

Sarianna Koivumäki

Designing Optimized Website.

CASE: Kiannan Kelkka- ja Kalaetappi

KIANNAN KELKKA- JA KALAETAPPI



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ABSTRACT

Author: Koivumäki Sarianna

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This thesis presents the design and creation of a new website for a recently launched tourism company, Kiannan Kelkka- ja Kalaetappi. The company takes place in Suomussalmi and it is founded beginning of 2017. The company has not had previous website. Therefore, approach of the thesis is a very practical development task. The purpose of the website is to spread awareness and attract new customers.

The development task of the thesis includes the plan and implementation of the website which was optimized for the search engines according the theory. For ensuring the appearance on search engines result page, some marketing was done by using Google Adwords. To support marketing and to lead traffic to the new website, the company registered its own Facebook profile.

A business working in such business field needs internet to market itself since bookings are made from somewhere else for the future vacations. Therefore, it is important to the company to be out there when potential customers are searching. To be found via search engines, such Google, continuous work is needed. When using social media to support official website, there needs to be an active profile and commitment to it. Trends are changing and competition is hard since internet gives everyone the possibility to attend to the markets regardless their location. To compete with them, it is necessary to step into internet world.

Nowadays, when developing a website, no coding skills are needed. This thesis is example of how beginner can do the work from the very beginning until the site is ready for launching by studying theory and using tools internet has to offer.

PREFACE

I did not believe myself but here I am. Done with my biggest challenge in years.

Thanks to those who were part of my journey.

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1 INTRODUCTION

In today's business internet is the key element of success. It gives the possibility for all the companies to be out there globally regardless their size or location. Before, companies were looking for their potential customers, now the customers are looking for the potential companies. However, because of possibilities internet brings to companies around the world, there are more and more competition among businesses. Companies need to be there when customers are searching and stand out from the crowd. To be found on the right time, it is important to understand how internet and search engines work.

Nowadays marketing is focused on the internet. It offers many platforms and tools for companies to use. Using internet as marketing channel is cheaper than more traditional ways but it needs commitment. When using social media, companies need to be active on their profiles. Passive Facebook or Instagram profile is ineffective. Because people visit sites internationally, they might have no possibility to ever go to the store in person. Therefore, website needs to be well planned and implemented; the site is almost like visit to the actual store.

But a website without visitors is useless. To guide traffic to the site, other tools of internet needs to be used. Search engines, such Google and Yahoo!, are the entry points of internet and when consumers are searching for something, it is essential to appear on search engine results page (SERP). To do so, a website needs to be optimized inside out. On-page optimization is done with many pieces of a puzzle and to support it, off-page optimization is important. Co-working with other websites helps to convince search engines the reliability of a page so the ranking of SERP will be higher ensuring better chance to be found.

Social media is effective way to market. People are using mobile devices in their everyday life and easiness is one thing they appreciate. Marketing today is more communicative and companies are looking for relationships and commitment from their customers. Social media channels, such Facebook, Instagram, Twitter, Periscope, give great opportunity for such actions. Having a social media chan-

nels on use, profiles needs to be active and the work is continuous. Don't work needs to be analyzed and based on the results, changes made.

The development task of this thesis is **to make a website for a new tourism company**. The purpose of the site is to describe the offerings of the company with **pictures and relevant descriptions**. The case company has not had a website before so the work starts from the clear table. The goal is to have clear but interesting site with pictures and descriptions to get visitors to convinced to take action and to contact. The purpose of the site is to connect the tourists who are planning their trips and vacations in advance. They might have idea what to do and in what kind of environment, but no information who are offering and what.

Another task is to find the most suitable social media channel/channels for the company to use to lead traffic to the website. Facebook is safe choice for this company since the owner is already familiar with it. The idea is to find **tools** which are easy to use in everyday life. Added pictures and stories of customers are good way to attract new people. Social media is one form of off-page optimizing and it helps to spread awareness and to get visitors to the actual website. The case company is not an active user of social media, but to reach potential customers, it is time to change the habit.

Internet offers multiple options and forms for website developing. This gives the possibility even to non-technical skilled to set up their own sites. Such task as a thesis topic is relevant today and offers the possibility to practice website developing and the use of social media as a marketing tool. To compete in today's market, it is important to understand how websites are made and what needs to be considered when planning own. It gives competitive advantage when searching jobs if there is experience of website developing and digital marketing.

There are plenty of researches about how people acts on the internet. There are lots of things studied: what part of the page people look at first when landing on a page, how long they spend time on one page, what type of content draws attention etc. So much is out there, on the internet. Based on all that information,

companies can build strong affecting sites for their businesses. It takes time and effort, but to survive along competitors, it is necessary.

The internet and trends keep changing so the job is continuous and binding. The job is time consuming and needs commitment. Therefore, companies should have an own employee to take care of the social media channels and the web-site.

2 DIGITAL MARKETING WITH A WEBSITE

Today customers are looking for companies, not another way around. Therefore, companies need to be there, when potential customers are searching them. Search engines are on high use when information is looked from the internet. Companies need to think when they want to be seen, how they should be seen and where on the internet they appear. All starts with developing a website and then it is important to get traffic there to it to be effective. To ensure that, there are few steps to conduct including optimizing and using social media as helping hand. When there are goals, results needs to be analyzed and the tools used in this case will be introduced.

2.1 Website development

The main purpose of a website is to be the “store” customers can get familiar with its offerings. With the information, they can get from there they should take wanted action which usually is contact or purchase. (Dodson 2016, 123). An online store works same way than one in real world: it should attract people already from the outside and tell what will be inside. Shoe store should look like store which sells footwear and same rule works with online stores. The front page should download quickly, be professional, inspire visitors to stay and include contact details. It is important the landing page is simple. (Charlesworth 2009, 75)

Each website has unique address, **a domain name**. Another name for that is IP address and originally it was only series of numbers. However, for users those are hard to remember so today addresses are readable. Every company needs their own domain name and it is recommendable to be memorable and catchy. It is unacceptable to use the name of another company. (Ryan, 2014) When domain is registered, owner has all the rights of using it and no one else has that access to that no longer. (Low 2017) To create the right domain name, there are two decisions to make: Which suffix to use and the composition of the actual

name. Suffix is the end of the domain name like .com or .eu. Usually the decision is based on the market area. If a company is working on global markets, suffix should be .com. If markets are only in Europe, the end could be .eu. If the audience is local, the suffix is good to be local version as well. (Charlesworth 2009, 44) Today it is possible to have more unique suffix like .mobi .insurance or .safety. to support the brand. (Ryan 2014, 53) Name part is usually depending on the name of the online company, its brand names or its products/services. Domain name is often variation of those and it is good to have a recognizable connection between online and offline names and it is beneficial to have a keyword in it. (Charlesworth 2009, 44)

