

Exploring Memorable Experiences for Unique and Proven Travel SEO Opportunities

February 26, 2019

New York InBound Marketing MeetUp



GALILEO
TECH MEDIA

Agenda

- About Galileo Tech Media
- Introduction to Memorable Tourism Experiences
- Real World Studies
- Introduce the MTE Scale
- Approach with Regard to Marketing and SEO
- Other Implications
- Some Initial Results
- Q&A
- Conclusion

About Galileo Tech Media

- **About Us**
- Customers
- SEO Services
- Why Us

People, Platform, and Process Solutions for SEO & Content Writing

- Multi-Location SEO Services and Content Writing for in-house marketing teams, travel, lifestyle brands, and more.
- Created to meet the needs of a changing workforce, both internally and externally. Built seeking the best and brightest talent to create a network of vetted and trained freelancers.
- A trusted partner of Marriott International, Ritz-Carlton, Starwood Resorts & Hotels, Better Homes & Gardens Real Estate and more, Galileo researches and creates thousands of SEO Keywords and Content pages per month.



Galileo Tech Media | About Us

- About Us
- **Customers**
- SEO Services
- Why Us



- About Us
- Customers
- **SEO Services**
- Why Us

Ensure maximum visibility in organic search with Tactical SEO Services:

- Keyword Research
- SEO Content Writing
- Content Hubs
- Local SEO
- Link Building
- Amazon SEO
- Technical SEO
- Large-Scale Audits



- About Us
- Customers
- SEO Services
- **Why Us**

A unique & innovative approach to content writing and SEO

- Called the “anti-agency,” Galileo clients are **confident** in our ability to increase their department’s productivity and SEO visibility.
- Galileo’s flexible and predictable models ensure **peace of mind** - no retainers or long-term commitments, no surprise invoices.
- Businesses with multiple locations, products and/or websites face scalability challenges with SEO. Galileo clients feel **relief** - no need to hire internally for short-term projects.
- When all work is priced by the deliverable, Galileo is able to secure volume discounts. Galileo clients have no concerns regarding agency-fleecing or being wed to a contract that may not make financial sense month-to-month.
- *Experience ultimate **freedom** and **flexibility** to scale up or down.*



Introduction to Memorable Tourism Experiences

Introduction

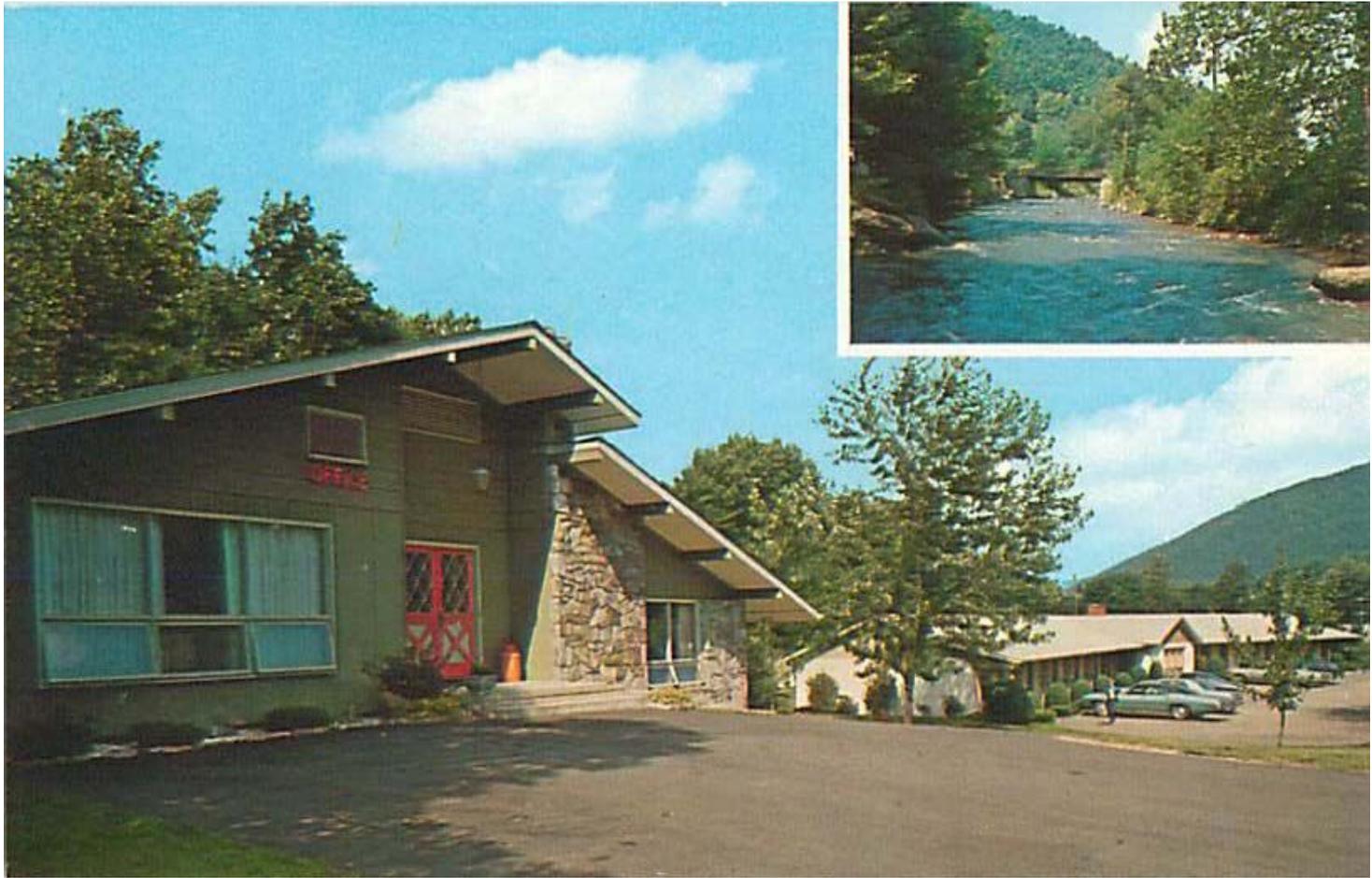
- **Who Am I**
- Lisbon
- MTEs
- Experiential

