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SEO GUIDE

for tour & activity providers



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SEO can seem complex, but it's something you're probably doing already

SEO—or search engine optimisation—can seem complex, but it's something you're probably doing already as a tour operator or activity provider. When you're creating content or tweaking the wording on your homepage, you're priming your website to be the best search result it can be. This is SEO.

In simple terms, it's all about making your website more likely to show up in people's organic search results. You don't need to hire a professional to succeed and a lot of it comes down to putting people, not technicalities, first .

In fact, the face of SEO has changed dramatically in recent years. What was once thought to be a game of link-building and keyword stuffing has become driven by content. Over-optimisation with keywords, technical tweaks and links can now have an adverse effect on your website.

This guide will help you to boost your content creation from an SEO perspective, while also showing you how to implement technical SEO adjustments that reinforce your success.

Go about SEO effectively and you can have more customers heading your way for your tours or activities!



CHAPTER 1

YOUR WEBSITE: Establishing the basics

To get started with SEO, let's begin with the basics. This will create a foundation for all of your other efforts, so it's worth getting it right the first time round. Here's how.



1.

Start by imagining how a search engine searches

URL to your site ← www.treksoft.com/ → Title of your website

Online booking software used by tour operators and activity provider businesses in 112 countries. The system includes a website builder and online rental and ... → Meta description of your site

About Us About Us - TrekSoft. ... through our website to find out more ...	Blog Practical tips for tour operators, guides, and activity providers to ...
Pricing Compare TrekSoft price plans and booking software features ...	Tour Operators Tour Operators ... The TrekSoft solution provides a gorgeous ...
Features Manage your availability and inventory online. Manage your ...	Why TrekSoft? TrekSoft understands its customers' needs. Whether you ...

[More results from treksoft.com »](#)

Google uses algorithms to figure out what the searcher is looking for and serves up the most relevant pages from its index. 95% of searchers stick with the listings on the first page of results, so it's worth making an effort to get your listing closer to the top.

If your website or one of its pages appears as a search result, three main things show up: the webpage title, a description, and its URL. Therefore, it's important that you make the most of this space: optimise each of the three elements to show off your website and make clicking on your URL as tempting as possible.



2.

Meta descriptions won't increase your ranking, but they will separate you from the crowd

When you search for something online, **the short description you see under a search result is the meta description.**

Google announced back in 2009 that meta descriptions and meta keywords have no bearing on search results or rankings, but when we search on Google we quickly decide which search result best matches our query. So if your result has a relevant and compelling description, this can make your page stand out.

Saying that, it's not terrible if you don't have a meta description in place for a page: Google creates its own snippet and it uses the search query to pull in relevant content from your pages for it.

If you do create your own, **make it compelling and use a targeted keyword.** If a keyword matches a person's search, it will appear in bold (which can draw extra attention to your search results).



3.

Next, step into the mind of a searcher

Whatever you do, don't direct your SEO efforts purely at pleasing search engines. The person searching on Google is most important of all!

Think about how people come across your website in searches. Will your ideal customer be searching for the best paintballing activity in your area, historical walking tours in your city, or rainy day activities? If your tour or activity relates to a person's query, make it your job to come to the rescue with your search result. Bonus points if you can also let them instantly book online, using software such as our [TrekSoft](#) booking, payment, and rental software.

Search engines and searchers see results in different ways, which means that you have to prep your site for them in different ways too. While optimising for search engine crawling is about tweaking words and URLs, optimising for searchers is about crafting quality content.

