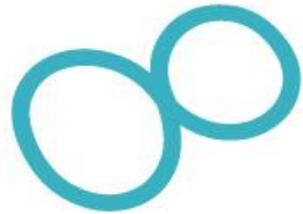




Social Media and Search Marketing for Tourism

About Me.....



octave
digital





This is Cavan



Posted by Paul McGarrity

22 July 2019 · 🌐

Taste of Cavan, the county's very own food and drink festival returns this year on Fri 9th - Sat 10th August '19 at Cavan Equestrian Centre,... See more



110

26 comments 26 shares

**THIS IS
CAVAN!**

more to
Monaghan



Training
Objectives

Social Media Overview

Review of best practice in Social Media and Search for Tourism

Social Media Marketing – Content and Engagement

Search Marketing: What is it and how can you benefit from it.

SEO Tips to improve your business.

SOCIAL MEDIA MARKETING FOR TOURISM AND HOSPITALITY

PLAN

REACH

- Search Engines
- Social Media
- Blogs
- Brochures
- Giveaways
- Advertising
- Emails
- Press Releases

ACT/EDUCATE

- Web Site
- Blog
- Interactive Tools
- Videos
- Photos
- Customer Relations

COVERT/CONTACT

- Call Center Calls
- Appointments Scheduled
- Web Site
- Contact Us
- Make an Appointment

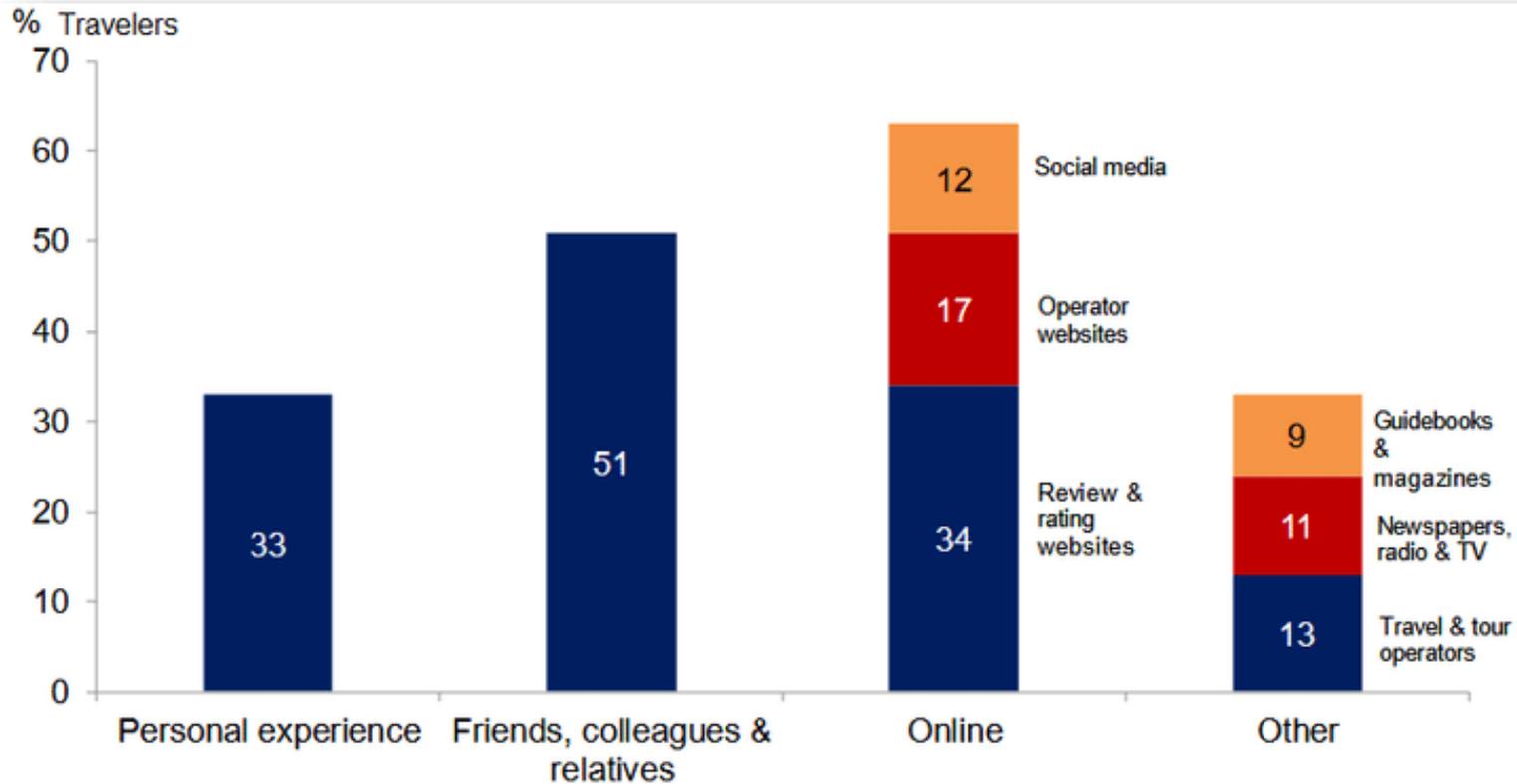
ENGAGE

- Engage customers and develop a relationship to encourage brand advocacy
- Social Media
- Events
- Patient Programs

TACTICS

Modern Tourism Marketing

Impact of Online on Tourism Environment



Source: www.researchgate.net, 2018



#cefalù

311,480 posts

Follow

Related Hashtags #sicity #siliabedda #ig_sicity #igsicilia #acitrezza #igerssicilia #sicity_mood #lovesicity #volgosisicilia #sicilia