When the domain is the address of the site, **web hosting** is where user will place all the data of the new page. (Low 2017) Because sites have files and applications, hosting is needed. There are different types of hosting and which one is the right one is depending on how busy the site will be, what is the budget and amount of control wanted to have over the page. (Ryan 2014, 54)

Before deciding colors and fonts of the future page, the platform, the host, needs to be chosen. Luckily, today don't need to know coding to set up a website since there are ready made platforms where to choose from. Help of those, anyone can set up a page without professional and expensive help. (Mening 2017) Many platform offers hosting among other services which makes it easy for 'non-technical skilled' user. (Ryan 2014,56)

There are many options when choosing a platform. Each one has their own strengths and purposes. Couple of examples are Wix, Wordpress and SiteBuilder. In most cases a basic version is free of charge but for better features user needs to invest some money. **Wix** is fully customizable, feature rich platform and user don't need any technical skills. It has got good reviews and it is ranked top 1 platform. (Wix 2017) **SiteBuilder** gives free blog add-on, drag and drop editor and free custom domains. (SaitBuilder 2017) **WordPress** easy to use and it offers domain name, hosting and support. Using WordPress user can choose if wants to go easy way or get hands dirty being more in control of the coding. (WordPress 2017)

2.2 Search engine optimization (SEO)

Search engine is a business model which offers the possibility to websites to attract visitors. Search engines are often the entry point of internet which makes it efficient place for ads. (Charlesworth 2009, 177) When people are searching something from internet, they type few keywords in Google, Yahoo, Bing or another search engine. The search engine shows all the sites and data which has fitting keywords. To make a site found in search engines, it needs good amount of work and effort. First needs to be understood how search engines works. (Dodson 2016, 7)

The **Search engine results page (SERP)** is page that shows the results of a request on a search engine. When optimizing a website, user's goal is to appear on that page. On the results page, there are two columns: on the left organic listing and on the right sponsored listing. **Organic list** shows the results of search engine optimization and **Paid list** shows paid ads. Some search engines, such Google, have the paid ads on above of the organic list. (Charlesworth 2009, 183) If there are many hits for the same keyword, Google for an example, has ranking for the best content. It is smart to read pages and the pages with the most relevant content for that keyword appears at first. (Duermyer 2016)

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Viikin ponitalli. Kuva: Lauri Asanti/Helsingin kaupungin aineistopankki ... Keskustalli on vuonna 1929 toimintansa aloittanut **ratsastuskoulu** ja -talli. Keskustallin ...

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Tuomarinkylän **Ratsastuskoulu** tarjoaa hevosurheilua eri lajeissa. ... on pitkät perinteet sekä hevosmiestaitojen että **ratsastuksen** opettamisessa. Olemme ...

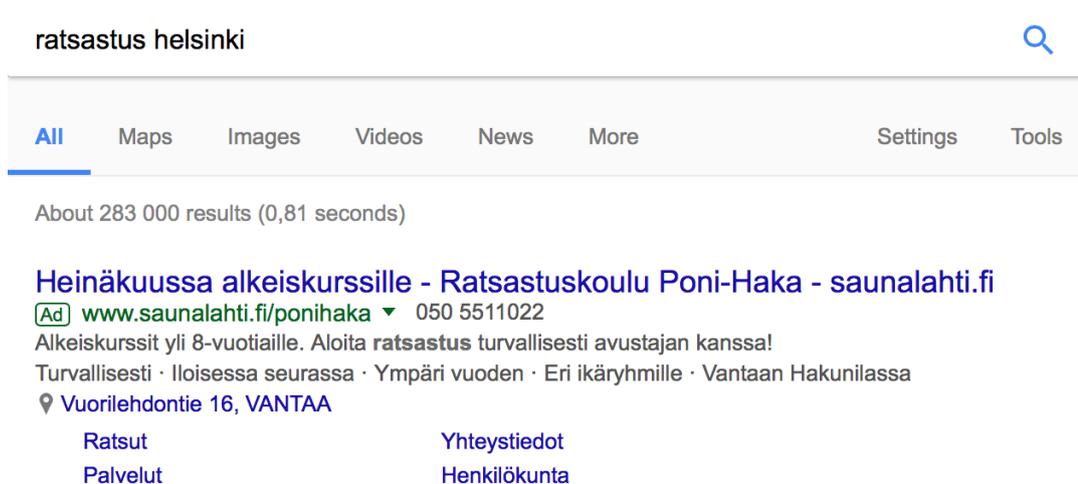
[Yhteystiedot](#) · [Hinnasto](#) · [Kurssit](#) · [Hevoset](#)

[Keskustalli oy](#)

www.keskustalli.fi/ ▼ [Translate this page](#)

Ratsastuskoulu on Suomen Ratsastajainliiton hyväksymä ja valvoma "Green Card" -koulu, alallaan vanhin Suomessa. Koulu on toiminut yhteistyössä **Helsingin** ...

Picture 1. Google's SERP showing organic list when using "ratsastus Helsinki" as a keyword. (Google 2017)



Picture 2. Google's SERP (Google 2017)

When using a keyword “ratsastus Helsinki”, Google’s results page shows first the paid ads. Ads are marked with an ad-box ensuring the users will see which are ads and which results are part of the organic list. (Google 2017)

It is important to have a content which is relevant for that keyword. Using more popular keywords to get traffic even if the content is not relevant for that is called black hat seo. There can be short time increase of visitors, but when search engines realize it is only a trick, the page stop showing up SERP. The time visitor will stay on the page will tell the relevance of that site comparing to a used keyword. (Kananen 2013, 46)

Goals are important when doing anything. Therefore, when optimizing a page, there needs to be something to target to. And to meet that target, it needs to be assessed. At the very beginning, company needs to think what it wants to achieve with search engines. Examples of goals are visibility, reputation, engagement, conversation and sales. When the most accurate goal has been found, the path to achieve that is easier to build. (Dodson 2016, 15)

On-page optimization is the key to be found by target customers – It helps to pages to rank higher on search engines and by that to get more relevant traffic. (Clutter 2016) On-page optimization consist of title and heading tags, meta descriptions and the content of the page. Also, it is good to have page which is

adaptable for different devices since today mobile devices are on high use. (Brockbank 2014)

Title tags are very important elements when optimizing a page. It is the tool to tell search engines and visitors what a page is all about most accurate as possible. Titles appears around web, including the tab in a browser. Title tag is the big blue prints on search engine results. The tags can be added with certain codes but some platforms, such WordPress, has own spot for title tag which makes tagging very easy. **Meta description** is the text which is under the title tag. It is maximum 160-character text summarizing a page's content. (Ratcliff 2017)

Kuusamo Hirsitalot: Hirsitalot ja hirsitalopaketit

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Hirsitalo Saloniemä 226. Monimuotoisessa ja yksilöllisessä Saloniemessä on luksusta ja sen pohjaratkaisun jokainen yksityiskohta on tarkkaan suunnittelu.