Joseph McElroy :: Background

- Founder New York Inbound Marketing Professionals
- Co-founder 3 travel companies
 - Galileo Tech Media
 - Meadowlark Motel
 - BlueOrange Travel
- SEO for 20 years
- **Who are you?**



GALILEO
TECH MEDIA



Introduction

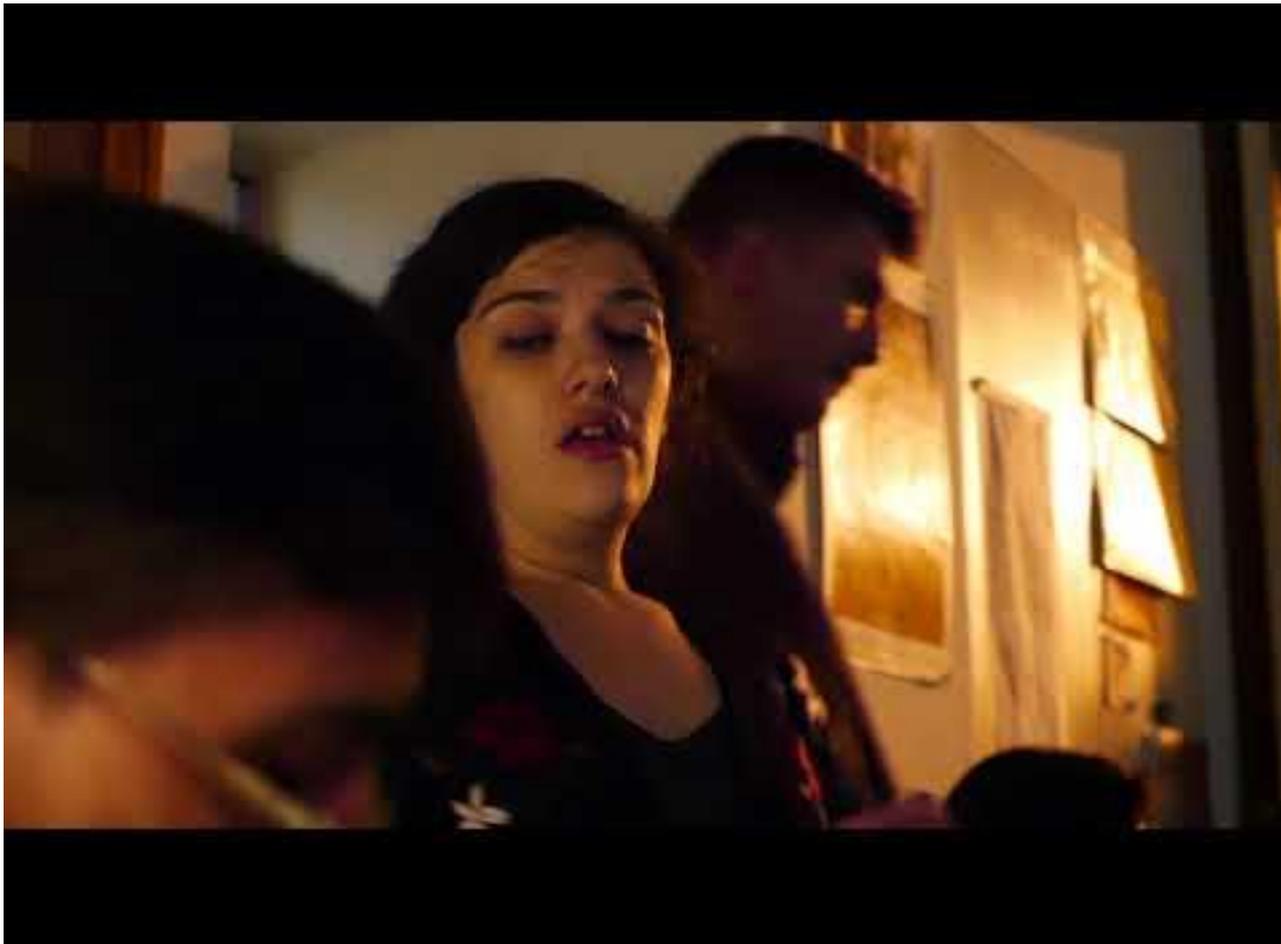
- Who Am I
- **Lisbon**
- MTEs
- Experiential

