

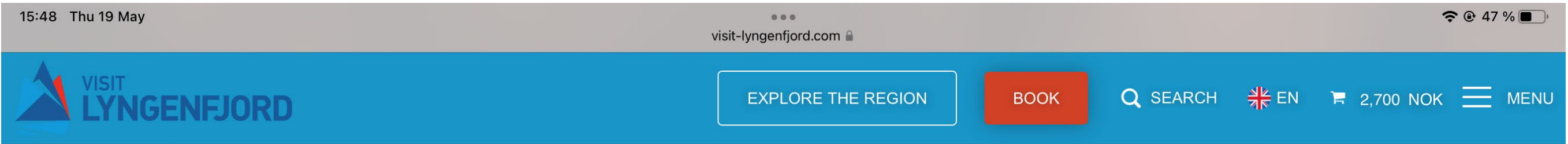


# Visit Lyngenfjord Case

Team 2: Eli Warren, Ilya Lebedev, Qing Yan

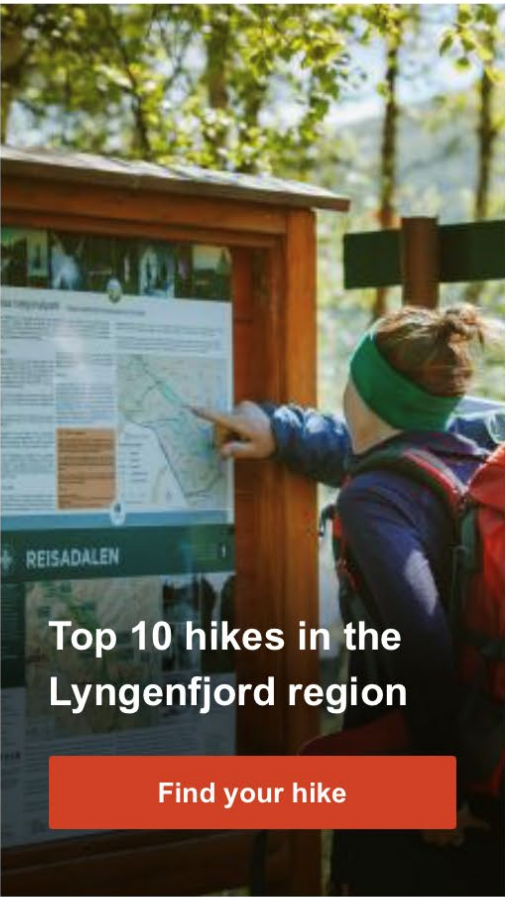
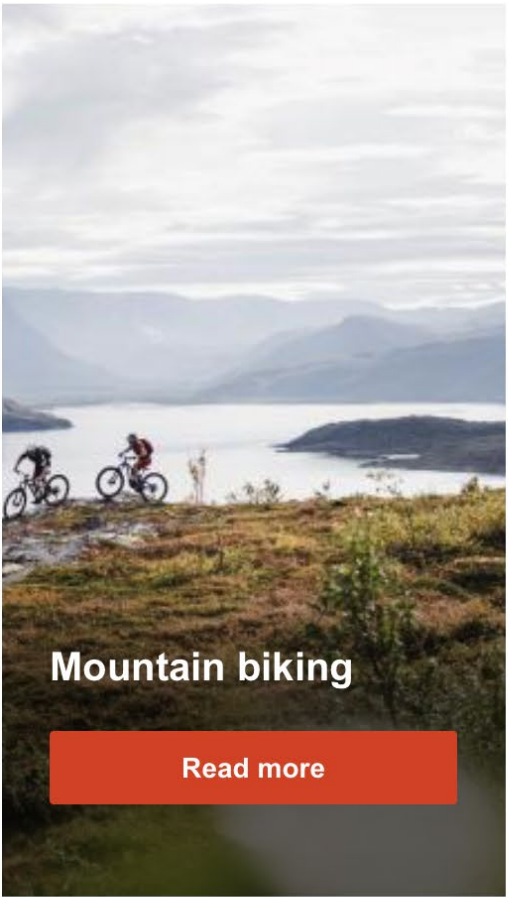
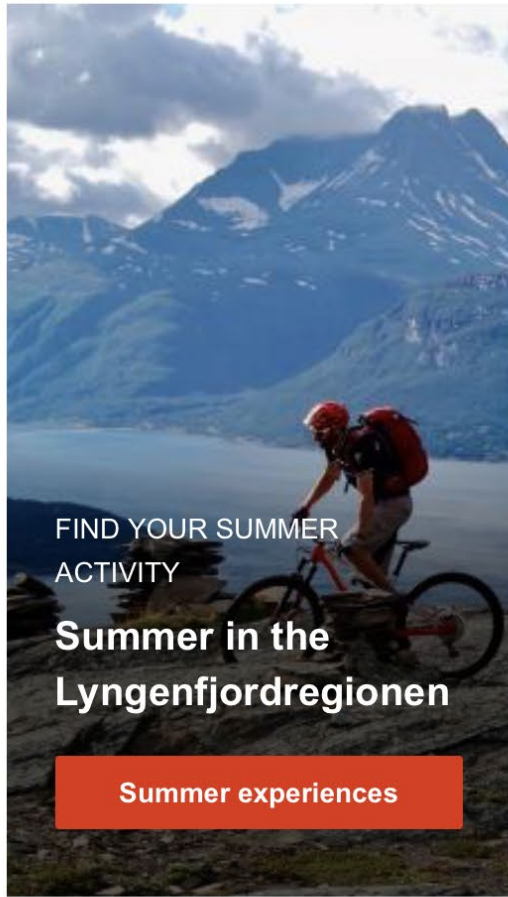
# Institution Introduction

