Why Does SEO Matter?

94% Search Page Clicks Happen on Organic Listings

89% of Consumers Use Search Engines to Inform Purchases

43% of Searchers Click on the Top 3 Organic SERP rankings

Actionable Tips & Tricks for Tackling SEO

1. Focus on a smaller number of keywords.

Identify a few keywords that are highly related to your product or property, and focus content work and page optimizations around those words only. It is much better for business to perform really well for a few keywords than it is to try to optimize for a large number of keywords and perform okay.

2. Prioritize creating content around profitable topics.

Identify 1-3 keywords or keyword phrases that relate to your most profitable topics and ensure there is plenty of up-to-date content surrounding those topics. For example, if your hotel makes a lot of money off of post-booking add-ons, tailor your strategy to create more content and rank for post-booking add-ons versus on-site amenities. If your business makes a lot off of first-time visitor tours, tailor content toward first-time visitors versus new tours for return visitors. This isn't to say you should ignore on-site amenities or tours for return visitors, but a content creation strategy should focus on where you will make the most for a higher ROI when resources are limited.

3. Spread the word!

Make sure your content can be found. Cross-promote new content on multiple platforms (social media, public relations, offline media, paid advertising, etc). Users reading your content and sharing or linking to your content will improve the trust of your page, and in turn, your search engine visibility.

4. Reach out to your community for backlinks.

Backlinks are links to your website from other trusted websites. **Never buy backlinks or request from spam sites**. However, you can reach out to community members and trusted partners to link to each other's websites in contextually relevant and natural ways. For example, a PR story about your hotel can warrant a link to your website, or a link to the Goldenisles.com tide table might make sense on a shore fishing article on yours. What pages might benefit from linking to your website? What sites should you link to for ease of use and connecting the big picture?

How Golden Isles Premium Partnership Can Help

As a premium partner with the Golden Isles CVB, you will receive links back to your website through the listings and the specials/packages (select participation levels) on Goldenisles.com. In addition, partners may have the opportunity to be featured through Goldenisles.com social media promotions, advertising placements, and PR pushes, extending your targeted message.

What Web Page Elements are Most Important for SEO?

1. Title Tags

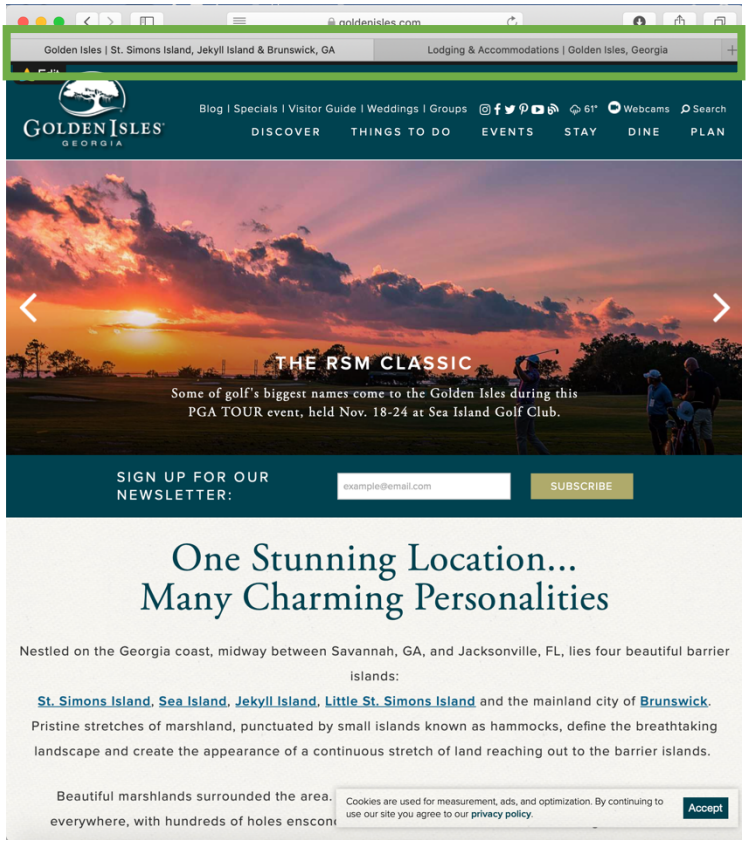
A page title is currently the most important factor in search rankings. This is not the same as a headline that appears within the page content. This is an element that you can typically find in the "meta data" or HTML elements on the back end of your website.

