TREKK SOFT

SEO GUIDE

For Tour & Activity Operators

Wine Tours   Go!

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SEO Guide
For tours & activity providers

Foreword

You have a website, but you're not sure how to make it rank higher in search engine results? You know you need to do SEO, but you're unsure where to start?

It's no secret that SEO is important for your website and your overall online marketing strategy. In fact, it's one of the most important things you can do to increase traffic and grow your tour business. Without it, your website will get lost in the vast sea of the internet.

But how can you make sure your website and online content are SEO-friendly?

In this SEO Guide we cover everything from SEO basics to the best tactics for improving your ranking.

So whether you're just starting out or looking to improve your current strategy, read on for some valuable advice.

Juan Viola

Marketing Lead

CHAPTER 01

The Fundamentals of SEO

Before you can do anything, you need to understand what SEO is and how it works. Without it, you'll be working in the dark without any clear goal or plan for success. So let's start by breaking down some of its core elements.

It may seem challenging to understand what SEO is, but it's something you're almost certainly already doing.

SEO, or Search Engine Optimization, involves optimizing your site and content to rank higher in search engines like Google. By doing so, you make it easier for people to discover your website when they search online. One of the ways you can do this is by using keywords (or key phrases) that describe what your business offers while also ensuring that your content is easily accessible to search engines.

But Why Should You Be Doing SEO?

SEO can be an enormously beneficial tool for your business. Not only does it help you acquire more traffic, but it also drives conversions and boosts your revenue. The main goal of SEO is to optimize your site so that visitors are more likely to engage with its content. When you rank higher in search results, more people will click on your website, increasing your traffic and showing that you're a credible source for the topic. This ultimately leads to more conversions and increased revenue as it gets easier for potential customers to find your product or service.

What are search engines, and what function do they play in your SEO plan?

A search engine is a computer program that helps you find information online. The search engine indexes (sorts and stores) the information it finds, then provides it to users in response to their search queries.

Search queries are the words or phrases people type into a search engine to look for information. They are also called "search terms" or "keywords." To have a successful SEO strategy, you need to use keywords. Keywords are what help connect people who are looking for information on the internet with your website. In other words, if you don't use keywords, your visitors won't be able to find you.
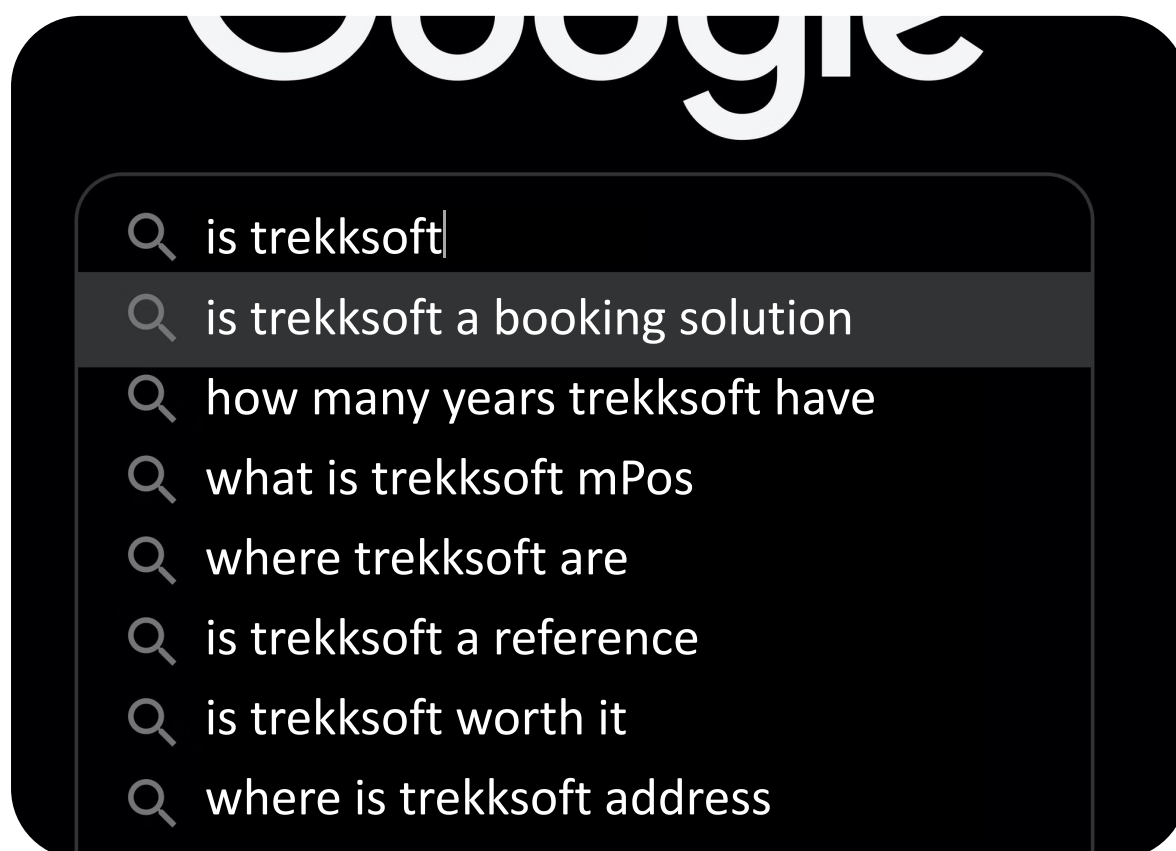
CHAPTER 02

