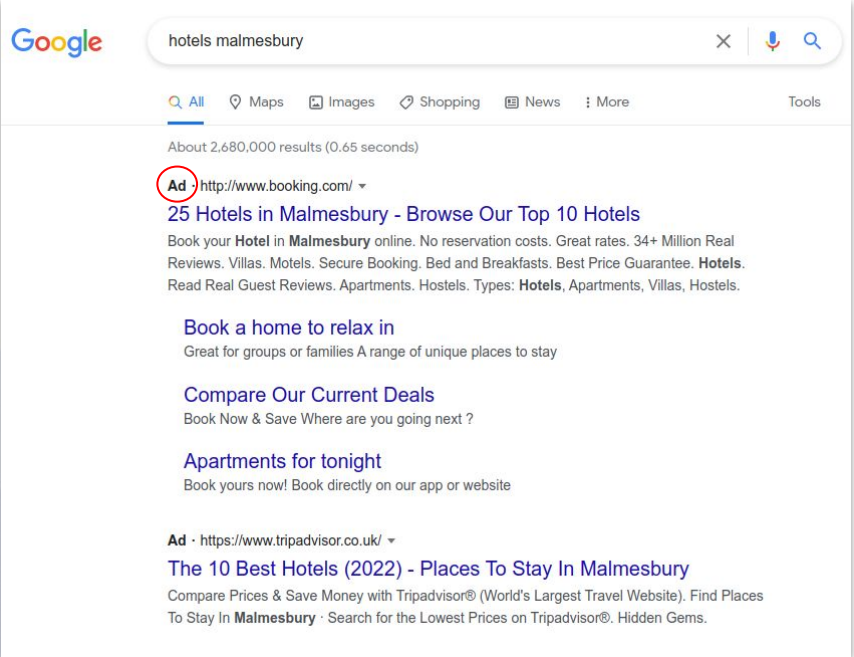# Synterest

# Get seen on Google with SEO

and
compete with OTAs without breaking the bank

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# 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)

# Compete using SEO and content

- Your guests trust organic search results more than Google ads (PPC)
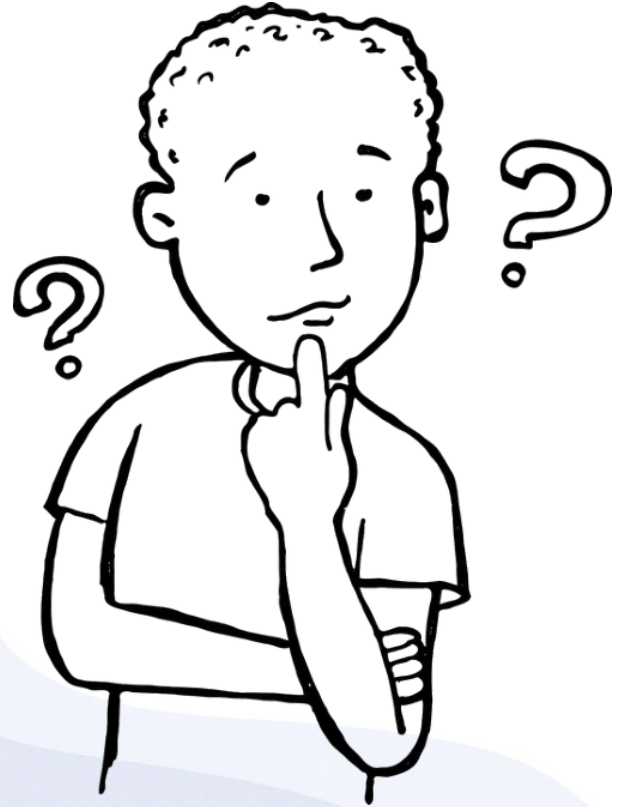
- Google ads only run while you pay - SEO is indefinite

