



# Marketing a Summer Cottage Rental Business Under the Influence of COVID-19

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2022 Laurea





Laurea University of Applied Sciences

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Business Information technology  
Thesis  
May, 2022

Laurea University of Applied Sciences

Abstract

Degree Programme in Business Information Technology

Bachelor's Thesis

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**Marketing a summer cottage rental business under the influence of COVID-19**

Year

2022

Number of pages

43

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Websites are critical in product marketing and company branding in order to accomplish a certain business growth aim. The goal of this bachelor's thesis is to build a website for Tuomaalan tila. Tuomaalan tila's new website will allow the client to use it as a marketing tool to enhance product visibility. Tuomaalan tila is a local business in the center of Finland. The company runs a store called 'Amber Palace,' which sells amber jewelry and antiques to visitors that visit Helsinki during the summer.

This bachelor's thesis is divided into two sections: theoretical and implementation. The theoretical framework integrates an analysis of the literature on website usability, the website as a marketing tool, and a comprehension of what constitutes a decent website.

This thesis project resulted in a website for the case firm that workers may modify. All clients are pleased with the outcome of this thesis project, which helped in the completion of this research.

Keywords: Website, social media, SEO, COVID-19



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## 1 Introduction

Since the advent of the Internet, our lives have changed dramatically. Homepages have become indispensable for acquiring information such as news, study, communication, and video and as a low-cost information dissemination tool for companies, organizations, and individuals. With the spread of smartphones and tablets such as iPhones and iPads, the importance of a website is increasing.

Naturally, every company has customers. Not all business partners understand this. Companies with no transactions will know little about themselves. Besides customers, many people want to know about the company. For example, business partners, relatives of employees, rival companies, shareholders, people who want to work for the company in the future, or people who are thinking of purchasing products and services.

Companies, which are public institutions of society, have a responsibility to send accurate information to many of them. They will carefully disseminate our company's ideas and philosophies, detailed product information, and the latest trends through their website. Furthermore, due to a good website, companies can gain tremendous trust and respect from users.

In this project, the author created a website for Tuomaalan tila to market their summer cottage rental service and inform customers about the service itself and the nature that Tuomaalan tila can provide in Orivesi, Finland.

### 1.1 Background information

Tuomaalan tila started its summer cottage rental business in the tourism industry in May 2021. It locates in the central Finland, Orivesi, which is nearby Tampere and Jyväskylä. Tuomaalan tila's leading service is renting summer cottages. In addition to renting summer cottages, it provides a kayak rental service and a SUP-bord rental service for those who want to enjoy the rich nature Orivesi offers, such as a lake. By starting this summer cottage rental business, the client needed Tuomaalan tila's website for future potential customers and to market its business publicly. The client needed to build its marketing team for building a website, SMM, and SEO to get new customers. The client has the budget to hire a professional web designer, marketer, or web developer. However, the client knew the author was studying Business Information Technology as a significant subject at Laurea University of Applied Sciences. The client allowed the author to build Tuomaalan tila's website from scratch and market its summer cottage rental business. In the author's project, the main objectives were

to build a website, market the business through social media, and improve Tuomaalan tila's website to increase its visibility to the public.

## 1.2 Objective

The main objective of this project is to build a new website for Tuomaalan tila so that future potential customers can see in detail what Tuomaalan tila can offer. The website was built with WordPress so that it is easy to custom the website by coding and by using ready-made templates provided by WordPress. Building a website is not the solution to getting new customers for a new business. Therefore, in addition to building a website for Tuomaalan tila, the author made social media accounts for the client to gather customers cost-efficiently. Moreover, as the third objective, the author committed to building the website customer-friendly, which led to SEO management.

After the project, the author gained experience as a web designer/web developer by applying a new method of building a website, marketing a website through social media channels, and gain skills as an SEO specialist.

## 1.3 Methodology

This thesis is a practice-based thesis. The project's main point is to build a new website for the client and create a stronger connection between Tuomaalan tila and potential customers by applying Social Media Marketing tools and SEO management. In building a new website for the client, the author used WordPress to build the website, which includes a blog-like webpage. The author used Facebook, Instagram, and YouTube as social media channels.

The author's part in this project is to research and practice building a website and gain new knowledge. This practice-based thesis can provide practical and theoretical knowledge about the whole process, from building a website for a new business to optimizing it for search engines. A practice-based thesis seeks to provide practical advice, direction, organization, and rationalization.

## 1.4 Limitations

The limitation of this project was the COVID-19. Since this summer cottage rental business was planned just before the COVID-19 pandemic, the client expected international customers who reside outside of Finland. That made the author and client target domestic potential customers. Since the COVID-19 outbreak, new words were made, such as "staycation," which means a holiday that

someone spends in their own country or home, rather than traveling somewhere else. (Cambridge Dictionary 2022) So we turned this limitation into an opportunity.

Another limitation was that the client and the author lived far from each other, and the client was not familiar with the remote meeting. Therefore, meetings must have been scheduled well beforehand, and it took 2 to 3 hours by car for the author to see the client, so there were not so many meetings organized, which could have been more to improve the outcome of this project.

## 1.5 Thesis structure

This practice-based thesis is composed of seven chapters. The first chapter introduces this thesis which contains basic information such as background information and limitations. In the second, the author demonstrates the importance of a website and explains that a website is a tool for companies. The third chapter explains how social media can be used as a marketing tool. In the fourth chapter, the importance of SEO management is described. From the fifth until the seventh chapter, the practical part of this project is enlightened. The fifth chapter is about planning the website and designing it for Tuomaalan tila. The sixth chapter describes how the author applied social media marketing to promote Tuomaalan tila's website. The website's images and logo of the client's company are included in this chapter. Moreover finally, in the seventh chapter, the author demonstrates this thesis project's conclusion.

## 2 Website as a marketing tool

Most users are looking for the information they need online to make a purchase decision for a product or service. Therefore, it can be said that the need for a homepage is high in any industry. However, when thinking about the need for a home page, these issues will arise, "If you are a local business, you do not need a homepage?", "I do not understand the benefits of opening a homepage," or "I want to understand the necessity of each industry."

### 2.1 Using a website

When the internet began to spread, creating a website required technical expertise if you wanted to make it yourself. It would be expensive to ask an expert to create it, so only significant companies with a particular name degree can create a homepage. It was like

having it. However, now we have homepages from small businesses to sole proprietors. This is partly because it is technically easier to make, but the homepage has a significant advantage after all.

In this section, we will go through four segments mentioned below:

1. Benefits of having a website
2. Disadvantages of having a website
3. Disadvantages of not having a website
4. Two points to judge whether you should have a website or not

#### 2.1.1 Benefits of having a website

First, four advantages of having a website will be introduced. Opening a website means publishing various information about the company on the internet and promoting its goodness. It is like hiring an excellent promotional staff that is open 24 hours a day, 365 days a year, and it has many advantages.

1. Having a website gives a sense of trust in the business. A website is a tool for companies and individuals that can "introduce themselves" on the internet instead of business cards and pamphlets. In the case of a company that will open a website, it may be because the customer inquired, "Is there a website?" It is proof that when the existence of the internet becomes very familiar, and someone wants to find out something, it is common to search the internet first with a smartphone or a computer.
2. In the era of the heyday of the internet, if there is no information on the internet, even if someone searches for it, the person will wonder, "This company does not have a website, so their business might not be going well." The company will lose potential customers' trust. If a company has a website and the business details are written, a company can rest assured that companies are thinking of the business partners and customers. In addition, if a company has the latest product information and a form that can be used as a contact point for inquiries, the trust of potential customers who see the website will be even higher.
3. Once a company opens a website, it will be able to attract customers via the internet. If the company's website is displayed at the top when someone searches the internet, many people will come to the company's website from there. Since the number of clicks increases as the search results of the search engine increase, it will be necessary to apply the SEO (Search Engine Optimization) method to display the company's website at the top

of the search results. If people search for keywords related to the company's products, the number of potential customers will increase, and sales can be expected to increase.

4. A website can be used for marketing by access analysis. There are various methods of access analysis, but it can be understood when the time and period of access are high, what keywords are used by many people, and what to do with the company's marketing activities in the future by collecting data. A company can also place a survey form on the website to collect information
5. Opening a website often leads to cost savings. The following three can be reduced.
  - Reduction of transportation costs. Employees do not have to go to the business many times because someone can see the web page.
  - Reduction of labor costs. The website is open 24 hours a day, 365 days a year.
  - It is reducing advertising costs. Potential customers visit websites by searching the internet and getting to know their company.

The reduction in transportation costs should be a considerable cost reduction from a long-term perspective. Until the website's existence is known to some extent, it is necessary to spend advertising expenses to advertise. However, if it can be displayed at the top of the search engine, the advertising expenses can be significantly reduced.

