

FAREHARBOR

SPARK

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What's on the Horizon?

Future-Proof Your Business With

SEO & Google Things To Do



Our Industry: Where Travel Meets Tech



OUR GOAL:

Effective Marketing Strategy

Visible, Accessible, Cost-effective, Direct Bookings



What We'll Cover

**SEO
Optimization**

1

**Google:
Things To
Do**

2

**Future
Proof
Your
Business**

3



SEO & Keyword Optimization

- **Optimize** Keyword Searches
- How to **Identify** Keyword Opportunities
- Where to **Implemen** Them



Before Keyword Search, **Ask Questions:**

1

WHO...

is searching for these boat charters?
Families? College Students?

2

WHAT...

exactly are they searching for? What
types? Fishing Charter? Party
Barge?

3

WHEN...

are they searching for it? Seasonality
trends? When is Boat Rental
Season?

4

WHERE...

are these potential customers located?
Tourists? Locals? Domestic? International?

5

HOW...

are they searching for your product/
service? Mobile? What words? What
questions?

6

WHY...

What's the motive behind the search?
Family Vacation? Bachelorette Party?



SEO Through Keyword Searches

How to balance
volume vs. **competition**

Can't rank organically for
high volume search?

Can't afford to pay-to-
play
for the ad space?

Where are my
opportunities?



Lon
Keywords!





“Boat Charter”

“Private Booze Cruise in Key West”

“Walking Tour”

“Haunted Cemetery Tours After Dark”

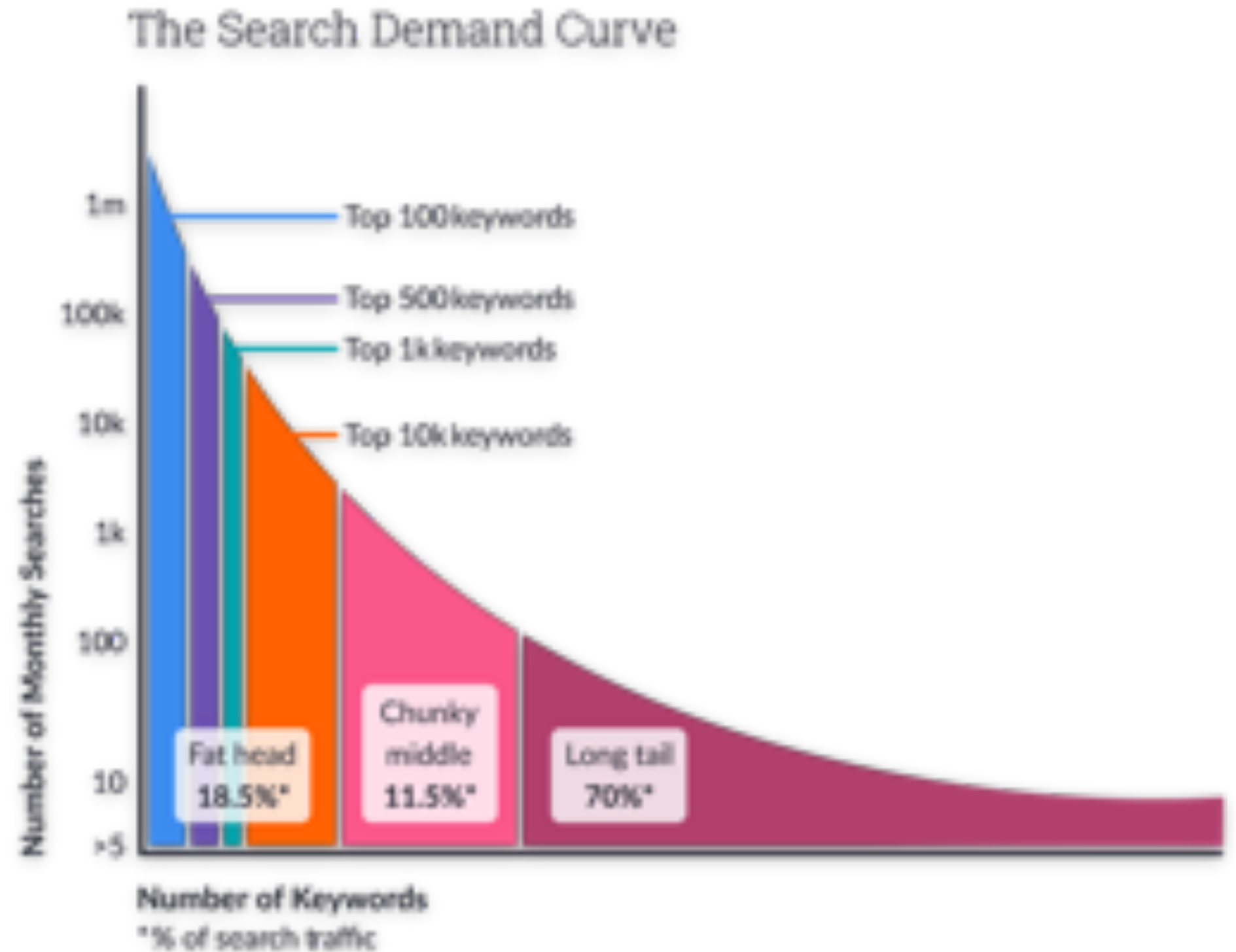
“Food Tour”

