



Travel Australia with AusEmade

www.ausemade.com.au

Established in May 2001, the AusEmade website is the perfect starting point for travellers planning to holiday in Australia.

AusEmade has been carving its own niche in the online world, with a goal to make it easier for travellers to research their holiday. The site covers all states and territories in Australia with a diverse range of categories.

About AusEmade

The idea for the AusEmade website arose out of the lack of information available online about the many non-major destinations throughout Australia.

Since then the World Wide Web has boomed, with a huge amount of information now available on travel destinations such as Australia. Most travel related businesses, visitor centres, councils and shires have their own website and with social media changing the landscape, many also have a Facebook page.

Unfortunately, search engines can frequently return less than satisfactory search results. Often the small operators for specific destinations are not returned in the first few pages of a search results, meaning that travellers may miss out on knowing about their existence.

Finding and sifting through this information is what AusEmade does.

Cross Promoting with AusEmade

AusEmade is different to many websites covering travel in Australia. Whilst they are partnered with affiliates, the small business and individual operators are listed and treated as important resources.

AusEmade offers a "free basic listing" for approved "travel-related" services, that are placed in the most appropriate section of the site. For example, if you have an Alice Springs attraction, then, your business will be listed in the Northern Territory, Alice Springs Attractions section. This means that visitors to AusEmade, looking for that category of information, will see the listing. Many of those small businesses can get an "expanded free listing", in exchange for some cross promotion back to AusEmade. By placing a "home page" or "deep linking" to AusEmade, the small business also has a valuable resource to offer visitors to their site.

AusEmade also provides the ability for small businesses to tap into the social media traffic and potential customers through their Facebook page: www.facebook.com/ausemade.

AusEmade invites people and businesses to contact them if they would like to suggest or recommend a particular place, story, or section that is not currently available on the site. Content contributions are also accepted, such as text or photographs of local memorials, streetscapes, or historic information (just ensure you have the copyright and permission for any information and photographs that they may use). An appropriate acknowledgement will be included.

AusEmade strongly believes in 'word of mouth' promotion and are continually thankful for the many people who have contributed, corrected, and supported them through the years.

Contacting AusEmade

You can contact AusEmade via email on their website at www.ausemade.com.au or through their Facebook page www.facebook.com/ausemade where you can share the excitement of your travels through this beautiful country called Australia.