


Best Practices for SEO and Social Media to work together

 [ON.marketing](http://www.ON.marketing)

 / [Panos Ladas](#)





About Panos

- 14 years experience of [SEO](#) & [Digital marketing](#) in Greek & international projects
- First Google Certified Partner in Greece
- Managing Director [ON.marketing](#)
- Execution & data-driven mentality
- ♥ to work with start-ups

ON a mission

Provide results-oriented digital marketing
execute results & data-driven advertising plans
and even bring common sense in digital business.

The background of the slide is a photograph of a workspace. It features a wooden desk with a laptop, a white disposable coffee cup, a smartphone, and a person's hands typing on the laptop keyboard. The entire image is dimmed and overlaid with a semi-transparent dark grey rectangle. A thick orange border frames the central text area.

WHY SEO?

#1 Traffic Source
Scalable
Exceptional ROI

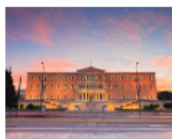
Things to do in Athens



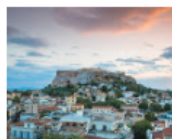
Acropolis of Athens
5th-century B.C. hilltop temple



Parthenon
Iconic 5th BC Athenian temple ruins



Syntagma Square
Central plaza with cafes & a fountain



Plaka
Acropolis temples & family-run tavernas

More things to do

THE 15 BEST Things to Do in Athens - UPDATED 2019 (with Photos ...

https://www.tripadvisor.com/Attractions-g189400-Activities-Athens_Attica.html ▼

Book your tickets online for the top things to do in Athens, Greece on TripAdvisor: See 224937 traveler reviews and photos of Athens tourist attractions. Find what ...

[Athens Attractions](#) · [Athens Highlights](#) · [City Sightseeing Athens](#) ... · [Plaka](#)

Matt Barrett's Top 10 Things to Do in Athens, Greece

<https://www.athensguide.com/top-10/> ▼

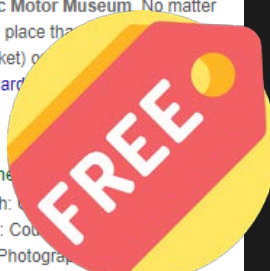
See Athens Museums, National Archaeological Museum and Hellenic Motor Museum. No matter how you feel about fish, meat and vegetables you won't find a more lively place than the market on Athinas Street, also known as the Dimotiki Agora (Public Market) or the Athens Central Market · [Temple of Olympian Zeus](#) · [Sounion](#) · [National Garden](#)

Things To Do In Athens | 11 Unmissable Attractions -

<https://www.timeout.com/athens/things-to-do/best-things-to-do-in-athens>

Sep 11, 2018 - The 11 best things to do in Athens. Acropolis. Photograph: ... Delev. Giorgos Sfakianakis © Museum of Cycladic Art, 2018. Photograph: ... SNF - Yiorgis-Yerolymbos. Photograph: Courtesy CC/Flickr/Paul Raven. Photograph: ... CC/Flickr/Tomlinson Models

- Increased, high quality traffic
- Higher ROI
- Improved visibility
- Credibility & trust
- Branding
- Improved user experience & usability
- Future investment
- Provides customer insights
- Your competitors are here
- Saves you Google Ads money
- A chance against large brands



SEO 2019 ANNUAL REPORT

5.500.000 users

3.000.000

keywords

500.000.000

searches

Except for Travel.

At 1.6 Trillion
searches this is a
totally different
game



Google



Google Search

I'm Feeling Lucky

Google offered in: [Ελληνικά](#)

40%

They dominate SERP

trivago® Google TUI

 Expedia®

Booking.com


Hilton
HOTELS & RESORTS



tripadvisor®

Hotels.com®



skyscanner



Help you achieve better results
with the existing resources

Stand up to the huge guys, be
competitive

HOW?

