



Driving Profit & Revenue
Through Search and Social

Search Engine Optimization and Content Marketing

Lyena Solomon



Source: <http://thenextweb.com/shareables/2011/11/22/an-seo-expert-walks-into-a-bar-bars-pub-public-house-irish-pub-drinks-beer/>



Source: <http://www.telecolumnist.com/traffic-generation-tips-how-to-fight-panda-and-penguin.html>

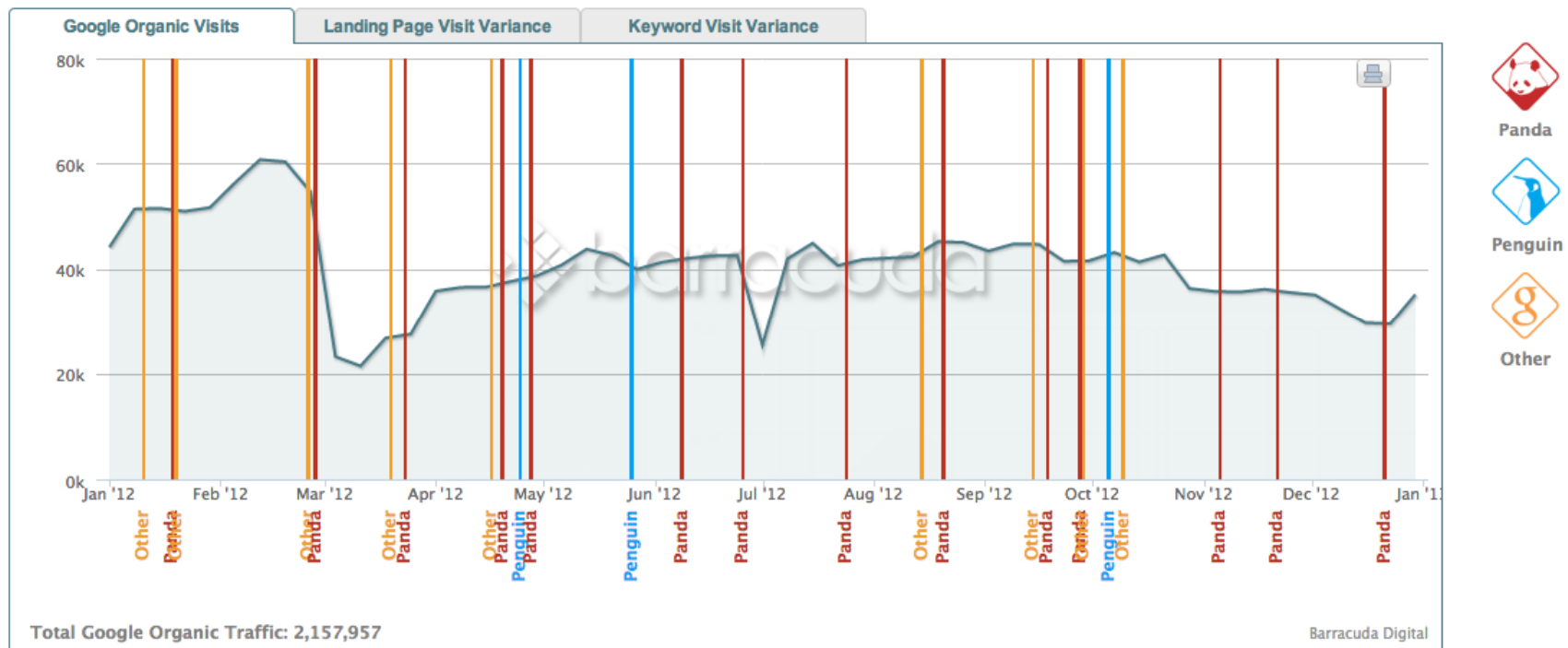


Penguin 2.0

- Penguin 2.0 – deeper dive into the site
- Advertorials – should not pass page value
- Spammy queries - paydayloans.uk
- Deny link value to link spammers
- Better Hacked site detection
- Give ranking bump to authorities on a topic
- Softening Panda penalty on borderline sites
- Domain clustering – reduce presence in SERPs



Algorithm updates



Source: <http://www.barracuda-digital.co.uk/penguin-tool/>



What search engines want?

