




iMATE

Local SEO Packages
Enhance your business's online
visibility using search

Queensland
AUSTRALIA



Did you know the Top 3 Organic Search Results in Google get 54% Of All Clicks?

SEARCH ENGINE OPTIMISATION

Looking to boost website traffic and attract a larger audience of travellers to your business? Whether you're a seasoned digital marketer or new to the industry you've probably asked yourself what is Search Engine Optimisation (SEO) and how can I make the most of it for my business. Dive in to uncover the fundamental aspects of SEO, unique challenges and their significance in the tourism industry.

What is SEO and how does it work?

SEO is the process of optimising your website to increase your *organic* position or ranking in the search results when people search for products or services related to your business. Basically, making your website more attractive and noticeable to search engines. It requires understanding what your customers are searching for, the information they are looking to find, and the type of content they prefer.

In tourism, travellers mark the beginning of their journey by researching online. The searcher navigates to a search engine like Google and enters specific words or phrases. Google then digs through billions of websites and based on how useful and relevant to the search query the information is, the websites are ranked and displayed in the [search engine results page \(SERP\)](#) in various formats such as Paid ads, Organic listings, map listings and more.

Why is SEO important for tourism operators?

So, what matters when it comes to SEO?

- Is it all about [backlinks](#)?
- Does the [URL](#) structure and [keywords](#) really matter?
- What is a [meta tag](#) anyway?
- Do I need to write new website content every day?

There isn't one single SEO factor that outranks all others. SEO is always changing, and what might work now may not work in a few months. The core of SEO is all about figuring out what works for your website based on your unique landscape and what your competitors are doing.

SEO plays a crucial role for tourism operators due to its ability to ensure visibility during all the key moments when potential customer may interact with your brand.

When your website ranks higher in the search engine, it enhances your credibility among customers, fostering greater brand trust. If you're not ranking in the top 3 positions of Google's search results, you're missing out on the opportunity for more qualified leads.

Read on to discover five key actions you can use to amplify your organic presence in the tourism industry

GETTING STARTED WITH SEO

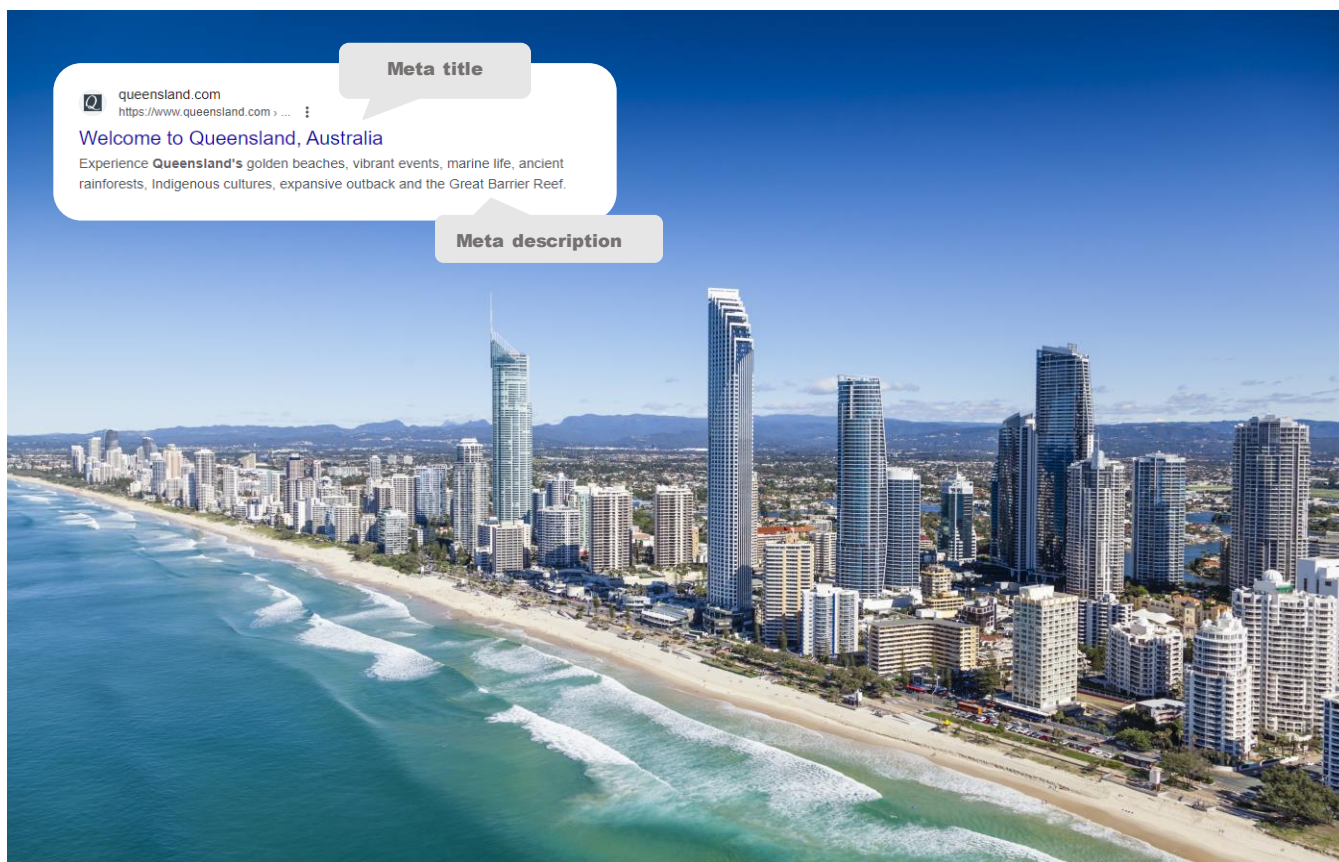
Identify the right keywords to uncover your audience

