

Edinburgh expert advises using technology to boost tourism

✘ A leading digital expert, who has worked with some of the biggest names in Scotland's tourism industry, has been invited to talk at a Scottish Enterprise Event designed to show how technology can help give tourism a boost.

Chris Liversidge has already marked himself out in the competitive search marketing world thanks to the success of his Edinburgh based agency QueryClick.

Working with clients such as Mint Hotels (formerly City Inn), Classic British Hotels and the Montpelier Group, Chris' reputation as a trusted industry commentator has been firmly cemented with an appointment as guest speaker at Scottish Enterprise's 'Technology Solutions for Tourism' event.

The event will be held today 24 February 2011 and will bring together tourism businesses from across Edinburgh, as well as some of the city's top digital media companies, to demonstrate how technology can help boost Scottish tourism through increased sales and visitor numbers.

Chris 31, said: "Search marketing is gaining greater significance for many businesses regardless of sector, yet tourism is where it is really beginning to take off as more and more companies are turning to digital media to reach a wider international audience.

"It is now virtually impossible to consider running a business without thinking about how it will appear online, how to attract web visitors and increasingly how to convert those visitors into paying customers.

“The Scottish Enterprise event will be the first of its kind to offer businesses within the tourism sector a unique insight into the world of digital technologies and I am delighted to be involved.

“I am really looking forward to collaborating with other digital and tourism professionals at the event, not only sharing the search marketing knowledge I have to offer, but also learning some of the many other insights.”

Search marketing is the umbrella term for a range of online skills to help businesses showcase themselves effectively online, ensuring they rank well in search engines like Google and attract the right audience by making web visits useful, relevant and interesting.

As a full service search marketing agency, QueryClick specialise in Search Engine Optimisation (SEO), Pay Per Click (PPC) and Conversion Rate Optimisation (CRO).

The company were recently shortlisted in the 2010 Drum Awards for Digital Industries (DADI), and named ‘Best In E-commerce’ at the 2010 Herald Digital Awards, proving them to be at the forefront of the industry.

The ‘Technology Solutions for Tourism’ event will be held today from 10am till 2pm at Dynamic Earth on Holyrood Road and more information can be found at [Scottish Enterprise](#)

More information about [QueryClick](#) and the services they offer on their website.