- Visit Lyngenfjord is a destination company for the area around the Lyngenfjord in north Troms.
- The company works for tourism companies located in and around the Lyngenfjord.



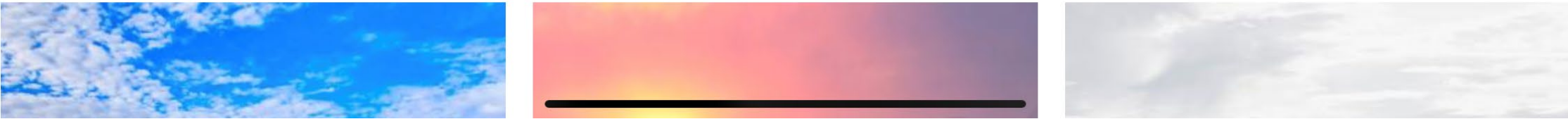
## Welcome to the Lyngenfjord region - A region full of contrasts!

Experience Northern Norway by the Lyngen Alps - under the midnightsun or the northern lights. You will find a variety of activities year round from whale safaris and ski touring to fjord cruises and mountain biking.



## Summer experiences in Northern Norway\_\_\_\_\_

You can experience a range of different activities in the Lyngenfjord region during the summer months.

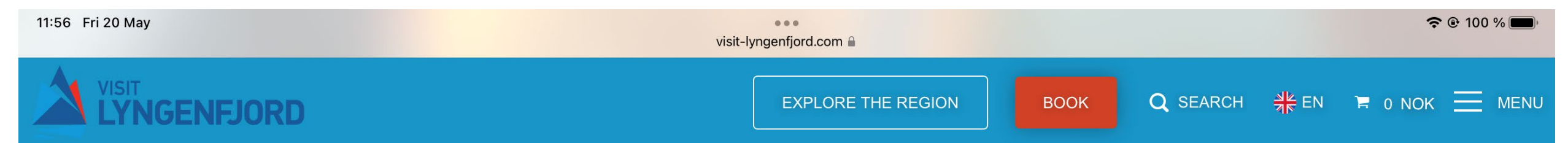


# Case tasks

- Is our profile , content and communication in our SoMe channels coherent with our website?
- How can we improve our website and make it more user friendly and easy to navigate in order to increase sales?
- How can we increase the number of visitors to our website?
- How can we increase traffic from our SoMe channels to our website and convert it into sales?

