# SEO Plan

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Provide answers/comments to all of the following as completely as you can.

**Bold your answers.**

1. Have the SEO goals for the site changed since you created the plan draft?

**Yes, the SEO goals have been expanded to include an increase in customer contact and books via the website contact and reservation services.**

1. What is the secondary goal of the site, if any?

**The site has two SEO goals, and I hues the secondary goal would be to increase customer contact via the website (above). The other goal is more of an immediate priority.**

1. How will you redesign the site (if necessary)?

**I think the site could benefit from an ‘about’ page to explain the origins of the company, instead of having that information on the home page. The home page could then be redesigned to include more general information about the company and have more pictures and a tour video.**

1. How will you do testing to make sure the site is user-friendly?

**I think it would be useful to create some test scripts and running through them with users within the target demographic. Scripts such as: “you are interested in booking a tour for your family, can you navigate to the page with tour information? Does it offer enough information for you to feel comfortable booking it?”**

**Outside of that, making sure that all links and content are up-to-date, accurate, and clear is important.**

1. How will you keep the content fresh?

**Something that I think would be helpful for this website is some sort of blog page that posts weekly articles about interesting Portland history. This would help keep content fresh, in addition to keeping the website updated on any sales or changes in the tours.**

1. Is there a secondary target audience for the site and what are their characteristics or at what point in time do they become a target audience?

**A secondary target audience might be people out for dates or people interested in evening tours. This would become the audience on nights. I think day time would be more popular with families.**

1. What is the geographic scope of your primary (and secondary if applicable) target audience? Could this change over time?

**The geographic scope of our primary target audience in the Northwestern United States because you’re going to have to be in the area to do a tour. A secondary audience is travelers coming into Portland. This could change over time if we discover that a majority of our audience is coming from somewhere else.**

1. Based on information that you may have learned from feedback or since you created the original draft, who are your competitors? Include the complete list of their names and links to their sites.

**This is the list of competitors that I complied, including suggestions made by my peers:**

[**http://www.portlandspirit.com/**](http://www.portlandspirit.com/)

[**http://www.portlandwalkingtours.com/**](http://www.portlandwalkingtours.com/)

[**http://mikeshistorytours.com/**](http://mikeshistorytours.com/)

[**http://knowyourcity.org/**](http://knowyourcity.org/)

[**https://secretsofportlandia.com/**](https://secretsofportlandia.com/)

[**http://pedalbiketours.com**](http://pedalbiketours.com)

[**http://www.portlandbysegway.com/**](http://www.portlandbysegway.com/)[**http://www.wildwoodtours.com/index.php**](http://www.wildwoodtours.com/index.php)

1. Are there any new keywords (or keyword phrases) that you can add to your original spreadsheet, but that are currently not in that one? List them here and include what page these might occur on:

**I think my keywords list is pretty comprehensive. I can’t think of anymore that could be included and none of my classmates had any other keyword suggestions.**

1. Are there any new meta descriptions that you can include that are not in your current proposed critical tag list? List them here and include what page these might occur on:

For the Proposed ‘about’ page: “About a family-owned Historical Tours Company in Portland, Oregon. Come explore our city with us.”

1. How will you incorporate the following:
   1. Corporate history

**On the ‘about’ page**

* 1. News

**On the ‘blog’ page and important sales and information on the ‘home’ page**

* 1. Public Relations

**We have a very visible ‘contact’ page.**

* 1. Current Events

**On the ‘blog’ page, or if there were a lot of current events I would consider creating a ‘calender’ page.**

* 1. Executive Bios/Who’s Who

**Company employees and tour guides would be included in the ‘about’ page.**

* 1. Product Information

**This information is on the ‘tours’ page**

* 1. Service Information

**We don’t offer any services outside of our products (tours), but custom arrangements can be made via the ‘contact’ page**

