



What's Under the Search Engine Hood?

SEO is more than just keywords

SEO strategy goes beyond greasing the wheels with keywords. It starts with in-depth research to find the most relevant keywords and phrases for your hotel, in your market. Then, they're applied throughout your website in:

- **Meta tags & H1 headers** – where Google checks first to guide relevant searches your way
- **Image tags** – search engines give kudos to accurate descriptions embedded in your images
- **Page load speed** – optimizes and encourages user interaction – lowers bounce rates
- **Unique schema markup** – behind the scenes language that gives context to your content
- **Off page indicators** –
 - UNAP consistency in local citations – assures your business is accurately portrayed online, everywhere
 - Backlinks – gives your site authority and higher rankings, like a vote of confidence from your peers

By these criteria Google can tell if your site is user friendly, contains user query answers, and if it's legitimate and reputable.

You may not see the inner workings of SEO, but Google does. So get in the race. Your revenue depends on it.

Hoteliers . . . Start your engines. *Vroom.*

Learn more about SEO contact Vizergy
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Organic SEO – Let's Be Real

A Case Study on Search Engine Optimization (SEO) & ROI Realities

Two properties with similar star ratings, room types, amenities, in the same price range and tourism-heavy area show sharply different results between the hotel that has an SEO strategy in place and the one that doesn't.

Two Hotels. Two Marketing Mindsets. Very Different ROIs

Hotel A – Says “Yes” to SEO

Before trusting Vizergy to revamp their website and handle their digital marketing & SEO needs, Hotel A struggled with the same problem that plagues so many – sluggish performance against OTAs, especially in search results. So they checked under the search engine hood to see *exactly* what an SEO strategy includes and took a test drive.

Hotel B – Says “No” to SEO

Hotel B has a beautiful website in form and function, but no mind for an SEO strategy to make the most of it. Their website converts when people find it, but it is overshadowed by OTAs and competitors in a tough market – without good visibility in search results, it's just not attracting more views, visits, qualified traffic, and travelers ready to book direct.

Here's what Hotel A wins that Hotel B doesn't:

- **79% more visits** from natural search channels
- **73% more visitors checked rates** (6.44% vs 1.75%)
- **51% higher revenue** per visitor (\$10.70 vs \$5.25)
- Ranking on first two pages of Google results for **66% more** of their tracked keywords

Hotel A has an average ROI of 396 to 1 in the natural search channel alone. So, for every dollar they spend monthly for their SEO program they achieve \$396 in return from natural search – revving up their revenue.

Hotel B lags behind by not investing in SEO – missing out on:

- An estimated 700 million people will make a booking online in 2023
- 83% of US adults want to book their trips online
- 95.88% of Google searches are four words or more
- Average click-through rate for the top organic position on Google is 41%.

Clearly Hotel B needs to check under the hood for a search engine strategy. Should you?

*Sources: <https://www.highvisibility.com/blog/>
<https://www.stratosjets.com/blog/online-travel-statistics/>

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