

Attracting Visitors to Your Property. Creating Web Content.

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WeGo.ca Website Developers Inc.

Making Stuff for the Internet Since 1996

- Background in Database Administration and Marketing
- Fairs for 35+ years, Past-President, many committees
- Web Developer Small Agency - WeGo.ca since 2001
- Creating Websites for Fairs, Festivals, Agriculture Industry, Manufacturing, and Retail
- Specialize in joining technology and Fairs & Events

Website Content

- Google favours websites with page content that is:
 - Easy to read
 - Makes sense
 - Gets to the point
- Today: Learn where to get content, how to make it valuable for search engine ranking, and why you want this

Website Content is Indexed by Search Engines

- The content (words/text) on your website is:
 - Driving Google search results traffic, and therefore,
 - Driving gate traffic



Before Creating Content

Make Sure The Basics Are Covered First

You could have the most interesting and viral content ever written; however it won't be indexed if people or Google can't see it.

- Quality Hosting 24/7 - Website uptime guarantee
- Software Updates, daily, weekly, monthly
- Security, malware, hacking (Indigo/Chapters this week)
- Reliable backups.
- Technical SEO – Site constructed with proper framework
- Accessibility – W3C, more than AODA
- Privacy – dynamic policy that change automatically when laws change



Doesn't matter how fast you get there, as long as you do get there.

What Content Is

- Text
 - Well written words in the language of your audience and official provincial language(s)
 - Words combined to make sentences and paragraphs with meaning
 - Articles
 - Stories
 - Blog Posts
 - Accompanied by a feature image

What Content Is

High-quality content – must be valuable.

Google's Definition:

- Get to know E-E-A-T and the quality rater guidelines demonstrating:
 - Expertise
 - Experience
 - Authoritativeness
 - Trustworthiness



What To Write

Write valuable content.

Can be any topic. Make it relative to the Fair Industry.

About:

- Blog/News Posts
 - A new committee your fair started
 - A Useful service that no other fair near you offers
 - A report from a committee meeting in long form to explain to the community about what you've been doing
 - Break an exciting news story
 - Something only your fair members know about which could help someone
 - Interview your long-service members

What To Write

Write valuable content.

Can be any topic. Make it relative to the Fair Industry.

About:

- FAQ Pages
- About Pages
- Prize Book
- Featured Attractions
- Guest Posts
- Testimonials

Write engaging content, make it something people want to share with others.

What To Write

- Research Your Article:
- What is SERP?
 - A search engine results page, or SERP, is **the page you see after entering a query into Google, Yahoo, or any other search engine.**
- People use search to find your fair
- You can use Google search to get Content ideas
- Example: What is there to do at Caledon fair?

Organic Results

<https://horserookie.com> › [how-to-ride-a-horse-for-begi...](#) ⋮

[How to ride a horse for beginners \(basics, safety, mistakes\)](#)

Sit deep and relaxed in the saddle, and keep the reins slightly loose. You don't want to pull back on your **horse's** mouth as you ask them to move forward. Give ...

[Get a leg up on the basics of...](#) · [How to Ride a Horse Step by...](#)

<https://www.bookhorseridingholidays.com> › [news](#) › [tips...](#) ⋮

[10 Tips for Beginner Riders to Look Like Experts in the Saddle](#)

Mar 25, 2020 — Search for horseriding holidays · 1. Wear proper **horse riding** equipment · 2. Greet your **horse** · 3. Mount with confidence · 4. Don't slouch. Sit up ...

<https://www.horseillustrated.com> › [western-horse-traini...](#) ⋮

[10 Ways to Improve Your Western Riding - Horse Illustrated](#)

Clibborn, a natural horsemanship trainer from Milton, Wis., says many **riders** he works with resort to their hands to pull and control the **horse** instead of ...

<https://equinehelper.com> › [how-to-ride-a-horse](#) ⋮

[How To Ride A Horse \(Quick Start Guide For Beginners\)](#)

Feb 1, 2021 — Lastly, you'll want to keep your feet directly below your hips. Ideally, you should be able to draw a straight line through your shoulders to ...