My Memorable Tourism Experience



A Night in Lisbon





Introduction

- Who Am I
- Lisbon
- **MTEs**
- Experiential

Memorable Tourism Experiences

- Flashbulb memories that are exceptionally vivid and long-lasting
- Decade of academic research
- Better indicator than Satisfaction for:
 - Brand Loyalty
 - Word of Mouth
 - Revisit Intention
- Anticipation increases vividness of MTEs
- Emotional feelings are an integral part of MTEs —such as sociable, pleasant, happy, irritated, guilty, sad, and worried



Introduction

- Who Am I
- Lisbon
- MTEs
- **Experiential**

7 Positive Experiential Components of MTE

- Fado, the music to me was new - a **Novelty**.
- Learning to appreciate a new art form gave me **Knowledge**.
- Shared bonding experience with my eventual wife was **Meaningful**.
- Pleasurable wine and food was **Hedonic**.
- The liberating feeling of night and wine was **Refreshing**.
- I got to be **Involved** with the music and communal atmosphere.
- I got to interact with **Local Culture** by talking to the musicians.



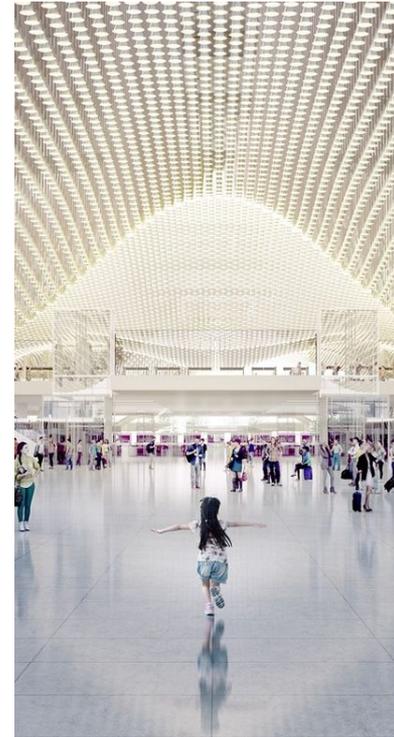
Real World Studies

Real World Studies

The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction

Jong-Hyeong Kim - Journal of Travel Research 2017

- Surveyed Tourists leaving Taiwan at the airport.
- Found MTEs influence future behavioral intentions both directly and indirectly through Destination Images (DIs) and tourist satisfaction. Moreover, MTEs are found to be the most influential determinant of behavioral intentions.
- Conclusion that marketing communication materials should advertise how each of the MTE scale items will be evoked and triggered by a destination's offerings. Doing so may encourage individuals to visit or revisit the destination and stir the memories of those who have already visited. **Furthermore, as individuals formulate DIs from secondary information sources, this practice will push individuals to formulate positive DIs prior to their visit.**