Title tags should:

- ✓ Include keyword-rich phrases that best describe the page's content
- ✓ Be unique from other pages' title tags
- ✓ Include your brand name at the end of the tag versus the beginning of the tag
- ✓ Be between 55-65 characters long

Title tags should not:

- ✗ Include keywords for the sake of including keywords. Keep title tags as related to the actual page content as possible.



2. Meta Description

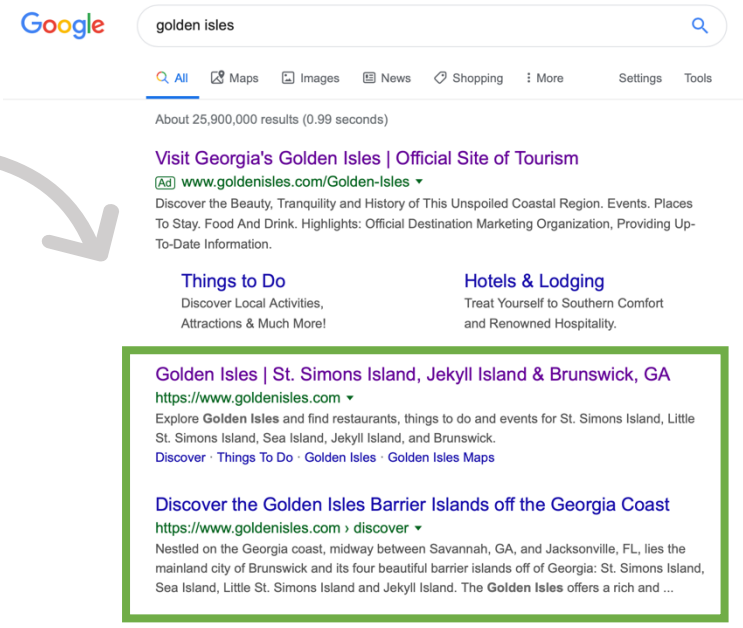
While the meta description does not factor into rankings anymore, this content is what is pulled in to the SERP to describe to searchers what content is on your page. Think of this as your "ad copy" for your organic results.

