

# Tips for Successful Video SEO in Travel and Tourism Industry

In search engine marketing, travel business is a well known category which is vast and highly diversified. There is also enormous competition in online marketing ranging from bookings of flights to hotel reservations. It is estimated that over 70% of all flights are booked online. As a result, to be successful in promoting travel, tourism, and hospitality websites online marketers should be increasingly inventive and creative. It is quite surprising though that such well know online marketing tools as video SEO are greatly overlooked.



Online video should be the top marketing priority for travel and tourism industry in 2012. Video SEO enables you to take advantage of the incredible opportunities that online video content can deliver to your brand and business. Video SEO enables you to take advantage of the unbelievable opportunities that internet video content can bring to your travel brand and services.

SEO experts agree that visual presentations such as movies or videos are more efficient for memory retention than the written content. This means that video can help people bear in mind your brand and unique travel services much more effectively than traditional written word.

Tourism Review Video SEO team can give you a decisive edge over your competitors. Much higher exposure, better website ranking, additional targeted traffic and superior ROI could be approached by correct application of Video SEO strategy for travel and hospitality businesses.

In case you decide to promote your travel or destination services by yourself, Tourism Review Video SEO experts prepared a number of useful tips to be successful in using video spot(s) for your travel services or destination promotion.

## **Content**

Build relevant, unique, informative video clips – video clips are remarkable when they present step by step information and express features about subjects that are practical and important. Do not make video clips that are irrelevant or offer little to do with your service, product, or brand. These will just cause disorientation with your potential customers.



search engines will use to classify your video. Make sure that you insert the search term “video” to your title, description, meta data, etc.

Also try using a catchy or distinctive title that will not only provide attention to your video clip but convey your theme, product, or brand. Tags – tag your videos with key phrases that are reflective of the content.

### **Sitemaps**

Sitemaps – for video clip that is hosted on your own internet site use a video sitemap. It will help to filter page rank as well as direct search engines where to index your video content. Use appropriate key phrases within the anchor text of all links to the video clips that are featured in your video sitemap.

### **RSS or MRSS**

Create and submit your video RSS or MRSS. Also upload your video to Video Sharing Sites. For example, upload a couple of videos to portals like YouTube and provide hyper links back to related content and other video clips on your web site.

### **Source:**

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Date: 2012-02-27

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-tourism-industry-tips-for-effective-video-seo-article1763>