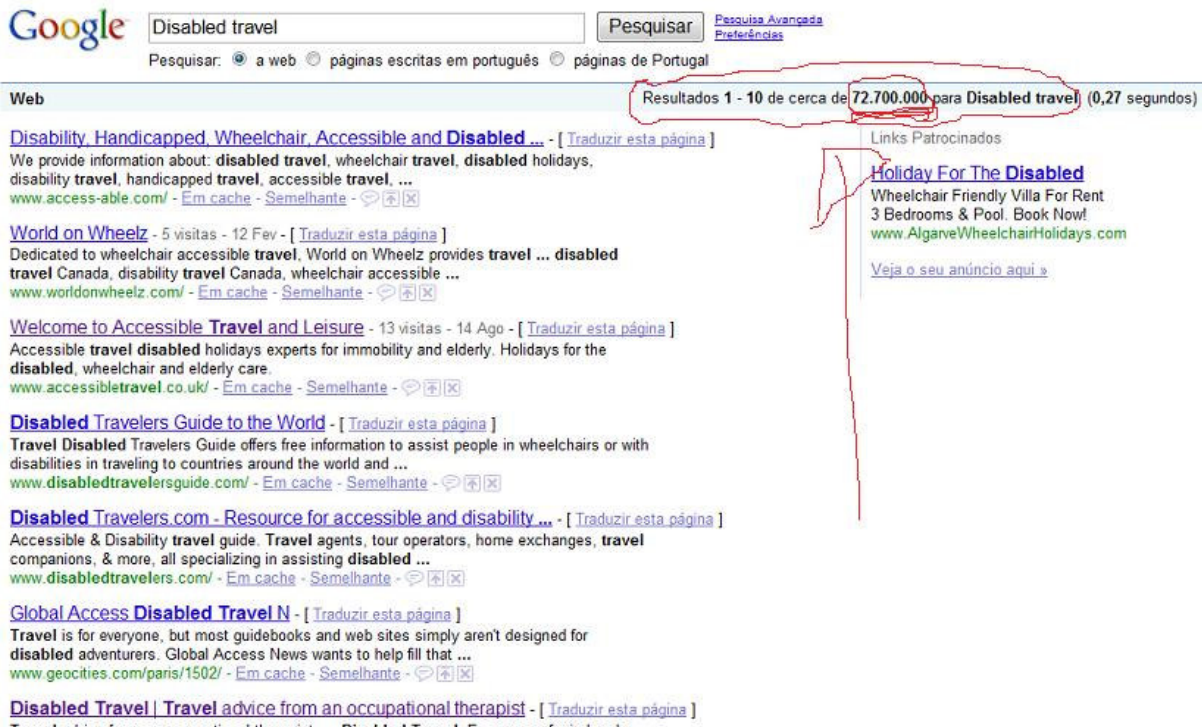


Image 3: Results for “disabled travel” on 25th of August, 2009

As shown above and highlighted in red, Google has more than 72 million results for this search. If we analyze the other two best results in terms of searches, we find that “disabled holidays” has 58.800.000 results and “holidays for disabled” has 46.200.000. So in our case the keyword with the more searches is not the one with more competitors. I should therefore put “Disabled holidays” as my favorite so far. One last thing we have to check is the “quality” of my competitors and how hard (or easy) it will be to beat them. So I go to Google and I search again under the keywords “disabled holidays”.

Right now, I'll analyze each result from the 1st page (where I want Accessible Portugal's web site to appear in the future) and see how good or bad they are. How do I do that? Looking at all the On-page and Off-page details presented in this essay, and understand if they are doing everything right or if I can do better.

After a close analysis (not included in here) on each concurrent from the first page results, for each keyword, the number of total concurrent for that keyword, and the number of searches it has, I have to decide which keyword I'll use for Accessible Portugal's website.

I'll go for the main ones and choose “Disabled Holidays”, “Disabled Travel” and “Travel Wheelchair”, since they don't look very hard to beat.

In Appendix-D there is more information about this choice and what to take into consideration in other cases

3.2. Google page-rank

Google page rank is simply Google's way of displaying how important a webpage is. Google assumes that when one page links to another webpage it's actually “casting a vote” for the webpage. The more votes one website has, the more important that website is.

To view our page rank and other site's page rankings we need to obtain and install the Google toolbar. We can get the Portuguese version here:

<http://tools.google.com/firefox/toolbar/FT5/intl/pt-PT/index.html>



Image 4: Google Toolbar.