Selecting the right keywords for your website is the secret to discovering more customers. To get started, you should list all relevant keywords that you would use to describe your business. Most travellers use general search terms to find travel information before they decide to convert. You need to ensure you are selecting keywords that are relevant to your business, with sufficiently high search volume and low competition.

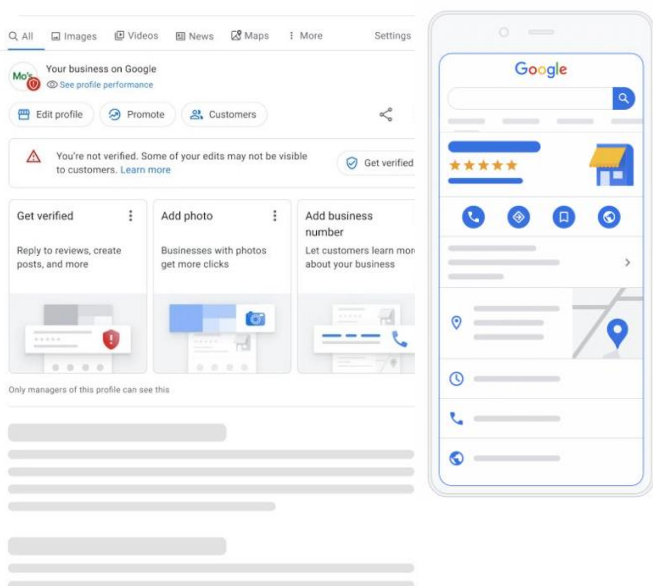
As a guideline you should prioritise location specific keywords like 'Snorkelling Airlie Beach' with higher intent to convert. Many travellers search for activities and things to do based on a specific destination. You should not overlook long tail keywords like 'Best Spots to Snorkel the Great Barrier Reef'. While search volume is typically lower, they are valuable keywords to help push a customer closer to converting.

Keyword search tools like [Google Search Console](#), [Ahrefs](#) or [SEMrush](#) can help you understand your audience, come up with new content ideas or refresh your website to meet user intent, seasonal demands and customer journey stage. When you're ready you need to put those keywords to good use. You need to ensure your metadata including [meta titles](#) and [meta descriptions](#) include the keyword/s that you are trying to target.

