

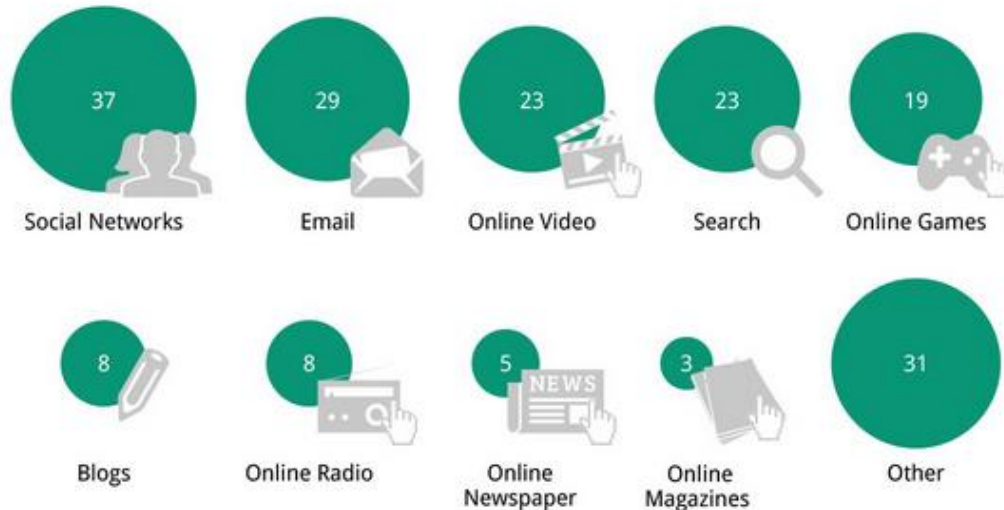


SEO 101

Tech Chart of the Day

How Americans Spend Their Online Time

Average minutes per day spent with online activities in the U.S. in 2013



n= 5,000 adults (ages 18-64)