Be excellent in 200+ Factors at:

- Technology & UX
- Content
- Link Building

What YOU control & You Don't



5 Ways to Combine Social Media & SEO for hotel content marketing

Google's Matt Cutts



rel=nofollow 2010 – 2014 – 2018

The Benchmark





Typical website:

- Desktop focused design
- Photographs to inspire
- Cropped for desktop
- Minimum content
- Discreet call to action

Screenshot from Mykonos Grand mobile website, January 2019



- # Typical social post:
- “Inspirational content”
 - Photo for any hotel
 - Minimum content
 - No call to action
 - No links
 - 1 Like

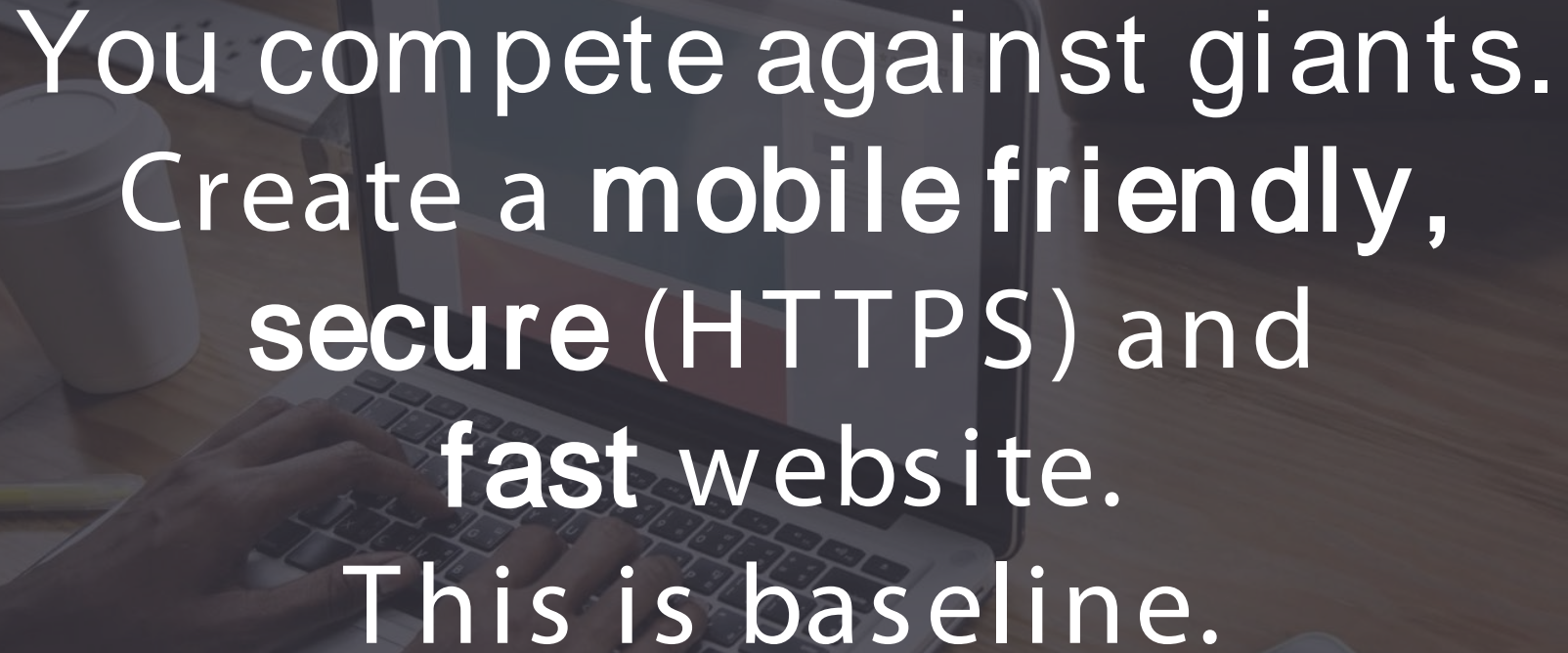
Screenshot from Rocabella Mykonos Hotel Facebook page,
January 2019

An exceptional team creates an exceptional digital brand




#1 TECH EXCELLENCE





You compete against giants.
Create a **mobile friendly,**
secure (HTTPS) and
fast website.
This is baseline.



