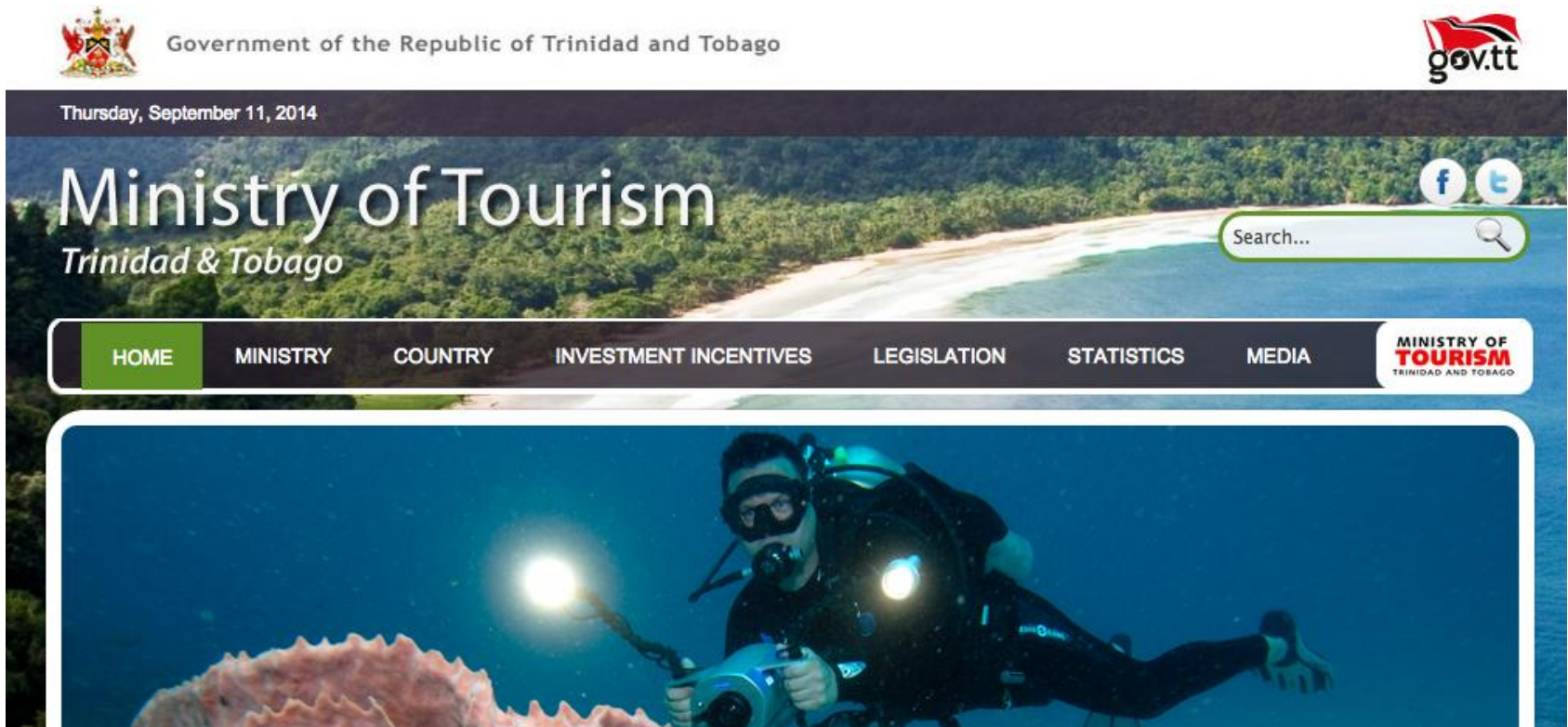# Introduction

The Ministry of Tourism is the umbrella to several established tourism information sites & therefore needs to be the first stop on any potential visitors' journey when planning a trip to Trinidad & Tobago.

Think of the Ministry of Tourism website as the root of a tall tree. While it's branches extend far & move in different directions, for identity's sake, they still need some connection to the root & vice versa.

Let's start by analyzing each individual site and then showcase ways to make them better.

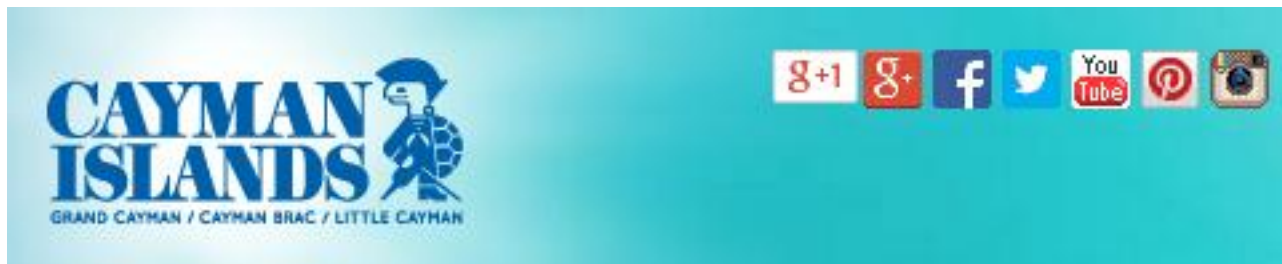# Ministry of Tourism Trinidad & Tobago

Website: http://www.tourism.gov.tt/

Website Issues

Social links above search bar missing YouTube icon:

Social icons should be visible on the website at all times & link out to appropriate places like below from http://www.caymanislands.ky/
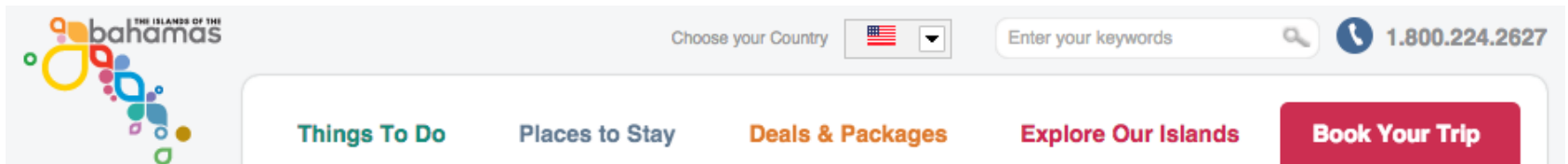
Website Issues

Website menu not optimally organized.

