

# What We Will Cover Today

## What does Google want? Understanding content trends

Length of content, use of video, internal linking, etc

## Search intent explained

It's absolutely critical to understand why a searcher is typing in a specific keyword or phrase into Google

## Manual process, reviewing top 20-30 results

The old school way to build a detailed page outline

## Automated process, using Clearscope to create and edit content

Using an automated tool to build better outlines and to support editing of existing and new content

## Other efficiency strategies for content creation

You need long form content... ways to speed up the process for small, DIY teams

# What Does Google Want? Content Trends

- Google is trending toward preferring longer content, often 2000+ words for most broad keywords
- Pillar pages and topic clusters
  - Long form pages (2000 words) with niche sub-pages (500-800 words)
  - Sometimes called 10x content ([examples + whiteboard Friday](#))
- Video on pages helps increase time-on-page
- Clear calls to action (CTAs) and linking out to other relevant pages on your website reduces bounce rate

# What is Search Intent

Search intent is the *why* behind a search query.

In other words, why did the person make this search?

Four Types of Search Intent:

- Informational - The searcher is looking for information.
- Navigational - The searcher is looking for a specific website.
- Transactional - The searcher is looking to make a purchase.
- Investigation/Research - The searcher is in the market for a specific product or service but has yet to make a final decision on which solution is right for them.

In travel and tourism, especially for destinations, most SEO opportunities fall into the **Informational or Investigation/Research** categories. To win you must create the best informational or research oriented content.

# Building SEO Outlines, the Old School Way

1. Start a document such as a Google doc or MS Word doc
2. Search your keyword/phrase in Google
3. Copy the headlines (H1-2) and subheaders (H3-5) from each of the top 20-30 results in Google into your document
4. Remove or combine any that are very similar
5. Remove any that are too far outside of what you feel comfortable writing about on your website
6. Identify which sub-headers could be entire pages on your site
7. Create a long form page by filling in the outline
8. Create and subpages by writing new pages for the more robust sub-topics (still include a summary on the main page to create a logical place to interlink the pages).

Steps 1-5 on this list can take anywhere from 3-5 hours of work, just to get your ideal content outline.

# Shortcut: Use Clearscope

Clearscope is a great SEO and content optimization tool.

The main feature of the tool is that it automatically reviews the first 30 results and creates a report identifying which words appear the most often and which words appear in headers.

The report can be used to grade/score existing content to see how well it covers the target topic, or for new pages it can be used to short-cut the outline research process and allow for even higher quality outlines to be created without having to manually look at 30 websites.

## Example Reports:

- [Family Activities in Asheville](#)
- [Cherokee, NC Camping](#)

# Other Efficiency Tools and Strategies

- **Bust Writers Block:** Record your content via video or audio vs writing it
- **Transcribe:** Use Rev.com AI transcription to create a text version to edit
  - \$0.15 per minute = \$4.50 for 30 minutes = 3000-4500 words
- **Grade Your Writing:** Use Clearscope to grade and edit the text
- **Free Graphics Tool:** Use Canva to create graphics to include on the page
- **Leverage the Crowd:** Crowdsource photos to make the page more visual and socially shareable

# Breakout

*In your small group please discuss:*

- 1. What topics do I want to rank for?*
- 2. What search intents are most important for my business or destination?*
- 3. What resources do we have on staff or in our local community to create great long-form content or 10x content?*

# Examples of Pages We Have Worked On

- [Climate Finance - the GIIN](#)
- [Sliding Rock, NC](#)
- [4th of July, Asheville](#)

Q + A

DIY

TOURiSM

MARKETING  
WORKSHOP