Make a great site, that users love, tell their friends, come back over and over again

Authoritative website relevant to the searcher's question

Provides excellent user experience

Sensitive to user intent

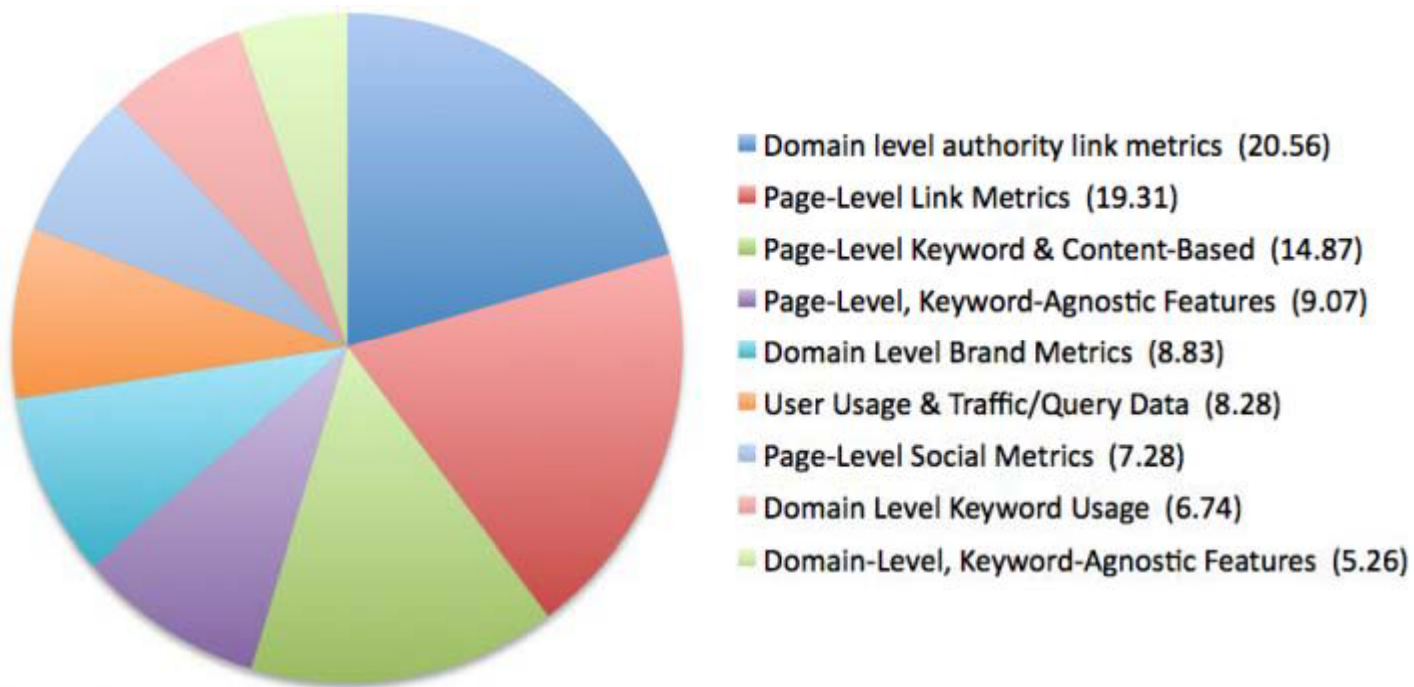


Customers - Focus

- Search on multiple devices
- Want to accomplish their goals quickly
- Want current, relevant, and useful information
- Expect to reach brands on social channels
- Tell others about their experience
- Mobile
- Site download time, information architecture
- Fresh, optimized content, local relevance
- Social presence, authority
- Reviews, usability, content, conversion optimization



SEO ranking factors - Moz



Source: <http://moz.com/blog/ranking-factors-2013>



SEO in 2013

- Give **answers** to searchers' questions
- Provide **fresh** solutions for searchers' problems
- Provide great **experience** with fast, easy to navigate site
- Be an authority
 - Social presence
 - **Quality** links to site
 - Authorship
- Be relevant to **local**



Focus on Visitor

Top 5 Reasons to stay

Award Winning Silicon Valley Hotel

Extended Stay PACKAGE
VIEW ALL PACKAGES

ENTREVIEWS
12 reviews
READ **WRITE**
HOTEL REVIEWS

Certificate of Excellence
2013 WINNER
TripAdvisor
Hotel Strata Mountain View

WELCOME TO HOTEL STRATA

Mountain View California Hotels - Hotel Strata

The 100% non-smoking Hotel Strata is located in Mountain View, California near Los Altos, Cupertino, Palo Alto, and Sunnyvale. Whether you're traveling for business or pleasure, you'll experience a welcoming customer service during your stay at Hotel Strata.