“Best Pizza Tours in Brooklyn”



The Search Demand Curve

Top Keyword Searches = More Competition



tip:

Don't underestimate less popular keywords.
Long tail often converts better!



Finding Keywords

What keywords do I
currently rank for?

How do I find *additional*
keywords to rank for?

- > Google Keyword Planner
- > SEMRush
- > Ubersuggest (free)
- > Moz Pro
- > ahrefs



Get New Keyword Ideas/Lists



Title Tag



```
<head><title>Example Title</title></head>
```



<https://fareharbor.com>

FareHarbor | Online Activity & Tour Operator Booking Software

FareHarbor is online booking software and support made to help you grow. ... It lightens our workload, and makes my computer time less so I can spend real, ...



SEO Keyword *Takeaways*

- > Who, What, When, Where, Whys..
- Brainstorm Longtail Keywords
- > Utilizing Online Keyword Search Tools
- > Implement in 6 Key Areas on Your Site
- >

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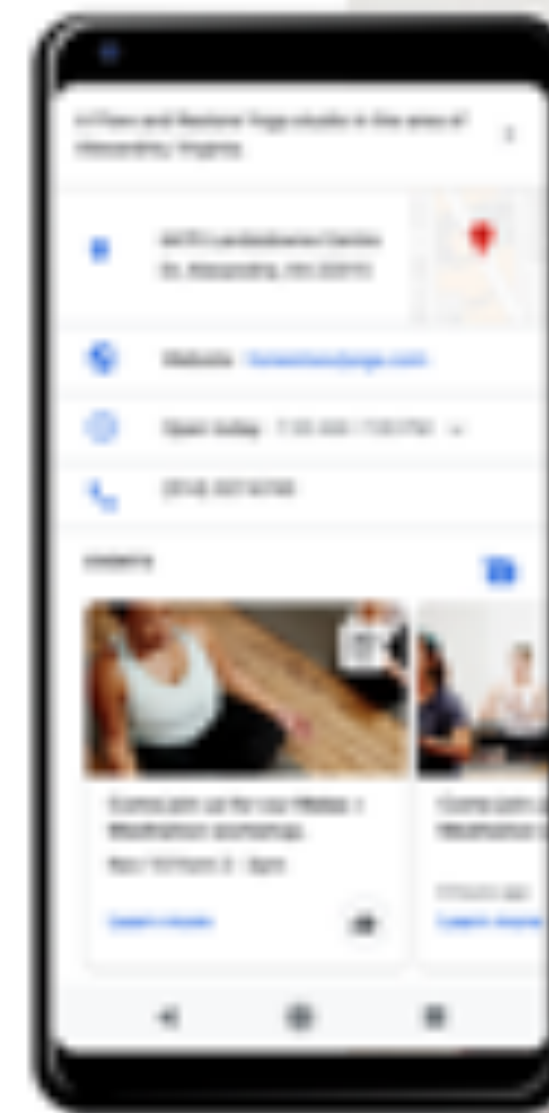
Google My business

This is one of the most important SEO tools to improve your SERP ranking.

