

Search Engine Optimization for Destination's Websites

For many of us, finding the time and commitment to complete a SEO plan for our websites is difficult. There are so many other obligations vying for our attention it is tempting to push planning to the back burner. Giving into that temptation, however, means putting your site at a disadvantage.

Search engine optimisation is an essential component of destination's online distribution strategy. Surveys show that up to 85% of Internet users rely on search engines to locate relevant information on the Web. Web marketing is an extremely dynamic field. Search algorithms change, new search techniques and formats introduced, new search services launched, new challenges emerge on a daily basis. The implications of all this in hospitality are enormous.

Unlike other e-commerce categories, Internet users search for travel and hospitality services and offerings within the context of the destination. Therefore the search engine strategy for travel and hotel websites is subject to a different methodology than what the generalist SEO. Marketing a football team, a department store, or law office does not factor the characteristics or intensity of the destination.

A destination-focused search engine strategy requires in-depth knowledge of the travel and hospitality industry, extensive destination research, destination target keyword analysis, and destination search behavior. Only a destination-focused search engine strategy can help the travel and hotel website leverage the popularity of the destination to its benefit.

Search Engine Optimisation is only one of the many aspects of an eMarketing strategy. An effective eMarketing strategy in hospitality utilizes all the market resources and channels available on the Internet. This includes implementing robust search engine marketing, email capture and email marketing, link creation and link popularity strategy, online sponsorships, display advertising, and much more.

Destination websites Search engine optimization can be difficult and confusing. Knowing this we will examine some tips to help you with the process.