Real World Studies

Determining the Factors Affecting the Memorable Nature of Travel Experiences

Jong-Hyeong Kim - Journal of Travel & Tourism Marketing 2010

- Surveyed Students at the largest Midwestern University.
- The more individuals are involved with a vacation - in terms of the place they have longed to visit and activities that they have wanted to participate in - the better they can recollect and retrieve past travel experiences. Another important finding of the study was that respondents who experienced local culture during their travel experiences were found to have high levels of recollection of their past experiences.
- The findings of the study suggest that **marketing efforts used at the anticipation stage of travel experiences are necessary** to provide memorable travel experiences.



The Memorable Tourism Experience (MTE) Scale

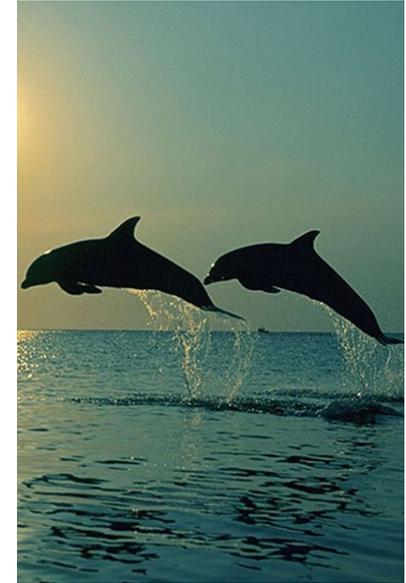
Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p data-bbox="291 303 494 342">Hedonism</p> <p data-bbox="152 366 631 615">Tourists seek ‘thrills, excitement, participation, fun, amusement, fantasy, arousal, sensory stimulation and enjoyment.’ These are crucial in determining tourists’ satisfaction as well as their future behavior.</p>	Thrilled about having a new experience
	Indulged in the activities
	Really enjoyed this tourism experience
	Exciting



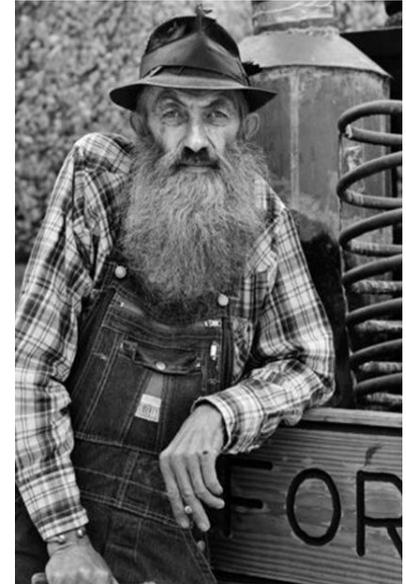
Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p data-bbox="316 306 473 347">Novelty</p> <p data-bbox="162 369 625 663">The modern tourist is interested in things, sights, customs and cultures different from his own, simply because they are just different. A new value has gradually evolved: The appreciation of the experience of strangeness and novelty.</p>	Once-in-a-lifetime experience
	Unique
	Different from previous experiences
	Experienced something new



Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p>Local culture</p> <p>Tourism incorporates the attitudes, competencies, enterprise, innovation, hospitality and friendliness of the local people. Travelers who interact with local culture have high levels of recollection of their past experiences.</p>	Good impressions about the local people
	Closely experienced the local culture
	Local people in a destination were friendly