Accessible Portugal's page rank in 1st September 2009 was 4. The objective is to take it to level 6 by the end of 2010.

Google also takes into account the importance of other website's pages linking to our own webpage. This point will be explained in greater detail in chapter 3.4.1. when discussing the “Links”.

The Google page rank gives special importance to institutional websites. Therefore, websites that belong to the government, nongovernmental institutions, etc have a bigger importance and credibility than others. This websites easily achieve a bigger page rank than commercial or personal websites. (Zimmerman, 2009)

3.3. URL/domain name

One very important point is the chosen URL or domain name for the website. Even though Accessible Portugal's website already exists with the URL: www.accessibleportugal.com, and there is no point in changing it now, the words and letters chosen make a lot of difference. Accessible Portugal was chosen like that, because there exists already a world use of the www.accessible<country or city>.com

For instance, there is accessible Spain, accessible Europe, etc.

However in other cases, it is worth to use the keywords we already identified before, and include them in the domain name. So in our case, If we would want to promote one keyword only, being that keyword “disabled holidays”, we would want to use www.disabledholidays.com. The less words we use, not being our keywords, the better. For example, if the domain www.disabledholidays.com was already used, we could try using www.disabled-holidays.com or www.disabledholidays4u.com. In these examples we only used one and two characters respectively more than the keywords “disabled holidays”.

Although the domain name itself is not enough for getting in 1st on SE, it's a very powerful tool if combined with the rest of the optimization tools presented here.

3.4. On-page Optimization

3.4.1. *Clean HTML*

HTML code should always be cleaned up so that SEs can read it without a problem. Leaving broken tags, or use lot's of wild JavaScript, will confuse SEs. It has been theorized (Stephanie Diamond, 2008) that SEs view dirty HTML as a sign that a site is unprofessional.

Although this is a detail with not much significance in the overall performance of our website in SEs results, it's always a good principle to leave the code as clean as possible, not only for SEs.

3.4.2. *Anchor Text*

Anchor text is the linked text that usually appears in blue when we create a hyperlink. Many SEs take a look at this text and assume that the page that text links to, is related to the words in the links. So, for example, if we place a link in a webpage on our website that says: "click here", then SEs don't know what to expect. Whereas, if we say "wheelchair photos" in our link, then the SEs will assume that our page is about photos of people in wheelchairs or photos of wheelchairs. If the term is on the target page, then we'll get a boost for that term in the SE. We should always make our anchor text describe the page we are linking to.

In our case, we'll try to use as much as possible, the identified keywords, chosen for optimization of Accessible Portugal's website and other words that might relate our website with disability, wheelchairs, holidays, etc.

3.4.3. *Buttons*

Buttons within a website should follow the same principle as anchor text. Buttons should have text that relates to the page that will open when clicked. Buttons with text like "click here" or "go" don't offer any information to SE.

With this said, is easy to understand that buttons should be text instead of images whenever possible.

(However we can't over optimize a website for Google and leave it completely inappropriate for the human eye of our clients. Is the client who buys, not the SEs)

Every time we cannot use a text link and use a image instead (which is very often these days) we should always use the ALT text to write the text that the button should had written on (and possibly giving even more information)

There is more written about ALT text ahead.

3.4.4. *ALT text*

ALT text was created, so that every time a picture or image cannot be shown or seen, the user can understand what was contained in that image. In our days it is used when browser, javascript or other problem make an image not visible. It's also very used for blind users that use software which can read all the webpage. This way, even without the image, the user can understand what the intention of the webmaster was, and therefore understand better the overall content of the website.

Because of the niche market in which Accessible Portugal operates, blind people are part of the target clients, making this functionality a very important issue when designing the website.

But even for users without any vision problems, ALT text provides a complement to the image, many times displaying important information like the location of a picture, description, etc. But for SEs, ALT text represents a very important resource, since SEs cannot “see” what is inside an image.

Sometimes one image worth’s a thousand words, and so if we use ALT text to inform users and SEs of what’s in the image, we’re actually improving our keyword ranking (if we use our previously identified keywords in the ALT text).

So the catch here is to make sure we use the keywords we want to promote the page with, in the ALT text, in a description, etc.

In our case we can for example use a client’s picture, like in image 5 and describe it as:

Alt text: Disabled holidays in Portugal – downtown visit



Image 5: Disabled holidays in Portugal – downtown visit

3.4.5. File names

Complementary to ALT text, all the images and files used in websites should have the desired keywords as part of the name of that file. Very often, webmasters use *image1.jpg* or *untitled1.jpg*.

