

Search Engine Performance

WACVB 2008 Tourism Tech Summit

Search in the Travel Marketplace

1. Number of Searches a Day on Google
2. Google vs the Other Search Engines
3. How People use Search for Travel
4. Universal or Blended Search

Website Design for Search

1. Flash
2. Text Links – Content, Footers, Site Maps
3. Number of Words to a Page
4. Cross Linking Throughout Site
5. Remove Frames and Errors
6. Site Construction and Headlines
7. Image Optimization
8. Redesign and Redirects
9. Online Video
10. URLs, Microsites and Landing Pages
11. Foreign Languages
12. Database Optimization for Listings

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	<p>13. Keyword Selection</p> <ul style="list-style-type: none">• Vacation (trip, weekend getaway, girls getaways, golf trip)• Location• Geographic Features• Activities• Lodging (hotels, condos, cabins, etc.)• Dining, Restaurant Listings• Trends (reviews, recipes, pet-friendly, medical tourism, special events, news)• Maps• Directions• Transportation• Deals, Coupons, Specials and Packages• Images• Video
	<p>14. Keyword Tools</p>
	<p>15. Meta Tags:</p> <ul style="list-style-type: none">• Title Tags• Description Tag• Keyword Tag• Alt Attribute
	<p>16. Keyword Stuffing</p>
<p>Managing Domains and Other External Links</p>	
	<p>1. Strategic Links</p>
	<p>2. Baseline Link Tools</p>
	<p>3. Links Out</p>
	<p>4. Links In</p>

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	5. Optimized Press Releases
	6. Pay-Per-Click
	7. TripAdvisor
	8. MySpace and YouTube
	9. Multiple Domain Name Management
	10. Link Campaigns
Metrics for Performance	
	1. Goals
	2. Referrers
	3. Monthly Reporting
	4. Quarterly Reporting
	5. Annual Reporting



ABOUT THE PRESENTER Aristotle CEO, Marla Johnson Norris co-founded Aristotle in 1995. Through her passion and leadership, Aristotle is a thriving digital agency and national leader for travel-related web design, Internet marketing and research, and visitor center kiosk development nationwide.

A recognized expert in "Webcentric" destination marketing, Marla designed and conducted one of the first website focus groups for Elvis Presley Enterprises and was instrumental in the deployment of the first online conversion study for Arkansas. A frequent keynote speaker, Marla consults with industry groups and destination marketing organizations in several areas of expertise including accountable online marketing, strategic branding and design, tracking and reporting, email marketing, and online PR.

CONTACT INFORMATION

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