Menu should be simple & straightforward. You want users to click for additional information, not be bombarded with everything at once. Check out the simplicity of the http://www.bahamas.com/ menu:

Website Issues

Large homepage links lead to pages that have not been updated.

Both the "Media" & "Events" pages take up a lot of real estate but don't provide any real information.

Suggested Strategy

Turn homepage for website: http://www.tourism.gov.tt/ into a point of reference. Link out ONLY to websites/pages that will be continuously updated.

The key with the website is to make it as easy as possible for users to find information. If users are overwhelmed, guess what? They'll go somewhere else!

Plan of Action

- Re-work website menu (and change webpages accordingly) Ideally it should be listed as follows:
  - Home
  - About
    - You'll add the ministry pages, country, & statistics information under this page
  - Tourism
    - List why someone should visit then link out to websites where they can make that happen (i.e. Travel Tobago)
  - Invest
    - All of the investment incentives information
  - Contact
    - This NEEDS to be very visible for website users at ALL times & not with a large picture of a building.

Plan of Action

- Delete all the current links on the homepage. In the welcome message, the middle section, & the footer.

Plan of Action

- Replace midsection internal links with external links to the websites where potential visitors can find more information (like those in the footer) & any partners.

Plan of Action

- Replace footer links with contact information like what's found on your "Contact Us" page.

Levels 8 & 9, Tower C, International Waterfront Complex
1 Wrightson Road,
Port-of-Spain
Trinidad and Tobago

Tel: 624-1403, 624-3151, 624-4792, 625-0963

Fax: 625-1825, 625-3894

Email: mintourism@tourism.gov.tt, touresearch@tourism.gov.tt

SEO Issues

There are several keywords http://www.tourism.gov.tt/ should be ranking for but isn't. This is due to a lack of onsite optimization.

Suggested Strategy

- We will focus on ranking the following keywords:
    - "About Trinidad & Tobago" which will be featured on: http://www.tourism.gov.tt/Country/AboutTrinidadandTobago
    - "Events in Trinidad & Tobago" which will be featured on your new & improved "Events" page: http://www.tourism.gov.tt/Media/CalendarofEvents
    - "Investment Incentives Trinidad & Tobago" which will be featured on: http://www.tourism.gov.tt/InvestmentIncentives

Plan of Action

Each page will be revamped with updated content & optimized for the appropriate keyword so it shows up higher in search engines. Check out the placement of Grenada tourism website when "about Grenada" is typed into Google's search bar...number 2, not bad!

Social Media Issues

- All of these social media sites represent the Ministry of Tourism yet 2/3 of the URLs fail to match the website or each other:
  - https://www.facebook.com/TrinidadandTobago50th
  - https://twitter.com/TourismTT
  - http://www.youtube.com/channel/UCyRgRg_Go2Cc8naX1Y4xFOw

- There is no cohesive link that in design or in overall vision back to the Ministry of Tourism website.

- Updates are few & far between & leave little room for interest or interaction.

- Fan & follower counts are incredibly low

Suggested Strategy

Since your ultimate goal is to show potential visitors the beauty of Trinidad & Tobago, we want to change the Social Media strategy to reflect that. From now on, images will be the primary focal point to push your digital marketing forward.

Plan of Action

- Customize your YouTube URL to "TourismTT" like your Twitter. Facebook will be the odd man out here.

- Create a 140 character tagline to be used in each social media site description.

- Update profile picture in each site with HQ logo

- Since your strategy is now image based, add Pinterest & Instagram pages. URLs should also be "TourismTT".

- Gather images of Trinidad & Tobago from around the web or commission a photographer to take pictures of local attractions for future posting.

- Post at least once daily for with the exception of YouTube where posting can be weekly or bi-weekly.

Branch Websites

Earlier I said the websites you own should be like branches extending from your root website:

http://www.tourism.gov.tt/

Let's discover how to connect these websites to each other while still maintaining unique identities.

Branch Websites

The Trinidad & Tobago Hospitality & Tourism Institute
http://www.hospitalitytnt.com/