* 1. Contact Information/Forms

**There is a dedicated contact form for any questions or special requests.**

* 1. Customer Support/Live Help

**At this time, live help is not something that is offered, but contact forms will receive replies within 24 hours.**

* 1. Membership-Only Content

**Special tour details will be available for email subscribers with a code provided in the email.**

* 1. Forums

**Right now, there is no customer forum on this site.**

* 1. Educational Information

**There is information about the tours offered and the kind of information you will learn during your tour**.

* 1. Links

**We have many internal website links to other page (besides the navigation bar), and we will have links to resources. We hope to get more backlinks pointing to our site as we become more established.**

* 1. Resources

**I didn’t really consider it before this, but it might be helpful if we had links to places to stay in Portland and some other popular sites for foreign or out-of-town travelers.**

* 1. Archived Content

**Our ‘blog’ page will have archived content: old posts and past events.**

1. Link to (or create) one page in your website that includes text and image content AND external links that demonstrates how you have incorporated keywords into this content. In addition to text and image content, the page should include (this page does not need to include style):
   1. Title tags
   2. Alt attributes
   3. Anchor tags and text
   4. Heading tags
   5. File name

[www.portlandhistoricaltours.com/tours](http://sws.pcc.edu/student/CAS180_greg.kerr_22184/betsygascon61/historicaltours/ourtours.html)

1. There is no optimal keyword density, although you should have keywords at a higher percentage on your page than other words. Based on running a keyword density report, are there any keywords or phrases you will need to increase?

**After running keyword density reports, I think I need to have a higher density of the tour names: downtown tour, landmark tour, and growth tour.**

1. What is your PPC budget? Provide a reasonable estimate if you don't currently have one.

**There isn’t currently a ppc budget, but I would estimate around $150 per month.**

1. Create a sample PPC ad and list it here:
2. Will you use a landing page in conjunction with your PPC ad?

**Yes, there will be landing pages for PPC ads**.

1. Is there a robots.txt file located at the root of the site?

**Currently, no.**

1. Are there any parts of the site that will be disallowed?

**Not that I know of.**

1. Will you use META tags for robots instead of a robots.txt file?

**Yes, each page will have meta tags.**

1. Will you submit your XML site map?

**Yes.**

1. What is your plan to (or how will you) generate incoming links to your site?

**The plan is to create a presence in social media, update our blog regularly, and work with other local businesses to produce more potential inbound links.**

1. Which outbound links do (or will) you have on your site?

**We will have outbound links to any local businesses we’re working with as well as links that might be helpful to our customers. For example, links to local hotels for our out-of-town customers.**

1. Will you use metrics for your site?

**Yes, I think it will be helpful to utilize metrics to track website data and to see if we are reaching the SEO goals.**

1. Which metrics tool will you use?

**Google Trends and Google Analytics**

1. How will you insure the metrics are aligned to your business goals?

**For now, I think the most important thing is to track the data we need to reach our SEO goals. As a small company, there won’t be a lot of time to sift through a lot of data that isn’t useful right now. We will try to narrow down our metrics to just the things that are needed.**

1. How often will you review the metrics?

**I think once a week will be good to start with.**

1. What offline activities will support the SEO efforts of the site?

**I think that best offline activities for Portland Historical Tours will be flyers and information pamphlets with the website information on them at local events and on bulletin boards at libraries and local businesses.**

1. What blog, if any, will you (or do you) use for your site?

**Portland Historical Tour will have a blog page on the website with weekly posts about current events and stories about interesting Portland history. It will be at www.portlandhistoricaltours.com/blog**

1. What type of blogs will you create and with what frequency will you post?

**Weekly for new posts, current events will be updated daily.**

1. Will you incorporate social media into your site?

**Yes. The content and tours for this company are well suited for social media. I think Instagram and Facebook in particular for visual media will be very effective.**

1. Will there be any seasonal or regularly scheduled promotions or calls-to-action?

**I think that would be a good idea – discounts for certain holidays and specials for frequent customers**.

1. How will you measure the impact of any seasonal or regularly scheduled promotions or calls-to-action?

**I think checking metrics and business records more often during seasonal promotions will help gauge their effectiveness.**

1. How frequently will you evaluate your SEO efforts?

**SEO goals will be measured at the beginning, halfway point, and at the end. In addition, analyzing site metrics once and week and re-evaluating SEO goals after they are completed.**