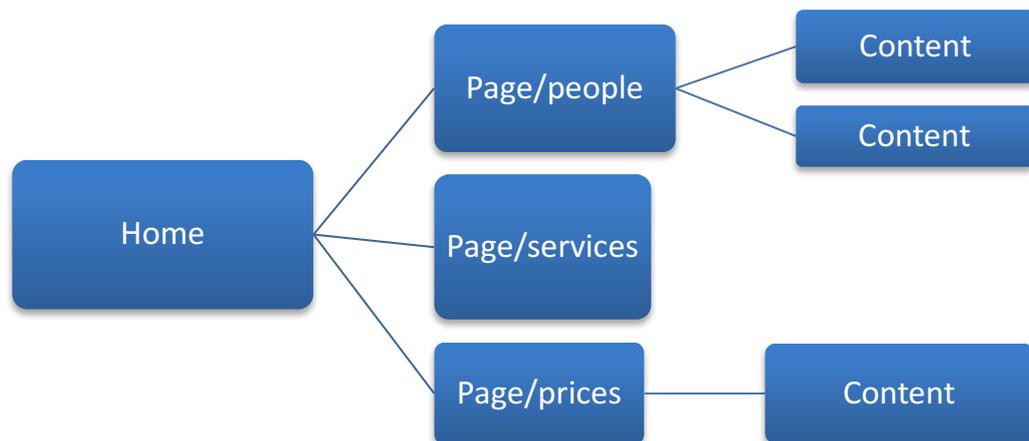
Picture 3. An example of on-page optimization (Google 2017)

On the picture above can be seen an example of title tag and meta description. Title tag is the blue print and meta description is the grey text. That is took from organic list using a keyword "hirsitalo". The meta description includes that word. (Google 2017)

Keywords are words and phrases in a web content that help searchers to find what they are looking for through search engines. (Ryan 2016, 111) There should be keywords included in headings, meta descriptions and contents itself. However, when a keyword is mentioned in the content too many time, the benefit is the opposite: the site might not be seen in SERP. (Kananen 2013, 50) When thinking of the best and the most effective keywords to choose, it is time to change perspective. Being the customer company is targeting and thinking what words he would use when looking for such site is one way to do the choice. That can help to find something to try and there are tools to test picked words. (Ryan 2016, 111) Google keyword planner is free tool helping marketers to find suitable keywords when placing ads. (Hubspot 2017, 42)

The **structure** of the page has a great impact of the success of a page and optimizing it. Therefore, it is important to get the information architecture right. The

content should be divided by main themes and keywords associated with each of them. Content is good to be arranged so that the most important information is at the highest levels. It is easier for the user to drill down more detailed info following summarized topics but on the other hand they don't need to read more than necessary to get the information they want. (Ryan 2014, 58)



Picture 4. An example of a page structure. (Ryan 2014, Kananen 2013)

The picture shows how the structure of a page is good to be. First is the home page which shows all the topics the site has. Each topic has relevant content relating to the topic. Having such structure, it is easy to a visitor to navigate on a page moving towards the information he is looking for.

Once the structure is clear, it is time to focus on the **content**. Effective content grabs attention, is original, is consistent and easy to read. Inverted pyramid style is commonly used way of writing. Its aim is to write the most important things at first and then moving to less important parts. This gives readers the possibility to get wanted information fast without the need to read whole text. (Ryan 2016, 61) Since Google knows to crawl through pages understanding it better, it is no longer needed to use keywords in every other sentence. (Brockbank, 2014) More important is that the content is unique having “conversation” with its visitors making them to stay longer and to contact. Good content keeps reader interested and it shows value company is offering. (Clutter 2016)

The **homepage** of a website is usually seen as the most important page even it has the least important content. It does not give enough answers for the reader and neither the company. The idea of the homepage is to help to navigate and find the wanted content. It helps to get at the beginning when a reader gets lost in the pages. However, even if the homepage is the least important what comes to content, still it has major job: to show what the page are all about. And it makes it easier to the visitor to find the themes of different contents. (Ryan 2016, 60)

Not all optimization happens on a website: **off-page optimization** supports on-page optimization and search engine ranking. (Charlesworth, 198) In other words, off-page optimizing is everything done outside of a website to raise ranking of it on with search engines. Link building is important when doing off-page SEO. Google determines the value of a page partly with links to it from another page. Therefore, without any, Google can't measure the value of that page. (Patel 2015) Having a great number of backlinks is not necessary and Google analyzes the relevance and importance of each link. Therefore, instead of having lots of links, more important is to have quality links. Links should have relevant content and it should take the clicker straight to the targeted page. (HubSpot 2017)

Other off-page optimizing elements are social media network, guest articles and e-mail. Blogging is one way of getting traffic. Companies are having their own blogs where they publish frequently articles about the subjects of the field of their business. Having relevant information adds value to customers. Sharing blog articles on social media can help increasing the traffic of a webpage and gives the possibility to users to link to you. (HubSpot 2017)

After the optimizing is done, web analytics helps to analyze web site functionality. **Google Analytics** is one tool for that, it is free to use and only Google account is needed. There are four components which makes it work: collection, processing, configuration and reporting. Google needs a tracking code (JavaScript) to be included in every page to collect information. The free version takes up to four hours to collect the data and to turn it into report. Analytics reports for

