

SUCCESSFUL SEO INITIATIVES

Case Studies in Wise Content, Local SEO, Authority

PRNews'
**Google for Communicators Boot Camp &
PR Measurement Workshop**
November 16-17 | The Yale Club, NYC

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#PRNews

WHO AM I?



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Joseph Franklyn McElroy – Expert SEO, Inbound, Technology, Apps

- CEO **Galileo Tech Media**
TRAVEL and HOSPITALITY SEO & CONTENT
www.galileotechmedia.com
- Founder NY Inbound Marketing Professionals
- Chair SEMPO NY Cities
- 30+ Year career in Marketing & Tech. Brands I've worked with:
 - IBM, Kaplan
 - Vanguard Army Corp of Engineers
 - Harley Davidson Amex
 - David Yurman Dentsu
 - Cigna Federal Reserve
 - Pepsi Craftmatic
 - Marriott Tzell
 - NY Life Ritz Carlton



FOUR KEY TAKEAWAYS



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Understand
Keyword Science
and Know
Search Intent



Create
Wise Content
and Enhance the
Search Experience



Build your
Authority
Online
Authentically



Measurement
for Success –
the KPIs

KEYWORD SCIENCE



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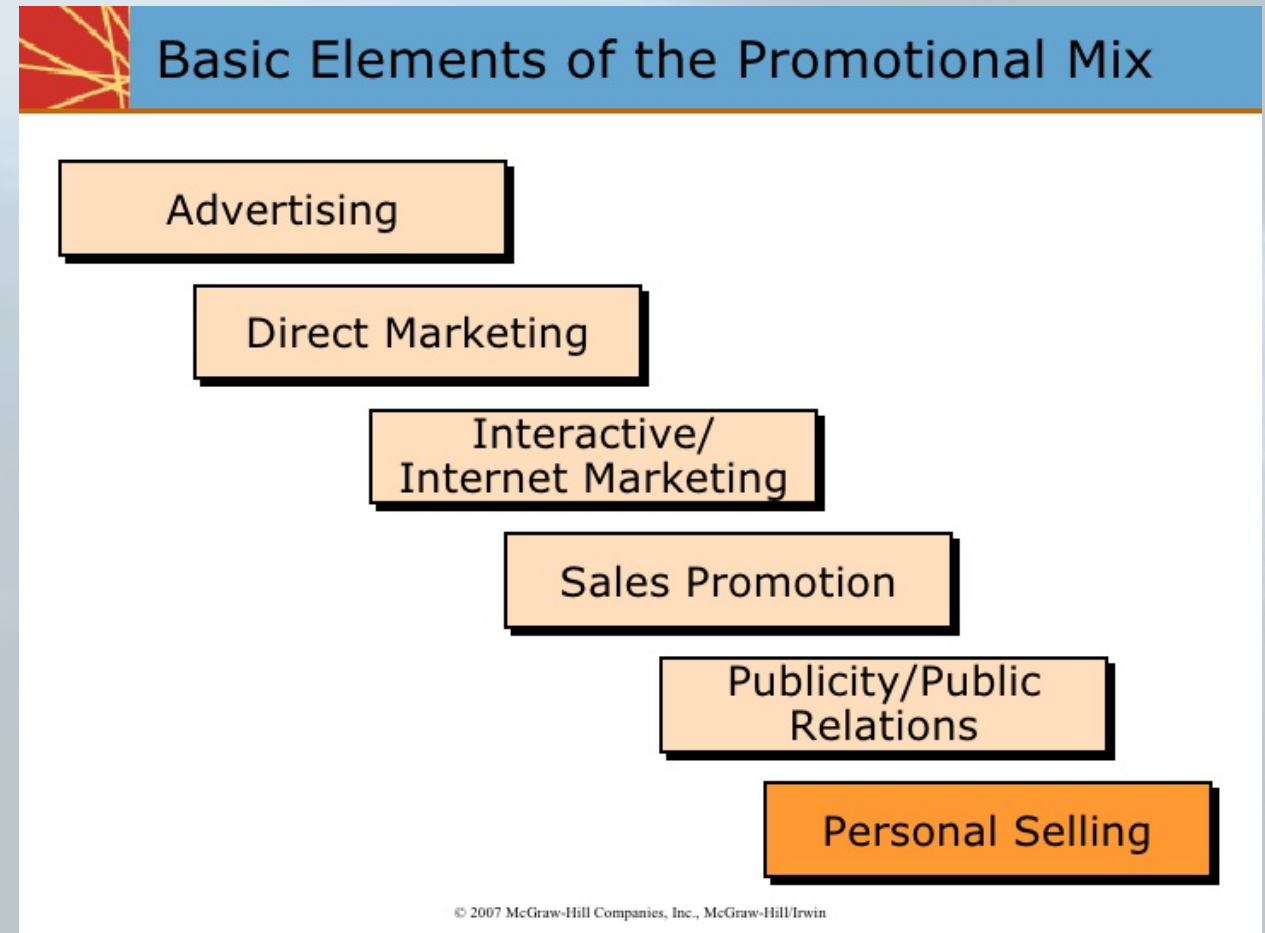
Understand Keyword Science and Know Search Intent

SEO PART OF ALL PROMOTIONAL MIX



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The entire promotional mix uses language that to one degree or another drive the search of keywords.



WELEDA IN-STORE SALES AT TARGET



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- Weleda needed to improve in-store sales at Target
- Proposed Solution - sales promotion of coupons
- We found high volume low competition keywords related to Target and Coupons.
- Promoted in Print Ads and with SEO
- Successfully raised in-store sales

Target Online Printable Coupons - Weleda.com

usa.weleda.com/our-products/special-offers.aspx ▼

We're delighted to offer you special **discounts** and **coupons** for you to print, redeem and enjoy! Check back often, as we continually update our exclusive ...