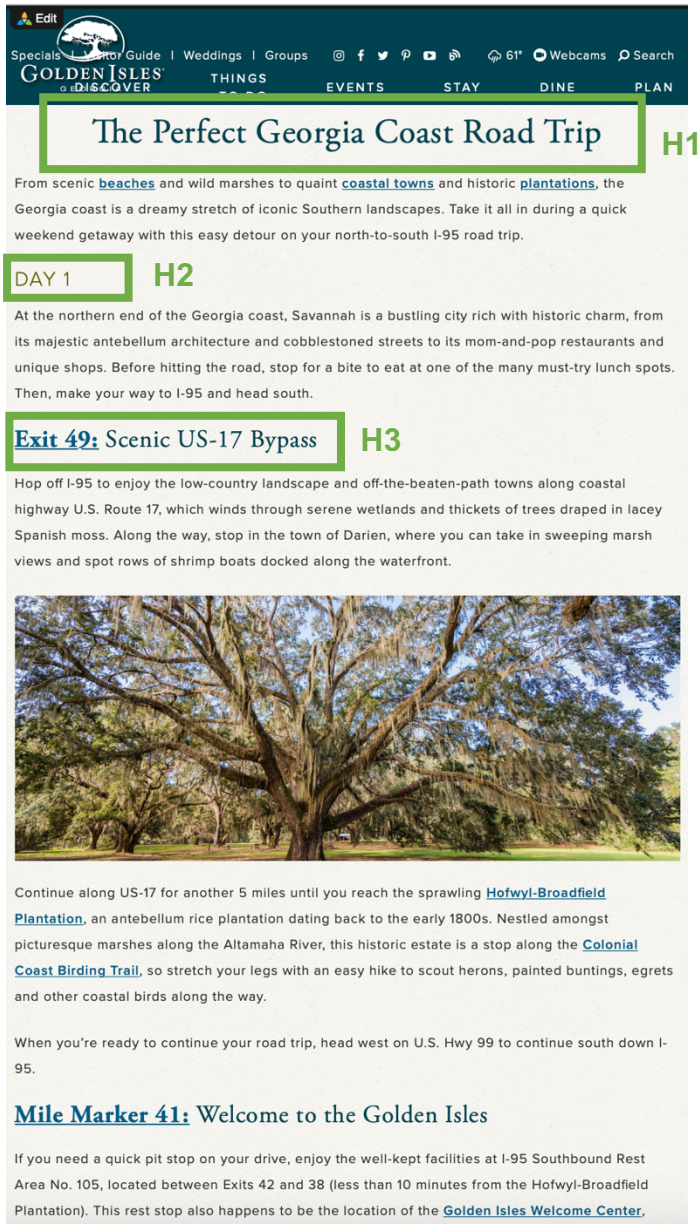
Meta descriptions should:

- ✓ Include strong calls to action
- ✓ Include a relevant keyword in the first line of the description
- ✓ Be between 120-150 characters long
- ✓ Be unique for each page

Meta descriptions should not:

- ✗ Contain too many keywords unrelated to the content on the page
- ✗ Be generic and duplicated across pages on your website





3. Header Tags

All pages should have only one Header 1 tag (<h1>Title Text</h1>) per page and additional Header 2-6 tags as needed – the higher the number, the lower priority for search engines to read what the pages are about.

Header tags should:

- ✓ Be kept in a logical order (one H1 tag, followed by H2, then H3 for a subhead below H2, etc)
- ✓ Contain relevant keywords for the content below the headline

Header tags should not:

- ✗ Be used simply as a visual style on the page. H1 should call out the most important information, followed by H2, etc.

4. Page Content

The content on your page includes copy, images, video, charts and tables, and any other materials used to illustrate or explain the goal of the page.

Page content should:

- ✓ Be written for people first
- ✓ Have a clear topic or theme that is unique
- ✓ Keep readers clicking. Ensure you have interlinked related content within your site and link your new content from already existing content.
- ✓ Continue to be optimized. Track performance for existing content and continue to update performance.
- ✓ Contain a mix of content types: images, video, text, tables, etc. (Make sure all HTML and meta information is filled out for images and video including description and alternate text)

Page content should not:

- ✗ Be forgotten once written. Always return to previously written content to review and updates as needed.
- ✗ Be written in a robotic manner for search engines. Content will perform best when written for ease of understanding and use by people.

Useful Definitions

SEO: This common acronym stands for "Search Engine Optimization." This term is often used in relation to updating content and technical abilities on websites for users to more easily find your business when researching travel.

SERP: This common acronym stands for "Search Engine Results Page" – in other words, the results listing page that is returned when a query is typed into a search engine.

Search Engine: A search engine is any program that retrieves information from across the internet based on a search query. Search engines include Google, Bing, Yahoo, Duck Duck Go, etc.

Organic: Also referred to as "earned" search. A placement in search results that is not a paid advertisement.

Query: Content typed into a search bar.

Ranking: The ordering of search results returned with each query.