Business Travelers - Your Mountain View Office Away From Home - Hotel Strata offers exceptional value for business travelers. During your stay, take advantage of free high-speed internet access to complimentary printing and faxes. We have conference phones in each room for your convenience. Enjoy our free shuttle services to and from local businesses and save on cab rides and car expenses.

In the morning, start your day with a complimentary healthy breakfast. After a good day of work, relax by the outdoor heated swimming pool or visit our modern fitness center for your daily workout. Make use of the on-site dining to help you recharge in the evening. Catch a movie or news on a HD TV with a variety of channels.

Vacation Travelers - Enrich your California Experience - We are located in the heart of California's Silicon Valley, close to San Francisco. Visit the Bay Area's top attractions like Paramount's Great America and The Winchester Mystery House. Take a short drive to Monterey Bay, Carmel or Napa Valley. If you're on vacation, check out our California Weekend Getaway Package. Make the most out of your stay at Hotel Strata with the Winchester Mystery House Package available to you.

Your Wedding at Hotel Strata - Celebrate your special day with us. Our Wedding Package will make planning your wedding easier. Let us take care of your guests and bridal party while you enjoy yourself.

Our History - The Hotel Strata has a long standing history in the Silicon Valley. Click Here for our story.

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HOTEL STRATA

Hotel Strata
93 West El Camino Real, Mountain View, California 94040
Contact: 650-967-6957 Fax: 650-967-4834
Email: reservations@hotelstrata.com
http://www.hotelstrata.com/
Rated: 4.9 out of 5 Based on 12 Reviews

Packages

Target the audience

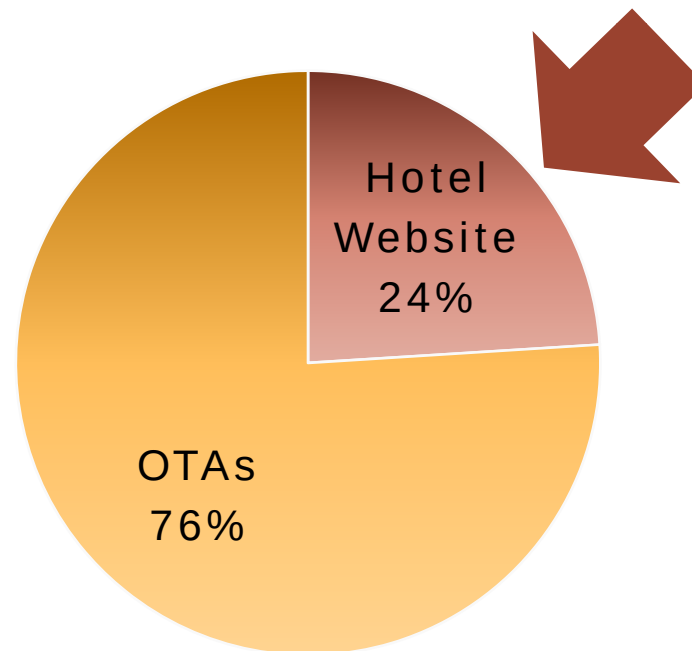
Social Elements



Facts

Rooms nights booked **online** – **42%** of total for Independent Hotels.

24% booked on website



Source: STR, HSMAI Foundation, 2012

Conversions



MileStone
Internet Marketing, Inc.



Search for “Orlando Vacation”

bing orlando vacation

13,400,000 RESULTS Any time

Disney World® Vacations | MagicalGetaway.com
www.MagicalGetaway.com
Hotel & Disney Tickets Pkg for \$149 Top Selection of Hotels from \$29.

Universal Orlando Package | UniversalOrlando.com
UniversalOrlando.com/Vacations
Hotel, Park Tickets & More From \$999 per Family of 4. Book Now!
Air Inclusive Vacation - Save up to 30% on your hotel stay

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Kissimmee Vacation Rentals. Call (888) 975-6608 now!

Orlando Family Resorts
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Vacation Specials
Vacation Specials for February 2013 are available for a limited time. ...

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Whether it's 2 days or an entire fun-filled week, we've got the perfect ...

