

SEO Strategies for Travel Marketeers

27 February 2024

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

- 09:30 **Registration, tea, and coffee**
- 10:00 **Welcome and introductions**
Event moderator and main trainer:
Andy Headington, CEO, **Adido**
- 10:05 **Creating a holistic SEO (search engine optimisation) content strategy**
- Taking a step back: research and analysis before starting out
 - Setting your strategy to create helpful, engaging and informative content
 - Conducting customer-centric keyword research in the travel industry
 - Considering user search intent and customer journey
 - Comparing SEO tools and deciding on the best fit for you
- 10:30 **Technical SEO: best practice, problem-solving and emerging trends**
- Best practice for crawling and indexing, page speed, hierarchy and mobile optimisation
 - Problem-solving for quick wins: broken links, HTTP response codes, and more
 - Optimising content for enhanced SERP (search engine results pages) features including image, video and featured snippets
 - Changes and emerging trends: increasingly sophisticated link frameworks and a focus on user experience
- 10:55 **Measuring and tracking the ROI (return on investment) of your SEO**
- Deciding on and measuring KPIs (key performance indicators) of your SEO strategies
 - SEO auditing and analytical tools
 - Common challenges and difficulties including attribution, SERP volatility and brand-building effects
 - Keeping your metrics relevant and up-to-date to consider zero-click searches, generative AI search results and more
- 11:15 **Tea and coffee break**
- 11:35 **Effective SEO copywriting that appeals to users and search engines**
- Optimising your writing with EEAT (experience, expertise, authoritativeness, and trustworthiness) in mind
 - Top tips SEO writing from keyword inclusion to sentence structure
 - Common mistakes including unnatural sounding language, over-optimised content and more
 - Emerging trends including copywriting for voice search optimisation and UX signals
- 12:00 **Practical SEO copywriting workshop**
Practice makes perfect: apply your newly learnt copywriting skills and techniques in this practical group exercise. You will rewrite and optimise a travel-focused sample webpage in groups before analysing the results together.
Guest trainer: Rachel Agnel, Copywriter & Villa Holiday Specialist
- 12:45 **Networking lunch**

- 13:45 **Industry case study**
Simon Langley, Head of Marketing, **Cookson Adventures**
- 14:05 **Industry case study**
Jess Pitman, Head of Brand & Marketing, **Discover Adventure**
- 14:25 **Panel discussion and Q&A**
Join us for a panel discussion to delve deeper into the previous two industry case studies and get your own questions answered.
Moderator: Andy Headington, CEO, **Adido**
Simon Langley, Head of Marketing, **Cookson Adventures**
Jess Pitman, Head of Brand & Marketing, **Discover Adventure**
- 14:50 **Tea and coffee break**
- 15:10 **Improving your off-page SEO for a broader online presence**
- Building relevant, high-quality links to improve authority
 - Combining SEO and social media marketing through optimised profiles, influencer marketing and more
 - Beyond backlinks: the role of mentions, citations and review pages
- 15:35 **AI (artificial intelligence) impact on SEO: today and tomorrow**
- Overview and outlook: how AI might change the SEO landscape
 - Using AI tools to boost your SEO: from data analysis to testing and SEO predictions
 - Including AI search and content considerations in your existing SEO strategy
- 16:00 **Summary and close of seminar**

About your trainer:

Andy Headington, CEO, **Adido**, helped set up Adido as an award-winning digital agency in Dorset in 2003. He spent the first few years primarily learning SEO from scratch and has since gone on to help develop an amazing digital marketing team working with some brilliant designers & developers at Adido HQ. As CEO of Adido, Andy has a vast knowledge of all areas of digital marketing and is a regular blogger, contributor and presenter on all areas of digital. His most specific areas of expertise and interest are search marketing, travel marketing and future innovations in the digital world.



Event partner



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About the event

ABTA's new practical training day will provide up-to-date guidance on search engine optimisation (SEO) strategies, techniques and copywriting for travel businesses of all sizes.

As online behaviour and search engine marketing continue to evolve at a remarkable pace, **SEO has become a critical element of travel businesses' digital marketing strategy**. Engaging content and well executed SEO strategies will help attract visitors to your website, whilst a poor digital experience can drive customers to your competitors. Understanding this complex customer journey and placing it at the heart of your SEO and content strategy is crucial.

Covering technical, on-page and off-page SEO, the training will show you how to **improve your SEO and maximise your online presence' effectiveness**. Learn how to create a holistic SEO content strategy and optimise both content and website across desktop and mobile. Consider ways to review, measure and track your current SEO strategy and performance, and explore AI's impact on SEO today and tomorrow. Delve into SEO copywriting techniques and apply your newly acquired copywriting skills in a practical workshop session.

Attend this training day to receive **comprehensive practical guidance** from digital marketing experts at Adido and hear **travel industry case studies** from your peers.

Benefits of attending

- Learn how to improve your **technical, on-page and off-page SEO** and maximise your online presence's effectiveness.
- Hear how to create a **holistic SEO content strategy** and optimise both content and website across desktop and mobile.
- Consider ways to **review, measure and track your current SEO** strategy and performance.
- Learn proven **SEO copywriting tricks and techniques**.
- Apply your copywriting skills in a **practical copywriting workshop session**.
- Take-away concrete strategies and techniques to **optimise your website and improve user experience**.
- Stay ahead of the **latest developments and trends** in SEO.
- Explore **AI's impact on SEO** and how to use it to your benefit.
- **Network and share experiences** with peers from other travel businesses.

REGISTER NOW!

Upcoming events

Advanced Digital Marketing for Travel

5 March 2024, Central London

Travel Marketing Conference

14-15 May 2024, Central London

Who should attend?

This training is ideal for travel marketers with an understanding of different marketing channels and basic knowledge of SEO, who are looking to delve deeper into more practical aspects around SEO, PPC and content marketing, including:

- Marketing professionals in travel companies
- SEO and content specialists
- Digital marketing and social media teams
- Content marketing teams
- Directors and senior managers from small businesses

Prices

ABTA Member / ABTA Partner * **£259 plus VAT**

Non Member **£399 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.