

Synterest



Get seen on Google with SEO

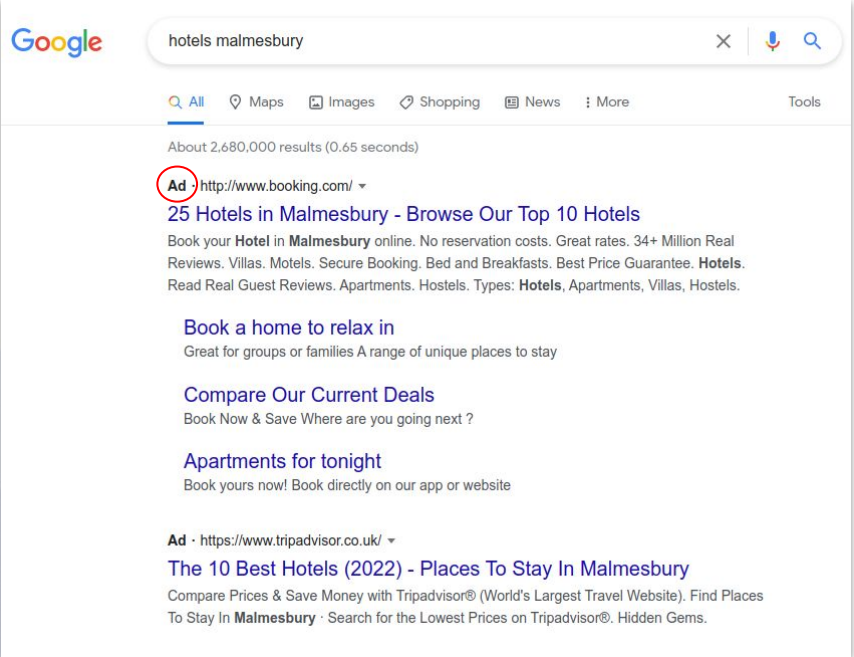
and

compete with OTAs without breaking the bank

seo-synterest.com

What's the problem with Online Travel Agents (OTAs)?

- OTAs charge **you** *extortionate* commissions
- OTAs use **your** money to market *against you*
- OTAs spend heavily on pay-per-click advertising (PPC)



The screenshot shows a Google search for "hotels malmesbury". The search bar is at the top with the Google logo on the left and search, voice, and close icons on the right. Below the search bar are navigation links for All, Maps, Images, Shopping, News, and More, along with a Tools link. The search results indicate "About 2,680,000 results (0.65 seconds)".

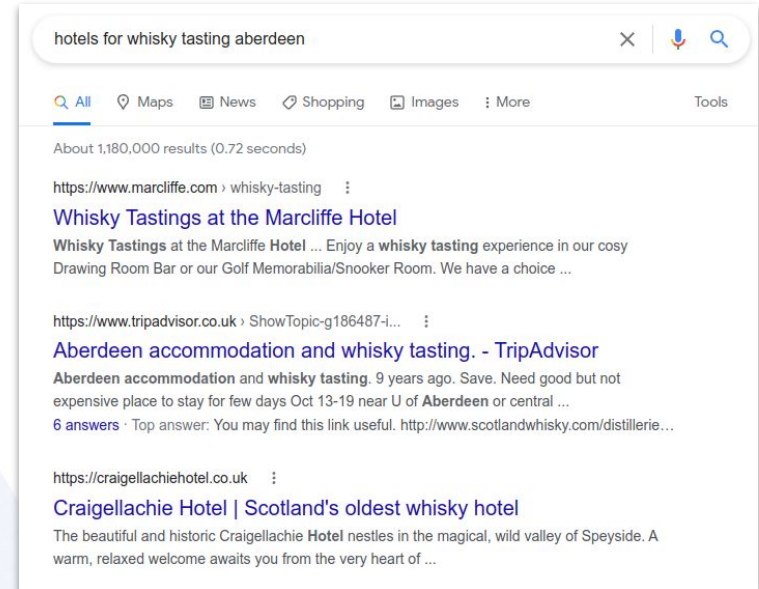
The first result is a paid advertisement from Booking.com, marked with a red circle around the "Ad" label. The ad title is "25 Hotels in Malmesbury - Browse Our Top 10 Hotels". The description reads: "Book your Hotel in Malmesbury online. No reservation costs. Great rates. 34+ Million Real Reviews. Villas. Motels. Secure Booking. Bed and Breakfasts. Best Price Guarantee. **Hotels**. Read Real Guest Reviews. Apartments. Hostels. Types: **Hotels**, Apartments, Villas, Hostels."

