

TOURISM & SEO

PART 2 - KEYWORDS ARE GOLD

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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 Keyword Value

You should invest time in Keyword Research: Identify relevant search terms for your offerings. What are travellers searching for when they look for tours or activities?

Keywords are invaluable—akin to gold. Sprinkle them generously, and don't forget to hashtag them. Take, for instance, a popular search term like "boat tours to Oak Island" which I've hashtagged for social media use: #oakisland #boattours



Understanding Keyword Value

Let's explore the importance of keyword research in the context of the tourism industry and how it directly impacts your online visibility and success:



Why Keyword Research Matters

- **Relevance:** Keyword research is a fundamental aspect of SEO (Search Engine Optimization). We use Google Keyword Planner to find specific words and phrases that potential travellers use when searching for travel-related information.
- **Targeted Traffic:** Understanding these keywords can help you strategically place them in your website content and social media messaging to attract targeted traffic—people actively interested in tours, activities, or destinations.
- **User Intent:** Keyword research reveals the intent behind travellers' searches. Are they looking for adventure tours, luxury accommodations, family-friendly activities, or cultural experiences? Tailoring your content to match their intent improves your chances of making a connection.

How to Conduct Effective Research

- **Search Volume:** Consider the search volume—how often users search for a specific keyword. High-volume keywords can bring more traffic, but they may also be more competitive.
- **Keyword Difficulty:** Some keywords are harder to rank for due to common, high usage of the same keywords. Balancing search volume and difficulty is essential.
- **Search Intent:** Understand what travellers want when they search. Align your content with their needs.
- **Long-Tail Keywords:** Longer, more specific phrases convert better because they match specific queries. For example, “best beachfront cabins in nova scotia” is a long-tail keyword.

Tools for Finding Travel Keywords

- **Wordstream:** A free tool that lets you explore competitor keywords and narrow down results by location.
- **Keywordtool.io:** Generates long-tail keywords based on your initial search term. Useful for uncovering specific phrases.
- **Ubersuggest:** Provides insights, including keyword ideas and competitor data.
- **Ahrefs:** A paid tool that offers in-depth keyword analysis, backlink information, and competitor research.

Travel Keyword Ideas

- **Destination Keywords:** Include the names of popular destinations near your location: (e.g., “Halifax” “Chester” “Cape Smokey”).
- **Activity-Based Keywords:** Think about common activities travellers search for (e.g., “hiking tours,” “food tasting,” “seafood”).
- **Seasonal Keywords:** Consider keywords related to seasons or events (e.g., “summer beach vacations,” “Christmas markets”).
- **Local Keywords:** Optimize for location-specific terms (e.g., “Nova Scotia vacation homes,” “Halifax Farmers Market”).
- **Experience Keywords:** Highlight unique experiences (e.g., “luxury eco-lodges,” “off-the-beaten-path adventures”).

Relevance to the Tourism Industry

- **Booking Conversions:** When your website ranks for relevant keywords, it attracts travellers who are more likely to book tours or accommodations.
- **Local Visibility:** Local keywords help tourists find your business when they're in your area.
- **Content Creation:** Keyword research guides your content strategy. Write blog posts, destination guides, and FAQs around these keywords.
- **Competitive Edge:** Knowing what travellers search for allows you to outperform competitors and stand out in a crowded market.

IN SUMMARY

In summary, thorough keyword research ensures that your tourism website aligns with travellers' needs, improves your search engine rankings, and ultimately drives bookings and revenue.



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.

Additionally, you can directly reach out to Shelley online at: www.AtlanticOnline.ca.

