

## FREQUENTLY ASKED QUESTIONS: DIGITAL SALES GROWTH

This webinar was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by Michelle Connolly, Director of Profile Tree.

Following the session Michelle kindly provided responses to a number of industry questions received during the webinar. Please find responses below.

### **What is the easiest way to research which demographics are using these different platforms?**

<https://www.statista.com/> is the best website for this type of information. Much of the content is free, but there are paid reports. The free information will provide all the information you need.

Here is a current relevant link:

<https://www.statista.com/topics/3236/social-media-usage-in-the-uk/>

### **Michelle talked about Facebook or Instagram features. How do you find out about these?**

Keep an eye on these pages <https://www.facebook.com/business/news> and [https://about.instagram.com/en\\_US/blog](https://about.instagram.com/en_US/blog)

I would suggest you put a calendar update in where it reminds you to check these pages out say once a month or once every 2 months.

### **What is the audience for TikTok - are they very young?**

At the moment, these are the stats - but it is "aging up" every month.

<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>

<https://www.statista.com/statistics/1091438/tiktok-penetration-demographics-in-the-uk/>

There will also be more up to date news articles on the usual websites when interesting records are broken - for example:

<https://www.emarketer.com/content/uk-tiktok-sees-explosive-growth-amid-pandemic>



**With websites is it just keywords we should not remove? When adding extra text I do not want too much text on my website.**

Text is how Google understands what a website is about, and the service you offer.

We see loads of beautiful websites with little text on them, it looks great - but very few people see these sites.

Consider the aim of each page and what information a potential customer may want to know about your product or service.

**Can you just remove keywords/change content instead of creating extra and then link to that? Also, if you do not delete the page, can you just hide it?**

Yes, it is great to update old content, Google loves to see fresh or updated content.

Decide if you need to delete a page - if you do, then use a method called 301 redirects to do this. This updates Google that there has been a page change.

It is when there are a lot of pages to change that it becomes risky and a site structure might be damaged.

The more content that you add to your website, the more chances it has to rank for more keywords.

*Delivered as part of the Tourism Enterprise Development (TED) Programme  
on behalf of Tourism NI by*