If we use *disabled holidays1.jpg* we are already giving some information to SEs of what this image might be about, and therefore that's a help in the overall process of having our keywords going up in SEs searches for this keyword.

One other very important issue about file names is the Google results for images. In order to present the images to users and since Google cannot see inside an image, it uses the filename and the ALT of that image to identify the best images for a user's search.

3.4.6. Heading Text & page Title

Each page of our website will have a headline. It is important to make sure we use <h1> tags in the source and that we put our keywords in the <h1> tags. <h1> tags mean heading 1 in HTML code. In my examples from above, I would want to make sure I use the term “disabled holidays” in the headline of Accessible Portugal’s page.

Besides h1, there’s h2, h3 etc. All this headings tell SEs that probably that’s the page’s content theme, and so SEs can relate that page’s content with the headline.

Similar to the headings, one should put the targeted keywords in the page title of each page. This is the Meta Title Tag.

Page title works in a similar way as the heading text, but has a bigger importance since it is the title of the entire page. Therefore the page title should have the keywords that we are promoting that page with. In Accessible Portugal's case we might give the homepage the title: Disabled Holidays in Portugal.

3.4.7. Content

Content is every word, images, etc that we put in a website. Some years ago, the more content a website had the better for the SEs, since they would relate that amount of information with a value source for the users. In our days, content is only valuable if it relates with each other. If all the pages of Accessible Portugal's website are about holidays and disability, SEs will consider it as a consistent website.

One mistake that used to occur some years ago was to simply copy other websites information and paste it on our website, so we had instant content. In our days SEs penalize duplicated content found in other websites, so we should not copy parts of other websites.

3.4.8. Keyword density

This term refers to the ratio of the number of times a given keyword appears in a given webpage's content to the total number of words. Several years ago, the higher the density, the better the page would rank for that keyword. So, for example, if the density of the term "disabled holidays" was 5%, the page would tend to rank better than a page that had a density of only 4% for that particular keyword.

These days however, the SEs learned to look at density as only one part of a larger algorithm. In fact, if our keyword density is too high, the SEs might actually dock the website. The best option is to make the density around 4% - 5% if possible, but not make content awkward in order to archive this density level.

3.4.9. Site Map

In order to rank well in SEs, they need to be able to find the pages in the website. A good sitemap is the best way to do this. Every website should have a link to the sitemap in every page, and make sure that the sitemap links to every other page, making all pages connected with each other.

Google has for some years, one free tool called Google sitemap. This tool enables a webmaster to easily create a map within any website. This tool also gives important information to Google regarding changes made in the site pages, so that Google's information on that site gets updated faster and more accurately, displaying more up-to-date results in searches. It consists in a XML file that is uploaded to Google as new pages are added on our website. For the use of this tool, Google rewards webmasters with a little more credit, so it's also a good option to implement.

3.5 Off-page Optimization

3.5.1. Links

Links are directly connected with Page Rank. Page Rank is the measure of importance that Google gives to one's website. Therefore getting links is definitely the most important factor for having good results in SEs search results. It was already mentioned before, that SE give importance to the

links that link to the websites that link to you. Therefore we should find websites that are willing to link to our website and at the same time take a look at their page rank since it counts for the overall result.

When we try to get links from other websites, very often they ask for a reciprocal link. Reciprocal links however score really low in SEs, so getting lots of reciprocal links won't do any good for our Page Rank. What we need is links from websites that do not ask us for a reciprocal link.

Because of this, many websites in the past few years started what is called today as “link rings”.

It works like this: website1 links to website2, that links to website3 that finally closes the circle, linking to website1 again. This way everyone gets a non reciprocal link. However, SEs are currently aware of this issue and penalize this kind of actions.

Since we'll be asking for links at thousands of websites, we'll get specific software for this. There are several options in the market, but we'll use IBP (Internet Business Promoter) since it combines many options in single software.

IBP is a Search Engine Optimization software that combines great resources to help webmasters developing their webmarketing campaigns. Everyone interested in undertaking a webmarketing campaign should take a close look at this software.

One important thing that Google and other SEs implemented into their algorithms when classifying websites based on their links, is the relevance of the website's content related to the website he is linking to. For example, if I get one link to Accessible Portugal's website from the tourism board of Portugal, that's a good thing, since the website of Portugal, is also about tourism and Portugal. But if I get a link from a pet's store (for example) that has nothing to do with tourism, or Portugal, or accessibilities, SEs will wonder why is this website linking to mine, since has nothing related.

