

5 blogging tips to improve SEO on your hotel website

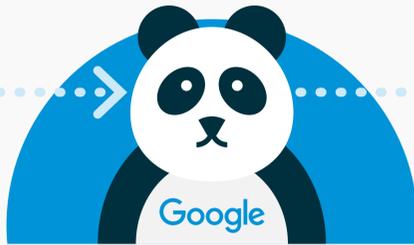


Create a blog that grabs the attention of the search engines as well as your readers!

1 Avoid keyword stuffing

In 2011, Google released its Panda algorithm.

It penalizes businesses that are keyword stuffing and gives ranking priority to those producing original, helpful, and quality content.



Your own posts should include an informative, entertaining, or insightful element.

2 Speak your guests' language

Aim for a conversational tone that reflects the language your guests use.

How would you talk to them in person?

What words would you use when recommending a tour?



Inject posts with your own personality and your content will start to shine!

3 Produce evergreen content



Evergreen content is content that is always relevant, like the way evergreen trees retain their leaves throughout the year!

It has long-term value long past its publication and it's low maintenance to keep the articles updated.

Evergreen articles are ideal because you can write a batch all in one go, like how-to guides or top tips.

This will give you a base of content that can be published at any time of the year.



4 Add links



Blog posts should always include links to the websites of places, people, and businesses you have mentioned.

Afterwards, contact those people and places to let them know you've linked to the article.

Don't forget to add internal links to your other content and pages on your site to help boost SEO.

5 Promote your posts

In the digital age, it's not enough to write great content. You need to shout about it to the rooftops. You need to let your guests know your posts are live and ready to read.



Use your social media channels to share your posts.



Send links to your posts in marketing emails and newsletters.



Partner with local influencers and ask them to share your content.



Engage with any comments your readers leave.

Building and marketing a quality blog will attract the attention of the search engines.

If you follow these tips, you'll give your website the best chance possible of rising through the rankings!