The screenshot shows the Weleda website's special offers page. At the top, the Weleda logo is on the left, and navigation links for 'SHARING OUR STORY', 'CULTIVATING BEAUTY', 'OUR PRODUCTS', and 'CONTACT' are on the right. Below the navigation, there are links for 'Skip Navigation' and 'Our Products / Special Offers'. The page is divided into several sections: 'SKIN CARE' (listing items like Creams & Lotions, Facial Care, Body Oils, Bath & Shower, Deodorants, Hair Care, Men's Care, Oral Care, Travel Sizes, and Gift Kits), 'MOTHER & BABY' (listing Baby, Mother, and Travel Sizes), and 'MEDICINES' (listing Over the Counter, Iscador®, and RX). A 'SPECIAL OFFERS' section is also present. Two coupons are highlighted: a '\$2 off' coupon for 7.5-oz. Weleda Calendula shampoo & body wash, and a '\$3 off' coupon for 2.5-oz. Weleda Skin Food body cream. Both coupons are marked as 'REDEEMABLE AT TARGET* ONLY' and 'EXPIRES 5/15/09'. Each coupon includes a barcode and a Target logo. Small text at the bottom of each coupon states: 'Offer valid for in-store purchase only. Void if altered, transferred, scanned, purchased, sold or prohibited by law. Limit one offer per transaction. No cash value.'

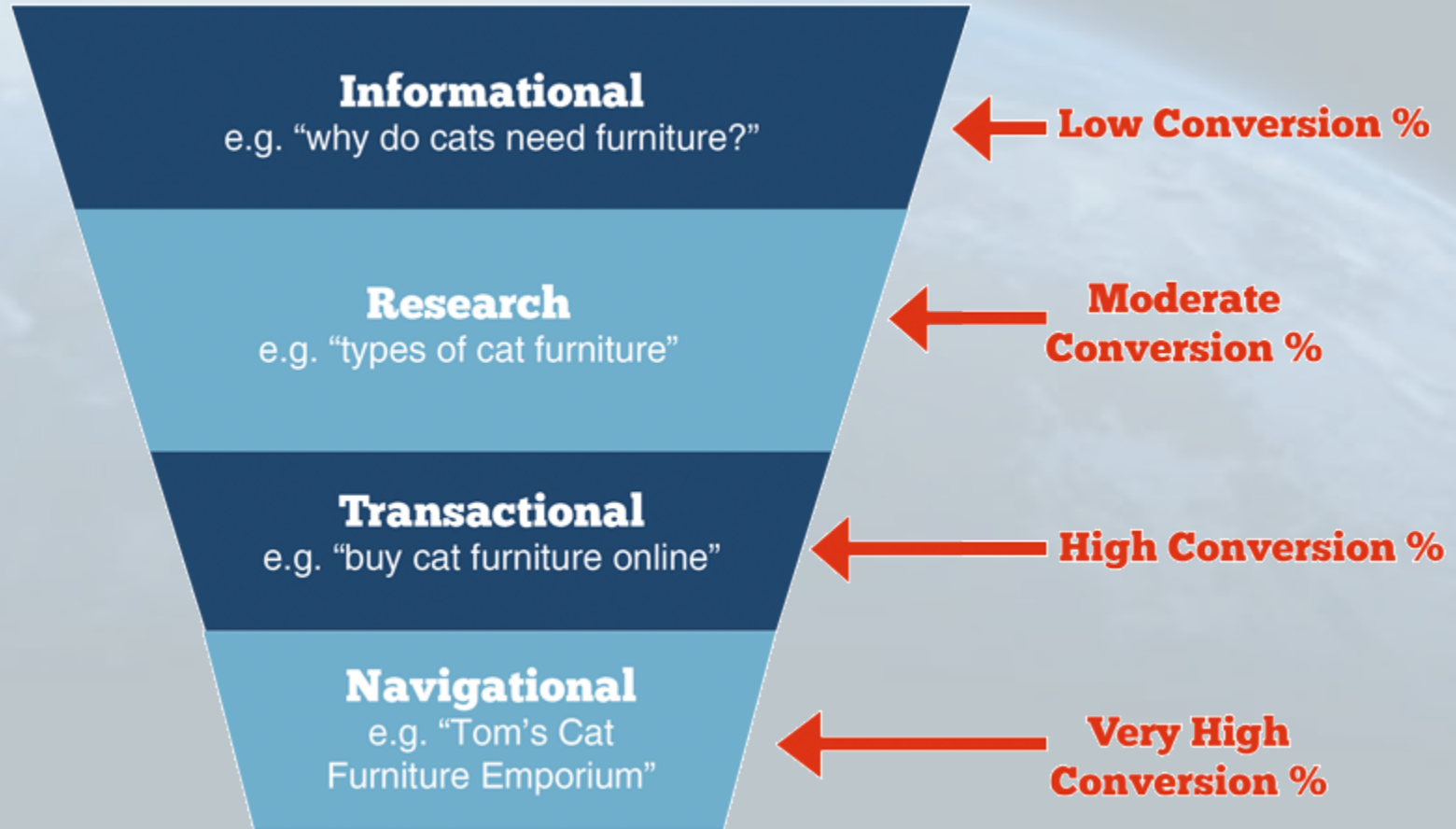
SEARCH INTENT



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Keywords
indicate
Search Intent



MOBILE - MICRO-MOMENTS



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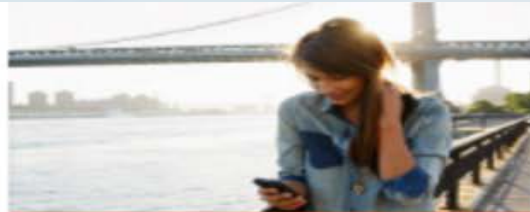
I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

increase in mobile conversion rates in the past year.⁹

LOCAL SEARCH INTENT



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Local SEO does not always equal local searcher intent.