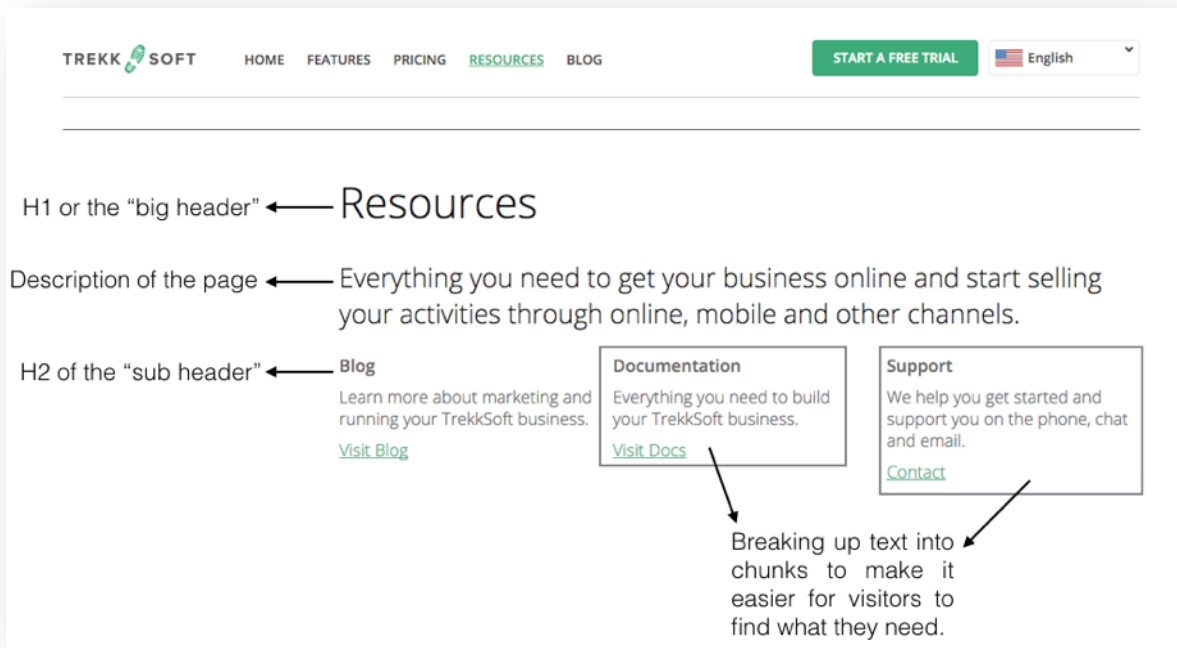
Search engine crawling explained

When the internet was born, little software robots called **spiders** were created to build a list of words found on web pages to help people find what they were looking for. This process is called **crawling**. For this list to be useful, spiders need to look at a lot of pages, usually starting with popular pages or sites, **indexing** the page and following all the links found on the site. **Spiders also look for two things: the words used and where these words are found on a given page.**



4.

Make your website intuitive and easy to browse



To make sure your website is crawled and indexed accurately, you need to make sure it's structured logically and easy to navigate. To organise your content, headers come in handy.

A big header (or H1 in SEO lingo) would be written in the largest text, subheaders (or H2) would be slightly smaller, sub-sub-headers (or H3) would be even smaller, and so on. It makes sense that your biggest headings are at the top of the page, and that they contain your most important content. You can also divide your content into logical chunks to make it super easy for people to find what they're searching for.



5.

Guide the user around your website with calls to action and navigation

Treat each visitor on your site like a guest: guide them around your website, make it clear where everything is, and put in effort to improve the experience for them.

You should have an easy-to-use navigation bar at the top of your website, a footer for further links, and a sidebar on your blog. As a tour operator or activity provider, it's also crucial to get those "book now" buttons in clear sight. Don't lose a new customer by making them pick up the phone or wait for opening hours.

CTA

In marketing, a **call to action** (CTA) is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today".^[1]



6.

You don't need to submit your site to Google to get found

Some people submit their website URL to Google directly, but this doesn't make much sense. Google can find your site without you submitting it, and it's more worthwhile to think about what you don't want Google to see.

You can [block pages from Google's crawlers via your robots.text file](#) (it's not too tricky to do this on Google Webmaster Tools). Certain directories and pages, such as internal search results, should usually be kept out of Google's search index so that your real content takes the lead.



CHAPTER 2

CONTENT IS KING!

The key to a well-ranking website isn't nifty SEO (search engine optimisation) adjustments as perhaps once thought, but creating “the best possible experience for your audience with original and high quality content”. This is according to Google's SEO team itself, who have confirmed that strong, engaging and useful content will probably affect your search status more than anything else.

People love to share great content with friends through social media, blogs and emails. This cultivates a powerful type of organic word-of-mouth for your company, and hints to Google that your site has quality content to push up in searches.

Not everyone is born a copywriter, but there are certain things you can do to craft better content.

Keep your content focused on the topic at hand, and divide it into logical, short chunks to help people find what they're looking for faster. Make an effort to regularly add new content and you will keep fans coming back and attract new visitors.



1.

Be more valuable and useful than other sites

In 2011, the Google Panda algorithm was introduced: a change that aimed to lower the rank of "low-quality sites" or "thin sites", and return higher-quality sites near the top of the search results.

To set your tour or activity company apart, your website has to be useful, informative, and more valuable than similar sites. Above all, create content to provide good user experience, not just to rank well in searches.

Distinguish your company by writing blog posts that are more valuable to your reader than similar articles on the web. Provide a fresh perspective on content that's been covered numerous times before, and don't be afraid to write longer content: it tends to rank better than short-form content.