Speed: essential for
bounce rate & conversion
rate & SEO.
Goal: <3 seconds



- Use caching & compression (ShortPixel.com for image compression)
- Minify CSS, Javascript, HTML
- Reduce redirects
- Improve server response time (buy the best hosting you can afford!)
- Use a CDN ([Cloudflare](#)..)

Use [Gtmatrix.com](#) on your mobile website!

#2 Content in your marketing plan



The most important factor
for SEO is unique content.

You create unique content
every day for your posts

Average amount of words
per website page: 159

Average mentions of
destination per page: 1

Average amount of words
per post: 19

Average mentions of
destination per post: ~0

500 word articles vs 2000 word posts.
3 posts/week vs 14 posts/week.

SEO hint:
always include the destination in
posts & profiles

A background image showing a workspace with a laptop, a white coffee cup, and a smartphone. The laptop screen displays a website. The text is overlaid on this image.

Define your **USP & value proposition**
and your **audience**.

These are essential steps to your
marketing plan, your **content plan** and
then your website's content and social
media plan.





A fairytale hideaway set amidst the cool, scented pine trees with climbing wall, indoor and outdoor play areas and children's pool.

The new Grecoland children's club was created entirely with kids in mind to create a magical holiday experience for children aged 4-12 years.

Grecoland offers regular, supervised, morning and afternoon sessions and is open 6 days a week.

GRECOLAND KIDS PROGRAMME



GRECOKIDS 4-6 YRS

GrecoKids is all about having fun in combination with learning about Greek culture, its history and its natural environment. Six days a week, GrecoKids can enjoy arts & crafts, water activities, team games, theme events, environmental days, treasure hunts & gardening fun – all at Grecoland.

GO BEYOND INSPIRATION

Don't copy & paste, create quality & quantity,
something unique & interesting.

(price, maybe room size, amenities, meal options)

Answer people's questions,
help them decide, help
them answer **WHY?**

And they want answers in their language.

Screenshot from Grecotel Cape Sounio Family Hotel Athens, January 2019

Social networks rank high:
GOOGLE MY BUSINESS

(the easy SEO)

YouTube, Facebook, Instagram,

Pinterest, Twitter, Quora,
Reddit, Flickr
the next Snapchat

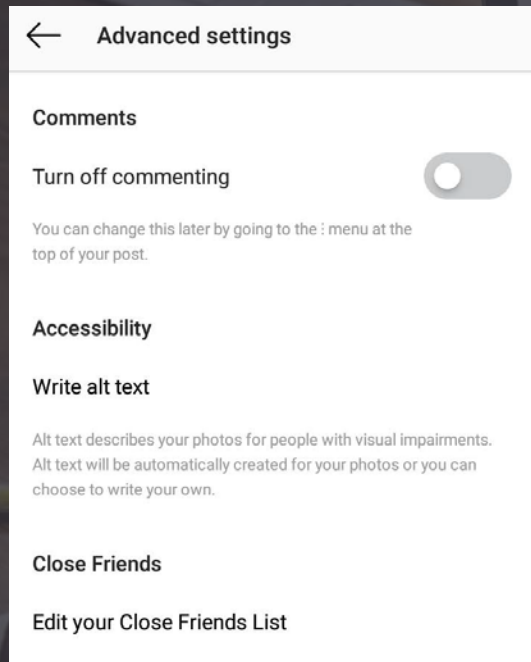
SEO HACK

Create at least one post
per focus keyword per month.

And use high resolution images &
videos with similar content.

INSTAGRAM SEO HACK

Use Instagram's advanced settings per post



FAQ: WHAT CUSTOMERS WANT?

Google Ads Keyword Planner

Google Search Console

Google Trends

hotjar

Common Sense

Ask your customers

#3 Influencers





caro_e_

Follow



1,212 posts

1.1m followers

364 following

🦋🦋 Caroline Einhoff 🦋🦋

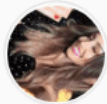
DON'T LET YOUR DREAMS

BE JUST DREAMS

snap: e_caro

Management@itsmecaro.com #love
itsmecaro.com

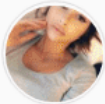
Followed by lovesophiesung



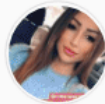
Runway ❤️



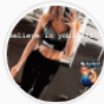
Thailand...