- Local SEO relies on the *local pack* and brick-and-mortar location.
- Local searcher intent is understanding *how users search* and how to provide them meaningful content around *location based queries*.



HOTEL SEARCH



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FOR EXAMPLE – Searching for Hotels

- People searching for hotels have particular search patterns
- They search not only specific to location, but nearby to places and attractions, as well as with amenities



“TAMPA AIRPORT HOTEL WITH FREE SHUTTLE”



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Results in:

Keyword	Searches Monthly
tampa airport hotels	3600
tampa airport hotels with shuttle	110
tampa hotels with airport shuttle	110
hotels near tampa airport with shuttle	110
hotels tampa airport shuttle	20
hotels with shuttle to tampa airport	10
hotels near tampa port with shuttle	30
tampa hotels with shuttle to port	10
hotels near tampa cruise port with free shuttle	90
tampa airport hotels with shuttle service	50
hotels near tampa airport with shuttle service	90
tampa airport hotels with free shuttle service	40
hotels near port of tampa with free shuttle	30
tampa cruise port hotels free shuttle	50
hotels near tampa airport with free shuttle	40
tampa hotels near cruise port free shuttle	30
tampa hotels near airport with shuttle service	40
tampa port hotels with free shuttle	20
tampa airport hotels with free shuttle	110
port of tampa hotels with free shuttle	10
hotels near tampa international airport with shuttle service	40
hotels near tampa cruise port with shuttle	70
hotels near port of tampa with shuttle service	10
tampa hotels with cruise shuttle	40
tampa hotels near port with free shuttle	30
tampa hotels with free shuttle to cruise port	10
hotels near tampa cruise port with shuttle service	20
hotels by tampa airport with free shuttle	20
TOTAL	4840

“TAMPA AIRPORT HOTEL WITH FREE SHUTTLE”



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SEARCH = HOTEL

tampa airport hotels with free shuttle

All Maps Shopping News Videos More Search tools

About 2,480,000 results (0.84 seconds)

Sun, Nov 20 Mon, Nov 21

Price Rating Hotel class Amenities Sort by

Tampa Airport Marriott 4.3 ★★★★★ · 4-star hotel Airport lodging with a pool & dining	\$149	
Homewood Suites by Hilton Tampa Airport - Westshore 4.2 ★★★★★ · 3-star hotel Extended-stay airport hotel with pool Free Wi-Fi Free breakfast	\$118	
La Quinta Inn Tampa Bay Airport 3.7 ★★★★★ · 2-star hotel Modern hotel with free WiFi & breakfast Free Wi-Fi Free breakfast	\$79	

More hotels About pricing



MENU Marriott.com Marriott Hotels & Resorts Tampa Find & Reserve Reservations My Account: Sign In Join Now

Tampa Airport Marriott

Tampa International Airport, 4200 George J. Bean Parkway Tampa Florida 33607 USA

404 Reviews +1-813-879-5151 Photos

Our Hotel Rooms Deals Dining Fitness Meetings Weddings Local Area Map

Our best rate. Guaranteed. See guarantee terms

Mon, Nov 7, 2016 Tue, Nov 8, 2016 **VIEW RATES**

VIEW PHOTOS

#PRM

The 10 Best Tampa Hotels with Shuttle - Nov 2016 (with Prices ...
[https://www.tripadvisor.com/United States/Florida \(FL\)/Tampa/Tampa Hotels](https://www.tripadvisor.com/United States/Florida (FL)/Tampa/Tampa Hotels)
Tampa Hotels with Shuttle. Homewood Suites Tampa Airport - Westshore Special Offer Up to 20% Holiday... 14 travelers mentioned "shuttle" when describing this hotel. "The Homewood Suites was the highest rated hotel (Trip Advisor) that provided both a free airport and cruise shuttle.

Tampa Bay Area Hotels with Airport Shuttle - Vacations Made Easy
<https://www.vacationsmadeeasy.com/TampaBayAreaFL.../TampaBayAreaFLHotelswi...>
The Hilton Garden Inn is conveniently located two miles from the Raymond James Stadium. Airport Shuttle: Free shuttle to and from the airport. Rating: Hampton Inn Tampa/Rocky Point-Airport is a comfortable hotel conveniently located only two miles away from the NY Yankees Legends Field.

Tampa Airport Hotels with Free Shuttle | Residence Inn Tampa - Marriott
www.marriott.com/Residence Inn by Marriott/Tampa/Hotel
View property details for this Tampa airport hotel with free shuttle including area maps, contact information, and more.

