



Maximize Revenue with Content Aimed at Transactions

Content is overwhelming, but when handled correctly, you can boost your brand, integrate your marketing efforts, and grow your business. Our Rezfusion websites are built for success, and our team is here to help you maximize your content marketing efforts.



Andy Gaylord, Bluetent's Content Marketing Manager, shows how you can use content to grow traffic to your website.

First, it's vital to get back to the basics. When writing content, it's easy to feel like you're behind. You're busy and you think you have to write 10 blog posts a month. Instead, take a step back and focus on content that serves a purpose. Often times, the purpose is search related. You want to improve your rankings for relevant search queries. When you target this purpose, you will always want to think of the three types of search queries:

Transactional:

Transactional search queries drive direct-bookings, so they are the most important. For example, when people search, 'cape cod beachfront rentals,' they are looking to rent a home on Cape Cod. Because transactional queries are very valuable, you want to focus your content efforts first and foremost on these type of queries. There are particular page types built into Rezfusion that are designed for driving direct-bookings. These include the homepage, property category pages, specials, or other landing pages that have properties on them.

Informational:

Next is the Informational search query and this connects with potential guests when they are looking for things to do in the area. For example, a traveler might search, 'cape cod labor day.' It is someone who is searching for vacationing in your area and could be planning a holiday weekend. By creating content that connects with their search, you are broadening the amount of exposure for your brand. Be strategic about how you convert from there. Include great internal linking, like suggested properties or featured properties to the informational page. Look for other ways to turn the Informational Search Query into transactions.

Navigational:

Last is the Navigational Search Query. For vacation rental managers, this is a branded query. For example, if travelers already know who you are, they will type your business name into Google. In this case, your Google My Business page, your site links, your title, and your meta descriptions are places where navigational queries can have an impact. A lot of search queries on Google are navigational and they develop brand recognition.

Quality content has long lasting value. In order to be successful, always have a goal and create content with a purpose. Focus on content with transactional value first. Take the time to re-write your homepage or optimize your property categories before focusing on informational queries. Be useful and go the extra mile. Instead of feeling overwhelmed and creating pages that are not valuable, think from the guest perspective and consider if the information you're providing is beneficial.



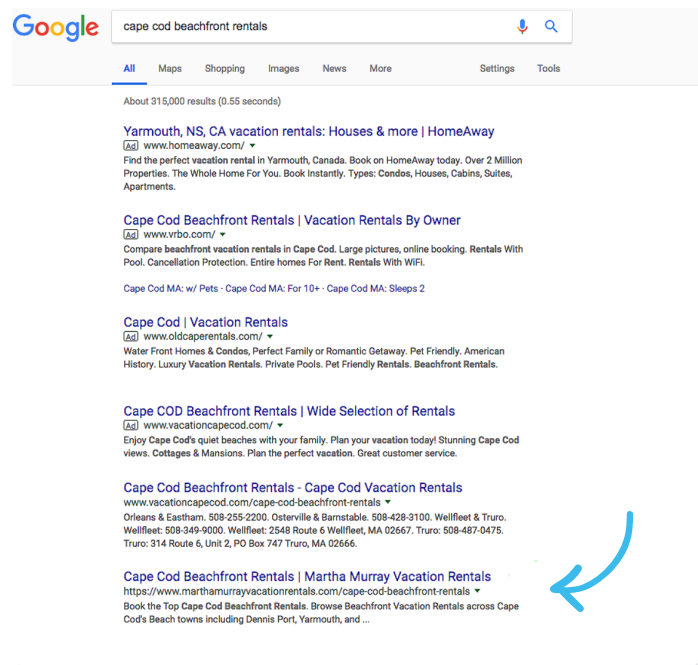
Martha Murray
VACATION RENTALS

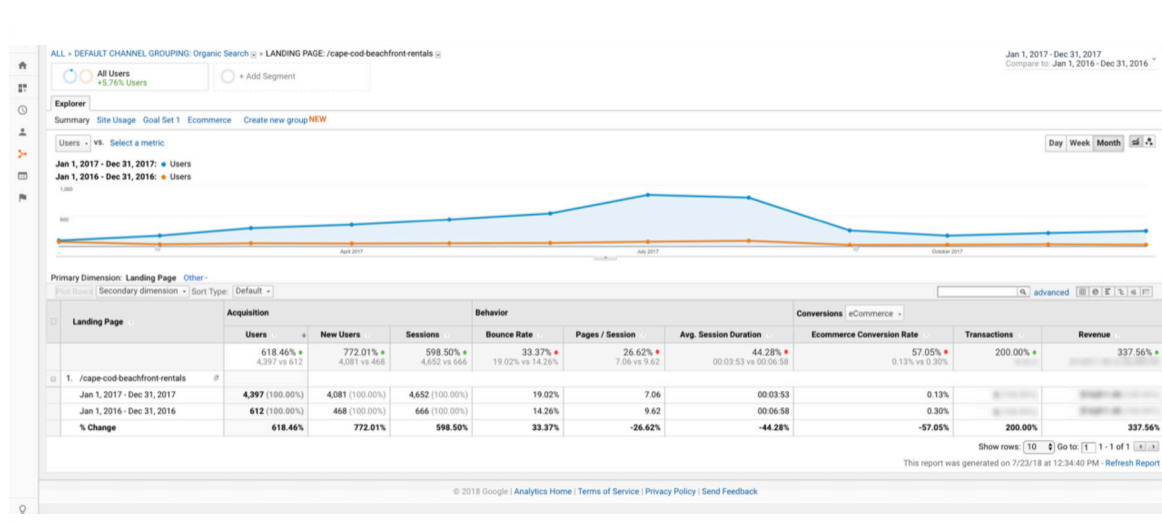
Case Study: Martha Murray Real Estate and Vacation Rentals

Here's a case study from Martha Murray Real Estate and Vacation Rentals. Locally owned for over 35 years, Martha Murray has over 300 properties in the Cape Cod beach towns. They have a recurring SEO and content engagement with Bluetent. In the fall of 2016, Bluetent began focusing on creating quality content for property category pages and popular area events.

