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FAREHARBOR
webinars



Annual Check Up: Optimize Your Website & SEO

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Today's Agenda

**SEO
Overview &
Benefits**

**Technical
Grasp & Site
Content**

**Google
Analytics**



SEO Overview & Benefits



SEO Overview

What is SEO?

SEO is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

What are Keywords?

Ideas & topics that indicate what a written page's content is about. They can be words or phrases.

Also Known as "search queries."

What is Quality Traffic?

Quality traffic is defined by qualified users (customers) that will come to the site and make a purchase.



Poll

Is SEO a short term solution?

- Yes
- No
- I'm not sure



SEO Benefits

Increases site
traffic

Increases site
visibility SERPs

Increases the
possibility of
conversions



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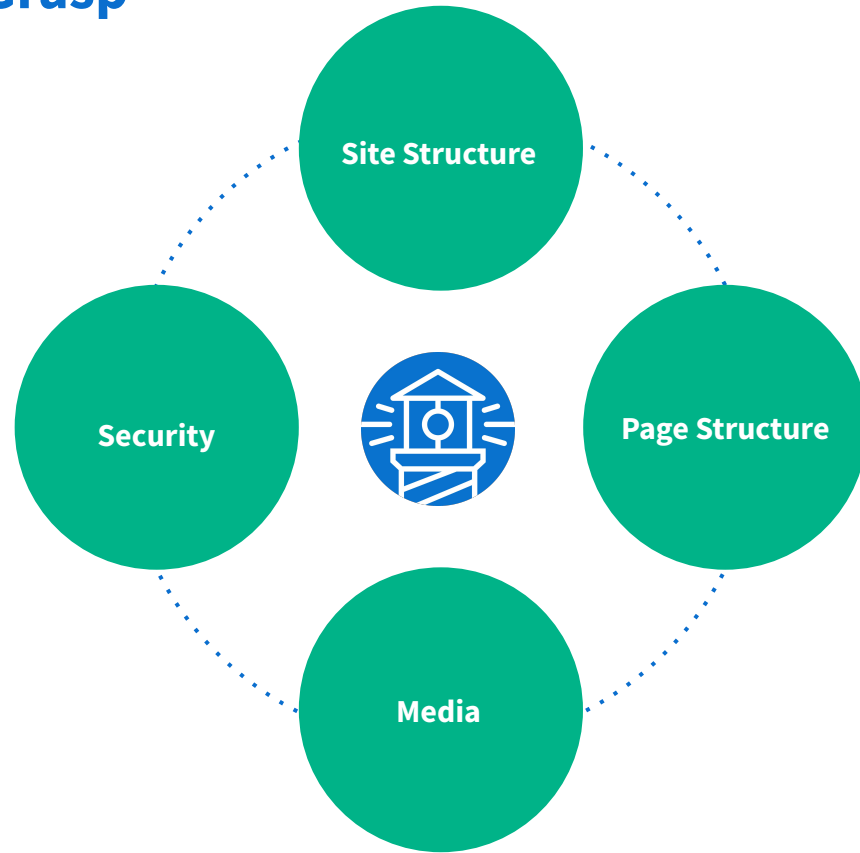
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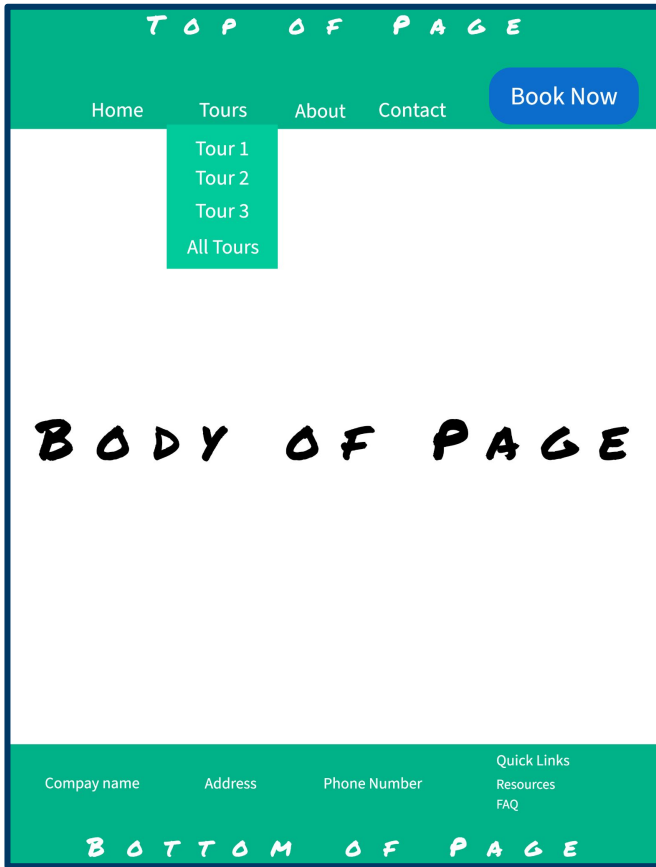