See results only from orlandovacation.com

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Create magical Orlando vacations for your family with help from Travelocity. We have Orlando vacation package deals for college spring break, family fun, or romantic.

Hotels near Orlando, Florida
bing.com/travel
Details Photos Amenities Directions Website

1. **THE FLORIDA HOTEL AND ...** - \$108
★★★★★ (10) - 3 star hotel Website

2. **Legacy Vacation Resorts...** - \$101
★★★★★ (10) - 3 star hotel Website

3. **Rosen Plaza on...** - \$163
★★★★★ (20) - 3 star hotel Website

Check in: 07/12/2013 Check out: 07/14/2013 Find rate

Google orlando vacation

About 32,500,000 results (0.32 seconds)

Ads related to orlando vacation

Vacation Package - UniversalOrlando.com
www.universalorlando.com/Vacations
Save Up To \$500 On 4-Night Vacation Packages & Skip The Regular Lines!
Air Inclusive Vacation Save up to 30% on your hotel stay
2 Park Getaway Package Best Price Guarantee

Orlando Vacations Cheap 1 (877) 979 0069
www.magicalgetaway.com/
3 Day Packages & 2 Disney Tks \$149 Theme Park Tickets on Sale

Airbnb - Official Site - 300,000+ Vacation Rentals by Owners
www.airbnb.com/Vacation-Rentals
★★★★★ 150 reviews for airbnb.com
Create a Listing for Free!
Airbnb has 438,883 followers on Google+

Orlando Vacation: A memorable family vacation begins here ...
www.orlandovacation.com/
by Trey Duling - in 28 Google+ circles
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Plan your vacation to Orlando with Visit Orlando! Find reviews, maps & details on hotels, attractions and restaurants. Buy discount theme park tickets!
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Orlando Tourism and Vacations. 306 Things to Do in Orlando, FL ...
www.tripadvisor.com > ... > Central Florida
Jan 4, 2013
Orlando Tourism: TripAdvisor has 386465 reviews of Orlando Hotels, Attractions, and Restaurants making it ...

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www.stayheresplayhere.com/
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Resorts by Disney from \$59
Timeshare Tour Required.

Disney Vacation Deal
www.orlandominivacations.com/Disney
4 day/3 night hotel stay plus
3 day Walt Disney World Tickets

Orlando Vacation Rentals
www.morehouse.com/
Great Deals on Vacation Rentals
From only \$85 per night!

Orlando Vacation Packages
www.expedia.com/Orlando_FL_Vacations
★★★★★ 25,110 seller reviews
Book Flights + Hotels & Save More!
Amazing Package Deals to Orlando FL
Expedia has 1,303,580 followers on Google+

Orlando Vacation
www.bookit.com/Orlando
★★★★★ 708 reviews for bookit.com
1 (877) 601 6421
\$69 Save 50% Plus Free Extras!



Search for “Orlando Vacation”

Rank	Page Name and URL / Vertical Result	Page Authority	Page Linking Root Domains
1	Orlando Vacation: A memorable family vacation begins here ... http://www.orlandovacation.com/	64.4	542
2	Orlando Hotels, Restaurants, Things to Do & Vacation Planning http://www.visitorlando.com/	83.2	2.44 K
3	Orlando Tourism and Vacations: 305 Things to Do in Orlando, ... http://www.tripadvisor.com/Tourism-g34515-Orlando_Florida...	85.5	98
4	Orlando Vacation Packages: Book Cheap Vacations, Travel De... http://www.expedia.com/Orlando.d178294.Destination-Trave...	60.8	3
5	Orlando Vacations, Orlando Vacation Packages & Travel Guide ... http://www.orbitz.com/travel-guide/United_States-FL/Orland...	63.2	8



Rank higher with fresh content

The screenshot displays the Destination San Francisco website. The navigation bar includes links for Home, To Do, Lodging, Dining, Shopping, Spa, Nightlife, Deals, and Blog. The main content area features a large banner for 'Experience San Francisco' and a section for 'Places to Stay' with a sub-header 'Hotels in San Francisco'. Below this, there are two hotel listings: 'Alpine Inn And Suites' and 'BEST WESTERN PLUS El Rancho Inn & Suites'. Annotations include a red box labeled 'Conversions' pointing to the 'VIEW DETAILS' and 'BOOK NOW' buttons for the hotels, and a red box labeled 'Useful content' pointing to the 'San Francisco Blog' section. The 'San Francisco Highlights' section is also visible on the left.



