



## Online Review Questions

The online review will be conducted by a judge from July onwards, prior to the Site Verification Visit to assess the entrant's online presence including their website, social media channels and external listing sources.

### **The online review will account for 10% of your overall score (for most categories).**

Scoring of the online review will occur at the State/Territory level only.

### **A copy of the Online Review questions is available below.**

Tourism Award Entrants will need to provide the following online and social media links:

- Website
- Facebook
- TripAdvisor
- Instagram
- Google Listing URL
- Twitter (if applicable)
- Pinterest (if applicable)
- Booking.com (if applicable)

We recommend that you use this time from now until July to ensure your online presence is optimised prior to the judge's desktop assessment.

**If you would like assistance in improving your digital presence and online channels**, TiCSA partners [Purple Giraffe](#) and [Hood Sweeney](#) offer a free one hour digital & marketing advisory consultation to TiCSA members.

## Online Review Questions and Guidance

- 1. Does the website provide a clear overview of the product/service?**  
*Additional support of providing a clear overview may include a selection of high-quality images, a FAQ page, relevant images and logos i.e. QTAB, Star Ratings, Industry Membership, Tourism Awards etc.*
- 2. Is there a clear call to action on the website?**  
*There should be a book now button or detailed contact information or booking enquiry information which is easy to find and clear.*
- 3. Is the website mobile optimised?**  
*Your website should be fully responsive in design when used on a mobile phone or tablet.*
- 4. Is the website search engine optimised?**  
*Your website should appear on the first page of Google if you search xxx (product type) xxx (region). If there are a high number of online booking agencies that fill the first page, then you should appear on the second page.*

**5. Is the business actively engaged on social media?**

*The business should regularly (at least weekly) post content to one or more social media channels. This must include at least one of the accounts you have supplied your account name for in the above list.*

**6. Does the business regularly respond to online reviews?**

*The business should respond to online reviews in a timely manner. A guide is: within 4 business days of negative feedback made, within 7 days for positive feedback made. No comment is required just a rating is made. Review sites include TripAdvisor, Booking.com, Google and Facebook.*

**7. Does their website actively promote the region and encourage visitation?**

*There should be links to relevant destination and complementary product tourism sites on the website.*

**8. Do their social media pages actively promote the region and encourage visitation?**

*There should be links to relevant destination and complementary product tourism sites on social media pages.*

**9. Is the business listed on the Australian Tourism Data Warehouse (ATDW)?**

*An N/A option will be available here. If a business cannot list on ATDW then a N/A would apply and the full points for this question will be applied.*

**10. Can the entrant be found on at least two other online booking sites from their supplied list?**

*There should be at least two other external sites that the business has a product listing on. This can include, but is not limited to online booking sites, destination pages, RTO and/or visitor centre websites.*

*A N/A can apply if online bookings are not relevant to the business type.*

**Scoring**

Yes = 1 point

No = 0 points

N/A = 1 point

**Total: /10 points**