



Delaware
Endless Discoveries™

VisitDelaware.com

By Linda Parkowski, Director of Delaware Tourism Office

Make Your Website a Brand Ambassador

Opportunities and strategies for the real world



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Popular Links

-  [Request for Service](#)
-  [Notification Sign-Up](#)
-  [Agendas & Minutes](#)
-  [Township Ordinances](#)
-  [Find us on Facebook](#)
-  [Events Photo Albums](#)
-  [Bids, RFP's, & RFQ's](#)
-  [Senior Center](#)
-  [Businesses/EBC](#)
-  [Town Events](#)
-  [Forms & Documents](#)
-  [Employment](#)

Municipal Websites: A Google Champion!

Search: "Smyrna Delaware"

The screenshot shows a Google search for "smyrna delaware". The search bar contains "smyrna delaware" and the search button is visible. Below the search bar, there are tabs for "Web", "Maps", "News", "Images", "Shopping", "More", and "Search tools". The search results are displayed below, with the top result highlighted in yellow. The top result is "Town of Smyrna - Official Website" from "smyrna.delaware.gov". The snippet for this result reads: "Town of Smyrna, Delaware - Home Page ... The Town of Smyrna Water Department personnel will be flushing and flow testing fire hydrants between 7:00 a.m. ... Our Community - Manage Account Online - Departments - Staff Directory". To the right of the search results, there is a knowledge panel for "Smyrna" with a map and weather information. The knowledge panel includes: "Smyrna", "Town in Delaware", "Smyrna is a town in Kent and New Castle counties in the U.S. state of Delaware. It is part of the Dover, Delaware Metropolitan Statistical Area. According to the Census Bureau, as of 2010, the population of the town is 10,023. Wikipedia", "Weather: 74°F (23°C), Wind 0 mph (0 km/h), 51% Humidity", "Population: 10,708 (2012)", and "Local time: Wednesday 2:00 PM".

"We're No. 1!"