#### 2.1.2 Disadvantages of having a website

There are many advantages to opening a website, but there are also disadvantages.

1. It costs to run the website.

The most significant disadvantage of opening a website is that it costs money to continue operating. Recently, free blog service companies have also started services for companies. The services provided free of charge can be fully utilized by sole proprietors. However, in the case of a company that has a large scale to some extent, it is still challenging to utilize it unless it is a paid plan. If the company chooses a paid plan, running costs will always be incurred, and it will not be completed within a year or two after opening the homepage so it will cost the company a long time.

2. If the company does not operate it strategically, it will not be effective.

Unlike blogs and SNS, websites cannot be effective unless operated with a strategy. This is because the website is another sales staff who works 24 hours a day, and even if the company creates a website without a sales strategy, it will only be helpful as a signboard.

Recently, some services have allowed many to create a website quickly, so if a company wants to create one, it can create something that is just within a day. However, it will take some time before the website is fully effective. An operational strategy is necessary to increase the number of pages, increase the number of accesses, and increase the number of fans who visit many times while operating.

A thin website created without a strategy will not be effective, and it will not be a backup tool for improving business performance.

3. In the case of a company, at least one person needs a website administrator.

When a company operates a website, it is necessary to have at least one administrator. This is because it is necessary to regularly post new information and take security measures.

Recently, the number of online crimes, such as attacking corporate websites, has increased. It may be able to do such as business disruption, temporarily making it inaccessible, or tampering with the contents by unauthorized access.

Suppose a small company wants to operate a website. In that case, it is recommended to use a website creation service with perfect security measures or have several employees who are good at web development also serve as website administrators in addition to their original work.

### 2.1.3 Disadvantages of not having a website

After knowing the advantages and disadvantages of opening a website, it is important to also know the disadvantages of not having a website.

1. Continue to lose potential customers over the internet.

If the company create a website properly and update it continuously, it will be an excellent tool that will be open 24 hours a day. The lack of a website means that you do not have this great sales tool. In other words, you will lose the opportunity for sales activities, and you will continue to lose potential customers.



Many things can be posted on the website. It can mainly carry out company promotion activities such as product/service information, corporate history, business content, management status, management philosophy, top thinking, corporate culture, employee introduction, the status of social contribution activities, Etc.

If there is no website, the above information will be sent using such pamphlets. However, even if a new product is released, the new pamphlet will not be printed immediately. It will be revised once every few years, just like many companies typically do.

Without a website, new information will not reach existing and potential customers. As a result, companies continue to lose the opportunity to appeal to new customers.

## 2. Not trusted by customers, not trusted.

Companies that don't have a website tend to be untrusted and untrusted by their customers. This is because opening a website and opening it widely on the Internet, from business content to management policies and philosophies, will increase trust in the company.

Nowadays, there are cases where a company that doesn't even have a website which leads to a bad reputation.

## 3. Cannot respond to inquiries via the Internet.

Obviously, we cannot respond to inquiries via the Internet without a website. Nowadays, most people are worried about searching the internet immediately, so if you can't find a contact method after searching, it's normal to give up searching there.

There are people interested in your company or product, but the lack of a website deprives potential customers of inquiries.

## 4. The image is inferior to the competitors who have a homepage.

If you do not have a website, you will have an inferior image to your competitors who have a website. For example, the first thing a person interested in is a product and wants to buy it if it looks good, will start searching the internet and comparing your product to another company's look-alike product. If you search with interest and find that the company does not have a website, you may think that it is unreliable, and you may consider purchasing a competitor's product that has a website. It will also not be trusted by existing customers. The company with the website is more open to the information,

and the impression is better. In the worst case, the customer may be robbed by a rival company that has a website.

#### 5. Difficult to attract new employees.

If you do not have a website, you will have difficulty recruiting new employees. Today's young people are the digital native generation, who already had computers and smartphones when they were born and were usually familiar with them. As a source of information on job hunting, the internet is used as a matter of course, so just because there is no website, it is excluded from the selected candidates for job-hunting students.

#### 2.1.4 Two points to judge whether you should have a website or not.

So far, this chapter has described the advantages and disadvantages of opening a website and the disadvantages of not having a website, so now we will introduce the points to determine whether a website is necessary or not.

As described earlier, having a website is inevitably a great advantage for most businesses, regardless of industry or industry. Especially for small businesses that tend to suffer from labor shortages, the website will play an active role as "another sales/promotion staff." Hence, it is like getting a solid ally. Even if you are a sole proprietor who cannot afford to pay much, it is recommended that you have a website as soon as possible, considering the future. This is because search engines can highly evaluate the website by operating it for an extended period.

When deciding whether or not to build a website, make sure that you have the budget, personnel, and operating plan to determine it. The website must be built and operated continuously. Also, if you do not make a firm plan for what purpose you want to build the website before publishing it, you will end up with a website that can only serve as a signboard on the internet. In addition, running costs are essential for continuous operation. In the case of a company, at least one management staff is required from the viewpoint of security.

### 3 SMM (Social Media Marketing)

With the rise of social media, the point of contact between consumers and information on the Internet has changed significantly. Along with this change, the importance of the consumer's perspective is increasing more than the conventional mass media from the perspective of

public relations. Here, the triggers for the spread of social media, the characteristics of media, and the characteristics of typical platforms such as Facebook, Twitter, and Instagram will be introduced. Hoping that the reader will understand the basic idea of public relations dissemination on social media.

With the spread of the Internet, the amount of information overflowing has increased dramatically. As mentioned earlier, the rise of social media, which allows consumers to disseminate information, will further advance the trend. In such an information flood era, valuable information can be said to be information recommended by friends who understand their hobbies, tastes, and backgrounds—from this point of view, social media matches the background and needs of the times.

Let us introduce what you should do by utilizing social media in public relations.

First of all, it is necessary to open a page or account on social media to be operated. For Facebook, it is a Facebook page. For Twitter, it is a Twitter account, and so on. Information communication starts by opening a base point.

Once you have a starting point for disseminating information, the outline of what you need to do is straightforward. There are three significant steps: "connecting," "reaching," and "deepening relationships." Specifically, the flow is to connect with people who can be said to be fans who have an interest and interest, deliver information to those people, connect to actions and communication, and deepen the relationship.

It can be said that the ideal way for companies, organizations, and organizations to utilize social media is to deepen relationships with interested fans and have them become more robust fans.

Recently, social media, with its characteristics, are emerging. This time, the author will briefly explain the characteristics of the four social media, Facebook, Twitter, Instagram, and YouTube, often used for corporate public relations.

### 3.1 Facebook

Facebook is a social media that has become widespread since around 2010. Because the actual name is registered, the sender is apparent, and it is characterized by having a more vital responsibility for personal remarks than other media.

Looking at the user attributes in terms of age, he is in his 30s and 40s, and since there are many men in terms of gender ratio, it can be said that the media is closer to businesspeople than young people.

When disseminating information from a public relations perspective, it is common to open a separate page called the Facebook page instead of a user account to disseminate information. There are many variations of information transmission types, including "text," "link," "photo," and "video," and there is no explicit limit on the number of characters as in Twitter, which will be described later. Also, like each post! It can be said that it is a medium that can easily lead to communication through information dissemination and more profound relationship building, such as leaving actions such as comments and comments.

### 3.2 Twitter

Twitter is a social media based on text-based information dissemination. Since there is a limit of 280 characters, communication is centered on simple comments. Looking at user attributes, he is a relatively popular medium in Japan, especially among teens and 20s.

You might think that the "limit" of the number of characters is a limitation or a disadvantage. However, this limitation is the strength of the media called Twitter and an essential factor in creating a unique culture. This limitation is what creates a culture of media that allows "easiness" and "looseness" and emphasizes "immediateness."

For the above reasons, public relations are often used for highly immediate information transmission (e.g., live broadcasting of sports games and events, highly public information). Also, from a culture with "looseness," consider a small word from the perspective of the person in charge of a post that brings out the character of the person in charge.

In addition, as functional characteristics, there is high transmission power by the share function called retweet and communication utilizing the reply function called a reply.

### 3.3 Instagram

Instagram is a social media that presupposes the transmission of images and videos. Therefore, it is a medium that emphasizes the quality of materials. Her teens and 20s, who are also creatively sensitive to user attributes, are especially popular with women by gender.

Again, because of the material-oriented media, companies and brands such as "jewelry," "apparel," and "automobiles," which handle products with strong image appeal, are actively using them. Also, in the "food and drink" and "hotel" industries, there are many cases where delicious food and beautiful landscape photographs of the company are actively posted.