Page 1 in Google? Here's How to Do It.

Now that you understand the basics of how search engines work, it's time to learn about on-page SEO.

On page SEO

On-page SEO is the process of optimizing your website's content and structure to make it easier for search engines to understand. You can do many things to improve your ranking, but we'll start with the most important ones.

Keywords

One of the most important factors is using keywords in your content. When you use keywords, you tell search engines what your page is about.

There are a few best practices to follow when it comes to using keywords on your website. Here are a few tips:

1. **Use keywords throughout your website.**

Include keywords in the titles of your pages, in the body of your content, and in the tags of your website. This will help ensure that search engines properly index your site.

2. **Use different types of keywords.**

Not all keywords are created equal. To reach the widest audience, use various keyword types, including long-tail, broad, and branded keywords.

How to reel in the big fish with long-tail keywords

When it comes to using keywords on your website, long-tail keywords are some of the best ones to use. Long-tail keywords are phrases that are longer and more specific than normal keywords. They are typically three or more words long and are used by people already familiar with what they're looking for. Long-tail keywords have a higher conversion rate because people who use them are more interested in what they are looking for. Long-tail keywords are also easier to rank in search engine results pages when starting your SEO strategy. That's because people who use them already know what they're looking for and are more likely to be interested in what you have to offer. In other words, they're already pre-qualified leads.

3. Use keywords throughout your website.

Before you start creating content, do some research on your competitors and see what kind of keywords they're targeting. This will help you to identify which keywords are most profitable.

4. Focus on one keyword per page.

When you use only one keyword per page, you tell search engines what the page is about. This makes it easier for search engines to understand your content and rank it on results pages. In addition, using only one keyword per page makes it easier for your readers to understand what the page is about. They will be more likely to click on your result if they know that your page is about what they're looking for.

Using multiple keywords on a single page can make it difficult for both search engines and readers to understand what the page is about. This can lead to lower rankings and fewer clicks.

5. Don't overdo it.

Use your keyword once in your introduction, often throughout your article, and sparingly in each subhead. Keyword stuffing can hurt your site because it makes your content look unnatural to search engines.

6.   **Remember the KISS formula: fewer keywords, more times throughout your article.**

Using just one or two relevant terms, at least once in each paragraph, will help keep your article focused and logical for search engines.

If you want to get more information on how to find the right keywords for your business and get some inspiration on content ideas, take a look at our post on Google Trends.

Title tags

Title tags are the first thing that search engines see when they crawl your website, and they play a significant role in how your website is ranked. To rank high in search engine results pages, it's important to ensure that your title tags are properly optimized.

One of the best ways to do it is to make sure that each one is unique.

Don't use the same title tag for different pages on your website. This will confuse search engines and may lead to lower rankings.

In addition, make sure that your title tags start with a relevant keyword. This will help ensure that your site appears in search engine results pages for that keyword.

Meta descriptions

While meta descriptions aren't as important as keywords, they are still essential for on-page SEO. A good meta description will make people want to click on your result instead of the results next to it.

To write a good meta description, it's best to use the main keyword for the page you're creating.

This will ensure that your meta description reflects what the page is about. In addition, try to keep your meta descriptions between 150-200 characters long. Google's first page results are about 300 pixels wide, which will help ensure that your full description fits into that space.

Google

Tour Operator Booking Software | TrekkSoft
https://www.trekksoft.com/ ▾
The leading online booking solution for day tour companies. Use a centralised booking system that connects your online and offline sales channels to simplify...

URLs

Use short and clear URLs for your website's URLs. These will help ensure that search engines properly index your site. In addition, make sure that your URLs are easy to remember to make it easier for people to visit your website.