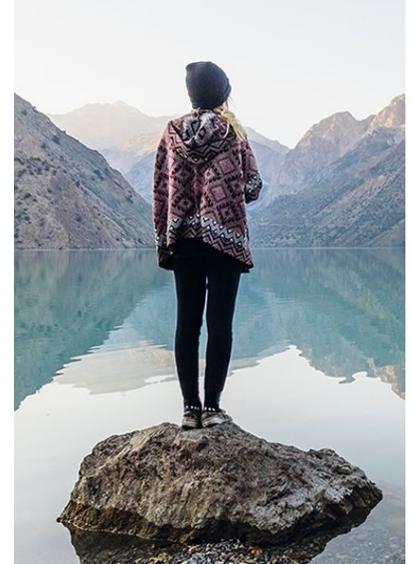
Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p data-bbox="266 303 525 347">Refreshment</p> <p data-bbox="158 369 633 751">The feeling of being refreshed affects memories of travel, and increases the depth of experiential engagement. Touring means that everyday structures such as work time regimes might be exchanged for structures that are experienced as liberating and empowering, including journeys, tours and events.</p>	Liberating
	Enjoyed sense of freedom
	Refreshing



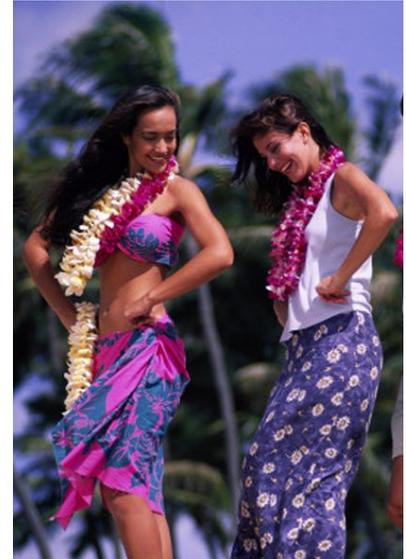
Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p data-bbox="233 303 552 347">Meaningfulness</p> <p data-bbox="150 369 633 658">The benefits of participating in tourism activities include improving the tourist's psychological mood and well-being, allowing him to assert his self-identity, learn about himself, and learn about other places and cultures.</p>	I did something meaningful
	I did something important
	Learned about myself



Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p data-bbox="266 303 523 343">Involvement</p> <p data-bbox="156 366 633 663">The more individuals are involved with a vacation in terms of the place they have longed to visit, and activities that they have wanted to participate in, the better they can recollect and retrieve past travel experiences.</p>	I visited a place where I really wanted to go
	I enjoyed activities which I really wanted to do
	I was interested in the main activities of this tourism experience



Applying to Marketing - Start with the MTE Scale

Dimensions	Indicators
<p>Knowledge</p> <p>Tourists wish to participate in many different activities, especially those activities in which they explore their talents and capabilities and expand what they know.</p>	Exploratory
	Knowledge
	New culture



Approach to Marketing & SEO

Approach to Marketing & SEO

- **Opportunity**
- Experience Hubs
- Experience Words

Is there an Opportunity to use MTEs for SEO?

- Let's go back to Fado
- My wife and I plan a visit to Salvador Bahia in Brazil
- I want to recreate the Lisbon MTE
- So I search...



Opportunity

Not what I wanted, but Google gave me a suggestion of searching for “live music salvador bahia”

Google

best neighborhoods for music in salvador bahia brazil

All Maps Images News Shopping More Settings Tools

About 223,000 results (0.93 seconds)

The Coolest Districts in Salvador - Culture Trip
<https://theculturetrip.com> > Brazil > Salvador ▼
Jun 9, 2017 - **Salvador** is a buzzy and diverse city with proud African and **Brazilian** heritage. Its **best neighborhoods** are hotbeds of **cool** restaurants, laid-back botecos, interesting art spaces and, of course, bounteous beaches.

People also search for

- barra neighborhood
- moving to salvador brazil
- 48 hours in salvador
- salvador dangerous areas
- live music salvador bahia
- visiting pelourinho

What is the best area to stay in Salvador? - Salvador Forum ...
<https://www.tripadvisor.com> > ... > Salvador > Salvador Travel Forum ▼
7 answers
Mar 30, 2011 - ... for 3 or 4 nights. Which area is the **best** to stay? ... South America · Brazil · State of Bahia (BA) · Salvador · Salvador Travel Forum · Browse all ...

Where to Stay in Salvador - Best Areas, Attractions, Food & More
<https://triphappy.com/salvador/where-to-stay/85510> ▼
Salvador Neighborhoods. Barra. beaches, Farol da Barra, more residential, blocos during carnival. Cidade **Alta**. Praça da Sé, Terreiro de Jesus. Rio Vermelho. beaches, going out, bars and restaurants. Comercio. Mercado Modelo, ferry port. Pelourinho. old, colonial part of town, Tuesday night parties, main tourist ...

