

The Changing Face of Search

Pinellas County
Tourism Development Council

11/9/2011



What we will cover

- How Search Engines are changing
- The challenges DMO sites face in the new search environment
- Strategies to improve results





clearwater vacation



Search

About 10,100,000 results (0.28 seconds)

Everything

- Images
- Maps
- Videos
- News
- Shopping
- More

Desoto Lakes, FL
Change location

Show search tools

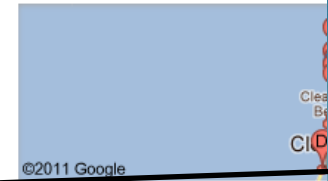
Ads - Why these ads?

Clearwater Vacation | ClearwaterBeach.Hyatt.com
clearwaterbeach.hyatt.com +7
 Hyatt - Official Site. View Rates, Book Rooms & Get Online Specials.

Clearwater Vacation | WyndhamRentals.com
www.wyndhamrentals.com/Florida-Deals +7
 Up to 25% off Luxury Villas with a pool. Ends Oct 31st. Book now.

Hilton Clearwater Beach | Hilton.com
www.hilton.com/ClearwaterBeach +7
 Gorgeous Oceanfront Resort Located In Clearwater FL. Book A Room Now!

Map for clearwater vacation



St Petersburg Clearwater, FL Beach Vacations |
www.visitstpeteclearwater.com/ +7
 The official site for St. Petersburg/Clearwater vacation information. Find award-winning beaches, world-class art and culture, hotel deals, local events, planning ...
 Beaches & Boating - "100 Days of Summer" Sweepstakes - Hotels - Deals

Clearwater Vacations, Tourism and Clearwater, Florida Travel ...
www.tripadvisor.com/Tourism-g34141-Clearwater_Florida-Vacation... +7
Clearwater Vacations: With 10000 reviews of Clearwater, Florida travel resources, TripAdvisor is the source for Clearwater information.

Clearwater Beach.com
www.clearwaterbeach.com/ +7
 Clearwater Beach Florida's Most Luxurious Vacation Condominiums directly on the white sandy beaches of The Gulf of Mexico. Surfside Condominiums & The ...

World Class Clearwater Beach Resort | Sandpearl Resort ...
www.sandpearl.com/
 Discover the perfect vacation at Sandpearl Resort, Clearwater Beach's truly unique resort

500 Mandalay Avenue
 Clearwater Beach
 (800) 724-1778

Ads - Why these ads?

HomeAway Vacation Rentals
www.homeaway.com +7
 Over 260,000 of the World's Leading Vacation Rentals \$75 & Up! Book N

Sandpearl Resort
www.sandpearl.com +7
 Official Website
 Best Rate Guaranteed
 1 Mandalay Ave, Clearwater Beach
 (800) 724-1778
 ★★★★★ 21 reviews

Alden Beach Resort
www.aldenbeachresort.com +7
 The Perfect Combination Of Comfort Value, & Recreation. Book Online.

Vacation to the Gulf
www.floridagulfresponse.com +7
 Seafood is fresh and beaches are clean. Visit the Gulf of Mexico.

Paid search results

Organic results

Two guiding forces in search rankings:

- **Structure**
- **Content**



Visible Elements

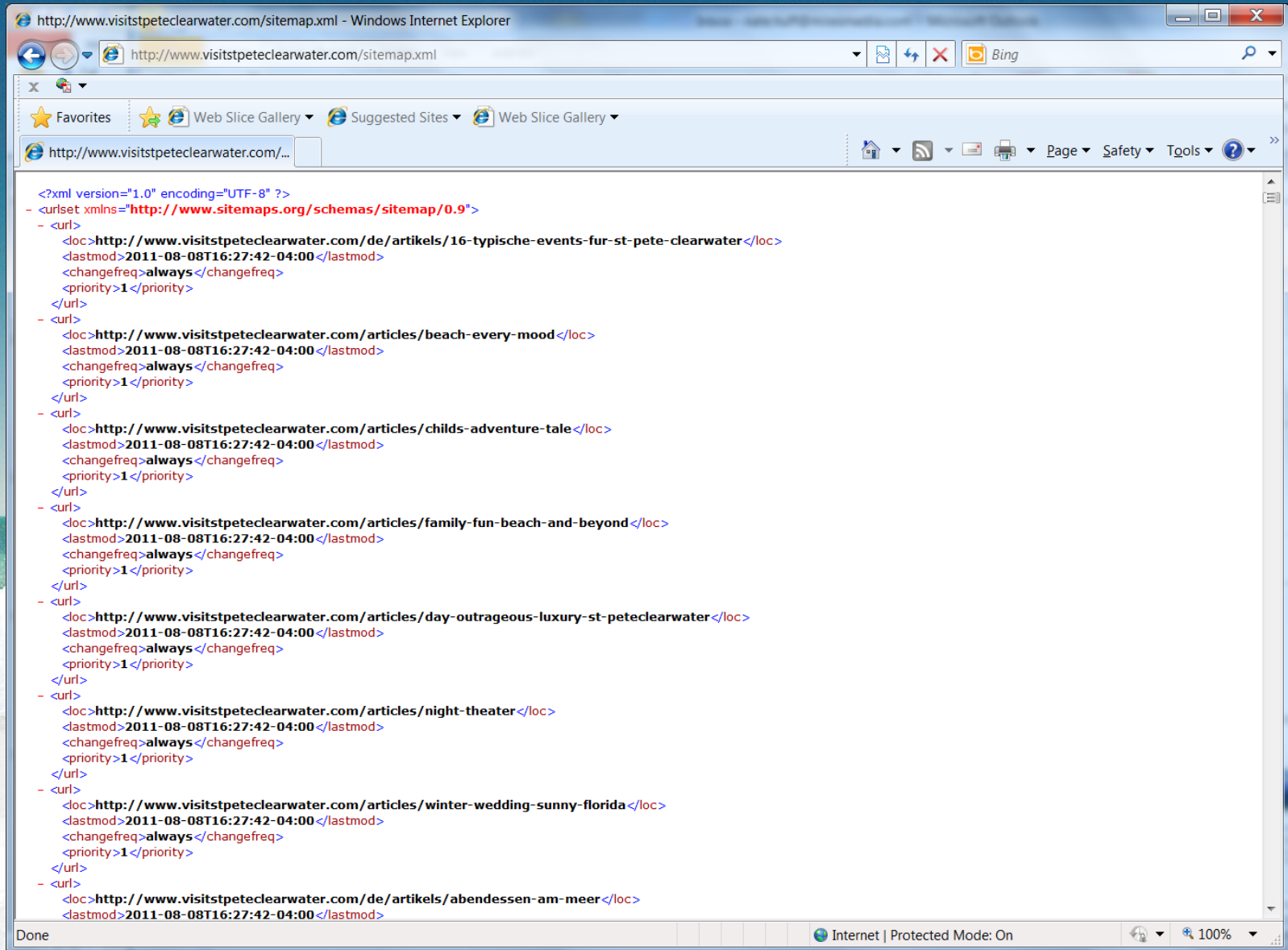
The image shows a screenshot of a Mozilla Firefox browser window. The browser's title bar at the top contains the text "Beach Adventures for Kids | St Petersburg Clearwater, FL Beach Vacations - Mozilla Firefox", which is circled in white and has an arrow pointing to the label "Page Title". Below the title bar, the address bar shows the URL "www.visitstpeteclearwater.com/articles/beach-adventures-kids", which is circled in black and has an arrow pointing to the label "URL". The main content of the page features a teal header with the "ST. PETERSBURG CLEARWATER" logo and a navigation menu with categories like "Beaches & Outdoors", "Arts & Culture", "Dining & Entertainment", "Events & Festivals", "Cities & Towns", and "Maps Planning". The main heading "Beach Adventures for Kids" is circled in black and has an arrow pointing to the label "H1 text". Below the heading, there is a "Story highlights" section with a bulleted list of activities: "Have fun on a pirate ship", "Watch fire-eaters at the Pier 60 sunset festival", and "Get a bird's-eye view from a parasail". A social media sharing bar with a "Like" button and a "Tweet" button is visible, along with a map showing the location in Clearwater, Florida.