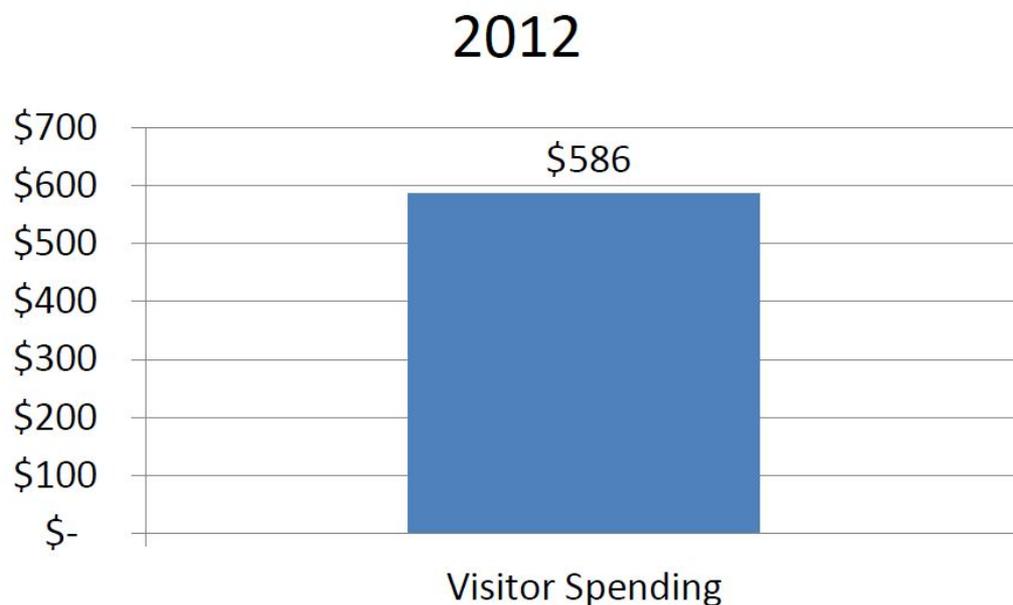
Municipal Websites: Overload of Info

The screenshot shows the City of Fayetteville website homepage. At the top, there is a header with the city logo, name, and address: 433 Hay Street, Fayetteville, NC 28301-5537, (910) 433-1FAY (1329). Below the header is a navigation bar with links for Residents, Businesses, Government, Visitors, and City Departments. The main content area is divided into several sections: 'Most Visited Areas' with links to various city services; 'Media Releases' featuring a 'Citizens' Academy' announcement; 'Contact Us' with address and phone information; 'Quick Links' for council agendas and reports; 'Tweets' from the official Twitter account; and 'Find us on Facebook' with a Facebook profile link. There are also advertisements for 'City/PWC Alignment Study', 'Municipal Television', 'FOR PROPERTY OWNERS', 'Citizens' Academy', 'VETERANS PARK', 'Budget Chronicles', 'FOCUS E-Newsletter', and 'HIRE Fayetteville FIRST'. The layout is cluttered with many small text elements and images.

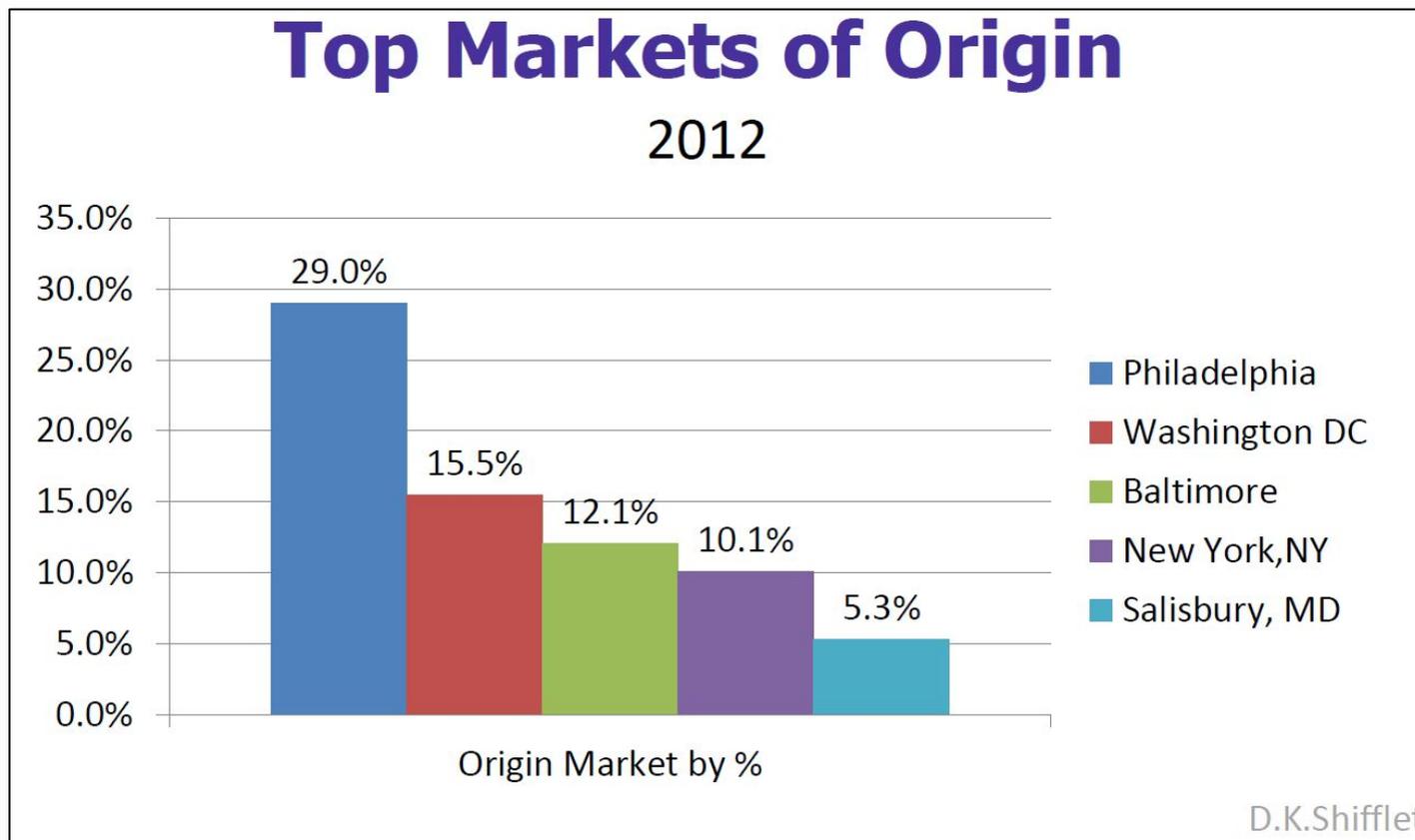
“Sooo ...
Is there
anything
to do in
Fayetteville?”