Although we would like to recommend its use, it may be difficult to continue operation if it is difficult to prepare attractive images and videos because it is a medium that appeals to materials. In that case, one option is not to use Instagram.

### 3.4 YouTube

Recently, social media called YouTube has been very popular for adults and small children. There are many opportunities to see reports such as "YouTuber is ranked high in children's future dreams." It is media. Then, what kind of usage is required when utilizing such YouTube for SNS marketing? Let us think about the user base, characteristics, and marketing methods as in the past social media.

YouTube is a social media with a unique user base among social media. Although there is data that men in their 40s are mainly watching, there is not much difference between men and women in any generation, so that it can be used for social media marketing regardless of gender. However, you have to be careful about the age group. Many people in their 20s and older watch YouTube, but teens rarely watch YouTube. Teens are more likely to choose Instagram or TikTok for the same video, so YouTube promotions are often not suitable for teenage products and services.

It is no exaggeration to say that it is the most used social media among the social media, which is said to have 2 billion people worldwide. Since it can be used without user registration, the active user rate is unknown, but it can be said that it is a social media that appeals to a wide range of people.

The difference from other social media that YouTube has is that it also specializes in video playback. You can post videos on other social media such as Instagram and TikTok, but YouTube is basically aimed at posting videos, so it posts clearer, higher quality, longer videos than other social media. Suitable for.

Also, while Instagram and TikTok videos are often made vertically on the assumption that they will be viewed on a smartphone, that YouTube videos are made on the assumption that they will be viewed on a PC or smartphone in landscape orientation. It would be better. When creating a promotional video, you must create it so that it does not feel strange when played on YouTube.

YouTube is a social media that can explain the attractiveness of products and services in detail compared to other social media. You may think that it is the best social media for promotion because you can also show how you are using the product or service by using the video. Therefore, of course, it is very compatible with influencer marketing, which stimulates purchasing motivation by introducing products and services by popular influencers.

## 4 SEO (Search Engine Optimization)

SEO is one of the marketing strategies using search engines. By displaying your company's page in natural search results such as Google, it creates an opportunity for users who do not know the service or product to see and consider the page.

It is said that the page with the highest click rate in natural search results is the page displayed in the first place. Even if you publish your company's page on the Web, if displayed on the 4th or 5th page in the search results of keywords related to services and products, you can hardly expect a chance to contact the user. Your page should appear high in the search results with relevant keywords so that users looking for information through your search can visit your page.

### 4.1 Advantage and disadvantage of SEO

SEO has its advantages and disadvantages. The first advantage is that you can reach out to users who do not know your service or product through search results. Before a user purchases a product, it is expected that the user will compare multiple products and collect information related to the product. Being able to reach out to users looking for information for some purpose is a very efficient way to attract customers. In the case of listing ads, you will be charged according to the number of clicks, but in the case of SEO, you will not be charged according to the number of user visits. If you can display high rankings with keywords that companies are focusing on, you can get access that leads to conversion without spending a humongous advertising budget.

On the other hand, the disadvantage is that in the case of websites dealing with new products and services that do not exist globally, the searched keywords do not exist at the beginning. As new products and services become more widespread, we can expect the search market to grow accordingly, but SEO is not recommended as an initial marketing measure. In addition, after implementing improvement measures, it will take some time before they are evaluated by search engines and have a positive effect on ranking and inflow. Depending on the size of your site, the more pages you've implemented, the longer it will take for search engines to recognize and rank your pages. Furthermore, no matter how many improvement measures are taken, the ranking may change due to external influences such as competing sites' efforts and search algorithms' updates. SEO needs to understand and work on these characteristics.

### 4.2 Understand the behavior of search users

SEO is a word that means "search engine optimization," but when thinking about SEO, do not just look at search engines. Think about how users behave. Repeat the search while acquiring

information and end the search if you can achieve the purpose, such as store reservation or purchase. It is also assumed that the user will go back and forth between online and offline, or search once and then search again a few days later. It is possible to understand what kind of keyword the user searched for and what kind of information was obtained before the conversion, such as reservation or purchase of the company's product, and to think about the trigger for the user to move to the search behavior.

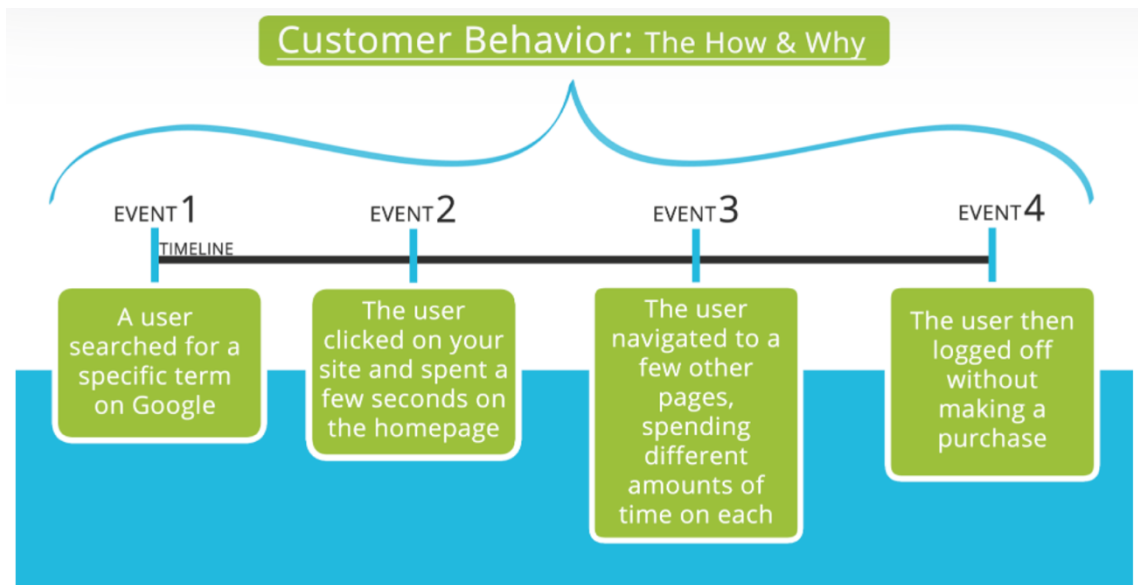


Figure 1: Customer behavior

#### 4.3 How search engines work

Do you know how your improved site or page is recognized by search engines and displayed in search results? Search engines are trying to collect the myriad of pages on the Web every day. So-called crawlers are patrolling a website and collecting information. This is called crawling. By indexing the information collected by the crawler in the database, the search engine will recognize the page's existence for the first time. Then, based on the indexed information, various factors are evaluated to determine the page's search ranking. When a user searches for a keyword in the search window, it analyzes the meaning of the words in the searched keyword and the search intent that triggered the search finds the most relevant page from the database and generates search results.

# How SEO works



Figure 2: How search engine works

When a user searches for keywords related to their service, the search engine is trying to display the page with the content that best satisfies the user's search experience at the top of the search results. The company's web page is displayed in the search results. It is a mechanism displayed when it is judged that the page should be done. Also, when a new page is published, or the site is significantly improved on the company's site, it takes time for the ranking and the number of inflows to be affected because of this crawling and ranking process. Understanding how search engines work like this will help you determine the need for measures to determine why "pages are not indexed" is a problem and needs to be improved.

#### 4.4 What Google wants to achieve

Google, the largest search engine, has a consistent mission to organize information around the world and make it accessible and valuable. We continue to evolve to improve the quality of search results to improve users' behavior until they finish the search with a satisfactory answer to the question asked in the search window. In other words, we are improving the algorithm so that what the user thinks is good can be judged as good. Web operators should be aware that optimizing a website with the user in mind will eventually lead to countermeasures for the ever-evolving algorithm.



#### 4.5 What are the necessary SEO measures?

Search engine algorithms evolve day by day, but you do not have to change your SEO policies or policies with every algorithm update. Google is evolving its algorithms to improve the search experience. How do you get search user satisfaction on your site? In addition to providing the helpful information that users are looking for, it is also essential to be aware of the clarity of some content using images and videos and make the website easy to use.

Nowadays, it is becoming mainstream to search on smartphones rather than PCs, so we need to look at the search experience on smartphones. The size of the text is such that users can read it without enlarging it when browsing on smartphones, and the links are arranged appropriately so that users do not accidentally tap a button that is not what they want. Let us watch out. Sites that do not use responsive web design, where the HTML source is the same on PC and smartphone, may have content differences between PC and smartphone. It is recommended to check whether there is a difference in the main content between the PC and smartphones.

### 5 Building a website for Tuomaalan tila

The initial focus of Tuomaalan tila's was to build an essential and user-friendly website. The second criteria were to select a platform that allows any staff to edit and update the information when needed.

