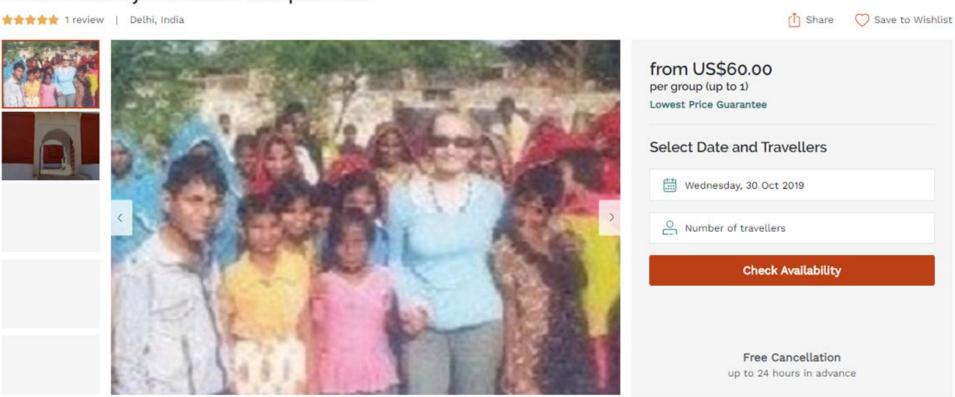
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Christian Watts
Founder & CEO
Magpie Travel

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







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





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San Francisco Mega Pass	Reseller page 🖸	SELLING	Actions ▼



















Promotions Key contact

Average score for last 180 Active with Viator



Add contract View Contracts Products Contacts Messaging Promotions PRODUCT NAME

1 Day Hop-On Hop-Off Tour PLUS

Search products...

days

Share Products

STAGE Selling

Contracting

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100%

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Actions

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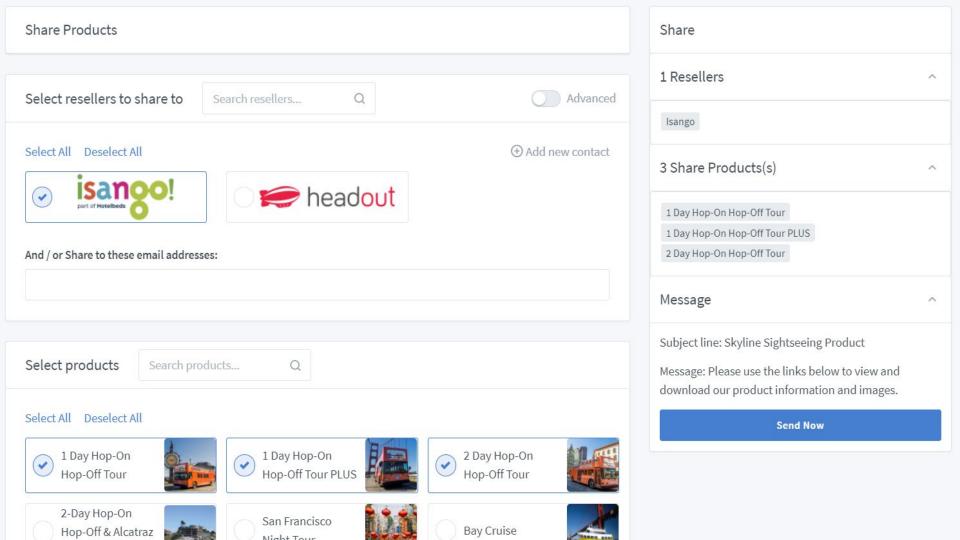
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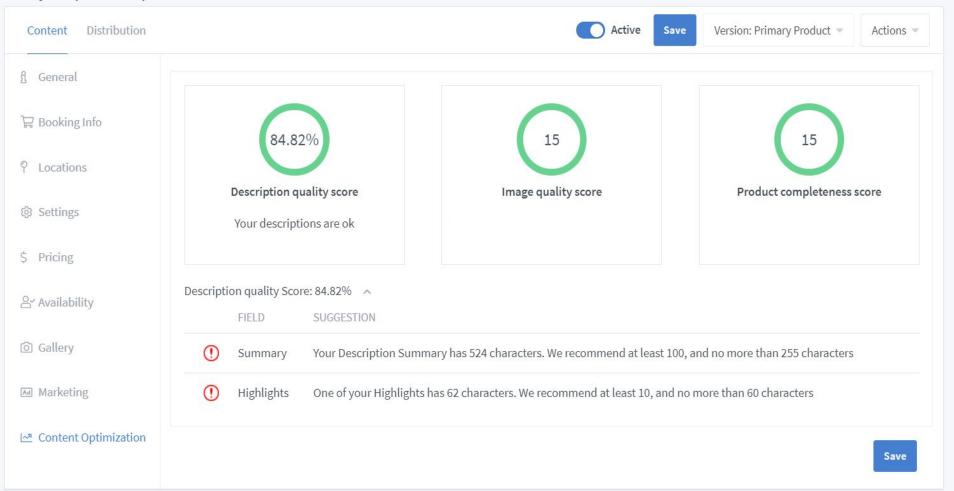
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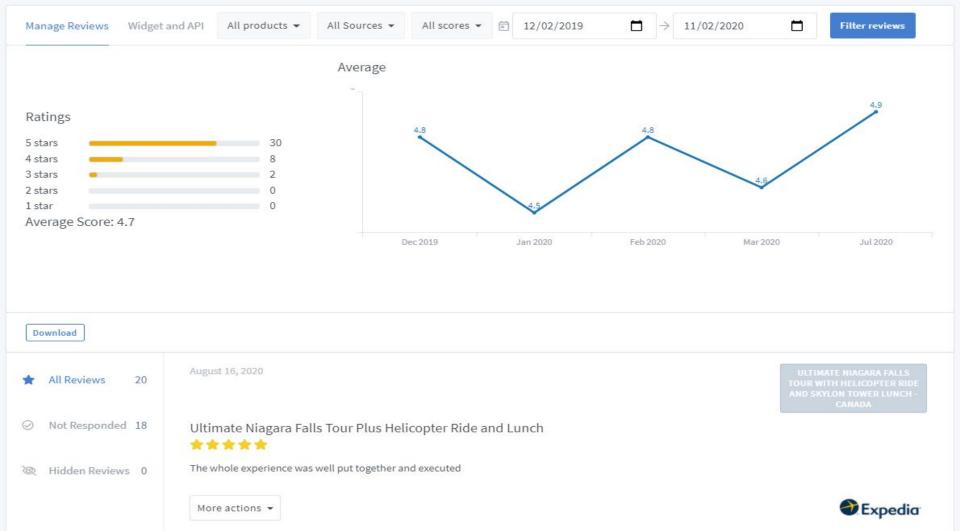
2-Day Hop-On Hop-Off & Alcatraz Package San Francisco Night Tour

Bay Cruise

Bus & Boat Adventure Bus & Bike Adventure







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%)



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





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
- 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



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?







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







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





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."







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.







Christian Watts
Founder & CEO
Magpie Travel

christian@magpie.travel



Kate Cornell
Content Strategy Advisor at
TourismSolved

kate@tourismsolved.com





Your 'other' content

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