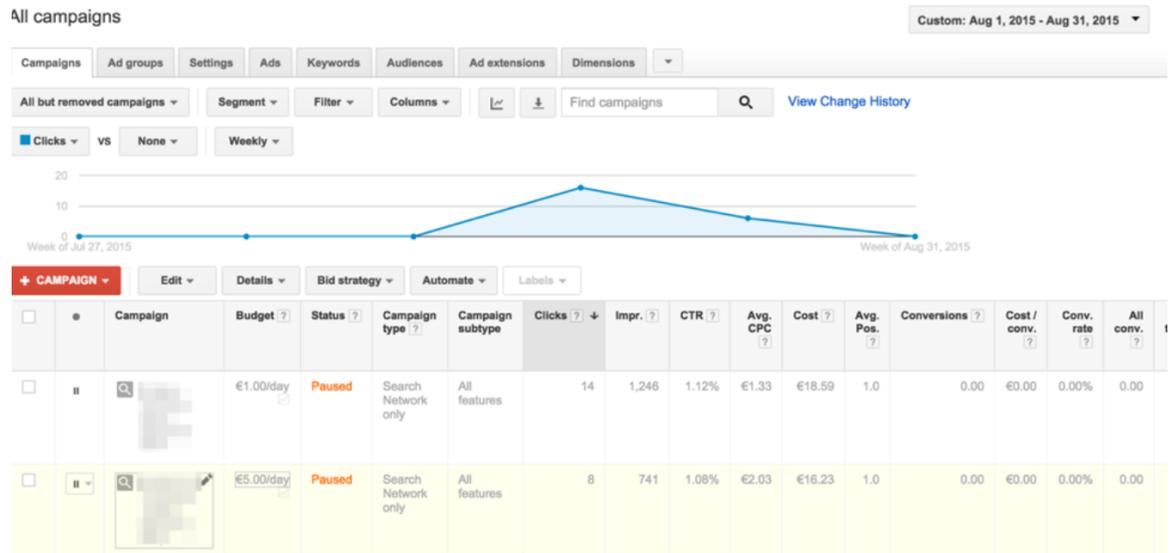
example if visitors are new or returners, their geographical locations, which page was the most visited and how they got to the website. (Vicol 2017)

2.3 Search engine marketing (SEM)

To make sure pages appears on search engines, company can pay to have ads on the results page. **Pay per click** (PPC) is paid search engine marketing, where advertiser pays when someone click his ad and visit his website. SEM is used to generate traffic to websites and ads are placed on search engine results page. Ads appears when someone is searching using keywords advertiser has bid on. If searcher clicks the ad, advertiser pays the amount he has bid. (Duermyer 2016)

Google's Pay Per Click advertising system is called **AdWords**. That is Google's way to earn money. Google is popular among small businesses because of its reputation and a company can control the costs. (Duermyer 2015) When starting AdWords campaign, first an account needs to be registered. Then, keywords need to be picked. User decides on what keyword or key phrases he's ad will be showing up. When the actual ad is ready, the next step is setting the budged. User sets up the price for a click and a the budged per day. Each time someone clicks that ad, that amount will be charged. But when the budget for the day has been used, the ad stops showing until next day. Google shows the ads who has bid the highest amount for that keyword. (Patel 2015)

Google gives a good idea of how the campaign is going. The chart (picture 5) shows how many clicks and impressions there are. Impression is the number how many times the ad has been shown when someone searched for that key-word. To see which ads are working, there is click-through-rate (CTR). IT is got by dividing the impressions by the clicks and it tells the percent of people who has landed on the advertised page by clicking the ad. (Patel 2015)



Picture 5. Example of Google AdWords campaign. (Patel 2015)

The Google AdWords page shows campaigns a company has created using Google. The site shows active campaigns, chosen keywords, bids set, clicks, budgeted per day etc. It is easy to see if the campaign is working and which keywords are most effective. User can take needed actions based on that information. (Patel 2015)

2.4 Marketing through social media

Social media is term for web-based software and service where users has the possibility to interact with each other. Social media is used for sharing audio, videos and experiences chatting and meeting people. (Ryan 2014, 151) Using social media as a marketing tool has many advantages. The biggest one is engagement. Companies can create customer engagement and community with them involving with the brand and each other. With social media, marketing can be made more targeted and personal since companies can create and share their own content with individual customers and communities. (Kotler & Armstrong 2018, 532)

At the same time, companies can have conversations with their customers, they can get feedback and create relationships with consumers. Comparing to other

marketing tools, social media can be very cost-effective and many channels are free to use. Only little amount of money can help to reach great amount of people. Besides everything else, social media is immediate and marketing happens in real time. (Kotler & Armstrong 2018, 532)

When thinking how to use social media for promoting a company, different options should be known first. There are three types of media where to choose: **Earned media** is free publicity, which is got by happy or unhappy customers who share their experience about the company in their own sites. **Owned media** includes communications that a brand creates and controls via its own platform. **Paid media** is any paid activity that drives traffic to owned media properties. There will be hidden cost in every option. (Dodson 2016, 156)

Owned media is something, such an own website, that a company has total control over. Paid media is paid advertising and a company pays to have its message appearing. Social media is an example of paid media: there customers has conversations about the company and products. In many cases, it starts with own media: an own website. (Ryan 2014, 70)

Once it is determined who is wanted to be reach with social media, it is time to set goals. Goal setting is important for all strategies. It can be business goal, customer service goals, product goals or marketing goals. (Dodson 2016, 158) Whatever the goal is, it needs to be measurable and attainable. (Dodson 2016, 228) If it is hard to determine exact goals, thinking challenges which are facing the business at that moment will help. Challenges could be lack of customers, low customer loyalty or people don't know the company exist. (Patterson, 2015) Once goals are known, the metrics to measure those need to be created. If it is awareness, what is wanted to measure, suitable metrics are reach, volume and exposure. If the goal is to engage customers, good way of measuring it is view comments, replies and participants. If the main goal is to drive traffic to a website, tracking URL shares and clicks helps to measure it. (Kissmetrics 2017)

Social media offers many different channels for marketing. Some are for pictures, some for videos and other activities. The next step is to choose channels. Examples of channels are Facebook, Instagram, Twitter, Snapchat, Periscope

and LinkedIn. For an example, Facebook gives many opportunities since it is one of the most popular social media site. (Dodson 2016, 158)

Facebook is social networking site where its users can share videos and pictures, post comments, live chat and play games. It is founded in 2004 by Mark Zuckerberg. It is the most used social media channel and It is usable for both private persons and businesses which makes it successful. Facebook is good platform for companies for social media marketing since it supports fan pages and group pages. (Nations, 2016)

Facebook as a social media marketing tool is simple and effective. It has two ways to charge users from marketing. **Cost per mille** (CPM) and cost per click (CPC). Other name for that is cost per thousand (CPT) since the price is for every thousand displays and it is based the amount the ad has been seen. Facebook is showing the ad for those users, who most likely help the company to achieve its goal which could be for an example increasing the number of likes. (Kananen 2013, 130)

2.5 Measurement of SMM effectiveness

To see if a social media campaign is successful, there are two ways to measure it: Ongoing analytics and campaign focused metrics. Ongoing metrics is used tracking over time and if there is a campaign - it has clear time frame – campaign focused metrics is used. Ongoing metrics is important when keeping up overall activity and conversation about the company. But to see how target marketing is working to campaign to campaign. (Kissmetrics 2017)

To do the measuring, tools are needed. Many social media channel has their own measurement tools available. Facebook has its own page for reports including all kind of information from a past month: the number of likes, page views, posts, reach and people. User gets very quickly the idea of how the campaign is working. (Dodson 2016, 228-229) The work doesn't end after measuring: social media marketing is continuous work field. The next step is to monitor and report found results. That can be done by comparing results to expectation: were there

as many likes and shares that was hoped or whatever the goal was. There is good to have a schedule when the report is done. For some companies, every week is needed and to some it is enough to report results every four months. (Kissmetrics 2017)

The final step is to adjust and repeat. This time the report is read and analyzed to see if everything is going well and if there has been found some lacks. Based on these findings, the next round could be more effective since found problems can be fixed. Every round is learning opportunity giving the chance to improve campaigns. (Kissmetrics 2017)

3 INTRODUCING THE CASE COMPANY AND THE THESIS PROCESS

This chapter introduces the case company, Kiannan Kelkka- ja Kalaetappi, its markets and demand and the importance of digital marketing as their marketing tool. Besides that, development task as a thesis topic will be explained along the process of done work.