#### 5.1 Choosing a platform

After discussing with the client what kind of platform will be used for building the website, the task has been assigned to the author with all the responsibility. The author decided to use WordPress since the author had learned how to use it before.

Name names like WordPress, Joomla, Shopify, Magento, Wix, and Weebly may sound like alien names to many business owners. Since these names are the platforms used to build websites, they are often heard for the first time when building a website. Each has its benefits, but some are often used only on niche websites with a specific purpose. For example, Shopify only makes sense if you run an online store. It is not a platform to start writing a blog and then upgrade the blog to an e-commerce site. So is Magento. Of course, some website builders and platforms are more flexible. The latter is the most popular.

Squarespace and Wix have great tools for people with specific skill levels, but the author would like to explain why you should choose WordPress over them.

### 5.1.1 Free Software and Open-source

Both WordPress.com and WordPress.org are entirely free. In short, WordPress.org is a self-hosted version with fine-grained website management and advanced plugins. WordPress.com is great for beginners, but it is a bit lacking for businesses that want to make money, so consider migrating from WordPress.com. There are expensive paid plans, but for personal blogs and hobby blogs.

Personal	Premium	Business	eCommerce
<p>€4 per month</p> <p>billed annually</p> <p><b>YOUR PLAN</b></p> <p><b>Best for personal use:</b> Boost your website with a custom domain name, and remove all WordPress.com advertising. Unlock unlimited, expert customer support via email.</p> <p><a href="#">View plan</a></p>	<p>€8 per month</p> <p>billed annually ⓘ</p> <p><b>Best for freelancers:</b> Build a unique website with advanced design tools, CSS editing, lots of space for audio and video, Google Analytics support, and the ability to monetize your site with ads.</p>	<p>€25 per month</p> <p>billed annually ⓘ</p> <p><b>POPULAR</b></p> <p><b>Best for small businesses:</b> Power your business website with custom plugins and themes, 200 GB storage, and the ability to remove WordPress.com branding.</p>	<p>€45 per month</p> <p>billed annually ⓘ</p> <p><b>Best for online stores:</b> Sell products or services with this powerful, all-in-one online store experience. This plan includes premium integrations and is extendable, so it'll grow with you as your business grows.</p>

Figure 3: List of plans WordPress offers

Anyone can download WordPress for free. It is an open-source project launched in 2003. In other words, WordPress is developed by a group of contributors. An open-source project is free and has a large community.

Some themes and plugins are free, but premium paid ones have more useful features and quality support. Besides, many WordPress users also use additional paid services such as freelancers or agencies. For example, you may want a freelancer to design the logo or fine-tune the website's CSS code. Alternatively, some WordPress users hire graphic designers and maintenance professionals. The people the company hires will still depend on experience and the website's size. However, this can minimize the cost of WordPress.

### 5.1.2 Adapt to the situation so that you can create any kind of website

One of the common misconceptions about WordPress is that WordPress is primarily for blogging. As it used to be, WordPress, the platform for blogging at the time, has changed dramatically with a variety of new releases over the years.

Long experience with WordPress blogs must be an advantage. WordPress is by far the cleanest and fastest way to write blog posts, and this feature has been included from the beginning. Some website-building tools have a later blogging interface, with the design and app in mind first.

This is not the case with WordPress. Even if you create a beautiful e-commerce site, you can rest assured that your blog is integral to its development process.

### 5.1.3 Easy to learn and wide community


WordPress, an open-source software, can be used by anyone. The user base is not limited by pricing, premium customer support, skill levels, Etc. There is a lot to learn about WordPress, but after using the dashboard for about 10 minutes, people will understand the basics of interface functionality. With easy access to the software, users create blogs, online courses, seminars, and books and take advantage of various aspects of the WordPress platform. WordPress, of course, also has formal customer support. Dedicated support is available for purchase through the WordPress forum.

### 5.1.4 Websites can be scaled by using themes and plugins

These factors are also essential for scaling up, as it is easy to build a website with WordPress themes and plugins. For blogs, all the person has to do is select a theme and adjust the design. So are business websites and portfolios. The theme is the foundation of the website. Changing colors, adding logos, and writing content for fixed pages and blog posts, but there is not much design work. However, there are times when someone wants to add new features to the website. We may create a membership section according to wishes or prepare a monthly quiz to emphasize the dialogue. Use plugins in such cases.


Discover Analytics Booking & Scheduling Customer Service Design Donations Ecommerce & Business Education More ▾

**Top paid plugins** [Browse All →](#)

 **WooCommerce Subscriptions**  
by Automattic  
Last updated 4 months ago


Let customers subscribe to your products or services and pay on a weekly, monthly or annual basis.

€19.00 monthly

 **WooCommerce Bookings**  
by Automattic  
Last updated 4 months ago


Allow customers to book appointments, make reservations or rent equipment without leaving your site.

€23.00 monthly

 **Table Rate Shipping**  
by Automattic  
Last updated 6 months ago


Advanced, flexible shipping. Define multiple shipping rates based on location, price, weight, shipping class or item count.

€9.00 monthly

 **AutomateWoo**  
by Automattic  
Last updated 3 months ago


Powerful marketing automation for WooCommerce. AutomateWoo has the tools you need to grow your store and make more money.

€9.00 monthly

 **Shipment Tracking**  
by Automattic  
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Add shipment tracking information to your orders.


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 **Xero**  
by Automattic  
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Save time with automated sync between WooCommerce and your Xero account.

€7.00 monthly

**Editor's pick**

 **WooCommerce**  
by Automattic

WooCommerce is the world's most popular open-source eCommerce solution.

 **Yoast SEO**  
by Team Yoast

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.

Figure 4: Plugins

### 5.1.5 Easy to manage

Many website developers sell expensive packages with prepaid and regular maintenance fees. However, the WordPress website is not difficult to manage with proper WordPress education. Instead of checking the server, just contract with a trusted hosting company to check that the website is always up and running. Security and backups are handled through plugins or managed WordPress hosting plans.

### 5.1.6 SEO first

WordPress is known to be built in by SEO. WordPress automatically generates title tags and meta descriptions for every page and post. This will help search engines understand the content, promote indexing, and improve its position.

### 5.1.7 Full control over your website

Searching for "website builder" or "website platform" on Google will see many results. Besides WordPress, competitors like WIX, Squarespace, Joomla, Magento, Shopify, Weebly, and Jimdo. All of the above are good for creating websites, but non-open-source ones like Squarespace, Shopify, Wix, Etc., will only take advantage of the features offered in the premium package.

For example, the Appearance menu allows creators to customize WordPress fully. Creators can freely manage themes, fonts, colors, widgets, menus, logos, codes, Etc. Everything they want to adjust can be adjusted in this menu. It speeds up the development process without touching the code too much, making it ideal for beginner, intermediate and advanced users.

In addition, some themes have their customization modules. Alternatively, they can eliminate the need for coding by installing a drag and drop editor.

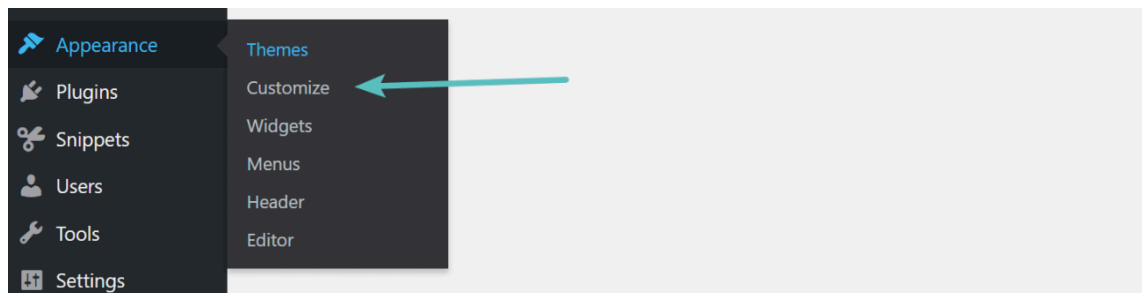


Figure 5: Dashboard

### 5.1.8 Numerous users

WordPress has many users and is worth a try. Its performance, expandability, ease of use, Etc., are widely known. It is true that over 50% of all websites on the internet use WordPress.