Opportunity

Bingo!

But NOTE:

- No Hotels show up!
- No Hotel Restaurants show up!

Over 100 searches a month

The screenshot shows a Google search for "live music salvador bahia". The search results include a link to "Best Bars With Live Music In Salvador - Culture Trip" with a URL and a date from April 5, 2017. Below the text is a map of Salvador, Bahia, with several bars marked: Senhorita Mafalda, 116 Music Bar, Commons Studio Bar, and others. Below the map, the search results list "Commons Studio Bar" with a 4.3 star rating and "116 Music Bar" with a 4.0 star rating. Both bars are listed as closed.

Approach to Marketing & SEO

- Opportunity
- **Experience Hubs**
- Experience Words

What experiences are tourists looking for?

- Use the MTE Scale for ideation
- Use local knowledge for ideation
- Have a conversation with the keywords
- Make Experience Hubs



Experience Hubs - MTE Scale

Experience	MTEs
Romance - Valentine's Day	Novelty Hedonism Local Culture
Romance - Weddings	
Romance - Honeymoons	
Romance - Reconnect	
Romance - Dating	
Romance - Firepits at night	
Romance - Fireplaces	
Romance - Decks over Creek	
Romance - Large Jet Tubs	
Romance - Back Porch Dinner	
Romance - Anniversary/Engagement	

Experience	MTEs
Appalachian - Beer Tasting	Local Culture Knowledge Involvement
Appalachian - Wine Tasting	
Appalachian - Liquor Tasting	
Appalachian - Music	
Appalachian - Dance	
Appalachian - Food	
Appalachian - Pottery	
Appalachian - Art & Crafts	
Appalachian - Gardening	
Appalachian - Herbs	
Appalachian - Wood Carving	
Appalachian - Quilting	
Appalachian - Indian	
Appalachian - Moonshine	
Appalachian - Hillbilly	

Experience Hubs - Keywords: Appalachian - Music



raymond fairchild



All News Videos Images Shopping More Settings Tools

About 3,260,000 results (0.52 seconds)

Raymond Fairchild - Wikipedia

https://en.wikipedia.org/wiki/Raymond_Fairchild

Raymond Fairchild (born March 15, 1939) is an American banjo player from the Great Smoky Mountains. He is known for his fast playing, his fancy and intricate ...

[Biography](#) · [Discography](#) · [LPs](#) · [CDs](#)

Maggie Valley Opry

www.raymondfairchild.com/

Updated June, 14 2015. Raymond's induction into the Bluegrass Hall Of Fame. Celebrating Our 29th Year in Maggie Valley. **Raymond Fairchild**. fairchild.jpg.

You visited this page on 2/24/19.

Bluegrass Legend Raymond Fairchild is Back to Pickin' His Banjo after ...

<https://blog.mission-health.org/.../bluegrass-legend-raymond-fairchild-carepartners-re...>

Jul 3, 2018 - Renowned banjo player **Raymond Fairchild** was seriously injured when his riding lawnmower overturned on him.

Raymond Fairchild | Bluegrass banjo player | Blue Ridge Mountains

<https://www.blueridgeheritage.com/artist/raymond-fairchild/>

Describing his style of banjo playing, **Raymond Fairchild** once explained to a writer for Mountain Grown Music, "It ain't oldtime music, but it ain't bluegrass.

Keyword ideas

bluegrass near maggie valley

Found 8 keyword ideas

Show broadly related ideas; Exclude adult ideas; Keyword text contains **raymond**; Keyword text does

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition
Idea		
<input type="checkbox"/> raymond fairchild	390	Low
<input type="checkbox"/> raymond music	40	Low
<input type="checkbox"/> raymond fairchild whoa mule	40	Low
<input type="checkbox"/> maggie raymond	20	Low
<input type="checkbox"/> raymond fairchild banjo	20	Medium
<input type="checkbox"/> raymond fairchild moonshine	10	Low
<input type="checkbox"/> raymond fairchild maggie valley	10	Low
<input type="checkbox"/> raymond valley	10	Low

