

DMO Name Here

 **Search Engine Optimization Report Card**
Your Current SEO Grade and How You Can Improve It

INFORMATION EXPLOSION

The internet has become the most important channel by which destination marketing and travel promotion organizations can deepen and create new relationships.

But as the number of people researching travel online grows, so does the internet itself. Sites like TripAdvisor, Yelp and others compete for traffic and authority alongside the swelling blogosphere and social media portals.



It All Starts With Search

People who turn to the Internet for information start their research at search engines. Most people accept that the highest ranked results deserve their attention. For a website to realize its full value, it must appear as high in results for relevant search terms.

Thinking Beyond Rankings

High rankings alone won't maximize website value. It's equally important that when people follow results, the pages they find map well to their searches.

Likewise, people should be able to get directly to specific content within a site—hotel information, for example, by searching "New York hotels."

Finally, a site should rank high for as many appropriate searches as possible, bringing people to the site through a variety of keywords and phrases.

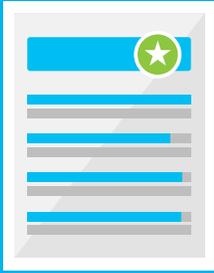
Building A Better Site

Because search engine technologies evolve fast and depend, in part, on a continuous feedback loop, there are no magic bullets for taking the #1 spot on Google.

Skilled SEO ensures that search engines can correctly process site content and connect it to search terms in a way that delivers value to users, and best practices will, over time, secure higher rankings, more search-driven traffic and higher-quality traffic.

For the purposes of this report, we've focused on just five fundamental SEO best practices that every website should employ.





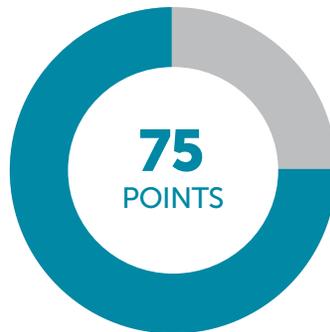
SEO Report Card Summary

DMO Name

YOUR SEO SCORES (SCALE OF 0-100 MEASURED IN INCREMENTS OF 25) 



SITE MAP



FRIENDLY URLS



ANALYTICS



META & H1 TAGS



CONTENT

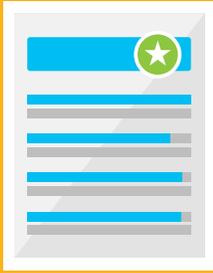


YOUR SEO GRADE

Go From Good To Great!

Your current site does well in some elements of search engine optimization. However, we've also found areas for improvements that can have significant positive impact. The following report offers top-line insight into steps you can take to shore up your SEO.





SEO Report Card Grading Metrics

DMO Name

YOUR SEO SCORES EXPLAINED (SCALE OF 0-100 MEASURED IN INCREMENTS OF 25)



	0 POINTS	25 POINTS	50 POINTS	75 POINTS	100 POINTS
HTML SITE MAP, XML SITE MAP & ROBOTS FILE	No site map or robots file	Robots file only	HTML or XML site map only	Two out of three items	HTML & XML site maps; robots file
FRIENDLY URLs	No friendly URLs	On a few pages	Only on top level navigation pages	On most pages	On all pages
CORRECTLY INSTALLED ANALYTICS*	Not installed	On home page only or major installation issues	On few pages	On most pages	On all pages
UNIQUE TITLE, META DESCRIPTION & H1 TAGS	On few or no pages	Non-unique tags	Only on top level navigation pages	On most pages	On all pages
CONTENT & MENUS IN TEXT	Full site in Flash or images	Extensive content, menus & headers issues	Content issues; all menus in text	Some content issues; all menus in text	Minor or no content issues; menus in text

* Google Analytics, Adobe SiteCatalyst or tags for other analytics tools; scores 1-3 allow for installation issues.



THE BOTTOM LINE

The results of careful, strategic SEO earn more than bragging rights—they drive organizational success and ultimately deliver revenue.



A Higher Rank

Higher overall search rankings capture the many web users who never click past the top five results, bringing them to your site more often. More traffic translates to higher value for industry partners and more opportunities to convince travelers to choose your destination and patronize its hotels, restaurants, attractions and more.

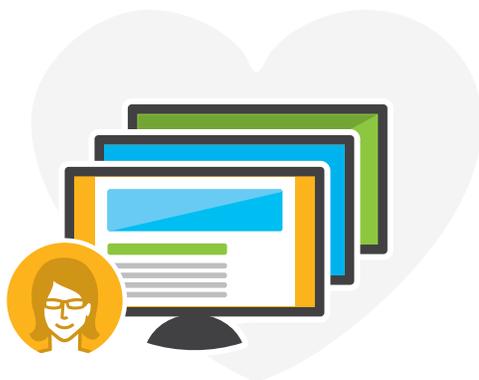
A Wider Net

A well-optimized site will draw more users as it climbs into higher rankings for more search terms. As you begin to draw search traffic not only for “Happyville restaurants” but also for “Happyville Italian food” and “Happyville breweries,” you have more chances to convert prospects to paying customers who might never have seen your content.