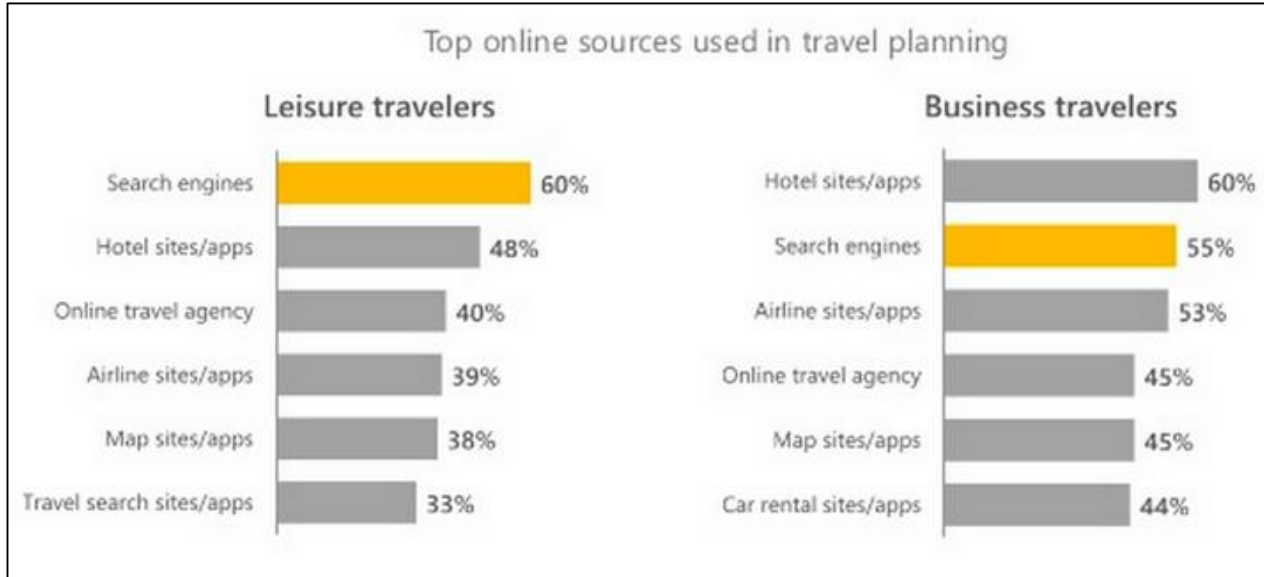
BUSINESS INSIDER

Source: GfK, IAB  

Opportunity

- 3.3 billion Google searches daily
- In the past year, 71% of the traffic to denver.org came through organic search
- Google's travel study says that leisure travelers are turning to search engines as their first step in trip planning
- Search engines are used in all stages of planning a trip from researching locations to booking hotels

SEO: Why We Care Contd.



Where leisure travelers typically first start online travel planning

Shows change from 2013 to 2014

		Brand sites/apps		Search engines	
	Car rental	38%	↓ -6%	24% 8%	↑
	Air travel	45% 4%	↓ -	18%	↑ 5%
	Overnight accommodations	31%	↓ -6%	26%	↑ 8%
	Cruises	36%	→ 0%	19%	↑ 5%

Note: brand sites/app = airline/hotel/car/cruise sites/apps

Reference: <http://skift.com/2015/08/03/4-charts-that-show-the-growth-of-mobile-search-for-leisure-travelers/>



Keywords

The first step is picking out the keywords you would like your site to rank for. This will be the focus of your optimizations.

Google [Adword's keyword planner tool](#) can help you decide which keywords to go after.

Search terms		Avg. monthly searches [?]	Competition [?]
denver brewery tours	↶	1,000	Low
denver tours	↶	880	High
denver sightseeing	↶	590	Low
denver microbrew tour	↶	480	Low
denver tour	↶	170	Medium
denver beer tour	↶	170	Low
denver walking tours	↶	170	Low
denver city tours	↶	110	High
denver bus tours	↶	110	High
denver sightseeing tours	↶	90	High
denver mountain tours	↶	50	Medium
denver tour companies	↶	20	Medium
free denver tours	↶	10	Medium
best denver tours	↶	10	Medium



Search Engine Results Page

history colorado

Web News Maps Images Shopping More Search tools

About 296,000,000 results (0.36 seconds)

History Colorado
www.historycolorado.org/ History Colorado
 History Colorado Center. Open daily: 10am - 5pm. Admission: Members FREE | Adult \$12 | Senior \$10 (65 and older) | Student \$10 (ages 13-22 with student ID) ...
 4.1 ★★★★★ 30 Google reviews · Write a review · Google+ page

1200 Broadway St, Denver, CO 80203
 (303) 447-8679

History Colorado Center
 Visit the History Colorado Center website for detailed info on ...

Museums
 History Colorado Center. The museum's hands-on and high ...

Contact Us
 Contact Us. We look forward to hearing from you. For general ...

Events Calendar
 Sun, Mon, Tue, Wed, Thu, Fri, Sat, 26, 27, 28, 29, 30, 31, 1 ...


More results from historycolorado.org »

History Colorado Center
historycoloradocenter.org/
 History Colorado Center. ... Event Date: Fri, 08/07/2015 - 11:00am - 4:30pm In Colorado Stories, access Lon [...] First Fridays at the Byers-Evans House.

Museum Admission and Hours - History Colorado Center
historycoloradocenter.org/plan/
 Museum Hours General Admission Groups Education Programs & School Groups Military Discounts Gift Tickets. Museum Hours. Open daily 10am to 5pm

The 1968 Exhibit - History Colorado Center
historycoloradocenter.org/exhibits/the-1968-exhibit/
 The 1968 Exhibit brings to life this pivotal American year through photographs, artifacts, vintage pop culture items and interactives. Explore the exhibit and see ...