2. Find your niche (and own it)

If you search for “outdoor activity companies” on Google, you’re faced with a daunting 47,200,000 results. “Canyoning companies” has 213,000, while “canyoning in Interlaken” has just 85,700.

If your target audience is very specific, your content is likely to be highly relevant to those searching for your offering. This probably isn’t an audience of millions, but it’s still an advantage. You can become the expert in your area, write well for a specialised audience, and define your niche in a way that the big players can’t.

Remember: online searches are likely to include keywords related to your city, area, or state rather than your brand name. Use language that relates to where your company is based, especially on important pages such as your homepage or about us page.





3.

Display information that people are searching for

Google's RankBrain algorithm (introduced in 2015) uses advanced machine learning to best answer search queries. This makes it more important than ever to answer users' questions with your content.

You should aim to answer frequently asked questions on your website. If you're in Ohio, you might get asked about the best restaurants in town. Write a blog post about this and you will not only have something to direct customers to, you will also attract new visitors to your website.

Any local businesses you mention on your website might also link to your article in their own marketing. These are the types of links to your website you should be aiming for, not low-quality mass-purchased links (always a bad idea!)

**Remember
to clearly
display
your:**

1. Location
2. Contact information
3. Hours of operation
4. Prices for your tours and activities

Ideally, you can also provide customers with the option to book online to **increase chances of a quick conversion**. By using TrekKSoft's booking software, it's easy to get those "book now" buttons on your website and start accepting payments.



4.

Engage in the right way

Ultimately, you want to nurture memorable experiences on your website that result in bookings and recommendations.

Engage people in the right way with images of your outdoor activities, your surroundings, or your team. Other ways to be engaging include regular business updates, a comment box on your blog posts, and social media widgets.

Avoid engaging people negatively with spelling mistakes, bad web design, or excessive ads on your website.





5.

Follow these tips and write naturally SEO-friendly content

1. Write about what you care about
2. Write about what your readers care about
3. Imagine you're writing to one person
4. Keep it as simple as you can (cut out all the crap, seriously)
5. The most important point goes at the start of the sentence

For more advice on crafting great content, you can download our [Writing Guide for Tour and Activity Providers](#).



CHAPTER 3

**Now that you're publishing
great content, do this.**



1. Create remarkable content first, think about technicalities second

Make content your number one priority, then think about the other technicalities that play a part in SEO. These technical tasks are important, so don't ignore them, but it's usually a case of getting them in place before turning your attention back to publishing fresh content that's relevant to your tours or activities.





3.

Make people want to stay on your site, fix what's making them leave

When people spend time on your website and make repeated visits, Google gets the hint that your website has useful and quality content that's worth pushing up in searches.

Improve your chances of this by creating high-quality unique content and having a well-designed website.

You should also avoid—or repair—anything that's making visitors not trust your website or leave. Double check for broken links or incorrect information, grammar and spelling mistakes, and any spam in your blog comments: these are the leading culprits of disappearing website visitors.

An unresponsive site can also deter people from exploring your site and discovering your fantastic tours and activities. Avoid losing out on valuable attention by **using a platform like TrekkSoft** that allows your site to be viewed on different screens.



4.

You're more likely to suffer from keyword overuse than underuse

One SEO misconception is that you need to stuff your pages with relevant keywords in order to improve your search rankings. Perhaps this was once more the case, but nowadays keyword overuse is more likely to work against you.

Write as if you're talking to your website visitor. If it makes sense to use a keyword like "walking tour in London" or "paragliding in Chamonix", then use it. And instead of trying to shoehorn a keyword into a title, clearly write what the article is about.

This will contribute to a useful, readable, and naturally-optimised chunk of text that people - and search engines - will love.





SEO success checklist

1. Step into the mind of both a search engine and the person searching
2. Make content your top priority
3. Find your niche, then publish content that's personalised and relevant
4. Write with a clear focus and keywords will come naturally
5. Make your website more useful than other websites
6. Answer questions and display the information that people are searching for
7. Make your website intuitive and easy to browse
8. Guide people around your website with calls to action and navigation
9. Present your most important concepts clearly and closer to the top of the page
10. Don't pay for links, cultivate them naturally by getting people talking about you
11. Make people want to stay on your site with good design and great content
12. Fix what's making people leave, such as low-quality content or bad design

Above all, focus on creating the most useful, relevant, and engaging content within your niche. By combining a technically-sound website with quality content that goes beyond expectations, you'll reap SEO benefits and drive organic traffic to your website.



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**CREATE
YOUR OWN
BOOKING WEBSITE**
with just a few clicks!



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