Caribbean Tourism Organization
http://www.onecaribbean.org/

National Carnival Commission
http://www.ncctt.org/new/

Travel Tobago
http://www.visittobago.gov.tt/

Trinidad & Tobago Tourism Development Company
http://www.tdc.co.tt/

TTHTI Website

Social Icons in footer. Should be added to top menu/navigation:
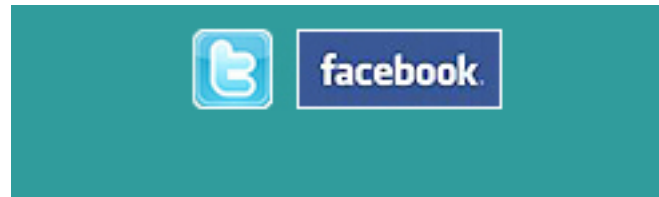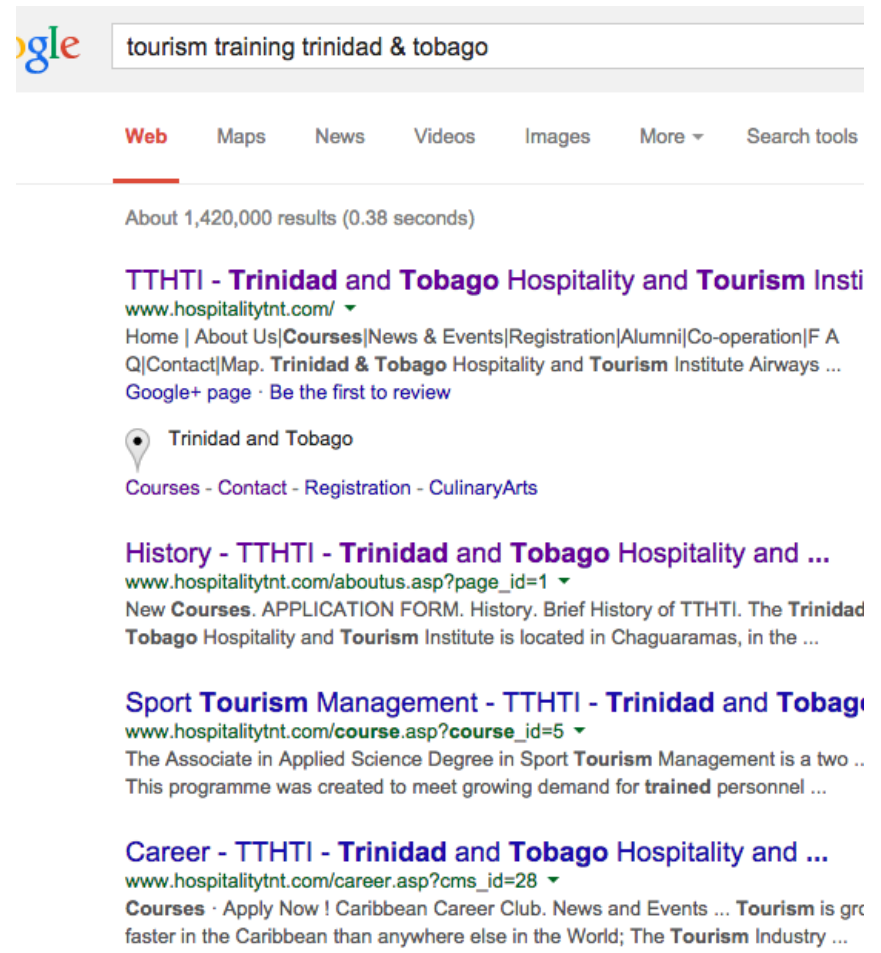
Newsletter just above footer. Should be in right menu bar or top menu/navigation:
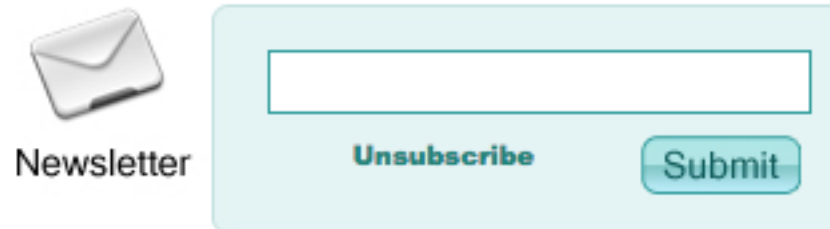
TTHTI SEO

SEO is great for TTHTI you are
ranking high for the following
keywords:

- Tourism training T&T
- Tourism education T&T
- Tourism careers T&T
- Tourism jobs T&T

TTHTI Social Media

Facebook group is great but needs more community outreach. Consider using the Ministry of Tourism Facebook page for cross promotion.
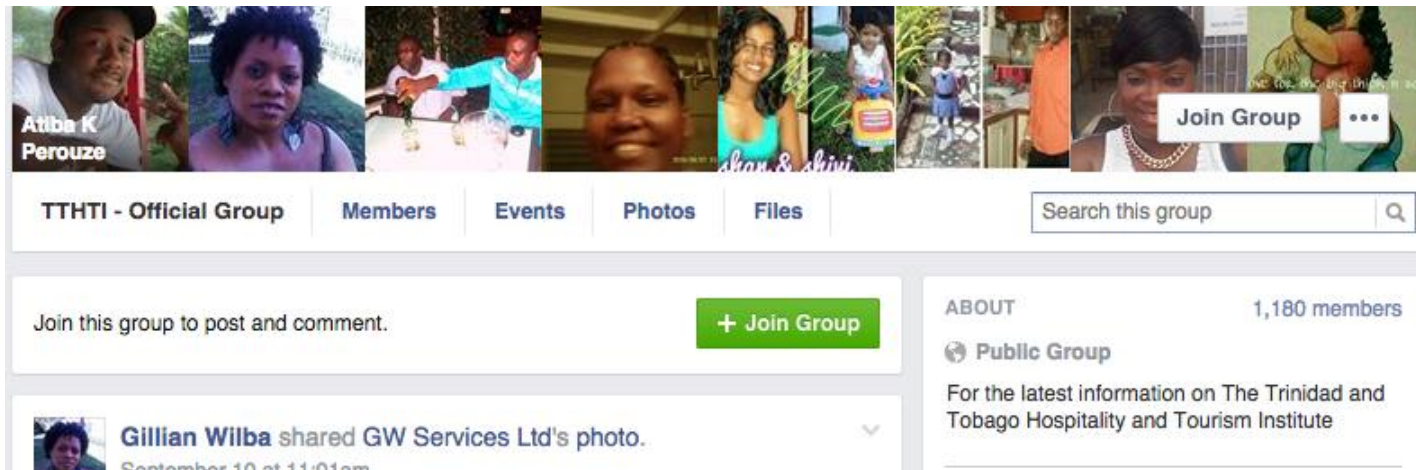
Utilize Twitter for younger, local audience. Post about interesting careers. Post Twitter URL in Facebook group and suggest that members follow for more information.

