



The Truth About

VACATION RENTAL

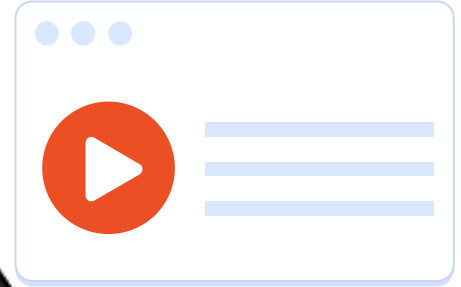
SEO



- ✓ Custom Conversion-Driven VR Websites
 - ✓ Celebrating 22 Years In Service
 - ✓ Independently Owned
- ✓ Powerful Digital Marketing Services
 - ✓ **Google** Premier Partners

ABOUT PAUL HANAK

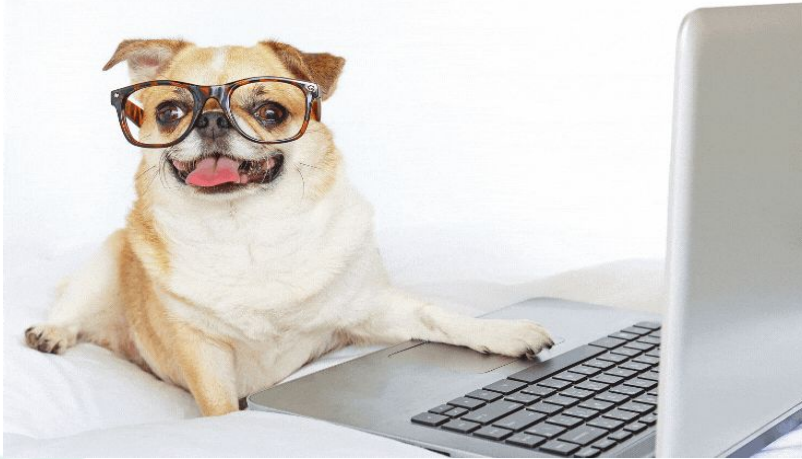
- Ranked his first website on Yahoo! in 2001
- Worked as Webmaster/Digital Marketing Manager from 2006 In-House at VR/Real Estate Company
- With ICND for 5 years
- Regularly found on soapboxes