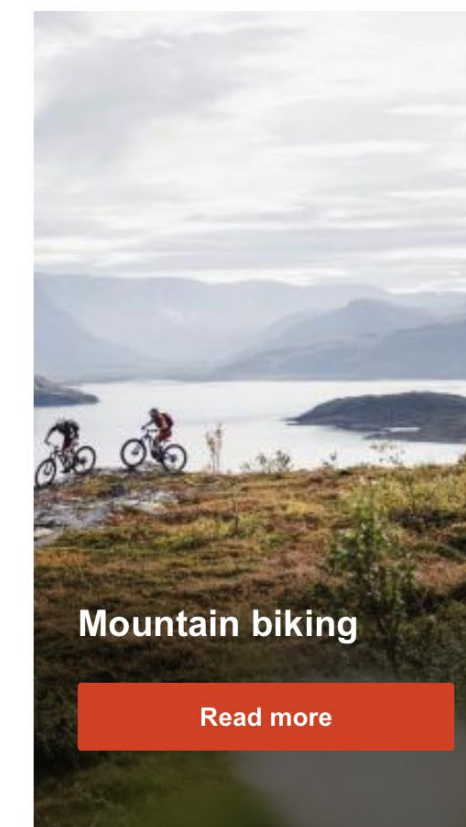
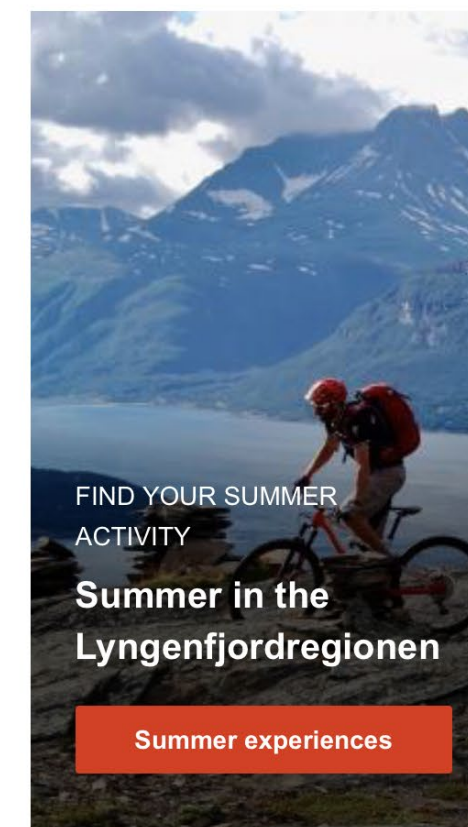
# Analysis on the website

- Has customer support issues.
- Has too much cluster information.
- Has language barrier.



## Welcome to the Lyngenfjord region - A region full of contrasts!

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## Summer experiences in Northern Norway

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# Customer support issues

- In the visitlyngenfjord website, the contact information is not on the front page.
- With the booking in the website, some products are not being able to book properly.