- Extra bonus from SEO: your website improves (content, performance and user experience)
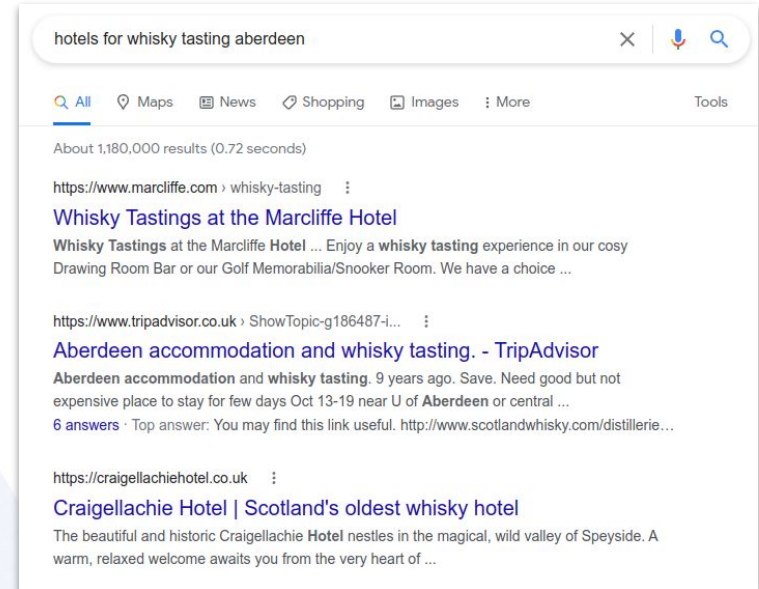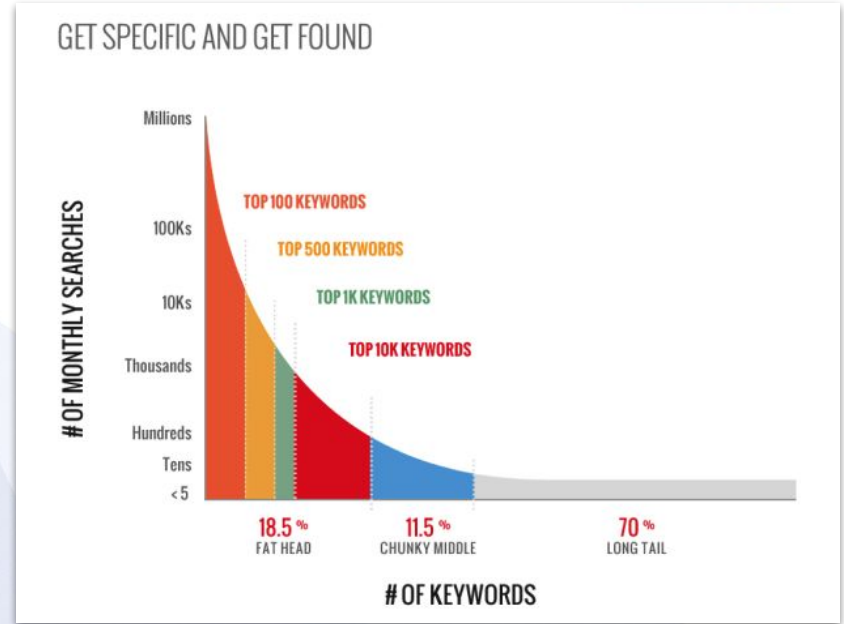
# How to beat the OTAs

✓ 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



GET SPECIFIC AND GET FOUND

TOP 100 KEYWORDS
TOP 500 KEYWORDS
TOP 1K KEYWORDS
TOP 10K KEYWORDS

# OF MONTHLY SEARCHES

Millions
100Ks
10Ks
Thousands
Hundreds
Tens
<5

18.5 %
FAT HEAD

11.5 %
CHUNKY MIDDLE

70 %
LONG TAIL

# OF KEYWORDS

*Example:*

**Fat Head:**
**Hotels**

**Chunky Middle:**
**Hotels in Aberdeen**

**Long Tail:**
**Hotels in Aberdeen for Whisky Tasting**

# Long tail keyphrases example

# What is a meta description?

- A short summary

- Your chance to turn looks into clicks

- Why the three dots?

**Good!**

Q 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...

