Exploring Memorable Experiences for Unique and Proven Travel SEO Opportunities

February 26, 2019
New York InBound Marketing MeetUp
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
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.
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
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?
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

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hedonism</strong></td>
<td>Thrilled about having a new experience</td>
</tr>
<tr>
<td></td>
<td>Indulged in the activities</td>
</tr>
<tr>
<td></td>
<td>Really enjoyed this tourism experience</td>
</tr>
<tr>
<td></td>
<td>Exciting</td>
</tr>
</tbody>
</table>

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.
Applying to Marketing - Start with the MTE Scale

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Novelty</strong></td>
<td><strong>Once-in-a-lifetime experience</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Unique</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Different from previous experiences</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Experienced something new</strong></td>
</tr>
</tbody>
</table>

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.
## Applying to Marketing - Start with the MTE Scale

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local culture</strong></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Good impressions about the local people</td>
</tr>
<tr>
<td></td>
<td>Closely experienced the local culture</td>
</tr>
<tr>
<td></td>
<td>Local people in a destination were friendly</td>
</tr>
</tbody>
</table>
# Applying to Marketing - Start with the MTE Scale

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Refreshment</strong></td>
<td>Liberating</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enjoyed sense of freedom</td>
</tr>
<tr>
<td></td>
<td>Refreshing</td>
</tr>
</tbody>
</table>
Applying to Marketing - Start with the MTE Scale

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meaningfulness</strong></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>I did something meaningful</td>
</tr>
<tr>
<td></td>
<td>I did something important</td>
</tr>
<tr>
<td></td>
<td>Learned about myself</td>
</tr>
</tbody>
</table>

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.
Applying to Marketing - Start with the MTE Scale

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Involvement</td>
<td>I visited a place where I really wanted to go</td>
</tr>
<tr>
<td></td>
<td>I enjoyed activities which I really wanted to do</td>
</tr>
<tr>
<td></td>
<td>I was interested in the main activities of this tourism</td>
</tr>
<tr>
<td></td>
<td>experience</td>
</tr>
</tbody>
</table>

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.
### Applying to Marketing - Start with the MTE Scale

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Knowledge</strong></td>
<td>Exploratory</td>
</tr>
<tr>
<td>Tourists wish to participate in many different activities, especially those activities in which they explore their talents and capabilities and expand what they know.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Knowledge</td>
</tr>
<tr>
<td></td>
<td>New culture</td>
</tr>
</tbody>
</table>
Approach to Marketing & SEO
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”
Opportunity

Bingo!

But NOTE:
- No Hotels show up!
- No Hotel Restaurants show up!

Over 100 searches a month
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

<table>
<thead>
<tr>
<th>Experience</th>
<th>MTEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appalachian - Beer Tasting</td>
<td>Local Culture Knowledge Involvement</td>
</tr>
<tr>
<td>Appalachian - Wine Tasting</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Liquor Tasting</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Music</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Dance</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Food</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Pottery</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Art &amp; Crafts</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Gardening</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Herbs</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Wood Carving</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Quilting</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Indian</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Moonshine</td>
<td></td>
</tr>
<tr>
<td>Appalachian - Hillbilly</td>
<td></td>
</tr>
<tr>
<td>Romance - Valentine’s Day</td>
<td>Novelty Hedonism Local Culture</td>
</tr>
<tr>
<td>Romance - Weddings</td>
<td></td>
</tr>
<tr>
<td>Romance - Honeymoons</td>
<td></td>
</tr>
<tr>
<td>Romance - Reconnect</td>
<td></td>
</tr>
<tr>
<td>Romance - Dating</td>
<td></td>
</tr>
<tr>
<td>Romance - Firepits at night</td>
<td></td>
</tr>
<tr>
<td>Romance - Fireplaces</td>
<td></td>
</tr>
<tr>
<td>Romance - Decks over Creek</td>
<td></td>
</tr>
<tr>
<td>Romance - Large Jet Tubs</td>
<td></td>
</tr>
<tr>
<td>Romance - Back Porch Dinner</td>
<td></td>
</tr>
<tr>
<td>Romance - Anniversary/Engagement</td>
<td></td>
</tr>
</tbody>
</table>
Experience Hubs - Keywords: Appalachian - Music

Raymond Fairchild - Wikipedia
https://en.wikipedia.org/wiki/Raymond_Fairchild
Raymond Fairchild (born March 15, 1938) is an American banjo player from the Great Smoky Mountains. He is known for his fast playing, his fancy and intricate...
Bioography · 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 lawn mower 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.'
# Experience Hubs - Make Content Hub

<table>
<thead>
<tr>
<th>Term</th>
<th>Monthly</th>
<th>Url</th>
<th>Date</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>bluegrass festival nc</td>
<td>880</td>
<td><a href="https://meadowlarkmotel.com/bluegrass-festivals-in-nc/">https://meadowlarkmotel.com/bluegrass-festivals-in-nc/</a></td>
<td>existing</td>
<td>Hub</td>
</tr>
<tr>
<td>bluegrass music asheville nc</td>
<td>30</td>
<td><a href="https://meadowlarkmotel.com/bluegrass-music-asheville-nc">https://meadowlarkmotel.com/bluegrass-music-asheville-nc</a></td>
<td>April</td>
<td>Secondary</td>
</tr>
<tr>
<td>maggie valley bluegrass</td>
<td>10</td>
<td><a href="https://meadowlarkmotel.com/maggie-valley-bluegrass">https://meadowlarkmotel.com/maggie-valley-bluegrass</a></td>
<td>April</td>
<td>Secondary</td>
</tr>
<tr>
<td>Hillbilly Jam</td>
<td>220</td>
<td><a href="https://meadowlarkmotel.com/hillbilly-jam/">https://meadowlarkmotel.com/hillbilly-jam/</a></td>
<td>existing</td>
<td>Secondary</td>
</tr>
</tbody>
</table>
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

**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
- Local tours and packages
## Experience Words

### Experience Hub - Romance - Honeymoons

<table>
<thead>
<tr>
<th>Keyword ideas</th>
<th>north carolina honeymoons</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Found 401 keyword ideas

- **Show broadly related ideas**
- **Exclude adult ideas**
- **Keyword text contains getaways**

**Add filter**

<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>north carolina honeymoon</td>
<td>320</td>
<td>Medium</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Idea</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>romantic getaways in nc</td>
<td>3,600</td>
<td>Medium</td>
</tr>
<tr>
<td>weekend getaways in nc</td>
<td>2,900</td>
<td>Medium</td>
</tr>
<tr>
<td>romantic cabins in nc</td>
<td>720</td>
<td>Medium</td>
</tr>
<tr>
<td>cheap weekend getaways in nc</td>
<td>590</td>
<td>Low</td>
</tr>
<tr>
<td>north carolina getaways</td>
<td>880</td>
<td>Medium</td>
</tr>
<tr>
<td>romantic cabin rentals in nc</td>
<td>590</td>
<td>Medium</td>
</tr>
</tbody>
</table>

---

**Carolina Mornings | Romantic Getaway Packages**  
[https://www.carolinamornings.com/vacation/category/honeymoon-romantic-nc-rntals](https://www.carolinamornings.com/vacation/category/honeymoon-romantic-nc-rntals)<br>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)<br>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 Dove Inn**  
[https://www.whitedooinn.com/loveseasone_wedding.htm](https://www.whitedooinn.com/loveseasone_wedding.htm)<br>White Dove 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 › Hotel Hot Tub Suites](https://www.excellent-romantic-vacations.com › Hotel Hot Tub Suites)<br>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/)<br>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.
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?”
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!
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