

FAREHARBOR

SPARK 

 VIRTUAL 2022 



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RANKING on Google

Keep it simple!





SERPs Strategies to *GROW* Your Online Business

The Travel Industry is changing faster than ever .

- Online trends
- Algorithms
- Pandemic
- Competitors

How do I keep a consistent brand authority online? How do I reach more people who look online to book their activities?

WE NEED TO KEEP IT SIMPLE



THE AGENDA



- What are **SERPs** (and 3 reasons why you should care!)
- SERPs **Features for Your Business**
- **DIVE IN:** SEO Optimization
- How to **Write Local SEO Blocks**
- **Advantages** of Working With FH
- Q&A



What are SERPs?





SERPs

What are they?

Search Engine Results Pages (SERPs) are the set of results displayed by Google after the user submits a query.

- Organic search
- Paid search
- SEO best practices



Why *SERPS*?

1

Bring more quality traffic to your website

2

User Experience improvement

3

Increase online *CONVERSION*



What can I do for Google to show my pages?

Why SERPs make a difference?

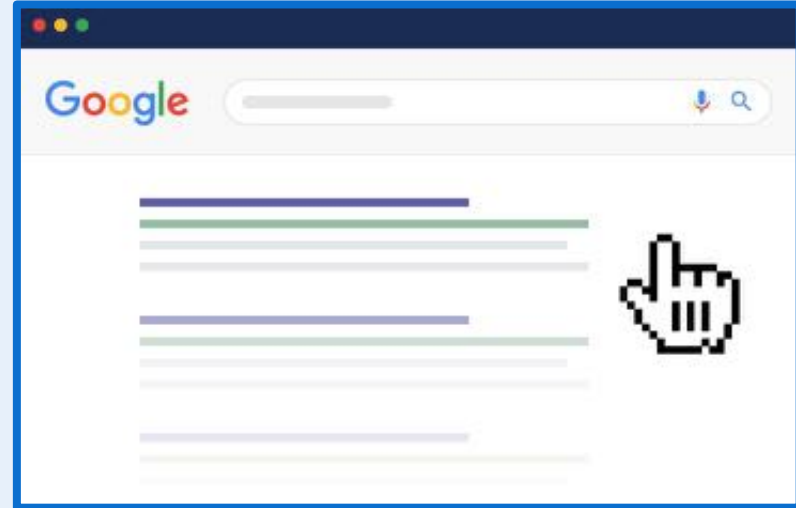
Lead in the most valuable results page = 1st page

Use all SERPs tools

A combination of Google's best practices help you rank high.

tip:

Combine both a strong SEO strategy with other SERPs features to boost your organic traffic!



How to *WIN* SERPs



It takes effort and engagement to make
your business stand out above
competitors

- > Check the content scannability
- > Apply SERPs features
- > Check the trends
- > Never Stop



SERPS features

Google Ads

Content Marketing

SEO Strategies





**Keep it
SIMPLE**

- **Clear and updated information**
- **Easy site navigation**
- **SEO keywords**
- **High image and video quality**
- **Responsive website**
- **Google My Business: don't forget!**



DIVE IN: SEO OPTIMIZATION



WHERE do your customers click?

FH customers book within 3 days

69%

click on 1-5 page results

[SEMRush]

17%

go to 6-10 page results

[backlinko]

95%

of total clicks go to Organic results

[SEMRush]

44%

FH customers book within 3 days

[FAREHARBOR]



WHAT is behind
those clicks?

- > What
- > Where
- > When
- > Why
- > Who
- > How

**THINK
LOCAL!**



Use the SEO block to **target** those questions



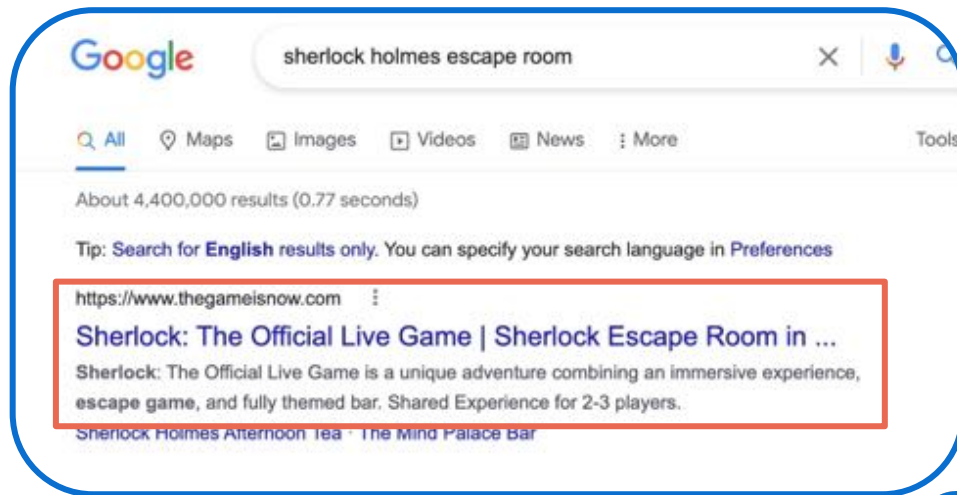
Meta Title

title tag to indicate the topic of a webpage



Meta Description

a brief summary of a web page



PRACTICE TIME!

Writing an SEO block for your activities



“

Gianni's Tours is a boat company located in Sicily, Italy. They offer

different cruises departing from the north of the island.

They would like to increase conversions on their Sunset Boat Tour and

would like to work on their SEO strategy.

HOW DO WE PROCEED FROM HERE?”

Gianni,
Owner



GIANNI'S Tours



- > What > **2h boat tour at sunset**
- > Where > **Cefalù, Sicily**
- > When > **Daily**
- > Why > **It includes drinks and snacks!**
- > Who > **Company's name**
- > How > **By booking online**



GIANNI'S Tours



**Meta
Title**



Sunset Boat Tour in Cefalù | Gianni's Tours



**Meta
Description**



Enjoy the beautiful Mediterranean sunset over the sea on our daily 2h Sunset Boat Tour from Cefalù, Sicily. Drinks and snacks included. Book online today!



TIPS for your SEO Block



Meta Title

- Between 50-60 characters
- Include your company's name



Meta Description

- 160 characters maximum
- Start with a verb: discover, enjoy, join, etc.
- Include 2-3 readable sentences that make sense with keywords
- Add a Call to Action: Book online, Book now, Reserve online, etc.



Other Tour Types *EXAMPLES*



“Train tour”



“Food tour”



“Adventure tour”



“Highlands full day train
tour from Edinburgh”

“Best night tapas tour in
Barcelona”

“Glacier kayak tour in
Jostedal, Norway”



What about *KEYWORDS*?

- Keywords are terms that capture the essence of the content on a page
- You can use them to answer the questions what, where, when, etc.
- Think of the way your customers talk to include them
- Want to know more about them and how to find them?

Check out our Compass articles on the topic!

- Select keywords that work for **YOU** with a **LOCAL** focus!
- Combine SEO strategy with other SERPS features and let it grow overtime



RECAP of Today!



**SERPs: a bridge
between you and
your client**



**Use SEO block to tell
Google and your
clients what your
page is about**



**Keep it simple and
think local!**



How Can FareHarbor Help You?





IMPROVE Your Business

- **SEO RECOMMENDATIONS**
- **Site REDESIGN**
- **Reach out the Support for more information!**



THANKS 