# Our suggestions

## **1. Artificial intelligence quick reply chat box**

**A.I. chat box is pre-written answers for short key word questions.**

**For short questions. A.I can instantly answer basic questions for the customers**

# 2. Question queue

## Contact Us

Enter your first name

Enter your surname

Enter your phone number

Enter your email

Group size

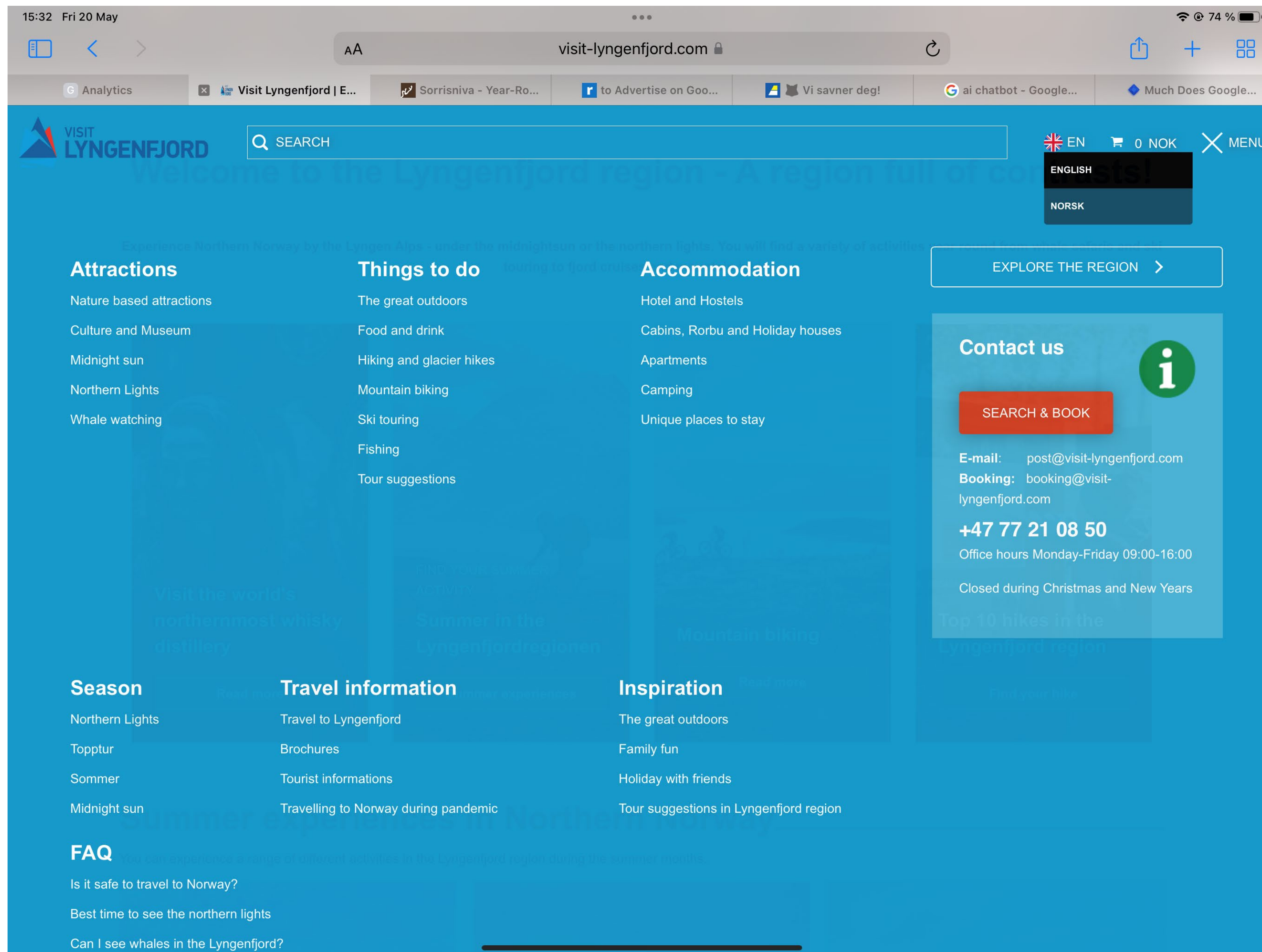
Select Your Interest

Your inquiry

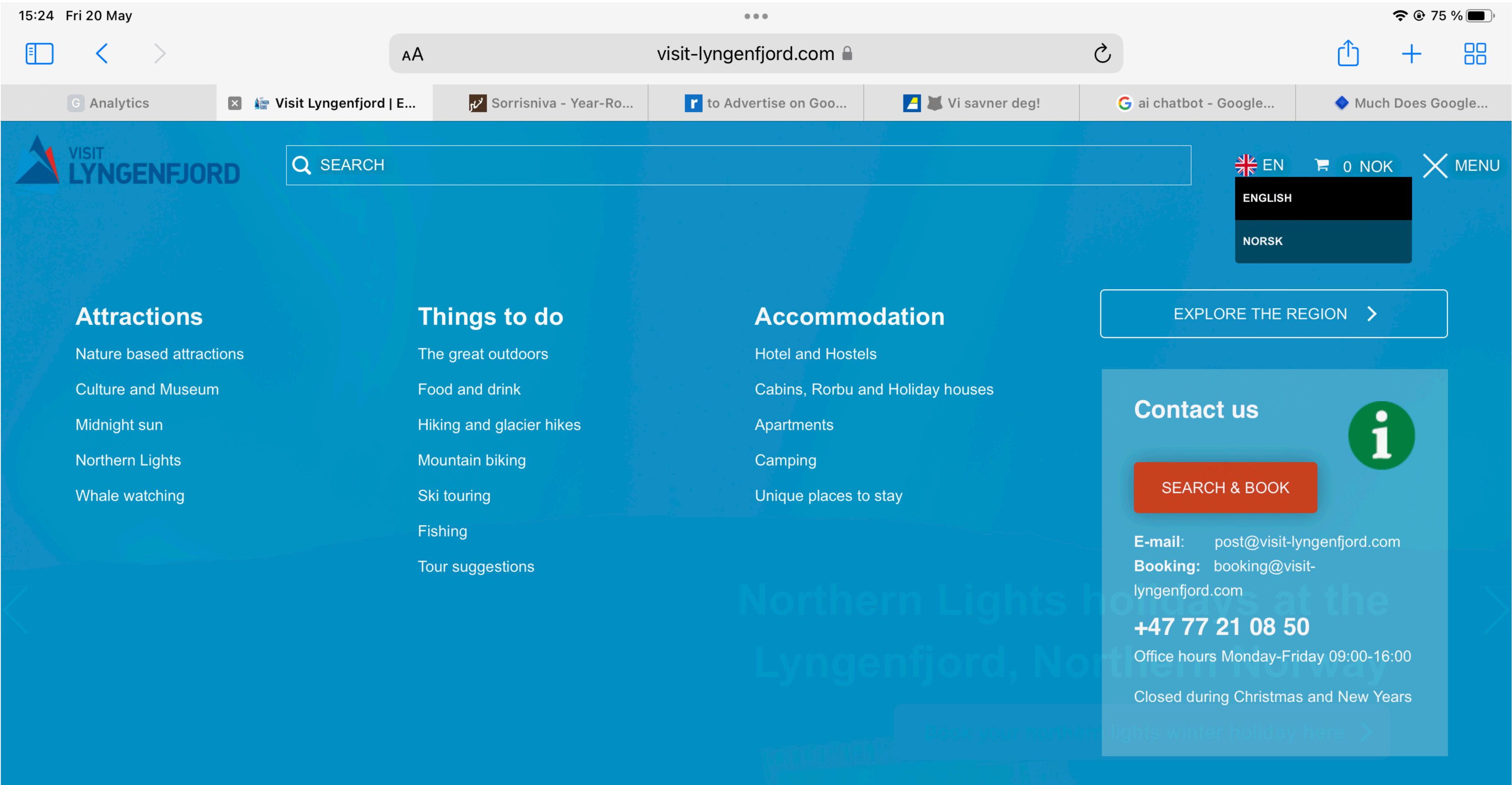
SUBMIT

Screenshot from Sorrishniva

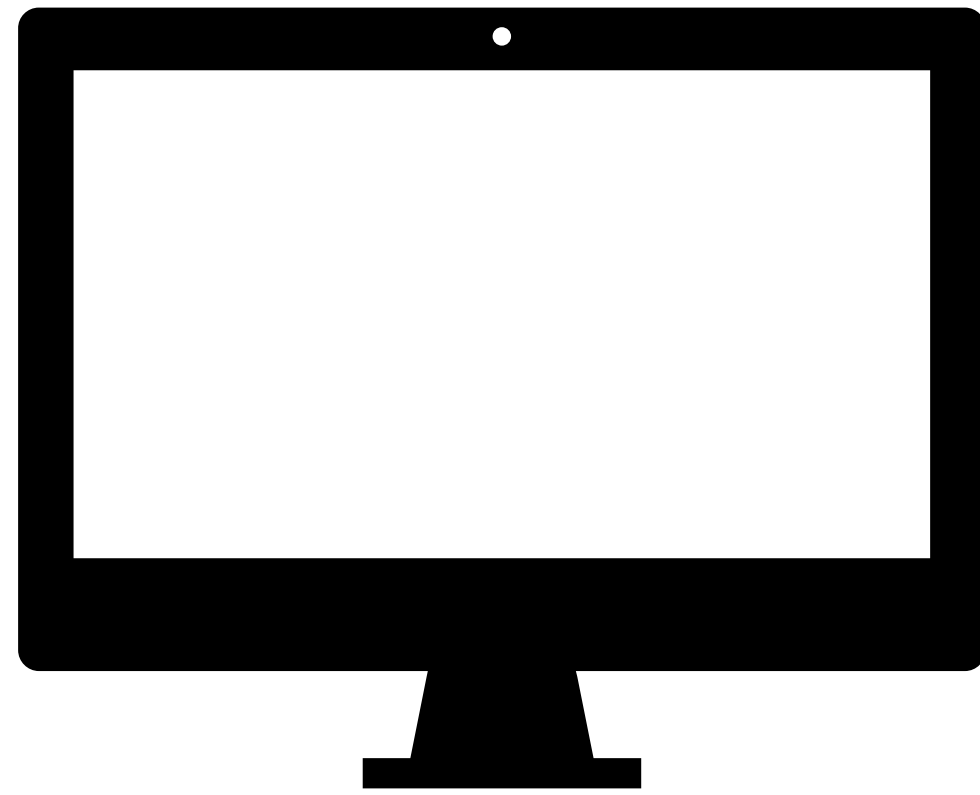
### 3. Use sub-topic to reduce clusters.