[Heading tags](#) are also used to mark up the content on your website. These are ranked from H1 to H6. Think of H1 as the most important heading, the title of your page, and H2s and so on as the subheadings that break your content into topics. Google uses your metadata and headings to determine whether your content is relevant to a searcher's query.



GETTING STARTED WITH SEO



Reach travellers in your area with Local SEO

Creating and optimising a [Google Business Profile \(GBP\)](#) will give your business the best chance to target prospective new customers and convert them, for free. It's not as simple as just creating a listing and leaving it be. It takes time and effort.

You have to make sure your listing stands out by having a compelling business description that uses your target keyword/s, include eye-catching images, add posts to attract your audience, and positive reviews. The more positive your reviews are, the more likely travellers will want to engage with you. It's not just about getting positive reviews, it's also about how you respond to reviews, positive or negative.

You also need to ensure that your [name, address and phone number \(NAP\)](#) is consistent across all digital platforms.

Create credible and interesting content for your audience

Revisit your keyword target list to uncover and identify travel related keywords that can result in helpful or [relevant content](#) for your audience. Publishing regular blog content not only helps you contextualise your website with Google, but it also helps establish credibility through backlinking opportunities. This gives other websites the opportunity to link back to your website whenever you publish new content.

You need to ensure that the content you are publishing is unique and not duplicated across any of your other pages. Users want the information that matches their search intent quickly so clearly structure your content to help readers navigate to each section. Use bullet points, accordions and highlight key information wherever relevant. Rather than just providing content in written format consider images, video content and graphics to help break up blocks of text for a seamless user experience.

In addition to this, new content establishes new opportunities for [internal linking](#) between important pages on your own website. Having a well-structured internal linking strategy passes [link equity](#) between high performing pages to new or low performing ones. This also allows searches to seamlessly navigate from one page to another, keeping your visitors engaged and more likely to convert.



Ensure your website can be crawled, indexed and ranked with technical SEO

What use is great content if search engines and your audience alike can't access your website? This is when technical SEO comes into play, ensuring that search engine bots can [crawl](#), [index](#) and rank your pages appropriately. You will need some basic web development skills to help with this as common issues to rectify may include page speed, mobile friendliness, [xml sitemap](#) and [robots.txt file](#) updates, [broken links](#) and duplicated content.

As a starting point there are several free resources and tools available to help uncover common issues or warnings to be wary about such as [Google Search Console](#) and [PageSpeed Insights](#). In terms of the steps taken to resolve some of these issues you may be required to engage with an experienced web developer.

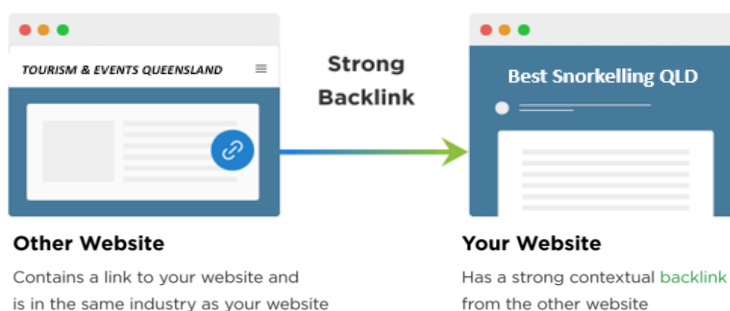
To further strengthen the accessibility of your content you need to make sure your images are readable by search engine bots. Google Image Search plays an important role in a traveller's decision-making journey. When you upload images to your website make sure you are using an approved file format (BMP, GIF, JPEG, PNG, WebP, and SVG), have a descriptive file name and use supporting and relevant [alt text](#).



Build your authority and trust with backlinks

Backlinking is an important SEO tactic for tourism and travel industry websites to establish and build [authority](#) and trust. By acquiring an embedded link or URL on a popular, authoritative web page that points back to your own website can help boost rankings and increase visibility in search engine results pages. A backlink is considered a 'vote of confidence' in the eyes of the search engine.

