

SEO Basics for Tourism Organizations



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Thank You



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Connect with People's Motivations and Intentions

What is Search Intent?

Search intent is the reason why people conduct a specific search.

- Are they searching because they have a question and want an answer?
- Are they searching for a specific website?
- Or, are they searching because they want to buy something?

To rank higher in Google and increase Organic Search Traffic the purpose of each post or page must match the search intent of your audiences.

Types of Search Intent

Informational/Investigative intent

Searches with the intent of looking for information, to answer specific questions, or to know more about a certain topic. This also includes searches with the intent to buy in the future and do research.

Navigational intent

Searches with the intent to get to a specific website.

Transactional intent

Searches with the intent to buy stuff on the internet and browse the web to find the best purchase.

Identifying Keyword Intent

Keyword intent

The words people use in their search queries will give information about their user intent.

- If people use words like *buy, deal, discount, sale, etc.* they intend to buy something - have transactional intent.
- If people are searching for specific brand names, they have a navigational intention.
- If people are searching and use words like *how to* or *things to do etc.* they have an informational search intent.



The Foundations of SEO

- Keyword Research
- Content Strategy
- Usability
- Link building
- Tracking & Reporting

Keyword Research



Keyword Research Tools

KEYWORDTOOL.io

<https://keywordtool.io/>

- Use the free tool to research search terms
- To view search volume sign up for 30 days and cancel

ANSWER THE PUBLIC

<http://answerthepublic.com/>

- Use the free tool to research search terms
- Research as many topics as you like

Google Adwords Keyword Planner

<https://www.google.com/adwords/>

- Sign up for Google Adwords
- Complete all relevant information as if you are signing up to advertise
- Set a budget and add in your billing information
- Once your account is set up click the Campaigns tab and then in the left hand column pause the campaign
- Go to Tools and then to Keyword Planner

Moz Keyword Explorer

<https://moz.com/explorer>

- Create a free account and begin researching various topics.
- Download spreadsheets of the terms you want to refer to in the future.
- Learn more about SEO and different strategies from experts.

UberSuggest

<https://neilpatel.com/ubersuggest/>

- This tool offers a free and paid version
- It includes other tools you can use as well.

Content Strategy

It's not about how much content you create...it's about the quality and value of the content and whether or not it is getting in front of people who care about the message.

"If content is **king**,
then conversion
is **queen**."

-John Munsell

Website Usability



Usability

Website usability is all about making every website visitor's experience **AWESOME**

Make sure your site is:

easy to use ~ clean and uncluttered ~ built with visible calls to action ~ credible ~ relevant ~ accurate ~ updated regularly ~ consistent ~ valuable ~ human-centered ~ functional ~ visually attractive ~ resonates with your audiences ~ fun ~ reliable

Usability requires a deeper understanding of the people using the Internet including their:

- ★ Needs
- ★ Values
- ★ Abilities
- ★ Limitations
- ★ Expectations

You will also need a deep understanding of your website's goals, and overall business or organizational goals and objectives.

Keep Your Domain Long Term

Your website address or domain is incredibly important when it comes to establishing search engine authority. Keep your domain the same unless you absolutely have to change it. If it changes use 301 Redirects to transfer “Google juice” from the old to the new domain.

Web Accessibility: the Origin of SEO



“Web accessibility and search engine optimization (SEO) are both about getting relevant content to users. Accessible content and search engine optimized content are both machine readable. Search engines and assistive technologies (such as screen readers) are quite similar.”

The Importance of “NAP”

Make sure your business or organization name, phone number, and physical address are consistent and the same on all sites, including your own.

Add your NAP to the footer of your website and phone numbers or the address anywhere else that is important like the header, contact page, etc.

Layout

What is above the fold on each device?

- ★ Hold people's attention and engage them.
- ★ Make their next step clear.
- ★ Confirm people can complete the main call to action.

Are there other calls to action on the page if it is longer?