In our days, SEs simply ignore this kind of links, so they do not count either for our rank, and maybe can even hurt our website overall results for keywords. Why? Because one more thing that SEs take into consideration is the content of websites linking to others.

If the tourism of Portugal links to Accessible Portugal's page, that indicates the SEs, that the content in Tourism of Portugal's website is somehow related to the content found in Accessible Portugal, therefore reinforcing our Portugal, tourism, travel, etc keywords found in both websites.

Accessible Portugal has a great advantage when asking for links. The accessibility issue is covered worldwide, with associations, institutions, etc. This websites, as mentioned before, have a bigger importance on Google Page Rank and therefore each of them linking to Accessible Portugal's website has a big importance, contributing to better the Page Rank and the rankings on SEs searches for our chosen keywords.

3.5.2. *Anchor text*

Just as with internal linking within websites, anchor text links should be used with the keywords we want to promote and not simply the domain name (as most of the time happens). By using our keywords in links, we are indicating SEs that our website refers to that keyword.

In Accessible Portugal's case we will try to promote “disabled Holidays” keywords. Therefore, when asking for a website to link to us, we can ask also to put our link like this:

[Disabled Holidays in Portugal](#) instead of the usual, like this: [Accessible Portugal](#)

3.5.3 *Article directories and press releases*

Another way to get links and make some online marketing is to publish articles on websites and magazines. Many times it's possible to include a byline or “about the author” box that can include links to our website. (We will use anchor text links with our keywords)

Reading from someone in a newspaper or in an online paper or magazine gives big credibility to that particular company. Accessible Portugal should use its social responsibility side, to get press releases in institutions, publications, online tourism publications etc. Online tourism specialized magazines like Ambitur, or Publituris, are great vehicles for news in the sector.

In order to do this, Accessible Portugal will create the “this month's destination” as a promotion that every month is released in a press release for tourism publications.

Also, press releases with news about accessibilities in Portugal, like events, congresses where Accessible Portugal is present, will be written in a press release and sent to international press releases websites, associations, institutions and other websites related with disabilities around the world.

4 **BANNERS**

Banners are a good way of making publicity on the internet. We can choose which websites receive visits from potential clients and place a banner with a link to our website. We can promote the brand, one specific promotion, etc. When choosing where to put our publicity, we have to look at the traffic that site receives per month vs. the banner price.

However many times, websites with fewer visitors have more specific visitors that fit in our target. Usually the more traffic a website has, the more expensive is a banner. Therefore we should look for targeted traffic in websites that were optimized for keywords that we do not rank very well, so that we can cover the entire search results for all the possible keywords that our clients may use.

So for example, if I'm going to optimize Accessible Portugal's website to the keywords “disabled holidays” and “disabled travel”, I'll leave “Travel wheelchair” out of my optimization. Then I can go to the websites that appear in 1st or 2nd in searches for that keyword, and try to get paid publicity on it as a way indirectly get to possible clients using that keyword. This is also complemented with PPC advertising that can be chose for that keyword that we couldn't optimize.

5 **PAY-PER-CLICK**

Pay per click (PPC) is an internet advertising model used on search engines, advertising networks and content websites, such as blogs, in which advertisers pay their host only when their ad is clicked. With search engines advertisers typically bid on keyword phrases relevant to their target market. Content websites commonly charge a fixed price per click rather than use a bidding system.

Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content. Such advertisements are called sponsored links or sponsored ads, and appear adjacent to or above organic results (usual free results from SEs) on search engine result pages, or anywhere a web developer chooses on content a site.

In the case of Accessible Portugal, PPC is a very good option in order to reach clients from all over the world. The fact that is a niche market makes the use of PPC more secure and focused on those target clients, since the ads will appear in websites that specifically will have to do with disability or holidays for disabled.

I created an account with Google Adwords and choose all the major keywords that we've seen before. PPC lets you define the price that we'll pay per each click, and the position that we'll have according to that price.

