

Content is King



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Let's look at

- ◆ The importance of compelling content
- ◆ What travellers are looking for online
- ◆ Creating a content plan
- ◆ Reviewing content performance

Creating compelling content



- ◆ Know your audience
- ◆ Know your brand/voice
- ◆ Use keywords to draw traffic

What are travellers looking for?

91% of people look online when researching where to go on holiday.

When booking flights and accommodation, and before they leave for a trip, 44% of respondents also look for destination information online. - *Frommers*

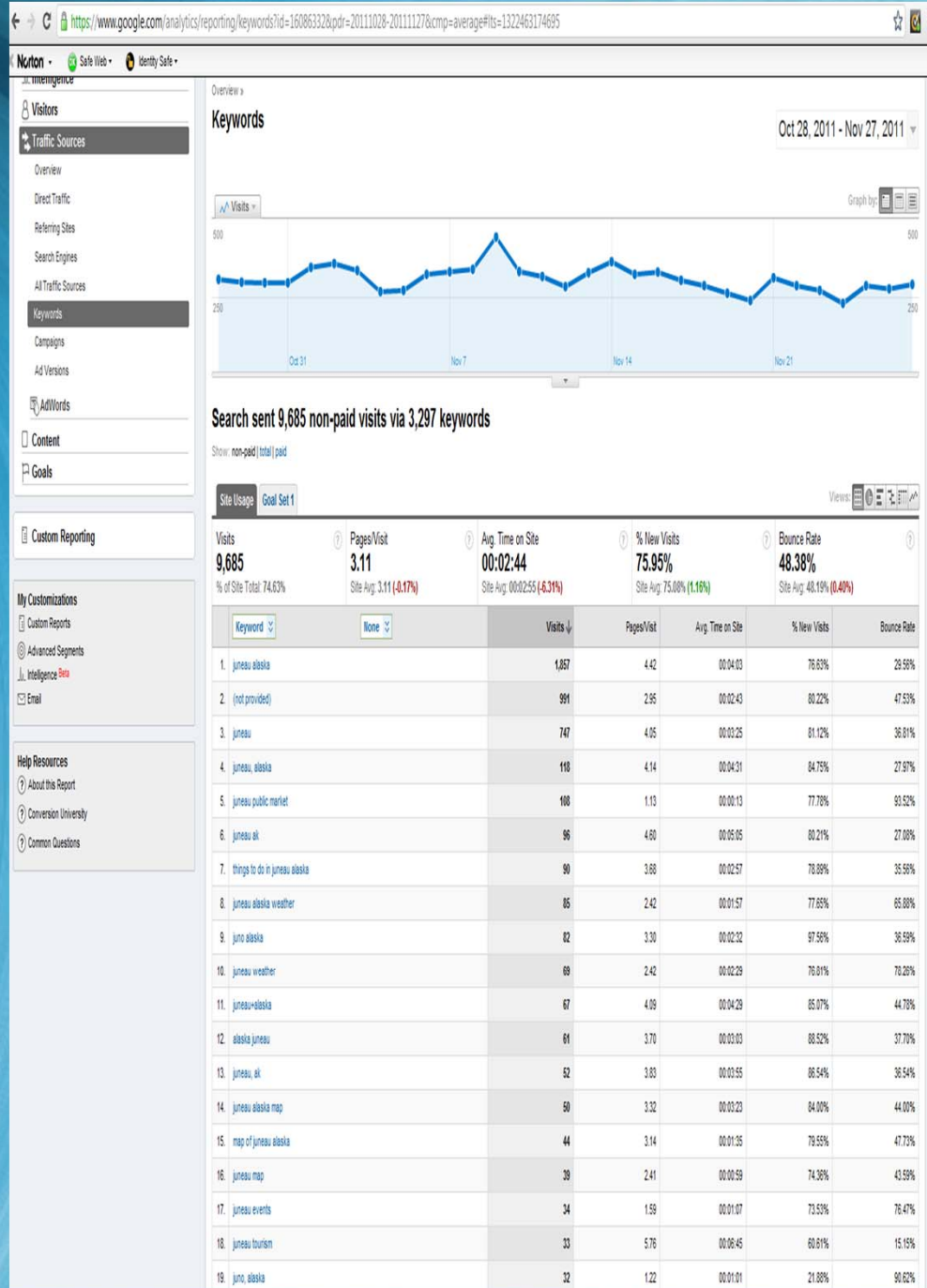
When planning a vacation, the average person spends 29 days doing 12 searches and visits 22 different travel sites. - *Google study*



Content is the soul of your website

Creating a content plan

- ◆ Undertake a content audit measuring current content against keyword research
- ◆ Where are the gaps? -
Family/activities/events/maps/
weather/dining/shopping/ deals...