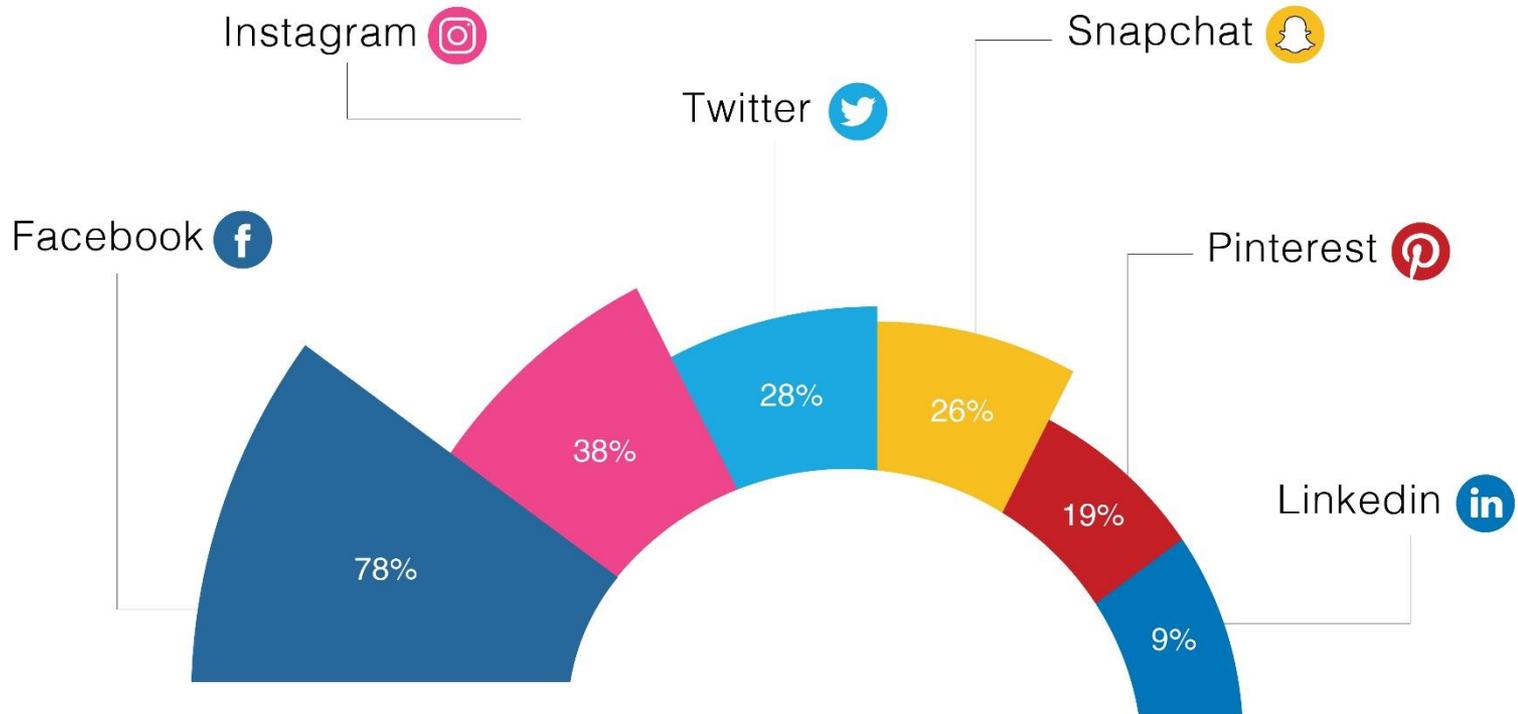
Top posts



Guide to Social Media Networks and Usage



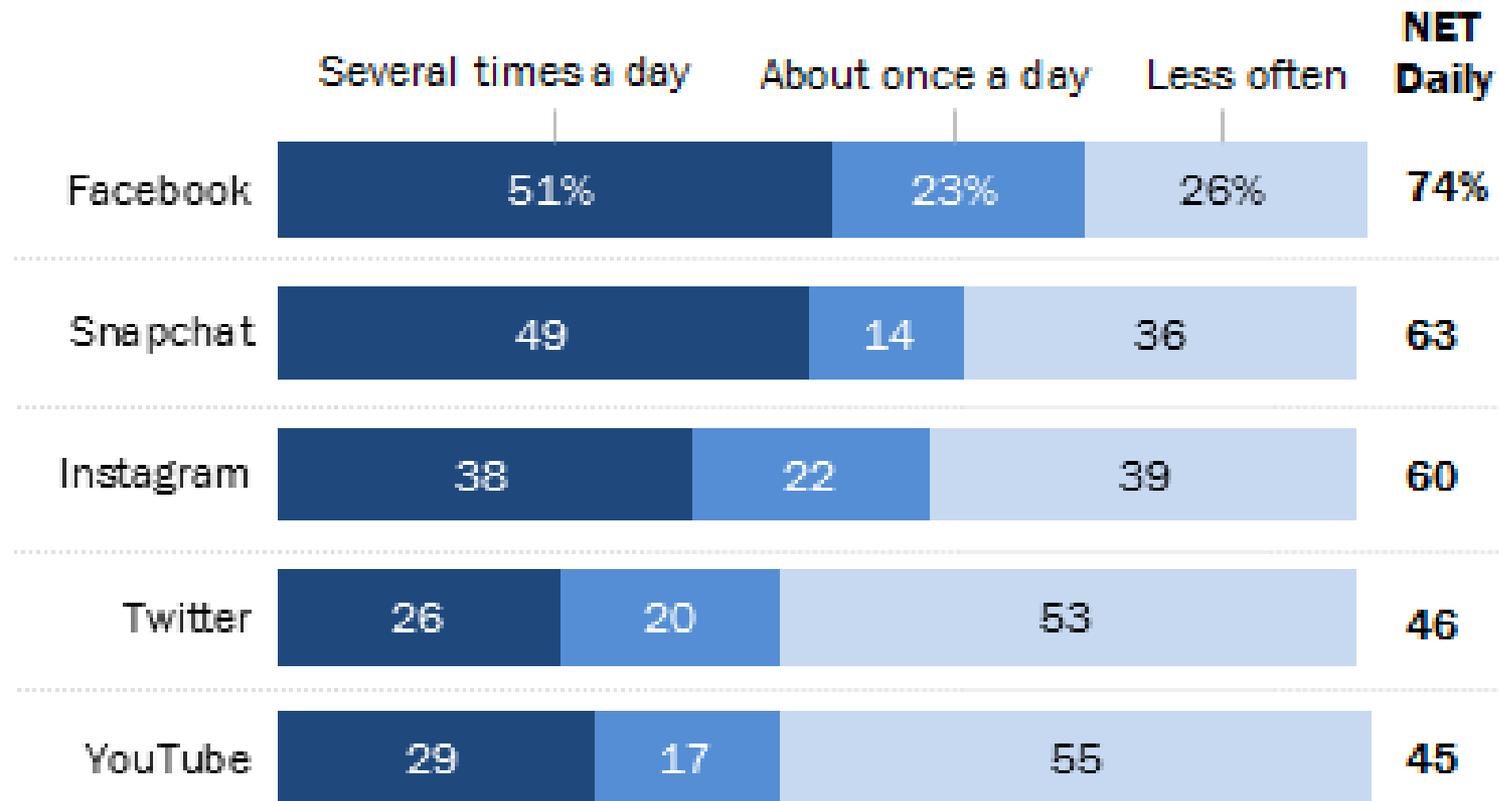
Social Media Network Use: Northern Ireland 2019



*Types of social networks that consumers log on to regularly (ie log on at least once per week), NI March 2019.
Base: 650 NI internet users aged 16+ (Source: Toluna / Mintel)

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

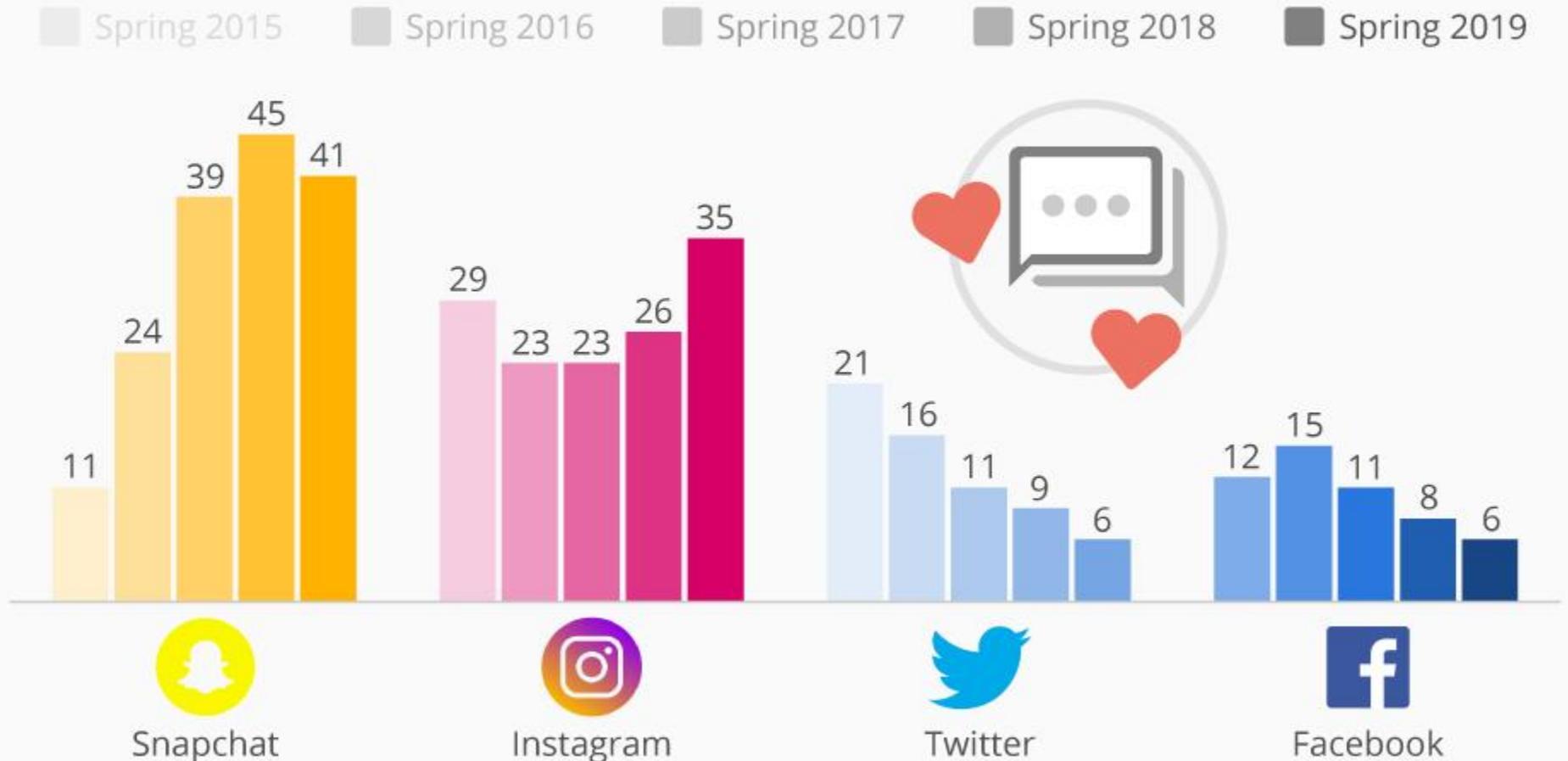
Among U.S. adults who say they use ____, the % who use each site ...



Source: Pew Research Centre, 2018

Facebook and Twitter Are Old News to Young People

% of U.S. teens who consider the following social networks their favorite



Top Tips on Social Media

WHAT'S THE BIG
CAMPAIGN IDEA?