Average Visitor Spending Per Trip



Rockport Analytics, LLC

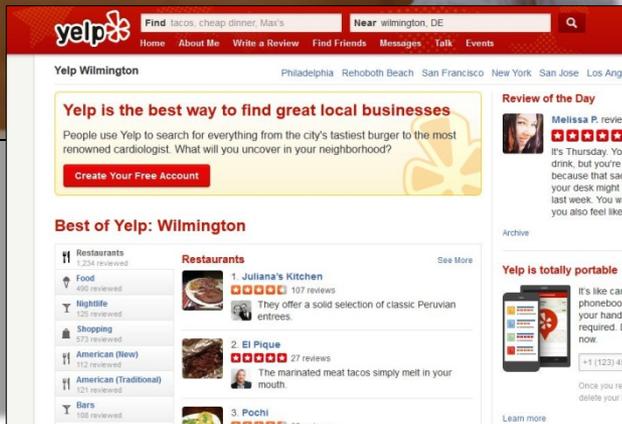


www.visitdelaware.com/industry/delaware-tourism-statistics

Delaware Tourism Statistics

The Value of Tourism in Delaware

- The total market value of goods and services produced (GDP) by the state's economy during Fiscal Year 2012 was \$2.2 billion.
- In 2012, there were 7.3 million visitors to the State of Delaware.
- The Delaware tourism industry is the 4th largest private employer in the state, employing 38,810 people.
- The tourism industry generated \$441 million in state and local government taxes/fees in Fiscal Year 2012.
- The average visitor spent \$586 per trip in 2012.
- Without tourism in Delaware, each Delaware household would pay \$1301 more in taxes to maintain current levels of state and local taxes.



- ❑ Travelers rely on the web more than ever.
- ❑ They put credence in the opinions of others - especially friends and family.
- ❑ Increasingly, the interaction is from a mobile device.

The screenshot shows the TripAdvisor website for Delaware Tourism. At the top, the TripAdvisor logo and "Delaware Tourism" are visible. The navigation bar includes links for Delaware, Hotels, Flights, Vacation Rentals, Restaurants, Things to Do, Best of 2014, Your Friends, and Write a Review. A search bar is located on the right. The main content area features a large banner for "Delaware" with 77,077 reviews and opinions. Below the banner are several smaller images, including a "85 candid traveler photos" section. To the right, a featured destination "Bethany Beach" is highlighted as the "#1 Most popular destination in Delaware". Below this, a "Popular Destinations in Delaware" section lists "Bethany Beach" as #1 and "Wilmington" as #2. On the far right, a sidebar contains links provided by the Delaware State Tourism Office, including "Visit our website", "Send us an email", "Download our official guide", "Twitter", and "Facebook".

tripadvisor® Delaware Tourism

Hi, Eric USD

Delaware Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2014 Your Friends More Write a Review

United States Delaware Tourism Search for a city, hotel, etc.

TripAdvisor
Delaware
77,077 reviews and opinions
(Photo provided by: Official Delaware Tourism Office)