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# You need a content strategy

The Priory Inn
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
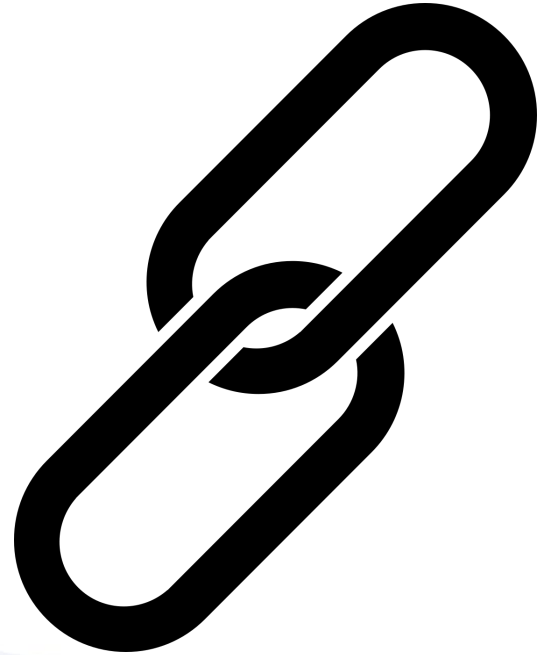
# Optimise website performance - Mobile first

- Google indexes and ranks from mobile pages

- Content should be the same - but not the layout

- Mobile performance
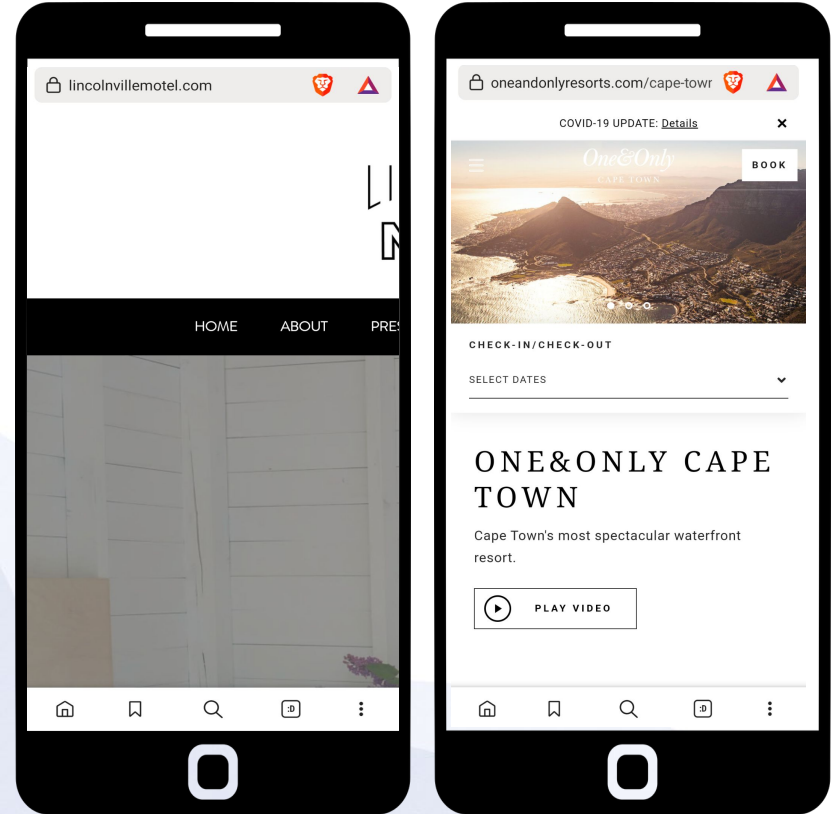
# Page experience (technical SEO)

- Mobile friendliness

- Safe secure browsing

- Lack of pop-ups

- Images

- Core web vitals measure:

  - Loading
  - User interaction
  - Stability of elements
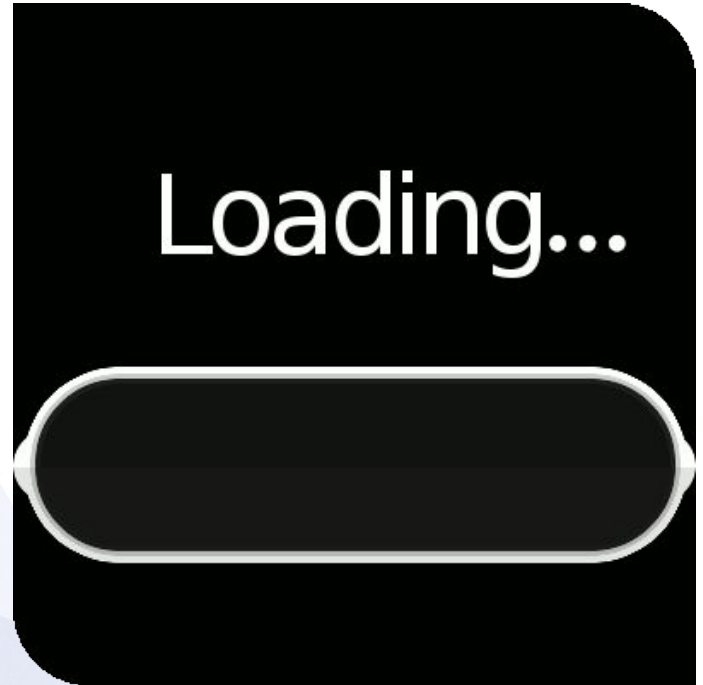
# Quick wins you can achieve today

- 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
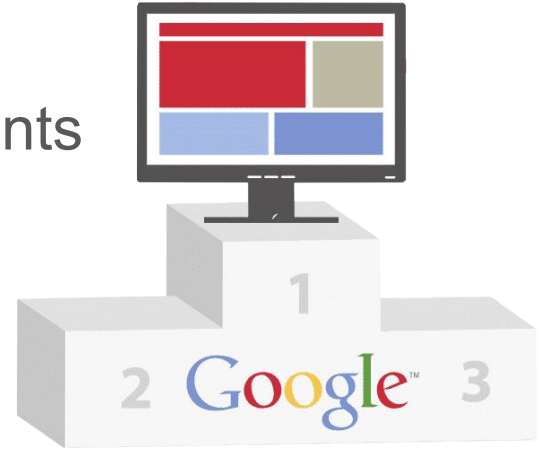
# Synterest

## 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?

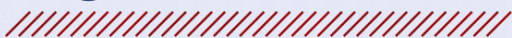- **Establish your keyphrases, create new SEO-friendly content and optimise what's already there:** website copy, monthly blogs, articles, events pages, newsletters, local guides

- **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**

**Dave Kelly**
Mob: 07798 678 567
Tel: 01666 818 660
dave@synterest.co.uk

SEO and content
Built for dynamic businesses - like yours

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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?
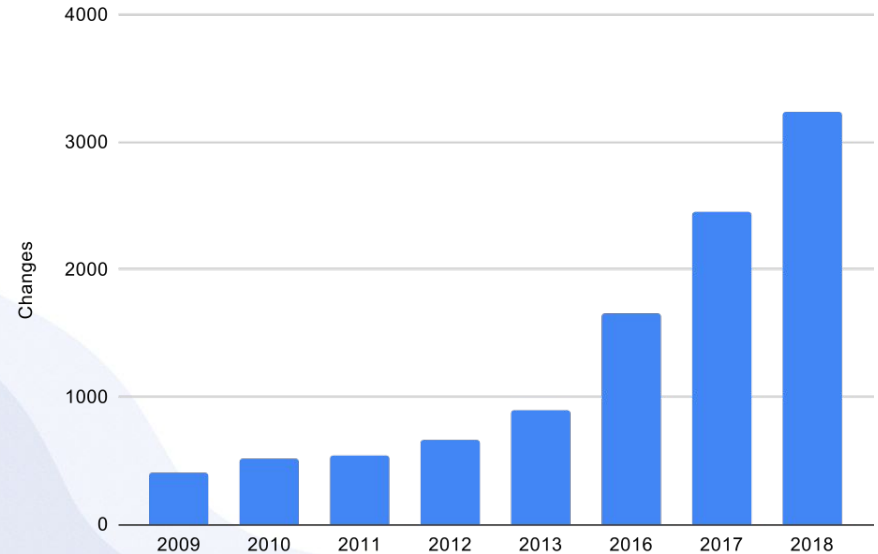


**Number of Google algorithm changes each year**

source: Moz.com

seo-synterest.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**