Joseph Franklyn McElroy @josephmcelroy

“TAMPA AIRPORT HOTEL WITH FREE SHUTTLE”



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HOTEL = LOCALIZED CONTENT

Our Hotel Rooms Deals Dining Fitness Meetings Weddings Local Area Map

Our best rate. Guaranteed. See guarantee terms

Mon, Nov 7, 2016 Tue, Nov 8, 2016 VIEW RATES

Take off to one of the top hotels near the Tampa airport

Taking travel to new heights, Tampa Airport Marriott offers the ultimate comfort and convenience in the heart of Tampa International Airport. In addition to easy access to the terminals, our hotel is a short drive from Raymond James Stadium, International Plaza and Bay Street shopping center. A variety of beautiful beaches and golf courses. When it's time to wind down, retreat to relaxation in our stylish guest rooms featuring contemporary decor, soundproof windows, luxurious bedding and more. [+ Show More](#)

Map & Local Area

[Map](#) · [Directions](#) · [Parking](#) · [Visitors Guide](#)

Marriott Rewards

Category: 7 · [Points Needed Per Night](#)

Key Amenities

- Airport shuttle
- Fitness center
- Pool
- Meeting event space

MENU Marriott.com Marriott Hotels & Resorts Tampa Hotel Find & Reserve Reservations My Account Sign In Join Now

Tampa Airport Marriott

Tampa International Airport, 4200 George J. Bean Parkway Tampa Florida 33607 USA

404 Reviews +1-813-879-5151 Photos

Our Hotel Rooms Deals Dining Fitness Meetings Weddings Local Area Map

Mon, Nov 7, 2016 Tue, Nov 8, 2016 VIEW RATES

Discover the best things to do near the Tampa airport

- Cheer on the Tampa Bay Buccaneers during your stay at our hotel near Raymond James Stadium.
- Marvel at hundreds of exotic and endangered animals at Lowry Park Zoo, just a short drive away.
- Discover premier shopping and dining at the International Plaza and Bay Street shopping center.

69 °F °C
HI 82° LO 66°
Tampa, FL USA

MENU Marriott.com Marriott Hotels & Resorts Tampa Hotel Find & Reserve Reservations My Account Sign In Join Now

Tampa Airport Marriott

Tampa International Airport, 4200 George J. Bean Parkway Tampa Florida 33607 USA

404 Reviews +1-813-879-5151 Photos

Our Hotel Rooms Deals Dining Fitness Meetings Weddings Local Area Map

Mon, Nov 7, 2016 Tue, Nov 8, 2016 VIEW RATES

No Shuttle Needed to Access our hotel

Room from: 18.99 USD
Breakfast, fee from: 12.95 USD

Related Links

- [Guest Delighter & Event Calendar](#)

Related Documents

- [In Room Dine Menu](#)

KEYWORD SCIENCE



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**Create Wise Content
and Enhance the Search Experience**

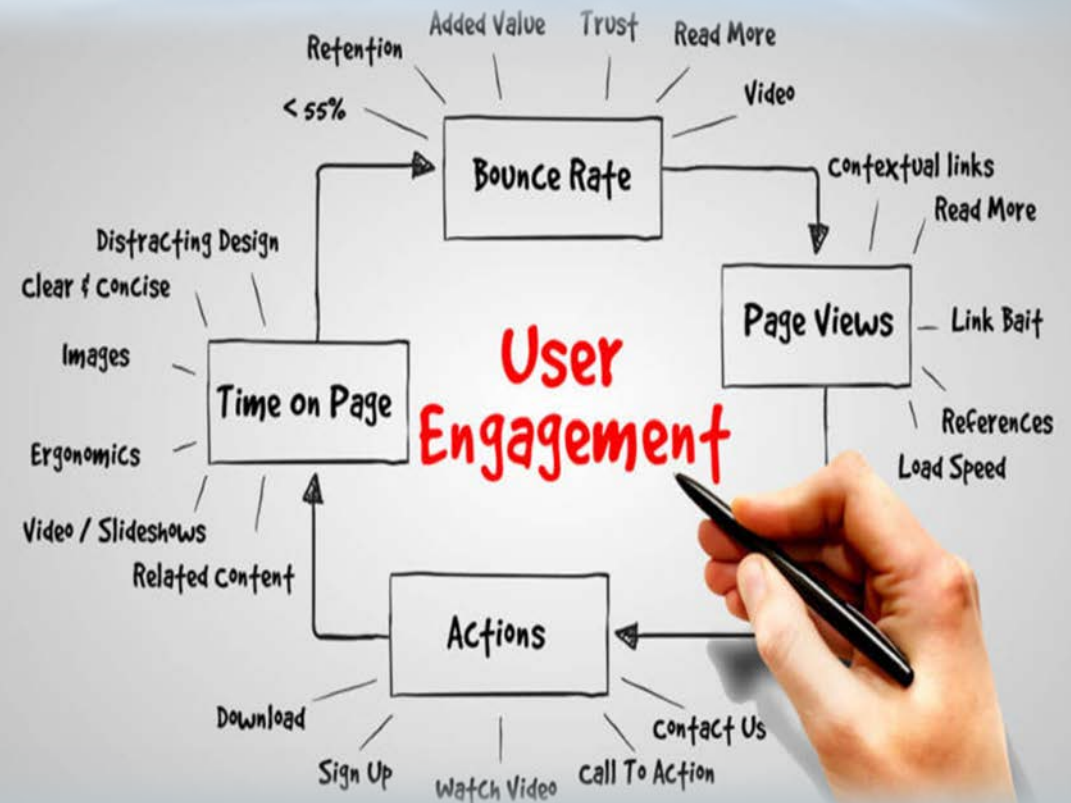
WHY WISE CONTENT?



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The Necessity:

- Today's SEO is about User Engagement. Content must be:
 - Easy to read
 - Appropriate to Intent
 - Semantically Comprehensive
 - Socially Shareable
 - Long Form
 - Media Enriched
 - Relative to the Audience
 - Data Measured and Modified



WHAT CONTENT DOES YOUR AUDIENCE WANT?



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What content should we focus on?

51%

Connected Travelers search for Reviews

72%

Search for Restaurants while Traveling



USE PERSONAS



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- What do people care about?
- Where are they present?
- What are their searching patterns?