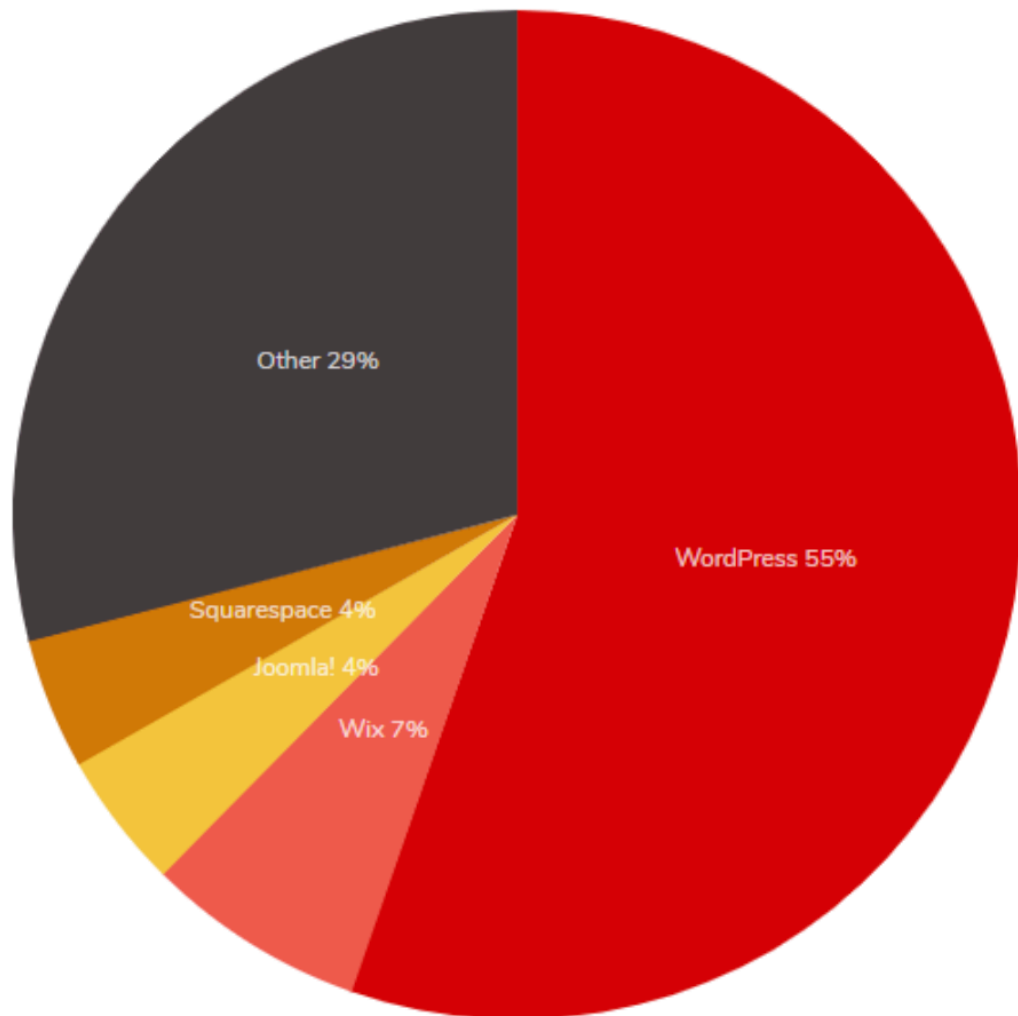


Figure 6: A graph of online website builder user

## 5.2 Building a website

Anyone can create a homepage to some extent with little knowledge. Companies can create any homepage with WordPress, but they need to decide the purpose and master it. The preparations before starting the homepage creation in earnest are rough as follows.

- Summarize the concept
  - It is all about clarifying what to do with the website. "For example, I want to do business" or "I want to convey something!" This is because future creation and operation methods will change depending on the application. At this stage, focus on summarizing goals.
- Set the structure

- Choose a structural pattern from the homepage styles that many people are accustomed to. Websites are not on the Internet as a piece of paper. They are categorized in similar categories. In addition, there is a home page first, which links to another page that explains in more detail. These structures are none other than the publisher's own decision. When creating a homepage with WordPress, it is also possible to automatically set the structure by selecting and setting the theme.
- Prepare content (text, images, etc.)
  - Anyone can create a website if they have text and images but let us format it to be easy for the viewer to see. The text should be not only the text but also the title, headline, and summary text. Conclusions should be taken to the beginning and expressed in a concise and easy-to-understand manner. Images include photographs and charts, and the amount of information that can be conveyed instantly is more considerable than that of sentences, so they would like to make effective use of them. It is easier to shoot videos and incorporate them into websites, so it might be good to incorporate them.
- Get a domain
  - The name of the homepage on the Internet is called a domain. It is a unique symbol, and when you enter it in the browser, the homepage will be displayed. Apply to a domain dealer to get it. It costs several thousand yen for about one year. Since it is on a first-come, first-served basis, it is generally difficult to obtain it if it is easy to understand. It is recommended to devise a domain as a name to express its homepage.
- Prepare a rental server
  - A dedicated place is required to access the prepared content in the domain on the Internet. That is the server. Not only is it necessary to store content data, but it is also required to be comfortable and safe for homepage users. Maintaining a server is difficult, so in most cases, they will rent as much service as companies need from a rental server company. The client has bought the domain from Webhotelli.com.
- Upload content
  - No more complex operations. Content can be uploaded on WordPress, making it convenient to publish on the Internet. After creating a sentence like Microsoft Word, they can publish it immediately. Not only photos and charts but also videos can be handled smoothly.

- Take SEO measures
  - If the company use a plugin that enhances the functions of WordPress, it can effectively take SEO measures. If they introduce this and set and input it according to the instructions on the screen, it will be an effective measure.

### 5.3 Data collection

Data collection is an essential part of maintaining the website. Not when building a website itself but when collecting all data along running the website, it helps market the website afterward. For example, from the data dashboard that WordPress provides, creators can see all data regarding traffic from which country the visitors are, how many of them have seen the website within a month, Etc. This helps the author improve the website itself and target the group to whom the client should aim to market the summer cottage rental business.

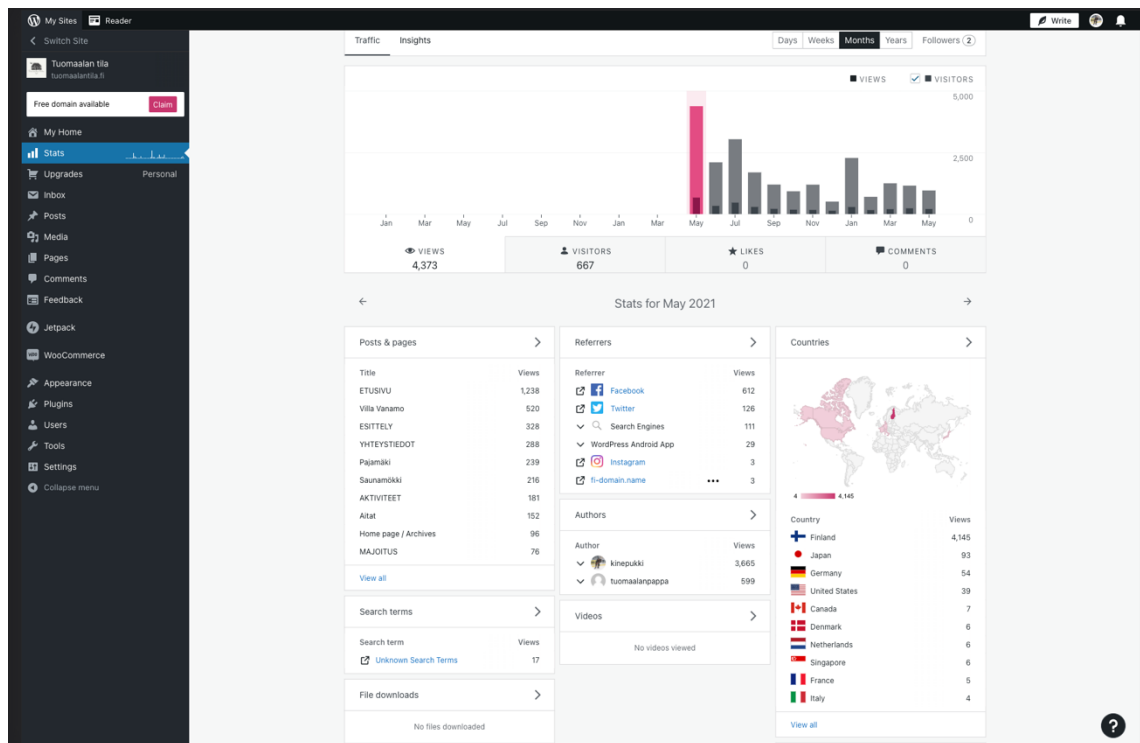


Figure 7: WordPress data board

### 5.4 Implementation

In this chapter, the focus is to describe the result of building a website for the client, Tuomaalan tila. The author already had his WordPress account, which was free to create. The author created another WordPress account for the client so that the client can check the stats on WordPress' data dashboard as well. Tuomaalan tila's domain of their website is



“tuomaalantila.fi”. Currently, the client has only the personal plan provided by WordPress. However, the client is considering buying the business plan package from WordPress so the client can use plugins such as analytics plugins, booking system plugins, Etc. As explained in an earlier chapter, the business plan will enable the client to use advanced tools such as plugins, but it was decided that the personal plan is enough for now.