WE'RE GOING
DIGITAL



FACEBOOK



YOUTUBE



A MOBILE
APP



PINTEREST



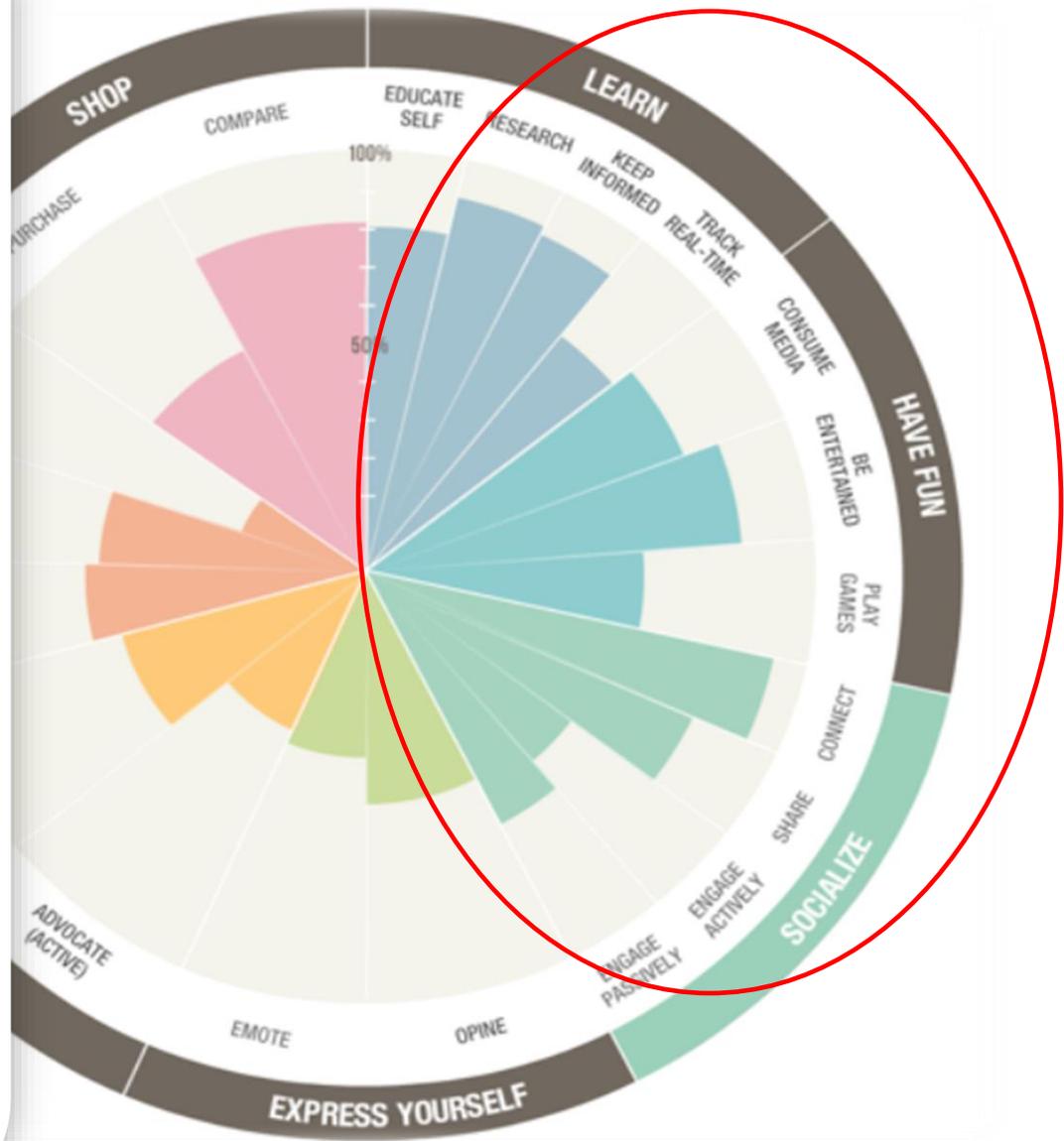
WHAT ARE WE
GOING TO DO IN ALL
THOSE CHANNELS?



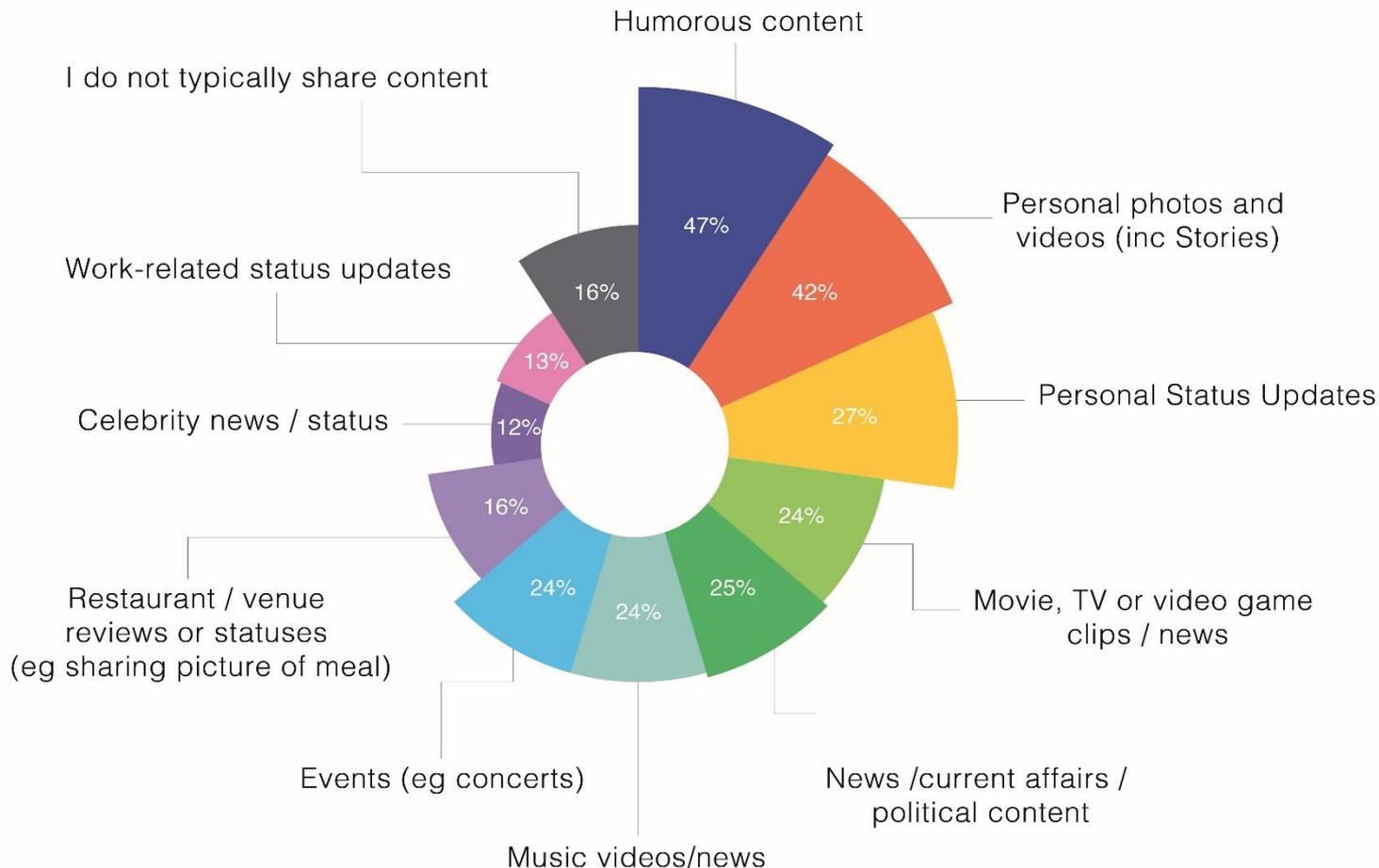
I DUNNO,
WE'LL FIGURE
IT OUT LATER



*“Reflect the Reasons
Why People Are on
Social Media.”*



Social Media Content Liked: Northern Ireland 2019



*Types of content consumers 'like' (eg Private messages, on your profile) on social media networks most often, NI March 2019.
Base: 613 NI internet users aged 16+

*“Make Your Content
People Centred!”*



Visit Wicklow

28 September at 13:45 · 🌐



Wicklow Wolf Brewing Company celebrated their 5th birthday this week by opening a brand new 35-hectolitre brewhouse and taproom, close to Newtownmountkennedy, **#Wicklow!**

Providence, and pride in Wicklow, means they use hops from their own Wicklow Wolf hop farm located in the Wicklow Mountains. And sustainability is at the heart of what they do, the farm being home to over 1,000 indigenous Irish trees that were planted to help offset carbon emissions, and to create new areas of biodiversity.

Tours of the new Wicklow Wolf Brewery will be available very soon, so we'll keep you posted 🍺🍻

Wicklow Wolf Brewing Company





 Liked by **tribalburger** and **150 others**

juniorsdublin Meet Orla!!