3.1 Case company: Kiannan Kelkka- ja Kalaetappi

Kiannan Kelkka- ja Kalaetappi rents snowmobiles and provides accommodation in Suomussalmi, Finland and it is part of Veikka Juntunen limited company. Kiannan Kelkka- ja Kalaetappi is founded beginning of 2017. The main business is snowmobile renting, but such business is seasonal. However, accommodation is available around the year. Besides those two offered activities, a customer can rent ice fishing equipment, snow shoes, play pool or shoot with shooting simulator. Accommodation facilities are in the old school of Kiannanniemi. The building is renovated for such use and the needs of snowmobilers are taken in to account.

The owner of the company has no previous experience of digital marketing or website building and internet is the key element of reaching customers. The owner wants to have own website and social media as a marketing channel. There is no certain target group, but still the markets are niche.

Suomussalmi gets lots of snow on winter. Therefore, families are coming from the Southern Finland on their winter vacation to Northern Finland. They are one target group. Other group is snowmobilers, who don't have their own snowmobiles.

Digital marketing is one of the best options to market this company when customers won't come to the premises when making their decisions. Such business needs good marketing plan because people don't rent snowmobiles spontaneously. Tourists do their research when searching the best place and services and

plans and reservations for winter vacation are made in advance. Very popular places, like cabins and trips to ski resorts are booked a year before the trip. So, it is essential to be out there all year around.

The challenge is that the company is new which means it doesn't have any customers yet. It has not any packages to offer so it is flexible to go with the wants of its first customers. However, how to attract people if there are none to share experiences.

Tourism in Northern Finland is growing every year. Resources are limited and holiday centers are fully booked during the best season time, which is from December to April. Demand exceeds supply. Therefore, there are demand for new companies. Kiannan Kelkka- ja Kalaetappi cannot offer all the activities the most popular locations, like Levi, Saariselkä, Muonio are offering, but there are demand for such activities the company offers. It is challenging to make people stay in Kainuu since most popular places are in Lapland.

3.2 Development task as a method

When a thesis is development task, the idea is to create something new. Behind the task is usually organization wanting to change or to improve itself. Tasks include practical problems solving and improving or creating new ideas for products and services. Development task differs from research problem by having a target to find new solutions in practice instead of finding a new theory. When carrying out the task many methods are in use and to support the wanted development, both theory and practical information is needed. (Ojasalo, Moilanen, Ritalahti 2015, 18-19).

A development task as the method for this thesis was the most suitable option, since the case company needed something new to be developed to meet the goals the company have. The task included it both studying and implementing it in practice. To execute this task, the first thing is to collect and create the content. Visiting website of another companies with similar topic and business field, can be got an idea what is good to have and what not. It can also be studied

what is good website. Even there is this idea how a website could look like, still it is mainly the developer's decision. When putting the website together, it is more following the instructions of the platform. When optimizing the page, both on and off page, the job will be based on the studied theory – the task is to implement the theory in practice. To see if the development task is successful, the results needs to be analyzed. This part can be done with tools internet offers.

3.3 The process in action

Kiannan Kelkka- ja Kalaetappi needs help with spreading awareness to get customers. The company wants to have website to do so. When collecting the content, pictures were taken by the author of the thesis, the CEO of the case company and a trainee of the company. Pictures were taken in several days having the most activities and facilities in those. At the same time, descriptions were written. It was time consuming since different activities and rental equipment needed to be describe with pictures on action. When was time to set up the site, the job became more independent. The company gave free hands for designing and optimizing.

Even if the website creation is getting easier every day with ready platforms and tools those offer, the process included many challenges. Easy part was to divide the tasks and to know what step was next. But without any experience of doing a website, creating one was harder than expected. Challenging was optimizing the pages since there was no experience at all and it includes a great number of different details and practices. Understanding how the content needs to be written as optimizing purposes was very hard. Same with headings and keywords. Therefore, this part needed more time and studying.

The task was interesting giving great experience of developing a website and executing a development task. The journey was challenging but having a case company on the base of this task, it gave purpose which helped to stay motivated and excited. Each step of this path with short descriptions are listed on the picture below.

Weeks 1-3	Before doing anything else, the material for the page needed to be collected and planned and the first 3 weeks are used for this. This is done together with the CEO of the case company. He knows the best about his company and at the end, he is the one who's opinion counts. Content creation takes 2-3 weeks and it includes description writing and picture shooting of the rental equipment and accommodation facilities.
Week 4	Choosing the website platform.
Week 5-8	Setting up the new website. This is adding the content, creating domain, choosing themes and fonts.
Week 9-10	Optimizing the page. Choosing and testing the keywords and working with Google
Week 11	Launching the Kiannan Kelkka-ja Kalaetappi sites
Week 12	Setting up FB profile
Week 13-14	Viewing the results from the website and Facebook profile.

