



TRAVEL

Beyond The Obvious

Customer Acquisition: Website & Blog

Madeline Jhawar, Italy Beyond the Obvious

Key points:

- **You are an online business.** The majority of your customers are going to find you online. You want people who are *looking* for you.
- **You need an online presence.** Customers are going to find your website, and then google your company and your name.
- **Quality, not quantity.** Remember, unless you are building an empire, you only need a few dozen customers per year.

You want to find your target customer, online, and close them quickly so that you can find enough new customers every year.

How does this type of customer find you?

Steps to online Customer Acquisition

1. Customer does internet search about your destination
2. Customer sees results from search
3. Customer clicks on your website
4. Customer reads useful information
5. Customer realizes that you can plan their trip
6. Customer researches you. [Reads your About page, your travel philosophy, reads about your services, your pricing, reads a sample itinerary, and reads reviews. Does a google search of your company and of your name.]
7. Customer contacts you

[Next lesson: steps to close a customer after they contact you]

Your Website

The most important thing about your business is your website. Prioritize creating useful content.

When the customer clicks on your website to read the useful content (your blog), make sure they also find:

- Information about YOU.
- Services & pricing
- Sample itineraries

I highly recommend you take blogging advice from Darren Rowse. Start with his free [7-day Blogging course](#). Follow advice on his site.

*Let's start with the first few steps
from your potential customer's
perspective*

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Tips: picking your domain / company name

- URL (aka domain name) should be self-explanatory
- Use the word “travel” or the name of your country of expertise
- No “insider” jokes or plays on a foreign language (I started with VadoItaly, which nobody understood!)
- Buy a .com

Remember:

- The customer will see your URL in a long list of search results, you want them to click!
- Search engines will use your URL to determine the subject matter of your website.

Tip: Use GoDaddy for available domains

Enter your key terms in GoDaddy and see what domain names are available

india travel consultant

Domain Available Call (480) 505-8877 for buying assistance

indiatravelconsultant.com is available

\$2.99 ~~\$14.99~~ ⓘ
for the first year with a 2 year registration

indiatravelconsultant.us Add this: **\$1.00**
when you register for 2 years or more, 1st year price \$1.00 Additional years \$19.99

Why it's great.

- ✓ "Travel" is a high value keyword that has an average sale price of \$1,809.00.
- ✓ "Travel" and "India" are widely used keywords.
- ✓ Uses the .com extension.

[How to choose a great domain name?](#)

\$18.00 ~~\$60.97~~ ⓘ
for the first year

indiatravelconsultant.net
indiatravelconsultant.org
indiatravelconsultant.info

Buy 3 and Save 70%
Owning additional domain extensions helps protect your brand. [Learn More](#)

Protect your name with these domains:

indiatravelconsultants.com \$14.99 \$2.99 ⓘ
for the first year with a 2 year registration

indiatravelconsulting.com	\$14.99 \$2.99 ⓘ for the first year with a 2 year registration
indiatripexpert.com premium domain	+\$14.99/yr \$3,395.00 ⓘ Learn More ⓘ
indiatravelconsultant.co	\$34.99 \$11.99 ⓘ for the first year
indiatravelconciierge.com	\$14.99 \$2.99 ⓘ for the first year with a 2 year registration
indiatravelconsultant.me	\$19.99 ⓘ for the first year
indiatravelconsultant.biz	\$22.99 ⓘ for the first year

*Okay, you have your URL.
Now set up your website so
people find it!*

Think about how you search for information online. You'll type it into the search bar. Let's use "India Vacation" as an example.

- Note the top item is a paid ad
- The second listing (under the Popular Destinations box) is at the top of the list based on Google's very complicated secret algorithm
- The items listed under that are just websites that google has deemed useful to the search term





India vacation

All Images News Videos Maps More Settings Tools

About 531,000,000 results (0.58 seconds)

Recommended by 98% of Clients | India Vacation | AudleyTravel.com
Ad www.audleytravel.com/India/Vacation
Custom Vacations to India. Award Winning. Request a Quote. India Travel Experts.
When to Visit India · India Places to Go · Luxury Tour of India · Things to Do in India · India Trip Ideas

India / Popular destinations

 <p>Agra Iconic Taj Mahal mausoleum & Agra ✈️ \$545 🏨 \$28</p>	 <p>Delhi Red Fort, Jama Masjid mosque & Rajpath ✈️ \$545 🏨 \$32</p>	 <p>Jaipur "Pink City" & 18th-century observatory ✈️ \$545 🏨 \$37</p>	 <p>Varanasi Kashi Vishwanath Temple & Ganges</p>
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More destinations in India

Best Places to Visit in India: Ultimate India Vacation Planner - TripSavvy
<https://www.tripsavvy.com> › Destinations › India › More to Explore › Essentials
Oct 7, 2018 - India is a vast country with an abundance of diverse attractions and destinations. This India vacation planner reveals the top places to visit in ...