Page Title

URL

H1 text

XML Sitemap



```
<?xml version="1.0" encoding="UTF-8" ?>
- <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
- <url>
  <loc>http://www.visitstpeteclearwater.com/de/artikels/16-typische-events-fur-st-pete-clearwater</loc>
  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
  <loc>http://www.visitstpeteclearwater.com/articles/beach-every-mood</loc>
  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
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  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
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  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
  <loc>http://www.visitstpeteclearwater.com/articles/day-outrageous-luxury-st-peteclearwater</loc>
  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
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  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
  <loc>http://www.visitstpeteclearwater.com/articles/winter-wedding-sunny-florida</loc>
  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
  <changefreq>always</changefreq>
  <priority>1</priority>
</url>
- <url>
  <loc>http://www.visitstpeteclearwater.com/de/artikels/abendessen-am-meer</loc>
  <lastmod>2011-08-08T16:27:42-04:00</lastmod>
```

Structural Challenges

- Constantly changing algorithms
- Penalties for “trickery”
- Cost to stay current



Keys to Structure

- Consistent, systematic approach
- Part art, part science
- New tools...



BrightEdge

- Load keywords
- Track rankings
- Tips and tools
- Competitive analysis

Domains

- visitstpeteclea...
- sarasotafl.org
- visittampabay.com
- fortmyers-sanib..

COMPARE

Keyword Groups

All Keywords

All Groups

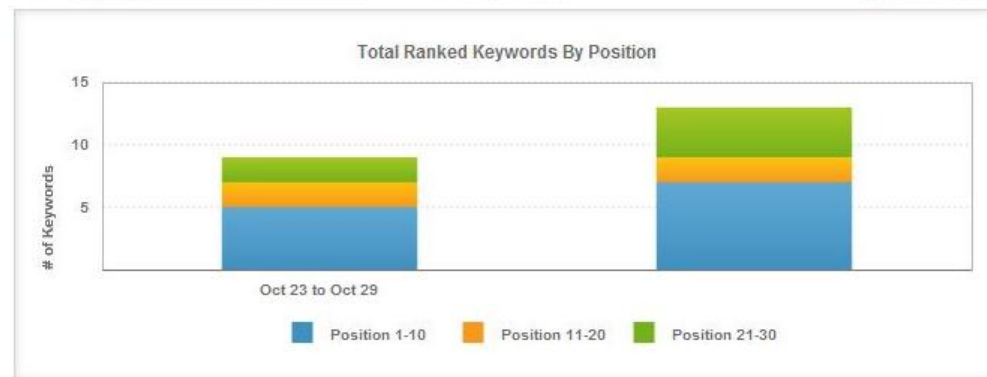
Edit

- Accomodations
- Activities
- Attractions
- Beach
- Cleanwater
- Dunedin
- St. Pete
- Tarpon Springs
- Travel
- Weddings

All Keywords

KEYWORD GROUP TREND

Report Show:



Latest Reporting Period	Avg. Position	Position 1 to 10	Position 11 to 20	Position 21 to 30	Position 1 to 100
Oct 30, 2011 to Nov 5, 2011	19	7 ⁺²	2	4 ⁺²	15 ⁺⁴

KEYWORD DETAILS

Week: Oct 30, 2011 to Nov 05, 2011 [Change Date Range](#) Show:

Keyword	Position	Position Change	Ranked Page	Search Frequency
about the st pete clearwater area	1	N/A	www.visitstpeteclearwater.com 1 not available	not available
about the st pete clearwater area	19	N/A	www.visitstpeteclearwater.com/pages/area-maps 1 not available	not available
about the st pete clearwater area	18	N/A	www.visitstpeteclearwater.com/experiences/attractions-family 1 not available	not available
about the st pete clearwater area	17	N/A	www.visitstpeteclearwater.com/articles/st-pete-area-museums-art-ga 1 not available	not available

Linking Performance Analysis

BRIGHT EDGE

Setup | Help | Logout

Accounts: visitstpeteclearwate..

Dashboard

Search Engine

Recommendations

Tasks

Analysis

Keywords | [Backlinks](#) | Coverage

Backlink Performance

Show:

Trends

Active Backlinks

Historical Activity

Opportunities

Backlinks Distribution by PageRank Quality



Backlinks Distribution

The bar chart on the left shows the quality distribution of your collection of backlinks. Backlink quality is important as it is a general measure of its effectiveness in helping your domain rank higher on keyword searches. Search engines such as Google rely heavily on looking at the quality of links to a webpage to determine how well the page should rank.