"This month marks my 10 year anniversary working in Juniors, which I find crazy! I love it here though. I've attempted leaving a couple of times but of course

*“Make Your Content
Exceptional!”*



pauliesdublin



40 likes

pauliesdublin Our favourite antipasti is simply delicious! Fig, prosciutto, basil, burrada & truffle honey 🍯



Galway Bay Hotel



6 February at 14:43 · 🌐

This beautiful photo of the sun setting on Galway Bay was taken by one of our team members. 🥰



  80

2 comments 10 shares



*“Embrace User-
Generated Content!”*



paulmcgarrity1976
Collioure





newfoundlandlabrador 

Follow



702 posts

134k followers

209 following

Newfoundland Labrador Tourism

There are endless opportunities to capture everything from our natural wonders to music and culture. Tag #ExploreNL and #IcebergsNL to share.

talltrueandtangled.com

 POSTS

 IGTV

 TAGGED





7,449 likes

newfoundlandlabrador Some adventures are more colourful than others. What are your favourite fall hikes? 📸: @newfoundland_photo_tours, Quidi Vidi Village #ExploreNL #ExploreCanada @DestinationStJohns



TOP POSTS
#explorenl



391 likes

karaokeefe One of my favourite places to shoot in St. John's. But there's just something special about the autumn colours. 🍂 #explorenl



#loveireland



621K posts

Follow

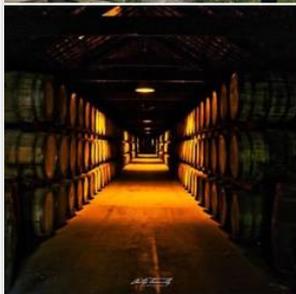


See a few top posts each week

Related: #visitireland #irelanddaily #irish_daily #

Top

Recent



*“Leverage Power of
(Real) Influencers!”*



Pól Ó Conghaile • 1st

Travel Editor & Writer

1d • 🌐



It's easier than ever to take a short break in Northern Ireland. But why, for visitors from the south, do Belfast or Derry seem to feel further than Galway ...see more



Why does Northern Ireland sometimes feel so far away?

independent.ie 📱

  50

1 Comment



 dublinfoodguide



juniorsdublin • Following
Juniors



juniorsdublin We had the pleasure to have @dublinfoodguide in our restaurant last night, thanks for your visit! Check out what they had to say below 👉👉 #Repost @dublinfoodguide . . .
Hey, nice to meet you 🍷😊 Last night we checked out the dinner menu @juniorsdublin offering a fresh and tasty variety of meat and fish! They serve a selection of daily specials but make sure to get down early to avoid disappointment, because, when they're gone, they're gone!! Pictured is the tuna taco, their very popular chilled prawns and the special c te de boeuf! Thank you to the team at Juniors for an unforgettable foodie experience,



27 likes

NOVEMBER 9, 2019

Add a comment...

Post



Monaghan Tourism

Published by Julie Sherlock [?] · 17 July 2018 · 🌐

Great pictures and a fab review of her first trip to Monaghan by Where is Tara? Come back soon!! #MyMonaghan



“Utilise Stories!”



Visit Wicklow

2 October at 17:45 · 🌐



Meet Alpaca Joe in this wonderful **Taller Stories** video!

... See more



Watch together with friends or with a group

Start



41

14 comments 7 shares 1.4k views



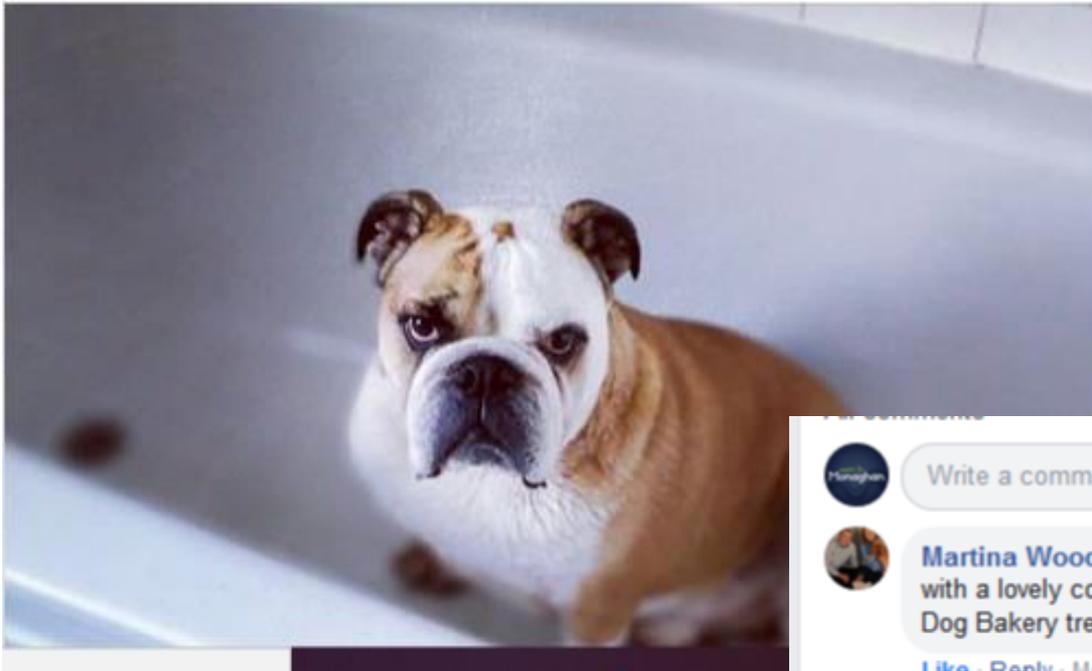
Video Stories



Monaghan Tourism

Published by Julie Sherlock [?] · 5 September 2018 · 🌐

Our travel colleagues at the [Independent.ie](#) are writing a major feature on Ireland's best dog and pet-friendly destinations, and they'd love to include the best places to eat, stay and play with your pet in Monaghan. Please post your recommendations below-greatly appreciated!



Write a comment...



Martina Woods @Coffee Break at Barbaras is in the town centre with a lovely courtyard not only are they dog friendly they sell Harry's Dog Bakery treats. (Made in Monaghan!!!) 😊❤️

Like · Reply · Message · 1y · Edited



↳ 2 replies

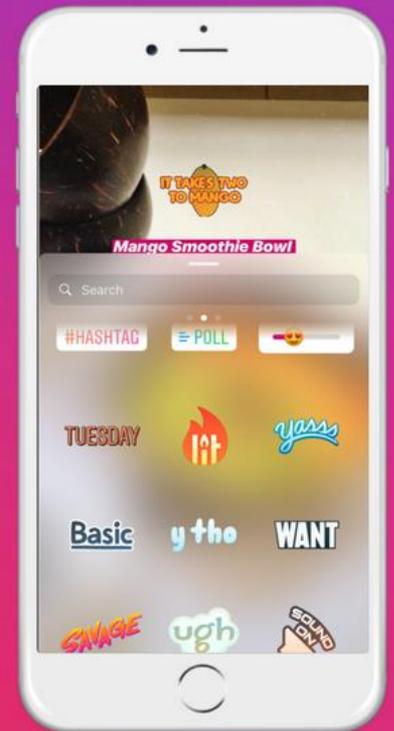


Coletta Hackett Rossmore Park is a beautiful place to go for a ramble with the dog.



Video Stories and Engagement

INSTAGRAM STORIES





Community 45w



**Meet two women
transforming their
village with flour
and eggs.**



Send message



“Utilise Social Media Advertising .”



FACEBOOK TO ROLL OUT DRASTIC NEWS FEED CHANGES ALTERING WHAT EVERY USER SEES





This is Cavan

Posted by Paul McGarrity
23 July · 🌐

You can literally eat your way around Cavan Town during Taste of Cavan weekend (10th and 11th Aug), with a food trail calling at some of the tow... See more



👍❤️😲 160

14 comments 15 shares

Like

Comment

Share

10,587 people reached >

[Boost Post](#)

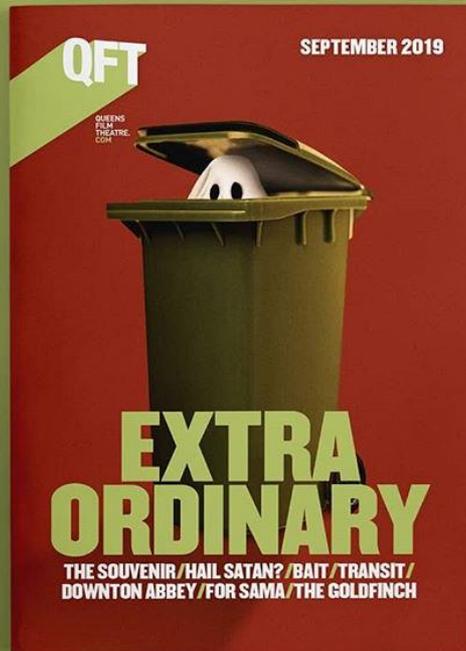
4,251
Organic Reach

7,253
Paid Reach

584
Post Clicks

SOCIAL MEDIA ENGAGEMENT





60 likes

qftbelfast Our September programme cover is wheelie, wheelie good. #ExtraOrdinary graces it and inside we've got #Transit, #TheGoldfinch... more

View all 3 comments

eddyjbaker I've bin looking forward to this!



qftbelfast @eddyjbaker You wouldn't want to SKIP it.