Name

Job Title

- Where she works
- Details about her role

ng

e

Pitch

Demographics

- Age
- Gender
- Salary
- Location
- Education
- Family

Goals and Challenges

Values and Fears

Marketing Message

Elevator Pitch

John Quincy
Frequent Business Traveler



28 Male Single
Existing Littlewing Customer: Yes

Back Story
I've been in advertising since my first day out of college and it is truly my calling, my passion. I moved to LA from Cincinnati and haven't really looked back. I know exactly what I want to do with my career, my life, and I'm definitely headed down the right path. I travel at least once a week - a lot for my job, and to visit my mom, my sisters, and other close friends who live across the United States. Price isn't as important to me as getting as much time as possible in the place I'm travelling to. I usually make the flight plans at the last minute because my job is very unpredictable, so it's hard to plan for vacations too far in advance. I like sticking to one airlines because they've treated me well so far, and I know what to expect from them every time I travel.

Other Airlines

- Jet Blue
- Southwest
- Alaska

"I'm on the road more than I like, so the little things really matter."

Most Valued Qualities in a Travel Service

#1 **Most Options**

#2 **Best Price**

#3 **Flexibility**

Quality	Percentage
Most Flight Options	33%
Best Price	20%
Personal Attention	0%
Speedy Service	0%
Loyalty Program	12%
Flexibility	33%
Luxury	0%

My Travel Goals

- Be in control of my itinerary - I need the airline to be flexible
- Be aware of any travel issues at all times
- Organize my schedule
- Research Travel Options Easily
- Always know my travel options
- Know as soon as promotions to my favorite locations are available
- Travel comfortably
- Be productive while travelling
- Maximize loyalty points earned

My Frequent Tasks

- Research Flight Options
- Book a Flight
- Check Flight Status
- Change a Flight
- Create online account
- Join Loyalty Program
- Review saved Itineraries

Preferred Technology

Frequency of Travel Monthly

Frequency	Percentage
Multiple times per week	16%
Once a week	22%
Monthly	61%
Few times a year	0%
Once a year or less	0%

Uses Loyalty / Rewards Programs Often

Frequency	Percentage
Always	38%
Often	61%
Sometimes	0%
Never	0%

Overall, how would you rate your experience with booking your first flight on Littlewing.com?

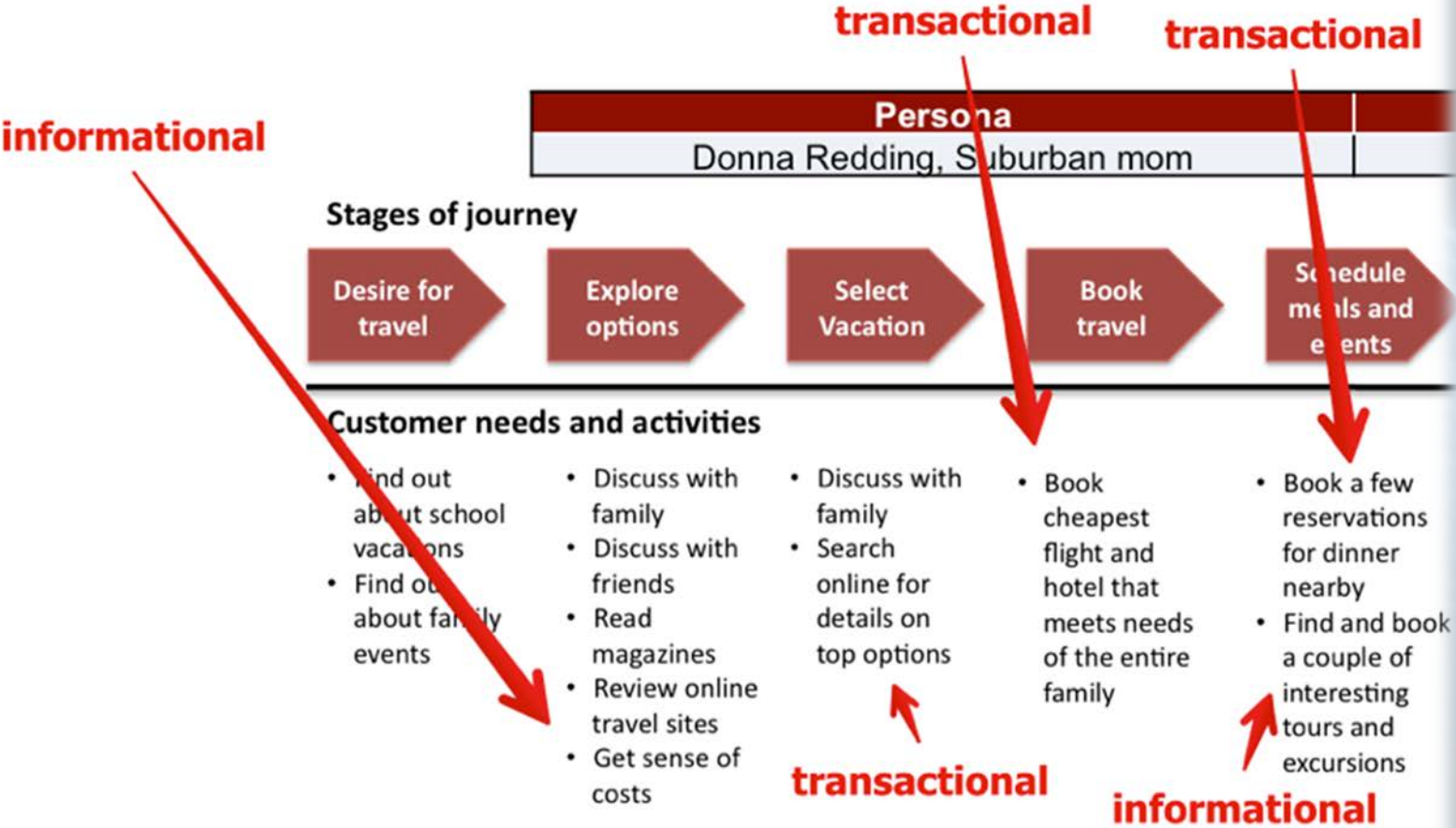
Rating	Percentage
Very Negative	0%
Somewhat Negative	31%
Neutral	37%
Somewhat Positive	31%
Very Positive	0%