Technical Grasp & Site Content



Basic Technical Grasp





Site Structure:

Reduce decision fatigue by keeping it simple

Top of Site

Menu, Book Button

Menu Pages

1. Home
2. Category Page(s), main types
 - Location
 - Season
 - Tour Type
3. Tour Activity pages

Bottom of Site

The bottom of your site will hold your footer which should include:

- Name, Address, Phone Number (NAP)
- Quick Links (such as a resource page link)

Page Structure & Written Content:

Structure like you're writing a paper

Header Tags (aka H tags)

H1: Title of Page [Primary Keyword]

H2 : Section [Secondary Keyword]

H3: Subsection [Tertiary Keyword]

Paragraph Text

- You are the expert
- Conversational text is important
- Unique content per page



Page Structure:

GOOGLE SEARCH ENGINE RESULTS



Meta Titles & Meta Descriptions

- Include your pages primary keywords in both
- Title Length: **60 characters**
- Meta description length: **160 characters**
- Important to have these unique to each page, no duplications

Links (make sure to only link to and from authentic sites)

- Internal: Links between pages
- Outbound: Goes out from your site to another
- Inbound: Goes from another site to yours





.JPG

comany-name-activity-1



.JPG

202301050_181848

Media:

- Avoid stock images, original content is valued higher
- Make sure the file name matches your brand. If not, have it match the page it will appear on.
- Add alt text to your images to include additional keywords, but make sure they describe the image appropriately.

Security:

- Keep up with your domain hosting. Make sure you pay yearly and don't let it expire.
- Https: Have an SSL certificate. Most sites will automatically have this in place when you set up your website, but occasionally additional steps are needed to identify if your site is secure.



<https://www.yourcompany.com>



<http://www.yourcompany.com>



Content Specifics



Location Information

- Location is the key to quality traffic
- Each page on your site is optimized for relevant location keywords.
- Your business listings are up-to-date with accurate, consistent contact information. (NAP)
- Claim and optimize your GBP (GMB)

Keywords

- [“activity” + “location”]
 - Kayaking Denver
- [“location”+“activity”]
 - Denver Kayaking
- Use modifiers before and after
 - Adjectives
 - Verbs
 - Nouns
 - Articles



Check to make sure you have unique content per page

Last Minute SEO & Sites Tips



Make Any Seasonal Updates:

- Make sure your featured item(s) for the season are shown clearly on the site
- Do not remove any activity pages during the off-season as they likely have keyword rankings and authority you don't want to lose.
- You can adjust a banner on your site as well as links on the page to add additional pages.

Keep Away from Unnecessary Items

- Pages should be deleted if they are left in draft too long
- Images and graphics on the back end should be mitigated and not out of control
- Your website should not have duplicate content and each page should have unique, engaging content.



Poll

True or False:

You should always use unique content per page.

- True
- False



Google Analytics



Poll

How familiar are you with Google Analytics?

