



Search Marketing for Travel

16 October 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Event partner



Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome from the moderator**

- Intent driven search: understanding how customer search behaviours have changed
- Utilising data to inform future strategies

Laura Hothersall, Agency Director, **Clicky Media**

10:15 **Organic and paid search: the fundamentals**

- Search engine optimisation (SEO) and pay-per-click (PPC) advertising – understanding the basics
- The importance of SEO and content marketing: how to adapt to get the greatest ROI
- How has SEO changed and where are the opportunities for travel businesses?
- Ad vs content ratio – the perfect medium?

Alex Wright, SEO and Content Manager, **Clicky Media**

10:35 **Content strategy: creating unique, engaging and relevant content**

- Copywriting top tips
- Latest on keyword research
- The role of video – YouTube search optimisation
- Personalisation and retention
- Blogs and website content

A short presentation followed by an interactive/practical exercise

Alex Wright, SEO and Content Manager, **Clicky Media**

11:40 **Tea and coffee break**

12:00 **Content: social media, UGC and review platforms**

- How to maximise social media for SEO
- Capitalising on social consumer trends to produce and share relevant content
- Leveraging user generated content (UGC) and external review platforms

12:25 **Industry case study: organic traffic turnaround**

- Addressing organic session drop off – best practice implementation
- Site restructure and internal link optimisation
- Competitor analysis, results and measurement

Will Collins, Digital Marketing Manager, **Destination2** and **Holiday Gems**

12:45 **Lunch**

13:45 **Optimising your site to achieve better SEO results**

- Website structure: ensuring your website is clear, accessible and easy to navigate
- Mobile first indexing and page loading speeds
- Technical SEO – understanding Google crawl budget and indexing

Alex Wright, SEO and Content Manager, **Clicky Media**

14:15 **Paid search: an introduction to SEM**

- Introduction and guidance on using Google tools
- Maximising your use of Google Ads

Jennifer Beard, Analytical Consultant, **Google**

14:40 **Tea and coffee break**

15:00 **Paid search: a focus on pay-per-click (PPC) advertising**

- Understanding the bidding process
- Improving online advertising click through rates (CTR)
- Setting up paid campaigns across google and social media

Richard Martin, PPC Manager, **Clicky Media**

15:25 **Industry case study: paid advertising in a multi-channel environment**

- Understanding multi-channel challenges
- Extracting and identifying useful data
- Applying complex data to paid search

Tom Malbon, Marketing Intelligence Manager, **Blue Bay Travel**

15:45 **Importance of tracking and measurement**

- Making the most of your SEO auditing tools
- Google Analytics, and the importance of testing
- Using competitor insights from Hitwise to inform your future search strategy

David Berry, Head of Performance & Analytics, **Clicky Media**

16:00 **Interactive exercise: analysis deep dive**

Walk through an example campaign, learning how to report on and gain insight from data, and use these findings to demonstrate ROI.

Led by **Laura Hothersall**, Agency Director, **Clicky Media**

16:25 **Summary and takeaways**

Key actions to ensure your brand remains visible in 2020

Laura Hothersall, Agency Director, **Clicky Media**

16:30 **Close of seminar**

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About the event

93% of online experiences begin with a search engine*. Ensure that you remain visible online by investing in search marketing.

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

As online behaviour continues to change, and search engines evolve, marketing professionals must understand the complex customer journey and put the user at the heart of their SEO strategy. Engaging content and well executed pay-per-click (PPC) advertising will help attract visitors to your website, whilst a poor digital experience can drive customers to your competitors.

Attend this one-day seminar to get practical guidance from digital marketing experts and hear travel industry case studies. How has SEO changed and where are the opportunities for travel businesses? Learn how to improve your SEO with an effective content strategy and maximise the effectiveness via paid advertising. Understand how to optimise your website and improve the online experience across desktop, mobile and in-app, providing a simple path to purchase for customers. Consider ways to review your current SEO strategy, measure and track your SEO and PPC and use this data to inform future campaigns.

*Clicky Media

Benefits of attending

- **Understand** the **fundamentals** of search strategies including SEO, PPC and content marketing
- Hear how to **maximise** the use of **social media, online review sites** and **UGC** to establish your brand
- Learn how to **optimise your website** and improve **user experience** across **mobile, desktop and in-app**
- Practical tips to help you to improve your **search strategies** and **increase website traffic**
- **Network** and share experiences with peers from other travel businesses
- Discover the latest **trends and changes** in this fast-moving industry

Prices

ABTA Member/Partner **£235 plus VAT**
Non-Member/Partner* **£355 plus VAT**

**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*

Who should attend?

This seminar is ideal for travel marketers with an understanding of the different marketing channels and who are looking for practical guidance around SEO, PPC and content marketing, including:

- SEO and content specialists
- Digital marketing and social media teams
- Content marketing teams
- Directors and senior managers from small businesses.

Register now

You can book online and pay by credit card or request an invoice.

Visit abta.co.uk/abtaevents to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

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.

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 75% of people feel more confident booking with an ABTA Member.

Upcoming events

Social Media in Travel

24 September, Manchester

The Over 50s Traveller

25 September, London

New Markets in Cruise

2 October, London

Data Management and Protection in Travel

17 October, Manchester