Stand out on Google with a free Business Profile

More than just a local listing, your free Business Profile lets you manage how your business appears on Google Search and Maps.

[Manage now](#)



Personal POLL:

Where do you currently stand with Google?

Yes, I had a connection with Reserve with Google.

Yes, but it wasn't a good fit so we opted out.

I wasn't eligible for this integration before.

I have not heard of an integration with Google.



Reserve with Google Impact

A great tool to improve web presence and drive free bookings.

2019:
32,645

**...bookings
through Reserve
with Google**

2020:
83,750

**...bookings
through Reserve
with Google**



Google's New "Things To Do"



Reserve with Google

Google's move to the activities sector.



Things To Do

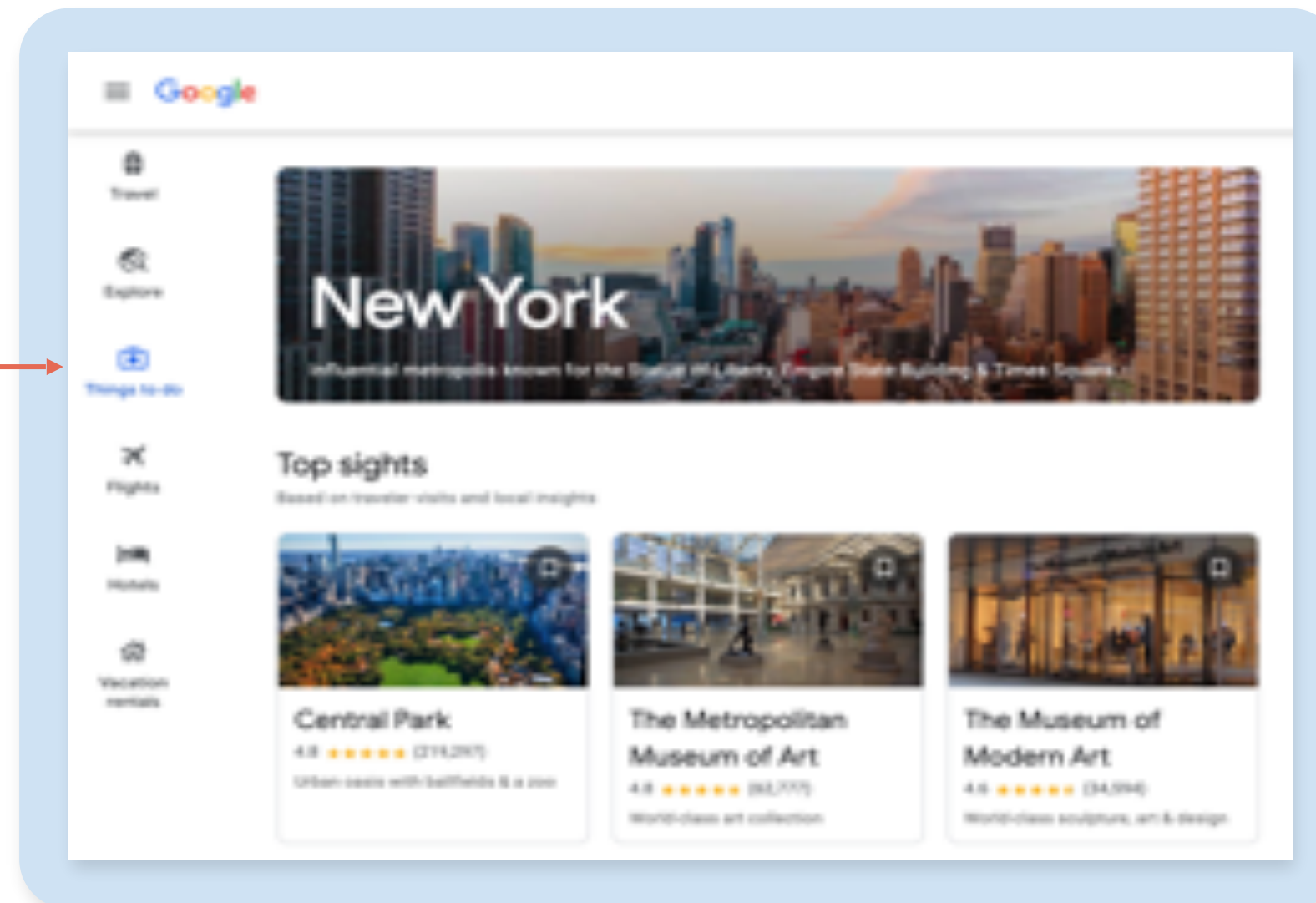
Redesigned with you (and travellers) in mind!