CUSTOMER JOURNEY

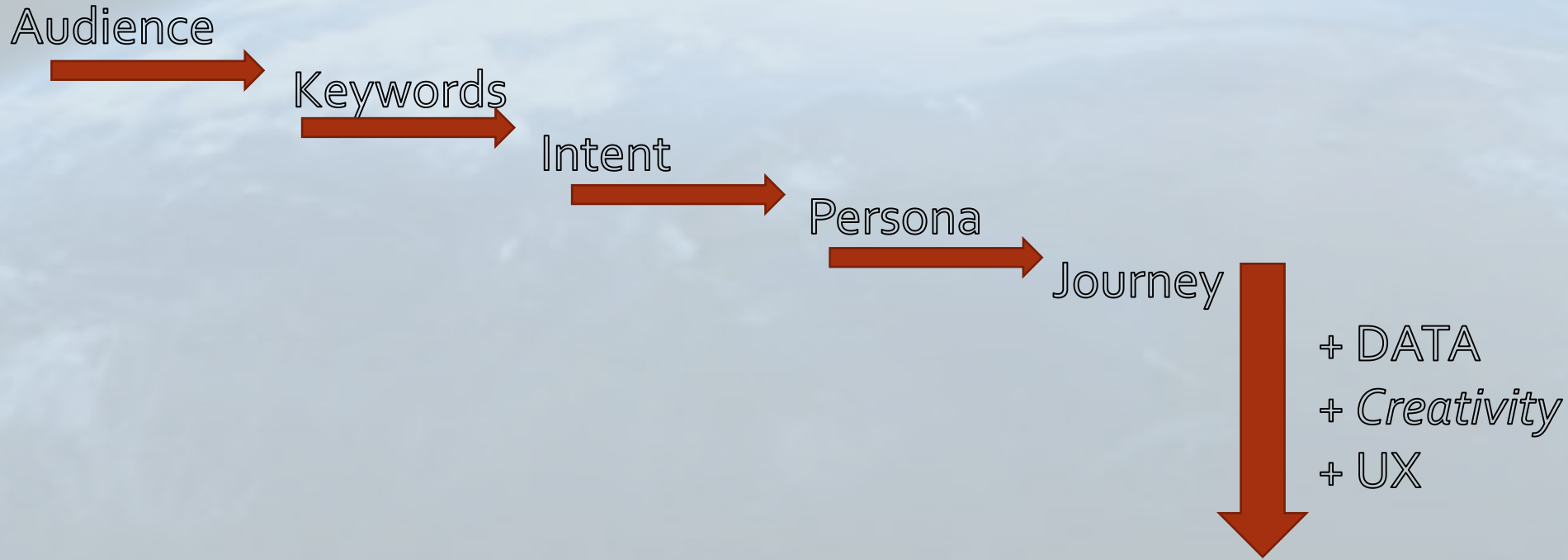


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Define your customer journeys and understand the intent of the touchpoints for web and mobile



PUT IT TOGETHER



WISE CONTENT = Relevant Information

QUESTIONS TO ASK



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Determine **what** content and **where** you will display it.

Does it need to be scalable? If so, **how**?

How will it be created? Creativity, Curation, or Collections?

How will you measure it?

Will it be modified dynamically by data or software?

How will it look and be presented?



EXAMPLES



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@MikeRamsey

PEOPLE WANT TO KNOW ABOUT HOTELS NEAR ATTRACTIONS



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Google search results for "tampa hotels near florida aquarium".

Top 10 Tampa Hotels Near Florida Aquarium - Hotels.com

Hotels Near Florida Aquarium in Downtown Tampa from \$64/night

Tampa Marriott Hotels - Hotels Near Tampa Attractions - marriott.com

Hotels in Tampa, Florida - Lowest Price Guarantee - booking.com

Map showing hotel locations near Florida Aquarium. A red arrow points to the Tampa Marriott Waterside Hotel & Marina listing.

Hotel	Price
Tampa Marriott Waterside Hotel & Marina	\$129

Marriott.com search results for Tampa Marriott Waterside Hotel & Marina.

Tampa Marriott Waterside Hotel & Marina

700 South Florida Avenue Tampa Florida 33602 USA

615 Reviews +1-813-221-4900

Our best rate. Guaranteed. Wed, Nov 9, 2016 Thu, Nov 10, 2016

Local Attractions:

- Adventure Island
- Ybor City
- Performing Arts Center
- Convention Center
- Channelseide Entertainment Complex
- Florida Aquarium
- Raymond James Stadium
- Cruise Ship Terminal/Port of Tampa
- Tampa Bay History Center
- Beaches/Clearwater & St. Pete

Golf Nearby:

- Tournament Players Club 24 Miles
- Westchase Golf Club 17 Miles

Marriott.com search results for Florida Aquarium - Tampa Hotels.

