

How to Attract your Ideal Clients Online

We Hold Your Hand. You Get Stuff Done.

Pop Up Training: May 11 – June 6

Madeline Jhawar
Owner, Travel Beyond the Obvious



Travel Beyond the Obvious Online Pop Up: May 11 – June 7

Week 1: Laying the Foundations

Week 2: How to Position Yourself as an Expert

Week 3: How to Create Online Content
that Attracts Your Ideal Customer

Week 4: Grow Your Online Footprint
(and why you need to!)



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Week 3



Part II Recap: Your to-do list

- ☐ Brainstorm topics based on your expertise
- ☐ Use the 3 SEO tools to make a list of keywords that
 - ☐ You know about
 - ☐ People are actually searching for
 - ☐ Are evergreen
 - ☐ Are longtail keywords
- ☐ Remember to include the obvious
- ☐ Aim to brainstorm 40 - 50 keywords

Week 3: May 25 - 31

Create Great Content that Attracts Your Ideal Client

- Monday: Weekly video released to private FB group. Watch at your convenience.
- Tuesday @10am PT: Live Q&A
- Thursday @10am PT: Live Q&A



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Week 3: May 25 - 31

What You'll Get Done

- ☐ In-depth review of 9 tips for great online content
- ☐ We'll provide feedback on your content
- ☐ We share tools for finding great images online
- ☐ Benefit from the experience, momentum, accountability and community of the group



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Why you need a blog

- ☐ SEO. Search engines value fresh content.
- ☐ Build brand authority
- ☐ Engage with your audience
- ☐ You can share your posts across platforms
- ☐ Website traffic. More potential customers will find you

Organic search to your blog will have
the biggest long-term impact




Share your expertise!

- ☐ It makes you look like the expert
- ☐ People appreciate - and share - useful content
- ☐ People will stay on your site longer. Better SEO!
- ☐ They will want to work with you – you will offer customization!

There is no such thing as a secret



A close-up photograph of a person's hand inserting a key into a lock on a dark, heavily rusted metal door. The hand is light-skinned and has a gold ring on the ring finger and red nail polish on the thumb. The key is silver and has a complex, multi-bit design. The background is dark and out of focus.

ONE keyword per
blog post

Length of a blog post

- ☐ At least 300 words
- ☐ 1000 – 2500 words, ideally
- ☐ Look at the best performing content on your site
- ☐ Look up the keywords and see what others have written
- ☐ Your content should be longer than what you're trying to outrank



Where to find great Images online

- ☐ Unsplash [free] – best for styled
- ☐ Pexels [free] – best for basic photos
- ☐ Pixabay [free] – best for illustrations, vector graphics
- ☐ Deposit Photos – not free – but when the above don't give you good results

What you write about is important. But help Google like your blog post with these 9 tips.

Blog

Amalfi Coast Towns: where to stay

If you drove along **Italy's Amalfi Coast** from the city of Sorrento to the city of Salerno, it would take at least a couple of hours, one-way, with no traffic. During that drive, you'd pass the iconic Amalfi Coast towns of Positano, Amalfi, Ravello, and others. But **which Amalfi Coast town should you choose as a base?** Take our advice below to choose the right fit for your trip.



Positano

312
Shares



9 Tips

Anatomy of a
successful blog
post



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italybeyondtheobvious.com/amalfi-coast-towns-where-to-stay



Travel Philosophy

About

Services

Itinera

Blog

Amalfi Coast Towns: where to stay

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1 – URL and title
include the keyword

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Behind the Scenes

Amalfi Coast Towns: where to stay

Permalink: <https://www.italybeyondtheobvious.com/amalfi-coast-towns-where-to-stay>



Focus keyphrase 

Amalfi Coast Towns

 <https://www.italybeyondtheobvious.com/amalfi-coast-...>

[Amalfi Coast Towns: where to stay - Italy Beyond The Obvious](#)