Rank higher with engaging content

The screenshot shows the Destination San Francisco website. The header includes a search bar, navigation links (Area Map, Events, Meetings, Weddings, Trip Planner), and a secondary navigation bar (Home, To Do, Stay, Dining, Shopping, Spa, Deals, Nightlife, Blog). The main content area features two blog posts:

- 4th of July in San Francisco**: A post about the July 4th celebration in San Francisco, featuring fireworks. It includes a "more..." link, social media sharing buttons (Google+, Facebook, Twitter), and a "READ MORE" button.
- Summer's Here! Outdoor Recreation in San Francisco**: A post about outdoor activities in San Francisco, featuring the Golden Gate Bridge. It includes a "more..." link, social media sharing buttons, and a "READ MORE" button.

On the right side, there is a sidebar with a "Blog" section, a "Search Events" bar, a "Calendar of Events" (showing dates 15, 16, 23, 24), an "Archives" section (showing 2013 and 2012), and a "Subscribe To RSS Feed" button.

Engagement



Ranking for 26 keywords in 3 months



quality inn petaluma

san francisco family attractions

san francisco visitors guide

walt disney museum sf

san francisco destinations



Relevant to local

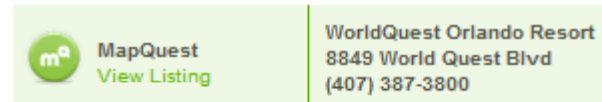
(50% across subscribed channels) [SCAN ALL](#)

Directory	UNAP	Name	Address	Phone	URL	Status	Fix
	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
 View Listing	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
 View Listing	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
 View Listing	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
 View Listing	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
 View Listing	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-
 View Listing	Hotel Keen 425 High Street, Palo Alto, CA, 94301 (650)-327-2775	✓	✓	✓	✓	✓ Listed	-



Consistent NAP (Name, Address, Phone)

Local/Map Listing

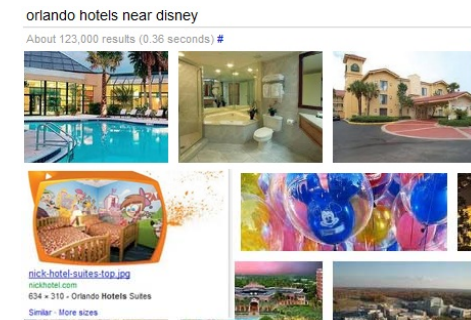


Directory Listing

Website

WorldQuest Orlando Resort
8849 WorldQuest Blvd, Orlando, Florida 32821
Reservations: 877-987-8378 Contact: 407-387-3800 Fax: 407-387-3810

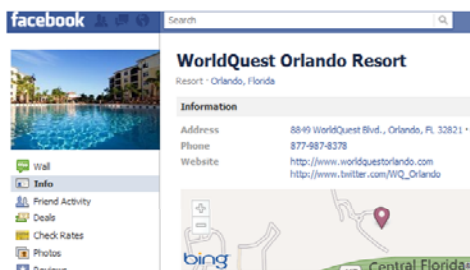
Image Search



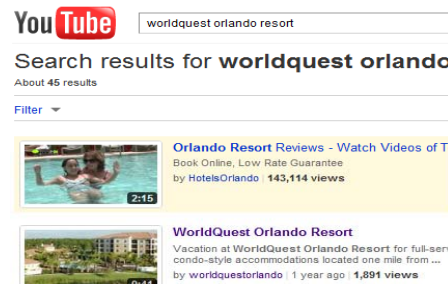
Review Sites



Social (Facebook)