Below the main ad are three smaller links: "Book a home to relax in" (Great for groups or families A range of unique places to stay), "Compare Our Current Deals" (Book Now & Save Where are you going next?), and "Apartments for tonight" (Book yours now! Book directly on our app or website).

The second result is a paid advertisement from TripAdvisor, also marked with a red circle around the "Ad" label. The ad title is "The 10 Best Hotels (2022) - Places To Stay In Malmesbury". The description reads: "Compare Prices & Save Money with TripAdvisor® (World's Largest Travel Website). Find Places To Stay In **Malmesbury** · Search for the Lowest Prices on TripAdvisor®. Hidden Gems."

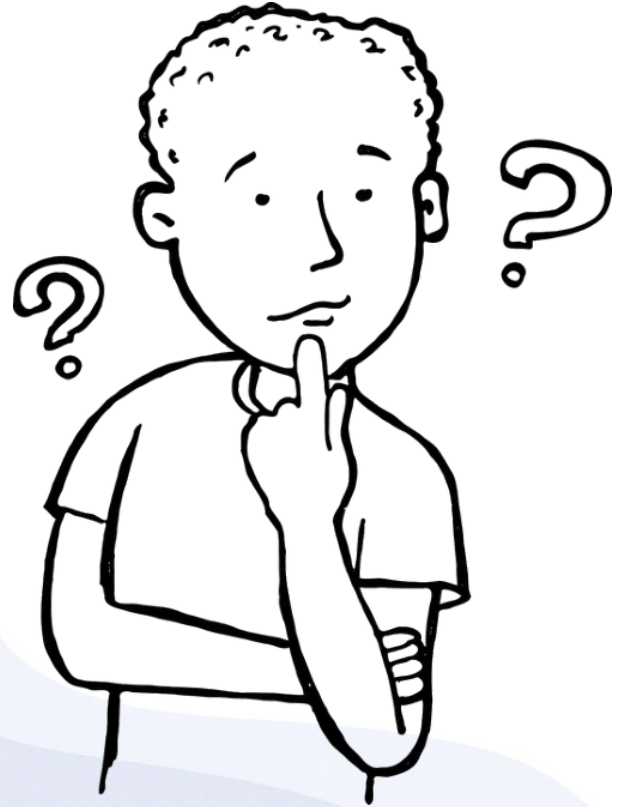
Compete using SEO and content

- Your guests trust organic search results more than Google ads (PPC)
- Google ads only run while you pay - SEO is indefinite
- Extra bonus from SEO: your website improves (content, performance and user experience)