Review content performance

- ◆ Update content regularly : seasonally/ monthly/weekly?
- ◆ From Google Analytics data, what content is working/what isn't?

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content**
 - Overview
 - Top Content
 - Content by Title**
 - Content Drilldown
 - Top Landing Pages
 - Top Exit Pages
 - In-Page Analytics Beta
- Site Search
- Event Tracking
- Goals

Custom Reporting

- My Customizations
- Custom Reports
 - Advanced Segments
 - Intelligence Beta
 - Email

- Help Resources
- About this Report
 - Conversion University
 - Common Questions

Export | Email | Add to Dashboard | Visualize

Advanced Segments: All Visits



180 page titles were viewed a total of 40,422 times

Content Performance

Views: [Table]

Pageviews 40,422 <small>% of Site Total: 100.00%</small>	Unique Pageviews 32,108 <small>% of Site Total: 100.00%</small>	Avg. Time on Page 00:01:23 <small>Site Avg: 00:01:23 (0.00%)</small>	Bounce Rate 48.19% <small>Site Avg: 48.19% (0.00%)</small>	% Exit 32.10% <small>Site Avg: 32.10% (0.00%)</small>	\$ Index \$0.23 <small>Site Avg: \$0.06 (303.44%)</small>
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Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. Juneau, Alaska - Travel Information - Official Travel Resource for Alaska's Capital	6,952	5,495	00:01:26	31.75%	35.34%	\$0.18
2. Adventures, Tours & Attractions in Juneau, Alaska Juneau CVB	3,311	2,265	00:00:51	34.70%	22.26%	\$0.27
3. listings Juneau Alaska - Travel	2,557	2,124	00:03:41	76.76%	52.09%	\$0.49
4. Juneau, Alaska - A Day in the Capital City	2,338	1,837	00:01:03	36.17%	17.79%	\$0.21
5. Calendar of Events in Juneau Juneau CVB	1,970	1,796	00:01:52	85.16%	68.22%	\$0.16
6. Juneau, Alaska - Things to Do & See - Activities and Attractions in Juneau	1,542	1,135	00:00:54	42.53%	21.14%	\$0.24
7. Juneau, Alaska - Maps of Juneau and Surrounding Areas	1,419	928	00:00:44	42.65%	21.85%	\$0.13
8. Getting to and Around Juneau, Alaska Juneau CVB	1,130	937	00:01:52	60.90%	42.30%	\$0.11
9. Juneau Lodging - Hotels, Inns and Bed & Breakfasts Juneau CVB	986	776	00:00:52	26.67%	18.05%	\$0.32
10. Juneau, Alaska - Discover the Beauty of Traveling to Juneau	920	674	00:00:56	51.67%	19.78%	\$0.21