Easy to Scan Content

On the average web page, users have time to read at most 28% of the words during an average visit; the % of content read decreases the more text there is on the page.

[Nielsen Norman Group](#)

Page Load Time



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

- Google doesn't rank websites, it ranks website pages.
- Every page is a potential doorway into your website.
- Every page needs to load fast.



Mobile Friendliness

Google prioritizes responsive web designs.

You can test your mobile-friendliness here:

<https://search.google.com/test/mobile-friendly>

You can also test your site speed here:

<https://developers.google.com/speed/pagespeed/insights/>

Earned Natural Links



Link Building

Links from other websites, blogs, online publications, media, etc. that point at your website all help build authority and credibility, and therefore affect rankings

If the links drive traffic and people **1.** visit your site, **2.** stay on your site, and **3.** convert then the links are even more powerful and increase your authority and rankings even more.

Partnership and Influencer Marketing

Partners and Influencers must:

1. Share engaged, active target audiences
2. Have and be building an email list
3. Have a usable, active website and/or blog focused on conversion

CHOOSE YOUR PARTNERS CAREFULLY!

Online PR

Public Relations can be an extremely powerful way to build links.

- Every newspaper, magazine, journal, blog, and any other online publication with a large, engaged following can help build your site's authority when they link to you.
- Guest blogging, influencer reviews, media pitches, link exchanges, etc can potentially increase authority.

ALWAYS ASK FOR THE LINK!

Video Optimization

When you post videos on Youtube or Vimeo channels make sure you:

1. Include any relevant natural keyword terms in the title and/or description.
2. Embed the video on your website or blog and link to it from the video description on your channel.
3. If you can add links to other relevant pages of your website, but only if they are truly relevant. (no more than 3 links in the video description)

Local SEO

Local SEO focuses on local listings and citations as a way of attracting people living or visiting your local region and providing them with information that is geo-targeted to their location. Local listing often include reviews where customers can leave feedback.

Local SEO is a specific strategy especially important for businesses or organizations with brick and mortar locations.



Local Citations

What is a Local Citation?

A local citation is any online mention of the name, address, and phone number for a local business. Citations can occur on local business directories, on websites and apps, and on social platforms. Citations help Internet users to discover local businesses and can also impact local search engine rankings. Local businesses can actively manage many citations to ensure data accuracy.


<https://moz.com/learn/seo/local-citations>

Google Local 3 Packs

Google  

[All](#) [Maps](#) [Shopping](#) [Images](#) [News](#) [More](#) [Search tools](#)

About 1,270,000 results (0.76 seconds)



Asheville Biltmore Gem Mine
5.0 ★★★★★ (42) · Rock Shop
Asheville, NC · (828) 774-5074
Closed now

Cornerstone Minerals
4.6 ★★★★★ (8) · Rock Shop
Asheville, NC · (828) 225-3888
Open until 9:00 PM

Enter the Earth
4.9 ★★★★★ (9) · Rock Shop
Grove Arcade
Asheville, NC · (828) 350-9222
Closed now

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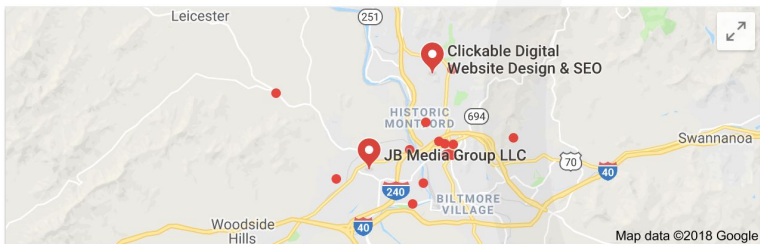


seo asheville



All News Images Maps Videos More Settings Tools

About 668,000 results (0.56 seconds)



Rating Hours

JB Media Group LLC

5.0 ★★★★★ (4) · Internet Marketing Service
915 Haywood Rd #101 · (828) 490-9299
Closed · Opens 9AM Wed