Liz Cullinane
@liznangel3



Replying to [@ScreenAwards](#) and [@QFTBelfast](#)

And rightly so, breathing world cinema into an otherwise closed society with [@BelfastFilmFes1](#) of course

15:17 · 07/10/2019 · [Twitter for Android](#)

1 Like



Queen's Film Theatre @QFTBelf... · 6h ✓
Replying to [@liznangel3](#) [@ScreenAwards](#)
and [@BelfastFilmFes1](#)

Thanks Liz!



Examples: Stakeholder and People Engagement



Visit Wicklow

28 September at 13:45 · 🌐



Wicklow Wolf Brewing Company celebrated their 5th birthday this week by opening a brand new 35-hectolitre brewhouse and taproom, close to Newtownmountkennedy, #Wicklow!

Providence, and pride in Wicklow, means they use hops from their own Wicklow Wolf hop farm located in the Wicklow Mountains. And sustainability is at the heart of what they do, the farm being home to over 1,000 indigenous Irish trees that were planted to help offset carbon emissions, and to create new areas of biodiversity.

Tours of the new Wicklow Wolf Brewery will be available very soon, so we'll keep you posted 🍺🍻

Wicklow Wolf Brewing Company



Like



Comment



Share



48

6 shares

Most relevant ▾



Marty O' Gara
I would love a tour
From Newcastle
Wicklow



1

2 w Like Reply



Visit Wicklow
Marty O' Gara keep an eye out ...
Tours will be available in the near
future 😊

2 w Like Reply

Use of Hashtags in Campaigns



Visit Wicklow

17 September · 🌐



Rathgall Hillfort, in South #Wicklow is a special place and this aerial shot by **Mark Molloy-Photography** certainly show its... [See more](#)



© MARK MOLLOY
PHOTOGRAPHY

👍❤️😮 60

7 comments 13 shares  ▼

BEST PRACTICE EXAMPLE:

TASTE AND TOUR

About the Company



BOOK TOUR

PARTY APART *NEW*

GIFT VOUCHERS

 Contact Us

Product and Experience Marketing



Taste and Tour NI

3 Nov · 🌐



We're pretty damn happy with how our Party Apart boxes have come together!

... See more



  52

16 comments 17 shares  



Taste and Tour NI



15 May · 🌐

Okay, I know it's only early but, is anyone else thinking about CHEESE? 🧀

Fancy your fix of **Mikes Fancy Cheese** and a selection of other glorious local cheeses for your **#FridayNight** cheeseboard?

You can now buy Mike's Fancy Cheeses in packs of 3 or 4 from **Bottle to Boot**
Skip the queues and get free contactless collection slots and deliveries!! 🚗

Order now for weekend cheese!!

<https://www.bottletoboot.shop/shop/mfc1>



Taste and Tour NI



9 Sep · 🌐

Fancy a few gins (at a social distance, obvs) this weekend?

Well, there are some spaces on the Belfast Gin Jaunt this Saturday 12th September kicking off at 1pm.

I wonder what this mystery gin you'll get to try could be? 🤔

Grab your tickets now: <https://bit.ly/35iL9dp>





Taste and Tour NI



31 Jan · 🌐

#CaptionCaroline

Let's have some Friday fun and see who can come up with the best caption for this pic!

For anyone who knows and loves Caroline like we do, she will be delighted about this game...teehee



Stakeholder Content and Engagement



Taste and Tour NI

15 May · 🌐



Okay, I know it's only early but, is anyone else thinking about CHEESE? 🧀

Fancy your fix of **Mikes Fancy Cheese** and a selection of other glorious local cheeses for your **#FridayNight** cheeseboard?

You can now buy Mike's Fancy Cheeses in packs of 3 or 4 from **Bottle to Boot**
Skip the queues and get free contactless collection slots and deliveries!! 🚗

Order now for weekend cheese!!

<https://www.bottletoboot.shop/shop/mfc1>





Taste and Tour NI

21 Feb · 🌐

Buenos dias! **#CaptionCaroline** goes Spanish today! 🇪🇸

Caroline is currently in ☀️ sunny ☀️ Madrid with **Tourism Ireland** as part of the promotion of the new brand for Northern Ireland "Embrace a Giant Spirit" and the **#TasteTheIsland** campaign.

Guests enjoyed **Mikes Fancy Cheese, Abernethy Butter Company, Brighter Gold Rapeseed Oil** and **Ispini Charcuterie** (which they even thought was Spanish!!)





Taste and Tour NI™ · 29/10/2020



100% on board. Things have to change.



Boundary Brewing · 29/10/2020

The Licensing Laws in Northern Ireland are being changed.

We have an opportunity to reform them for the better.

craftbeerni.com





Taste and Tour NI

26 Nov 2019 · 🌐

🍷📣 NEW TOUR ALERT 📣🍷

Surely a cocktail hour that lasts for three is the best kind?

Introducing the CITY COCKTAIL CIRCUIT!

Our cocktail experts have diligently tasted the finest cocktails Belfast has to offer and filtered their experience into a 3 hour dander around the best drinks in the city.

You'll visit 5 awesome cocktail venues, enjoy 7 different cocktails, nibbles along the way, demonstrations, learn about the history of cocktails and more.



👍❤️😮 71

94 comments 27 shares



Ur Gin...



Party Apart



Choc Camp...



Cheese x B...



Pizza Party





tasteandtour



45 likes

tasteandtour Do you love gin this much?

Social Pics :)



167
Posts

3,763
Followers

83
Following

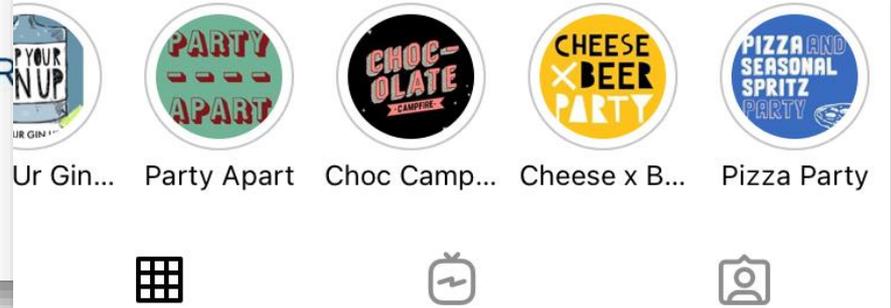
Taste and Tour

Award-winning, 5-star NI Tourist Board rated, series of Food & Drink Tours. We've made it our business to lead you to Belfast's best flavours.

tasteandtour.co.uk/tourinabox

B102 Portview Trade Centre 310 Newtownards Rd
Belfast, United Kingdom

Followed by [arcadia.deli](#), [robyn_mcmurray16](#) and 20 others



Customer Service



Taste and Tour NI

Typically replies within a few hours

Food tour agency

We are currently receiving a much higher number of emails than normal and are dealing with these as best we can. Please see our most recent post for an update.

When you send a message, Taste and Tour NI will see your public info.

Is anyone available to chat?

I have a question. Can you help?

SEARCH MARKETING FOR TOURISM AND HOSPITALITY

Search Engine Marketing Overview

Definition

Search Engine Marketing (SEM) = *Search Engine Optimisation + Pay Per Click Marketing*





tours of belfast



All

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About 12,700,000 results (0.67 seconds)

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Keep Your Plans Flexible. Reserve Your Activity Now & Pay Later. Quick & Easy Purchase with Flexibility to Cancel up to 24 Hours Before the **Tours** Starts. Low Price Guarantee. 24/7 Live Support. Verified Reviews. Photos, Videos, & Maps. Skip the Line Tickets.

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Make the most of each moment when you travel. Skip the hassle and book in advance. Convenient cancellation up to 24 hours before your event — no questions asked. Sightseeing **tours**. Skip-the-line tickets. Top attraction tickets. Thousands of destinations.

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Belfast City Tours | Belfast's No 1 Bus Company

Great Service, Excellent Coaches, **Belfast** & Lisburn Bus Company. Call Now! Tailored **Belfast Tours**. Competitive Rates. Established 2003. Luxury Coach Hire.



Rating ▾ Hours ▾

Belfast City Sightseeing

2.2 ★★☆☆☆ (27) · Sightseeing Tour Agency

10 Great Victoria St

Opens soon · 10AM



City Tours Belfast

4.4 ★★★★★ (29) · Bus tour agency

Twin Spires Centre, Unit 1 Mill House, 155, Northumberland St



Irish Tour Tickets

4.5 ★★★★★ (264) · Tour operator

10 Great Victoria St





[www.tripadvisor.co.uk](#) › ... › Belfast › Things to do in Belfast ▾

THE 10 BEST Belfast Tours - Tripadvisor

Northern Ireland Highlights Day Trip Including Giant's Causeway from Dublin. **cab tours belfast**. Game of Thrones and Giant's Causeway Full-Day Tour from Belfast. Giant's Causeway Day Trip from Belfast. City Sightseeing Belfast Hop-On Hop-Off Bus Tour. Belfast Troubles City Centre Walking Tour.

[visitbelfast.com](#) › see-do › sightseeing-tours ▾

Sightseeing Tours | Visit Belfast

Results 1 - 61 of 61 - Explore Belfast and Northern Ireland with a sightseeing tour led by an experienced local guide.