There are several backlinking techniques to consider based on the effort and time you are willing to invest. This could include press releases, [citations](#), using social media to promote image rich content like eBooks and infographics, traditional outreach techniques and guest posting. Building backlinks may seem like a challenge, but it works.



CASE STUDY: INCREASING ORGANIC VISIBILITY THROUGH A LOCAL SEO STRATEGY



The Reality

Post-pandemic, demand for new home builders was on the rise as Queenslanders and interstate residents were looking to move away from inner city suburbs. The client, wanted to dominate the new home builder market in QLD. The challenge was to increase enquiries and sales for new home builds via organic channels through to the website.

The Strategy

Extensive keyword research was carried out and 24 optimised landing pages were created for Display Homes, House & Land Packages and House Design categories. Adding localised keyword meta data and content to the website was imperative to increase SEO performance ensuring we had content that aligned with users needs and intent. With 11 locations across the state, creating and optimising the clients' listings with up-to-date information and linking to the new webpages was crucial to increase our rankings in Google Maps, making it easier and faster for users to engage.

The Numbers

+58%

Increase in total sessions YoY to new webpages

+300%

Increase in local keywords ranking in positions 1-3 YoY

+45%

Increase in total enquiries YoY to new webpages

WANT TO LEARN MORE?

If you're new to SEO, you might be feeling a little lost. There are tons of websites, books and guides available. We've curated the best resources below:

- [Google's SEO Starter Guide](#)
- [Moz: SEO Learning Center](#)
- [Ahrefs: The Beginner's Guide to SEO](#)

If you're interested in learning more sign up to our [SEO 1on1 Training Session](#) curated specifically for Tourism Operators and Travel Industry Services and learn from the experts or check out our [Local SEO Packages](#) that we offer.

LOCAL SEO PACKAGES & PRICING

Our local SEO packages are designed to boost your online presence and visibility within your local area to attract more customers to your business. Our packages include two key components: Google Business Profile (GBP) optimisations and Citation Building.

**Price per location, Minimum 3-month period and limited number of packages available*

Bronze Plan

\$500/month

- ✓ 1 x [GBP](#) post per month with listing optimisations
- ✓ 15 x [Citations](#) built per location per month including specialist industry websites
- ✓ Monitor rankings for 5 selected keywords in search engine results
- ✓ Submission to 2 x [Local Data Aggregators](#) in the first month to fix NAP inaccuracies
- ✓ Monthly reporting including GBP insights, [GeoGrid_Rank Tracking](#) and Citation Report

10 Packages Available

Silver Plan

\$750/month

- ✓ 2 x [GBP](#) posts per month with listing optimisations
- ✓ 25 x [Citations](#) built per location per month including specialist industry websites
- ✓ Monitor rankings for 5 selected keywords in search engine results
- ✓ Submission to 2 x [Local Data Aggregators](#) in the first month to fix NAP inaccuracies
- ✓ Monthly reporting including GBP insights, [GeoGrid_Rank Tracking](#) and Citation Report

15 Packages Available

Gold Plan

\$1,300/month

- ✓ Onboarding & briefing call with a dedicated SEO expert
- ✓ 4 x [GBP](#) post per month with listing optimisations
- ✓ 50 x [Citations](#) built per location per month including specialist industry websites
- ✓ Monitor rankings for 5 selected keywords in search engine results
- ✓ Submission to 2 x [Local Data Aggregators](#) in the first month to fix NAP inaccuracies
- ✓ Monthly reporting including GBP insights, [GeoGrid_Rank Tracking](#) and Citation Report
- ✓ Dedicated SEO consultation per month including monthly meeting for SEO support

15 Packages Available

Optional: SEO Consultation

+\$175/month

Dedicated SEO consultation per month including monthly meeting for SEO support

GLOSSARY

Crawling

Crawling is the process by which search engine bots (spiders) systematically browse the internet, visiting web pages, and following links to gather information for search engine indexing.

Indexing

Indexing is the process of adding web pages to a search engine's database (index) after the search engine bots have crawled and analysed the pages. Indexed pages are eligible to appear in the search engine results page.