Use proper headings and subheadings

Using proper headings and subheadings is important for on-page SEO. Headings help break up your content into small, easy-to-read chunks, while subheadings further subdivide each section into smaller subsections. This will make it easier for search engines to understand what each section of your site is about.

Outbound links

Outbound links are very important for both consumers and search engines. They help people find information on the internet. Outbound links also help build trust and connections with other businesses.

Use 3 or 4 internal links

Internal links are important because they help search engines understand the content on your website. In addition, they help readers to navigate your website and find the information they're looking for.

Optimize your images

When you upload images to your website, be sure to optimize them for the web. This will help ensure that they load quickly and look good on all devices. In addition, make sure that you add an Alt tag to each image. This will help search engines understand what an image shows, allowing them to index it correctly.

Good alt image

Two men practicing stand up paddle board

Technical SEO

There's more to SEO than just optimizing your website for Google. In order to ensure that your tour and activity company is reaching its target audience, you need to focus on technical SEO as well. This involves optimizing your website's structure to be as search-engine-friendly as possible. By following these tips, you'll make it easier for potential customers to find your website online.

Set up Google Analytics

Installing Google Analytics on your website is essential for understanding how your website performs. With Google Analytics, you can track how much traffic your website receives, where that traffic is coming from, and what pages are the most popular.

In addition, Google Analytics provides detailed insights into how people use your website. You can see which pages they're visiting, how long they're staying on each page, and which devices they're using to access your site. This information can help you optimize your website for the best possible user experience.

Get started with Google Analytics here.

Consider setting up Google Search Console

Google Search Console is a powerful tool that can help you to improve your website's SEO. With Google Search Console, you can see how your website performs in Google search results. You can see which keywords your website is ranking for and how much traffic your site is receiving.

Get started with Google Search Console [here](#).

## Could your website be faster?

Another tool that could be helpful is [Google Page Speed Insights](#). With it, you can see how long it takes for your website to load on different devices and browsers. You can also see which pages are the slowest and receive recommendations for improving the speed of your site. Using Google Page Speed Insights can ensure that your website is loading quickly and efficiently. This will help improve your site's user experience and could also lead to increased traffic and conversions.

Mobile-friendly is a must

As more and more people use their mobile devices to access the internet, it's important to make sure that your website is optimized for mobile viewing. If your website isn't mobile-friendly, you could be losing out on a lot of potential traffic.

Using the Google mobile-friendly test may be a helpful approach to ensure that you're providing the greatest experience possible across all devices.
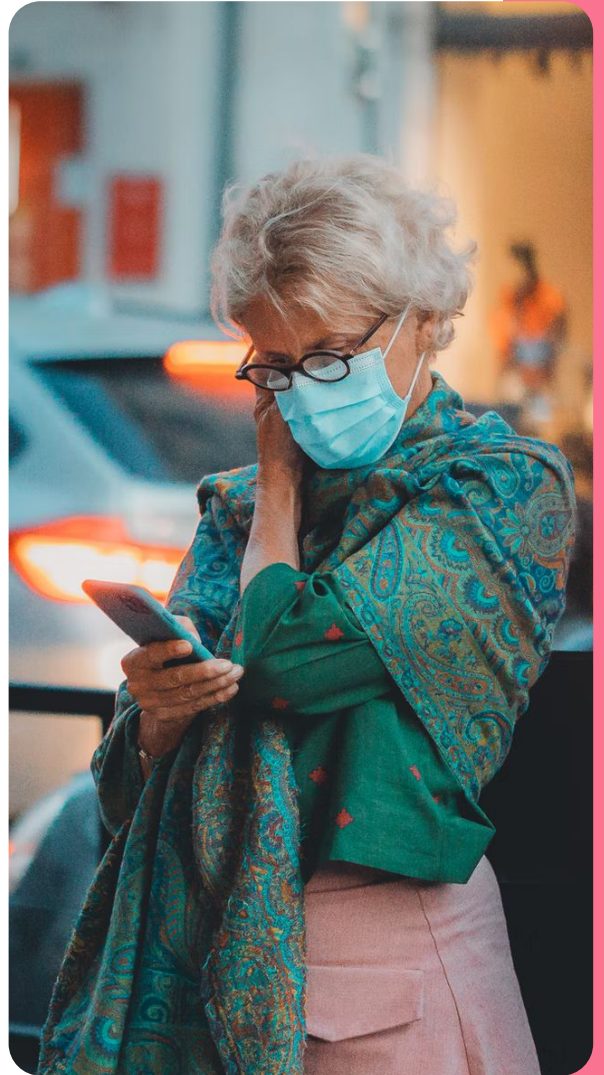
Bonus: Yoast SEO for Wordpress users

Yoast SEO for WordPress users Yoast SEO is a great tool that will highlight what you need to do to achieve maximum optimization-based technical and on-page analysis on your website.