CTO Website

Boasts clear menu area, visible social icons & notable calls to action.

CTO SEO

Ranking #1 after ads for "Caribbean Tourism"

CTO Social Media

Facebook & Twitter pages only have promotional updates for the CTO conference.

No cross promotion from YouTube to Facebook or Twitter. Videos should be regularly posted on every platform.

No mention of LinkedIn or Google+ pages on website nor are there any active links.

NCC Website

"Event" links not foreigner friendly. When people search for Carnival the main thing they want to know is "How can I travel there?" & "How much does it cost?"

Event links show neither.

Carnival Events 2015

Published on Thursday, 14 August 2014 12:01

Event	Venue	Date	Time
Launch of Regional Carnival	Barrackpore Recreation Grounds	Sat. 22 Nov. 2014	2:00p.m.
"Entertainers All Inclusive Event" Calypsonians Welfare Fundraiser	TBC	Thu. 01 Jan. 2015	
Tobago Region National Single Pan Preliminaries	Buccoo Integrated Facility, Buccoo, Tobago	Thu. 15 Jan. 2015	7:00p.m.

NCC SEO

Not ranking in top spots for "Carnival T&T" due to lack of on-site SEO.

NCC Social Media

Although the Facebook page boasts a solid mix of history, current news, & fun pictures, Twitter is nothing but text updates.

There is no cross promotion from Instagram to Facebook or Twitter.

No interaction with fans or followers.
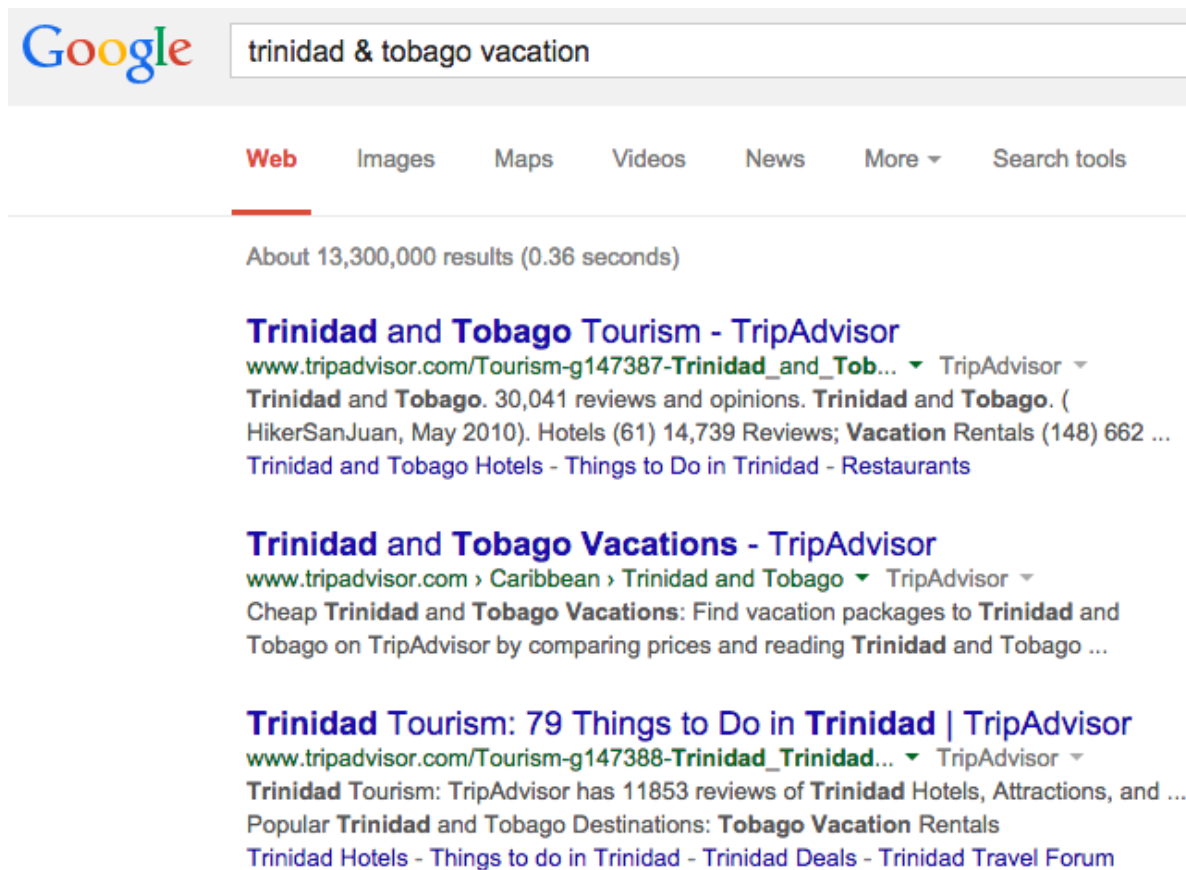
TT Website Issues