People also ask

People also ask :

How do you ride a horse for the first time?



Is it easy to ride a horse?



What is the 20 rule in horse riding?



How should a beginner handle a horse?



Feedback

Google Reviews

Caledon Fairgrounds

18297 Hurontario St, Caledon Village, ON

[Write a review](#)

4.0 ★★★★★ 65 reviews ⓘ

People often mention

[All](#)[strawberry 6](#)[festival 5](#)

Sort by

[Most relevant](#)[Newest](#)[Highest](#)[Lowest](#)

Abhinav

Local Guide · 135 reviews · 1,971 photos

★★★★★ 7 months ago

They say strawberry festival but you'll hardly find any strawberries. Apart from that, things you can find here - vintage cars, ponies, antique items, music and food.



Like



Rob Kure

34 reviews · 1 photo

★★★★★ 7 months ago

Had a lot of fun with my family during the strawberry festival. We enjoyed the lawn tractor pull, the variety of vendors, and the classic car meet. The food was reasonably priced for a fair although line ups were a bit long. Appreciated the friendly volunteers!



Like

Be Accurate

- Attracting new visitors to your website is done through great content
- People will not look at your site without the content
- Updating your site's content is a critical part of maintaining a healthy site
- The more up-to-date content, the more visitors will **trust what you have to say**, help drive traffic to your site and increase its visibility in search engines

Make Your Site Interesting and Useful

- Creating compelling and useful content will likely influence your website **more than any of the other factor**.
- Users know good content when they see it and will likely want to direct other users to it
- Organic or word-of-mouth buzz is what helps build your site's reputation with both Users and Google, and it rarely comes without quality content



Prize Book Content

- When the prize book content on your website contains last year's fair, it's OK to keep it on your website until new (current year) content becomes available
- **Old content is better than no content**
- One full year hasn't passed yet since your last fair. Therefore, the content you have is not wrong, you simply don't have the updated information for the upcoming event.
- Leaving old fairbook content provides context and a sense of what likely will be similar content for this year's fair
- Deleted pages or "coming Soon" = bad for search results



Why care about Google

Why care about Google

- Google Chrome browser is the leader in the mobile internet browser market, with a share of **62.63 percent** (StatCounter Global Stats, 2020)
- Today, there are over **1.8 billion** websites on the world wide web and counting (Internet Live Stats, 2021)
- The second quarter of 2019 saw **354.7 million** domain names registered (Verisign, 2019). This marks a 4.4 percent year-over-year growth
- Domain names ending in .com and .net are proving to be particularly popular, making up **142.5 million** (or 40 percent) of all registrations

Why care about Google

Search engine market share according to Global Stats Stat Counter:

- Google – 92.37%
- Bing – 3.57%
- Yahoo – 1.31%
- Yandex – 0.82%
- DuckDuckGo - 0.61%
- Baidu – 0.58%

Why care about Google

- About **93 percent** of all web traffic is through search engines. People depend on search engines to locate even simple websites, as **they don't remember URL's** (web addresses)
- People might be able to access the world, but much of what is searched for is **local**
- About **46 percent** of all Google Searches are related to something local
- **88 percent** of customers who do a search on their phone will either call or visit a store within the next day. A local search is often the most impactful