Since this is a niche market Accessible Portugal doesn't have much competition, after a short study, we realized that for 0,06€/click we can appear in 1st place for all the keywords:

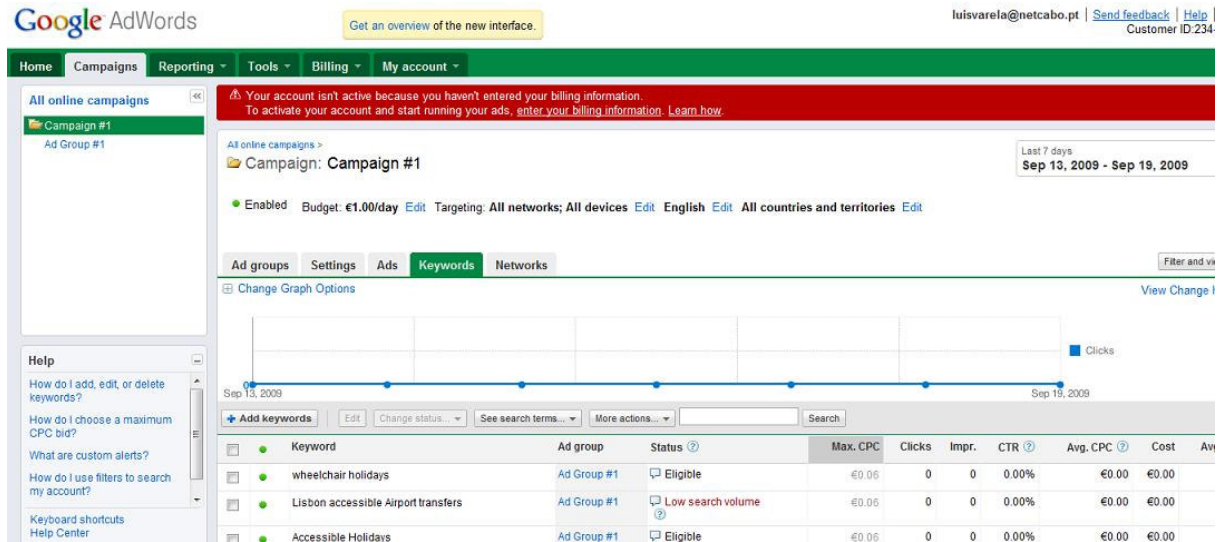


Image 6: Google Adwords page with extract from campaign for Accessible Portugal

However today, we can choose from Google Adwords, Yahoo! Search Marketing or Microsoft adCenter. since PPC is growing fast all over the Internet.

In Appendix-E I explain in more detail the benefits of PPC marketing.

6 NEWSLETER/MAGAZINE

Having a newsletter is a way of knocking at your prospect door and say “remember me?” every month. The frequency of newsletters should be every once a week to every month, depending of the type of business and quality of the displayed content. If we send newsletters every day, our potential clients will get tired of getting so much direct marketing that they will simply ignore it after 2 or 3 times, or may even block it as junk mail.

Another important rule about newsletters is to offer relevant content for the reader. If we send a newsletter just talking about how good is our product, the client will ask himself “good for you, but what do I care?”. The client wants to know (and wants it as soon as it starts reading) what can this newsletter give him.

In Accessible Portugal's case, I've decided to go a little further and create a monthly or bi-monthly magazine. I found out that there are no online publications dedicated to accessible tourism, so this would be a good chance to attract attentions in the medium of accessibilities and also bring some credibility for the company's brand. One other important thing is the fact that associations and institutions are typically connected to disability issues and have thousands of members. If we can create a free online magazine, for associations and institutions to distribute free though their members, we can get to thousands of potential clients around the world and spread the word about Accessible Portugal with small effort.

This magazine can be made with little investment using students from universities of journalism for 3 to 6 month internships.

Here is an image of what the Magazine might be:

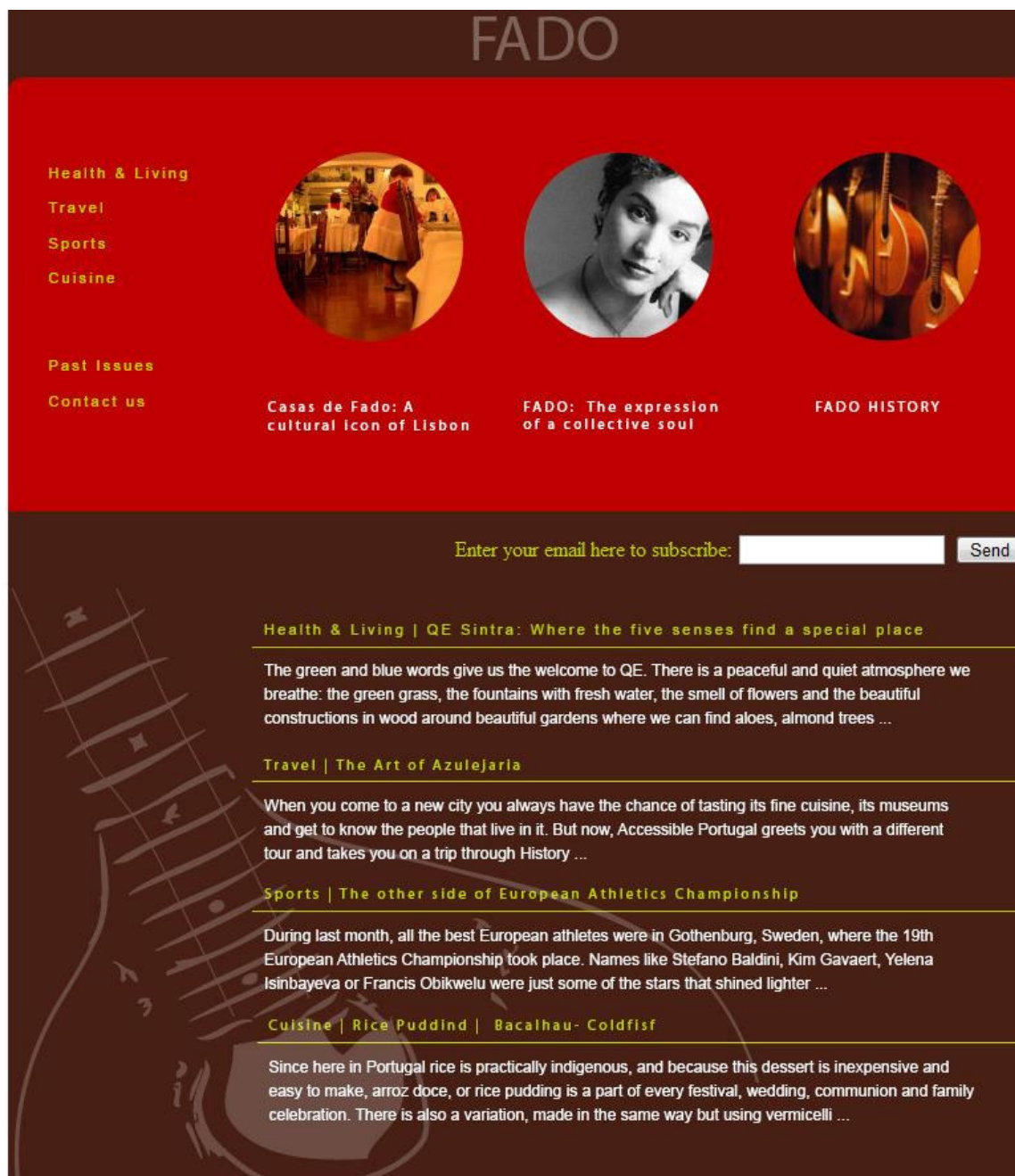


Image 7: Accessible Portugal's online magazine template

7 W3C ACCESSIBILITY

Since Accessible Portugal's target clients are somehow related with disabilities, we have to expect that a great part may actually have any seriously kind of disability. Therefore we should do an effort to create a website that is more accessible and in compliance with the current specifications for accessibilities online. For this, we will analyze the WC3 specifications and make the best adaptations possible in our website.

This tendency to bring accessibility into Internet is justified by the more than 500million disabled persons around the world (Buhalis, 2005), but is also a bet in the future, since all of us will use Internet by the time we are old.

If we speak for example of elderly people (over 65), it is clear that they currently show some resistance to the adoption of technology (only 10% of people over 65 use the Internet). (DSAI international conference, 2009)

But what about tomorrow's elderly (middle-aged people who are now in their 50s and 60s)? They will have used technology in the last one or two decades of their live, and due to their healthy lifestyles, they are likely to be kept physically, socially and cognitively active until their seventies or eighties and very willing to adopt innovative technological solutions.

WC3's website has an online markup validation that allows us to evaluate our website and correct the errors with the website's solutions: <http://validator.w3.org/>

As a first step, we'll get the website validated and without errors. In a second step, we'll look in greater detail in order to find a way to include new **techniques** so the website gets more and more accessibilities. The accessibilities on the web are also growing every week so we should expect more regulations and solutions regarding the disabled market.

8 SOCIAL NETWORKS/WEB 2.0

Social Marketing is today one of the most powerful tools available for marketing. The fast growing movement of web2.0 allows new ways of communicating with the general public in terms of reciprocal communication.