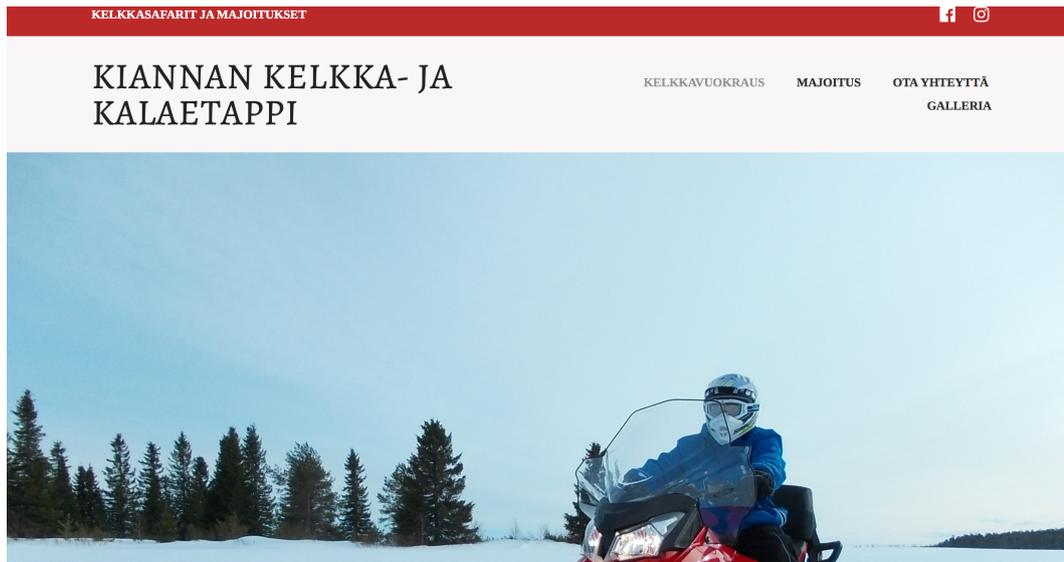
4 LAUNCHING OPTIMIZED WEBPAGE

This chapter shows the actual website and puts the process in action. Beside the website, Kiannan Kelkka-ja Kalaetappi has a Facebook profile and it has done some search engine marketing via Google.

4.1 The new website

Options for website platforms were WordPress and Wix. WordPress was decided to be the one for this case. The biggest reason was a little experience of that from before. WordPress offers everything user might want it is easy to use even for beginners. There are levels depending on the aims a user and WordPress is free for personal use, but the level for businesses costs 300€/year. The price included a domain name which is kiannankelkkajakalaetappi.com. Even if the website is currently working only in Finnish, the suffix is .com. The reason for that was that WordPress couldn't offer .fi option. However, if the company will target customers globally later, the given suffix is more suitable.

When visitor lands on the homepage of Kiannan Kelkka-ja Kalaetappi, the aim of the page is to tell what the company is about. Homepage is clear and simple to read with accurate picture. There is no much text on the page, but more pictures about different activities. The structure of the website is following the picture 4. from the theory part. There is menu on the top of the page where visitor can find what he is looking for. Main topics has their own links and visitor can easily find the information he is searching. Each topic has relevant content relating to the topic. There are own pages for snowmobile renting, accommodation, contact information and pictures. Each page includes pictures accurate to the topic, but there is an own page for just pictures. On the very top of the page, there is link to the Facebook page of the company.



Picture 6. The front page of new website (Kiannan Kelkka-ja Kalaetappi, 2017)

When visitor is thinking if the company is the right one for their purposes, they can get into more detailed information about different activities and the prices. Pictures and detailed descriptions give some understanding about the place and are essential since customers are not able to visit the place to see everything in advance. An effective and professional website has relevant content, which gives the reader everything he needs to make the wanted action. Wordpress makes the website readable for mobile devices and tablets, which is important since many users are surfing with mobile phones.

Kalastus

Talvella on mahdollisuus pilkkiretkelle 70 km mittaisella kalaisalla Kiantajärvellä. Pilkkimiseen ei tarvita kalastuslupaa. Myös pilkkimiseen tarvittavat välineet on mahdollista vuokrata paikan päältä. Välineisiin sisätty reppumallinen pilkkijakkara, kaira, kaksi erilaista pilkkivapaa, sohjokauha, puukko, teleskooppi makkaratikku sekä tietysti syötit. Tarjolla on myös pilkki piknikreppu, johon sisältyy eväsleivät ja lämmintä juotavaa termospullossa.

Lisäksi muunlaisiakin kalastuskokemuksia haluavalla on mahdollisuus käydä kokemassa verkkoja tai tutustua koukkupynttiin paikallisen asukkaan kanssa.

Pilkkireppu tarvikkeineen 10€ vrk / hlö

Piknik pilkkireppu tarvikkeineen 20€ vrk / hlö



Picture 7. A description of an activity Kiannan Kelkka- ja Kalaetappi is offering (Kiannan Kelkka- ja Kalaetappi 2017)

The picture is describing one activity which can be done during a visit. The picture was taken on a sunny day someone in action to help visitor to imagine the atmosphere. All the activities can be optimized to be found on SERP. Also, all the pictures.

4.2 Optimizing the New Page

WordPress makes the on-page optimizing very easy, since it does it for the user. On the settings page, there is own box for optimizing each page. Only with little effort pages and the content can be optimized. It can be done even without any knowledge about the topic, but WordPress offers guides if user wants to know what he is doing. There is no copied content on the page what is one way to keep search engines “happy”.



Picture 8. Preview of the search engine description

For an example, meta description for the search engine results can be set up and then it can be previewed. It tells what a visitor can do while visiting and what the page is all about. WordPress has a page where are spots for meta description, title tags etc. It was easy to determine each part independently. Title tag is like the selling phrase in one sentence. Its idea is to convince the reader to keep reading more and the meta description tells little bit more about the content.

For off-page optimizing there are a couple of links to the pages and the Facebook profile. Facebook profile leads visitors to the official website of Kiannan Kelkka- ja Kalaetappi. For the one link, there has been done some cooperation

with Hossa.fi page. It has short descriptions of the companies around Hossa area and since Hossa became a national park, it has more visitors. On the page, there is short description about Kiannan Kelkka- ja Kalaetappi, contact information and a link to the website. Another link can be found on the page Suomussalmi.fi, the official page of Suomussalmi municipality. There is list of accommodation opportunities around the area and the company has been mentioned within a link to the accommodation page.



**Kiannan
kelkka- ja
kalaetappi**

Kiannan kelkka- ja kalaetappi majoittaa niin suuria ryhmiä kuin yksittäisiä matkailijoita. Kolme majoituskohdetta eri puolilla Suomussalmea soveltuvat myös kokous- ja juhlatiloiksi. Kiannanniemellä on majoituspalveluiden lisäksi safaritarjontaa ja välinevuokrausta. Kelkkailijoille Kiannanniemi on loistava lähtöpaikka sekä omatoimisille retkille että ohjatuille safareille. Pihasta lähtevää kelkkareittiä pitkin voi ajaa vierailulle vaikkapa Hossaan tai Raatteen Porttiin.

Kiannanniemi, 89740 Suomussalmi
Tel. + 358 44 0996431 | veikka.juntunen@gmail.com

www.kiannankelkkajakalaetappi.com

Picture 9. Info about Kiannan Kelkka-ja Kalaetappi at Hossa.fi (Hossa 2017)

Hossa.fi is sharing information about local companies. The description tells briefly about the company and leads reader to the website of Kiannan Kelkka ja Kalaetappi.

