

# Our Approach: Workshop

We propose the following syllabus for the four hour workshop:

1. Why it's more important than ever for your business to be online (60 mins):

- This section will lead with a brief video of the three local operators speaking about how their online activities have driven their business success.
- We will overview the available online tools: website/blog (with GA and SEO plugins installed), Google Places, TripAdvisor, Facebook, Twitter, Foursquare, and YELP. Then with a checklist we will show an operator can choose the right ones for their business

2. An introduction to GA (1.5 hrs):

- Open with video segment where the three local operators speak about how they use GA to help drive business
- What is GA? How do I install it?
- What are the essential categories of metrics (visitors, traffic sources, map overlay and content) and understanding the specific metrics categories (for example, under visitors, the metrics are Visits, Pageviews, Pages/Visit, Bounce Rate, Avg. Time on Site, % of New Visits)
- Exploring the Dashboard: What's where and how to navigate it
- What reports are important to me? How can they help drive my business? How do I produce these reports?
- How do I use GA to track AdWords campaigns?



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## 3. An introduction to TA (1.0 hours):

- Open with video segment where the three local operators speak about how they use TA to help drive business
- What is TA? How does it drive my business? How do I set up my business on it?
- How do I encourage guest reviews?
- Managing reviews and feedback:
  - Why should I respond to reviews?
  - Which reviews should I respond to?
  - What should I say?
  - When is it okay to ignore a negative review?
  - How can I cope with bad reviews?
  - What if a review contains false information?
  - What if I suspect a review is fake?
  - How can I improve my rating and ranking on TripAdvisor?