85 candid traveler photos

#1 Bethany Beach
Most popular destination in Delaware

Links provided by
Delaware
Endless Discoveries
STATEDELAWARE.COM

Visit our website
Send us an email
Download our official guide
Twitter
Facebook

Official Delaware Tourism Office: Deals

Popular Destinations in Delaware

#1 Bethany Beach

#2 Wilmington

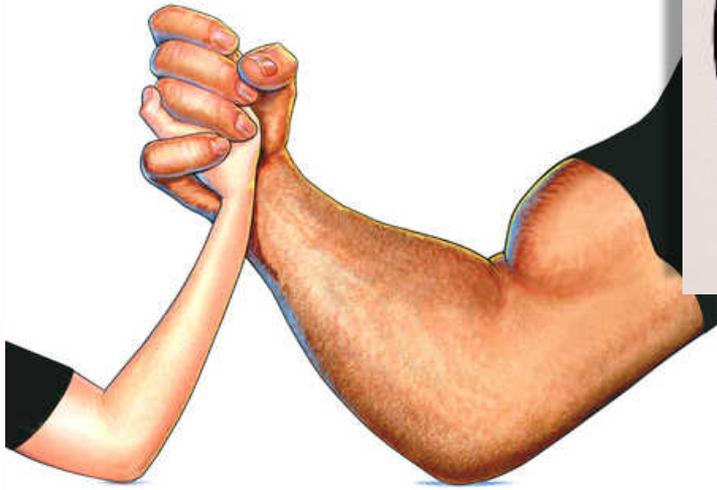
Some key stats ...

- ❑ **70%** of Americans look at product reviews before making a purchase
- ❑ **50%** of people have been inspired to travel to a destination after seeing a post from a friend.
- ❑ Over **70%** of people post about being on a vacation while on vacation
- ❑ **83%** of leisure travelers use the internet as part of their travel planning; and 65% begin researching online before they've even decided where or how to travel.
- ❑ An authentic photo from a friend makes a difference in travel decision making.

Municipal Websites: The Payoff is Big



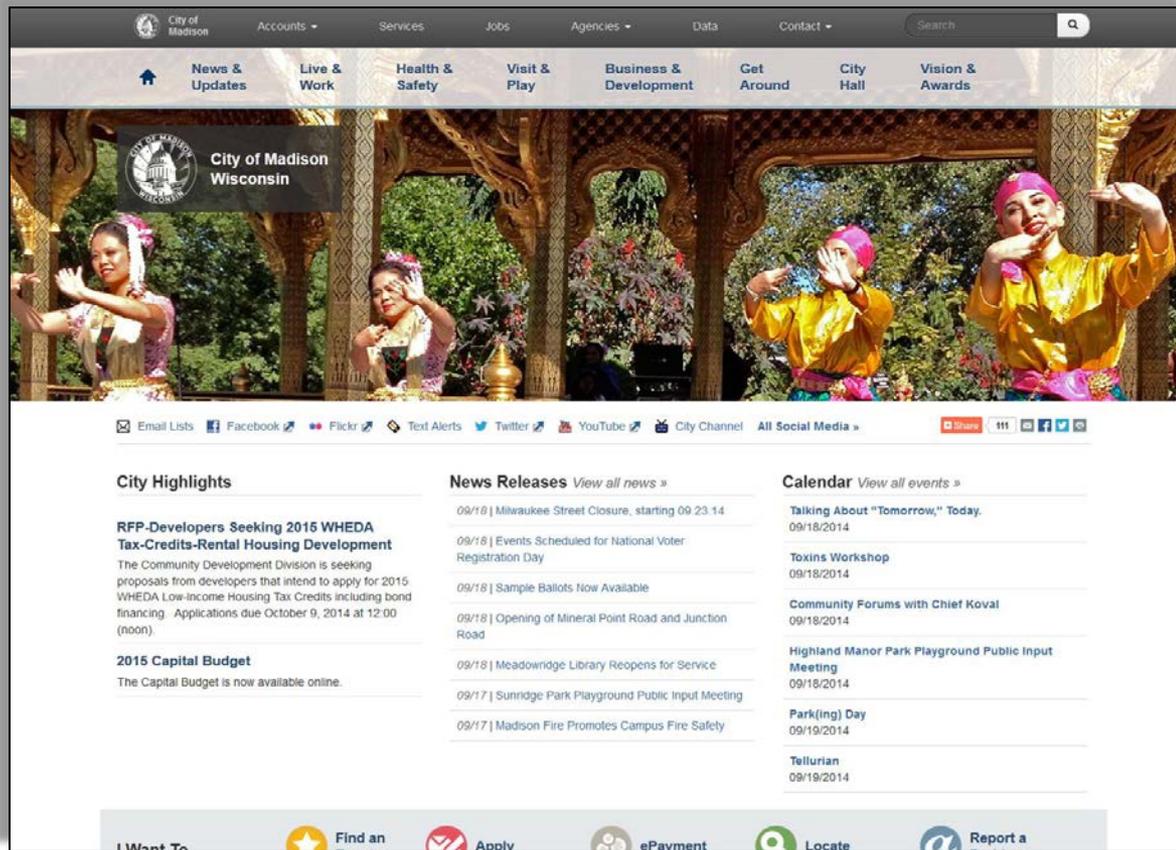
Small
but
Mighty



Start broadly

- ❑ Give a broad idea of what attractions are available, e.g., “biking,” “boating,” “nightlife.”
- ❑ Think like a tourist – what is it about your destination that will attract their attention.
- ❑ Aim to do two things: pique their interest and help them navigate.
- ❑ Be clean and clear rather than comprehensive and cluttered.