India Tours, Vacation Packages & Travel Deals - 2018/19 | Goway
<https://www.goway.com/trips/dest/asia/cntry/india/>
★★★★★ Rating: 9.1/10 - 1,970 reviews
Dreaming of an India vacation? Goway has been customizing India vacations for 48 years and has the expertise and experience needed to turn your travel ...
Ganges River · Luxury and Beyond · Varanasi · Stopovers/City Breaks

India Vacations 2018: Package & Save up to \$583 | Expedia
<https://www.expedia.com/India.d80.Destination-Travel-Guides>
Build a Flight + Hotel Bundle & Save up to \$583 On Your Trip. ... India Vacation Packages. Experience a

Terminology

- **Keyword**
 - The word or phrase that describes the contents of a web page. In the example, ‘India vacation’ is the keyword.
- **Organic Search**
 - Organic search results are based on the relevance to the search terms and do not include paid ads. In the example, the bottom three items listed were organic search.
- **SEO**
 - Search Engine Optimization (SEO) means making web pages attractive to search engines. In the example, the pages that were displayed based on organic search must have had excellent SEO.
- **EAT**
 - Refers to Expertise, Authoritativeness, Trustworthiness. Search engines measure the EAT of your website or content to determine whether they should direct traffic to you or not.

*Your job is to work on your website's **SEO & EAT** so that customers find you through **organic search, using keywords.***

Working on your website's SEO is hands-down, the #1 best bang for the buck for customer acquisition. Spending time, energy, or money on this has huge returns.

Therefore, if you want to invest money into this business, pay an SEO person to review or set up your website. There are many, but I recommend Joe Seidler at Internet Marketing San Fran for SEO.

*Create something today
even if it sucks*

- Unknown

Exercise: Brainstorm a list of keywords

What are people going to type into google in order to find you? Examples below.

- What to do in [city]
 - What to do in Delhi
 - What to do in Calcutta
 - What to do in Mumbai
- Use the word “tour” or “vacation” with country or city
 - Tours of India
 - India Family vacation
 - Luxury tours of India
 - Family tours of India
 - Vacations in India
 - Tours of Delhi
 - Delhi family vacation
- Use the word “advice” or “tips”
 - India travel tips
 - Calcutta travel tips
 - Advice on traveling by train in India
 - Packing tips for India
 - Packing tips for India in the summertime
- Use the word “itinerary”
 - A 2-week India itinerary
 - A 4-day Calcutta itinerary

Other ways to find keywords

What questions are travelers asking about your destination?

- Join Facebook groups
- Look at Tripadvisor
- Play with google auto-fill

You want to answer these questions on your blog!

Three types of blog posts I recommend: #1

1. The highly detailed, “I’m an expert” post.

- Give lots of detail
- Go deep
- This will showcase your expertise
- This will demonstrate how complex planning a trip is. This is just one step out of many that the client would have to figure out on their own if they don’t hire you to do it!
- Don’t worry about giving too much info to people planning their own trip. If they can plan their trip with this info, they won’t hire you anyway
- [Example 1](#) from my website. [Example 2](#) from my website.

Example of the “I’m an expert” post



Blog

Driving in Italy: 5 Easy Ways to Get Italian ZTL Fines and How to Avoid One

This is an excerpt from our *Driving in Italy* ebook, which you can download for free by entering your email address [Click Here](#).

Anyone who is planning to **drive in Italy** needs to be aware of Limited Traffic Zones, or *Zona Traffico Limitato* in Italian, abbreviated to ZTL. Many historical centers of Italian cities have set up these limited traffic zones in order to reduce congestion and pollution, and there are significant fines for driving into one of these zones unauthorized.

503 Shares



Italian ZTL fines: What are they?

Italian ZTL fines are tickets that are automatically generated and sent to drivers who cross into the designated Limited Traffic Zones (ZTL) in a city, and who are unauthorized to do so. Not every city has a ZTL area, but Italian ZTL



italy ztl



All Maps News Images Shopping More Settings Tools

About 2,270,000 results (0.50 seconds)

ZTL Italy Restricted Driving Zones in Rome, Florence, Pisa, Milan

<https://www.autoeurope.com> › ... › ZTL Restricted Driving Zones in Italy ▼
Traveler's Guide to ZTL Driving Zones in Italy. ... Below are detailed ZTL maps for Rome, Florence, Milan, and Pisa. Each map includes detailed zone timetables, ZTL boundaries, and ticket-camera locations to help you avoid a traffic fine while driving your rental car in Italy.

Driving in Italy: 5 Easy Ways to Get Italian ZTL Fines and How to Avoid ...

