Onsite SEO

Optimized Title Tag
- Make your hotel stand out from the crowd by writing a title tag that features unique keywords, calls to action like 'top rated' or 'best', and geo-targeted search terms.

Optimized Meta Description
- Attract prospective guests to click on your search results by including a short description of elements that make your hotel unique in organic search.

Technical SEO

Schema Markup
- Expand your reach by embedding schema markup in the source code of your website that features special offers, events, and business information. This will improve your rich snippets, or enhanced search results to make your website stand out.
- Improve your page rank by removing blockers preventing crawlers from indexing your page.
- Improve  your reach and rich snippets that appear under your page title, such as star ratings, by embedding schema markup in your HTML code. This could contain information about special offers, events, and business information.

Image ALT Attributes
- Improve the accessibility of your hotel by describing the content of images for guests with visual impairment.

On Page Content

Niche Keyword Strategy
- To attract high-converting guest segments, think critically about descriptors that will best showcase your hotel and utilize these for your keyword search.
- Ensure your property stands out from your competitors by considering terms such as “luxury, oceanfront, boutique” and others that are accurate but experience less search volume.
- To maximize search ranking, ensure that all third party listings of inventory link back to Brand.com.

Quality, Conversion-Focused Content
- Engage guests with experiential content both on your website and in your search terms. Make sure that descriptive text is as engaging as any imagery or video that you use on your website.

Engaging Headings
- Write keyword-rich and compelling headlines that clearly divide sections on your homepage and call guests to take action.

Pro Tip:
- JSON markup is the preferred code implementation recommended by Google and allows the most flexibility for embedding Schema into existing websites.

Pro Tip:
- To optimize the reach of your listing, make sure to separate search terms with / or |. and make sure descriptions are between 130-160 characters.

Pro Tip:
- Tag main headings with <h> HTML heading tags using proper semantic markup for additional SEO.

Pro Tip:
- Affect your page rank with Link Building. Link build by making sure that press releases, citations, guest posting, and more all link back to your website.

Offsite SEO

Pro Tip:
- To maximize search indexing, ensure that all third party listings of inventory link back to Brand.com.

Pro Tip:
- Effect your page rank with Local Listing. Link build by making sure that press releases, citations, guest posting, and more all link back to your website.

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