Denver Museum of Nature & Science: Igniting our ...
www.dmns.org/ Denver Museum of Nature and Science
 Natural history exhibitions, IMAX and planetarium shows, activities, and lectures that explore the wonders of science, Colorado, Earth, and the universe.
 You visited this page on 8/4/15.



History Colorado Center ★
 4.1 ★★★★★ 30 Google reviews
 History Museum

Interactive museum showcasing state-history exhibits, lectures & more in an eco-friendly building.

Address: 1200 Broadway St, Denver, CO 80203
 Phone: (303) 447-8679
 Hours: Open today · 10:00 am – 5:00 pm

Book a room

Check in Sun, Aug 16 Check out Mon, Aug 17

Check website for rates and availability

Reviews Write a review

"Best interactive activities we've experienced in any history museum!"

"Chalk full of hands-on interactive exhibits and detailed information."

"9. A ski jump simulation from Steamboat."

denver hotels

Web Maps Shopping News Images More Search tools

About 85,800,000 results (0.63 seconds)

Hotels in Denver, CO - Expedia.com
 Ad www.expedia.com/Denver_CO_Hotels
 Expedia Guarantees the Best Price. Book Now & Save on Denver Hotels.

Denver Hotels - marriott.com
 Ad www.marriott.com/Denver
 5.0 ★★★★★ rating for marriott.com
 There's a Marriott® Brand to Suit Your Needs in Denver. Book Now! Courtyard · Residence Inn · Marriott Hotels & Resorts · Fairfield Inn & Suites Downtown Denver - Denver Zoo - Business District - Denver Deals

Hotels near denver

Sun, Aug 16 Mon, Aug 17 Price Rating Hotel class

Hotel Monaco Denver \$195
 4.7 ★★★★★ 74 reviews · 4-star hotel
 Champa St · Trendy hotel with dining & fitness room
 Free Wi-Fi

Four Seasons Hotel Denver \$575
 4.3 ★★★★★ 46 reviews · 5-star hotel
 14th St · Luxe choice with views, a spa & dining
 Free Wi-Fi

Hyatt Regency Denver at Colorado Convention ... \$169
 4.1 ★★★★★ 109 reviews · 4-star hotel
 15th St · Contemporary hotel offering 3 dining options & a spa, plus an indoor pool & 24/7 fitness center.

More hotels

Denver Hotels - Hotel Suites in Denver | Hyatt Regency ...
denverregency.hyatt.com/en/hotel/rooms.html Hyatt
 Denver Hotels. Hyatt Regency Denver at Colorado Convention Center boasts 1,100 newly renovated hotel guestrooms including 60 suites. The 37 floors of our ...

downtown restaurants

Web Maps Shopping Images News More Search tools

About 281,000,000 results (0.48 seconds)

downtown restaurants

Rating Cuisine Price Hours More

Osteria Marco
 4.5 ★★★★★ 138 reviews · \$\$ · Italian
 Larimer St · Italian cafe with artisanal pizza & more
 Opens at 11:00 am

Little India Champa Downtown
 3.4 ★★★★★ 82 reviews · \$\$ · Indian
 Champa St · Polished cafe with classic Indian eats
 Opens at 11:00 am

ChoLon Modern Asian Bistro
 4.0 ★★★★★ 61 reviews · \$\$ · Asian Restaurant
 Blake St · Renowned Southeast Asian dining spot
 Opens at 11:00 am

More downtown restaurants

Downtown Denver Restaurants | OpenTable
www.opentable.com/denver/downtown-restaurants OpenTable
 Find Downtown Denver restaurants in the Denver area and other neighborhoods such as Cherry Creek, Highlands, Central Denver, and more. Make restaurant ...
 Root Down - Ophelia's Denver - TAG - The Kitchen - Denver

