

Background

Throughout the development and implementation of the Murray Regional Tourism (MRT) Digital Platform Project there has been various learnings around content loading plus information that can assist with the more technical aspects of websites that individual destinations may like implement.

To assist destinations maximise their online performance and use of the digital platform a series of 'Fact Sheets' have been created to document and share these learnings. This is the second fact sheet in this series.

Prior to starting it is recommended that you read the administration user manual. If you don't have the manual, please request this from MRT.

Navigation Menu

Consumer research undertaken by Destination NSW has shown website users and Google search do not rank the word 'Stay' as high as 'Accommodation. Recommend that 'Stay' be changed to 'Accommodation' in the Navigation Menu. See screen shot below of <u>www.visitthemurray.com.au</u> as an example.



1. To target greater amounts of search volume, static landing pages should be created for content pages that sit beneath your Level 1 navigation menu. The 'Accommodation' section will be used as an example.

2. A static landing pages has been created for Accommodation which provides an overview and links to the subsequent landing pages of hotels, resorts, motels, caravan & camping and houseboats.

- 3. The landing page should include content (images and text) along with links and a call to action.
- 4. The navigation menu may need to be changed to reflect additional pages or changes to the page directory.
- 5. The static landing pages created will be dependent upon key styles or content within the destinations.

6. Static landing pages as described above should be equally applied to other Level 1 navigation menu titles that have content pages sitting beneath them – see screen shot of the drop down menu.



M Inbox (1) - rachel.minogue 🗙 📄 Destination Site is	ssues ou 🗙 🛛 🎦 Mail - Rachel Minog	gue - 🤇 🗙 🖉 🗚 Visit the Murray - T	hingst 🗙 🔪 🔛			A – 0 ×
← → C 🗋 www.visitthemurray.com.au						☆ 🕐 🗢 ≡
🗰 Apps 🔯 Evolution 7 Support : 🚺 Projects - All Do	ocume 🔲 Murray River Tourism 🖸	Policy requirements fc 🔠 Murra	ay River Tourism 🛛 🔠 Murray River To	ourism 🛛 🦂 ATDW Single Nationa	History	» 📋 Other bookmarks
Murray	АССОМ	IMODATION SEE +	DO FOOD + WINE	Q	, < #VIS DEALS	SITTHEMURRAY ABOUT US
Deals and Packages	Accommodation	Travellers Tips				
Caravan & Camping Deals	Hotels Resorts Motels Caravan and Camping Houseboats View all Accommodation	Murray River Travel Pla Getting to the Murray The Murray's Fast Fact Visitor Information Cen News & Fact Sheets	anner ts ntres			
		HELPFUL LINKS BR	OWSE ALL			
www.visithemurray.com.au/#						
Insurance and subcdocx	& Sudocx 🕴 🖬 WodongaCity	/Councixlsx			4	Show all downloads ×
🗄 🔘 I'm Cortana. Ask me anything.	D 🤤 🥽	S 🔊 🔊			^ 🛣 (信 (小) III ENG 10:44 AM 6/2/2016

7. The navigation menu is displayed below with 'Accommodation' as the parent page, and the subsequent pages as children pages.





Directory

1. Using the accommodation example above, pages that relate to accommodation should sit under the accommodation directory, i.e, /accommodation/hotels, /accommodation/resorts.

2. The directory name can be setup by the site administrator in the page summary screen in the 'Parent' field by selecting the parent page. See screen shot below from the houseboat page on www.visitthemurray.com.au as an example.

3. The navigation menu will need to be changed to reflect additional pages or changes to the page directory.



4. The 'Pages List' is displayed below which show Accommodation as the parent page and the subsequent children pages.

MInbox (1) - rachel.minogue	× 🖃 Destina	ation Site	rissues our 🗙 🔽 Mail - Rachel Minogue - 🗧 🗙 🍬 Visit the Murray - Things 🖙 🗙 🛃 Admin - Pages List > Tree 🛛 🔪		*	- 6	×
← → C 🗋 www.visi	itthemurray.c	com.au	/admin/sonata/page/page/tree			<u>ක</u> 0	• =
Apps 😢 Evolution 7 Suppo	ort : (S) Projec	cts - All	Docume 🔠 Murray River Tourism 🛛 G. Policy requirements f 🔠 Murray River Tourism 📲 Murray River Tourism 🦂 ATDW Single National	1 History	*	Other	bookmark
COMC) =	ñ	/ Pages List / Tree		I	•	≛ -
	٩ 📢	> Hom	e Page/ edited compose ¥	2	Site		
🖿 Media Library	< ،		SpringDeals compose 2	edited compose 🎢 Name			
Social	<	•	General Terms & Conditions / springdeals/general-terms-conditions compose 2	2			
Users	< •		Blancest/Dlock-test edited compose 7		Туре		
Pages	~ /		Accommodation /accommodation edited compose 7	2			-
» Pages		•	Houseboats / accommodation/houseboats compose X	*	Technica	Alias	
		•	A Hotels /accommodation/hotels edited compose ¥	2			
» Template» Page Block		•	Resorts/accommodation/resorts	2	Parent		
Notification	<	•	A Motels/accommodation/motels edited compose 2	2	Edited		
Reports	<	1	Caravan and Camping /accordimodation/caravan-and-camping edited compose 2	2			-
Operators	<		TriVelieux representers/tips edited compose 7	2	Page Typ	e	_
		•	Alerts & Fact Sheets /travellers-tips/alerts-fact-sheets edited compose 2	2			
Settings	· ·		Business Events / business-events compose 7	2	T Filter	Rese	t
Insurance and subcdocx	📩 🚺 Mai	intenand	e & Sudocx		+ Show	all downlo	ads ×
📲 🕐 I'm Cortana. Ask me anything. 💷 🤤 📄 🧐 😪 📲 🔼 🔷 📩 🌾 40) 📮 ENG 10:48 Al							10:48 AM 6/2/2016