For Accessible Portugal's strategy, I propose the following actions on this point:

- **Blogs:** Blogs are really important. There are millions of blogs today nearly about anything. There are also blogs about disabilities of all kind, about holidays, about holidays in Portugal, etc. We must go to these blogs, and comment the posts, write about the Accessible Portugal and leave whenever possible a link to our website. Around 3 months ago in a TV program called “Prós e contras” in RTP, a Portuguese TV station, the marketing director of one of the biggest and fast growing companies in the tourism field in Portugal – Douro Azul, “confessed” in a kind of “I shouldn't be revealing this” style, that they had hired 2 full time experts in webmarketing just to go into blogs, forums and all kind of social marketing on the web, and promote the company. The strategy was to find where on the internet are people talking about their company, (bad or good) and leave a commentary, promote it if its good, and try to make it better, and understand why, if its bad. This alone explains the current importance of web2.0 and social marketing for companies.
- **Sharing information:** Sharing information gives Accessible Portugal credibility among the disabled community. Being the first company in Portugal on this niche market allows a monopoly in terms of information that can be used to spread the word and conquer new clients. Contribute to Wikipedia; publish article news about the disability events, etc in Portugal; leave commentaries in Blogs and online forums, etc. Soon, people in the disabled community that regularly use the Internet will see Accessible Portugal all over the place.

This is credibility for our brand and clients for our website.

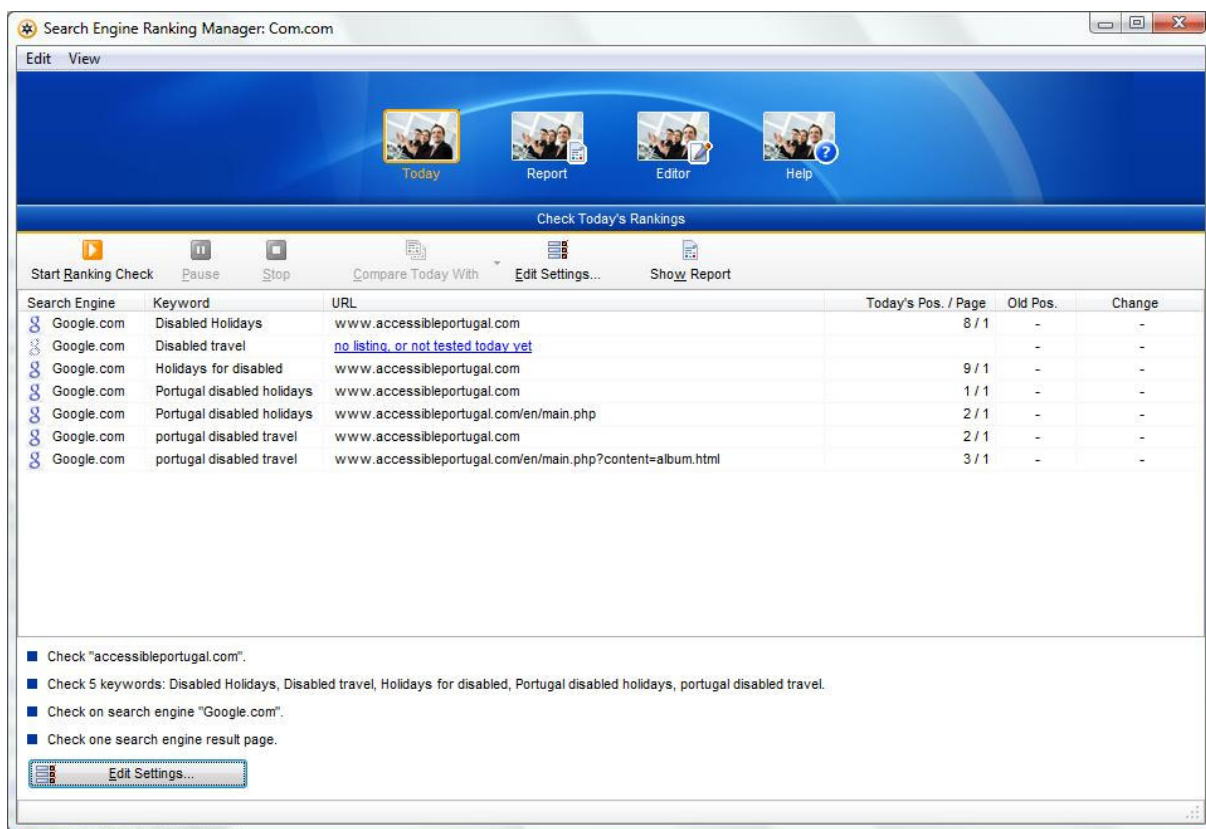
- Create our own social network: Today we can find many websites dedicated to the quick (and free) creation of online forums and groups(like the “Tournet ring” for example) Here users easily can create a discussion group among the disabled community. It's a good idea to create an accessible tourism social network, where users could share their experiences when traveling with a disability to different countries around the world. It will be also a place to meet new friends; new travel partners and get information about accessibilities in those cities/countries. For Accessible Portugal come credibility, lots of traffic from qualified users (and potential clients) and some SE ranking improvement.
- Use facebook, Hi5, my space, Twitter etc in order to create new groups and discussion forums, so that users can talk about accessible tourism and relate that to Accessible Portugal.