Video

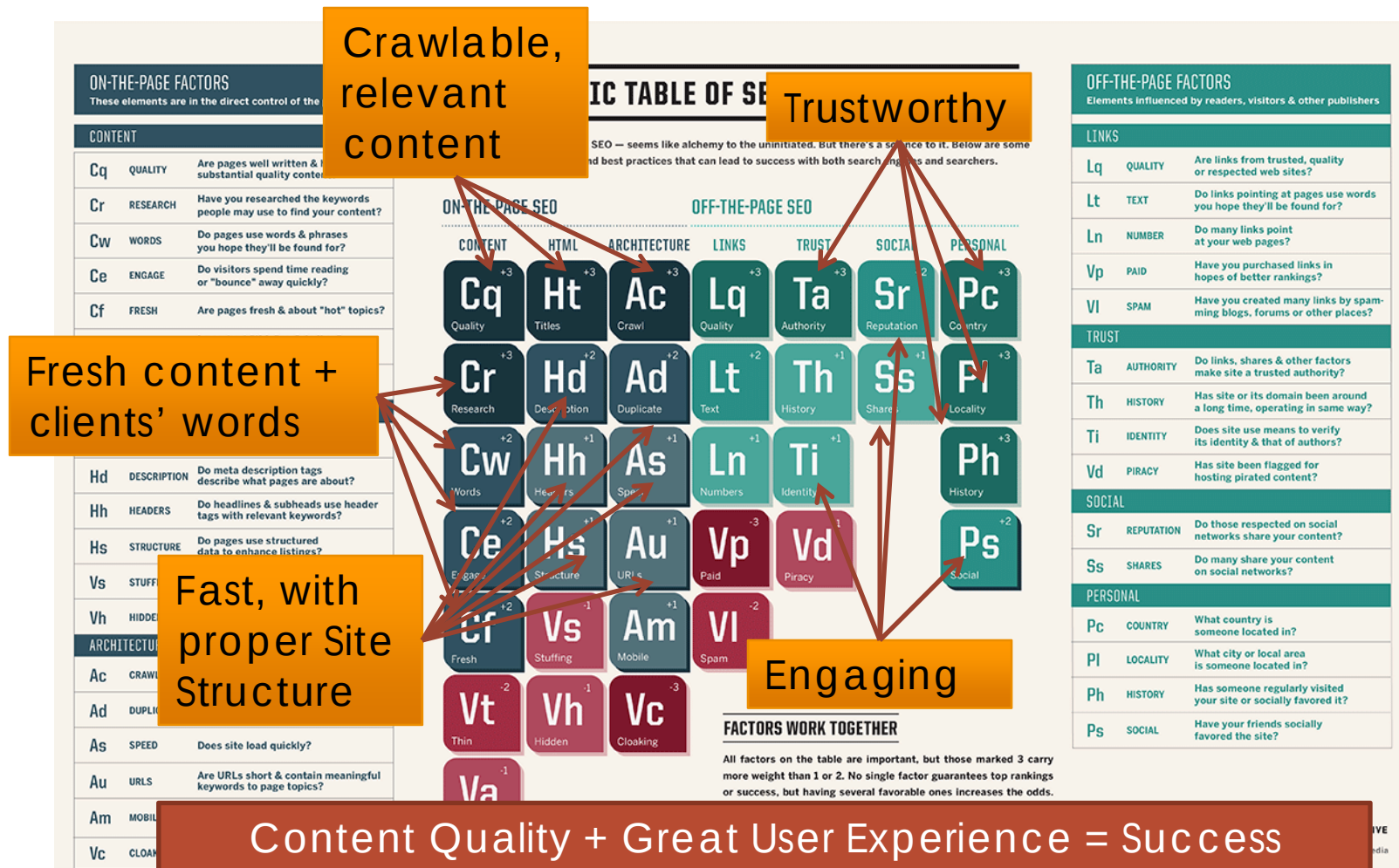


Blogs





Periodic Table of SEO Success Factors





Quality content = SEO success

■ Content

- Quality pages (text, not images), trusted links, descriptive titles and descriptions
- Include words your customers use
- Visual Interest (better images, video)
- Conversion Rate Optimization CRO Verses SEO
- Relevant and Sharable content
- ~~Link Building~~ Content marketing

■ Promotion

- Authoritative Qualitative links /mentions
- Strategies and Platform
 - Which enable business to leverage fresh and relevant content
 - Build social signals, trust signals and domain authority



Foundation, buzz, location

- Site
 - Crawlable Site Architecture
 - Fast Downloads
 - Friendly for Schema's and Semantic Search
 - Site uses proper header and subheads
- Social
 - Reviews and Citations are very valuable from relevant sources
 - Shares, Social Votes (+1, Likes, retweets)
 - Video's dominates SERPs
- Local
 - Accurate local info across all channels (UNAP)
 - Relevancy to the location of the searcher - semantic search
 - Visual Clues, Reviews, Pictures (ex. Google carousel)



Thank you



#MilestoneDMC2013