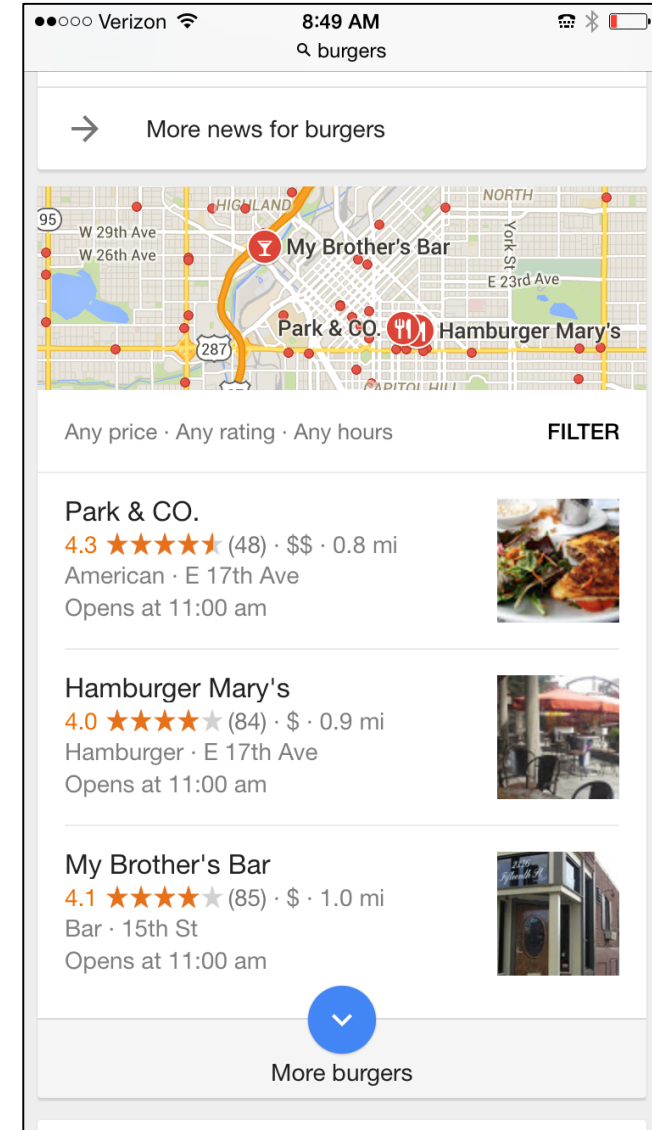
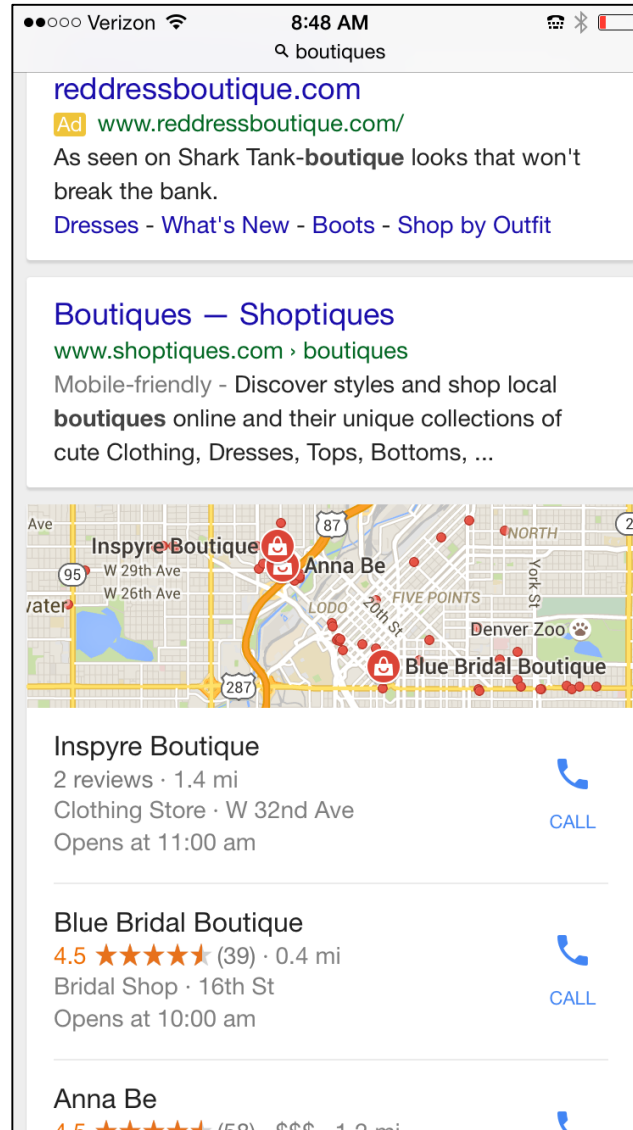
Downtown Denver Restaurants: Denver DiningGuide
denver.diningguide.com Denver Restaurants
 Downtown Denver Restaurants: Dining Guide and Restaurant Directory for Downtown Denver. Presented By Denver DiningGuide.Network.