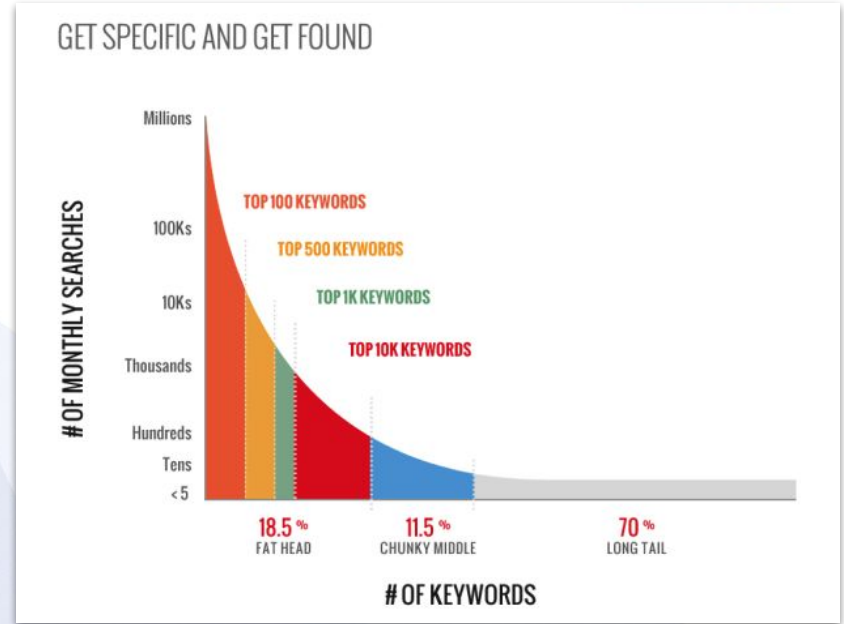
How to beat the OTAs

- ✓ Keyphrases
- ✓ Content strategy
- ✓ Think local
- ✓ Quality links
- ✓ Optimise website performance



For keyphrases, focus on the long tail...

- Avoid repetition of keywords
- The long tail is where the OTAs don't compete
- 70% of all searches happen in the long tail



Example:

Fat Head: Hotels	Chunky Middle: Hotels in Aberdeen	Long Tail: Hotels in Aberdeen for Whisky Tasting
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Long tail keyphrases example

Hotels in Aberdeen

Search: All Maps Shopping News Images More Tools

About 26,000,000 results (0.89 seconds)

Ad · <http://www.booking.com/>

Hotels in Aberdeen - Up to Half-Price on Hotels
Book your **Hotel in Aberdeen** online. No reservation costs. Great rates. Secure Booking. 34+ Million Real Reviews. **Hotels**. Get Instant Confirmation. Villas. Best Price Guarantee. Motels.

<https://www.tripadvisor.co.uk> · Aberdeen

THE 10 BEST Hotels in Aberdeen for 2022 (from £25)
Aberdeen Hotels ; Premier Inn **Aberdeen City Centre hotel** · 1,694 reviews. #6 Best Value of 269 places to stay in **Aberdeen** ; Cove Bay **Hotel** · 453 reviews. #11 Best ...

What are the best luxury hotels in Aberdeen? ▾
What are the best cheap hotels in Aberdeen? ▾

<https://www.premierinn.com> · scotland · grampian · a...

Best Hotels in Aberdeen | Premier Inn
Choose from a range of **hotels in Aberdeen** and book rooms from just £35 online. Premier Inn, everything's Premier but the Price.

<https://www.lastminute.com> · Grampian Region

Aberdeen Hotels from £31 | Cheap Hotels | lastminute.com
Looking for a cheap **hotel in Aberdeen**? Check out our amazing selection of hotels to match your budget & save with our Price Match Guarantee.

Which hotels are the most popular ones to stay at in Aberdeen? ▾
What is the cheapest price for a hotel in Aberdeen? ▾



THE MARCLIFFE HOTEL AND SPA

Whisky Tastings at the Marcliffe Hotel

Enjoy a whisky tasting experience in our cosy **Drawing Room Bar** or our **Golf Memorabilia/Snooker Room**.

We have a choice of more than 100 malts for you to sample and for the wine connoisseur we have an extensive wine cellar of more than 400 wines.

Hotels for whisky tasting Aberdeen

Search: All Maps News Shopping Images More Tools

About 1,180,000 results (0.72 seconds)

<https://www.marcliffe.com> · whisky-tasting

Whisky Tastings at the Marcliffe Hotel
Whisky Tastings at the Marcliffe Hotel ... Enjoy a **whisky tasting** experience in our cosy Drawing Room Bar or our Golf Memorabilia/Snooker Room. We have a choice ...

