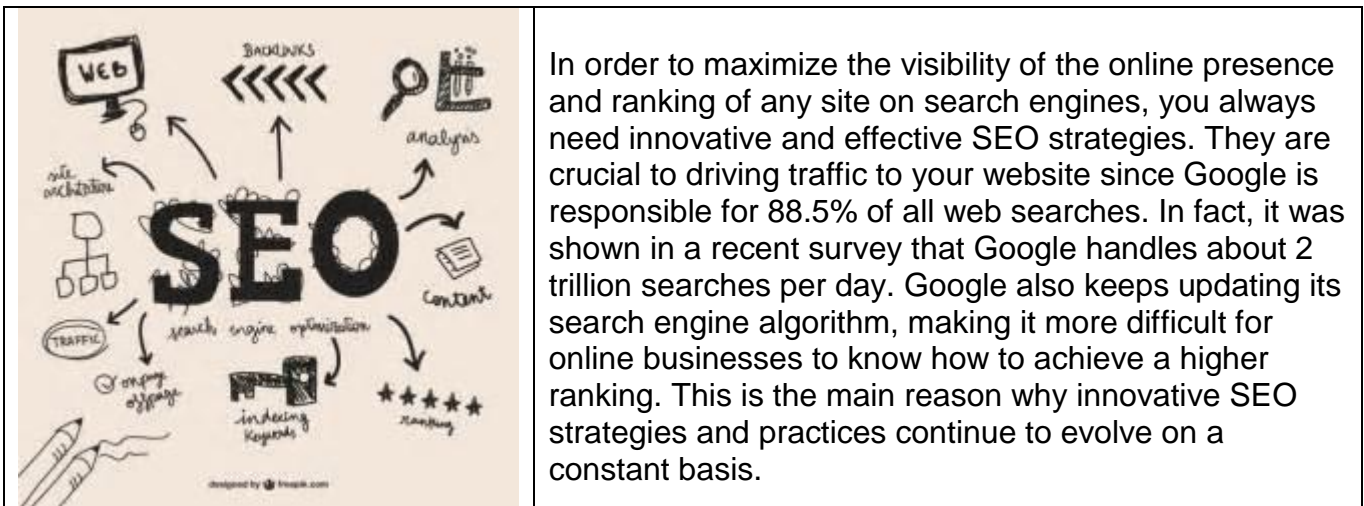


Boost Your Hotel Online Presence With The Best SEO Strategies



To calculate the success of your search engine optimization campaign, estimating organic traffic is very significant. Organic traffic (*Organic traffic generally refers to non-paid traffic, including traffic from search engines*) is profitable for all businesses, especially for hotels. About 39% of web traffic on hotel websites comes from organic searches on Google, which contributes to about 50% of hotel revenue. This is why it is very significant for hoteliers to utilize the services of a reliable search engine optimization company.

Moreover, hotel websites should be mobile friendly as well. Currently about 50% of travelers, use their mobile phones for making travel related searches. So, if your website is not mobile friendly you may lose a large number of customers, obviously affecting your company revenue.

SEO experts understand the desires of their customers and thus they always promote long-tail keywords (*Long tail keywords are defined as keyword phrases that consist of between two and five words, usually used when searching for a rather specific item*) for their clients. In fact, a recent analysis of 1.4 billion keywords in the US revealed that about 86.4% customers use long-tail keywords while making searches over the internet. Though, these long-tail keywords are highly precise, they draw more valuable traffic, which directs in more targeted potential buyers than usual keywords. Long tail keywords assist online shoppers in finding what they are looking for more quickly and aid online sellers in selling their product and services more specifically. They are less competitive with other comparable businesses and as a result assist in improving web traffic.

Nevertheless, it is essential to understand that getting a good page ranking over the internet is not so simple as the search engine already has 200 key ranking signals that makes an

algorithm. Therefore, it is significant to give major attention on top Google ranking factors if you really want to uplift your website. Content, links and RankBrain (*RankBrain is an algorithm learning artificial intelligence system, used by Google to guess what people mean by their key words to offer them the most meaningful result*) are the three most significant factors with which you can improve your online presence effectively. Your content must be relevant and should differentiate you from your competitors as it will give your customers a reason to book a room in your hotel.

Websrefresh has been successful in helping hotel operators improve their online presence. Contact Nimesh Dinubhai at nims@websrefresh.com or (602) 647-9777.