Content Is Important
to Your Website



Getting Found

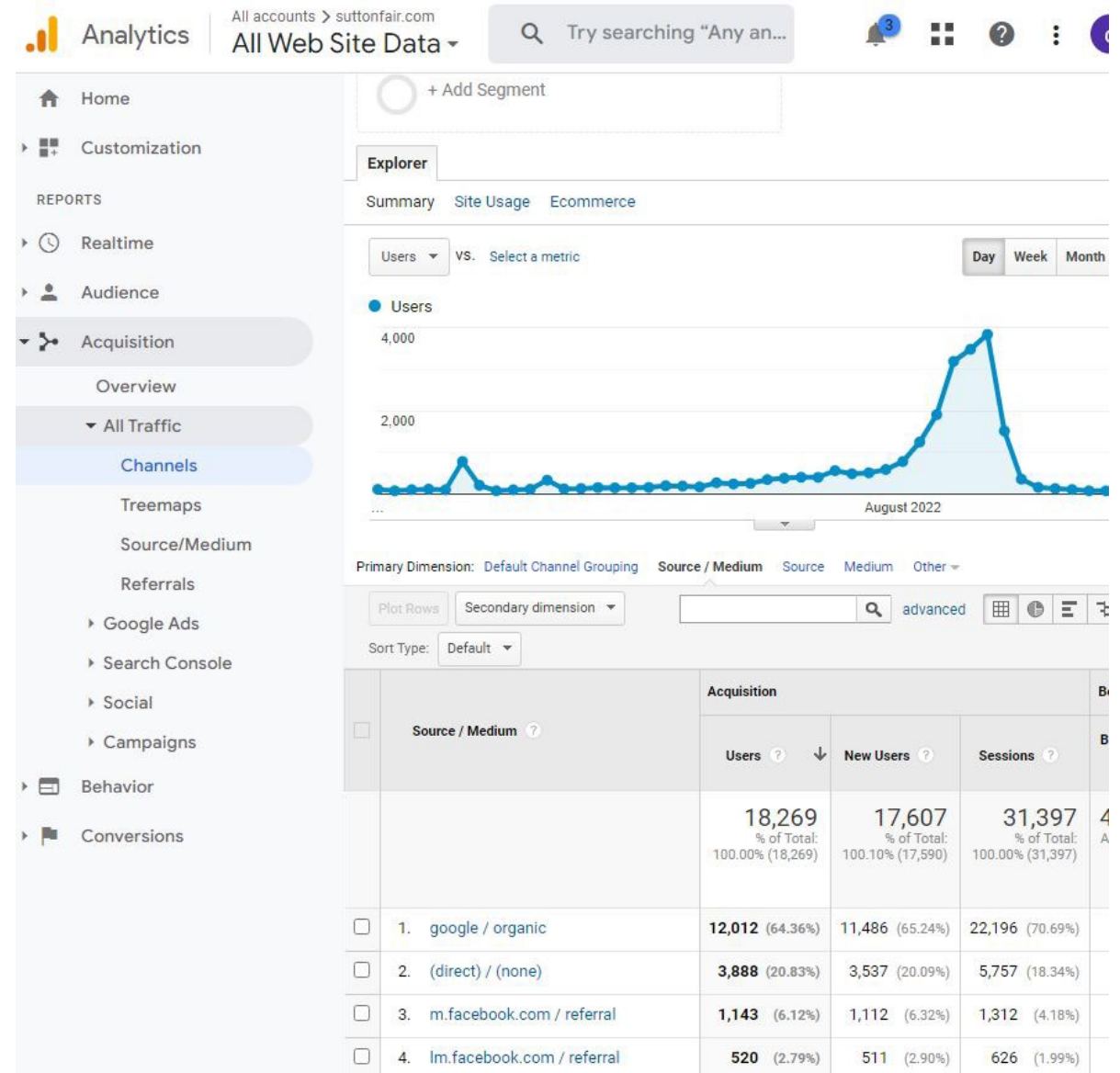
- If you don't tell the people what you've got going on, how are they going to know?
- Your **website property** is equivalent to your **in-person event property**, which encompasses all the activities taking place at the physical location of the event
- It represents your organization. It's your voice, brand, product offering, list of services, event calendar, attractions and more
- Driving traffic to your online property, drives traffic to your actual property

Getting Found

- Provide content that creates action
- It's the only property you have complete control over. It's your domain. Your URL. www.yourfair.com We are just users on Facebook and Instagram
- The text and images you use must be unique and useful. That's how you'll be indexed and shared
- Images – not valuable without captions, Alt text, tags and descriptions
- Video – getting more useful with captions/subtitles

Getting Found

- People search for answers on the internet
- The fair that provides helpful, easy-to-understand answers that are relevant to their questions will win loyalty and trust



A large pile of golden-brown hay dominates the foreground and middle ground. In the background, a red agricultural machine, possibly a baler or harrow, is partially visible. A man in a red and white striped shirt and a dark cap stands on a wooden platform or trailer, holding a long pole. The scene is set outdoors on a grassy field under a clear blue sky. A yellow caution tape is strung across the middle of the hay pile.