CHAPTER 03

CONTENT IS KING!

Did you know that there is a right and wrong way to create content for your tour or activity company? It's true! When connecting with potential consumers online, creating high-quality content is critical.

However, before you get started, there are a few things to consider. By creating engaging, informative, and accurate content, you can attract more customers and keep them coming back for more. So, what are the fundamentals of content creation?

Understand the audience

Before you start writing about your tour or activity business, you should understand who you're writing for. This means that it's important to consider the language they would use, the devices they are using, and what content is appealing to them. By doing so, you can create high-quality content that will allow your business to thrive.

Plan and strategize before you start creating content

When you're ready to get started, it's essential to plan and strategize what type of content you want to create. Take some time to understand what you will be offering before actually creating the content. This can help you ensure that you have a structure before the writing process starts.

Create content that is engaging and informative

When planning your content, you should always aim to create engaging and informative articles that will answer your audience's questions about the services you offer. This is a great way to get started, as it can help provide value to your readers and create a loyal customer base.

Create quality content that is engaging and useful

Before you start, take some time to consider the type of content that your audience would be interested in. Then create articles that answer their questions and give them reasons why they should choose your company over your competitors.

Use visuals to break up text and add interest

For content consumed on mobile devices, it's important to have visuals. This will help break up the text and make it easier for your audience to digest. By creating images or videos for your articles, you can provide another form of useful media that will keep your readers engaged with your content.

Share your content on social media for maximum exposure

When you're finished creating the content, it's important to share it on your social media platforms. Not only is this an excellent way to get the word out about what you have just created, but it's also an effective way to reach more potential customers who are interested in what you have to offer!

To find out about the best channels to promote and distribute your tour and activities, check out our Marketing Channels eBook.

Monitor feedback and analyze results to improve future content efforts

After sharing your content on social media, it's important to monitor feedback and analyze results. This will allow you to determine what type of content is working for your company and what isn't. By doing so, you can learn from past experiences and continue to create high-quality content that keeps your customers coming back for more!

To learn more about how to improve your content creation process, check out this post.

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The leading booking and distribution system for tour and activity operators in Europe
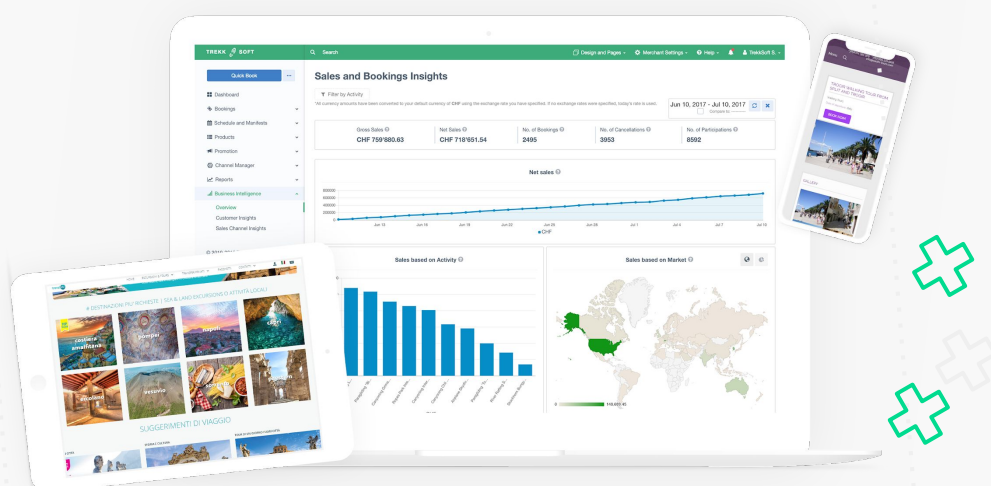
Get my demo call scheduled today

Conclusion

So there you have it, the basics of SEO. This guide should've given you a good foundation to start working on your tour company website.
SEO is a complex field, but if you understand the basics and apply some of the best practices we've outlined in this guide, you can improve your website's visibility and organic traffic.

Remember that is an ever-evolving approach, so make sure to stay up to date with the latest changes and trends. The benefits of optimizing your site for search are clear, so get started today!

Happy SEOing!