Having **premium** and **quality** backlinks will generally help you rank higher on search engines than having a high volume of regular backlinks. For example, one premium backlink may be more effective than 1,000 regular backlinks in helping to improve your search rankings.

Content – Embrace the Panda

- Quality matters
- Recency is huge
- Who is talking about you?



What is “Quality”

- Consistent with rest of site content
- Unique to your site (or sourced)
- Popular as measured by third parties



Content Creation Strategy

- Update current content regularly
- Create new content based on SEO
- Create content partnerships
 - Implement Link Building Strategy



Search is Social

google.com https://www.google.com/search?q=clearwater+hotels&ie=utf-8&oe=utf-8 clearwater hotels

+You Web Images Videos Maps News Gmail More - natehuf@gmail.com

Google clearwater hotels

Search About 13,900,000 results (0.23 seconds) SafeSearch off

Everything

- Images
- Maps
- Videos
- News
- Shopping
- More

Desoto Lakes, FL
Change location

Show search tools

Ads - Why these ads?

25 Clearwater FL Hotels - Lowest price guaranteed
www.booking.com/Clearwater-Hotels - ★★★★★ 1,004 seller reviews +1
Book your **Hotel** in Clearwater FL

Most Popular Hotels Luxury Hotels
Budget Hotels Best Reviewed Hotels

Clearwater Hotels - Spacious Suites With Full Kitchen.
www.candlewoodsuites.com +1
No Booking Fees! Official Site.

Marriott Clearwater - Marriott's Official Site | Marriott.com
www.marriott.com/Clearwater +1
Book Best Rate Guaranteed & Earn Rewards.

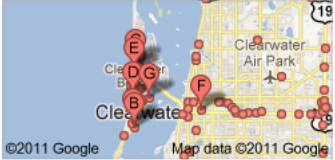
Clearwater Hotels: Read Clearwater Hotel Reviews and Compare ...
www.tripadvisor.com/Hotels-g34141-Clearwater_Florida-Hotels.html +1
115 hotels - November 4, 2011: **Clearwater Hotels** on TripAdvisor: Find 7200 traveler reviews, 4800 candid photos, and prices for 110 hotels in Clearwater, ...

St. Petersburg - Clearwater Hotels - Compare Hotels in St ...
www.expedia.com/Hotels/United_States_of_America/Florida +1
Need a hotel in St. Petersburg - Clearwater? Choose from over 167 St. Petersburg - **Clearwater hotels** with huge savings. Whatever your budget, compare prices ...

Sheraton Sand Key | A Clearwater Beach Hotel
www.sheratonsandkey.com/
Sheraton Sand Key Resort
(www.sheratonsandkey.com) is one of Florida's premier vacation and ...
★★★★★ 19 Google reviews - \$188▼

1160 Gulf Boulevard
Clearwater Beach
(727) 595-1611

Map for clearwater hotels



©2011 Google Map data ©2011 Google

Ads - Why these ads?

Clearwater Hotels
www.getaroom.com/Clearwater-FL-Hotels +1
Deals Up to 50% Off. No fees.
Call 1-866-885-9592 To Save Now.

Holiday Inn Clearwater FL
www.holidayinn.com +1
Stay You™ & Experience the new look and feel of Holiday Inn. Book Now!

Clearwater Hotels
clearwaterbeach.hyatt.com +1
Hyatt Beachfront **Clearwater** Resort
Minutes from Pier 60. Book Now.

Hotels in Clearwater
www.hiexpress.com +1
Free Breakfast & In-Room Internet.

Search is Social

florida vacations - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

The Emperor's Nest Fantasy... Yahoo! Sports Fantasy Foot... Taint Torchers - Free Fantas... florida vacations - Google ...

google.com | https://www.google.com/search?q=florida+vacations&hl=en&safe=off&... | florida vacations

+You Web Images Videos Maps News Gmail More - natehuf@gmail.com -

Google florida vacations

Search About 13,200 results (0.09 seconds) Safe Search off

Everything Images Maps Videos News Shopping More

Any duration
Short (0-4 min.)
Medium (4-20 min.)
Long (20+ min.)