WEBSITE DIRECTIONS

Asheville Web Design & SEO Marketing Agency

5.0 ★★★★★ (12) · Website Designer
(828) 333-7213
Closed · Opens 9AM Wed

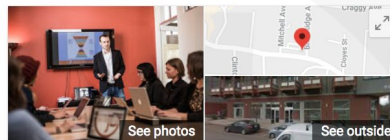
WEBSITE

Clickable Digital Website Design & SEO

5.0 ★★★★★ (1) · Website Designer
30 Valle Vista Dr · (828) 712-2127
Closed · Opens 9AM Wed

WEBSITE DIRECTIONS

More places



JB Media Group LLC ★

5.0 ★★★★★ 4 Google reviews
Internet marketing service in Asheville, North Carolina

Website Directions

Address: 915 Haywood Rd #101, Asheville, NC 28806
Hours: Closed · Opens 9AM Wed -
Phone: (828) 490-9299

Suggest an edit

JB Media Group LLC on Google

Mar 7, 12:00 PM - 1:00 PM
Free Digital Marketing Webinar ...
Join our free monthly webinar...
Feb 21, 2018
Sign up



Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

4.8/5 Facebook · 12 votes

Send to your phone

Send

Reviews

Write a review Add a photo

- "JB Media is a great partner for our company."
- "The staff were amazingly knowledgeable and friendly."

