

SEO Best Practices

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

_Entice potential guests to land on your direct channel by including a short description of elements that make your hotel unique in organic search



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



Diagram showing the structure of an optimized title tag and meta description:

Page Topic | **Brand Name** | **Geo-Targeted Keyword**

Luxury Boston Hotel | Boston Harbor Hotel | Boston Waterfront

★★★★★ <http://www.bhh.com> Rating 4 - 2,117 reviews - Price range \$\$ (Based on Average Nightly Rates for Standard Room from our Partners)

Now \$171 (Was \$511) on TripAdvisor. Book a stay at the Boston Harbor Hotel, a -star luxury Boston hotel, elegantly situated on the waterfront in Boston's Financial District.

On Page Content

Niche Keyword Strategy

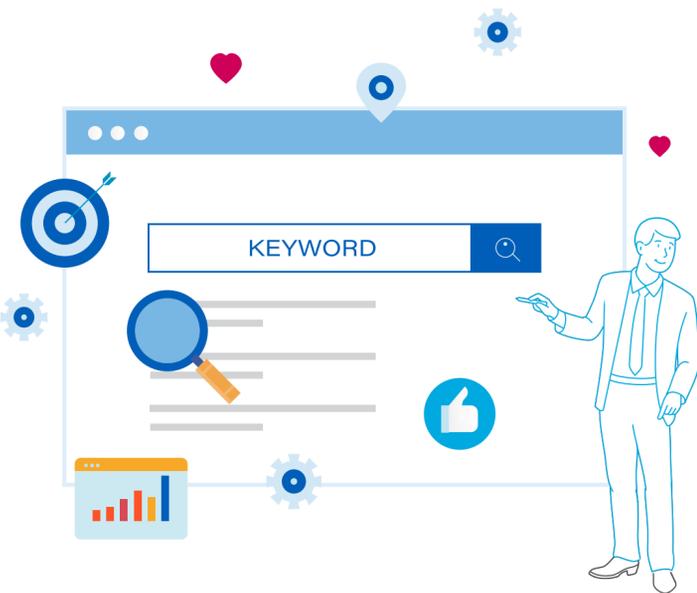
- _To attract high-converting guest segments, think critically about descriptors that will best showcase your hotel and utilize these for your keyword search
- _Ensure your property stands out from your competitors by considering terms such as "luxury, oceanfront, boutique" and others that are accurate 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



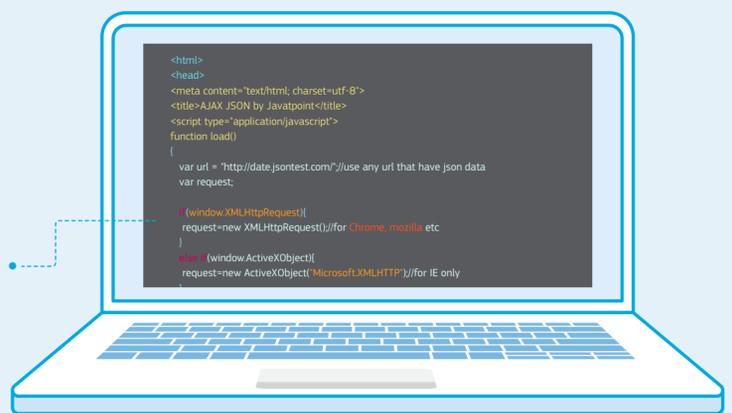
Pro Tip:

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

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 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



Pro Tip:

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

Offsite SEO

- _To maximize search ranking, ensure that all third party listings of inventory link back to Brand.com



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.