<https://www.italybeyondtheobvious.com/dont-mess-with-ztl-zones> ▼
Anyone who is planning to drive in Italy needs to be aware of Limited Traffic Zones, or Zona Traffico Limitato in Italian, abbreviated to ZTL. ... Italian ZTL fines are tickets that are automatically generated and sent to drivers who cross into the designated Limited Traffic Zones ...
You visited this page on 11/19/18.

The Truth about ZTL zones: Avoiding Tickets in Italy - GRAND ...

www.grandvoyageitaly.com/piazza/the-truth-about-ztl-zones-avoiding-tickets-in-italy ▼
Jan 8, 2015 - Before leaving for Italy I was worried about the Zona Traffico Limitato--the no drive zones--in Italian towns. I was worried about getting tickets for ...

ZTL's in Italy - Rick Steves Travel Forum

<https://community.ricksteves.com/travel-forum/italy/ztl-s-in-italy> ▼
Feb 21, 2018 - 12 posts - 10 authors
Everyone talks about ZTL's in Florence and Rome, but are these found in small towns also, like Sienna for example? I am considering renting a ...

ZTL driving zones Sicily (and elsewhere I guess)	11 posts	Feb 25, 2018
Italy ZTL scams?	30 posts	Nov 17, 2016
ZTL's maps - where can I find them???	11 posts	Jun 11, 2014
ZTL's	17 posts	May 20, 2009

[More results from community.ricksteves.com](#)

Three types of blog posts I recommend: #2

2. The itinerary post

- Put together a 3 – 4 day itinerary
- Discuss highlights for your **target client**
- The goal is that they want to hire you to create this itinerary for them
- Include details and photos
- Don't include hotels or logistics
- Paint the picture in enough detail that they can imagine it, but not so much detail that they can book it themselves easily
- Give some details so they can get the gist (link to a great place for handmade sandals) but not everything (reference “a cooking class”).
- Example: [A fantastic 4-day Amalfi Coast itinerary](#)

Three types of blog posts I recommend: #3

3. The Listicle!

- These are quicker and easier to write
- Great if you aren't sure what to write
- These can be “The top 5 places to...” “The 3 best beaches in ...” “The 5 most stunning vistas in...”
- As long as they are 300 words, have great photos, and are SEO optimized, these are great.

From Marc and
Angel.com

[30 Things to Start Doing for Yourself](#)

[6 Things Happy People Never Do](#)

[10 Painfully Obvious Truths Everyone Forgets Too Soon](#)

[9 Warning Signs You're in Bad Company](#)

[10 Little Habits that Steal Your Happiness](#)

[30 Things to Stop Doing to Yourself](#)

[20 Things to Start Doing in Your Relationships](#)

Subscribe Archives Tags Popular

- [Why you should cruise to Croatia](#)
- [What happens when the airline you're flying goes bankrupt mid-flight?](#)
- [Top 9 rivers for luxury river cruising in Europe](#)
- [The 12 best chocolate shops in Paris](#)
- [Top 10 white-sand beaches in the world](#)
- [7 natural wonders you must see in Vietnam](#)

From A Luxury
Travel Blog

Tip: write about the most obvious and touristy spots and most common questions before you focus on “off the beaten track”.

Creating content:

How to write an SEO-optimized blog post

1. Pick your keyword
2. Write ONE blog post about ONLY that keyword
3. Must be minimum 300 words
4. Must be helpful or useful, not fluff. Detailed is good.
5. Must have great images
6. Use Yoast plug-in and modify until you get the SEO green light.
 - Images must be tagged with keyword
 - URL must reflect keyword
 - Headings must have keyword in them
 - Limit passive voice when you write
 - Sentences should be no more than 20 words
7. Publish.
8. Share.
9. Wait.

A note on creating content

Search engines value consistency.

So it's better to spend 10 minutes, once a week, on your social media channels compared to an hour, once every six weeks.

Same for blogging: put together a blogging calendar, and aim to publish twice a week.

You need to be consistently generating new content.

*Everything is difficult until
you know how to do it*

- Anonymous

Your Next Steps

1. Decide on a company name / URL. Buy the URL.
2. Set up a website. (I use WordPress). Pay someone to help you if needed.
3. Hire a designer to create your logo and colors
4. Create your About Page; create a page on Services & Pricing
5. Do Darren's 7 day blogging course
6. [If you're going to hire someone to help you with SEO, now is a good time to do it.]
7. Make a list of your keywords
8. Decide on your first 50 blog posts; create a blogging calendar. Gather images.
9. Add a way to collect emails from readers to your website (WordPress plug-in or Sumome. Start email newsletter.
10. Create your business social media accounts
11. As you publish content, share to your social media accounts. Include links to your new posts in newsletters.



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