Clear & colorful but has a lack to text necessary for on-site SEO.
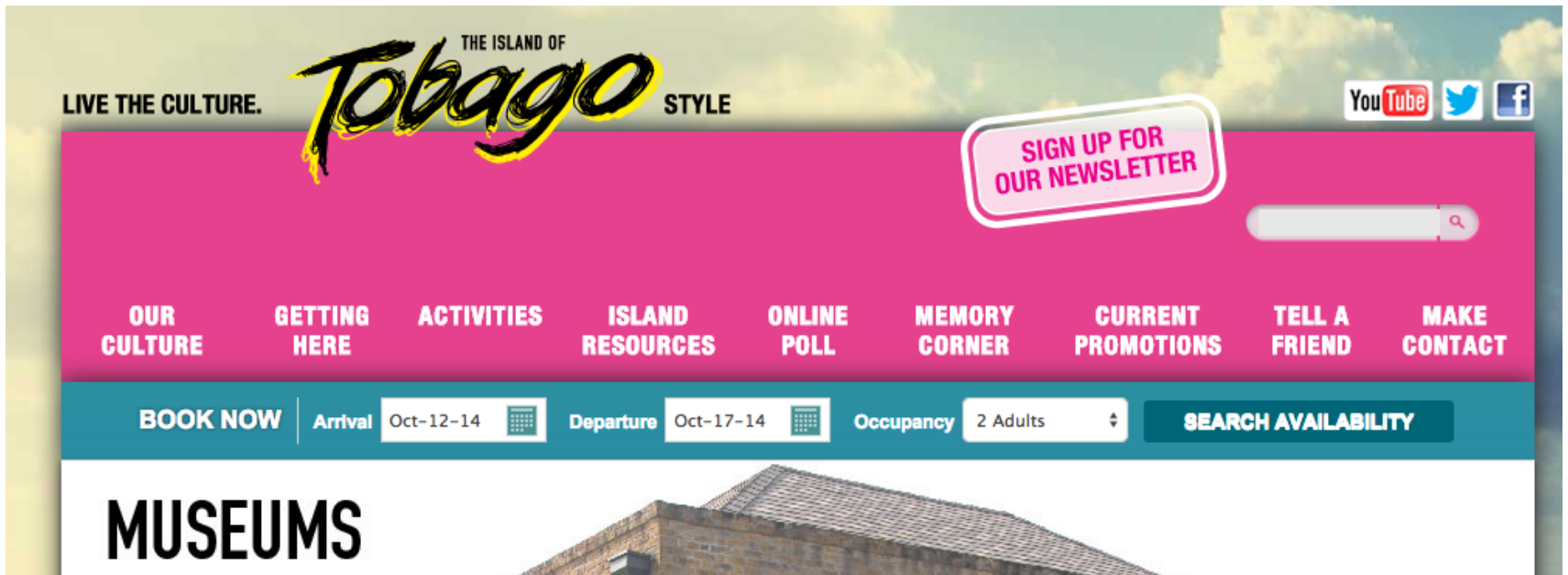
TT SEO

Missing several ranking opportunities due to lack of on-site SEO.

TT Social Media

Too few picture posts (particularly on Twitter)

The photos that are posted are not optimal size for viewing.

No cross promotion from YouTube to Facebook or Twitter.

TDC Website Issues

Outdated design. Use this page as a blog for the latest news instead of using pictures as the focal point of the page.
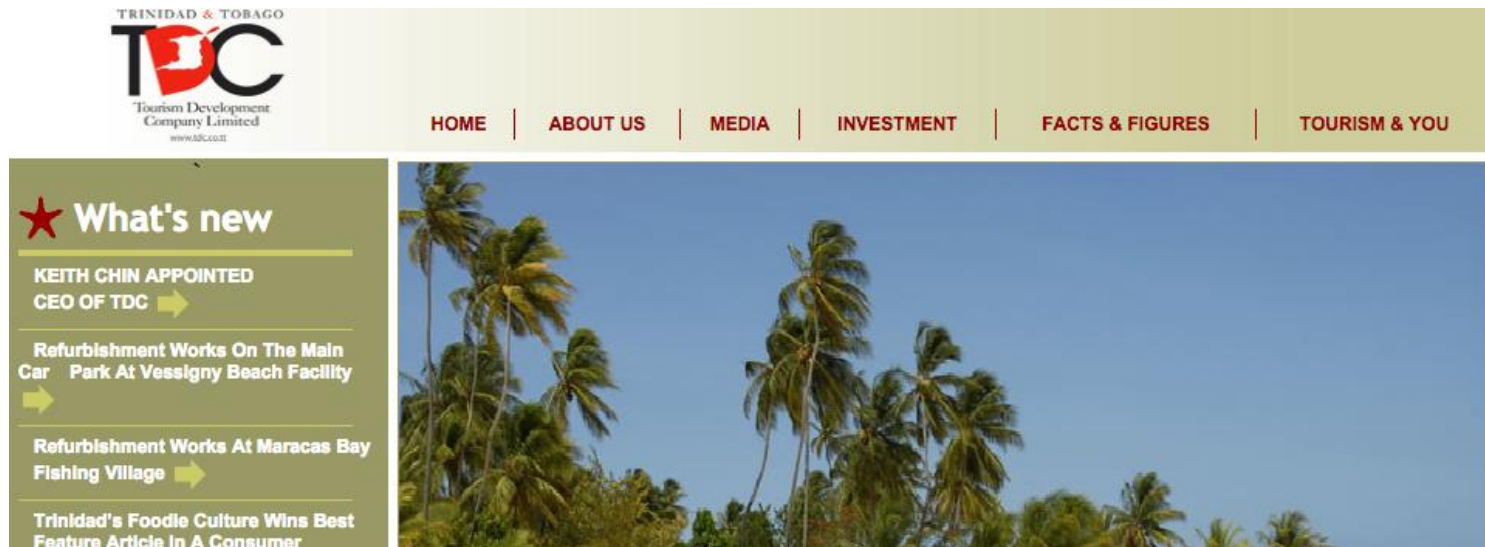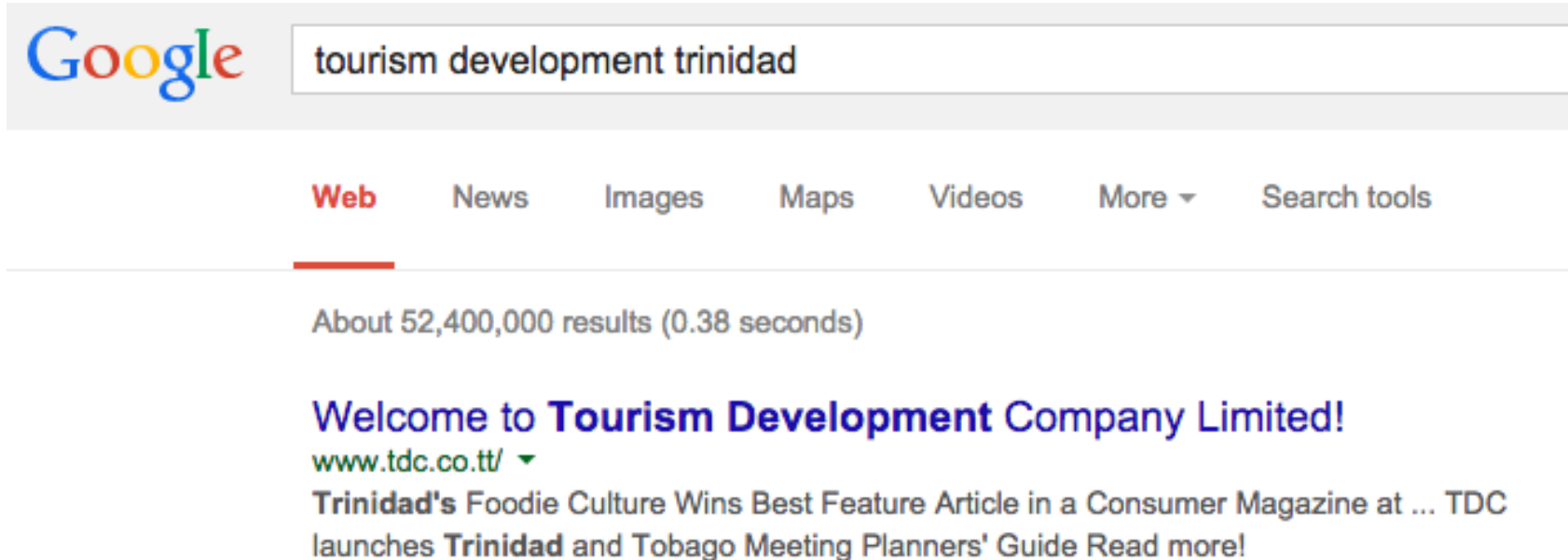
Facebook link in footer instead of in top menu or header