- Very familiar
- Somewhat familiar
- Not familiar
- I do not have a GA account



Getting Started with Google Analytics

Learn who
your audience
is

Audience Report

Understand
where your
traffic is
coming from

Acquisition Report

Understand
user behavior

Behavior Report

Track your
conversion
rates

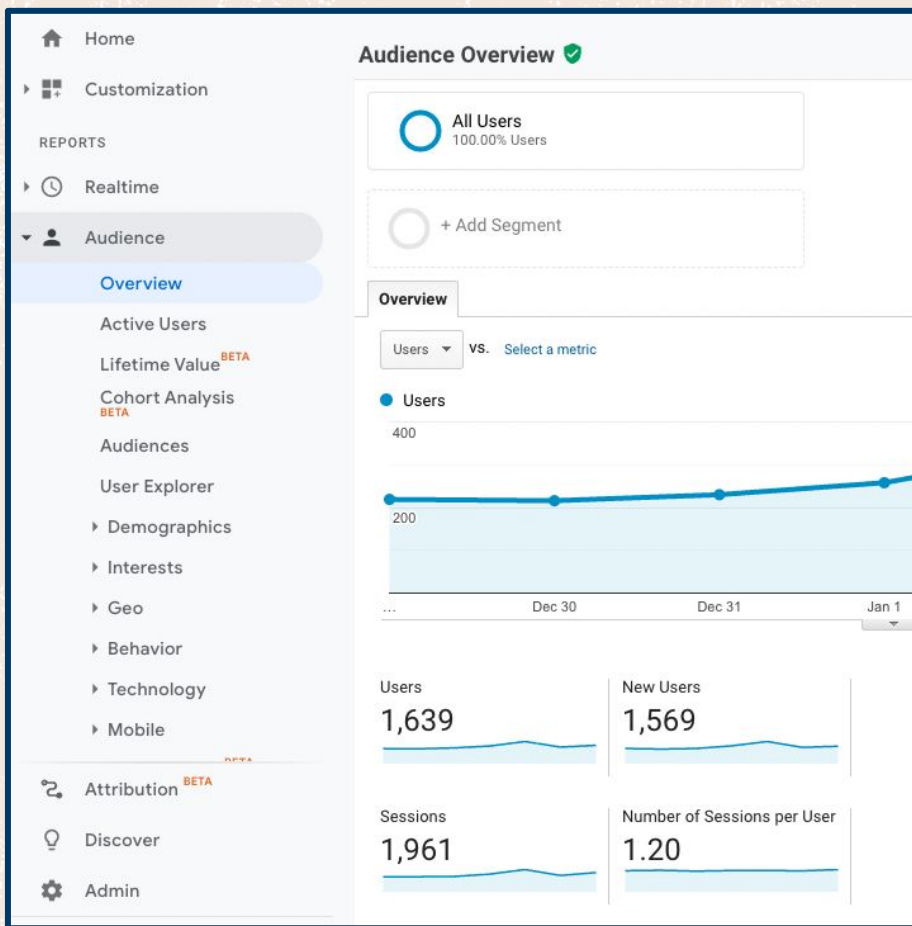
Conversion Report



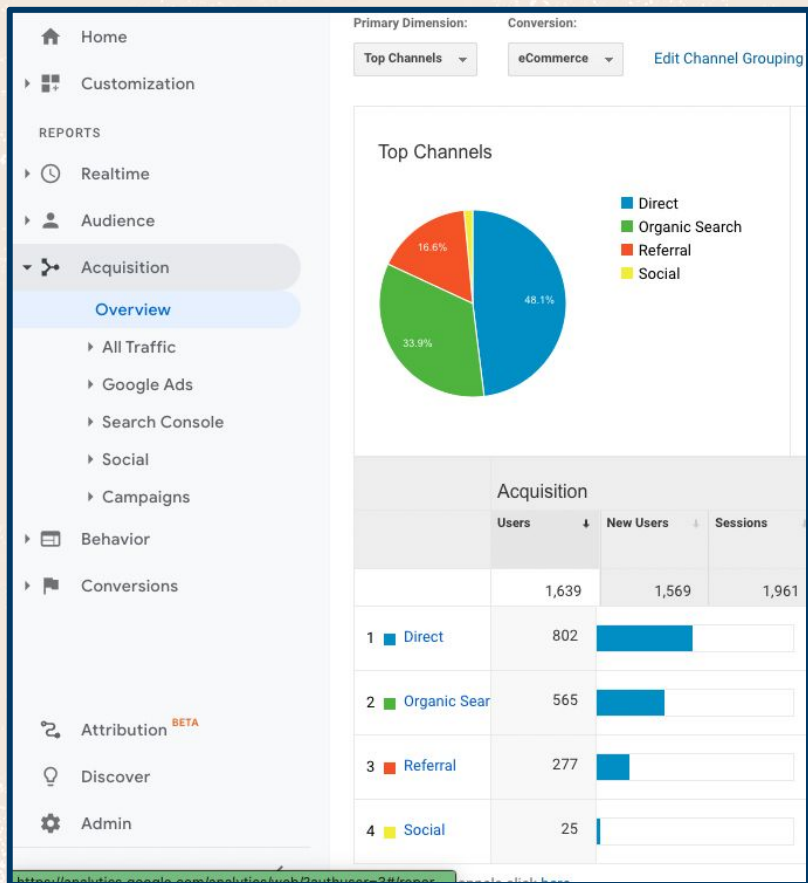
Learn Who Your Audience Is

The **audience report** allows you to get a better idea of who your core audience is. This can better inform you on what content you should have on your site.