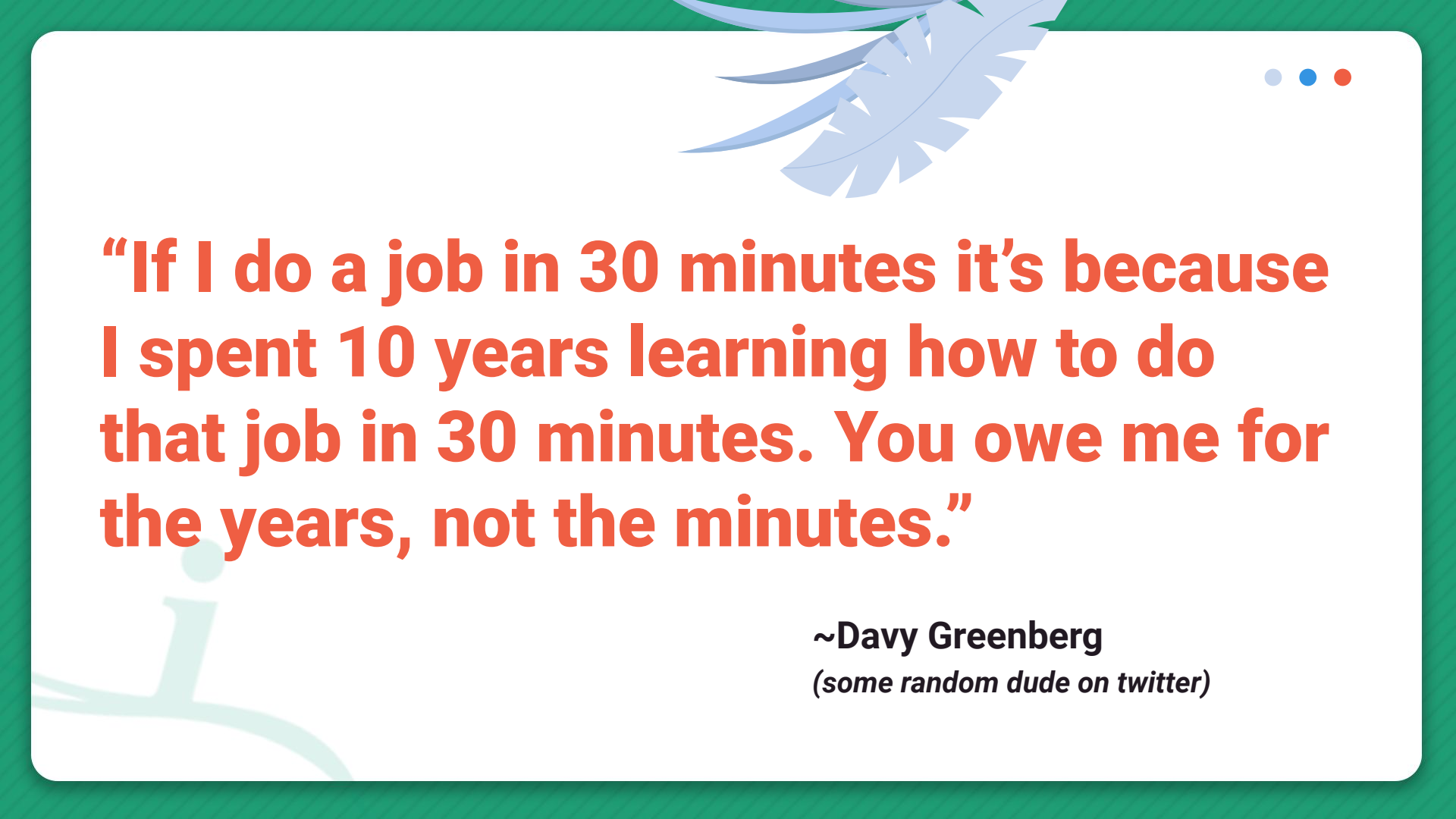






But...SEO is EASY!





“If I do a job in 30 minutes it’s because I spent 10 years learning how to do that job in 30 minutes. You owe me for the years, not the minutes.”

~Davy Greenberg
(some random dude on twitter)

WHAT RANKS WEBSITES?

TECHNICAL SEO

All the Nerdy
Stuff

1

PROPER CONTENT

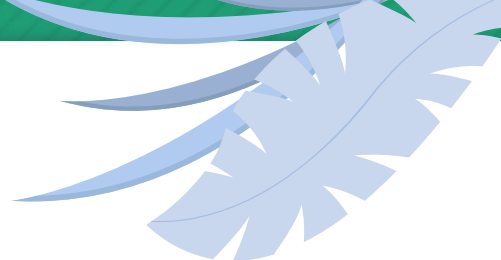
Satisfy the User

2

VOTES! YOU NEED ENDORCEMENTS!

Popular, are you?

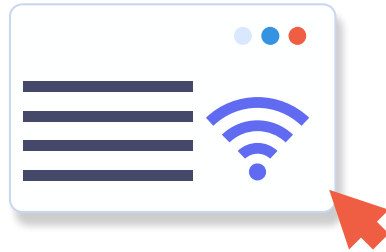
3



2

IS CONTENT KING?

Yep! Kinda.



THE RIGHT WORDS MAKE OR BREAK YOU

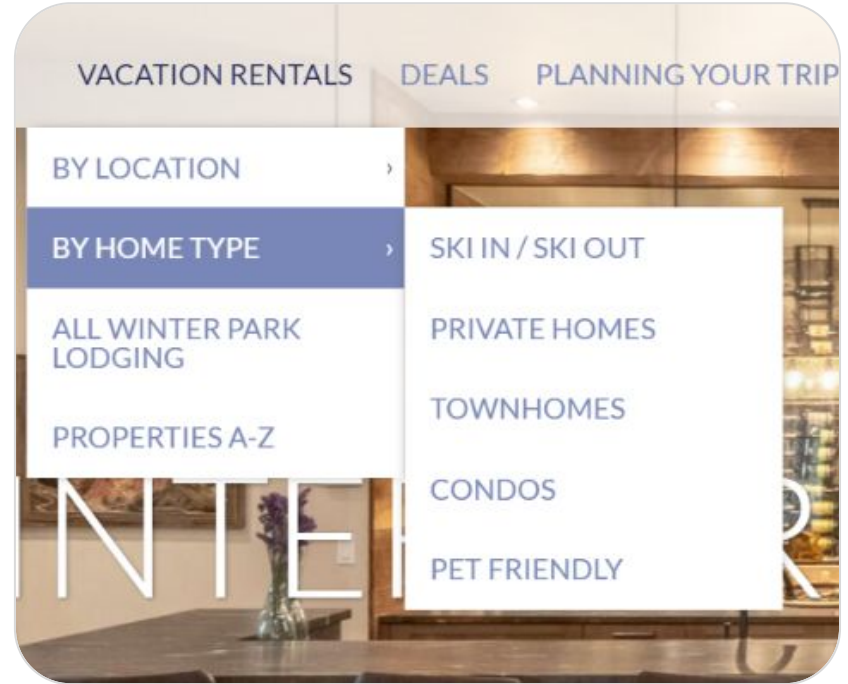
- AKA “On-Page SEO”
- Starts with Keyword Research
- Give Google What’s Popular
- Use a mix of High Volume and Niche Keywords