Remember the travelers

- ❑ Let photos show your best side (and remember to link the photo to content)
- ❑ Includes the words travelers expect to find (“Visitors,” “Travel Info,” “Tourism Info”)
- ❑ Content should be driven by travelers’ needs
- ❑ Be clean and clear rather than cluttered and comprehensive.

Remember the travelers

- ❑ Try to put your case as a desirable destination in front of them quickly, with a scenic photo on the front page, and a snappy “call to action” nearby, such as “Enjoy Smyrna’s scenic byways.”
- ❑ Make sure there’s something behind the photo. Many sites feature alluring pictures, but give the user no way to click through for information.
- ❑ Make sure the front-page navigation prominently includes options for out-of-state people seeking travel info, using keywords that are clear and recognizable, Examples: “Traveler Info.” “Attractions” “Things to Do.” “Plan Your Trip.”

Remember the travelers

- ❑ When planning the web content, take time to ask yourself some key questions: What needs do potential travelers have? What problems and challenges do potential travelers need to resolve? Challenges such as “Where do we eat?” And, “Where can we take the kids.” Then, find ways to help them solve those challenges.
- ❑ In that sense, think itineraries, trails, “tours” – save the traveler a step and put together a day’s activities that will inspire them to come. Example: Outdoor Trail
- ❑ Work with partners to integrate their content into yours.



The image shows a screenshot of a Facebook post from 'Delaware Tourism' dated September 14. The post text reads: 'This fall, pumpkin is about so much more than pie. Find out where to get a pumpkin latte, ice cream, ale, cheesecake + more in Delaware at <http://ow.ly/BtJWK>'. Below the text are four images: a pumpkin latte, a field of pumpkins, pumpkin ice cream, and a slice of pumpkin cheesecake. At the bottom of the post, it says 'Like · Comment · Share' and '186 Shares'.

And don't forget
Social Media
either ...

- ❑ Social Media can be cheap, easy and amazingly effective (Facebook, Instagram, Pinterest, YouTube)
- ❑ There are tools available (HootSuite, SproutSocial)

Delaware Tourism Office Newsroom

Welcome to the Delaware Tourism Office Newsroom, a great starting point for reporters and travel writers seeking information, photos and even story ideas about Delaware as a vacation destination. Feel free to call (302-672-6813) or [email](#), being sure to detail your needs and your deadline.

Resources available through this page include:

- Images available for [download](#) to use in your work.
- A [Media Registration Form](#), which you can use to register for events.
 - You would like to be added to the list of media about newsworthy events.
 - You would like to visit Delaware (for a tour, availability) or as part of a group.
 - You wish to download images.
- Current and archived [Press Releases](#).
- [Story Ideas](#) for both news reporters and bloggers.
- A ["What's New"](#) page detailing some of the top attractions, including Beaches and Restaurants.

We're here to help you, no matter what time you are looking for on this site, e-mail [Eric.Rutledge@delaware.gov](#). Eric can be reached on his cell at 302-943-3333.

If you are not a member of the media and do not have an online request [form](#) or call the Delaware Tourism Office at 302-672-6813.

Event Calendar

Delaware is home to fun festivals and year-round events, come discover what's happening during your visit.

During spring, history comes to life with the family-friendly Dover Days Festival and the season blooms into colorful landscapes at the Mt. Cuba Center Wildflower Celebration. As the summer heats up, the East Coast's premier music experience, [Firefly Music Festival](#), brings big-name music acts to Dover. Then, summer celebrations continue with Fourth of July in the First State, featuring fireworks, concerts and more.

Fall brings high-flying action at the World Championship Punkin Chunkin competition, as well as witches and fiddles during the Sea Witch Halloween and Fiddler's Festival. In October, get a taste of local wineries and breweries during the Delaware Wine and Beer Festival. To round out the year of fun events, during the holiday season, experience the du Pont mansions decked out in their holiday splendor.