View all Google reviews

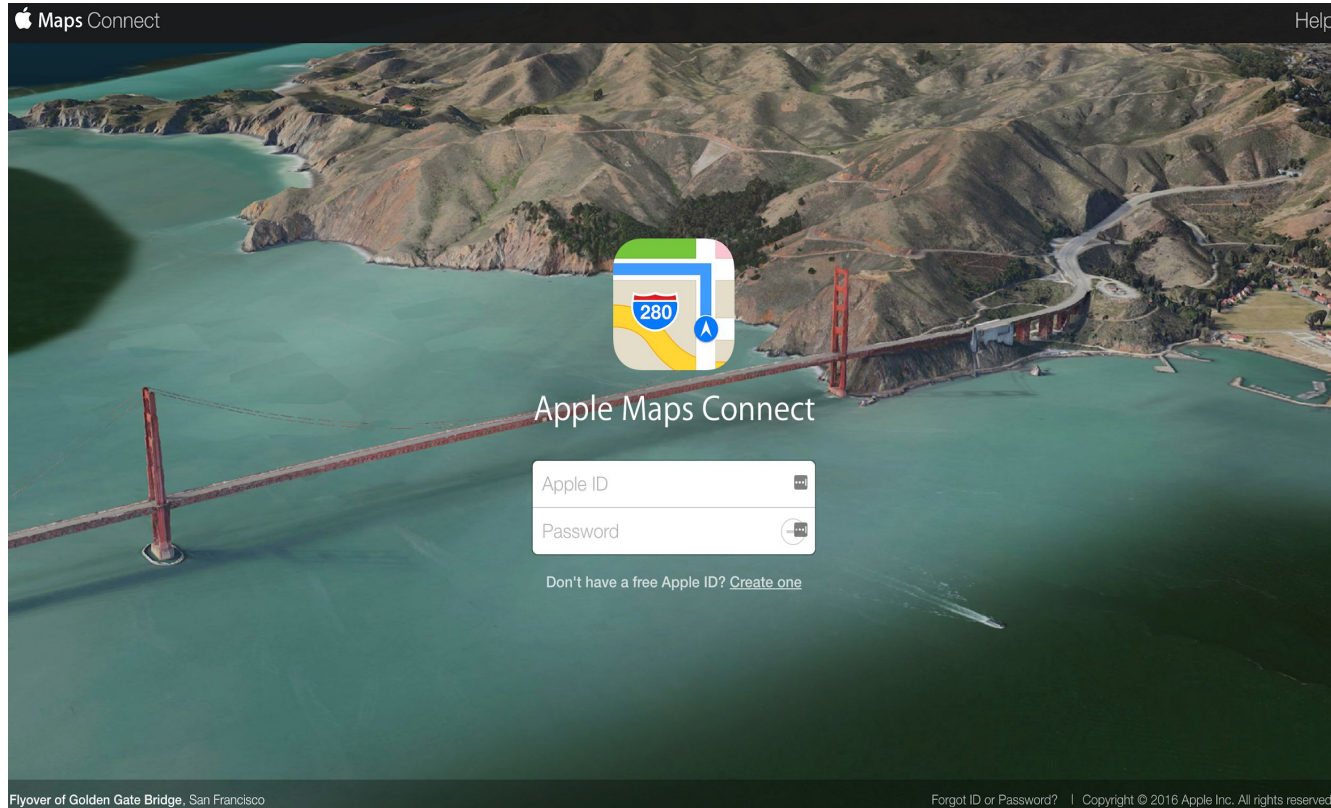
People also search for

View 15+ more

How to Get Started

1. Find your listing.
2. Claim your listing.
3. Confirm the listing by entering a verification code that is snail mailed to you or sent by phone.
4. Edit all of the information to ensure accuracy and consistency.
5. Make regular updates.

Apple Maps



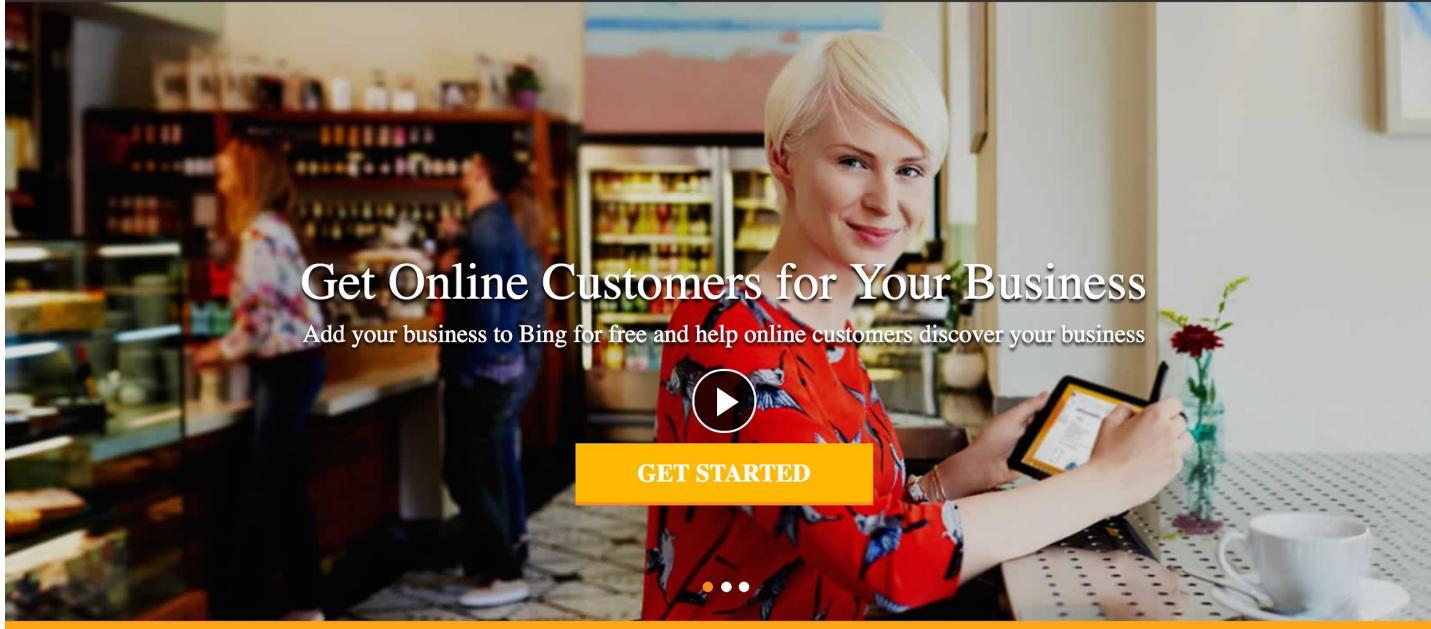
Bing Places

 Bing places for business

English  Sign In

Start now and we will give you a \$100 credit for search advertising on the Yahoo! Bing Network*