Experience Hubs - Make Content Hub

Term	Monthly	Url	Date	Type
bluegrass festival nc	880	https://meadowlarkmotel.com/bluegrass-festivals-in-nc/	existing	Hub
north carolina bluegrass	140	https://meadowlarkmotel.com/north-carolina-bluegrass/	March	Secondary
Raymond Fairchild	340	https://meadowlarkmotel.com/raymond-fairchild	March	Secondary
bluegrass music asheville nc	30	https://meadowlarkmotel.com/bluegrass-music-asheville-nc	April	Secondary
maggie valley bluegrass	10	https://meadowlarkmotel.com/maggie-valley-bluegrass	April	Secondary
Hillbilly Jam	220	https://meadowlarkmotel.com/hillbilly-jam/	existing	Secondary

Approach to Marketing & SEO

- Opportunity
- Experience Hubs
- **Experience Words**

How to Write for Experience?

- MTEs - identify emotions and experiences
- Synonyms and LSI :)
- In addition to keywords, use Experience Words in titles and content



Experience Words

Experience Hub - Romance - Honeymoons

MTEs

Novelty

Hedonism

Local Culture

Keywords (from Hub)

North Carolina Honeymoon

Experience Words (from MTE Scale)

Once-in-a-lifetime

Unique

Thrilled

Indulged

Etc

LOOK to SYNONYMS and LSI as well

Make a Title with Experience Words and Keywords!

**A Once-In-A-Lifetime North Carolina Honeymoon
with Wine, River, and Song**

Experience Words

Experience Hub - Romance - Honeymoons

Content Ideas

Talk about Novelty

- We have Unique cabins with a deck right over the stream for romantic nights
- We have a Honeymoon suite as well with jetted tub
- There are unique experiences:
 - Elk Viewing is a romantic drive into a valley full of elk and nature
 - Hiking in the mountains is stunning
 - Waterfalls in the area - Soco Falls is breathtaking
 - Music and food with guests

Talk about Hedonism Aspects

- Local beer and wine tastings at a nearby distillery
- Local music and our own concerts
- Restaurants in Maggie, Waynesville, Asheville, NC

Talk about Local Aspects

- Our family motel for 70+ years - use 70's honeymoon story from Facebook and pics
- Reviews of our staff from Google and [bookings.com](https://www.bookings.com)
- Local tours and packages

Experience Words

Experience Hub - Romance - Honeymoons

Keyword ideas

Q north carolina honeymoons



Found 401 keyword ideas

Show broadly related ideas Exclude adult ideas Keyword text contains getaways

Add filter

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Your search term		
<input type="checkbox"/> north carolina honeymoon	320	Medium
Idea		
<input type="checkbox"/> romantic getaways in nc	3,600	Medium
<input type="checkbox"/> weekend getaways in nc	2,900	Medium
<input type="checkbox"/> romantic cabins in nc	720	Medium
<input type="checkbox"/> cheap weekend getaways in nc	590	Low
<input type="checkbox"/> north carolina getaways	880	Medium
<input type="checkbox"/> romantic cabin rentals in nc	590	Medium



north carolina honeymoons



<https://www.emeraldislerealty.com/wedding/honeymoon-ideas>

Find Emerald Isle, North Carolina honeymoon ideas including a vacation rental list, area attractions & more. Start your happily ever with an Emerald Isle ...

[Carolina Mornings | Romantic Getaway Packages](https://www.carolinamornings.com/vacation/category/honeymoon-romantic-nc-rentals)

<https://www.carolinamornings.com/vacation/category/honeymoon-romantic-nc-rentals>

Enjoy the natural beauty of the North Carolina mountains at Blue Ridge Getaway! You'll love relaxing in the front porch rocking chairs and soaking in the bubbly ...

[Asheville and Biltmore 50 Specials and Packages - Romantic Asheville](https://www.romanticasheville.com/packages.html)

<https://www.romanticasheville.com/packages.html>

See the best Asheville NC vacation packages, discounts, travel deals and trip specials for ... at hotels, resorts, country inns, bed and breakfasts and cabin rentals in western North Carolina. Honeymoon Package, Hot Springs Log Cabins.

[North Carolina Honeymoon Romantic Getaway Package - White Doe Inn](https://www.whitedoeinn.com/loveseasons_wedding.htm)

https://www.whitedoeinn.com/loveseasons_wedding.htm

White Doe Inn is a popular North Carolina destination for romantic getaways, and it doesn't get any more romantic than a honeymoon. Come celebrate with us!