# 3. Add more languages on the website



How to increase the number of viewers to the website?



**Google advertise**

Industry	Average CPC (Search)	Average CPC (Display)
Advocacy	\$1.43	\$0.62
Auto	\$2.46	\$0.58
B2B	\$3.33	\$0.79
Consumer Services	\$6.40	\$0.81
Dating & Personals	\$2.78	\$1.49
E-Commerce	\$1.16	\$0.45
Education	\$2.40	\$0.47
Employment Services	\$2.04	\$0.78
Finance & Insurance	\$3.44	\$0.86
Health & Medical	\$2.62	\$0.63
Home Goods	\$2.94	\$0.60
Industrial Services	\$2.56	\$0.54
Legal	\$6.75	\$0.72
Real Estate	\$2.37	\$0.75
Technology	\$3.80	\$0.51
Travel & Hospitality	\$1.53	\$0.44

# To be listed as top when costumers google “Lyngenfjord”.

14:02 Fri 20 May

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Q lyngenfjord

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Analytics

Visit Lyngenfjord | Experience Ly...

Sorrisniva - Year-Round Premium...

lyngenfjord - Google Search

lyngenfjord - YouTube

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All

Images

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Tools

SafeSearch on

About 133,000 results (0.67 seconds)

https://www.visit-lyngenfjord.com

Visit Lyngenfjord | Experience Lyngenfjord region - a jewel ...

Welcome to the **Lyngenfjord** region - A region full of contrasts! ... Experience Northern Norway by the Lyngen Alps - under the midnightsun or the northern lights.  
You've visited this page 2 times. Last visit: 5/19/22

Travel to Lyngenfjord

The Lyngenfjord region is situated between Tromsø and Alta in ...

Brochures

Download or order your travel guide for the Lyngenfjord region ...

Hiking in the Lyngenfjord region


In the Lyngenfjord region, you can hike along the coast ...

More results from visit-lyngenfjord.com »

https://www.visitnorway.com › northern-norway › the-l...

The Lyngenfjord region, Norway – Glaciers, valleys, fjord


THE **LYNGENFJORD** REGION · Imagine strolling through wild flower meadows under the midnight sun, surrounded by tranquil fjords and mountain peaks as tall as 1,800 ...



https://nordnorge.com › destinasjon › lyngenfjord

Lyngenfjord - Visit Northern Norway - Nordnorge.com



**Lyngenfjord** is a big fjord east of Tromsø, at around 70 degrees north. It consists of the municipalities Lyngen, Storfjord, Kåfjord, Skjervøy and Nordreisa.



https://www.visittromso.no › region · Translate this page

Lyngenfjord and the Lyngen alps around the Tromso region

The Lyngen alps are worth the visit just for the view, but skiing and hiking is highly popular if you're into a bit more extreme activities. **Lyngenfjord** can ...



Lyngen (Yykeänvuono)

Fjord

4.8 ★★★★★ 15 Google reviews

Lyngen is a fjord in Troms og Finnmark county, Norway. The 82-kilometre long fjord is the longest fjord in Troms and it is often used as the dividing line between "northern Troms" and "southern Troms". The fjord is located within the municipalities of Skjervøy, Nordreisa, Lyngen, Gáivuotna–Kåfjord, and Storfjord. [Wikipedia](#)


**Location:** Troms og Finnmark county, Norway

**Islands:** Uløya, Arnøya, Vorterøya, Årøya

Questions & answers

See all questions (2)

Ask a question



67+ Photos

Reviews ⓘ

15 Google reviews

Write a review

Add a photo

Advertises to those who watch videos about “Lyngenfjord” or “northern Norway skiing”.

