

Don't let this be you

Desire Journey Incredible Richpal India

★★★★★ 1 review | Delhi, India

 Share

 Save to Wishlist



from US\$60.00

per group (up to 1)

Lowest Price Guarantee

Select Date and Travellers

 Wednesday, 30 Oct 2019

 Number of travellers

Check Availability

Free Cancellation
up to 24 hours in advance



Christian Watts
Founder & CEO
Magpie Travel

also:
23 years operating Hop On Hop Off
In San Francisco



Kate Cornell
Content Strategy Advisor at
TourismSolved

also:
Led content teams at Viator and
Tripadvisor, as well as AAA Travel



What is Content?

What most people refer to as “Content”:

Blog posts, videos, social posts

What we are talking about:

Product descriptions, highlights, inclusions, exclusions, and images on the products you sell



How content 'happens' now?

- Low Priority - In an operation, there's always something else to do
- Managed by tour guides, reservationists, nearest person
- Once it's done, its done
- Too many channels = too much work
- If it ain't broke.... Problem is - It IS broke
- AG Methodology



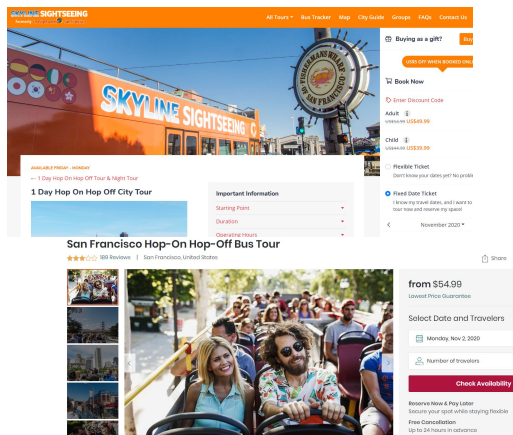
Why product content is critical

Your marketing \$

100%

- SEO (Search engine optimization)
- SEM (Search engine marketing)
- Social Networks
- OTAs & resellers
- Affiliate marketing
- Email marketing
- Social advertising
- Print advertising
- Online partnerships
- Blog content, articles, reviews

Product Pages



1-5%



95-99%



Ariana Grande Methodology



- See It
- Like It
- Want It
- Got It

See It.

First: It has to be seen. Everywhere your prospects are, you need to be.

- Google Reserve
- OTAs
- Affiliates
- Social Networks
- Traditional Tour Operators
- Deal sites
- City Passes
- Hotel Site
- DMOs
- Niche sites (luxury / adventure / history....)



Like It.

- **What** are you offering (from customer viewpoint).
- **Who** you are. Why should they trust you with their precious time and money. Trustworthy. Value. Consistent.
- **Why.** You have competitors. There are MANY other things to do.



Want It.

- **Where** do they need to be.
- **When.** Critical right now - with doubts on openings.
- **How.** Details of transaction and logistics.



Got It.

- After the “Book Now” button
- Booking Flow
- Payment options
- Final checkout
- Booking confirmation process



Process.

Start with the end in mind

- Structure of data
- Formats for media (images + video)
- Where you product will go
- Languages
- Localization



[illegible]

Content Distribution



Active

Save

Version: Primary Product

Actions

- General
- Booking Info
- Locations
- Settings
- Pricing
- Availability
- Gallery
- Marketing
- Content Optimization

Name *

2 Day Hop-On Hop-Off Tour

Internal ID

26KWM3

Suggested length is 130 characters

☒ My Product has a start and end date

Start date

mm/dd/yyyy



End date

mm/dd/yyyy



Description Summary

Show HTML editor

Enjoy beautiful views from an open top bus with the Hop On Hop Off City Tour during the day and the San Francisco Night Tour in the evening hours. The tours will take you to all the major tourist attractions in the city, including a drive across the world-famous Golden Gate Bridge with incredible views of Alcatraz Island. You can hop on and hop off the bus as long as you like for 48 hours and you can relax on the 90-minute guided Night Tour that will take you to Angel Island with breathtaking views of the San Francisco skyline.

