



**TOURISM  
CREATURES**

DIGITAL MARKETING REVENUE

**Tourism Creatures**

<https://www.tourismcreatures.com.au>

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joanne@tourismcreatures.com.au | 0400-987 091

**WEBSITE OPTIMISATION  
TO MAKE SURE THE  
CONSUMER CAN FIND YOU  
ONLINE TO BOOK!**

Now is the perfect time to bring your website back to life by making sure it can be found on the major search engines. If it isn't optimised – it cannot be readily found by consumers.

Ali Slorach



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## WEBSITE OPTIMISATION OFFER

We are Ali Slorach and Jo Keown and we make up Tourism Creatures. We love our industry and as such would love to offer you a great deal to get your park, through your website, in front of every consumer possible!

Here is how we do it:

### 1. DISCOVERY

Knowledge is power, so we leave no stone unturned when we get to know your business through your online profile. We have a genuine desire to make your business as good as it can be so this is simply journey of discover. Confidentiality is guaranteed.

The simplest way to describe SEO is to reference the beloved Google. Google is all powerful in the online world and as such we must play ball. Google analyzes the text, images, and video files on your website, and stores the information in the Google index, which is exactly the same as a large guest database. When a user searches on Google, Google returns information that's relevant to the user's query. The information is retrieved from what you enter in as your SEO.

To succeed, Google needs to see your site the same way a consumer does. Page title, link information, summaries, headings and so on. It is an across the board approach for success and good Google rankings.

Our strategy is basically, content, code and credibility – and it works!

### 2. WEBSITE

We will conduct a discovery against a detailed list of criteria for your website and determine how we can optimise your ability to attract and convert your target market and non-considered set. Some of the key elements included in this discovery to enhance your SEO are:

- Content management system errors and updates
- Optimising copy and landing pages for search engine optimisation
- Update Links (external) – these provide your customer with reference points – sources of authority. These give your website credibility (as mentioned before).



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- Perform ongoing keyword research including discovery and expansion of keyword opportunities (if allowed by your website CMS)
- Content recommendations for organic SEO success.

In order to undertake this audit, we require access to the back-end of your website CMS.

### 3. HOW TO TAKE UP THIS OFFER?

We will roll this offer out for as many weeks as we can and it is available to the first 5 parks that respond at a fee of \$950 (standard SEO set-up fees range upward to \$3,500). To take up this offer please email [ali@tourismcreatures.com.au](mailto:ali@tourismcreatures.com.au).