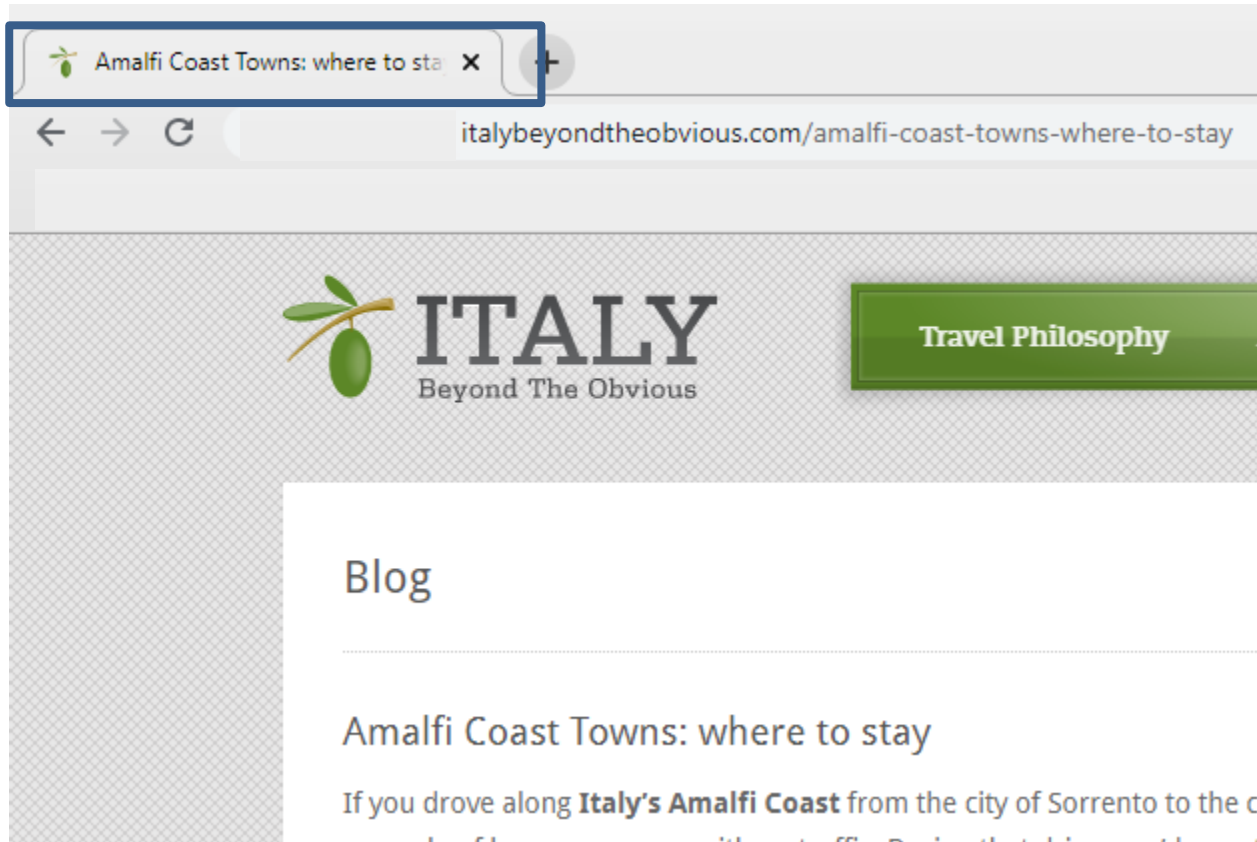
Italy's gorgeous **Amalfi Coast** stretches for thirty or so miles and boasts many picture-perfect **towns**. But which **Amalfi Coast** town should you use as your ...

Choose your URL

Enter your keyword

Fill in the metadata



2 – Metapage
title

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Blog

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3 – Image file names are descriptive. Images have “Alt tags”. Google bots can only read TEXT

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Amalfi Coast Towns: questions to help you decide where to stay

Before we get to anything else, we need to look at a map. This map has Pompeii, Sorrento, Positano, Praiano, Amalfi, Ravello, Maiori, and Salerno marked on it. (I've put the markers in places where they don't block the name of the town. Therefore, the towns are located where the name is printed, not where the marker is pointing.)



What do you want to do during your stay on the Amalfi Coast?