<https://www.tripadvisor.co.uk> · ShowTopic-g186487-i...

Aberdeen accommodation and whisky tasting. - TripAdvisor
Aberdeen accommodation and whisky tasting. 9 years ago. Save. Need good but not expensive place to stay for few days Oct 13-19 near U of **Aberdeen** or central ...
6 answers · Top answer: You may find this link useful. <http://www.scotlandwhisky.com/distillerie...>

<https://craigellachiehotel.co.uk>

Craigellachie Hotel | Scotland's oldest whisky hotel
The beautiful and historic Craigellachie **Hotel** nestles in the magical, wild valley of Speyside. A warm, relaxed welcome awaits you from the very heart of ...

What is a meta description?

- A short summary
- Your chance to turn looks into clicks
- Why the three dots?

Good!

[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Tools](#)

About 887,000 results (0.79 seconds)

<https://www.marriott.com> › [en-us](#) › [hotels](#) › [overview](#) ⋮

[Hotels in Swindon - Marriott](#)

Reserve your stay at **Swindon Marriott** Hotel. Our hotel near the city centre offers stylish guest rooms, inspired amenities, a fitness centre and dining.

Bad!

<https://visitbath.co.uk> › [where-to-stay](#) › [hotels](#) ⋮

[Hotels in Bath](#)

Refine By · Apex City of **Bath Hotel** · Doubletree by Hilton **Bath City** · Master Suite · Lucknam Park Bedroom · The Lounge at The Francis **Hotel** · The Macdonald **Bath Spa** ⋮

You need a content strategy

The
PriorityInn
Tetbury

- Monthly blog
- What's growing with the seasons page
- What's on in the area
- What to do with families
- Daily specials
- Supplier list with links

Tips:

- Don't leave it to junior staff
- Write for the reader but think of the Google robot
- Publish regularly
- Reuse content for social media

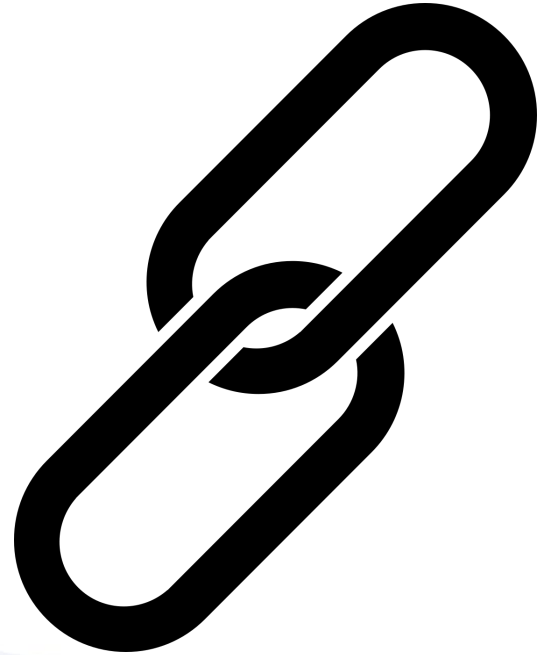
Use your local strengths

- Keep Google My Business / Google hotels updated with important keyphrases
- Make sure your name, address and phone number are exactly the same everywhere
- Encourage positive Google reviews - and respond
- Get links from other reputable local content



