Bookatable

SEO Guide

Optimising a page for improved rankings and conversions

SEO (Search Engine Optimisation) can seem like a whole new language and very complicated to get started. Building, optimising and utilising your SEO can really push your business to reach #1 on the search engines and attract more people to your website.

We've put together some basic top tips to help guide you through optimising a page on your website and show you how to make the most of it.

1. Optimising Meta Data and URLs
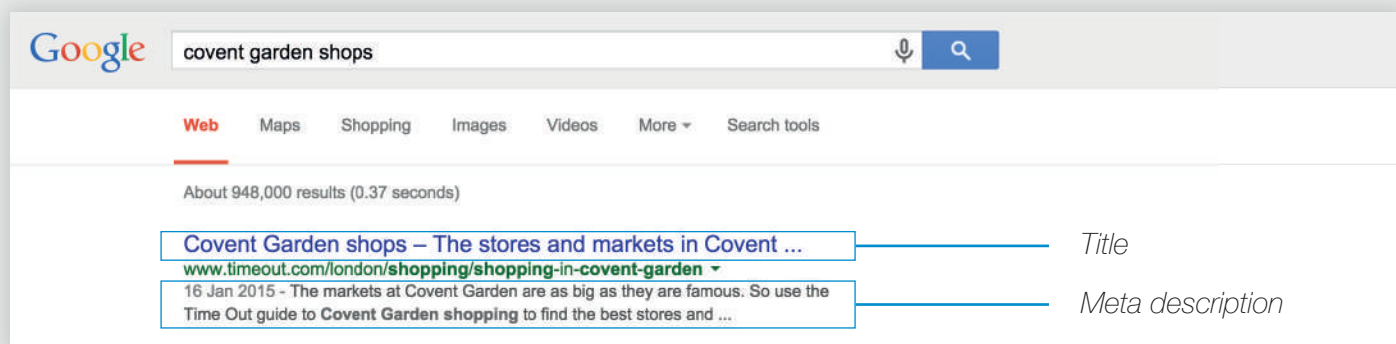
The **title tag** and **meta description** are key elements which will display in the search results page on search engines such as Google (illustrated above). It is important that the relevant keywords to the landing page are included here, to ensure the page ranks for those keywords and to encourage users to click through to the page.

Page Title (Title Tag)

The most important on-page keyword element, the page title should preferably contain the keyword term/phrase as the first word(s). For example, if targeting "chocolate donuts" the title should begin with the keyword e.g. Chocolate Donuts from Mary's Bakery, rather than "Mary's Baker sells the best chocolate donuts". This ensures that the user's search term displays in the Google results and isn't truncated, especially important for mobile searches where there is less space. The page title should ideally be a maximum of 70 characters in length, although if the venue name is longer than this, the full name should still be included. It's possible to have a different title tag to an H1 (see page 3) and they don't need to be identical but should both always contain the keywords.

URLs

It is beneficial to include your targeted keywords in the URLs, and use hyphens to separate the words. The closer the targeted keyword(s) are to the domain name, the better. Thus, site.com/keyword is better than site.com/folder/subfolder/keyword.

Meta Description

The meta description is the text that appears on search results below the title and URL: having the searched keywords bolded is more noticeable and improves the click through rate. The title, URL and meta descriptions can be seen above as they display on a search results page with the target term/phrase. The meta description shouldn't be longer than 155 characters (including spaces) in length.

2. On-Page Optimisation

The "Perfectly" Optimized Page
(for the keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta description: Mary's Bakery's chocolate donuts are the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image filename:
chocolate-donuts.jpg

Photo of donuts
(with alt atribute:
Chocolate donuts)

Body Text: _____
_____ chocolate donuts _____
_____ donuts _____
_____
_____
_____ chocolate donuts __
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_____ donuts _____
_____
chocolate_____
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_____ chocolate donuts _____
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_____ chocolate _____
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_____ chocolate donuts _____
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Page URL: http://marysbakery.com/chocolate-donuts

For Images on the page (if any)

Image Filename
Use the keyword term as the image file name employed on the page. E.g. save the image filename as: covent-garden-shops.jpg

Alt Attribute
Use a graphic image/photo/illustration on important keyword-targeted pages with the phrase used in the alt attribute of the image tag. E.g. tag the image as "shops in covent garden"

H1 (The Page Headline)
The H1 is the main heading on the page and must contain relevant page keyword(s). For example, if the page is about a particular venue, then the H1 heading should be the name of the venue (and if applicable, its location).

Keyword Usage Variations
Use at least one or two variations of a term and split up keyword phrases in the body copy. E.g. if targeting "shops in Covent Garden", use variations like "Covent Garden shops", "shopping in Covent Garden" etc, instead of repeating the same phrase.

Content Length
Around 250 - 300 words on any page is valuable, ensuring that content remains useful to the user and is not simply written in order to add sufficient text to the page.

Keyword Location
Important keywords, such as the venue name, should preferably be featured in the first few words (1-100) of text content as this is favoured by search engines.

Number of Keyword Repetitions
Use keywords around 2X on shorter pages, and 4-5X on longer ones, ensuring they sound natural in context and are not overused.

Additional notes when writing content for a page on the website

1. Frontload unique selling points about your venue first in the copy.

2. Unique Selling Points (USPs) like cuisine, décor, awards, kids' facilities and outdoor dining will appeal to potential diners, providing reasons to book.

3. Write in a tone of voice that reflects your brand, using active verbs and adjectives to inspire your audience.

4. Avoid fillers and padding to keep the copy sharp and focused.

3. Optimising for conversions

1. Ensure it's easy to make a reservation on *every* page of your website

Always enable an easy journey to the booking tool in one click, from any page. Have a "Reservations" section in the site navigation.

2. Always embed the reservations tool on the reservations page

The reservation tool should be displayed with your availability. If it's not possible to embed the booking widget, implement a "modal" solution, rather than a "popup". You can find the code for this in our configuration tool. Popup solutions should only be used as a last resort.

3. Always place the reservations tool "above the fold"

This refers to the top section of the page. If you place it "below the fold" (so website visitors need to scroll down) it will be less noticeable, impacting your reservations.

4. Place the reservations tool on as many relevant pages as possible

This includes the homepage, contact us page and reservations page. If you have more than one restaurant, put a booking tool on each restaurant's page.

5. Make sure you use an appealing, vibrant colour

The booking tool will stand out on your website. Avoid white, grey and black.

6. Promote online reservations as a preferred booking method via your website

Give people the option to book online at all times for convenience and make sure availability is up-to-date.

Setting Availability and Offers

1. Open up as much availability as you can

2. Don't close entire days or shifts even on peak days of the year (keep shoulder times open)

3. Don't close peak times all the time, you'll train customers that booking online is pointless

4. Make a habit to go and try to book your own restaurant!

5. When it comes to offers, less is more