tip:

Still free to use! Take advantage of this commission free opportunity.



Google's Travel Center



1 Things To Do

2 Flights

3 Hotels

The "Buy Tick" button is gone but Google will continue to drive traffic & direct bookings!



Please note: We are losing some control over the display but gaining control over the booking process





Things to Do Mobile Search



Boone Hall Plantation & Gardens
4.5 ★★★★★ (3,413)
Tourist attraction in Charleston County, South Carolina · [Open](#)

[Overview](#) [Tickets](#) [Updates](#) [Products](#)

Tickets [About](#)

In-person tickets **\$26**

Online tickets

- Boone Hall Plantation **\$26**
- GetYourGuide
- Vator **\$140**

<https://www.boonehallplantation.com>

Buy Tickets - Boone Hall Plantation & Gardens

1235 Long Point Rd. Mt. Pleasant, S.C. 29464. Phone 843.884.4371. (Located 8 miles from Downtown Charleston). © 2021 Boone Hall Plantation.



Online tickets

- Boone Hall Plantation **\$26**



What's Displayed to Travellers?

And what can we do?

The screenshot shows a travel website interface for the Millennium Hotel Broadway Times Square. At the top, there are navigation tabs: Overview (selected), Prices, Reviews, Location, About, and Photos. Below the tabs is a row of four images: a bathroom, a hotel lobby, a conference room, and a close-up of a desk. The main content area features the hotel name, a 4-star rating, and a price of \$187 per night. It includes a 'Check availability' button and a row of utility buttons: Website, Directions, Save, and Share. Below this, there is a 3.8-star rating from 1,817 reviews, and location markers for 'Near Empire Building' and 'Near public transit'. A short description at the bottom reads: 'Modern high-rise hotel with relaxed quarters, plus a Pan Asian restaurant & a fitness center.'



Forecasting for the Future....

Google Hotels search for New York, Aug 24 - Aug 27. Results include:

- Fairfield Inn & Suites by Marriott, New York, Midtown** - \$161. Features: 3-star hotel, Free breakfast, Free WiFi, Parking, Air conditioning, Fitness center, Beach access, Bar, Full-service laundry. **From** - Fairfield Inn & Suites by Marriott New York Midtown Manhattan.
- Millennium Hilton New York One UN Plaza** - \$185. Features: 4-star hotel, Breakfast (B), Free WiFi, Parking (B), Air conditioning, Fitness center, All inclusive availab., Bar, Restaurant.



Better for Suppliers, Better for Customers

1

Straight to FH Landing Pages

2

No More Restrictions! YAY!

3

Official Site Tag

4

Opportunity for Paid Promotion



What Does This Mean for You?

- **Opt in** and get connected if you haven't already!
- **Optimize** your SEO strategy and landing pages for a better ranking in the Thing To Do search experience.