Description

Show HTML editor

Hop on Hop Off City Tour

The Hop-On Hop-Off Official City Tour begins at Fisherman's Wharf, home to the most visited site in San Francisco - Pier 39 with its popular sea lion colony and many other attractions along the waterfront. The open top bus gives you the best views of the city while you drive along the Barbary Coast, Embarcadero and the Ferry Building, Union Square, City Hall, North Beach, Palace of Fine Arts, Golden Gate Park and much more! Take a

Connections

	IMPORT PRODUCTS	EXPORT PRODUCTS	IMPORT REVIEWS	RESPOND TO REVIEWS	
 Tripadvisor	✓	✓	✓	✓	View Connections ⓘ
 Expedia	✓	✓	✓		View Connections ⓘ
 ventrata	✓	✓			View Connections ⓘ
	✓	✓	✓		View Connections ⓘ
	✓	✓			Connect ⓘ
 musement	✓	✓			View Connections ⓘ
			✓		Connect ⓘ
			✓	✓	View Connections ⓘ



18

18



24

0

GET
YOUR
GUIDE

11

11



3

3



Listing name

Reseller link

Status

2-Day Hop-On Hop-Off & Alcatraz Package

[Reseller page](#)

SELLING

Actions

2 Day Hop-On Hop-Off Tour

[Reseller page](#)

SELLING

Actions

San Francisco Mega Pass

[Reseller page](#)

SELLING

Actions



25

23





Jan 01, 2020 - Dec 31, 2020

Add contract

View Contracts



Live products

2 not live



Reviews

Average score for last 180 days



Promotions

Active with Viator



Key contact

[Products](#) [Contacts](#) [Messaging](#) [Promotions](#)

Search products...

Filter

Share Products



PRODUCT NAME

STAGE



1 Day Hop-On Hop-Off Tour PLUS

Selling

100%

Actions



2-Day Hop-On Hop-Off & Alcatraz Package

Contracting

60%

Actions



San Francisco Night Tour



Bay Cruise



Bus & Boat Adventure

Selling

100%

Actions



Bus & Bike Adventure

Share Products

Select resellers to share to

Search resellers...



Advanced

Select All Deselect All

+ Add new contact

☒


part of Hotelbeds

☐

 headout

And / or Share to these email addresses:

Select products

Search products...



Select All Deselect All

☒

1 Day Hop-On
Hop-Off Tour



☒

1 Day Hop-On
Hop-Off Tour PLUS



☒

2 Day Hop-On
Hop-Off Tour



☐

2-Day Hop-On
Hop-Off & Alcatraz



☐

San Francisco
Night Tour



☐

Bay Cruise



Share

1 Resellers



Isango

3 Share Products(s)



1 Day Hop-On Hop-Off Tour

1 Day Hop-On Hop-Off Tour PLUS

2 Day Hop-On Hop-Off Tour

Message



Subject line: Skyline Sightseeing Product

Message: Please use the links below to view and download our product information and images.

Send Now

1 Day Hop-On Hop-Off Tour

ID# NMVBGC

Content Distribution

☒ Active

Save

Version: Primary Product

Actions

- General
- Booking Info
- Locations
- Settings
- Pricing
- Availability
- Gallery
- Marketing
- Content Optimization



Description quality score
Your descriptions are ok



Image quality score



Product completeness score

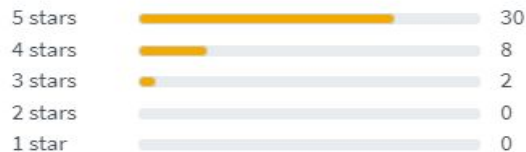
Description quality Score: 84.82%

FIELD	SUGGESTION
Summary	Your Description Summary has 524 characters. We recommend at least 100, and no more than 255 characters
Highlights	One of your Highlights has 62 characters. We recommend at least 10, and no more than 60 characters

Save

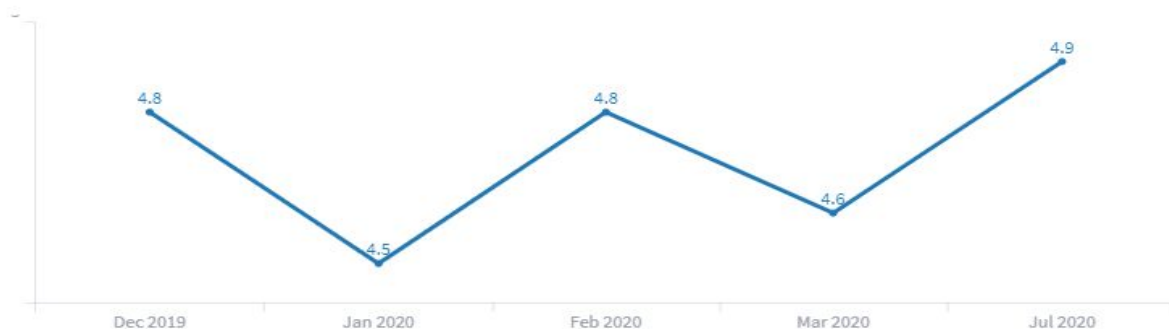


Ratings



Average Score: 4.7

Average

[Download](#)

★ All Reviews 20

☑ Not Responded 18

🔍 Hidden Reviews 0

August 16, 2020

Ultimate Niagara Falls Tour Plus Helicopter Ride and Lunch



The whole experience was well put together and executed

[More actions ▾](#)

ULTIMATE NIAGARA FALLS
TOUR WITH HELICOPTER RIDE
AND SKYLON TOWER LUNCH -
CANADA

How to Optimize Your Product Description

4 quick and easy tips for SEO and conversion that you can do today



Let Your Brand Shine



Celebrate what makes your offering unique

Elevate your value props early in the description to capture the traveler's attention. This also aids in product comparison, and helps you stand out in the crowd.