Keyword	Seed Keyword	Volume
large group vacation rentals	large rentals	480
cabin rentals for large groups	large rentals	390
cabin rentals for large groups near me	large rentals	320
large family vacation rentals	large rentals	320
large vacation home rentals	large rentals	320
large vacation rentals that sleep 30 or more	large rentals	320
large family reunion rentals	large rentals	260



NEED TO RANK? BUILD A PAGE!

- Google Ranks **PAGES**, not **WEBSITES**
- Create dedicated search results pages - to rank for anything you need to have a dedicated landing page



NOT ALL TRAFFIC IS CREATED EQUAL

- Blog posts can be an excellent source of traffic - **but they don't make bookings!**
- Look at a YOY landing page report. Notice the transactions & pages and which pages helped you receive the most transactions. Focus your future content around that content.

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions
	76,666 % of Total: 87.17% (87,952)	42.29% Avg for View: 48.84% (-13.41%)	4.63 Avg for View: 4.18 (10.77%)	00:03:41 Avg for View: 00:03:15 (13.29%)	232 % of Total: 100.00% (232)
/	31,275 (40.79%)	20.46%	6.41	00:04:46	55 (23.71%)
/blog/myrtle-beach-vs-north-myrtle-beach/	3,318 (4.33%)	80.74%	1.95	00:01:24	0 (0.00%)
/north-myrtle-beach-condo-rentals/	3,054 (3.98%)	33.63%	6.21	00:04:55	12 (5.17%)
/specials/short-stays-available/	2,171 (2.83%)	27.08%	6.17	00:04:04	3 (1.29%)
/north-myrtle-beach-vacation-rentals/	1,703 (2.22%)	22.08%	6.24	00:04:48	2 (0.86%)
/blog/myrtle-beach-dinner-cruise/	1,632 (2.13%)	51.78%	2.13	00:01:50	0 (0.00%)
/blog/plantations-near-myrtle-beach/	1,605 (2.09%)	65.61%	1.69	00:01:47	0 (0.00%)
/blog/towns-near-myrtle-beach/	1,582 (2.06%)	78.95%	1.65	00:00:59	0 (0.00%)
/long-term-rentals-myrtle-beach/	1,071 (1.40%)	39.31%	3.72	00:01:37	0 (0.00%)
/north-myrtle-beach-winter-rentals/	938 (1.22%)	25.16%	6.38	00:05:30	0 (0.00%)
/blog/best-hiking-near-myrtle-beach/	792 (1.03%)	72.35%	1.64	00:00:57	0 (0.00%)
/rentals/condos/ocean-keys	589 (0.77%)	30.22%	5.72	00:04:59	3 (1.29%)

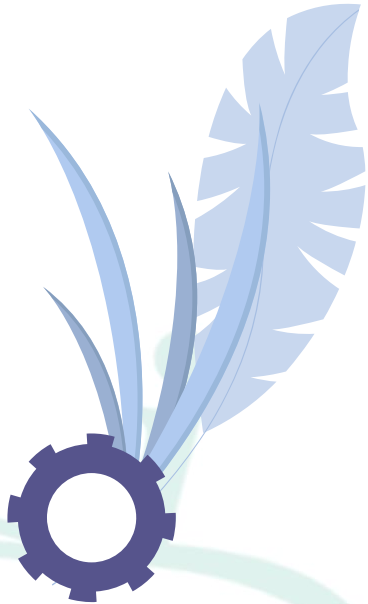
Leading Page ?	Sessions ? ↓	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?
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ACTION ITEM ALERT

Action Item: Make sure you have dedicated pages for your top keyword variations. And make sure you have content on those pages.

Action Item: Go to
[Google Analytics > Behavior > Landing Pages](#)
see which pages are getting you traffic and bookings





PROPERTY PAGES = MEGA IMPORTANT

We have seen an average of 62% increase property pages as landing pages from Google traffic vs 3 years ago.