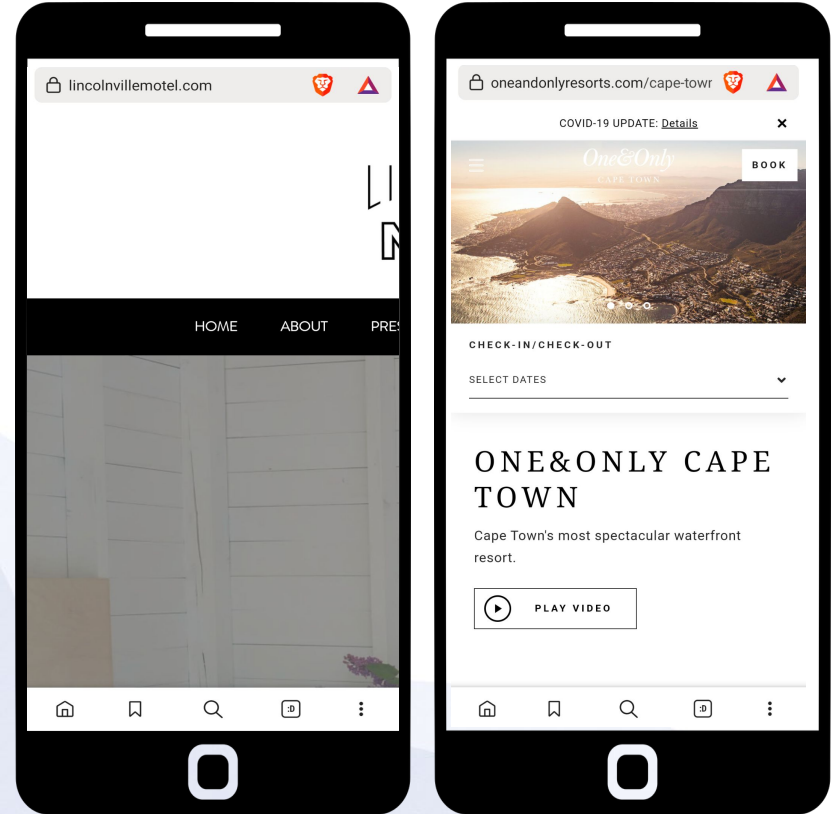
Incoming links - it's all about quality (not quantity)

- Quality of *natural* links
- Avoid link swapping / link farms / paying for links
- How to get links
 - Ask your suppliers
 - Ask businesses or venues you refer to
 - excursions, golf courses etc
 - Local press
- Internal links



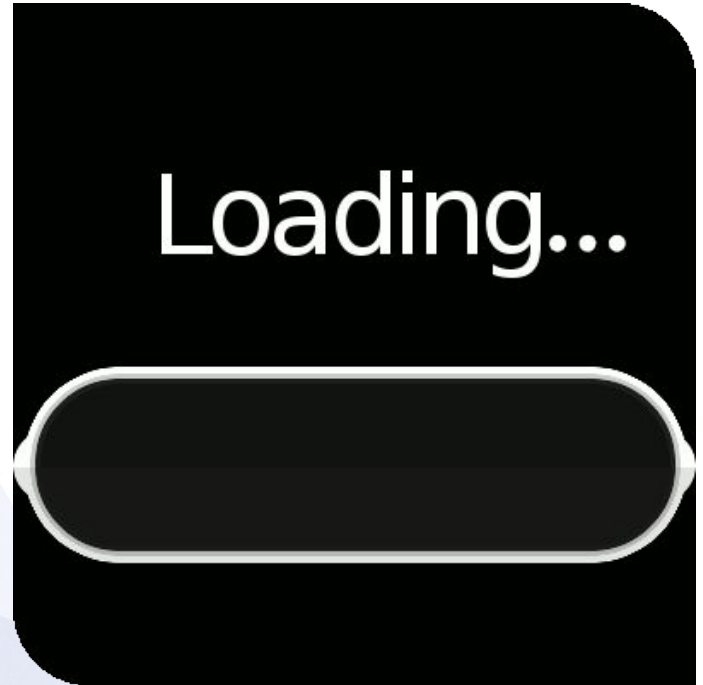
Optimise website performance - Mobile first

- Google indexes and ranks from mobile pages
- Content should be the same - but not the layout
- Mobile performance



