



Ethiopian TVET System

TOUR OPERATION SUPERVISION LEVEL IV

UNIT OF COMPETENCE: Build & Launch Website for Small Business

MODULE TITLE: Building & Launching Website for Small Business

MODULE CODE: CSTTOS4 06 0912

NB: For Tourism 2nd year 2nd Semester Regular & Extension

Introduction:

What is Website and related terminologies?

Website is the collection of many related web pages linked together under one domain name.

Webpage is a single document on the Internet. Therefore a webpage is a part of a website and a single website constitutes of multiple web pages

A **website Title or title tag** is an HTML/Hyper Text Markup Language/ element that specifies the content of a webpage. A website title is helpful for both user and search engines. An Internet user needs a website title. So they can see an accurate and consise description of a page's content before clicking on the link.

Types of Website

1. Corporate
2. Magazine website
3. Blogs
4. Portfolio website
5. Landing pages
6. E-commerce
7. Social media websites
8. Directory and contact pages

Top Popular Websites

1. Reddit is a network of communities based on people's interest
2. Google
3. Yahoo.com
4. Wikipedia
5. Baidu.com

6. Face book

7. YouTube

Top ten Most Popular Search Engines

A search engine or Internet search engine is a software system that is designed to carryout web search(Internet search) which means to search the world wide web/www/ in a systematic way.

1. Google
2. Bing
3. Yahoo
4. Baidu
5. Yandex.ru
6. DuckDuckGo
7. Ask.com
8. AOL.com
9. WolframAlpha
10. Internet Archive

How to plan a Website

If you want to design and create a website you will find it much easier if you spend some time planning it out. Plan website structure The planning process influences the style choices of the site.

To create the underlying structure:

1. Determine the site's functionality- if you are making the site for yourself, you probably already know the answer to this. If you making the site for another person, company or organization, you will need to find out what they expect from the site and its functionality
2. Create a site map diagram- a site map diagram is like a flow chart and shows how users move from one page to the next.
3. Try some card sorting- a popular method for a group is to use a stake of cards to figure out everyone's ideal approach

4. Use paper and bulletin board or a white board- this is the original low budget planning method, and allows you to quickly erase or move contents and reroute it
5. Take a content inventory- this is more geared towards redesigns than new site. Enter each of your pieces of content or existing pages into a spread sheet. This will help cut the fat and simplify the redesign process.

Self check test # 1	LO1: Plan website structure :
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Answer the following questions

1. What is the difference between Website and Webpage?/2 points/
2. What is the use of website title?/2 points/
3. What is the use of search engines? Give some examples of search engines./3 points/
4. How planning helps to create a website?/5points/
5. Explain site map diagram./3 points/

Information Sheet # 2	LO2: Develop Website Content
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Content is the magnet of your website and arguably the most important tool helping achieve your firm's marketing goal. A content strategy will guide your plans for the what, where, and when of contents creation. Content is the reason people visited your website and any redesign should be conducted with content-first approach.

Ten Steps for Developing Remarkable Website Content

- 1. Identify your unique value proposition** - your website should answer the why and how of your firm, explaining how your services and process provide value to your clients
- 2. Conduct a website content audit** - before creating new content, determine what content you already have and where you see holes that need to be filled
 - What content needs to be re-written?
 - What piece of content is performing well and may not need as much work?
 - Document all of the contents you currently have and then identify what can stay, what needs to be refreshed and what needs to go.

3. Target each of your personas - when creating website content, firms often think about what they want to say instead of what their audience wants to read. It is essential to create content for your audiences in mind and think about what is most important to them, since that is who your content is truly for.

4. Map content to the client lifecycle - your content also lead visitors and prospects down the sale of funnel. Your website should have a variety of contents that addresses different questions or concerns depending on where the prospect is in the client journey, from awareness to purchase to advocacy

5. Include the essential content - with a solid strategy, each piece of content on your website will have a specific purpose and target audience. These are some of the content essential to include on your website;

- Thought leadership blog
- Premium content like newspapers, E-books.....etc
- Services\capabilities information
- Case studies and client testimonials
- Portfolio
- Compelling “about” page
- Team
- Employee spotlights
- Up to date job posting
- Process
- FQS
- Videos(can feature company culture, client testimonials...etc

6. Write compelling web copy – take the time to create copy that informs, educates and guides your audiences. The length of your copy depends on the purpose of the page and your overall message, but a minimum of 300 words is a good rule of thumb for SEO (search engine optimization) purposes.

7. Use the right language – as you begin to write your content, it’s important to speak the same language as your audience. Avoid using internal jargon, and instead use verbiage that your audience will understand.

8. Develop a content schedule – once you have established the type of content you need it is important to organize it and develop a strategic schedule to make sure it all gets accomplished.

9. Assign the right people – part of a content schedule includes developing a process for writing the content. You need to assign people in your firm to be responsible for contributing to the content. Look at the topics you plan to cover, and identify people in your firm who are thought leaders in those areas.

10. Measure and track performance – the key to have a strong web content strategy is keeping it relevant to your audience this means constantly evaluating and tracking the performance of all your content. Look at which pieces are being shared, which pages are getting the most views vs those not getting much traction, and how long visitors are spending on each page.

A website content strategy is essential – having a solid website content strategy is critical in today's digital landscape where search engine ranking and being discovered by prospects is driven by quality content. Not only will your content help people find your website, the quality and relevance of your content will make visitors stay and move through your site. By following these steps, you're on a path to creating successful website content that will increase traffic and generate leads for your business.

Self Check Test # 2	LO2: Develop Website Content
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Answer the following questions.

1. Explain about website content./**3 points/**
2. List some of essential content for the website that you are going to develop./**4 points/**
3. How to audit the website content/**5 point/**
4. Why you assign the right people to your firm?/**3 points/**