The client requested the author to create a simple and user-friendly website. There was no need to create any extra features on the website for now. The website has six main pages, Homepage, Majoitus/Accommodation, Activity, Blog, Esittely/About Us, and Contact.

## 5.4.1 Homepage

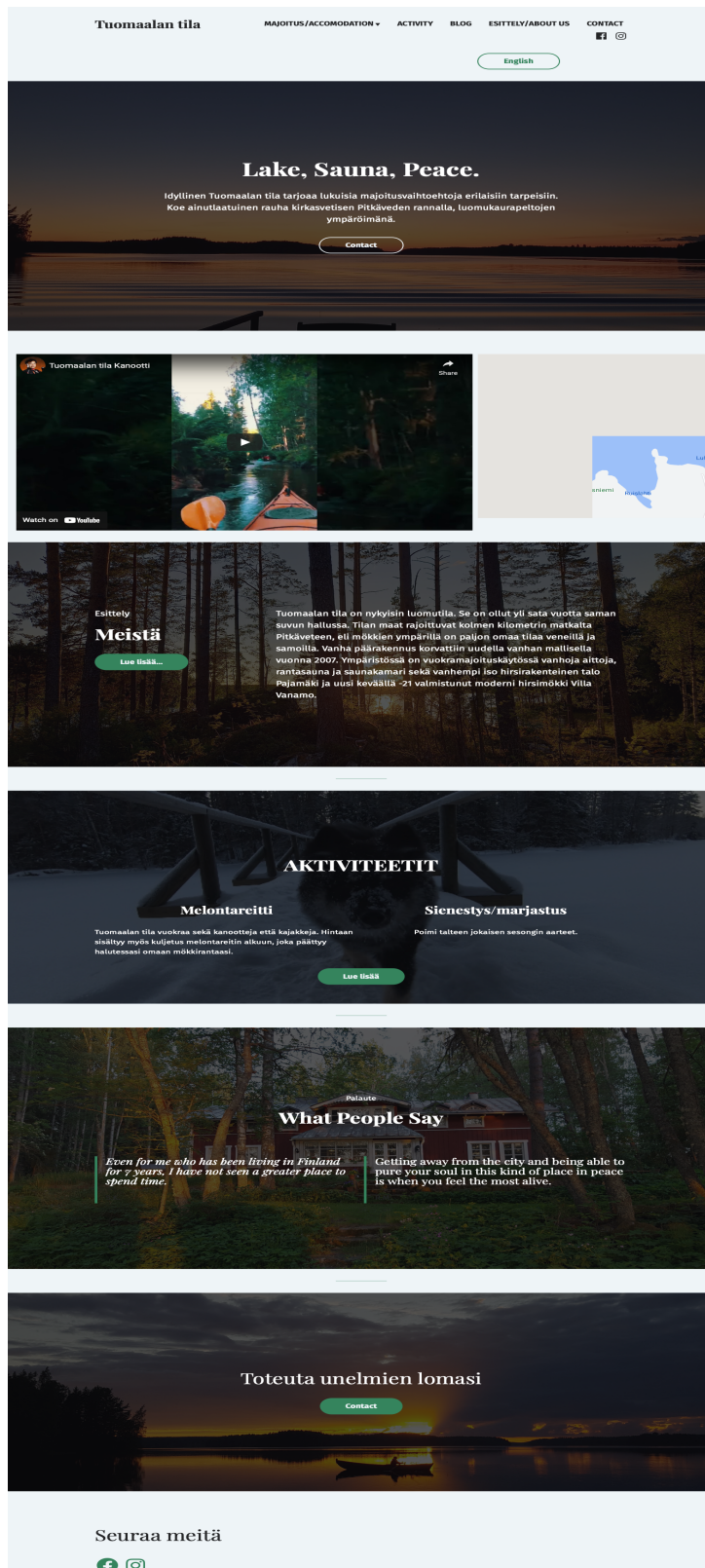


Figure 8: Tuomaalan tila's website (Homepage)


## 5.4.2 Majoitus/Accommodation

Tuomaalan tila

MAJOITUS/ACCOMODATION ▾ ACTIVITY BLOG ESITTELY/ABOUT US CONTACT

[f](#) [@](#)

## MAJOITUS



Villa Vanamo

Pajamäki

Saunamökki

Aitat

Share this:

[Twitter](#) [Facebook](#)

[★ Like](#)

Be the first to like this.

Seuraa meitä

[f](#) [@](#)


Tuomaalan tila. 

Figure 9: Tuomaalan tila's website (Majoitus/Accommodation)




## 5.4.3 Activity

Tuomaalan tila

MAJOITUS/ACCOMODATION ▾ ACTIVITY BLOG ESITTELY/ABOUT US CONTACT

English

Harrastusvälineet: frisbee-golf, sulkapallo, tikkataulu, onkia, katiska, veneeseen vuokrattavissa sähköperämoottori, kanootteja ja kajakkeja vuokrattavissa (ks. melontareitti ja- retket <http://www.paijala.fi>).



Muita harrastusmahdollisuuksia:

Kuhmoisten kirkolla on hyvä frisbee-golfrata (22 km), samoin Längelmäen Västilässä; Kuhmoisissa myös hyvä maastopyöräilylenkki Kuhmoisten Kuhmurat. ([www.visitkuhmoinen.fi](http://www.visitkuhmoinen.fi))

Jämsän Himoksella (56 km) talvella mahdollisuus lasketteluun, samoin Pälkäneen Sappeessa (49 km).

[Isojärven kansallispuistoon](#) on 21 km.

Pitkäveden melontareitin alkuun 17 km. Kanoottivuokraan sisältyy kuljetus reitin alkuun.

Talvella ympäristössä latuja. Mainiot kalastus- ja pilkkimahdollisuudet. Marja- ja sienimetsät heti mökin ympärillä. Kylällä parin kilometrin päässä myös opastettu Sysipatterin luontopolku.

Share this:

Twitter Facebook

Like

Be the first to like this.

Seuraa meitä

f i

Tuomaalan tila. ®

Figure 10: Tuomaalan tila's website (Activity)

## 5.4.4 Blog

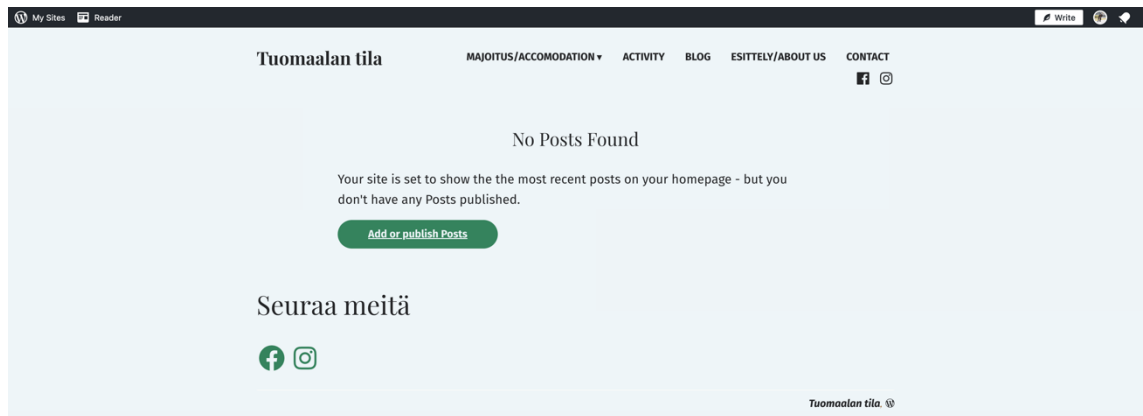


Figure 11: Tuomaalan tila's website (Blog)



## 5.4.5 Esittely/About us

**Tuomaalan tila**
MAJOITUS/ACCOMODATION ▾ ACTIVITY BLOG ESITTELY/ABOUT US CONTACT
Facebook Instagram


### ESITTELY

Tuomaalan tila sijaitsee Oriveden Otteleella/Päijälässä (ent. Längelmäki) puhtaan ja kalaisan Pitkäveden rannalla. Se on Oriveden kaakkoiskolkassa, itäisellä Pirkanmaalla; matkaa Orivedelle 45 km, Kuhmoisten kirkonkylään on 19 km. Tampereelle, Lahteen, Jyväskylään ja Hämeenlinnaan on reilun tunnin automatka, Helsinkiin 2,5 tuntia. Pitkävesi on kymmenen kilometrin pituinen ja pari kilometriä leveä järvi. Mökkien ympäristössä on paljon luonnontilaista rantaa. Mokeilla voi nauttia todella luonnon rauhasta.

