

# TOURISM & SEO

## PART 1 - THE VALUE OF SEO FOR TOURISM

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# ABOUT

Welcome to the "Tourism & SEO" guide series, comprising three essential parts: "The Value of SEO for Tourism," "Keywords Are Gold," and "Off-Page Tactics to Build Connections." In this series, we explore how strategic SEO implementation can transform your tourism business. Dive into each part to uncover invaluable insights and practical strategies for optimizing your online presence and attracting more travelers.

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# Understanding Tourism SEO:

**Tourism SEO (Search Engine Optimization) involves optimizing your website to rank higher on search engines like Google when potential travellers search for tours, activities, or destinations.**

**Importance: Despite the presence of other marketing avenues, SEO retains its paramount importance. According to our internal tracking at Atlantic Online, our Google Analytics data reveals that, on average, over the span of 12 months, more than 80% of website traffic originates from search engines. This traffic is directly correlated to the strategic placement of keywords, aligning with users' search queries.**



# The Value of Tourism SEO:

Let's delve deeper into the importance of SEO for the tourism industry and explore why it remains a critical aspect of marketing:



# The Value of Tourism SEO:

- **Relevance:** Search engines, especially Google, are the go-to platforms for travelers seeking information. Whether they're researching destinations, looking for accommodations, or planning activities, search engines play a pivotal role.
- **User Behavior:** Over 80% of travelers start their journey by typing queries into search engines. They rely on search results to discover travel options, compare prices, and make informed decisions.
- **Visibility:** Being visible on search engine results pages (SERPs) ensures that your tourism business reaches potential customers during their decision-making process.



# The Value of Tourism SEO:

## Targeted Traffic:

- **Quality Over Quantity:** SEO drives targeted traffic. When travellers search for specific terms (e.g., “beaches near Yarmouth” or “Halifax Harbour water tours”), they are actively interested in those offerings. Such visitors are more likely to convert into bookings.
- **Cost-Effective:** Unlike paid advertising, where you pay per click, SEO generates free organic traffic\*, offering long-term benefits without ongoing costs. Additionally, organic social media traffic further enhances website reach and engagement without paid promotion.

\*Organic traffic consists of users who find and click on a website's link in the Search Engine Results page (SERP) without the website owner having to pay for placement or advertising.



# The Value of Tourism SEO:

## Brand Credibility and Trust:

- **Credibility:** High search engine rankings signal credibility. Travelers trust websites that appear on the first page of results. A well-optimized site implies authority and reliability.
- **User Perception:** If your website ranks well, travelers assume your business is reputable. Conversely, poor rankings may raise doubts about your services.
- **User Behavior:** User behavior analysis has demonstrated that most clicks tend to land on the top-ranked search results, while lower-ranked ones see fewer clicks. So, focusing on effective SEO can help boost your website's visibility, attracting more organic traffic and clicks.

# The Value of Tourism SEO:

## Local and Mobile Optimization:

- **Local SEO:** For tourism businesses, local SEO is vital. Travelers often search for nearby attractions, restaurants, and accommodations. Optimizing for location-specific keywords\* (e.g., beaches near Halifax, off-grid luxury camping) ensures visibility to local tourists.
- **Mobile-Friendly:** Many travellers use mobile devices while on the move. Google prioritizes mobile-friendly sites, and a responsive design enhances user experience and boosts SEO.

**\*Keywords:** these are specific words or phrases that are used by people searching for your product/service and which represent main topics or themes in content or search queries, crucial for SEO to improve visibility and attract targeted traffic.





# The Value of Tourism SEO:

## Long-Term Investment:

- **Sustainable Results:** SEO efforts compound over time. Unlike short-lived ad campaigns, SEO builds a solid foundation. Once you achieve good rankings, you can maintain them with regular website updates\* of meaningful content.
- **Adaptability:** SEO adapts to algorithm changes. Staying informed\*\* about search engine updates ensures your strategy remains effective. We recommend <https://blog.google/>

\*The more frequent the content updates, the more meaningful it is to your audience, the more likely they will engage with your website content and the higher SEO score will be applied by Google, resulting in a greater ranked position within Google search.

\*\*We subscribe to <https://blog.google/>



# The Value of Tourism SEO:

## Competitive Edge:

- **Outperform Competitors:** Ranking higher than competitors gives you an edge. Travelers often explore multiple options before booking. Appearing prominently increases your chances of being chosen.
- **Niche Markets:** SEO allows you to target specific niches within tourism. Whether it's eco-tourism, adventure travel, or luxury getaways, optimizing for relevant keywords attracts the right audience.

# The Value of Tourism SEO:

## Content Marketing Synergy:

- **Content Builds SEO: High-quality content is essential for SEO, such as:**
  - **Creating travel guides: save as a PDF and offer in exchange for an email address, or have print copies available in each room/suite.**
  - **Destination articles: topic and location-specific articles, written from an experience perspective, can help build desire before arrival.**
  - **Blog posts: regular blogging not only improves rankings but also shares valuable information with travellers.**

# IN SUMMARY

In summary, SEO is the backbone of digital marketing for the tourism industry. It ensures visibility, credibility, and targeted traffic, ultimately driving bookings and revenue. Ignoring SEO means missing out on a significant share of potential travellers.



# REACH OUT

To expand your knowledge of SEO and discover tactics that can elevate your tourism business's online presence, consider booking a consultation with Shelley Bellefontaine or any of the Digital Experts available on the DigiPort platform at [www.nsdigiport.ca](http://www.nsdigiport.ca).

Additionally, you can directly reach out to Shelley online at: [www.AtlanticOnline.ca](http://www.AtlanticOnline.ca).