[Get Started](#)



Get Online Customers for Your Business

Add your business to Bing for free and help online customers discover your business



[GET STARTED](#)



Add your business to Bing in 3 easy steps

Facebook Business Pages

Facebook business pages listed in the Local Business category allow visitors to “check in” once the street address is added.

If you want to be recognized as a “nearby place” on Facebook complete all of your basic Page information including name, category, phone number, address, hours, etc. The strength of your Page's connections matter as well. Results are personalized and different for everyone. If someone wants to find restaurants in a particular city, places that their friends have recommended or checked into will be displayed higher.

Tracking & Reporting



Tracking & Reporting

Google Analytics - what people do when they are on your site

GA is free and easy to use. The code they provide must be copied and pasted from Google and added to every page of the site.

Google Search Console - what Google sees and understands about your site

Search Console is free and it consists of one code that must be placed on your server and verified. It can be verified with your analytics code.

Bing Webmaster Tools

- ★ Average rankings
- ★ Keyword terms
- ★ Security issues and crawl and indexing errors

Learn more about [Bing Webmaster Tools](#).

SEO Success is more than Rankings

- ★ Organic Search Traffic
- ★ Content Performance
- ★ Conversions
- ★ Rankings
- ★ Referral Traffic
- ★ Average Session Duration
- ★ Average Pageviews

Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday
Nov. 4, 2020
- ★ [Free Digital Marketing Toolkit](#)

Online Courses

Find out more about the [Content Strategy Roadmap](#).

NEVER STOP LEARNING



SEO Resources

[Moz.com](#)

[Ahrefs.com](#)

[SearchEngineLand.com](#)

[SearchEngineJournal.com](#)

[SERoundtable.com](#)

[ContentMarketingInstitute.com](#)

[SEMrush.com](#)

Local Citation Sites

- [HubSpot's Top 20 Review Sites](#)
- [BrightLocal.com's Local Citation Directory](#)
- [Top 100 Local Listing Sites in the US 2018](#)
- [ReviewTrackers.com Local Listing Directories](#)

Local SEO Tools - Moz Local

Check your listing and get a free report.



Can your customers find you online?

Check your listings on Google, Bing, and other local search engines.

<https://moz.com/local/search>

Local SEO Tools - BrightLocal

Use the free manual citation builder: <https://www.brightlocal.com/packages/>

BrightLocal

Features

Citation Building

Pricing

Live Demo

About Us

Log in

TRY IT NOW

Try BrightLocal tools
FREE for 14 days

TRY IT FREE
NO CARD NEEDED

Citation Building
service only

FREE ACCOUNT
GET STARTED NOW

Accessibility Testing Tools

[Wave](#) - evaluate various aspects of your website color schemes, page architecture, links and more.

[WebAIM Contrast Checker](#) - test to see if your color scheme meets accessible contrast ratios.

[AChecker](#) - test your web pages and receive an in depth report about the issues on each page with code suggestions.

Website Testing Tools

Don't Guess, Test and Know

- [HotJar](#)
- [CrazyEgg](#)
- [LuckyOrange](#)
- [Ptengine](#)
- [ClickTale](#)

Thank you!

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www.AshevilleWebDesign.net

Connect with me on social media!

<http://www.facebook.com/SarahDBenoit>

<http://www.twitter.com/SarahDBenoit>

<http://www.linkedin.com/in/SarahDBenoit>

<http://www.google.com/+SarahBenoitavl>

<http://www.instagram.com/sarahdbenoit>

