

delphis ltd. 767.449.9632



Web Design \* Internet Solutions \* Marketing



## About Delphis Ltd.

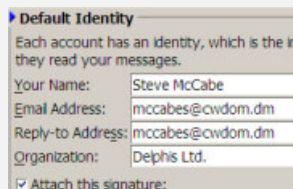
Delphis Ltd. is Dominica's leading web development & e-marketing company.

Our 10-years experience is proof-positive that the web is the ideal medium for promoting our island, giving us a global audience, the best advertising ROI, and providing quantifiable marketing.

Visit us at [www.delphis.dm](http://www.delphis.dm) for more information on our range of services.

## Strengthen your e-mail!

One area so often overlooked is your **e-mail settings**. It's your first one-on-one contact with a potential client.



Make sure your 'From' is clear, your URL is in your signature, and that you reply promptly whenever possible.

## e-Marketing Workshop

This newsletter is part of our e-marketing workshop, so we'll use it to focus on some of the topics we'll be discussing.

The workshop begins by showing the reasons why your site is central to any e-marketing thrust – indeed, a re-worked site with an emphasis on basic search engine optimisation can do wonders for your business.

You'll also learn that we place a great emphasis on 'website analytics' – site traffic statistics – as a way to benchmark your e-marketing efforts, and to see how

effective your marketing is.

We will be taking a close look at Search Engines, specific optimisation techniques to help your Organic listings, and how Pay Per Click can help give your site a boost.

There's an examination of e-mail marketing, and we'll share with you best practices when sending out a mailshot.

Finally there are some general best practice tips that should be part of your website strategy.

## Essential 1: Your Site

Your website is at the centre of any e-marketing thrust – get it right, & you've made the best possible start for any e-marketing campaign. In looking at it critically you're also setting the foundation for your search-engine optimisation.

The top mistake people make is not having a strong **Page Title** – or in not having one at all! Your page title shows up not just in a browser, but also in a search engine which will rank your page based in part on keywords in the Title. Poor page title equals poor search

engine positioning.

Next, be sure that all the links within your site work, and that navigation to the key pages - like Contact Us – work, and are easy to find.

### Content is king

Well-written copy on your page can help close the deal – and will be loved by the Search Engines! But don't go over the top - rather than flowery adjectives, use strong verbs to convey action. And be honest in your descriptions.

## Blog it!



**Blogs** are still very much the buzz technology of the moment. Easy to use, free to run, and perfect for the dynamic tourism business.

Even better is their immediacy – new entries can appear on Google within minutes.

## Are you converting your traffic?

Don't just judge your website on the bookings you get – know what your actual traffic is. Examination of your site traffic logs will help you identify weak points within your site.

## Bounce Rate

It's no good getting people to your site if they leave as soon as they arrive.



Bounce Rate is the measure of this – showing as a % those who left immediately on arriving, and in the Dominica travel site context should be below 50%.

## Delphis Ltd

PO Box 356  
Roseau  
Dominica

**Telephone**  
1.767.449.9632  
1.767.616.9632

**Fax**  
1.767.449.9642

**E-mail**  
sales@delphis.dm

**On the web**  
www.delphis.dm

## Use the Web

The beauty of the Web for the small business is that you can achieve so much by investing a little of your time on a regular basis.

For example, there are many travel sites that have forums or discussion boards, where potential visitors talk about Dominica. You should at least be aware of these, check them on a regular basis, and if necessary, contribute. While you may not be able to blatantly promote your business, you can subtly

direct business in your direction.

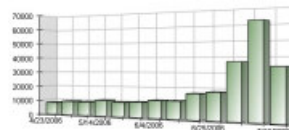
## Use Your Guests

Your best sales person is often your past guest. Encourage them to sign your offline guestbook, and make sure the best testimonials appear on your website, and keep them updated.

## It's Pirate Month!

May 2007 is month of the Pirate for Dominica. Pirate Master has already begun to focus the spotlight on our island. Is your website ready?

Anticipating the release of Pirates of the Caribbean 2, our pirates-themed site **PiratesDominica.com** tapped into the huge interest in the film at the time of its launch in 2006 – our traffic stats show the huge peak in traffic at that time (see graph below).



This year, the focus is on **Pirate Master**, and like any good webmaster should, we've adapted our sites for the anticipated surge in interest. Have you?

## Optimisation Lifecycle

Making changes to your website that are aimed at improving your search engine positioning is an on-going process.

One needs to begin with a clear idea of the keywords you wish to focus on, and this

should be based on thorough research.

After modifying your site accordingly, track the changes in your SE position. And repeat as necessary!



Also, ask your customers to post positive reviews on websites such as **TripAdvisor.com**.

At a minimum, you should think about a reference to it – a small feature box perhaps on your home page.

Even if you're not a tourism site, the surge of interest in Dominica is a wave worth riding. Guerilla marketing on the web is all about anticipating and making use of surges in traffic.