SERP (Search Engine Results Page)

SERP refers to the page displayed by a search engine after a user enters a search query. It contains a list of organic and paid search results relevant to the keyword.

Keywords

Keywords are specific words or phrases that users enter into search engines when looking for information, products, or services. Choosing relevant and appropriate keywords is essential for optimising website content and attracting targeted traffic..

URL (Uniform Resource Locator)

A **URL** is the address of a specific webpage on the internet. It's what you type into the address bar of your web browser to visit a website. URLs help identify and locate individual web pages so you can access them easily.

Meta Titles

The **meta title**, also known as the *title tag*, is a snippet of code that provides a brief and descriptive title that appears in the SERP and at the top of the browser window when someone visits a webpage. It should summarise the content of the page and include relevant keywords.

Meta Descriptions

The **meta description**, also known as the *description tag* is a snippet of code that provides a concise and informative summary of a webpage's content that appears in search engine results, just below the meta title. It aims to entice users to click on the URL by providing a preview of what they can expect to find on the page.

Heading Tags

Heading tags are HTML elements used to create headings and subheadings on a webpage. They help organise content hierarchically and range from the main heading (H1) to subheadings (H2, H3, H4, H5 & H6), breaking content down into subsections.

GLOSSARY

Internal Links

Internal links are links on a webpage that direct users to other pages within the same website. These links help visitors navigate between related content and assist search engines in understanding the structure and hierarchy of a website.

Broken Links

Broken links are links that point to non-existent or unavailable webpages. When a user clicks on a broken link, they encounter an error page, commonly known as a 404 error. Broken links negatively impact user experience and can also harm your website's SEO by reducing crawlability.

XML Sitemap

A **sitemap** is a file that provides a list of all the pages and content on a website, helping search engines understand the website's structure and index its pages more efficiently.

Robots.txt File

The **robots.txt** file is a text file placed on a website's server to instruct search engine crawlers on which pages or directories should not be crawled or indexed.

Alt Text (Alternative Text)

Alt text is a descriptive meta tag for the image to help visual impaired website visitors (like search engine bots) to better understand what the image is representing.

Backlink

Backlinks, also known as *inbound links*, are links from external websites that direct users to your website. Search engines often consider backlinks as a signal of a website's authority and relevance, which can impact its search engine rankings.

Authority

Authority refers to the perceived trustworthiness, credibility, and expertise of a website or webpage in a specific topic or industry. Search engines consider authoritative sites as reliable sources of information and are more likely to rank them higher in search results. Often influenced by factors such as the quantity and quality of backlinks and user engagement.

Relevance

Relevance refers to how closely a webpage's content matches the intent and topic of a user's search query. When a search engine determines that a webpage is highly relevant to a particular keyword or topic, it is more likely to display that webpage in the search results.

GLOSSARY

N.A.P (Name, Address, Phone Number)

N.A.P refers to the essential contact information for a business listed on the internet. It includes the business's name, physical address, and phone number. Consistent and accurate N.A.P information across various online platforms helps improve local search visibility.

Citation

Citations are online references or mentions of a business's name, address, and phone number (NAP) on a website that isn't their own. Adding your NAP information to third-party websites will help consumers find your business online. Doing so also serves to boost how authoritative and trustworthy Google considers your business to be.

GBP

Google Business Profile (GBP) is a personalised profile that helps you manage how your local business shows up across Google products like Maps and Search. You can maintain accurate information about your business like hours of operation, website and location, you can interact with customers by managing your reviews and you can attract new customers to your website.

Local Data Aggregator

A **local data aggregator** is a platform that submits business data to a network of citation sites. They act a little like a marketplace that trades business information, and can make citation building a quick and easy process. Foursquare and GPS Network are the local data aggregators available in Australia.

GeoGrid Rank Tracking

GeoGrid Rank Tracking gives you a hyperlocal overview of local search ranking performance across a particular local area

Link Equity

Link equity, often referred to as "link juice," represents a measure of credibility or significance transferred from a webpage that includes a link to another page.

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