4.3 Google as a new best friend

It is expectable, that potential customers have not heard about Kiannan Kelkka- ja Kalaetappi and don't know to search for it. Or if someone uses the keywords but the ranking is not high and the company does not show up in the first three pages. Since Google has a good reputation and it is popular search engine, company ended up using it for search engine marketing. Because the company

is not well known, it to appear on search engine results couldn't be trusted. Therefore, to make sure, that the company shows up on Google, it has been made more effective by paid adds from Google, AdWords. Chosen keywords for Kiannan Kelkka ja Kalaetappi are *kelkkavuokraus*, *moottorikelkkavuokraus Suomussalmella*, *Suomussalmen majoitus*, and *majoitus Suomussalmella*. The words were recommendations from Google's keyword maker.

When searching via Google typing the keywords, results are following:

The keyword	the number of SERP when appearing
Kelkkavuokraus	6
Moottorikelkkavuokraus Suomussalmella	1
Majoitus Suomussalmella	6
Suomussalmen Majoitus	5

Since the ranking is not very high at the beginning, it is good to have paid ads on Google. AdWords campaign needed to be started. Because there was none previous experience of using this form of Google, set bids were low.

Avainsanat	Hinta	Klikkaukset	Klik.pros.	Mainokset
● moottorikelkka vuokraus	0,00 €	0	0,00 %	Kelkkavuokrausta ja majoitusta - Meiltä löydät tarvittavan [Mainos] www.kiannankelkajakalaetappi.com Tutustu Suomussalmen laajaan kelkkareitistöön vuokrakelkalla ja majoitu miellä
● kelkkavuokraus	0,00 €	0	0,00 %	
● moottorikelkkavuokraus	0,00 €	0	0,00 %	

Picture 10. The chosen keywords and the prices bid (not campaign at that moment) (Google 2017)

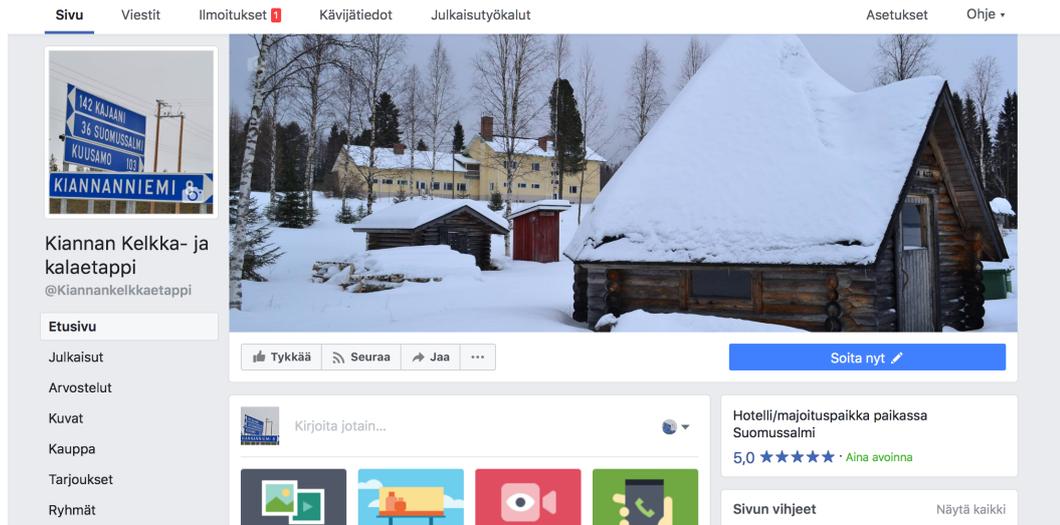
The chosen keywords are built around the main business idea, which is snow-mobile renting. On the above can be seen the top three keywords and the bid set on each and the clicks on each. At this moment, there was no active AdWords campaign.

4.4 Kiannan kelkka-ja kalaetappi in social Media

Besides of Google and the webpage, some of the marketing happens through social media. After the website was done and some traffic guided there through Google, Facebook is helps promoting the page and the company. Since there is no determined target audience or marketing plan, Facebook was chosen because of previous experience of using it. It was easy to create a business profile on the side of a personal account which make it easy to manage and update.

Since the company does not have used social media previously for marketing the company, Facebook felt the easiest step to start with. There have been private profiles and to have business profile alongside is not big change. If the use of social media is meant to be part of everyday marketing for the company, this is good way to start.

Information spreads out better in Facebook since users can meet the company without searching it. As updater, it is easier and faster to use than the website platform. Most of the traffic to the website comes through Facebook. With its Facebook page, the company tells latest news and uploads most recent pictures taken in action. The Facebook page includes the same information than the webpage and it is more active. For people who is interested, it is easier to contact and ask something via FB. Therefore, Facebook is good tool to communicate with customers and for creating relationships.



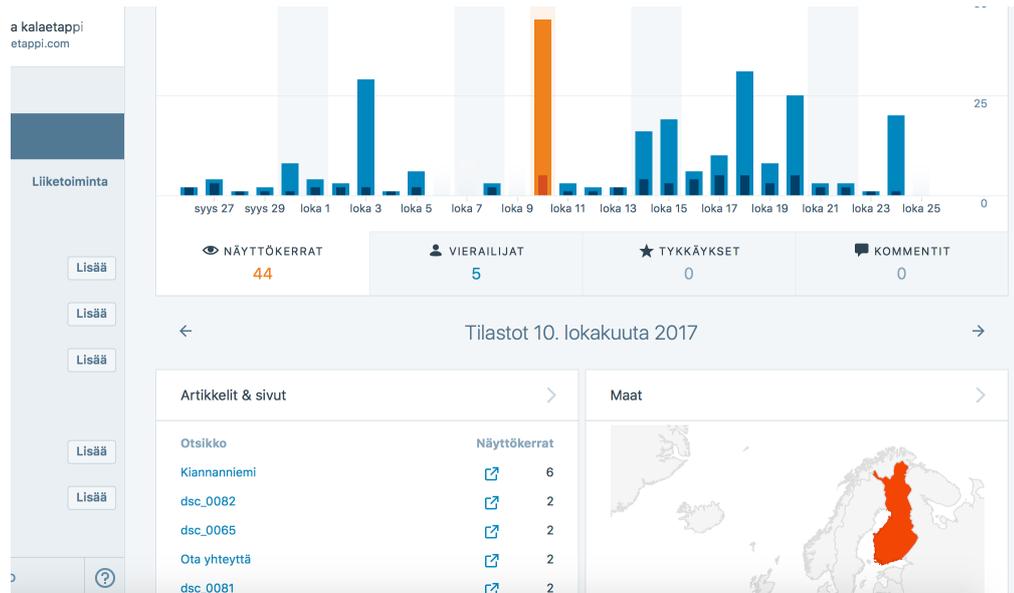
Picture 11. The Facebook page of Kiannan Kelkka ja Kalaetappi (Facebook 2017)

On the Facebook profile, the company has the same pictures and information that the website has. The main page has all the needed information, such as address, contact information, map etc. It is very easy to publish pictures, videos and writing on the page.