9 CONTROL OF RESULTS

In order to evaluate the results and understand which changes result better than others, I'll use Google analytics, IBP business promoter and Google toolbar.

This tools combined allow us to control and understand the changes as they evolve.

I'll run a test in IBP every 15 days in order to see if we had any changes in the SE results for our most important keywords. In Image 8, I display the results for Accessible Portugal's website for the major keywords studied above on the 1st September 2009. As we can see, the webpage already appears in 1st page results for Google in all of them, but always in the end of the page. So I included the “Portugal” word and we appear in 2nd place on results. Our goal will be to appear in 1st position in all of them by the end of 2010.



| Search Engine | Keyword | URL | Today's Pos. / Page | Old Pos. | Change |
|---------------|----------------------------|---|---------------------|----------|--------|
| Google.com | Disabled Holidays | www.accessibleportugal.com | 8 / 1 | - | - |
| Google.com | Disabled travel | no listing, or not tested today yet | - | - | - |
| Google.com | Holidays for disabled | www.accessibleportugal.com | 9 / 1 | - | - |
| Google.com | Portugal disabled holidays | www.accessibleportugal.com | 1 / 1 | - | - |
| Google.com | Portugal disabled holidays | www.accessibleportugal.com/en/main.php | 2 / 1 | - | - |
| Google.com | portugal disabled travel | www.accessibleportugal.com | 2 / 1 | - | - |
| Google.com | portugal disabled travel | www.accessibleportugal.com/en/main.php?content=album.html | 3 / 1 | - | - |

■ Check "accessibleportugal.com".
 ■ Check 5 keywords: Disabled Holidays, Disabled travel, Holidays for disabled, Portugal disabled holidays, portugal disabled travel.
 ■ Check on search engine "Google.com".
 ■ Check one search engine result page.

[Edit Settings...](#)

Image 8 : Accessible Portugal's search results made with IBP on 1st September 2009

IBP also allows me to measure the result of my opponents, which can indicate if we are gaining or losing in the overall online market. With IBP it's easy to control which links we've got, from whom, and find new websites suitable to get links from and continue with Internet marketing.

Google analytics is an all in one tool from where I can get an overall view of my results.

From other things, I can see:

- Where my visitors come from: geographically, from other websites (banners, PPC, etc) which search engines and which keywords were used to do the search
- Number of visitors per month, how much time spent in our website, pages visited, time per page, etc
- It also allows us to define targets like nº of clicks in the button "book now" or show a video, click on the site's magazine, etc. This way we can understand which promotions, versions of one page, etc have the best statistics

This control must be made continually at least once a month in order to get accurate results.

In Appendix – F there is a detailed analysis of the measurable results we'll try to achieve.

10 CONCLUSION

These changes in SE results occur very slowly and gradually, so we shouldn't expect results after a short period, since results may start to appear after maybe 6 months, and will keep rising until after 1 or 2 years.

This essay compiled all the major point in today's webmarketing options and applied them to the Accessible Tourism niche market. As webmarketing is evolving very fast, is required that one keeps its attention on new developments since new tools will appear and SEs algorithms will change.

Webmarketing in general is a very valuable channel, capable of great differences in Accessible Portugal's company results according to their good or bad results. Also Accessible Tourism will experience in the next years a great rise in the number of agencies competing for these keywords, which give the pioneers of this niche market, a extra responsibility to ensure that their webmarketing is ready to face upcoming competition.

The companies that don't evaluate this importance today will likely die in the nearby future, due to lack of visibility.

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