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# How a hotel can get 1st page ranking in a search engine

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26 Comments

Not a day goes by that I don't get a call, an email or a request on my website [InternetMoguls.ca](http://InternetMoguls.ca) asking this question; so, I decided this would be the best topic for this article.

Every hotel wants to be on the first page of a search engine and every hotel wants top ranking and YES it's possible, but this demands a properly designed strategy for some time and a continued commitment to implementing those strategies.

In our experience of working with top ranking hotels in India from Shangri-La Hotels to Hotel Ajanta or Hotel City-Centre and many others we see only one thing in common in all these hotels. It's their long-term vision and a dedicated team to achieve that vision and I can name 30 more who don't feature despite efforts due to lack of a unified approach towards their strategies.

What Strategies Are He Talking About Here? I can almost hear you asking me this question as you have read so far; so, let me jump to the answers.

Google, Yahoo and Bing are the most powerful search engines in the world and multi billion dollars companies, but they make money only if people search on their search box and get a repeat audience to search which happens only if the audience finds the information the search engine delivered in response to a particular search - 'RELEVANT'.

Now, you will often hear me talking at various internet marketing seminars where, after I can't stop talking for an hour, I wind up by saying, if instead of this one hour seminar you wanted me to summarize search engine marketing or what search engines want in order to place us higher on their sites, I would use the following word to summarize the same - 'RELEVANCE'.

How relevant is the content, the design, the delivery, the speed of delivery, the pace of delivery of a particular product that your site showcases to the consumers query? This is what determines everything from CTR (click through rate) to organic ranking. It determines how you would fair in comparison to the hundreds of others.

Now some of you who have already reached this very level would ask, I have already reached a stage where my site is as relevant as the next or the next best, I PROVIDE the best information to anybody looking for a hotel in Bombay; I show them my rooms, my location; I also show my client reviews; what else is relevant?

Relevancy, I make into two parts -- direct relevancy and indirect relevancy to keywords which are also mainstream and long tail (mmmmmmmm).

Direct relevancy is a hotel's location, tariff, room pictures etc; but indirect relevancy is brought about by thinking about what else that same tourist or business traveller might be looking for when he is looking for a hotel in Bombay -- would he want an airport pickup? Would he want a secretary to help him coordinate meetings? Would he want to know where to shop locally? Would he want a tour to the nearest religious place? ANSWERS to all these questions on your website bring about the indirect relevancy to your visitor who will find everything on your site thereby adding value to his search, and once this happens the search engine automatically likes the stickiness of the visitor to your site and makes it a relevant site for those keywords.

Is This All?

Not by far, but can only cover one more very important point here in this article, which is - Tell a Search Engine who you are!

This means till you are patiently following your strategy to climb up the search engine rankings you must also inform the search engine who you are and what your site is by starting a long-term PPC (pay per click )campaign.

This would help a search engine evaluate your website which it does by knowing how visitors react on your site as well as giving you a key ingredient which is 'online intelligence' through statistics like Google Analytics or Omniture. These tools help you understand and determine who your clients are; where they come from; how long they stay; why they leave; which page they leave from (Exit Page); visitors from which country tend to stay longer on your site etc.

This intelligence should be studied by qualified, professional and certified (by Google or Yahoo) individuals and companies to apply regular intelligence and come up with strategies to enhance bookings.



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