

TOURISM & SEO

PART 3 - OFF-PAGE TACTICS TO BUILD CONNECTIONS

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ABOUT

Welcome to the "Tourism & SEO" guide series, comprising three essential parts: "The Value of SEO for Tourism," "Keywords Are Gold," and "Off-Page Tactics to Build Connections." In this series, we explore how strategic SEO implementation can transform your tourism business. Dive into each part to uncover invaluable insights and practical strategies for optimizing your online presence and attracting more travelers.

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Off-Page SEO Tactics: Link Building

Enhancing Your Tourism Business's Online Presence

In the competitive landscape of the tourism industry, link building stands as a pivotal strategy to amplify your online visibility and attract potential travelers. It involves acquiring quality backlinks from reputable travel-related websites, a process that can significantly boost your website's credibility and authority in the eyes of search engines.



Off-Page SEO Tactics: Link Building

Let's delve into the relevance of link building in the context of the tourism industry and how it directly impacts your website's visibility, authority, and overall success:



Understanding Link Building

- **Definition:** Link building involves acquiring quality backlinks—external links from other websites—to your own site. These links act as endorsements, signalling to search engines that your content is valuable and authoritative.
 - For example, we include "Rate us on Tripadvisor" in the footer of every website we craft for our tourism clients. This simple addition creates a backlink while serving as a valuable link for travelers.
- **Relevance to Tourism:** Link-building is crucial in the competitive travel industry. It improves search engine rankings and drives targeted traffic from reputable sources.

Why Link Building Matters

- **Search Engine Rankings:**
 - **Authority:** Search engines consider backlinks as votes of confidence. The more quality links you have, the higher your authority.
 - **Visibility:** Well-placed backlinks, such as in national, provincial or local online tourism guides, improve your chances of ranking higher in search results.
- **Referral Traffic:**
 - **Relevant Sources:** When reputable travel-related websites, such as novascotia.com, link to your content, their audience may click through to explore your business.
 - **Influencers and Bloggers:** Collaborating with influencers and guest bloggers exposes your brand to their followers.

Why Link Building Matters

- **Brand Exposure:**
 - **Local Businesses:** Partnering with local businesses (e.g., restaurants, attractions) creates mutually beneficial links. For example, a hotel linking to nearby restaurants or tour operators.
 - **Chamber of Commerce or Tourism Boards:** Join local associations and get listed on their websites.
- **Diversification:**
 - **Variety of Sources:** Aim for a diverse backlink profile. Links from different types of websites (blogs, news sites, directories) add credibility.

Strategies for Tourism

- **Collaborate with Influencers:**
 - **Social Media Influencers:** Partner with travel influencers. Their endorsement can drive traffic and boost your credibility.
 - **Guest Posts:** Invite influencers to write guest posts for your blog. They'll likely link back to their content.

Strategies for Tourism

- **Guest Blogging:**
 - **Write High-Quality Guest Posts:** Contribute valuable content to other travel blogs. Include relevant links to your site.
 - **Reciprocal Links:** Offer to exchange guest posts with other bloggers. Ensure the content aligns with your audience.

Strategies for Tourism

- **Local Directories and Listings:**
 - **Local SEO:** Submit your business to local directories, tourism boards, and city-specific websites.
 - **Google Maps:** Claim and optimize your Google My Business listing. It's a powerful local link >> <https://www.google.com/business/>

Strategies for Tourism

- **Collaborate with Local Businesses:**
 - **Cross-Promotions:** Partner with nearby businesses. For instance, a hotel could collaborate with a local spa or adventure tour operator.
 - **Event Sponsorships:** Sponsor local events and get featured on event websites.

Strategies for Tourism

- **Press and Media Coverage:**
 - **Press Releases:** Announce new offerings, partnerships, or events through press releases. News outlets may pick up the story and link to your site.
 - **Travel Journalists:** Build relationships with travel journalists. Their articles often include relevant links.

Strategies for Tourism

- **Content Marketing and Infographics:**
 - **Create Shareable Content:** Develop infographics, travel guides, or interactive maps. Encourage others to link to these valuable resources.
 - **Broken Link Building:** Find broken links on other websites and offer your content as a replacement.
 - **TIP:** We use SEM Rush to scan for broken connections:
https://lp.semrush.com/backlinks-analytics-new_en

Monitoring & Maintenance

- **Regularly Check Backlinks:** Use tools to monitor your backlink profile. Disavow low-quality or spammy links. (We use www.Diib.com 😊)
- **Stay Relevant:** As your business evolves, update old content and ensure your links remain relevant.
- **Consistently posting fresh content** can entice search engine crawlers to index your website more often.
- **New content** also notifies search engines of your website's activity and currency, potentially boosting your search ranking.

IN SUMMARY

Link building is a cornerstone in your SEO strategy, empowering your tourism business to establish a robust digital presence and stand out amidst the vast array of online travel options. Through strategic collaborations and acquiring quality backlinks, you can enhance your website's authority, drive organic traffic, and inspire more travellers to explore your experiences.



REACH OUT

To expand your knowledge of SEO and discover tactics that can elevate your tourism business's online presence, consider booking a consultation with Shelley Bellefontaine or any of the Digital Experts available on the DigiPort platform at www.nsdigiport.ca.

Additionally, you can directly reach out to Shelley online at: www.AtlanticOnline.ca.