Example:

*Go inside one of the most iconic landmarks of Paris on this 2-hour private tour of the Louvre with an **expert art historian**. **This experience is tailored to your interests: Let your guide know what facts, art styles, and history interest you most.***

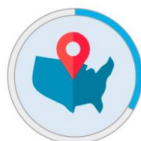


Think about who your customer is



For now, that is likely your local or regional traveler.

FUTURE TRAVEL PRIORITIES (NEXT 2 YEARS) AS OF NOVEMBER 1ST



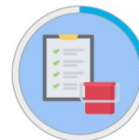
TRAVELING MORE
DOMESTICALLY
(33.4%)



TRAVELING MORE WITH
MY FAMILY
(31.2%)



VISITING MORE NATIONAL
PARKS AND PUBLIC LANDS
(26.4%)



VISITING MORE DESTINATIONS
ON MY BUCKET LIST
(23.9%)



BEING MORE OPEN TO
NEW TRAVEL IDEAS
(23.6%)



TRAVELING MORE
INTERNATIONALLY
(19.5%)



TRAVELING MORE
WITH FRIENDS
(19.2%)



VISITING ICONIC
AMERICAN CITIES
(16.7%)

QUESTION: AS YOU LOOK OUT OVER THE NEXT TWO (2) YEARS, IN WHICH WAYS (IF AT ALL) DO YOU EXPECT YOUR TRAVEL PRIORITIES WILL CHANGE COMPARED TO BEFORE THE CORONAVIRUS SITUATION? (SELECT ALL THAT COMPLETE THE SENTENCE)

IN THE NEXT TWO (2) YEARS, I WILL BE _____.

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)

Destination  Analysts
DO YOUR RESEARCH



Get your keywords right



Create content with a traveler's questions in mind.

Google continually improves its algorithms to understand the nuances of a search.
In other words:

It's important to match intent ("What are the best ways to explore Byron Bay?").
Unique content should be created with your best answers to a question or phrase, keeping it relevant to your business and what you offer.



Show don't tell



Take this time to curate your photos

Visual search is on the rise, and there are more statistics out now that suggest optimizing your imagery is an important aspect of optimizing your commerce experience.

- Use images to tell a story
- Help travelers imagine themselves in the experience
- Show off your brand with tone & emotion
- Remember: Location, location, location
- Answer questions quickly (Are kids allowed? Does the hike look strenuous?)



Final Thoughts

- Make it scannable - key details easy to find
- Take off your operations hat
- Keep it fresh
- Details are important (hotel pick-up, starting points, etc)
- USPs - feature them
- Listen to feedback online and offline

Get started today! We're here to help.



ContentSolved

An easy way for tour operators to request copywriters



**tourism
solved**

What is it?

An easy, affordable way to access professional travel writing & translation services to ensure your products meet OTA quality standards and are optimized for conversion.



How do I use it?



1

Go to Magpie and request a copywriter at the click of a button.



2

Specify what kind of services you need: OTA product rewrite, translations, and/or a unique description for your own website.



3

Fill out a brief form to provide the copywriter with instructions on what you would like them to help you with.

Example: “I’d like to add more keywords and descriptions to my itinerary.”



4

Submit your request and a copywriter will complete the assignment within 2-3 business days.



Packages & Pricing

OTA Quality Product Rewrite

\$69
per product

Product title, short description (overview), long description/itinerary rewrite by professional travel copywriter to ensure the supplier meets if not exceeds their product quality rating.

OTA Additional Fields

\$29
additional

Add on inclusions & exclusions, free text fields and structured data

Direct Website Unique Product Rewrite

\$99
per product

Consultation with writer to understand what makes your tour special. All product fields re-written by professional travel copywriter including keyword research and guaranteed to be unique for search engine optimization for direct website.





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Kate Cornell

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Your 'other' content

- GMB (Google My Business)
- Tripadvisor
- Yelp
- Social (Facebook, Instagram, Twitter, TikTok...)
- Other Profiles