Who Will Write Your Content?

Who Will Write Your Content?

- Someone within your organization
- Volunteers, Committee Chairs
- Manager/Secretary/Staff
- Hire a writer
- Outsource online
- Artificial Intelligence (AI)
- Combination of above

AI – Artificial Intelligence

Here are 12 of the most significant technological advances since 1844. ([lifewire](#))

- The Telephone — 1876
- The Light Bulb — 1880
- The Television — 1927
- Global Positioning System — 1970s
- Personal Computers — 1970s
- The Internet: ARPANET — 1973
- GPS Navigation — 1990s
- The Digital Camera — 1990s
- Web Browser — 1994
- Social Media — 2004
- The Modern Smartphone — 2007
- **AI – 2023**
AI is the next significant milestone

Quick Facts About ChatGPT

AI has been developing gradually for some time now, but in the last 3 months, ChatGPT has become the center of attention, which is why it may seem like the topic of conversation has suddenly shifted to AI.

- ChatGPT is a large language generation model developed by OpenAI that was launched on November 30, 2022
- ChatGPT uses OpenAI's GPT 3.5 model (GPT stands for Generative Pre-Trained Transformer) – more here: <https://en.wikipedia.org/wiki/ChatGPT>
- OpenAI is an AI research lab founded in 2015 by Elon Musk and others to develop and promote friendly AI in a way that benefits humanity as a whole

Quick Facts About Chat GPT

- OpenAI has partnerships with big tech companies like Microsoft, AWS and IBM
- ChatGPT was trained on a diverse range of texts from the internet and can generate human-like text responses in various styles, such as conversation, storytelling, or even programming code
- ChatGPT's training cut off was in September 2021, so it is not aware of anything afterward
- ChatGPT is not perfect and may generate errors and nonsensical responses, so it's important to review and edit its output before using it in production

Quick Facts About Chat GPT

- ChatGPT is the fastest growing consumer application in history, reaching **100 million** monthly active users just **2 months** after launch and 13 million unique visitors per day in January (Reuters)
- TikTok took **9 months** to reach 100 million users and Instagram took **2.5 years**
- ChatGPT had 13 million unique visitors per day in January 2023

Using Chat GPT for Content Writing

- I've been using ChatGPT to generate text with excellent results.
- Some examples are:
 - Creating an AGM article about the upcoming meeting
 - Creating an outline for a presentation
 - Create an email to clients about PHP 8 server improvements
 - Email about vendor liability insurance



Chat GPT Demo

When Using Any AI for Content Writing

- Other AI providers:
 - Bing, Perplexity, Wordplay
- Make sure you proof read and repair AI text
- You'll also need to correct the spelling for American words into Canadian
- Check for plagiarism. <https://openai-openai-detector.hf.space/>
- Run in through Grammarly.
 - AI Generators are not grammatically correct most of the time
- Make sure your content is quality checked. Fact check it

Will Google penalize you for using AI generate content?

- Not if you follow this:
- AI Generated Content Google Guidelines:
 - <https://developers.google.com/search/blog/2023/02/google-search-and-ai-content>
- Rewarding high-quality, original, people-first content, however it is produced



Where to Create Your Content

Where to Create Your Content

- Online Tools
 - AI
 - Grammarly
 - Google Docs
- Desktop Tools
 - Word – Software with spell checking



Publish Frequency

When to publish content on your website?