Tuomaalan tila on nykyisin luomutila. Se on ollut yli sata vuotta saman suvun hallussa. Tilan maat rajoittuvat kolmen kilometrin matkalta Pitkäveteen, eli mökkien ympärillä on paljon omaa tilaa veneillä ja samoilla. Vanha päärakennus korvattiin uudella vanhan mallisella vuonna 2007. Ympäristössä on vuokramajoituskäytössä vanhoja aittoja, rantasauna ja saunakamari sekä vanhempi iso hirsirakenteinen talo Pajamäki ja uusi keväällä -21 valmistunut moderni hirsimökki Villa Vanamo.

Päijälän kylä on pieni mutta varsinkin kesäaikaan virkeä luonnonkaunis kylä. Venematkan päässä mökeiltä on Niilo Suojoen rakentama Riihigalleria, jossa on kesäisin taidenäyttelyitä. Päijälän Pirtti on kyläyhdistyksen keskuspaikka, jossa on erilaisia tapahtumia ja toreja. Kesälauantaisin siellä on myös kirjasto avoinna. Sieltä lähtee myös parin kilometrin pituinen luontopolku. Kylän sillan kupeessa on lauantaiamuusin paikallisten myyjien pieni tori. Päijälän kristillisen yhdistyksen yli 100-vuotias rukoushuone on heinäkuussa avoinna tiekirkkona; sielläkin on pienimuotoisia taidenäyttelyitä. (Aktiviteetit: <http://www.paijala.fi>) Tuomaalan tilalta voi vuokrata kanooteja ja kuljetuksen Pitkäveden melontareitin alkuun noin 17 km:n päähän ja meloa takaisin kylälle tai vuokraamalleen mökille. Melontaretkeen voi yhdistää vaikka pelkän yön saunamökillä saunomisineen.





Mökeille on tultava autolla, mitään julkista liikennettä ei ole. Samoin kaupassa on käytävä etukäteen, siltä lähimpään kauppaan on parikymmentä kilometriä. Tuomaalan tilan mökeillä saat olla omissa rauhassa, kalastaa, marjastaa, sienestää tai vain nauttia luonnosta. Iltaisin voit saunoa, kylpeä paljussa (Vanamo), ja ihailia upeita auringonlaskuja. Mökit on varusteltu kaikin mukavuuksin, joten voit todella rentoutua lomallasi.

Tilalta myydään myös klapeja ja luomukaurahiutaleita.

Share this:  
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Loading...



### Seuraa meitä

Tuomaalan tila

Figure 12: Tuomaalan tila's website (Esittely/About Us)

## 5.4.6 Contact


Tuomaalan tila MAJOITUS/ACCOMODATION ▾ ACTIVITY BLOG ESITTELY/ABOUT US CONTACT  

YHTEYSTIEDOT

English






## Ota yhteyttä.



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Finland

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+358405570949  
+358500304769

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## Seuraa meitä


Tuomaalan tila. 

Figure 13: Tuomaalan tila's website (Contact)

### 5.4.7 Further Improvements

Suggestions for future improvement can be adopted gradually. The author advised some recommendations after establishing the website because the client is utilizing the website to rent their summer cottages and services. The most crucial suggestion is to get a business plan from WordPress to make this website more helpful and efficient to maintain the website. A business plan from WordPress will provide the client with its plugins and ample storage space. Proper search engine optimization should be performed to increase the website's visibility.