People also ask

How long does Belfast bus tour last? ▾

Do I need to book tickets for Titanic Belfast? ▾

How do I get to the Giant's Causeway from Belfast? ▾

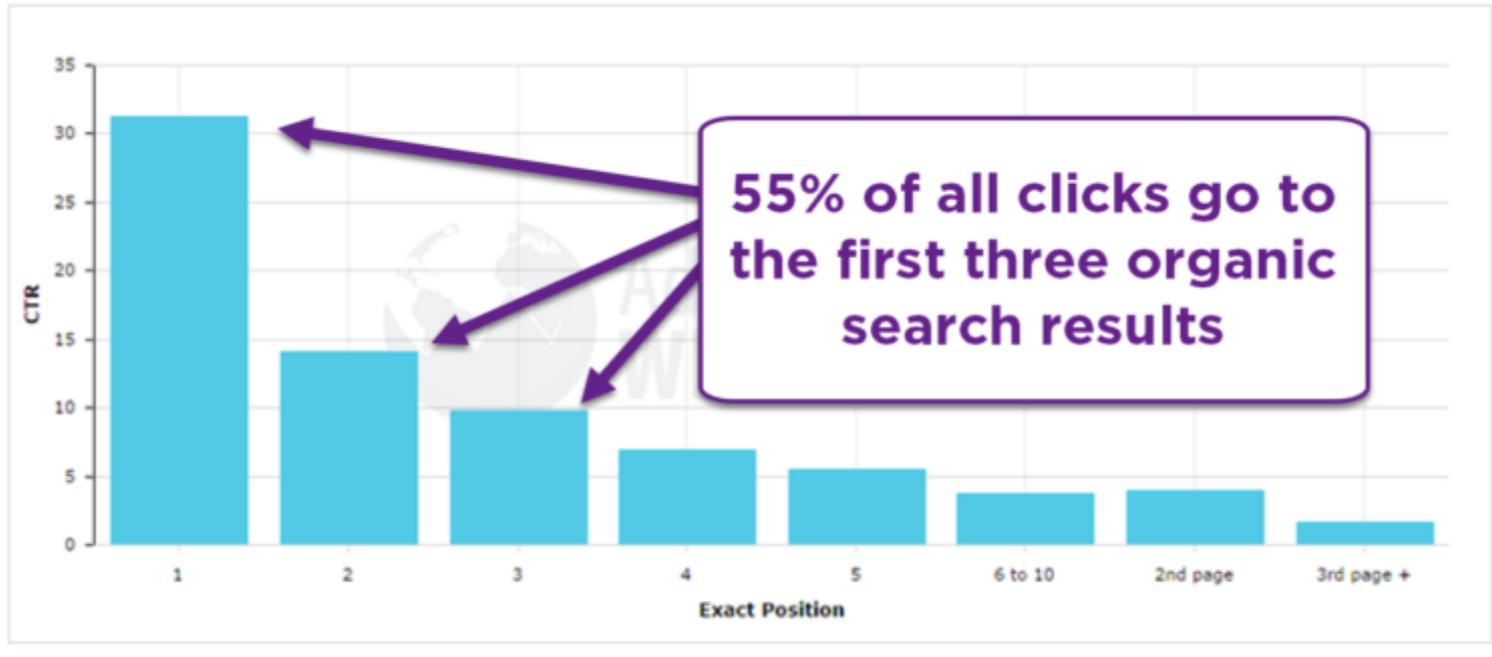
Can you buy city sightseeing tickets on the bus? ▾

Feedback

[www.viator.com](#) › ... › Northern Ireland Tours › Things to do in Belfast ▾

The 10 Best Belfast Tours, Adventures, & Activities 2020 - Viator

Belfast Tours, Tickets, & Excursions. ... Giant's Causeway Premium Day Tour from Belfast



PPC Vs SEO



WHAT IS SEO?

SEO or Search Engine Optimization traffic is achieved by achieving high rankings in the natural search results. When using SEO, organic search results are generated. Following SEO best practices will allow your site to get displayed on these pages more prominently and more often.

WHAT IS PPC?

PPC or Pay Per Click enables you to quickly get your website listing on the sponsored results sections of search engines by paying for it. You pay a fee based on how competitive your chosen keyword is whenever a view clicks through from your ad to your website.



WHY SEO WOULD WIN? ★ ★ ★



SEO's return on investment will continue to rise in the long run. Residual benefit will be seen even when your budget has stopped.



Searches tend to trust organic listings more than sponsored links. Once your site gets a good ranking, your brand is immediately perceived as reputable.



The cost of SEO is relatively fixed, independent of click volume.



WHY PPC WOULD WIN? ★ ★ ★



PPC has instant results and can generate visitors early in a site launch.



PPC is protected from algorithm updates. It guarantees a steady stream of visitors when it's paid for no matter what changes search engines make.



PPC traffic are highly targeted hence people arriving at a retailers site from paid ads are more likely to buy than those who came from an organic link.



WHY SEO WOULD LOSE? ★ ★ ★



SEO takes time for results of the work to take effect and requires ongoing upkeep for a gradual process of improvement.



Algorithms change from time to time. When that happens, sites that have been optimized in one way can lose rankings and profits practically overnight.



A lot of things are out of your control and your competitors may use unethical strategies to get ahead of you.



WHY PPC WOULD LOSE? ★ ★ ★



PPC has a learning curve and requires testing website variables to improve conversions and find out whether your ROI is positive or negative.



PPC advertising requires money to buy traffic. It can be really costly if you are misguided and execute your campaigns incorrectly.



Web searches don't trust PPC listings very much. The fact is that people don't like to be sold or have advertising slamming down their throats.

Local Search: Google My Business



About 75,000 results (0.42 seconds)

paulies.ie

Paulie's Pizza – Casual location for Neopolitan-style wood ...

Upper Grand Canal Street **Dublin 4**. Tel: 01 664 3658. Juniors Deli & Cafe. **Paulie's Pizza**. Vera **Pizza** Napoletana. christmas **menu** · Juniors Instagram · Juniors ...

www.tripadvisor.co.uk > ... > Dublin > Dublin Restaurants

PAULIE'S PIZZA, Dublin - Updated 2020 Restaurant Reviews ...

★★★★★ Rating: 4.5 - 592 reviews - Price range: ££ - £££

Paulie's Pizza, Dublin: See 592 unbiased reviews of Paulie's Pizza, rated 4.5 of 5 on Tripadvisor and ranked #166 of 2716 restaurants in Dublin.

www.menupages.ie > Dublin > City Centre > City Centre South

Paulie's Pizza Menu Online | Specials & Prices | Menupages

View **Paulie's Pizza Menu** City Centre South **Dublin** Online at MenuPages. Check specials, dishes, prices, courses and other **menu** information.

www.menupages.ie > Dublin > City Centre > City Centre South

Book a table at Paulie's Pizza, Online - Menupages.ie



Paulies Pizza

Website Directions Save

4.6 ★★★★★ 1,525 Google reviews

££ · Pizza restaurant

Casual location for Neopolitan-style wood fired pizza and antipasti made with imported ingredients.

Address: 58 Grand Canal Street Upper, Dublin, D04 FK13, Ireland

Hours: Closed · Opens 6PM

Phone: +353 1 664 3658

Paulies Pizza

58 Grand Canal Street Upper, Dublin, Ireland

[Write a review](#)

4.6  1,525 reviews 

Sort by: Most relevant 

- All
- book 38
- cocktails 20
- music 16
- risotto 8
- +6



Nadine Kinsella

6 reviews · 3 photos

 4 weeks ago

Perfect setting for a group meal or dinner for two. Great selection of starters and mains, including non-pizza options. Comprehensive drinks menu including cocktails which went down a treat! ... [More](#)

 Like



Thibaut Balayet

Local Guide · 113 reviews · 757 photos

 2 months ago

Barbara Oliver Jewelry ★

4.9 ★★★★★ [150 Google reviews](#)

Jewelry store in Williamsville, New York

[Website](#)

[Directions](#)

Located in: [Caldwell Building](#)

Address: 5820 Main St 311, Williamsville, NY 14221

Hours: **Closed now**

Products and Services: [barbaraoilverandco.com](#)

Phone: (716) 204-1297

[Suggest an edit](#)

Know this place? [Answer quick questions](#)



Barbara Oliver Jewelry
on Google



One of our newest additions from the Parade collection. The fineness of the rub...

1 day ago

[Learn more](#)



Happy Birthday to all August Babies! Your stone is peridot clear yellowish-green st...

5 days ago

[Learn more](#)



junzi kitchen

ALL MAPS SHOPPING IMAGES VIDEOS

Junzi Kitchen
4.5 ★★★★★ 32 reviews
Fast Food Restaurant

OVERVIEW POSTS REVIEWS

CALL DIRECTIONS SHARE WEBSITE

Features & things to know

Now accepting online orders for pickup, 11am to 10pm daily. Visit...