We found 21 hotels near Florida Aquarium - Tampa

Marriott Rewards® members get our lowest rates when they book direct. See Details

Sort by Distance

Hotel	Rating	Price
Tampa Marriott Waterside Hotel & Marina	4.3/5	From 117 USD/night
Courtyard Tampa Downtown	4.3/5	From 112 USD/night
Residence Inn Tampa Downtown	4.1/5	From 77 USD/night

PEOPLE WANT TO KNOW HOW SCHOOLS ARE IN THEIR NEIGHBORHOOD



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Nearby Schools in Bend

SCHOOL RATING		GRADES	DISTANCE
10 out of 10	High Lakes Elementary (assigned)	K-5	0.2 mi
10 out of 10	Cascade Middle (assigned)	6-8	1.8 mi
10 out of 10	Summit High (assigned)	9-12	0.5 mi

[More schools in Bend](#) Data by [GreatSchools.org](#)

Search schools: City/State/Zip/Neighborhood

Schools

Best Schools in Bend-La Pine Schools

Elementary Middle High Public Private Charter

GREAT SCHOOLS RATING
Low High 1 Unrated

SORT BY: GreatSchools rating

- Cascade Middle School**
Public • Grades 6-8
901 students • 23 student/teacher 10
- Highland School at Kenwood Elementary School**
Public • Grades K-5
396 students • 21 student/teacher 10
- Summit High School**
Public • Grades 9-12
1372 students • 24 student/teacher 10
- High Lakes Elementary School**
Public • Grades K-5
589 students • 20 student/teacher 10

Buy Rent Sell Mortgages Agent finder Advice Home design More Advertise Sign in or Join

Home Values **Schools**

Search schools: City/State/Zip/Neighborhood

Summit High School

2855 NW Clearwater Dr, Bend, OR 97703
(541) 355-4000

Bend-La Pine Schools

Public • Grades 9-12
1372 students
24 students/teacher
(OR avg is 19) 10
(out of 10)

Schools in Bend

[Homes for sale in Summit High School attendance zone](#)

[Apartments for rent in Summit High School attendance zone](#)

[Email a link](#)

Showing school attendance zone Map Bird's Eye



PEOPLE VISITING A NEW CITY WANT TO KNOW WHAT ARE THE POPULAR THINGS TO DO?



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Things to do in Portland

Here's your key to the city. A definitive guide of the best local spots, as told by local Airbnb hosts

- Food Scene
- Drinks & Nightlife
- Sightseeing
- Park

Map showing popular spots in Portland, Oregon, marked with numbered green circles (1-27).

#1 Powell's City of Books

Shopping Bookstores

1005 W Burnside St · [Map](#) · [Hours](#) · [Website](#)

276 local Airbnb hosts recommend

A book lover's paradise & the largest used and new bookstore in the world! Open 365 days a year. Occupying an entire city block, the City stocks more than a million new and used books. Be sure to ... [read more](#)

[From John's guidebook](#)

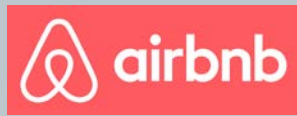
Powell's Books is an independent bookseller serving Portland, Oregon, since 1971. We've grown to employ over 530 people across five Portland-area stores and Powells.com, and our book inventory exce...[read more](#)

[From Phil & Jill's guidebook](#)

Powell's bookstore is the largest used and new bookstore in the world, occupying an entire city block and housing approximately one million books. Located in downtown Portland's Pearl District, the... [read more](#)

[From Amber's guidebook](#)

Map showing popular spots in Portland, Oregon, marked with numbered green circles (1-27).



AUTHORITY



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**Build your Authority Online
Authentically**