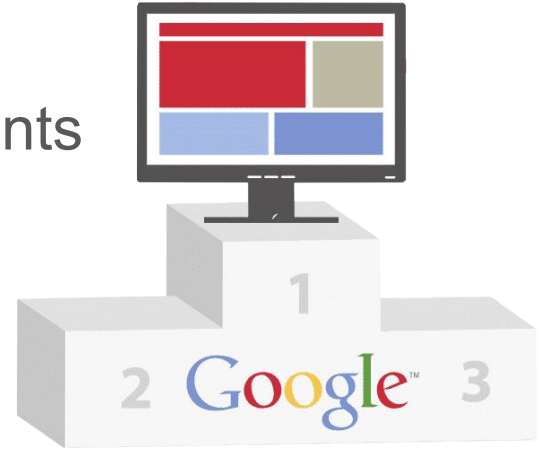
Page experience (technical SEO)

- Mobile friendliness
- Safe secure browsing
- Lack of pop-ups
- Images
- Core web vitals measure:
 - Loading
 - User interaction
 - Stability of elements

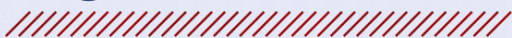


Quick wins you can achieve today

- Make a keyphrase list
- Write new content: blogs, articles, events and update existing content
- Optimise your images
- Update your tags (meta, title, etc)
- Make sure your Google My Business profile is complete with good keyphrases



Synterest



Your website is what makes us tick

- We inspire engagement through quality content
- We increase traffic by relentlessly tending to Google's ever-changing needs

How?

- **Establish your keyphrases, create new SEO-friendly content and optimise what's already there:** website copy, monthly blogs, articles, events pages, newsletters, local guides
- **Apply our technical know-how - or work with your techies to ensure the performance is working for you**
- **Build strategies to display your Expertise, earn your Authority, and build Trust**
- **Establish you on the local map**

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SEO and content

Built for dynamic businesses - like yours

Dave Kelly

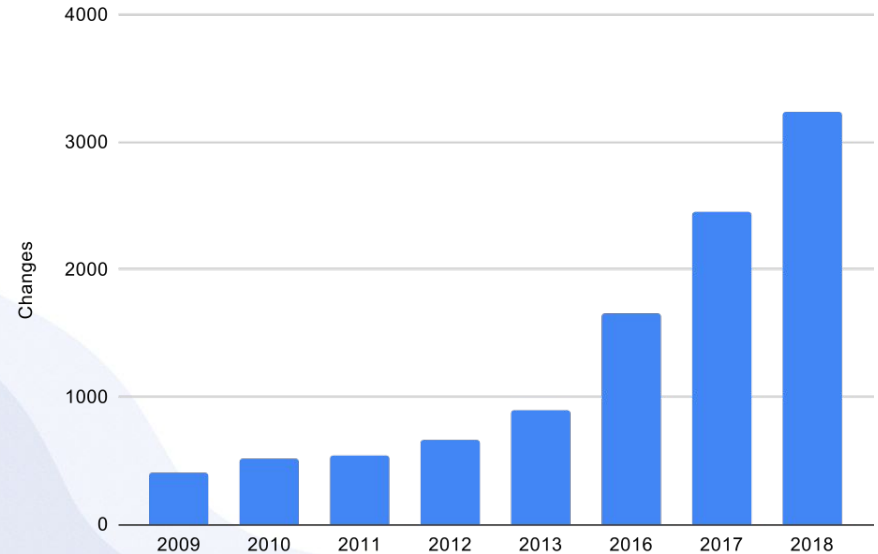
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Now you have the content - optimise for Google's algorithm

- What is the algorithm
- How does it work?
- How often does it change?
- Why is this important to you?



Year
Number of Google algorithm changes each year

source: Moz.com

Morgan Lovell - case study

- Keyphrases
- Wrote case studies, thought pieces and blogs
- Core Web Vitals - performance
- Internal links
- External links: disavowed 1000+
- Content: titles, headings and text
- Images: alt text and filenames
- Meta descriptions
- Reindexed

From Google page 7 to top of page 1