TDC SEO

Ranking #1 for "tourism development T&T"

Google   tourism development trinidad

Web   News   Images   Maps   Videos   More ▾   Search tools

About 52,400,000 results (0.38 seconds)

Welcome to Tourism Development Company Limited!
www.tdc.co.tt/ ▾
Trinidad's Foodie Culture Wins Best Feature Article in a Consumer Magazine at ... TDC
launches **Trinidad** and Tobago Meeting Planners' Guide Read more!

TDC Social Media

Facebook page has over 19,000 fans yet has nothing to do with actual tourism development. No news, updates, nothing.

Competitive Analysis: The Bahamas
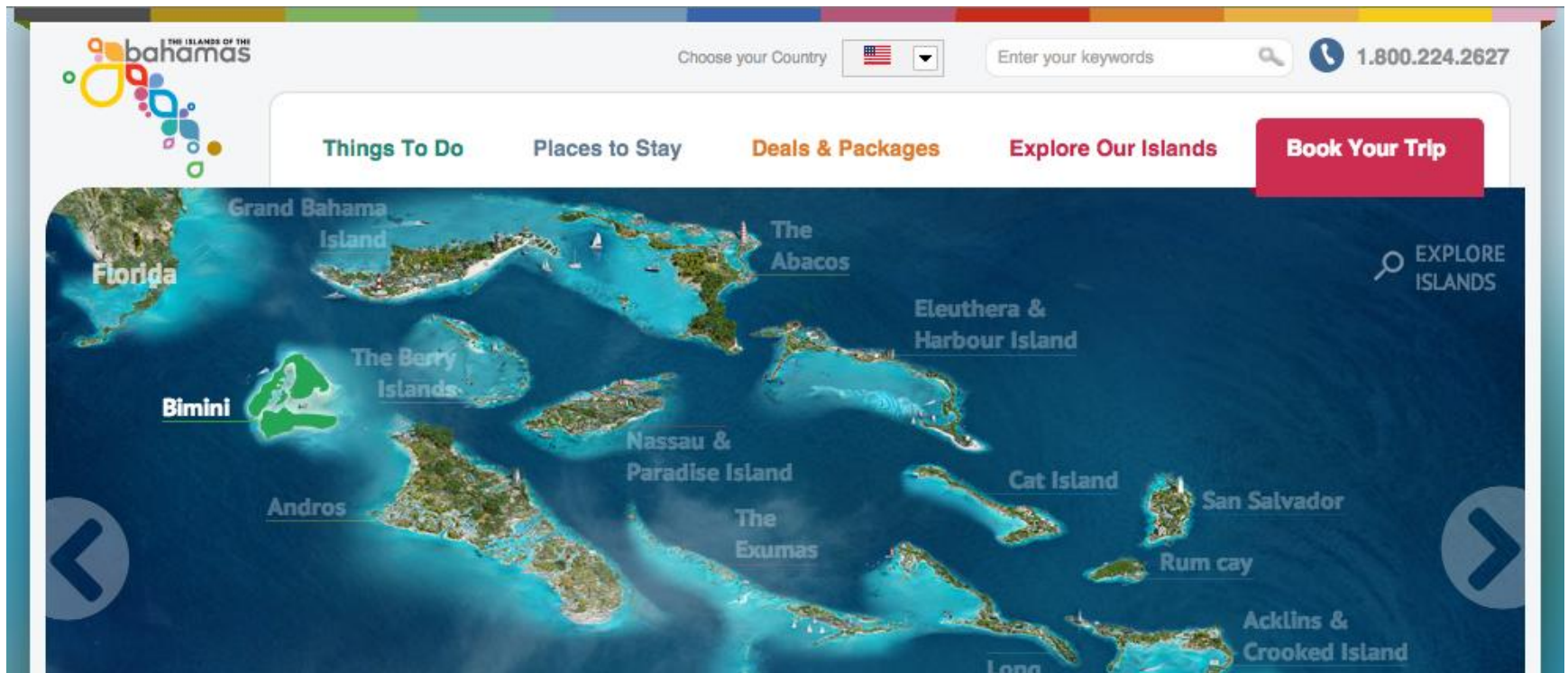
What The Bahamas is doing right...