Filter Page Title: containing [] Go Advanced Filter

Go to: 1 Show rows: 10 1 - 10 of 180

Advanced workshop

- ◆ The 10-step content plan

Content is King Pt2



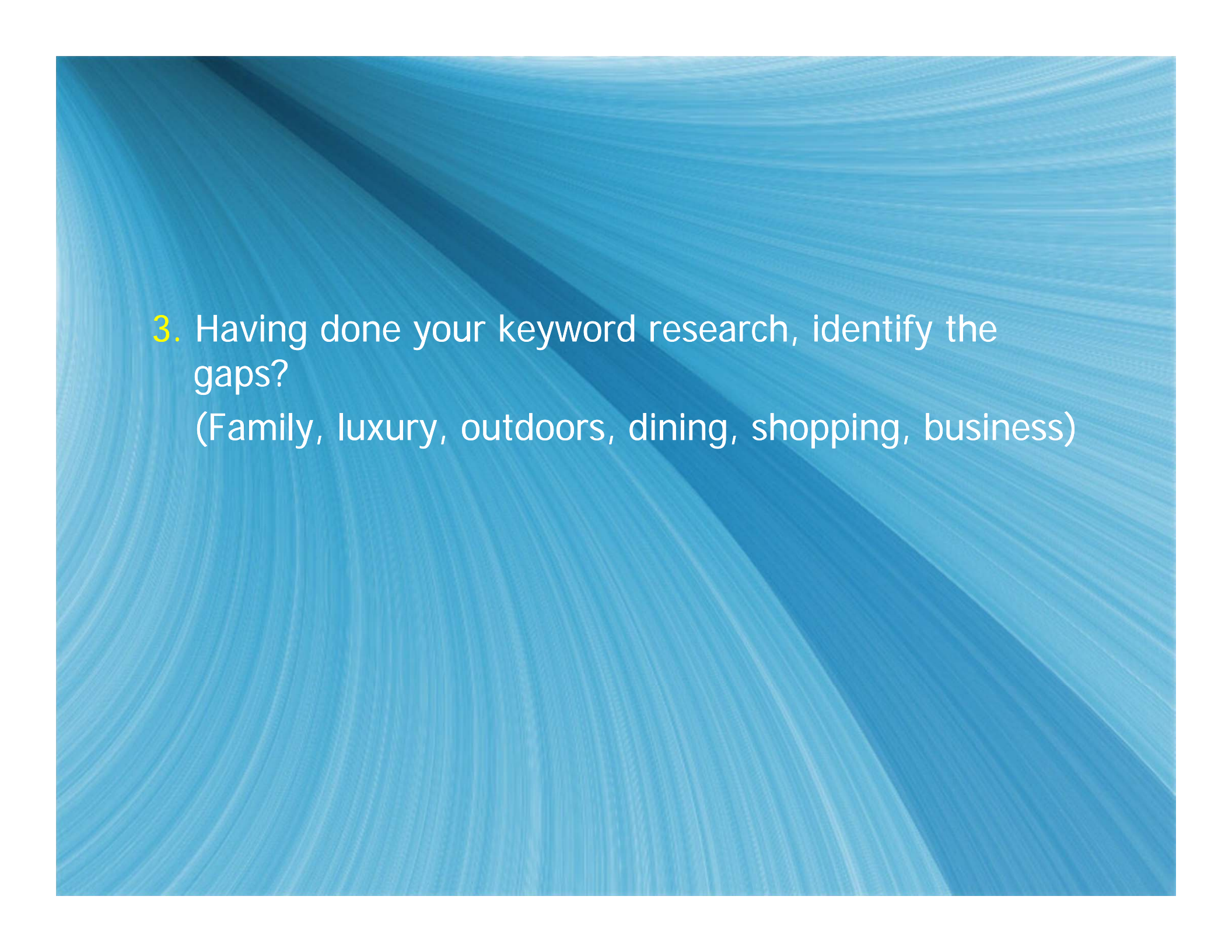
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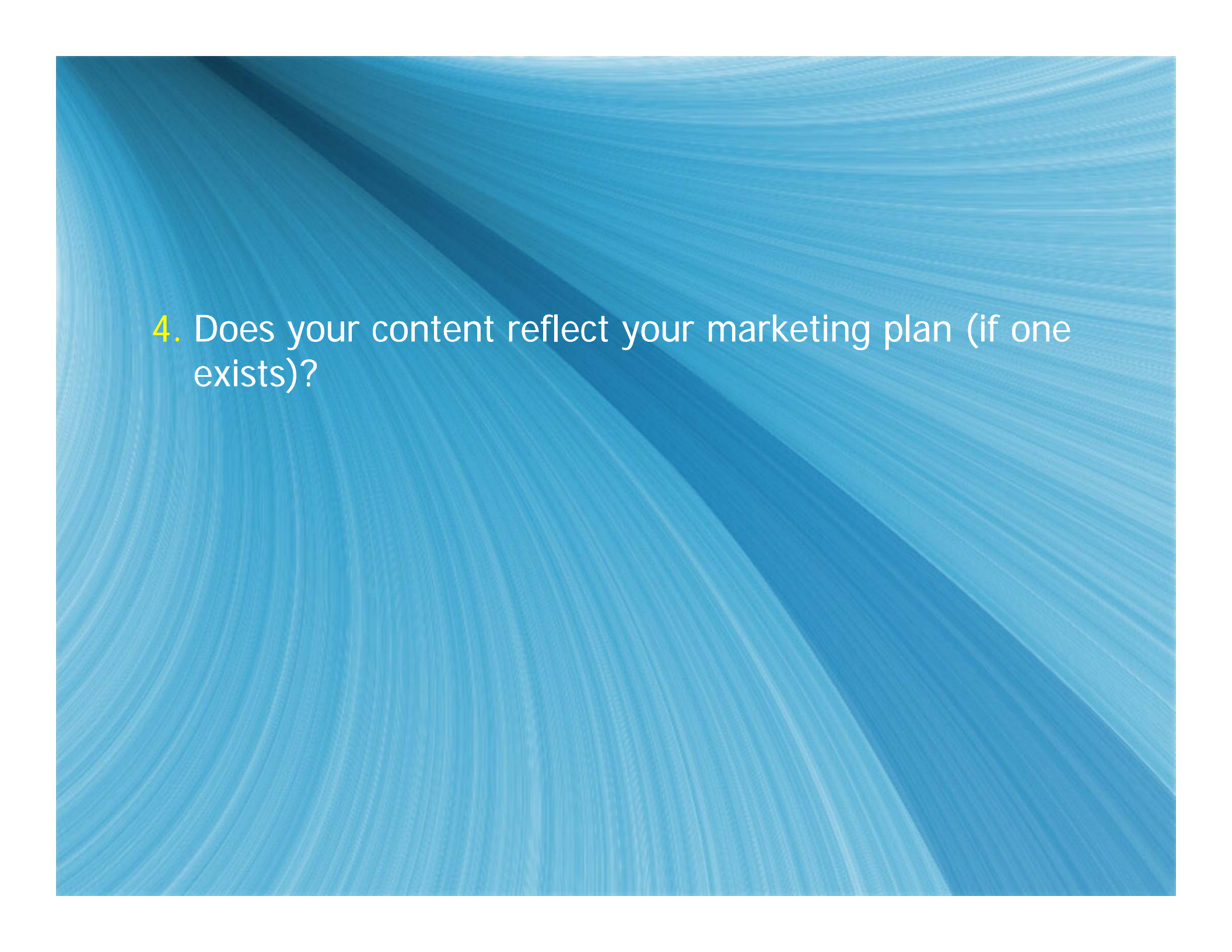
The 10 step content plan