Title Tags & Meta Keywords and Description

The title tag is the text that comes up on the Google search results and is important to not only tell Google exactly what information is on the page, but to also achieve a higher ranking from Google search. That is, get more search volume for the same keyword positions.

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines the topic of the page.

A meta description is an HTML and XHTML element that describes a page to search engines. While the perceived (and real) importance of meta data has depreciated, the attribute still plays a significant role in SEO rankings.

Title tags, meta keywords and descriptions can be added by site administrators in the back end of each site. Click on pages, page name and the page summary will be displayed. Enter the title tag name in the 'Title' field.

It is recommended that title tags, meta keywords and descriptions be added to every page. Further, the review of all website pages and the development of a list for tags, keywords and descriptions should be undertaken prior to adding these. Some good resources are as follows; <u>https://seo-hacker.com/url-seo-tutorial/</u> <u>https://moz.com/learn/seo/meta-description</u>

https://moz.com/learn/seo/title-tag

At a minimum every page should include a title tag.

A screen shot has been provided below which shows the Spring Deals page on www.visitthemurray.com.au with a title tag, meta keyword and description included.

M Inbox (1) - rachel.minogu: x 🔁 Destination Site issues ou: x 😪 Mail - Rachel Minogue - C x 📯 Visit the Murray - Things - X 🔪 Admin Edit "SpringDeals" x 📜 🖆 🗕 🗗 🗙							
← → C 🗋 www.visitthemur	← → C D www.visitthemurray.com.au/admin/sonata/page/page/1537/edit						
🔛 Apps 🛛 Evolution 7 Support : 🖉 🚺	Projects - All Docume 🛛 🖽 Murray River Tourism 🛛 G Policy requirements fo 🔠 Murray River Tourism	🔠 Murray River Tourism 🛛 🖧 ATDW Single National 🕤 History 🛛 👋 🗋 Other bookmarks					
	🗮 🏶 / Pages List / SpringDeals	0- <u>4</u>					
Search Q	Settings	SEO					
Madia Ultras.	URL*	Slug					
Media Library	/springdeals	springdeals					
🖿 Social 🛛 <	This is the page URL based on the Name, Slug or Custom URL fields. It will use the	Customise part of the page URL. By default the slug will use the page title.					
Users <	Name field by default.	Custom URL					
	Name *						
Pages Y	SpringDeals	Create one wone if the default URL is not SEO friendly.					
» Pages	Name your page. This name will be used in the URL	Title					
» Site	Public page	Murray Spring Deals - Holiday Deals in the Murray Region					
» Template		This is the 'meta title' used by search engines to generate search results					
» Page Block	Check to make the page viewable to the public.	This is the inclusive by search engines a generate search resident					
Notification <	Template *	Meta Keyword					
	General Content - Left side bar 💌	Legendary Murray River, Australia's longest and most iconic river, a state border, lifeblood to millions, a great place for a holida/					
Reports <	Choose a template.	This content can be used by search engines to enerate search results.					
Derators <	Parent *						
	Home Page Add new	Meta Description					
Settings	Tags	Spring Holiday Deals to enjoy along the Murray River					
Insurance and subcdocx T T Maintenance & Sudocx T T WodongaCityCouncixixx * * Show all downloads ×							
醋 🔘 I'm Cortana. Ask me anything. 🗊 🤤 🧮 🧔 💿 🕵 🖷 🔎							



Tab Name

You may have noticed on some of the pages of your destination website that the tab name displays as 'Sonata Project'. See screen shot below as an example.



The tab name can be changed in the CMS as follows;

- Select 'Back to Admin', 'Pages', the page that you want to change the tab name.

- Under SEO, there is a field 'Title', enter the page name that you would like the page to display as the tab name and update.

- Select 'View Page' and publish the page. The tab name should now display as per what has been entered in the title field.

Unfortunately, the above process will need to be completed on a page by page basis.

The completion of the title field is not only important to reflect the correct name of the page on the page tab, but is also the text that comes up on the Google search results and other search engines.