Ex: You have a younger audience on your site, try using casual and friendly language to attract bookings.



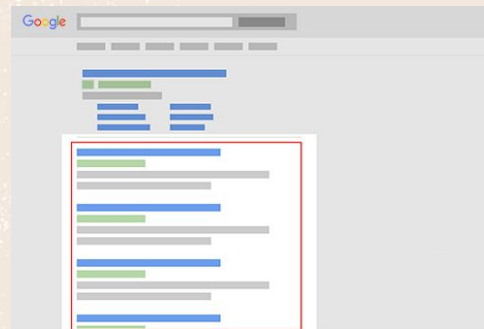
Understand Where Your Traffic Is Coming From



The **acquisition report** shows you how people are finding your website and allows you to see exactly where your users are coming from.

1. Organic search
2. Direct
3. Referral
4. Social

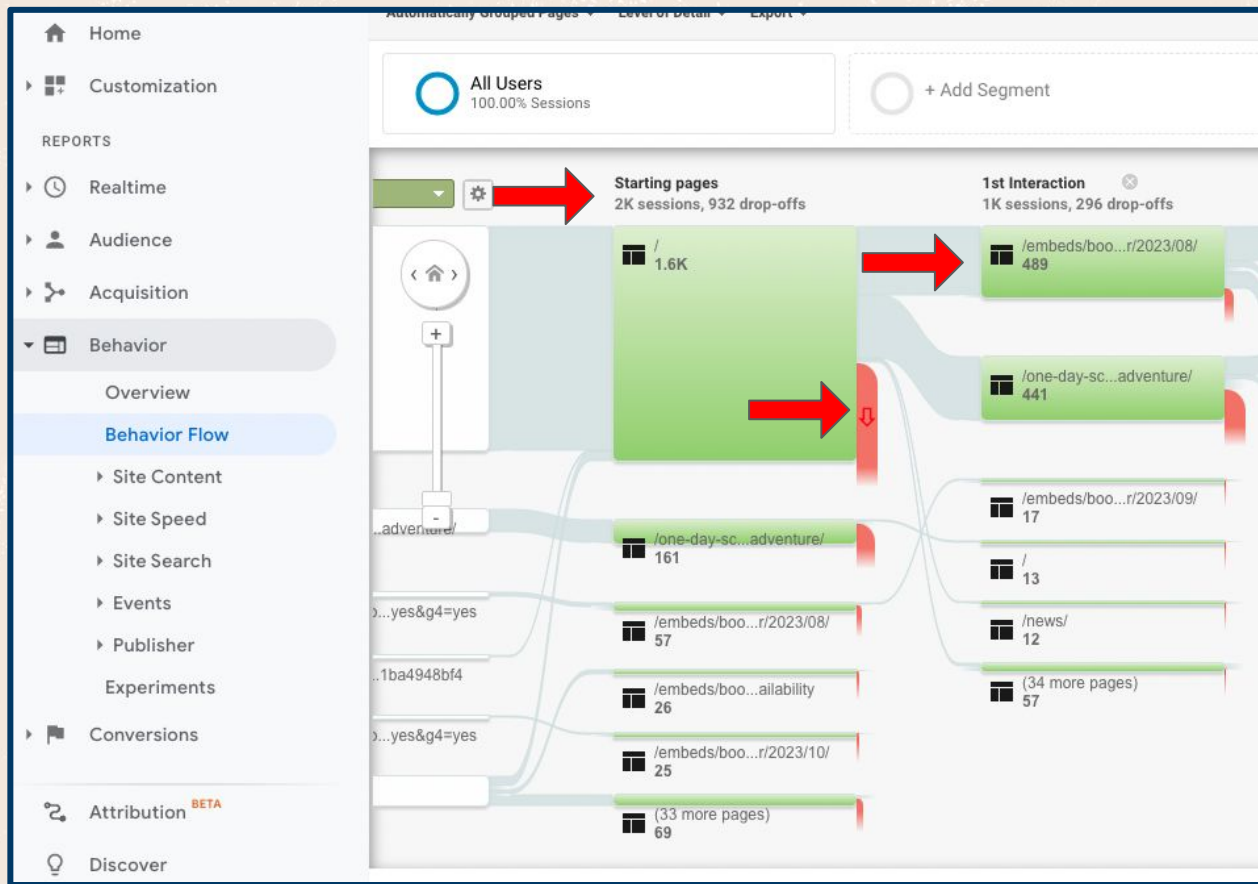
Ex: Your organic search traffic is lower than expected, consider improving your sites SEO.