"About the Bahamas" keyword pulls up the website, address & phone number for the Ministry of Tourism for easy access.

Competitive Analysis: Cayman Islands

What Cayman Islands is doing right...

Matching branded logos, designs, & colors blend Social Media & website together seamlessly.

Competitive Analysis: Grenada
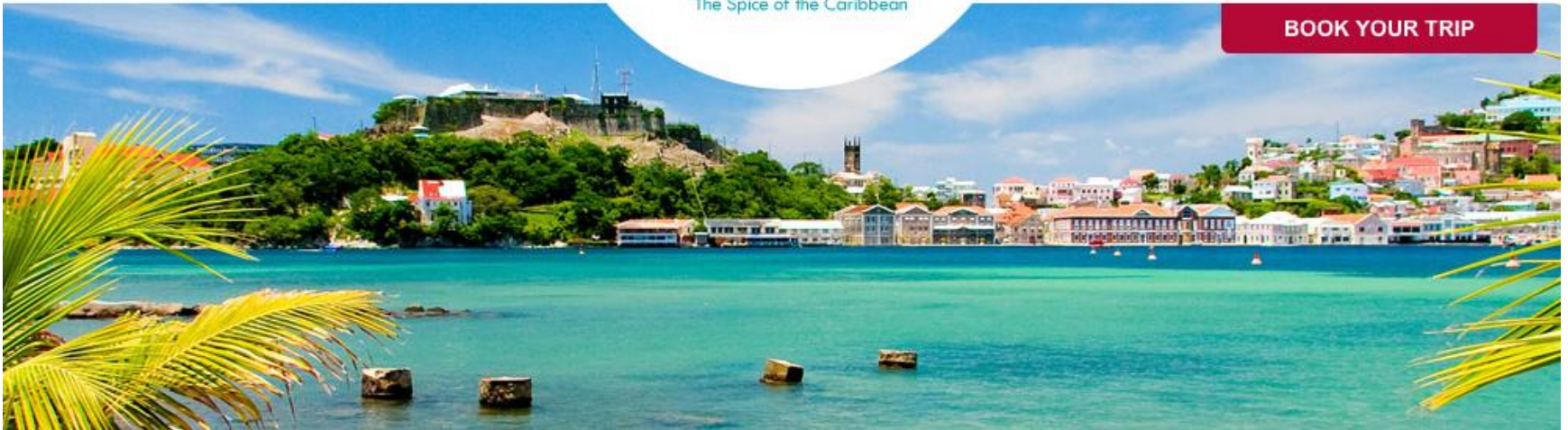
What Grenada is doing right...

Website menu is simple & clean with more complex information being delegated to subpages.

Inspiration: State of New Mexico

What New Mexico is doing right…

Big links on the New Mexico tourism website are reserved for important tourism guides which can be downloaded to smart phones, iPads, & computers.

Inspiration: State of Kansas

What Kansas is doing right…

URLs of all Social Media matches the URL of the website so there is no question of connection.

Inspiration: State of New York

What New York is doing right...

Aggressive SEO means this website ranks in top 5 position for **EVERY** tourism related keyword despite tough competition.
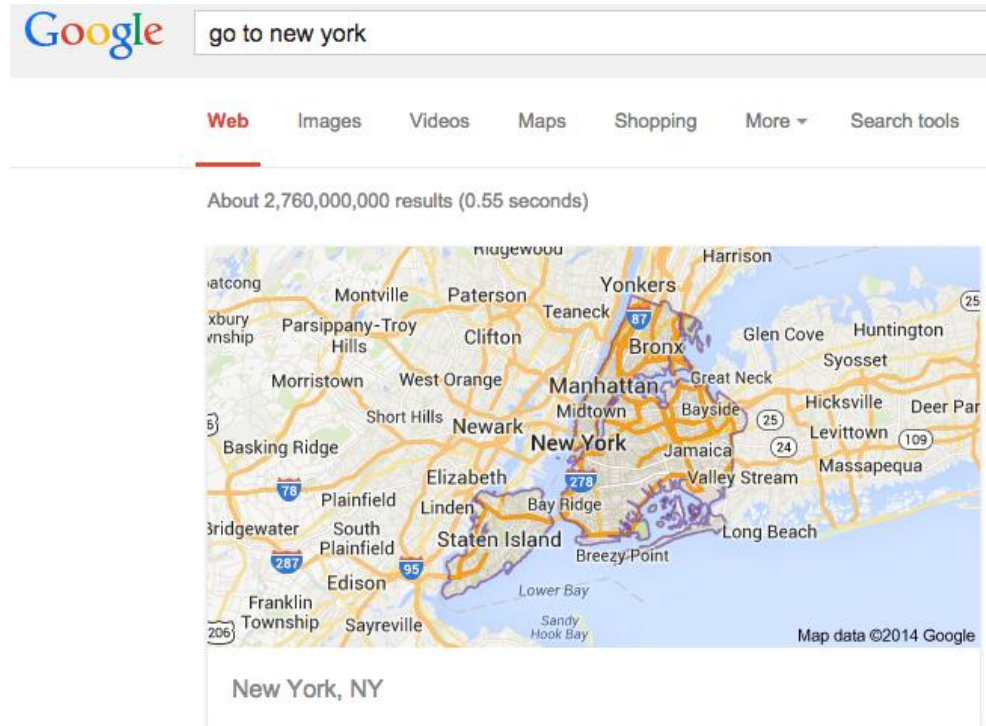
Inspiration: State of California