Surgery



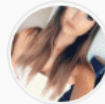
Cool Laser ...



Fitness



Q/A's



Handy ❤️

POSTS

TAGGED



Don't go just for the pics.

Go for the website and get SEO valuable links for your hotel.

Go for video

Use it in your own media: Repost it, blog about it!

This is a trust mark, validation, it inspires, it creates desire.



#4 Social Proof

A background image showing a person's hands typing on a laptop keyboard. To the left is a white disposable coffee cup. To the right is a smartphone displaying the time 08:15. The scene is set on a wooden desk.

You get social proof in all sorts of
ways:

Customers

Experts

Celebrities

Crowds

Friends

Certifications

Integrate social proof in your website:

Customer ratings reviews & testimonials

Media logos

Content with your hashtag


Celebrity Endorsements

Media mentions

Certifications

#5 REVIEWS & REPUTATION

ON43



This is Black Hat SEO:
The Shed in Dulwich
It happens ALL the time.
UGC for SEO
Freshness Quantity Quality

←

Ikos Olivia

🔗

⋮

OVERVIEW

PRICES

REVIEWS

ABOUT

Reviews ②

WRITE A REVIEW

4.8

★★★★★ Excellent ▾

470 reviews on Google

Rooms

4.8

Location

3.9

Service

4.7

📷

TripAdvisor

5/5 · 2,548 reviews

TripAdvisor Reviewer, a mont...

Firstly a huge massive thank you to the superstar Tasos Skouros who ensured that everything was ...

View more on TripAdvisor

B

Booking.com

9.5/10 · 101 reviews

Katya, 2 months ago

+

The view.

- Limited access to the restaurants. We ...

View more on Booking.com

➔

View all reviews

Google will take TripAdvisor out of business. BET YOUR MONEY IN THIS Ikos Olivia will never get nature lovers.

About 340,000 results (0.42 seconds)

IKOS OLIVIA - Prices & Resort (All-Inclusive) Reviews (Gerakini ...

<https://www.tripadvisor.com> > ... > Halkidiki Region > Gerakini > Gerakini Hotels

★★★★★ Rating: 5 - 2,548 reviews - Price range: \$\$ (Based on Average Nightly Rates for a Standard Room from our Partners)

Book Ikos Olivia, Gerakini on TripAdvisor: See 2068 traveler reviews, 2894 candid photos, and great deals for Ikos Olivia, ranked #1 of 10 hotels in Gerakini and ...

Hotel Ikos Olivia, Gerakini, Greece - Booking.com

<https://www.booking.com> > Greece > Macedonia > Halkidiki > Gerakini Hotels

★★★★★ Rating: 9.5/10 - 101 reviews

Right on its private beach area in Gerakini, Ikos Olivia features 3 outdoor pools, 1 indoor pool and spa facilities.

Infinite Lifestyle | Ikos Resorts | Luxury All Inclusive | Greece

<https://ikosresorts.com/> ▾

Life-enhancing luxuries, extraordinary experiences, we have reinvented the all inclusive holiday, introducing the Infinite Lifestyle at Ikos Resorts.

Ikos Resorts | Ikos Oceania | Ikos Olivia | Ikos Dassia


<https://ikosresorts.com/resorts/> ▾

Ikos Resorts offers private secluded beach, several pools benefits and acres of landscaped gardens are found in spectacular locations. Visit us Today !


Book | Ikos Resorts | All Inclusive | Halkidiki Greece

<https://ikosresorts.com/book-now/> ▾

Book now and benefit in many different ways including free child places, airport transfers and early booking discounts for summer 2017.



See photos



Ikos Olivia

Website

Directions

Save

4.8 ★★★★★ 470 Google reviews

5-star hotel

BOOK A ROOM

Address: Thesi Rahones, Gerakini, Halkidiki 631 00

Phone: 2374 099519

Ads

Check availability

📅 Sat, Jun 1

📅 Fri, Jun 14

👤 2

B

Booking.com

€444

➔

View more room rates

www.ON.marketing

ACT & MOVE ONWARD!



Panos@ONmarketing.io