Any time
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

Any quality
High quality

All videos
Closed captioned

Any source

Disney World® Holidays | disneyworld.disney.go.com
disneyworld.disney.go.com
Weekend getaway for FL Residents. Save up to 35% this holiday season!

Florida All-Inclusive - Family Escape All-Inclusive Deal
www.libertytravel.com/FloridaSale
Book Today at Liberty Travel.com.

Vacation to the Gulf | floridagulfresponse.com
www.floridagulfresponse.com
Seafood is fresh and beaches are clean. Visit the Gulf of Mexico.

Florida Resident Package
www.universalorlando.com/Package
Just \$139/Person for Hotel, Tickets Skip the Lines & More! Book Now.

5 Star Luxury Vacations
www.luxurylink.com/Florida
The Best Deals On Florida Luxury Vacations. Dream Escape 65% Off

Florida Vacation Packages
www.jetblue.com/Vacations
Great deals on hotel & flight packages from JetBlue Getaways.

Florida vacations
www.luxuryretreats.com/Florida/Vacation
Florida Vacation Rentals \$600+/nt Amazing View. Concierge Serv. Incl.

Orlando Villas with Pool
www.floridabestvillas.com
Spa, gamesroom, lakeview, gated. Over 650 villas to choose from

Cheap Florida Vacations
www.ask.com
Get Cheap Florida Vacations Find Cheap Florida Vacations

Florida Vacations
www.bookit.com/Florida_Vacation
Save 50% Off Florida During the 69 Hour Sale. Book Florida Now!

Top 10 Florida Beaches: FL holiday vacations near ...
youtube.com
May 16, 2009 - 1 min - Uploaded by FloridaVacations
BedFL.com Guide to Florida Beaches 1. South Beach, Miami 2. Siesta Key 3. Palm Beach 4. Lover's Key 5 ...

Florida Vacations - Vacation Village Weston - RCI ...
youtube.com
Jan 8, 2010 - 3 min - Uploaded by RCITimeshare
www.dailymanagementresorts.com http www.facebook.com
Florida Vacations - Vacation Village Weston - RCI ...

Florida Beach Vacation Video | Information on one ...
vimeo.com
Jun 22, 2011 - 2 min
One of the Best Florida Beach Vacations you could ever imagine. On this Vimeo channel you'll find Information ...

Florida Vacations - Bay Lake Tower @ Disney's ...
youtube.com
Jan 7, 2010 - 5 min - Uploaded by RCITimeshare
bit.ly Florida Vacations - Bay Lake Tower @ Disney's

Invite your friends to the content party...

www.visitstpeteclearwater.com/articles/indycar-racing-irl-downtown-st-pete

clearwater hotels

ST. PETERSBURG CLEARWATER

GO

Newsletter Sign-Up

Free Visitors Guide

Beaches & Outdoors | Arts & Culture | Dining & Entertainment | Events & Festivals | Cities & Towns | Maps & Planning | Hotels & Rentals | Deals

IndyCar Racing in Downtown St. Pete

Story highlights:

- St. Pete Grand Prix takes place in the spring
- Races, fireworks, air shows and concerts
- Waterfront course is 1.8 miles long, with 14 turns

Printer-friendly version

Like 12 | Tweet 9 | ShareThis

Social popularity creation



IndyCars race through downtown St. Pete streets.

Not Just Racing!

There is more than just racing action at the Honda Grand Prix. A variety of activities take place along the magnificent waterfront.

Attractions nearby +

Restaurants nearby +

Recent Activity

- George Mora and Greg Insko shared St Petersburg Clearwater, FL Beach Vacations | about 5 months ago
- Andrea Evans shared Prizes | "100 Days of Summer" Sweepstakes | St Petersburg Clearwater, FL Beach Vacations. about 5 months ago
- Emilie De Long-Grossl shared Beach Travel Videos and Vacation Video | St Petersburg Clearwater, FL Beach Vacations. about 5 months ago

Facebook social plugin

Facebook Connect Integration

Questions?