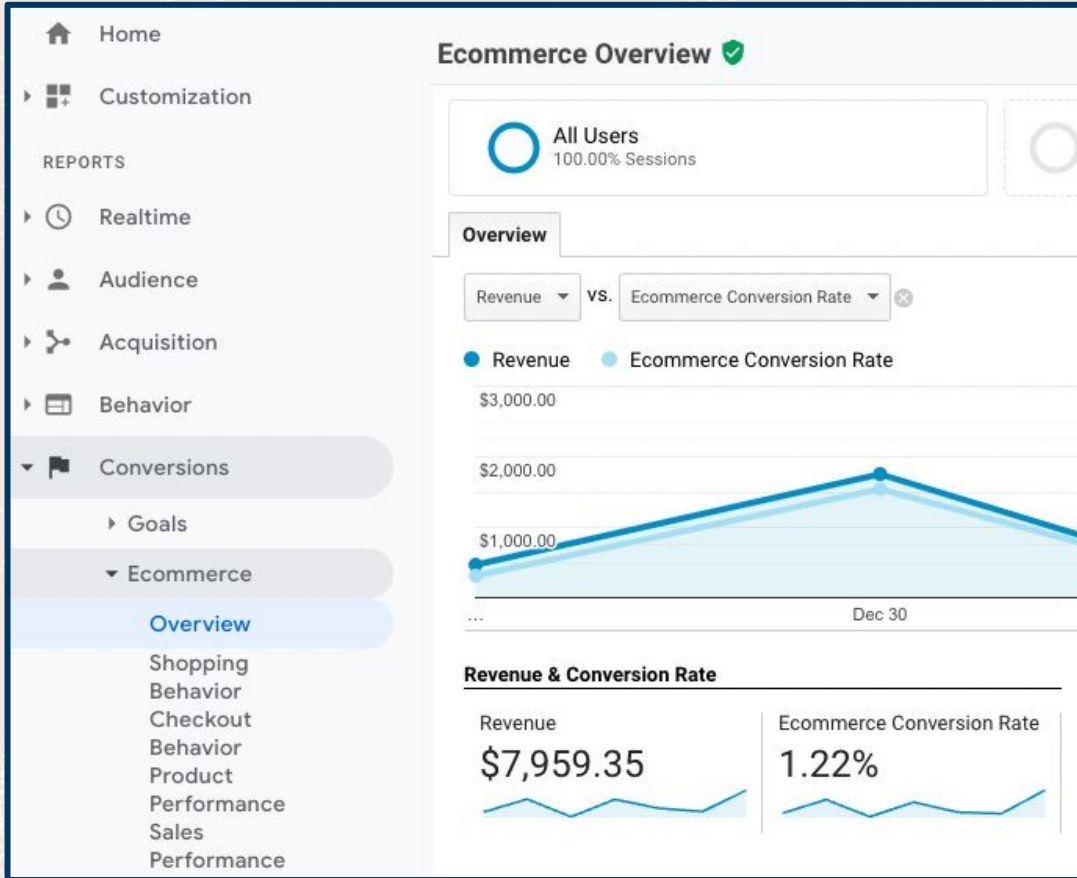
Understand User Behavior

In the **behavior reports** you are able to see where people are falling off. Using the bounce rate, you are able to optimize specific pages where you see this happening often.

Ex: If users are consistently dropping off on a certain page, consider optimizing your content. They may not be getting the information they are looking for or there isn't a clear call to action on that page.



Track Your Conversion Rates



Track your revenue and the percent of sessions that resulted in an ecommerce transaction.

Ex: If you have a low ecommerce rate, it might be a indicative of a checkout issue. Does the information on your Dashboard contradict information on your website?



What are the benefits of Optimization Google Analytics?



Resources!



- [Google Analytics: What is it & why you need it](#)
- [Using google analytics data to maximize opportunity](#)
- [Breaking down bounce rate & engagement rate in google analytics](#)