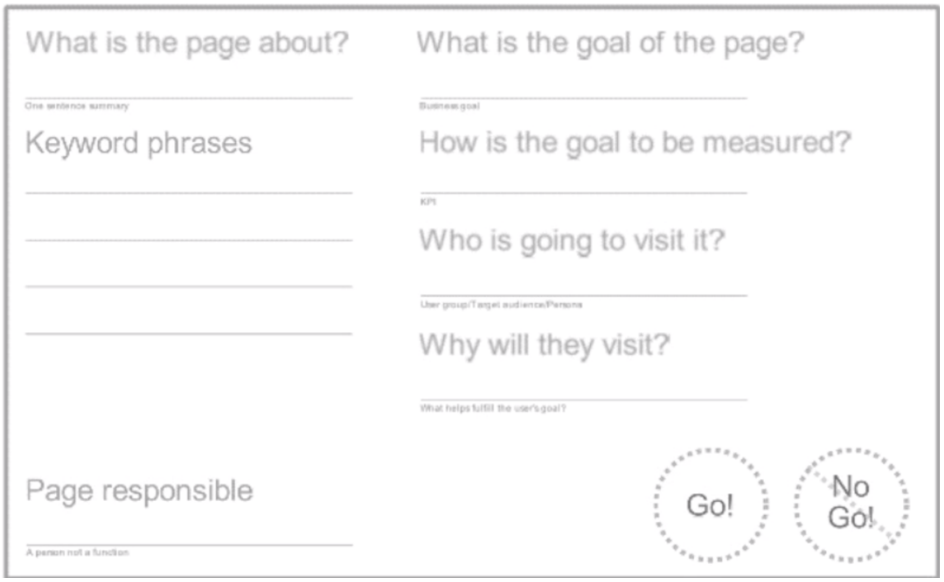
Search Volume: The estimated number of times a keyword is searched in a month. You will notice more general terms have a higher volume (more difficult to rank), where more specific or branded terms have a lower volume (easier to rank).

Title Tags: The page title (read by search engines). This is the title of your page when returned on a SERP.

Header Tags: The headlines and subheads on your page (page content).

Meta Description: The description of page content. While this is not read by search engines for rankings, this is the description that appears on the SERP.

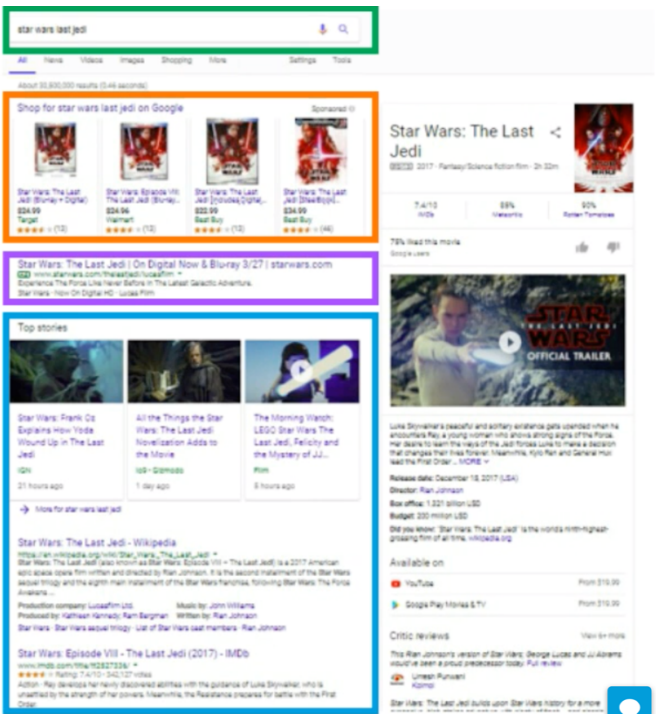
Sample Content Brief Template:



Anatomy of a SERP:

Keyword / Search Query

Paid Search Results

Paid Product Listings

Organic Search Results