What California is doing right…

Asks questions to promote engagement with fans across Social Media. Posts are almost always open ended.

Inspiration: State of Texas

What Texas is doing right...

Created #TexasToDo Social Media campaign. It's a hashtag locals use to suggest little known hot spots for incoming visitors.

Suggested Strategy Moving Forward

Keyword: **CONNECTION**

Plan of Action

- Define clear keywords to represent each website. These keywords will be used for SEO & Social Media moving forward.

- Create an HQ logo & background picture that embodies each website to be used across Social Media channels.
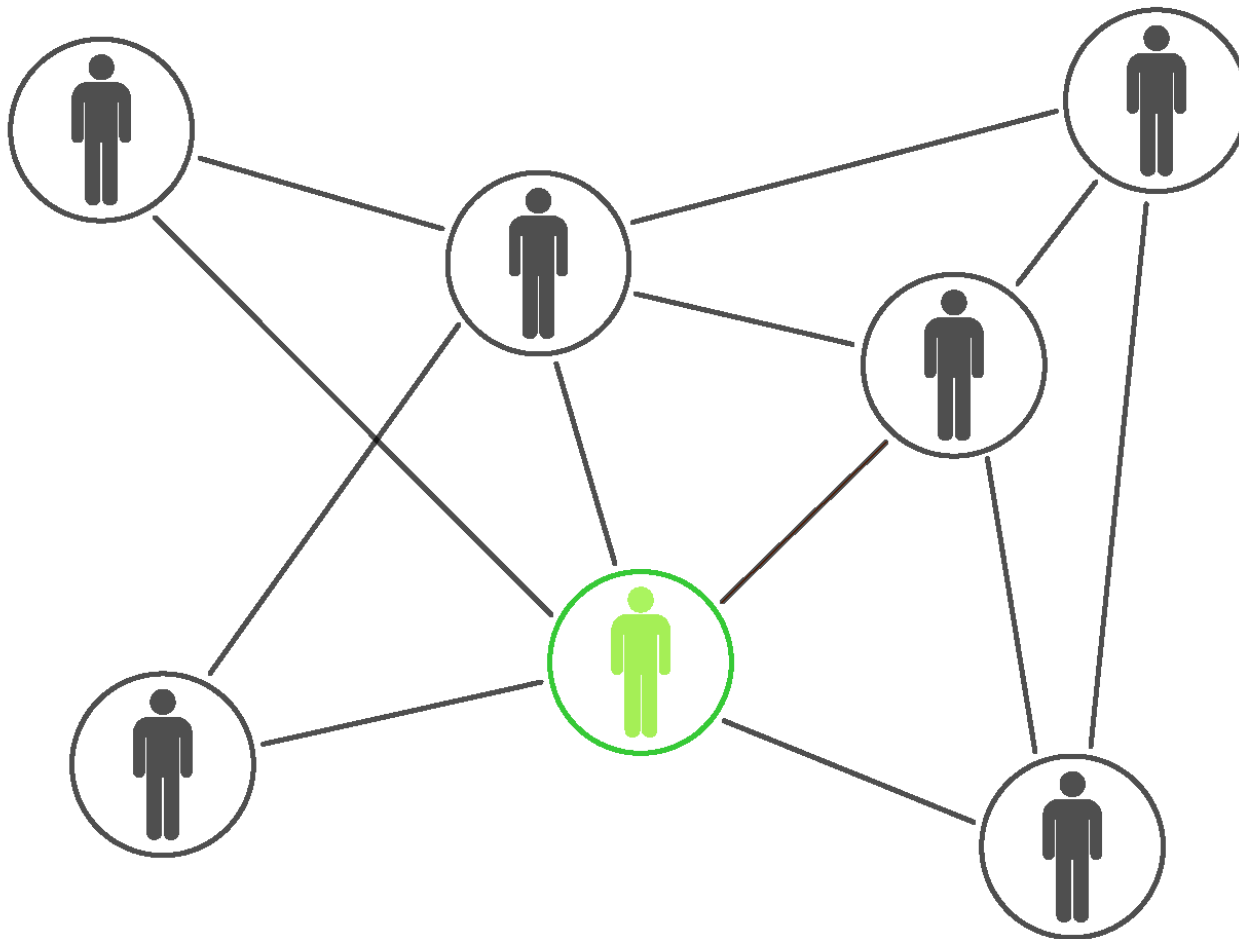
- Write content with your defined keywords in mind to add to website for increased SEM results.

- Create editorial calendar for each Social Media page for each website which includes a weekly mixture of pictures, news, cross promotion of other Social Media sites AND other websites within the T&T tourism network

- Stay current with updates on ALL Social Media channels, if you cannot maintain, delete the page!