Transactional Property Categories:

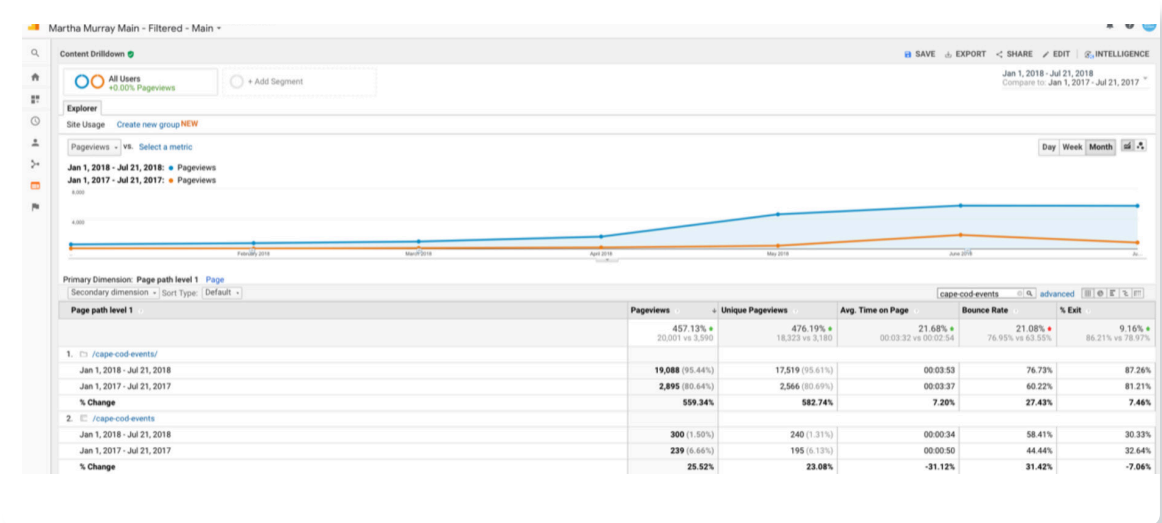
Working with Martha Murray, our team wrote clear, concise content aimed at transactional search queries. Category pages do not contain a lot of written content but properties are included, so guests can book directly from these pages. Additionally, when 'cape cod beachfront rentals' is searched on Google, **Martha Murray shows up as number two.** When you rank in the top three for Google search, the number of clicks drastically increases. Here's an example of the search page:





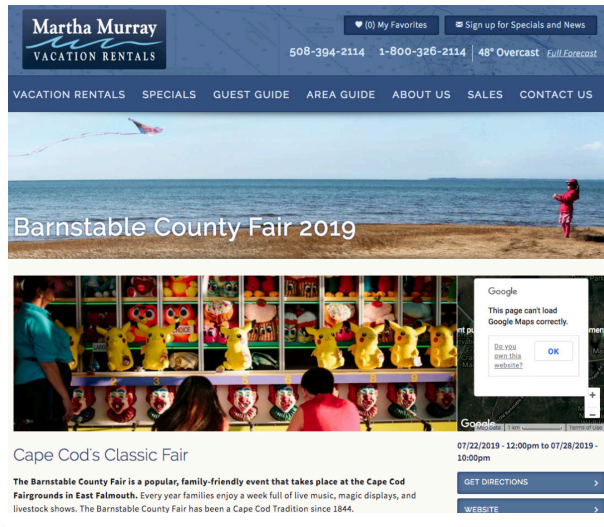
Martha Murray's Beachfront Page was one of their highest volume pages for 2017, whereas compared to the prior year the rankings weren't as high. Compared to the previous year, the Beachfront Page brought in a **600% increases in Users**, as well as **elevated Transactions and Revenue to this page**. The eCommerce Conversion Rate is slightly less but that's due to a **large increase in Sessions** and a low **Bounce Rate of 19%** balances the increase in Sessions.

Informational Area Events:



Additionally, here is an example of Martha Murray's Beachfront Events Pages growth from 2018 vs. 2017. Over the course of the year, there have been **17,000 more Page Views** for the search, 'cape cod events' and this increased **Unique Page Views** and **Average Time on Page**. This page is a great example of increasing results with quality and quantity.





near Dennis, MA. Martha Murray created a page for this event and it ranks number one in Google Search with valuable information like a schedule for travelers.

Events pages made for informational content can lead to transactions, yet events are interesting because they are timely and travelers are often visiting your destination for an event like Spring Break, Christmas, and more. You can use these bigger holidays to attract more volume. Here are 2 examples of using events to drive informational traffic. Martha Murray's query for, 'cape cod labor day' ranks number two in Google Search. This page includes more information, and it goes the extra mile and lays out the schedule of events which provides useful information for travelers. Another example is the search query, 'cape cod barnstable fair 2018' which is a large event located right

Conclusion:

Content takes time, planning, and research and you want to get the most value out of the content you put the most effort into. In order to get your content ranking sooner rather than later, post your content to social media, submit it to Google, and share it in email newsletters. Another valuable tool to implement is Google Analytics. With Google Analytics, you are able to measure the results around your content. Content that is created with intent will get noticed by search engines and rank well. Define your intent, focus on the purpose, and create a thoughtful strategy around it.

To focus your content efforts, reach out to our team, or visit,
www.bluetent.com/content-marketing/

