



## Untanglemyweb.com Letter of Endorsement

This letter is to provide testimonial regarding the training conducted by Untanglemyweb.com for the South Australian tourism industry and the South Australian Tourism Commission in May 2009.

Business Name: South Australia Tourism Commission (SATC)  
Organiser / Reviewee Name: Sigrid Frede   
Workshop Name: Digital Marketing Course  
Workshop Date: 12th & 13th May 2009  
Workshop Trainer: Fabienne Rabbiosi  
Number of Participants: 12-15 for each workshop

### Why training was requested:

The South Australian Tourism Commission identified the need to up-skill staff from its international and domestic trade marketing department as well as a selected group of South Australian tourism operators on Digital Marketing.

### Objective of training:

The objective for both workshops was to improve the understanding of online marketing, how to improve the organic search rankings of SATC's international websites and SA operator websites and how to incorporate social media into the marketing plans to further enhance the South Australia's online presence.

### Level of participant's prior online ability:

Both SATC staff and SA tourism operators had limited or no knowledge about search engine optimisation, search engine marketing and the importance of social media.

### Participating businesses:

The SA tourism operators that participated in the training were either from very small or small businesses.

### Organisers Feedback:

My first impression was that Untanglemyweb.com was very professional and easy to deal with. They spend time on identifying the special needs and requirements for both workshops and tailored the workshops to our needs.

### Participants Feedback:

The anecdotal feedback from SA tourism operators was excellent. Everybody commented on how easy it was to follow the trainer and they loved the fact that their own websites were reviewed and tips for quick improvement were provided.

The SATC team was also very impressed. We received very good hints for quick improvements to our international websites and gained a better understanding on the importance of search engine optimisation and marketing.



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