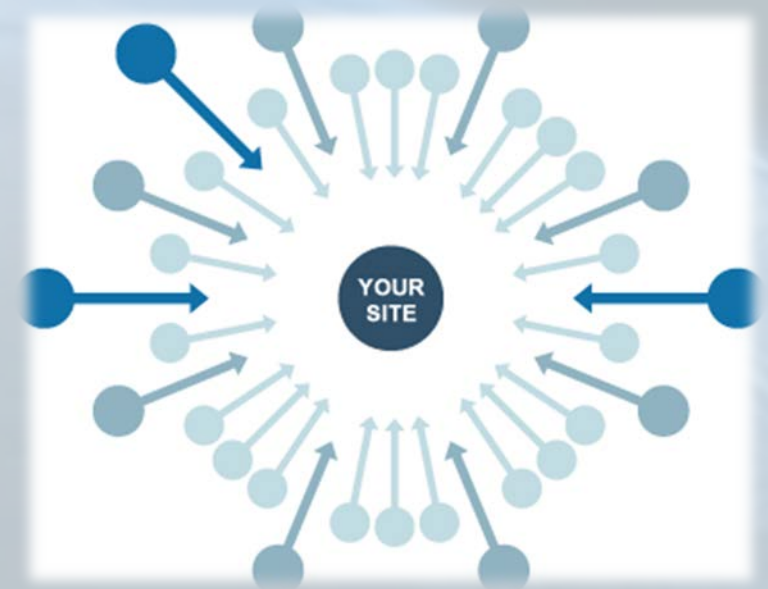
AUTHORITY



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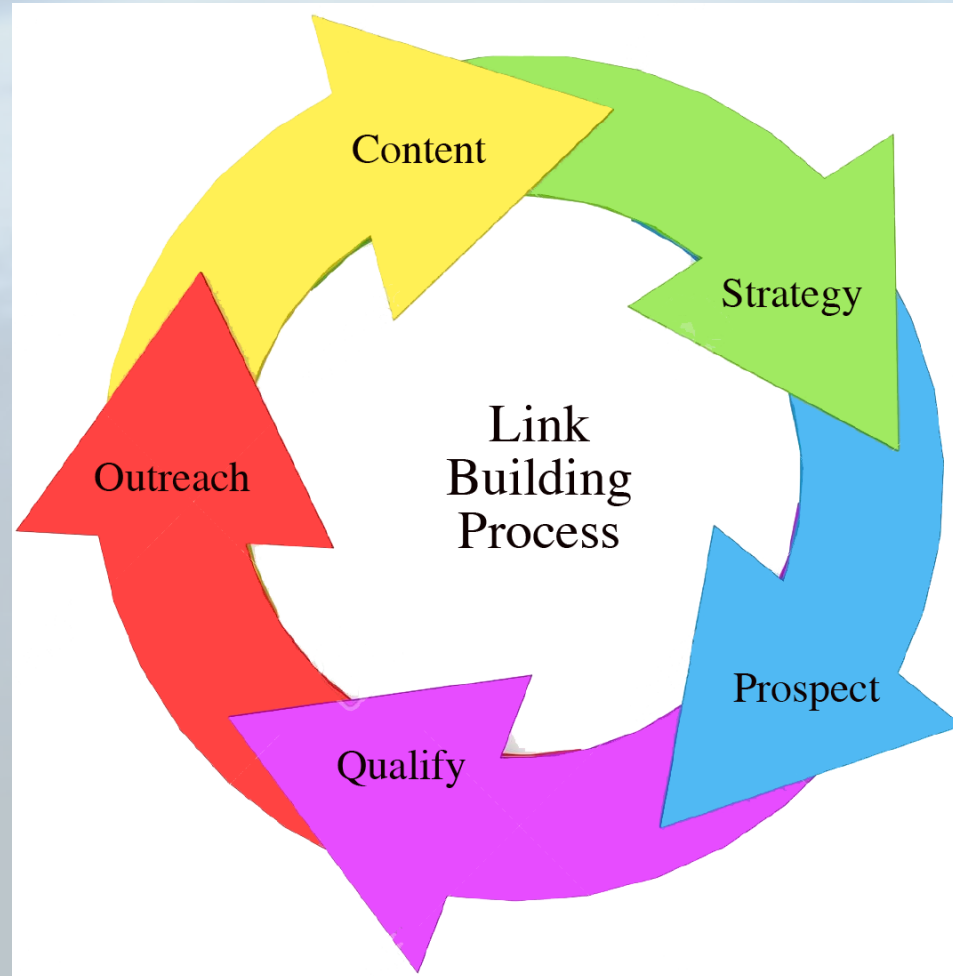
- Link Building is important to SEO, but risky
- Use Team approach
- Must not disrupt loyalty and brand equity.
- Must be balanced and diverse, Follow/NoFollow, Branded/Money/Other, Home/Deep
- Vertical related news and blogs are best
- Authority Site (Moz).
- Located in User Engaging Content



PROCESS



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COMMON TACTICS



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- Guest Blogger Approach
- Skyscraper Content and Publisher Outreach
- Content Promotion Networks
- No-Follow Sponsored Content
- Vertical Community Outreach
- Influencer Outreach
- Link Competitive Research & SWOT Analysis
- Event Promotion



AUTHORITY



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Measurement for Success the KPIs

COMMON SEO KPIS



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- **Keyword Rankings** - what google positions do you have
- **Keyword Opportunity** – where can you improve
- **SEO Visibility** – week-over-week of SEO volume and rankings
- **Organic Search Traffic Volume** - how much you get, how unique, retention
- **Domain Authority** - third party evaluation of domain (Moz)
- **Search Landing Pages** – top pages and those that need work
- **Search Queries** - actual queries driving search and conversions
- **User Engagement:**
 - Time on Site
 - Bounce Rate
 - Pages per Visit
 - Conversions

BUILD DASHBOARDS



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Google Analytics

production - http://www.thuzio.com [Go to this report](#)
All Web Site Data

Julius KPIs

Aug 21, 2016 - Sep 20, 2016

All Users
100.00% Sessions

SEO || Keyword Rankings, Sessions, and Time on Page

Keyword	Sessions	Time on Page
(not provided)	4,405	347:00:31
thuzio	50	01:19:06
thuzio.com	4	00:03:38
thuzio talent	3	00:00:00
https://www.thuzio.com/	2	00:00:22
thuzio 360	2	00:00:00
thuzio jobs equity	2	00:40:01
thuzzio	2	01:35:36
www.thuzio.com	2	00:00:00
(not set)	1	00:00:00

SEO || Landing Pages

Landing Page	Sessions	% New Sessions
/	5,920	87.60%
/search/	2,158	15.48%
/careers/	446	53.14%
/about/executives/	163	76.07%
/login/?next=/search/	125	62.40%
/faq/	108	83.33%
/login/	107	75.70%
/about/about-thuzio/	91	46.15%
/contact/contact-us/	78	100.00%
/kenny-anderson.html	50	100.00%

WEBSITE RESULTS || Unique Visitors



WEBSITE RESULTS || New vs. Returning Users

User Type	Sessions	% New Sessions
New Visitor	6,928	100.00%
Returning Visitor	4,138	0.00%

WEBSITE RESULTS || Bounce Rate



WEBSITE RESULTS || Conversion Rate [Email Signup]



OTHER TOOLS



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- Moz
- SpyFu / SemRush
- LinkResearchTools
- Search Console



WHAT DID WE LEARN?



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Understand
Keyword Science
and Know
Search Intent



Create
Wise Content
and Enhance the
Search Experience



Build your
Authority
Online
Authentically



Measurement
for Success –
the KPIs

FAMOUS LAST WORDS ON SEO

Be Natural and Don't Be Stupid

“

I do not feel obliged to believe that the same God who has endowed us with sense, reason, and intellect has intended us to forgo their use.

Galileo Galilei