ACTION ITEM ALERT

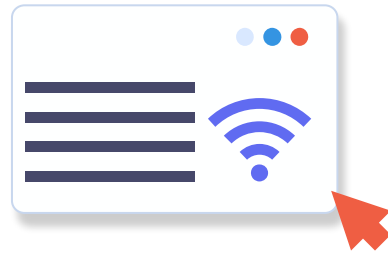
Google the names of your properties to see where you stand. **You should always be #1.** If you aren't, check the structure of those pages. URLs, meta titles & page content all play a role in ranking your property pages. Discuss these with your agency.



3

THE POPULARITY CONTEST

The BASIC SEO Principle





LINKS



VOTES



WHAT'S A LINK?

Anything on the internet you can click on and it takes you somewhere

Navigation - Images - Google Search Results - Buy Now Buttons - Links In Text

LINKS HOLD ALL THE POWER





AND WHY ARE THEY *SO* IMPORTANT?

Links tell Google what the receiving page is about
via “Anchor Text”

Links pass “weight” from one page to another
page



WHICH IS BETTER?



We have hundreds of oceanfront condo rentals in Folly Beach to choose from. [Click here](#) to see them.

**CONTAINS
KEYWORDS**

We have hundreds of [oceanfront condo rentals in Folly Beach](#) to choose from.

**TELLS GOOGLE
WHAT THE NEXT
PAGE IS ABOUT**

**STILL DIRECTS THE USER
AND SIGNALS TO CLICK**



RECAP! LINKS 101

ANCHOR TEXT

The call to action on the link that compels a user to click and tells the search engine what the link is about

BACKLINKS

A backlink is a vote for you! It shows Search Engines like Google that you are an authority on the subject the user is searching

INTERNAL LINKS

Internal links help users understand and Google rank your website. When you provide links to follow within a landing page you are giving weight from the landing pages to the pages linked and showing Search Engines that they have valuable content related.

ACTION ITEM ALERT



Create these **internal links** with **keyword friendly anchor text** from **popular pages** on your website to increase the popularity of your receiving pages

Popularity = Authority



1



TECHY STUFF WHAT TO ASK!



**Vetting Your Digital
Marketing Specialist**

WHAT TECH ITEMS SHOULD YOUR NEW SEO WIZARD UNDERSTAND?



- XML Sitemaps
- Canonical Tags
- 301, 302 redirects
- Thin-Content
- Site Architecture
- Core Web Vitals
- Structured Data
- E.A.T.
- Crawl Budget
- Duplicate content filters
- Query Strings
- Robots.txt
- Cross Domain Tracking
- URL structure
- Spiders
- Follow vs No-Follow
- De-Indexing
- Reconsideration Requests
- Link Disavow
- Meta Descriptions
- Alt Text
- Domain Authority
- Schema Markup
- Page Speed / Load Time