If you'd like to visit **Pompeii**, there's a handy train to get there from the town of Sorrento. If you'd like to visit the island of **Capri**, the hydrofoil from Sorrento will have you there in twenty minutes, or there are slower boats from Amalfi and Positano. If you'd like to head south and visit the amazing Greek ruins in **Paestum**, keep in mind that they are a 90 minute drive south of the town of Amalfi. Positano is 45 minutes from Sorrento. Amalfi is another 45 minutes away, and Ravello is another ~10 minutes up the hill.

So first, decide what you want to see and do on the Amalfi Coast (here are suggestions for a [4 day Amalfi Coast itinerary](#)). Then, look at the map and see which towns might work well as a base, geographically.

4 – Detailed Content

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- **Cons:** It's further down the coast, so 45 minutes from Positano and an hour from Pompeii.

Pros and cons of staying in Atrani

- **Pros:** it's a quieter town, with a much more local feel. It's right next to Amalfi, connected by a pedestrian path through the town's parking garage, making it a safe and easy walk to get between the two towns. There are some great hotels that are good value for money. There are some excellent restaurants. Great hiking trails nearby. Not a bad option if you need a rental car. And finally, it has a cute beach.
- **Cons:** It's further down the coast. No high-end hotels.


Pros and cons of staying in Ravello

- **Pros:** first of all, the views are unbelievably spectacular. There are some amazing high-end hotels. Most of all, the views! There are a few nice places to stay that are good value for money. The Gardens (Cimbrone + Rufolo). In addition, there are nearby hiking trails. Ravello has some great restaurants that are good value for money. It also has a couple Michelin-starred restaurants that offer a once-in-a-lifetime experience (and must also be booked months in advance). If you must have a car, Ravello would be a good option. And finally, Ravello is a small town and you can get around on foot if you stay in the center of town.
- **Cons:** it's up the hill. As a result, anytime you want to go anywhere, you must go down the hill to Amalfi and go from there. There's a bus, and there are hiking trails, but taxis called at the last minute in high season may try to fleece you, because they can. And finally, Ravello can be touristy in high season.

Pros and cons of staying in Minori or Maiori

- **Pros:** these little towns have nice beaches! They offer excellent value for money in terms of accommodations. If you are going in high season, or with kids, and you don't mind being an hour from Positano, stay here. These towns are both easy to get around on foot. They are both on the bus line. Both have good restaurants and lots of decent hotels. There is much more of a local feel in these towns. And finally, they are very convenient if you'd like to head south to the ruins of Paestum or the town of Cetara or visit the buffalo mozzarella farms.
- **Cons:** these towns are pretty far south. So, it will take you an hour to get to Positano, an hour to get to Pompeii (through the mountains), and it might be tough to get to Capri. The hotels in these towns aren't amazing, but relatively speaking are good value for money.

5 – Content is skimmable



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So first, decide what you want to see and do on the Amalfi Coast (here are suggestions for a **4 day Amalfi Coast itinerary**). Then, look at the map and see which towns might work well as a base, geographically.

6 – Headings and sub-headings are formatted as H1, H2

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Blog

Amalfi Coast Towns: where to stay

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Positano

312
Shares

7 – Bold text helps google identify the topic

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Path of the Gods hiking trail

How are you going to get around?

Trains do not run to any Amalfi Coast towns between Sorrento and Salerno. Between Naples and Sorrento, there's a commuter-slash-tourist train called the Circumvesuviana / Campania Express. But to get between other Amalfi Coast towns, travelers must use boats, buses, taxis, rental cars, or their own two feet.

I highly recommend NOT renting a car to visit Amalfi Coast towns in high season. Traffic is nuts and parking is virtually impossible. We have lots of advice on [Driving in Italy](#).

Do you mind crowds?