A Better Engagement

Drawing a million visitors a day means nothing if they leave your site as soon as they arrive. SEO helps your site rank high only for truly relevant searches, so that search engines send only highly qualified prospects who look at more pages, request visitor guides, etc.—all building blocks for relationships that ultimately put heads in beds.



5 WAYS TO OPTIMIZE YOUR SITE

Each of these five criteria plays an important role in getting the most value from your website.

SITE MAPS & ROBOTS

NO SITE MAPS OR ROBOTS FILE

A site map—like a navigation menu—tells a search engine your site’s content categories and how those categories are organized. Also like a navigation menu, a site map must be HTML or XML text for search engines to process it. Because search engines crawl through sites by following links, your site map should be linked from every page, ensuring it’s indexed often. A robot file tells a search engine what directories and files they shouldn’t index. This can protect private content from appearing online, save bandwidth, and lower load on your server. Not having a robot file can also generate errors in your server log whenever the file is requested by a search engine.

FRIENDLY URLS

NO FRIENDLY URLS

Using relevant keywords within the URLs of your website is commonly referred to as using “search engine friendly URLs” or “friendly URLs.” This is a practice where the URLs of each web page properly reflect the content that’s on that particular page. Friendly URLs make a site a lot easier and usable for both humans and search engines to understand.

ANALYTICS

CORRECTLY INSTALLED ANALYTICS ON MOST PAGES

Analytics tools like Google Analytics offer a wealth of information for better understanding who visits your site, how long they stay, which pages they leave from, etc. Armed with detailed metrics, you can continually improve your site, increasing its value to travel researchers and your organization.



META TAGS

UNIQUE H1, TITLE & DESCRIPTION META TAGS ON MOST PAGES

Using the same H1 (header tags), title and description META tags for every page of your website is like labeling every jar in a spice rack “Seasoning.” Search engines read these tags as signals to dominant page content. Not using unique tags misses opportunities to help search engines return perfect matches when users search specific terms like “Tucson golf.”

CONTENT

EXTENSIVE CONTENT & MENUS ISSUES

Search engines process websites by “reading” HTML text. A graphic banner that reads “Ranked #1 by Zagat” can mean little more than a black square; a Flash animation “reads” like a radio spot of white noise. If you’re not sure if content is HTML text, try copying it—HTML text is always selectable.



SEARCH ENGINE MARKETING SERVICES

DELIVERING MEASURABLE SUCCESS

Interactive marketing has grown at an exponential rate, displacing spending in television, print and other traditional channels. The reason is clear: the web offers more targeted, cost-effective and measurable marketing reach than any other medium. Like any complex technology, interactive marketing has attracted its share of questionable salesmen capitalizing on a science that few people truly understand—firms that ultimately over-promise and under-deliver. Our services combine proven strategies, interactive expertise, exceptional creative and 20+ years of travel and tourism knowledge. Our work delivers more meaningful interaction with website visitors—increased length of stay, downloads, click-throughs, subscriptions, reservations and more. And to prove it, we provide reports that quantify performance across the board.

Are You Making The Most Of Online Marketing?

OUR SEM SERVICES COVER CRITICAL ONLINE MARKETING INITIATIVES:

- Organic Search Engine Optimization
- Pay-Per-Click Management
- Online Media Placement
- Contests & Promotions
- Email Marketing
- Site Usability Analysis



SEARCH ENGINE MARKETING

THE SIMPVIEW WAY

- Unmatched expertise from serving 350+ DMOs across the United States, Canada and overseas
- Technology and interactive marketing audits to create blueprints for long-range success
- Extensive analyses of key market drivers and keyword/web strategies of your top competitors
- Fun viral and social media campaigns based on your destination's strengths
- Baseline reports at the start of every project for clear before-and-after evaluations
- Unified content, SEM and SEO strategies built on keywords that cut through web clutter
- The ability to identify and resolve technical and content barriers that can limit your online success
- Strategic link-building with partner sites and relevant directories for lasting traffic gains
- Information architectures and navigation plans based on experience-based intelligence
- Cutting edge bid-management to make sure every PPC dollar yields maximum results
- Analytics that deliver a deep understanding of your site visitors and their site engagement
- Savvy media buy experts who negotiate the best pay-per-click buys and display media placements to ensure your website is seen by the right people at the right time





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