Searching for upcoming events? Visit the [Delaware Tourism Office blog](#) for the latest updates on weekend events in Delaware.

RSS

SEP	SEP	SEP	OCT	OCT
week of 14-20	week of 21-27	week of 28-4	week of 5-11	week of 12-18

DAY WEEK MONTH SEARCH

Click to Show Map

Sort by: Event Date Events per page: 25 Showing 1-25 of 28 events

Thursday Sep 18, 2014

Featured Events



Costumes of Downton Abbey®

September 18, 2014 – January 4, 2015

Location: Winterthur Museum, Garden, and Library

Address: 5105 Kennett Pk (Rt 52), Winterthur, DE 19735

Venue: [Winterthur Museum, Garden, and Library](#)

Recurrence: Recurring daily

[Visit Website](#)

Costumes of Downton Abbey is an original exhibition of exquisite designs from the award-winning television series. Approximately 35 historically accurate costumes from the television show will be displayed with photographs and vignettes inspired by the fictional program and by real life at Winterthur. Visitors will have a chance to step into and experience the world of Downton Abbey® and the contrasting world of Winterthur founder Henry Francis du Pont and his contemporaries in the first...



+ Add to Trip Planner

Content to consider:

- Photo Galleries
- Listings of attractions, broken down by category, e.g. Restaurants, Nightlife, Historic Sites
- Links to partners
- Try to be their travel agent as well as guide – links to hotels, public transportation
- Online Maps
- Calendar of Events
- Prominent link for media to contact
- Story ideas for media



We're ready to help!

- Remember to use VisitDelaware.com as your on-stop shop for content.
- You can link to our pages and use our resources to help your visitors.
- VisitDelaware.com has a booking engine (Orbitz) that you can utilize for your visitors as well.

Historic Franklin Village
Experience it. Michigan

Government | About Franklin | Services | Google™ Custom Search | Search | home | contact us

QUICK LINKS

- Agendas/Minutes
- Birmingham Area Cable Board Calendar
- Charter and Municipal Ordinances
- Council Meeting Rebroadcasts
- E-newsletter Sign Up
- Forms/Applications
- Franklin Community Association
- Kreger House
- Police Email Alert Sign Up
- Property Tax Information
- Shop Franklin Village Center
- Upcoming Events
- Village Directory

Welcome to the Village of Franklin, Michigan website. Here you will find a broad range of information regarding Village government services, our many community associations, and things to do in Franklin. If you have not been to Franklin, we invite you to please come and *Experience it.*

[read more](#)

NEWS & ANNOUNCEMENTS

The Village Council has inacted the new [Peddlers and Solicitors Ordinance](#) and along with that is the new "Do Not Knock List". If you would like to be added to the new list please contact the [Village Clerk](#).

Please use the link below to check out the [MSU-STD1 Final Report and a presentation that Main Street Franklin has put together, detailing the Franklin 2020 project.](#)

<http://www.mainstreetfranklinmi.com/franklin2020/>

NOVEMBER 4TH VILLAGE CANDIDATE LIST: To view the candidates who have filed to run for village elected positions please click [here](#)

NATURALIZING THE HOME GARDEN WORKSHOP - The Alliance of Rouge Communities is sponsoring several free native garden design workshops for beginning gardeners. Click [here](#) for more information.