The 10 Best Denver Restaurants - TripAdvisor
www.tripadvisor.com Colorado (CO) Denver TripAdvisor LLC
 See 62434 reviews of 2649 Denver restaurants and search by cuisine, price



Search Engine Results Page: Mobile and Local

- Frequently check the mobile search landscape as travelers are frequently using their phones to see what is around them
- For best results, make sure your Google + Business Profile is filled out using keywords



How Google Thinks

- Google bots crawl the web for new or updated content
- Google bots read HTML to find out what the page is about
- Google serves up relevant, personalized results
 - The algorithm considers: where the searcher is, searchers intent, search history, social extensions

To determine what a page is about and a page's reputation, Google looks at:

- Crawlability
- On Page Elements
- Off Page Elements

And acquiring higher search engine rankings and authority involves

- Technical site elements
- On page optimization
- Off page promotion



Crawlability & Technical Site Elements



In order for Google bots to be able to crawl a website, it must be healthy. Some of the first things to consider are:

- Pages are indexed with Google Webmaster tools using an XML or HTML sitemap
- No duplicate pages
- Fast site load time
- No server errors



On Page Elements and Optimization

In order for Google to rank your page it must first know what it's about. There are many ways to tell Google what your page is about.

- Title Tag: Should be between 50 and 65 characters and contain priority keywords and company name
- Image Alt Text: Should tell what the image is
- H1 and H2: Title of the article

The screenshot shows a browser window with the URL `www.denver.org/things-to-do/denver-arts-culture/denver-art-districts/`. The page features a green header with the 'VISIT DENVER' logo and navigation links. A sidebar on the left lists 'THINGS TO DO' categories. The main content area includes a 'BOOK YOUR TRIP' section with a search form and a 'Denver's Art Districts' article. The article has a main H1 title and several H2 sub-headers. A 'BOOK NOW' button is visible at the bottom right.

Title Tag: Points to the browser's address bar showing the URL.

Image alt text: Points to a photograph of a street scene at night with people and a sign that says 'Cafe & Bar'.

H1: Points to the main article title 'Denver's Art Districts'.

H2: Points to the sub-headers 'ART DISTRICT ON SANTA FE' and 'GOLDEN TRIANGLE MUSEUM DISTRICT'.

Copy with internal links: Points to the text within the article, specifically the 'GOOD TO KNOW' section.

Off Page Elements & Off Page Promotion



Inbound links help build Authority and Reputation

Reputation:

- Anchor text of the link, or the link's surrounding text
- Reputation of the linking site

Authority:

- Overall “power” of linking site achieved via all of their inbound links, domain history, internal architecture, and several other factors.
- Social Media platforms and PR outlets can send signals to search engines about important SEO landing pages



THANK YOU!