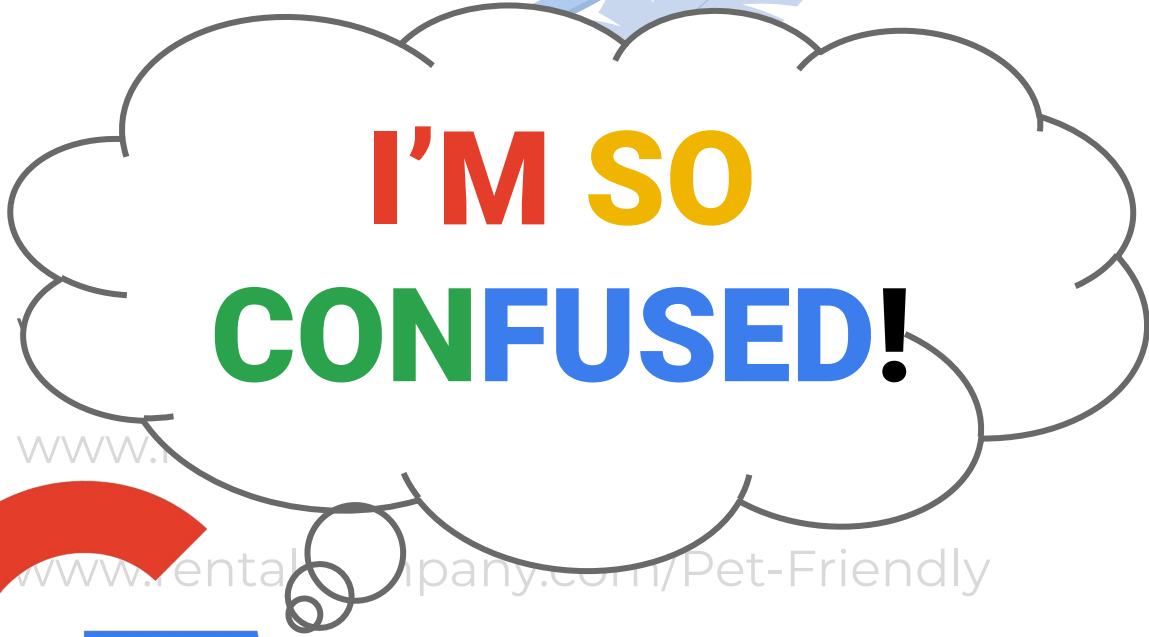
301 REDIRECTS

www.rentalcompany.com/petfriendly

www.rentalcompany.com/pet-friendly

www.rentalcompany.com/Pet-Friendly

www.rentalcompany.com/pet-friendly-rentals



I'M SO

CONFUSED!



[www.rentalcompany.com](#)

[www.rentalcompany.com/Pet-Friendly](#)

[www.rentalcompany.com/pet-friendly-rentals](#)





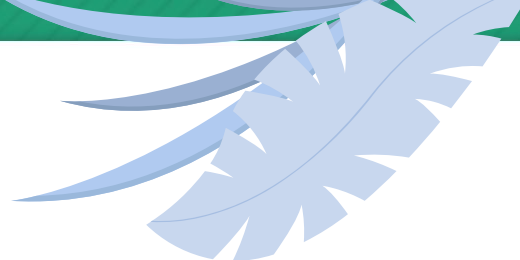
301 REDIRECTS

www.rentalcompany.com/petfriendly

www.rentalcompany.com/pet-friendly

www.rentalcompany.com/Pet-Friendly

[**www.rentalcompany.com/pet-friendly-rentals**](http://www.rentalcompany.com/pet-friendly-rentals)





HOW vacasa **WON**

THE SEO GAME

... *EASILY*





WWW.EASTCOASTVACATIONS.COM

WWW.LUXURYHOMES..COM



WWW.TRAVEDESTINATION.COM

WWW.MOUNTAINLODGING.COM

vacasa

WWW.WESTCOASTHOME.COM

WWW.VACATIONRENTALS.COM

WWW.BESTHOMES..COM



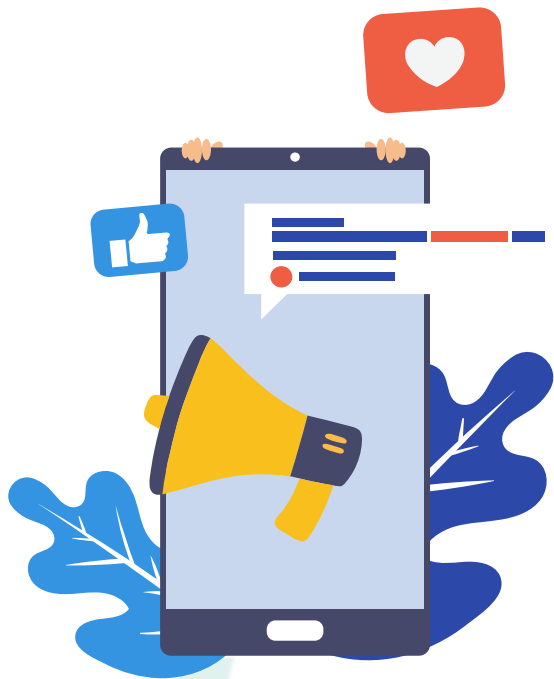
ACTION ITEM ALERT



Do you have any similar pages?
Combine them into ONE.

Do you have a different blog post for the same event that happens every year? Create one master post and just update it every year, changing the date of publication.





FOCUS ON 'USER INTENT'

That's how you master the
algorithm

POGO-STICKING

When a user can't find what they are looking for on YOUR site, they go elsewhere.





**SO DOES YOUR PROPERTY COUNT
AFFECT YOUR RANKING?**

YES YES NO





BEWARE OF SEO AUDITS

Correct all technical problems for your web site



 Inbox x

Jake Rasmussen <edwardmulderrigrealestate52@gmail.com>

8:10 AM (2 hours ago)



to Seo ▾

Dear Business owner of [REDACTED]

How is it possible that your website is having so many errors? Yes, most of the people share their anger and frustration once they get my email.