14:02 Fri 20 May

AA

youtube.com

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+

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Analytics

Visit Lyngenfjord | Experience Ly...

Sorrisniva - Year-Round Premium...

lyngenfjord - Google Search

lyngenfjord - YouTube

☰

📺

YouTube

NO

🏠

Home

🔍

Explore

📺

Shorts

📺

Subscriptions

📺

Library

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History

📺

Your videos

🕒

Watch later

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The Reason I live here

✓

Show more

SUBSCRIPTIONS

FILTERS



Top 10 Coolest Hotels Lyngen - (2022) #1 Best Hotel Lyngen

Top 10 Best Luxury Lyngen Hotels 2022. The Nicest Cool Boutique Hotels. 1m+ Hotels, Resorts, Inns.

Ad

[https://www.luxuryhotelsguides.com/lyngen/coolest\\_hotel](https://www.luxuryhotelsguides.com/lyngen/coolest_hotel)



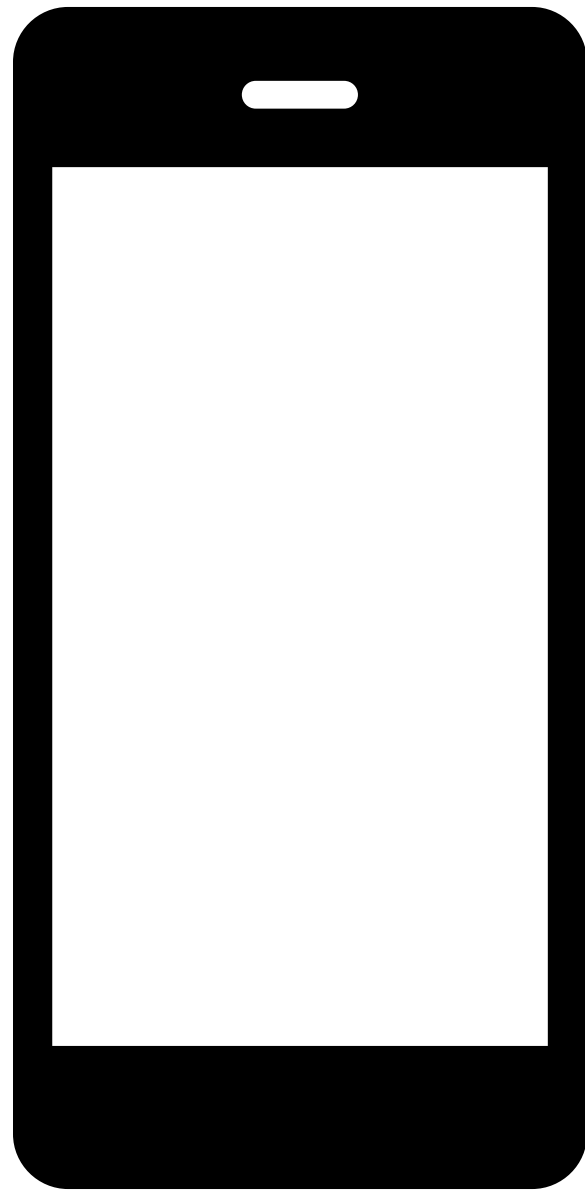
Lyngenfjord, Norway

684 views • 7 months ago

🇳🇴

Norway the Paradise

Lyngen is a fjord in Troms og Finnmark county, Norway. The 82-kilometre long fjord is the longest fjord in Troms and it is often ...



**Social media**

**Advertise activities on Facebook**

# Add booking info in the posts on Facebook

For booking dogsledding,  
Contact us:  
E-mail: [booking@visit-lyngenfjord.com](mailto:booking@visit-lyngenfjord.com)  
Phone: +47 77210859



Visit Lyngenfjord is at Lyngenfjord.

7 May · Olderdalen · 🌐

The best thing about Arctic spring in 30 seconds ✨

[activenorth.no](https://www.activenorth.no)

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[#northernnorway](#) [#visitlyngenfjord](#) [#norway](#)



# **The content on the website are not coherent with social media platforms**

- **Guests want different info on website and social media.**
- **For the website, guests want specific information, for example, price, room styles. While social media show inspirations and ideas.**
- **Therefore the messages that you sent out and put on these different platforms should be adjusted to that customer.**

**Thank you!**