

Free creative writing on outdoor website content

[Business](#), [Marketing](#)



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Apart from having basic content on a travel website, there is additional information that can attract consumers. Most websites will use information about travel schedules, offer travel strategies guides and other information related to traveling. However, web 2. 0 and the social networking sites make it possible to engage consumers at a more personal level. Most outdoor travel websites do not know the kind of information to share with the public that is both interesting and informative. This paper will discuss, in brief, three types of content that can increase the number of visitors.

Videos

Most internet marketing experts has described 2013 as the year of the video. YouTube has become the second largest search engine as people search for videos. An outdoor travel website can use videos to attract consumers on the website. The videos can be viral or education clips that will be embedded on the website. Viral videos can include people having fun on their travels, animals on the wild, or anything else that will catch people’s attention.

Competitions/Deals

The website can include a competition and deals section. This section will provide opportunities for consumers to win a prize for participating in a certain competition. It will also offer information on travel destinations with discounts and deals. This will create a buzz on the internet bringing more visitors on the site.

“ Did You Know” Section

This is a section that will provide facts about travel destinations, countries, people, and animals. With social networking sites such as Twitter, the website can incorporate a hash-tag (#didyouknow) that will allow people to share some facts about the world. This will create an interest and people will be engaged, keeping the website on the consumers' mind at all times.

Links To Websites

Travel Agent Central. <http://www.travelagentcentral.com/dealsoutdoor>

Friedrichshafen. <http://www.outdoor-show.com/od-en/programme/videos.php>

Internet Marketing: An Hour a Day. <http://books.google.co.ke/books?id=WB1OZRVeFBUC&printsec=frontcover&dq=internet+marketing&hl=en&sa=X&ei=ixJyUqrFH8j64Qsv9IHIBQ&ved=0CDoQ6AEwAA#v=onepage&q=internet%20marketing&f=false>