## 6 Social Media Marketing for Tuomaalan Tila's website

### 6.1 Facebook

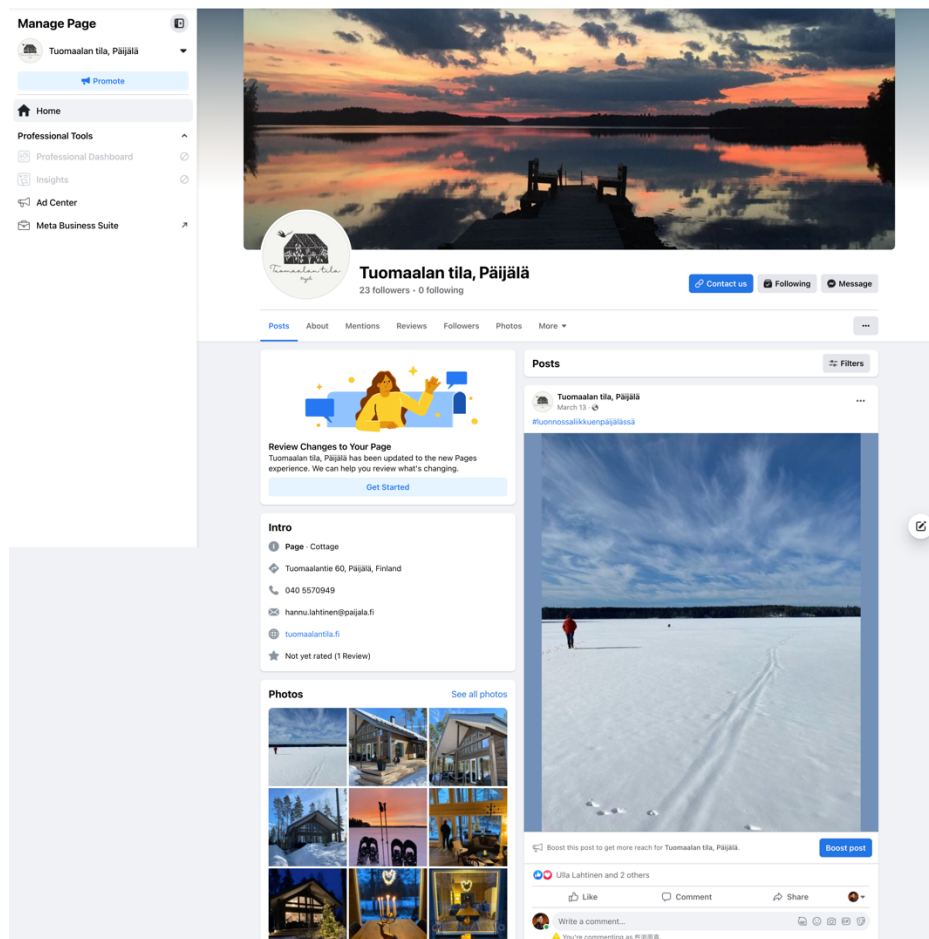


Figure 14: Tuomaalan tila's Facebook page



## 6.2 Instagram

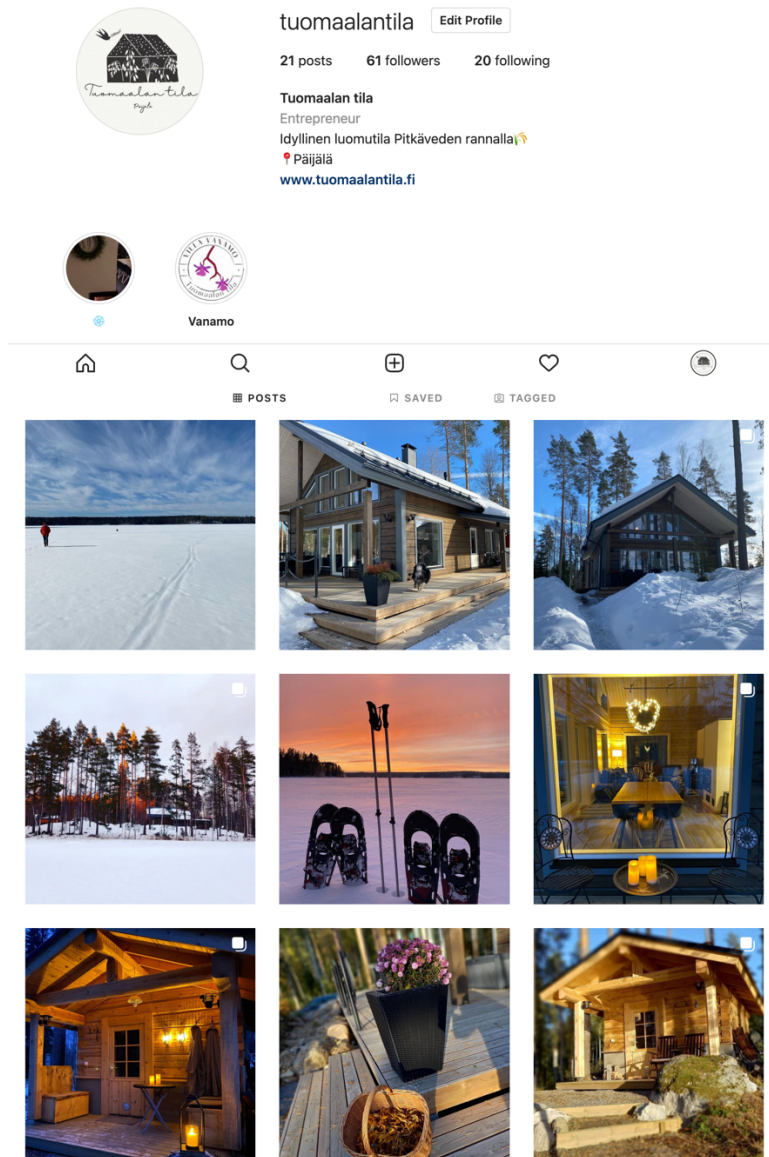


Figure 15: Tuomaalan tila's Instagram

### 6.3 YouTube

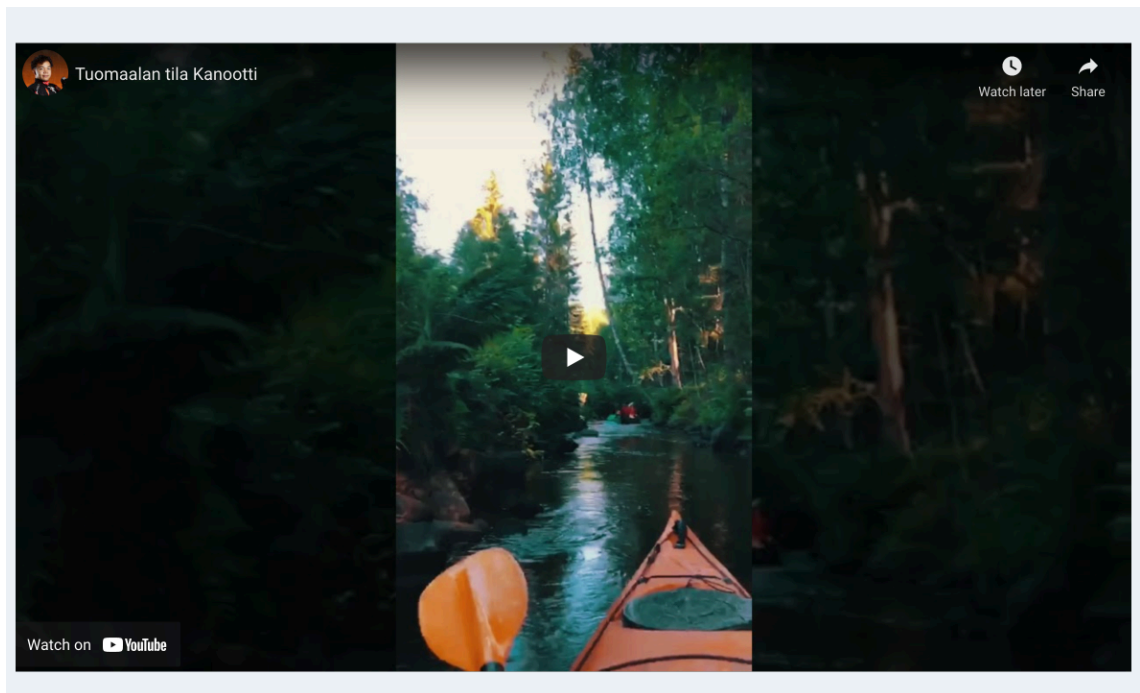


Figure 16: YouTube video of Tuomaalan tila's kayak service

### 6.4 Further development

Creating social media accounts helped connect the client's website and potential customers. The author suggested to the client the possibility of using Facebook Ads or Instagram Ads to reach more potential customers. In addition, the client agreed to shoot videos of activities that Tuomaalan tila provides and post them on Instagram and YouTube. That way, it gives a clear message to potential customers.

## 7 The Influence of COVID-19

The management of the tourism industry is in a challenging situation. In order to prevent the spread of the new coronavirus infection, the shift to a "new lifestyle" and the restriction of international traffic has been dramatically affected by the decrease in the number of tourists. In particular, the number of foreign tourists, which had been on the rise before the COVID-19 pandemic, has dropped sharply. This affected the client business since this summer cottage rental business started in 2020, the year that this COVID-19 pandemic started. Although the future was dimmed at first, the client decided to target domestic customers and even was able to get new customers. According to Statistics Finland's data, the number of

leisure trips with an overnight stay in Finland increased in 2021 by nearly one-third of the year before. (Statistics Finland 2022)

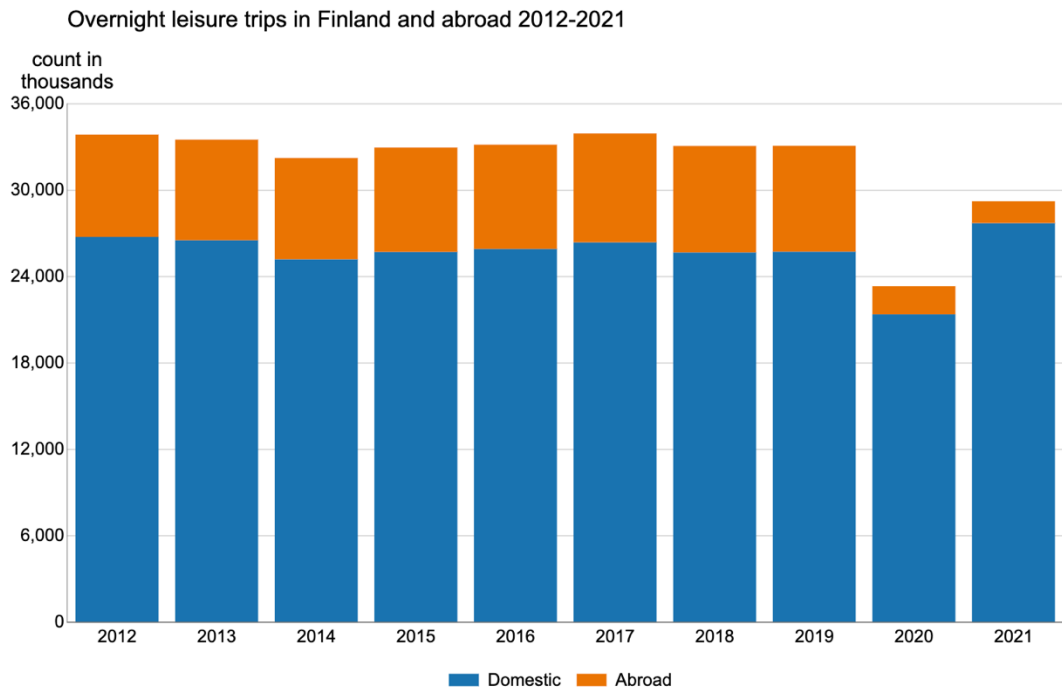


Figure 17: Overnight leisure trips in Finland and abroad

## 8 Conclusion

Websites are an essential marketing medium in the field of tourism. This website tells customers about the company's products and services, and they find all the information they are searching for on the site. In tourism, websites play an important role in promoting the tourism industry individually. Because this is the world of modern technology, many people know about information technology and the know-how to use and retrieve information over the Internet. The Internet is everywhere, which is an advantage for businesses in that they do not have to use traditional marketing techniques such as pamphlets, reviews, posters, and banners. If they have to use such traditional marketing methods, they use them only in a limited way to promote their web address.

Today, in addition to websites, people use social networks such as YouTube, Facebook, and Instagram. Most companies use social networks and link their websites to them. Also, create web pages using company information on social networks such as Facebook. Both companies use social networks as advertising media in either text or video format.

The central theme of this thesis was to create a website for Tuomaalan tila and connect it to potential customers. The main goal is to build a simple, functional, and user-friendly website. It was a challenge for the author to build the client's website from scratch.

The online website builder was chosen to create a website that makes it easy for employees to maintain their website after training and appropriate guidelines. From the beginning to the end of the project, all sections of web development have had good coordination with the commissioner.

The author had the opportunity to learn and gain experience using the online website builder. Browser-based online website builders were a new website development platform for both authors. In addition to learning a new website building platform, several meetings and training sessions with company employees have improved my communication skills. Many other experiences have been achieved based on the actual working environment.

Direct interviews with company customers were a great experience to learn about their needs. The author learned many new aspects of marketing by studying the importance of having a website as a marketing tool and the usability of the website.

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