What we will cover

• How Search Engines are changing
• The challenges DMO sites face in the new search environment
• Strategies to improve results
Two guiding forces in search rankings:

• Structure
• Content
Beach Adventures for Kids

Story highlights:
- Have fun on a pirate ship
- Watch fire-eaters at the Pier 60 sunset festival
- Get a bird’s-eye view from a parasail
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.visitstpeteclearwater.com/articles/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>
    <loc>http://www.visitstpeteclearwater.com/articles/childs-adventure-tale</loc>
    <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>
    <loc>http://www.visitstpeteclearwater.com/articles/night-theater</loc>
    <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/articles/abendessen-am-meer</loc>
    <lastmod>2011-08-08T16:27:42-04:00</lastmod>
    <changefreq>always</changefreq>
    <priority>1</priority>
  </url>
</urlset>
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
Linking Performance Analysis

Backlink Performance

Backlinks Distribution by PageRank Quality

- visittspeteclearwater.com
- sasotafli.org
- visittampabay.com
- fortmyers-sanibel.com

- Premium (PR 7-10)
- Quality (PR 3-6)
- Regular (PR 0-2)

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
Search is Social
Invite your friends to the content party...

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

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.

Social popularity creation
Facebook Connect Integration
Questions?