Many Amalfi Coast towns are busy and can be touristy in high season. So, if crowds bother you, **don't stay in Sorrento or Positano.**

8 – Links to other content on the blog

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9 – A call to action

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*Italy Beyond the Obvious will help make your trip truly memorable. Take advantage of our **Italy trip planning** services for a customized itinerary, or get coaching assistance with our **Italy travel consulting services**. And if you like what you read, why not **subscribe to the Italy Beyond the Obvious blog** and get free updates?*



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Yoast SEO report card

Analysis results

^ Improvements (2)

- [Meta description length](#): The meta description is over 156 characters. To ensure the entire description will be visible, [you should reduce the length!](#)
- [Image alt attributes](#): Out of 9 images on this page, 8 have alt attributes with words from your keyphrase or synonyms. That's a bit much. [Only include the keyphrase or its synonyms when it really fits the image.](#)

^ Good results (12)

- [Outbound links](#): Good job!
- [Internal links](#): You have enough internal links. Good job!
- [Keyphrase in introduction](#): Well done!
- [Keyphrase length](#): Good job!
- [Keyphrase density](#): The focus keyphrase was found 12 times. This is great!
- [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Keyphrase in subheading](#): 4 of your higher-level subheadings reflect the topic of your copy. Good job!
- [Text length](#): The text contains 1584 words. Good job!
- [Keyphrase in title](#): The exact match of the keyphrase appears at the beginning of the SEO title. Good job!
- [SEO title width](#): Good job!
- [Keyphrase in slug](#): More than half of your keyphrase appears in the slug. That's great!



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SEO Blog post checklist

- ☐ URL & title contain Keyword
- ☐ Metapage title reflects keyword
- ☐ Images: filenames are descriptive, alt tags are entered
- ☐ Content is detailed and useful
- ☐ Content is skimmable
- ☐ Content has formatted sub-headings
- ☐ Content has bold and italics text to highlight main points
- ☐ Include links to other content, both external AND on your site
- ☐ Includes a call to action.

Where to include your keyword

- ☐ In the title
- ☐ In the URL
- ☐ In the first sentence
- ☐ Woven a couple times throughout the content
- ☐ In the last sentence
- ☐ A couple Headings
- ☐ Meta description

Blog post Images: tips



- ☐ Make sure the name of the file reflects its description
- ☐ Add the ALT and description text to each image
- ☐ Size: good quality but big images will slow down your site.
 - ☐ Image file should be less than 500 kb
 - ☐ All blog images should be the same size
- ☐ Use jpg format. Do not use pdf, psd, tff or doc
- ☐ Resize photos before uploading, not after



5 of the most beautiful fishing villages in Italy

By Madeline Jhawar on Apr 18, 2017 in [Europe](#), [Italy](#), [Regions](#), [Western Europe](#)

Given that Italy is a boot-shaped peninsula almost completely surrounded by water, it comes as no surprise that the country has many beautiful seaside villages. The five fishing villages

below – in order from north to south – are a mix of famous and lesser-known towns. All of them offer beautiful scenery, a lovely atmosphere, [...]



5 gorgeous photo locations in the Tuscan countryside

By Madeline Jhawar on Mar 14, 2017 in [Attractions](#), [Europe](#), [Featured](#), [Going Out](#), [Italy](#), [Regions](#), [Western Europe](#)

The beautiful countryside of Tuscany, Italy is a popular subject for glossy travel magazines, wall calendars, and coffee table photography books. When we start working with travelers at Ital

Beyond the Obvious, we always ask how Italy won the jackpot for their dream trip. Quite often, the answer includes a desire to see the iconic [...]



Top 7 ways to experience the true heart of Genoa, Italy

By Madeline Jhawar on Feb 16, 2017 in [Attractions](#), [Europe](#), [Food and Drink](#), [Going Out](#), [Italy](#), [Regions](#), [Travel Miscellany](#), [Western Europe](#)

Located in Italy's northwest corner, the small city of Genoa is a fantastic under-the-radar destination. Italy Beyond the Obvious

travelers frequently tell us after a visit that Genoa is an undiscovered pearl. Below, our

Overwhelmed? There's nothing wrong with Listicles

Week 3 Recap

1. Pick a keyword from your list last week
2. Use these tips to write a blog post (one per keyword)
3. Repeat
4. Let us know how you did!

Week 4: June 1 - 7

Grow Your Online Footprint

- Monday: Weekly video released to private FB group. Watch at your convenience.
- Tuesday @10am PT: Live Q&A
- Thursday @10am PT: Live Q&A



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Week 4: June 1 - 7

What You'll Get Done

- ☐ The must-have pages on your website
- ☐ How to measure your online footprint
- ☐ How to repurpose your content and increase your exposure
- ☐ Benefit from the experience, momentum, accountability and community of the group



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