21 mins ago

[BUY](#)

21 Broadway, New Haven, CT 06511

Belle Grove
JUL 2013
Carl Lamb

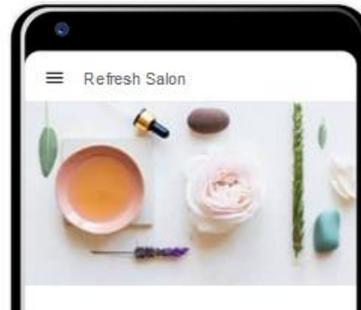


Em
St
Gr
Gh
Ch
Ub
—

Let Google build your first website for free

We'll help you create a beautiful website to impress and engage new customers – and establish your business online.

Enter your business



Best Practice

Update Your Business Info

Add Photos – Exterior, Interior and Staff!

Virtual Tour

Respond to Reviews

Keyphrase Research

Keyword research provides you with specific search data that can help you answer questions like:

- What are people searching for?
- How many people are searching for it?
- In what format do they want that information?

Research: Ask Questions

Take the time to do this!

Q. What keyphrases are relevant to my business?

Q. How relevant are they?

Q. Why are people searching for the phrases?

Q. What content can I create that meets their needs
(for SEO)

Understanding User Intent

Selecting Keyphrases

Short Phrase	Long Tail Phrase
Belfast tours	Small private group tours Belfast
Northern Ireland Tours	Private Northern Ireland Tours / escorted northern Ireland tours
NI Tours	Belfast food and drink tours / Belfast tapa tours

Paid Search (Pay Per Click / Search Engine Advertising)

Google AdWords Definition

Google's own advertising service which allows you to place search results for your website on a search engine results page (SERP) by paying for them.



tours of belfast

Brand Visibility on Search

[All](#) [Maps](#) [Images](#) [Shopping](#) [News](#) [More](#)

About 12,700,000 results (0.67 seconds)

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[Free Cancellation](#) · [Day Cruises](#) · [Price Match Guarantee](#) · [London Tours & Tickets](#)

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Make the most of each moment when you travel. Skip the hassle and book in advance.

Convenient cancellation up to 24 hours before your event — no questions asked. Sightseeing **tours**. Skip-the-line tickets. Top attraction tickets. Thousands of destinations.

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Belfast City Tours | Belfast's No 1 Bus Company

Great Service, Excellent Coaches, **Belfast** & Lisburn Bus Company. Call Now! Tailored **Belfast Tours**. Competitive Rates. Established 2003. Luxury Coach Hire.

Museums / Milan

-  Sforzesco Castle
-  Pinacoteca di Brera
-  Ambrosian Library
-  Museo Nazionale della Scienz...
-  Museum of the Risorgimento
-  Museo del Novecento
-  The Last Supper
-  Mudec
-  Royal Palace of Milan

Milan Museum M U S E U M | Leonard's Last Supper

Ad www.milan-museum.com/Milan/Museums

Book Leonard's Last Supper Tickets. Enjoy the visit without queue. Book online the museums of Milan and skip the line at the entrance. Avoid long lines. Customer Support. Private Guided Tours. Official licensed guides. Destinations: Rome, Florence, Milan, Venice.

Leonardo's Last Supper
Booking Entrance Tickets

Pinacoteca Ambrosiana
Booking Entrance Tickets

1

Google Search



2

Complete ad list

- Ad by Advertiser A
- Ad by Advertiser B
- Ad by Advertiser C
- Ad by Advertiser D

AdWords find all the ads whose keywords match with search query



3

Auction

- Ad by Advertiser A ✓
- Ad by Advertiser B ✗
- Ad by Advertiser C ✗
- Ad by Advertiser D ✓

Google decides the ads based on quality score, bid, expected ad extensions & ad format.



4

Results

- Ad by Advertiser A ✓
=====
- Ad by Advertiser D ✓
=====

Ads that win the auctions are displayed

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

pastry shop

Google



Kabir's Bakery

Ad example-business.co

Local bakery, serving up fresh daily and delicious desserts



Call for sign up help

- Start a new account
- Create your first campaign
- Get ongoing support for new accounts in the first 3 months

1800-419-6346*

Mon-Fri, 9 AM-6 PM IST

Outsource?

Google Partner



AdWords



CERTIFIED



Analytics



QUALIFIED

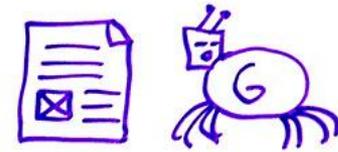
Search Engine Optimisation



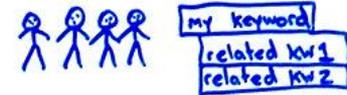
Positive Influence: Proactive Influencing of Search Engines

How to Rank in 2018: The SEO Checklist

Crawlable, accessible URLs whose content Google can easily parse and index



Keyword research to uncover the words + phrases searchers use to find answers to the problems you're working to solve. You want a primary keyword and a set of related, shared-intent, secondary keywords.



Investigate the SERP to find what Google believes to be relevant to the keyword's searchers



Have the most credible, amplify-able person/team available create content that serves the searcher's goal and solves their task better than anyone else on page one



via @Gaetano_m
Don Kern
via @kernmedia

I wanna click

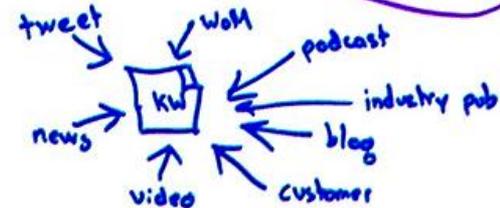
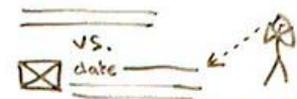
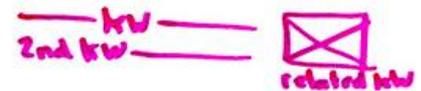
□ Craft a compelling title, meta description, URL, and other elements that can appear in the snippet

□ ~~Intelligently employ your primary, secondary, and related KWs in the page's text content~~

□ Where relevant, use rich snippet + schema markup to enhance the visibility potential

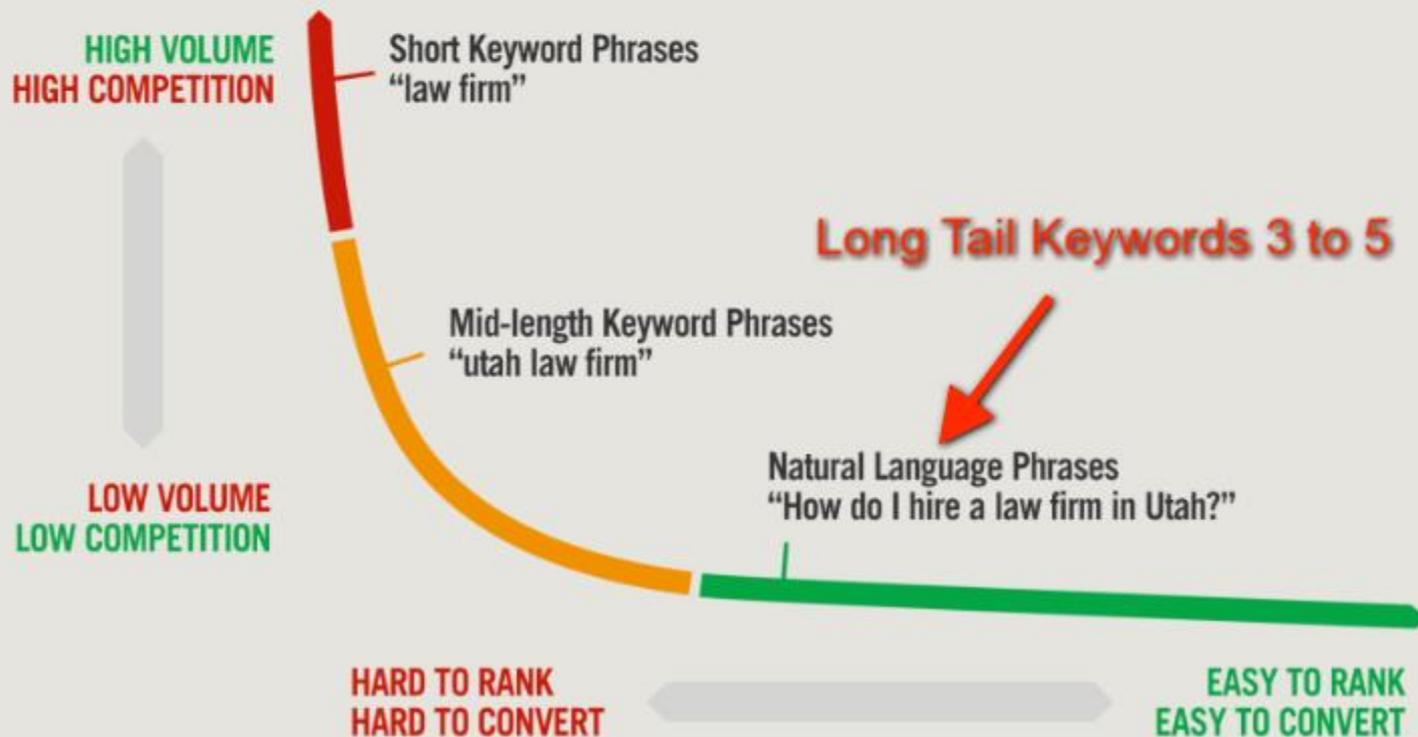
□ Optimize the page to load fast and look great on every device, at every speed, and make it secure (HTTPS)

□ Have a great answer to the question "Who will help amplify this, and why?" then execute to earn solid links, mentions, and WoM across the web and social networks



THE “LONG TAIL” OF SEO

ARE YOU FOCUSING ON THE RIGHT KEYWORDS? A small number of keywords get searched for a lot. A lot of keywords get searched for a little. In many cases, the long tail of “natural language” searches can, in aggregate, be larger than the total volume of short keyword phrase searches. They are also less competitive (and therefore easier to rank for), and more relevant (and therefore more likely to convert).