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“Google Friendly” Markup

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "LocalBusiness",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Boise",
    "addressRegion": "ID",
    "postalCode": "83702",
    "streetAddress": "620 E Holly St"
  },
  "description": "Put your description here.",
  "name": "The Best Store",
  "telephone": "111-212-3333",
  "openingHours": "Mo, Tu, We, Th, Fr 08:00-15:00",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "43.61",
    "longitude": "116.21"
  },
  "sameAs": [
    "http://www.facebook.com/example",
    "http://www.twitter.com/example",
    "http://plus.google.com/example"
  ]
}
</script>
```



Schema Markup

Formats your content to make it more **“digestible”**

Making your content as **compatible** with a Google search as possible...

Items Described by Schema

ORGANIZATION

PERSON

PRODUCTS &
OFFERS

BREADCRUMBS

EVENT



Different
Items
Described by
Schema

Organizatio n

Oracle Corporation
Computer software company

oracle.com

Oracle is an American multinational computer technology corporation headquartered in Austin, Texas. The company was formerly headquartered in Redwood Shores, California until December 2020 when it moved its headquarters to Texas. [Wikipedia](#)

Stock price: **ORCL** (NYSE) \$87.69 +1.48 (+1.71%)
Jul 16, 11:47 AM EDT - OTC

Customer service: 1 (800) 393-2999
Technical support: 1 (800) 223-1711
Sales: 1 (800) 633-0738
Headquarters: Austin, TX
Subsidiaries: [Tales](#), [Aconex](#), [Textura Corporation](#), [MORE](#)
Founders: [Larry Ellison](#), [Bob Miner](#), [Ed Oates](#)

Products
Earnings date
Competitors
Employee number

Disclaimer

Profiles
[LinkedIn](#) [YouTube](#) [Facebook](#) [Instagram](#)

People also search for [View 15+ more](#)

Products & Offers

<https://outdoormaster.com> › products › ski-goggles-pro ⌵ Traf/mo (us): 83/2400 - Kw (us): 9/688

SKI GOGGLES PRO CLASSIC – OutdoorMaster

FEATURES MAGNETIC INTERCHANGEABLE LENS SYSTEM With the use of the quick release magnetic frame design, you would be able to change out lenses effectively ...

★★★★★ Rating: 4.8 · 335 votes · \$39.99 · In stock



Different Items Described by Schema

Breadcrumbs

Schema - SEO Hacker

<https://seo-hacker.com> > [vocabulary](#) > [schema](#) ▼

Apr 27, 2019 - Schema is a type of code that you can add to your website which helps send informative results to the users.

Event

[Lupo's Heartbreak Hotel - Things to Do - Providence Journal](#)

thingstodo.providencejournal.com/.../11365-lupos-heartbreak-...

Come to The Providence Journal to get information, events, reviews and ...

Wed, Oct 3 The Punch Brothers

Fri, Oct 5 Wolfgang Gartner

Fri, Oct 12 Waka Flocka Flame



Future Proof Your Business

Action Items!



Step 1:
Brainstorm
Keywords
with your
Team

Step 2:
Create
Long-tail
Keywords

Step 3:
Use SEO
Tools

Step 4:
Apply
Keywords
to Site

Step 5:
Opt-In to
Google
My
Business!

Step 6:
Schema
Mark Up



Compass Articles:

1

SEO Guide

Tips and Tricks for Landing Pages, Descriptions and How to Rank Higher.

2

GMB Checklist

A Checklist To Help Claim, **Optimize** and Maintain Your GMB Profile

3

Schema Markup

Using **Schema Markup** To Up Your SEO Game.

4

Google's Travel Guide

How to Show Up in Google's **Travel**



compass.fareharbor.co



Our GOALS

Out With The Old

Create a Marketing Strategy Using High Volume Keywords and Stick With It.

In With The

Refine That Marketing Strategy to Get Competitive. Take Advantage of What's Free.



Thank You 