Now, I will show you some technical errors found in your [REDACTED]

I have a large professional team who can fix all the above issues immediately at an affordable price. I guarantee you will see a drastic change in your Google search ranking once these are fixed.

Looking forward to your reply.

Jake Rasmussen
(240)489-2209

Hi

As a part of our SEO audit report, your website lacks on pivotal areas and that is the reason the site is losing out on a lot of traffic.

We would like to share this free of cost comprehensive SEO audit report with you so that you can cross-examine it. After you are done with the analysis of this report, we intend to have a word with you on how you can use our SEO expertise to drive more traffic to your website and consequently more sales for your business.

We can schedule a call or Skype meeting as per your convenient time for further discussion.

We can place your website on **Google's 1st page. Yahoo, Facebook, LinkedIn, YouTube, Instagram, Pinterest etc.)**

If you are interested then please let me know. I will send to you our SEO Prices and Packages.

Best wishes,

Ericka,

SEO Marketing Manager



SEMRUSH



ahrefs

 **woorank**

RAVEN

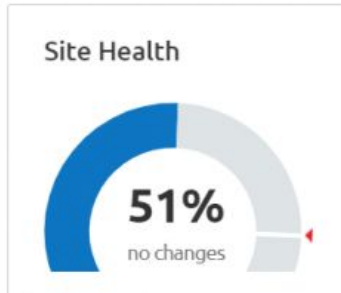

MOZ



“You don’t hire a hammer to build a house, you hire a builder who knows how to use one!”

-- Mike Doute

-- ICND Marketing Specialist



Ranks #1 for their Major Search Term

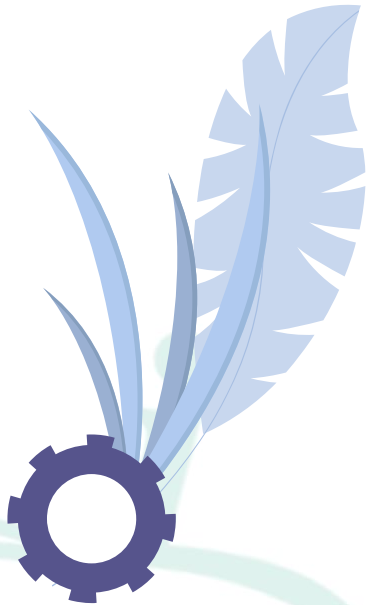
Ranks #1-4 for their Sub Search Terms

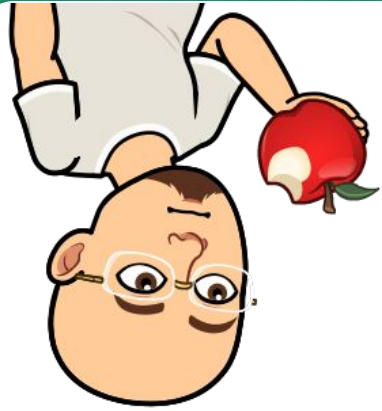
These algorithms are smart enough to “look past the errors” and figure out if your site is worthy to a USER.

ACTION ITEM ALERT

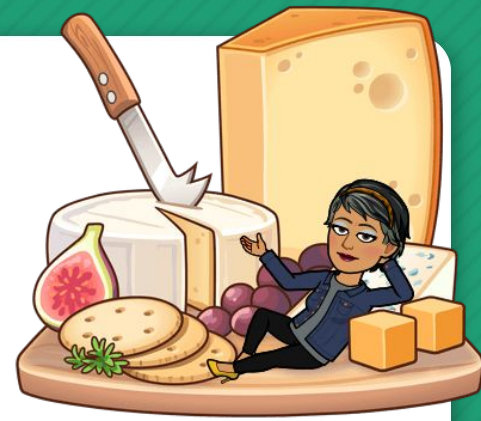
Ask your agency to propose how and why they are going to fix certain things and how much of an impact it will make.

WWW.ICND.NET/SCARE





**YOU ARE
WHAT YOU
E.A.T.**






Expertise

Provide great content that fulfills the intent of the searcher

Authority

Backlinks. Links = Authority.



Trust

Reviews everywhere, privacy policy, clear contact info, About Us page

ACTION ITEM ALERT

Make sure you have a thorough About Us page and Privacy Policy on your website. Diversify your review portfolio to different platforms.



IN CONCLUSION



“You don’t have to run faster than the bear, just run faster than your friend.”





WWW.**ICND**.NET
INTERCOASTAL NET DESIGNS

PAUL HANAK

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