The Scale of URL Readability

<http://mydomain.com/puppies-adorably-confused-by-rainbow>

**Cannot. Wait.
To. See. This.
Page!!!**

<http://www.mydomain.com/pub/post?ID=77&kw=puppies+confused>

**I have a good guess
about what to expect
when I click this.**

<http://cdn07.mydomain.cc/9rf7e2/i?HXID=iaj34089jgt30hgqa3&qry=f#loaddelay>

**My drive will
probably implode
if I click that link.**

Meta Information

The image shows a screenshot of a Google search page. The search query is "how to write a title tag". The search results are displayed in a list format. Five red arrows originate from a central point on the right side of the page, labeled "Title Tags", and point to the title tags of the first five search results. The search results are as follows:

Web [Show options...](#) Results **1 - 100** of about **144,000,000**

All about the Title Tag for Search Engine Optimization
Feb 1, 2007 ... Simply choose the most relevant keyword phrases that the copy was based on, and **write a compelling title tag** accordingly. ...
www.highrankings.com/allabouttitles - [Cached](#) - [Similar](#)

SEO Article - Make a title tag that search engines will like
Do not **write title** tags that are not relevant to the content on the page. Search engines compare text in the **title tag** against actual textual content on ...
www.geocities.com/frakilk/seo-title-tag.html - [Cached](#) - [Similar](#)

Title tag guidelines - search engine optimization
Title tag guidelines which can assist in optimizing your site for search engines and ... **How to write** a winning web development or marketing proposal. ...
www.tamingthebeast.net/articles/titletag.htm - [Cached](#) - [Similar](#)

HTML Tip: Using ALT And TITLE Attributes
One way to do this is to use ALT and **TITLE** attributes wherever you can. ... Note that in each example, we used either the ALT or **TITLE** attribute to provide ...
www.netmechanic.com/news/vol6/html_no1.htm - [Cached](#) - [Similar](#)

HTML Title Tags for Search Engine Optimization & Web Usability ...
Mar 29, 2004 ... "Do I need to put a different **title tag** on every page of my site?" ... In HTML code, the **title tag** specifies the **title** of your Web page. ...
www.seologic.com/faq/title-tags.php - [Cached](#) - [Similar](#)



Learn Italian in Sicily



Taormina, Province of Messina, Italy · +39 0942 23441

Closed · Opens 8:30AM Thu

WEBSITE

DIRECTIONS

Their website mentions **learn italian**

[More places](#)

[Italian language schools in Sicily, Italian courses in Sicily, Learn Italian ...](#)

<https://www.myitalianlanguageschools.com/italian-courses-in-italy/sicily.htm> ▼

Italian courses in Sicily: Scuola VirgilioVia Bernardo Bonaiuto, 20 - Trapani (TP) - Contact. The Italian AcademyPiazzale San Marziano, 1 - Syracuse (SR) - Contact. BabiloniaVia Timoleone, 10 - Taormina (ME) - Contact. Federico II - Centro Lingua ItalianaVia Crociferi, 22 - Catania (CT) - Contact.

[The Italian Academy | Learn Italian in Siracusa, Sicily](#)

<https://www.theitalianacademy.com/> ▼

Soak up the Mediterranean culture while enjoying our unique range of courses. 30 years of experience. Quality Italian classes in the heart of Siracusa.

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People also search for



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[is it worth learning italian](#)

Content for SEO rankings



Social media use in Ireland



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About 1,410,000,000 results (0.54 seconds)

Some 90 per cent of Irish people aged between 16 and 24 **use social media** platforms such as Facebook, Twitter and Instagram, new figures show. Data from the EU's official statistical office Eurostat shows that overall 60 per cent of Irish adults **used social media** last year. This compares to an EU average of 56 per cent.

4 Jul 2019

✓ [Some 90% of Irish people aged between 19 and 24 use social ...](#)
[https://www.irishtimes.com › business › technology › some-90-of-irish-peop...](https://www.irishtimes.com/business/technology/some-90-of-irish-peop...)



About Featured Snippets



Feedback

✓ [Social Media Use Ireland 2019 - Octave Digital](#)

[https://www.octavedigital.co.uk › 2019/09/04 › social-media-use-in-irelan...](https://www.octavedigital.co.uk/2019/09/04/social-media-use-in-irelan...)

4 Sep 2019 - The latest stats and analysis of social media usage in ireland in 2019 – from Facebook to LinkedIn. Article by Paul McGarrity on the Mintel ...



Social media use in Ireland

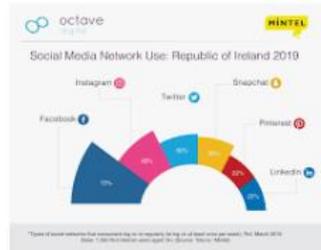


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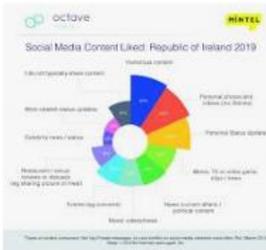
- ipsos mrbi
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- networking sites
- mintel
- infographic
- media platforms
- population
- digital
- snapchat
- users

Google uses cookies to deliver its services, to personalise ads and to analyse traffic. You can adjust your privacy controls at any time in your [Google settings](#).

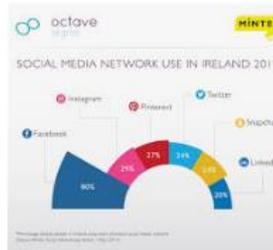
[Learn more](#)



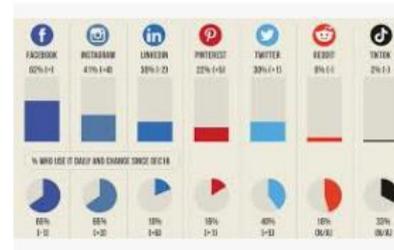
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octavedigital.co.uk



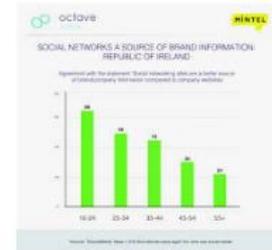
Social Media Use Ireland 2019
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Social Media Dublin 2018 - Key Ins...
octavedigital.co.uk



Social Media Stats Ireland 2019 ...
communicationshub.ie



Social Media Use Ireland 2019
octavedigital.co.uk

Soc
oct

Page		Page Views	% Page Views
1. /2019/09/04/social-media-use-in-ireland-2019/		2,556	37.38%
2. /		629	9.20%
3. /video-training-ireland/		426	6.23%
4. /social-media-training/		368	5.38%

Outsourcing SEO



featured snippets



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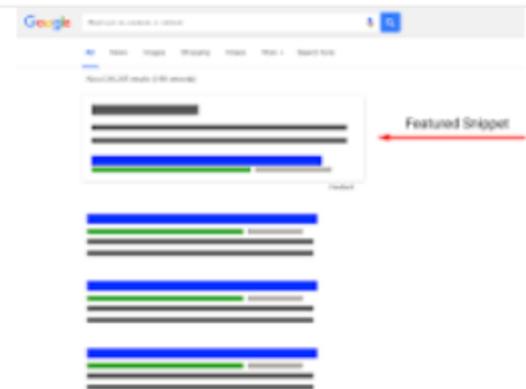
More

Settings

Tools

About 12,700,000 results (0.48 seconds)

Featured snippets in search. When a user asks a question in Google Search, we might show a search result in a special **featured snippet** block at the top of the search results page. This **featured snippet** block includes a summary of the answer, extracted from a webpage, plus a link to the page, the page title and URL.



[Featured snippets in search - Search Console Help - Google Support](https://support.google.com/webmasters/answer/6229325?hl=en)

<https://support.google.com/webmasters/answer/6229325?hl=en>

EXERCISES

Develop ideas for your social media content in Summer 2021 based on the ideas and examples highlighted across:

- Making Your Content People Centred
- Featuring interesting / emotional stories
- Featuring great quality visual content
- Utilise User Generated Content

Review and discuss the range of tactics for engaging with others on social media (inc. mentions, replies etc)

What is the value of engaging with people?

Develop a number of new ways you could engage with others.