- [Google analytics integration](#)



Thank you!





Have you checked out Compass recently?

Login to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

To get you started, here are a few to follow up this webinar:

- [Choosing the Best Keywords for Your Business](#)
- [Checklist: 10 Steps To Writing Content That Sells](#)
- [The Importance Of Making Your Website Accessible](#)



FareHarbor Support

Please contact our **24/7 Support** if you have any questions pertaining to your dashboard!

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Phone: (855)495-5551

Help Docs

Fareharbor **help docs** can be found on your dashboard in the dropdown menu!



FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.

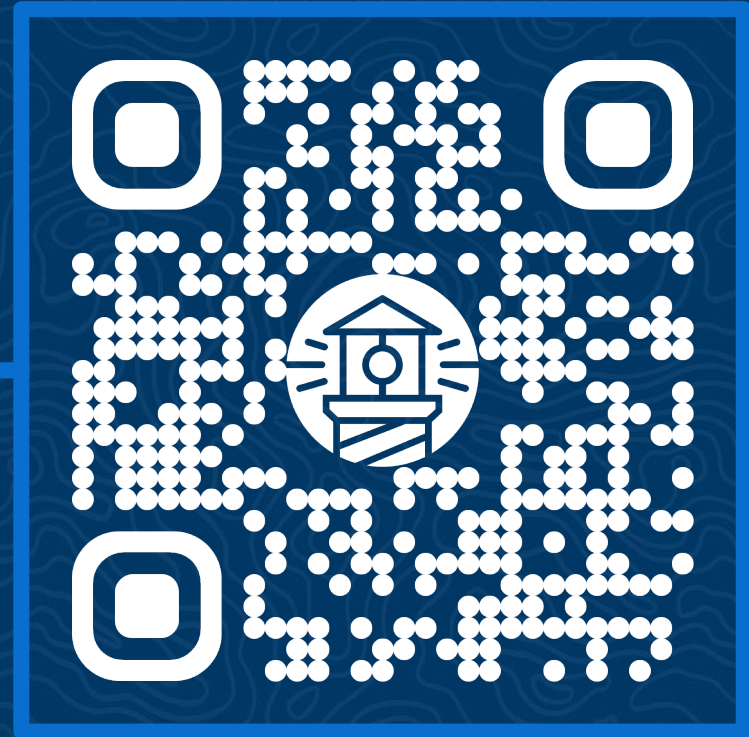


Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

JOIN US FOR PART II

**Optimize Your Website: Understanding
Performance and Leveraging Your Data**

[Advanced]



Scan Me