4.5 The Success of Done Work

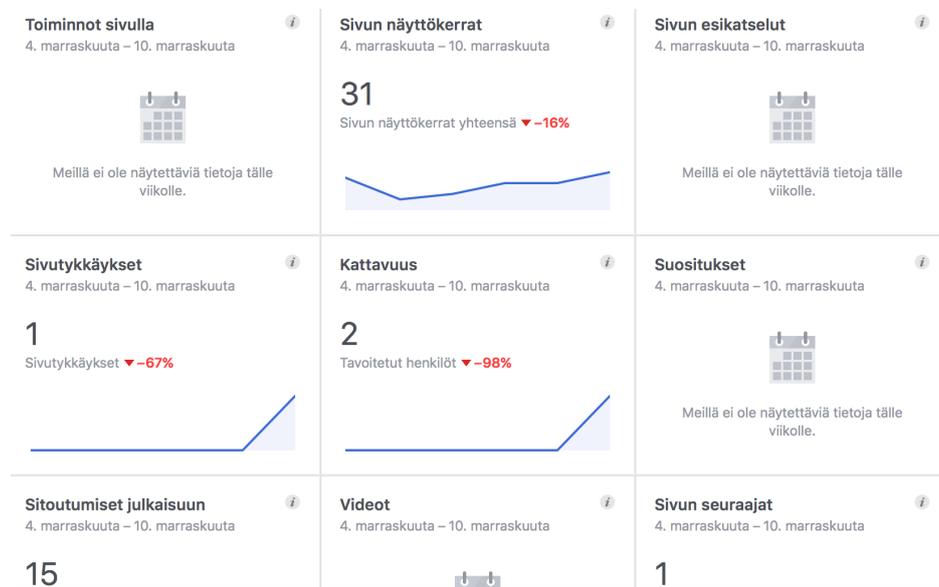
WordPress has tools to see the traffic of the page. Traffic page shows the number of visitors per day, where they are from, what they clicked and how they ended up to the page. The chart shows very quickly the past month visitor numbers. WordPress shows the used keyword when someone is visited the page.

Mostly visitors are from Finland. However, there is traffic also from Russia, Sweden and USA. It is noticeable that usually the traffic peak is happening when something is published on the Facebook profile. The goal of using Facebook was to spread awareness and get traffic to the website. It is easy to follow how that path is going with the tools Facebook is offering its users.



Picture 12. The chart of visitors and the list of visited pages (Kiannan Kelkka ja Kalaetappi 2017)

There can be seen the chart of visitors per each day. Some of the days are better and the peak is cause of a post on Facebook. There is a map showing where the visitors are from on chosen day. On the left can be seen what the visitors have been reading and clicking.



Picture 13. Facebook's tool to follow actions of the page (Facebook 2017)

There was no campaign when used Facebook and the target of using it was to spread awareness. Facebook has great tool to measure a goal like that giving

information about how far posts has reached and how many likes it has gotten. The moment the picture was taken, there was not anything posted lately. The numbers show the percentages compared to previous report. The site seemed to be quite silent around that time. Useful information is how many has commitment to a post and how far the post has reached. Analyzing those numbers, the better post can be created. Maybe some money involved to spread the word more further. The Facebook profile has done its work and lead traffic to the website. However, posting only randomly is not very effective. With little more work, results could be more effective.

5 CONCLUSION AND RECOMMENDATIONS

Now the case company has its own website made via WordPress. The website has self-written content that describes what the company offers and visitor can possibly get the information he is seeking. To make more traffic to the site, it has been optimized to be found by search engines: title tags and meta description is supporting keyword searches and the page structure has been built following recommendations from theory part. To support made website, a Facebook profile was registered. It is used as a marketing tool but also working as an off-site optimizing tool.

The website is very basic and simple. It does not have great amount of content but it is structured such way it is easy to navigate when searching information. Website includes lots of pictures and it is the will of the CEO of the company. When the content was written, there was not enough knowledge to write it thinking the search engines. Therefore, the content could be better when thinking about optimizing the page. The site would have been made to look more modern and it might not be that interesting when looking it visually. Since optimizing included several things, not all was done. There are great number of pictures on the page but those are not edit suitable for search engines. Doing it can make appearing more likely on SERP.

The Facebook profile is just there without any goals or targets, Therefore, it is not that effective as marketing tool and it has lot to improve and the profile needs someone who keeps updating it continuously.

Making the website from the very beginning to published version was very teaching and precious experience. When visiting a website, it is hardly on mind what all has been done before the site is ready for traffic. Normally, user is just searching something using keywords and search engines gives the right answers – easy. But thinking it from the website developer's perspective, it is hard work and it needs studying. Even, if coding is not needed anymore, understanding how to be found via search engines needs experience. Only reading about

title tags or meta descriptions is not enough. Doing all that in practice supports the learning. Now, when searching something, all are seen deeper.

The biggest learning happened when the site was optimized. Using different sources and finding examples made understanding easier. Google itself was not the best teacher when tried to understand how Google Analytics or AdWords work. It was better to find articles about the topic and those had more detailed explanations about how such tools works and how to use them. However, Google had great tools for every phase. Optimizing a page includes great amount of information and there are many things to do. Therefore, after the development task has been done, it can't be thought there is still much to do and everything understood was only beginning. Again, with so many tools such task is made simple. That means, not all the theory has understood that deeply and well to build such site without the tools.

Recommendations for the future:

- The website for Kiannan Kelkka-ja Kalaetappi is made but it is essential to keep updating it. The basic work is done but there are many things which needs to be improved and search engine optimization is one thing. The content was written all at once. Therefore, it should be improved when there is more experience and customers in action. Customer feedback is helpful and important aspect when improving the website and services.
- To make marketing and targeting more effective, there should be target groups and based on that, marketing plan. With more detailed plan, it is easier to find and attract the potential customer.
- Results show the visits happens globally. Therefore, it is good to have the website also in English, maybe in Russia later.
- Also, using Instagram as marketing tool could be good option since company posts lots of pictures.
- -Co-working with agencies or another companies/blog keepers to make more traffic

Next step for the company could be focusing on international markets. Having a tourism professional planning the services and marketing the company is needed.

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APPENDICES