[North Carolina Hot Tub Suites - Excellent Romantic Vacations](https://www.excellent-romantic-vacations.com)

<https://www.excellent-romantic-vacations.com> Hotel Hot Tub Suites

Nov 9, 2017 - North Carolina Hot Tub Suites - romantic Charlotte & Raleigh NC hotel ... plus North Carolina beachfront inns and honeymoon cabins with ...

[A Once-In-A-Lifetime North Carolina Honeymoon with Wine, River ...](https://meadowlarkmotel.com/north-carolina-honeymoon/)

<https://meadowlarkmotel.com/north-carolina-honeymoon/>

Feb 7, 2019 - Plan a remarkable North Carolina honeymoon or getaway. Learn more about our romantic honeymoon cabins in NC and honeymoon ...



Other Implications

Other Implications

CTR Affects your Hotel SEO

Using words and phrases that trigger Memorable Tourism Experiences can lead to higher click through rates (CTR). This will help both conversions and SEO.

Brand Loyalty Strategies from SEO

One of the interesting results from academic research is that MTEs are enhanced by the level of anticipation a tourist has for the experience. **Bearing this in mind, the traveler's journey should begin before the experience happens to make it all the more memorable afterwards.** Employing rich and evocative content to tell the “story” of a destination is a smart tactic to enhance the anticipation of a travel experience tourists might have, for it allows them to become immersed in a destination without ever leaving their home. Furthermore, because they initially experienced the destination through brand-owned content, the overall experience and attendant memories are further connected to the brand itself. This should increase revisit rates.

Other Implications, Cont'd

Conversion Rate Optimization for your Hotel Website

When Google released its study on Amy and her 419 “micro moments”, it set off a wave of speculation on how to capture interest from consumers during those moments of dreaming, planning, booking and experiencing. Solutions range from solving their problems in the moment to offering advertising deals to prompt impulse buys. We think using content to both trigger MTEs and build anticipation for the next memorable experience will be an effective way to increase conversions.

Initial Results

Initial Results

- 24% More Opens
- 42% More Conversions
- 12% Lower Cost per Lead

What we found:

- MET Language isn't just for Tourism; when testing Subject Lines for email marketing, Galileo discovered emotion-evoking calls to action generated more opens.
- A North Carolina hotel saw 42% more conversions on a lead generating campaign when using emotion-evoking calls to action:
 - “Romantic Cabin Getaway for 2” vs “Win Escape Package for 2”
 - “Make this Valentine’s Day special for the one you love” vs “Got plans for Valentine’s Day?”



Initial Results

Memorable Experiences language has implications far beyond Tourism. Consider Galileo's business of offering Tactical SEO Services to brands and agencies big and small. What is the emotion we hope to evoke from prospects that would turn them into clients? How do we generate content that triggers those emotions?

Experience :: Confidence

- Company Value/Prestige [our clients are connected to us, and want to see company succeed]
- Personal Value/Pride [this project will increase my personal value in the office]

Experience :: Peace of Mind

- Flexibility [no retainers or long term commitments]
- Security/Low Risk [compared to an agency, where there may be a retainer/long term commitment]

Experience :: Wise Investment

- Freedom [to rearrange monthly tactics as needed for budgetary/staffing resources]
- Relief [no surprise invoices; no concerns over agency fleecing]

Experience :: Resource Efficiency

- Relief [deliver on-time; don't have to hire internally]
- Flexibility [no retainers or long term commitments; can operate project by project]

Q & A

Thank You!



GALILEO
TECH MEDIA

Lunch & Learn | March 19th 12PM - 1:30PM

AMAZON SEO | Science, Strategy, and Tactics to Tame the Retail Giant

With over 50% of product searches originating on Amazon, it's imperative that emerging brands get it right on this increasingly important channel. Yet, Amazon can be overwhelming and frustrating. Whether it's your first rodeo or you're a seasoned seller, this MeetUp is designed to give brands a roadmap for success. Experts will share proven strategies for growth, and answer your nagging questions.

- Amazon - General Terminology
- Ways to sell on Amazon
- Branding options and best practices
- Anatomy of a product detail page
 - Keywords & Copy, Images, EBC/A+
- Advertising
 - Ad units, Best practices
- Q&A

March 19, 2019, 12PM - 1:30PM

AMAZON SEO

Primary