1. Who is your audience? (Domestic, international, business, events/meetings, travel trade)

The background of the slide is a vibrant blue with a complex, abstract pattern of curved, overlapping lines that create a sense of depth and movement. The lines vary in thickness and color, ranging from a deep, dark blue to a lighter, almost white blue, giving the background a textured, almost woven appearance.

2. How much content already exists? Does it need updating? How often is it refreshed/updated?

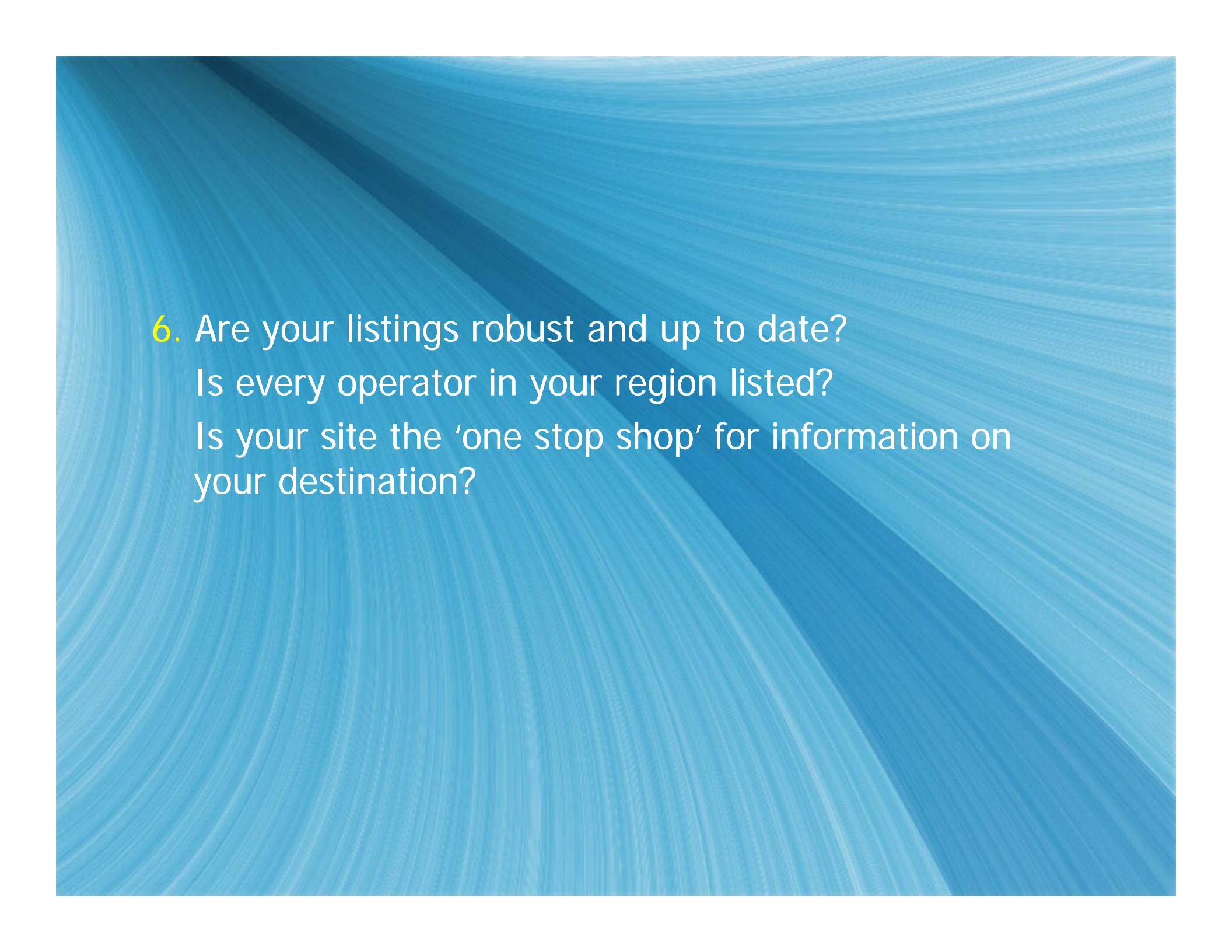
- 
- The background of the slide is a solid blue color with a subtle, abstract pattern of curved, wavy lines that create a sense of depth and movement. The lines are more pronounced in some areas and fade into the background in others.
3. Having done your keyword research, identify the gaps?
(Family, luxury, outdoors, dining, shopping, business)

The background of the slide is a solid blue color with a subtle, abstract pattern of curved, wavy lines that create a sense of depth and movement. The lines are more pronounced in some areas and fade into the background in others, giving it a textured, almost liquid appearance.

4. Does your content reflect your marketing plan (if one exists)?

The background is a solid blue color with a subtle, abstract pattern of curved, wavy lines that create a sense of depth and movement. The lines are more pronounced in the lower-left and upper-right areas, while they are more subtle in the center.

5. Are you attracting emerging markets?
Should you consider other languages?

- 
6. Are your listings robust and up to date?
Is every operator in your region listed?
Is your site the 'one stop shop' for information on your destination?

7. Do you use video?

Professional video created for you and UGC video via Youtube.

8. How social is your website?

Are you interacting with users on Facebook and Twitter?

If so, how often?

If not, consider assigning someone to this.

9. Are you utilising UGC (User Generated Content)?

Pros/cons

Bloggers

10. Content should include (using your keyword research)

- Longer article formats

- Shorter bullet point highlights

- How to - stories with tips

- Testimonies



TRAVEL

Blogger at Large with Megan Singleton

SHARE BLOGGER AT LARGE

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Like 91

- Australia
- Asia
- Americas
- Europe
- Pacific
- New Zealand
- Cruising
- Rest of world
- Home

Search

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1Cover
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Destination:

Duration:

Number of Adults:

Number of Children:

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