- Once every 3 months
- Once a month
- As often as you like

- Remember E-E-A-T

Create Content for Readability

Follow accessibility best practices. [W3C Guidelines](#). Google's Search Engine Optimization (SEO) [Starter Guide](#)

- **Use visual and semantic space.** Space is an important visual design tool that helps us identify groups of related content and delineate unrelated content. Non-visual users benefit from "space" that is created using semantic markup
- **Provide the right amount of space between lines of text.** For most content work, the interline spacing (line-height) is applied automatically
- **Use clean typography.** Avoid changing the typeface from that specified by the website
- **Avoid using ALL CAPS.** Readability is reduced with all caps because all words have a uniform rectangular shape, meaning readers can't identify words by their shape. Use sentence case
- **Don't underline text.** Reserve underlining for identifying links
- **Use left-aligned text.** A consistent left margin makes reading easier

Create Content for Readability

- **Sufficient Contrast.** Make sure the text has enough contrast from the background
- **Don't use space bar characters** to create layout structure
- **Use bullet points.** Ordered lists and unordered lists are easier to read for people who like to scan text
- **Use bold text** to enhance the quality of your content
- **Use H1, H2, H3.** Heading Titles on pages to separate paragraphs. Easier to read accessible and Google prefers it
- **Featured Image.** Always use a featured image when posting a news article. The image should be related to the text of the article. Make sure the image has a description and Alt tags are accurate
- **Transcripts, adding web pages instead of PDFs.** More long-form content

Ask your visitor to complete a task (CTA)

- Call to Action
 - Buy Tickets
 - Download Event Schedule
 - Complete an Online Form
 - Other Goals

SEO and Keywords

- Google quote: “You should build a website to benefit your users, and any optimization should be geared toward making the user experience better”
- Write the content for people, not search engines. The keywords should occur naturally as part of your article/story
 - Use relevant keywords in your content
 - Don't try to “game” the system
 - Use them to your advantage, but don't overdo it

Measure Your Success

- With your content now published, you want to see what effect it is having
- Page views convert to profit in long term value
 - Credibility
 - Impressions
 - Authority
 - Reputation
 - Top of mind

Measure Your Success

- Listening tools
 - Contact forms
 - Comment boxes
 - Social media listening
 - Web stats/Google Analytics
- Check your analytics reports. How is the page/content ranking?

Other Influences of Search Results

- In addition to organic content, these also help your search engine ranking
 - External Links
 - Google Reviews/Google Business/Google Maps
 - Purchase Ads

How Much Content to Create

- You'll not find a fixed word count recommended by Google
- A page could be indexed with as little as 300 words or as much as 2,500 words
- The content must be compelling and useful
- Provide an appropriate amount of content for your subject



How Much Content to Create

- Creating high quality content takes a significant amount of at least one of the following:
 - Time
 - Effort
 - Expertise
 - Talent/skill
- Make sure content is factually accurate, clearly written, and comprehensive

Content Plan

Make a commitment.

- Planning
 - Schedule it
- Content Calendar on a spreadsheet
 - Date and content type
- Make a list
 - Trello.com

Someone has to write the content.

Content Plan

- Do the work. If it was easy, you would have done it already
- **AI** can get you started, but do not publish an AI article before making edits and fact checking
- If you can self-publish on your website, great. Otherwise:
 - Communicate with your web developer on a regular basis
 - Share your content plan
 - Helps keep you motivated
 - Manage content collection activities
- Proof read before publishing

Thank You

- Visit: <https://www.wego.ca/oaas2023>
- Get my postcard
- Download the handout
- Access all the links



Thank You



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Thank You

Please take a minute and complete the

SESSION EVALUATION



on the convention app.


Details

ABOUT

With the ever-changing alcohol environment in Ontario, the AGCO (Alcohol and Gaming Commission of Ontario) has deemed recertification of Smart Serve training a mandatory 5-year requirement. This session will outline the changes to the Liquor Licence and Control Act (LLCA) and the process to recertify your staff. The goal of this session is to educate and help you reduce liability.


Seminar sponsored by Kingston & District Agricultural Society.


SPEAKER




Richard Anderson


DOCUMENTS

 Smart Serve.pdf
76 KB





SESSION FEEDBACK



 Seminar/Workshop evaluation

Seminar/Workshop evaluation

Answers cannot be changed once they are submitted.

Question 1 of 9

Please rate the content covered during the session.



Question 2 of 9

Please rate the usefulness of the information/activity covered.



Question 3 of 9

Please rate the presenter's/panel's knowledge of the subject/topic.