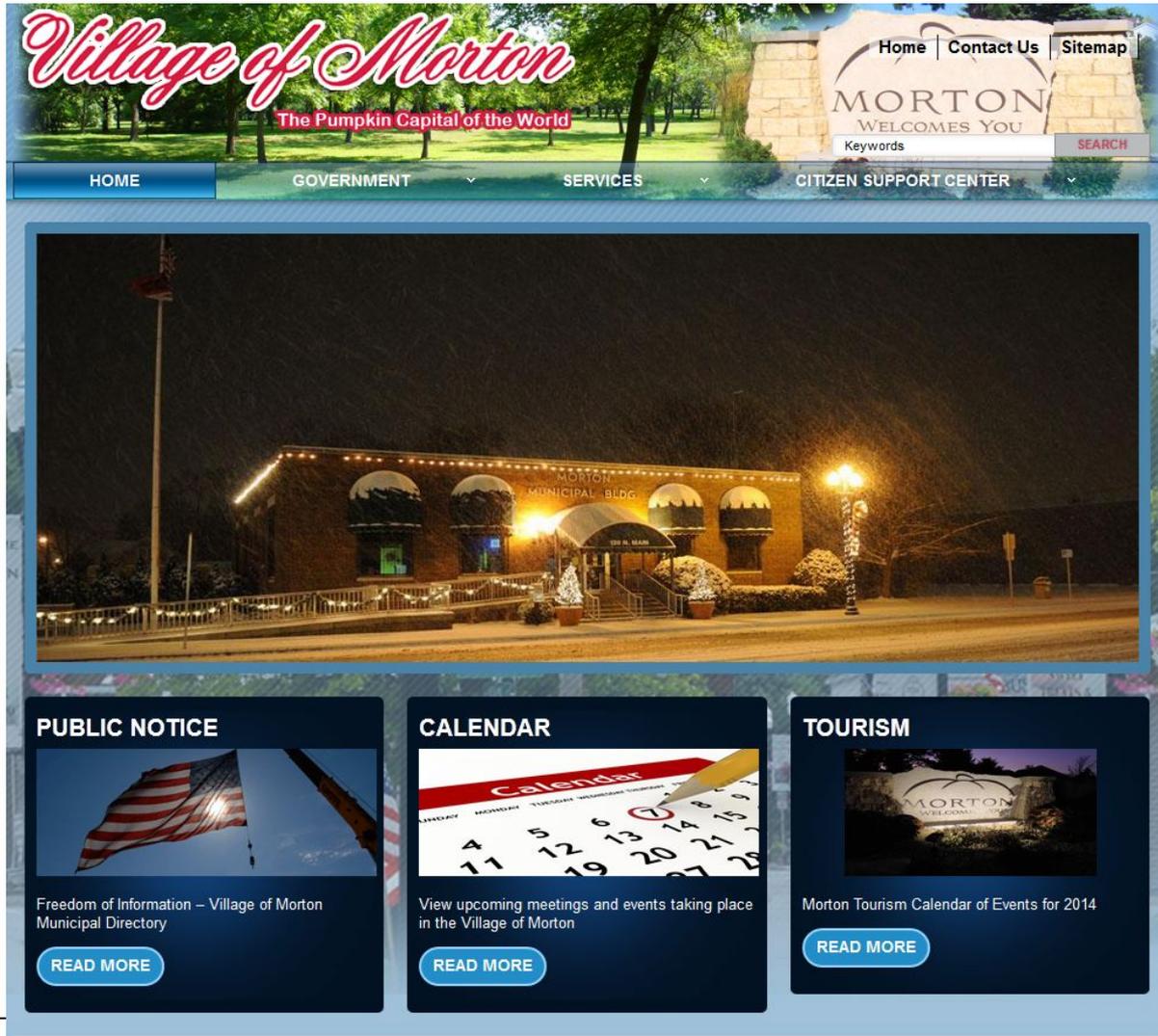
EVENT CALENDAR

- Planning Commission meeting
Wed, Sep 17, 2014 at 7:30pm
- Zoning Board of Appeals meeting
Thu, Sep 18, 2014 at 7:30pm
- Mobile Watch meeting
Thu, Sep 25, 2014 at 7:30pm
- Historic District Commission meeting
Mon, Oct 6, 2014 at 7:30pm
- Village Council Workshop
Tue, Oct 7, 2014 at 6:30pm
- Village Council Regular Meeting
Mon, Oct 13, 2014 at 8:00pm

[More Events...](#)

Think like a traveler.

In this example, Franklin Village prominently proclaims its “Historic” nature, includes some appropriate photos, and even encourages the visitor to “Experience it.” But gives the visitor no way to delve more deeply into the taste of history they’ve been given – no links, no keywords that would catch a travelers’ eye.



Good! (with a caveat ...)

The Villager of Morton quickly shows itself off as “The Pumpkin Capital of the World,” showing a lovely parkland scene, and including on the lower right a dedicated link labeled Tourism. No confusion in the visitors’ mind of where to go there. Everything would have come off a bit more inviting, through, if the biggest picture on the page didn’t show city hall – at night – in a rainstorm.



Visit Delaware.com