

WEBSITE STRATEGY & SEO TIPS FOR HOSTS



Hi, I'm Whitney

- 15 years of Marketing Experience
- Started with non-profits
- Specialized in SEO & Strategy for the last 5 years and optimized over 200 sites
- Started Delaney Consulting Co. in Jan 2023 and added website design—which I LOVE.
- Love working with hospitality, adventure, & travel.
- I own an Airbnb called The Greenhouse, its hosted by Amy & All Belong Co.



The Greenhouse



Poll time

- Do you have a website?
Please drop **Yes** or **No** in the chat
- Who is your target audience?
Please drop **Your Target Audience** in the chat
- How many Airbnb's do you manage?
Please drop **the number** in the chat
- Do you have a Google Business Profile
Please drop **Yes** or **No** in the chat



SEO Mini Intensive

- SEO Titles & Descriptions
- Page Structure & Headings
- Alt text for Images
- Linking Best Practices
- My Favorite Tools





What Do You Know About SEO

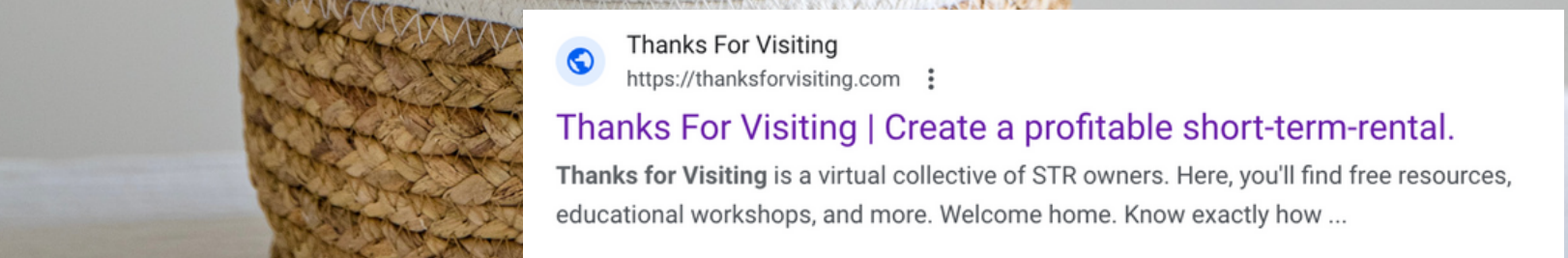
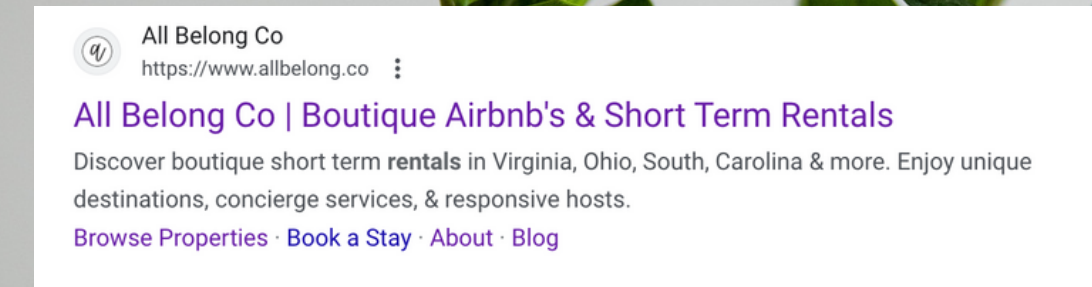
SEO stands for “search engine optimization.” In simple terms, SEO means the process of improving your website to increase its visibility in Search Engines.

Google is the world’s most used search engine, with over 88% market share. So, all of my advice is tailored to Google's guidelines.

Google’s mission is to organize the world’s information and make it universally accessible and useful. So if you provide helpful information in an accessible way, you’ll do just fine.

SEO Titles & Descriptions

- Also known as meta titles & meta descriptions, this is the text that appears in Google search results
- It's often your first impression, make it good
- SEO Titles: 60 character max
- SEO Descriptions: 160 characters max
- Be concise & descriptive
- Accurately represent the information your audience will find on the page.



Structure & Headings

- Think about what your audience needs to know to feel good about booking with you.
- Homepage vs other pages
- WE SKIM EVERYTHING - Headings are vital
- Use Headings (1,2,&3) like a book report outline
- Use descriptive words (up to 10 words)
- Google & people needs words; don't skimp.
- Use testimonials from happy clients & professional photos of your rentals to build trust



Alt Text for Images

- Alt text is just a hidden description of an image
- Alt text: Up to 125 characters (aka 12-15 words)
- Stock images - just describe the image in the context of the page.
- Your Images- This is where you plug your business name, airbnb name, services, branded keywords, etc.
- Label logos by the company name
- Remember, some people will be listening to your alt text.



Linking Best Practices

- Linking helps Google understand your network and builds trust, its like facebook likes or recommendations.
- It's good for you to link to external sites as long as they are high quality and helpful
- If you link to an external web page, make sure it opens in a new window so you don't take traffic away from your website.
- URLs & Redirects



Favorite Tools



- Grammarly for counting characters, grammar, tone, & spelling
- Elfsight widget for on-site reviews & stars in search
- Headline Studio for blog headlines
- Answer the Public for blog & keyword research
- Chat GPT-4 for blog research
- Google Business Profile for reviews & local SEO
- Ubersuggests & Semrush for Keyword reasearch
- Google Search Console to track your keyword rankings

Services

SEO Power Hour

Join me for an SEO Power Hour to get your SEO and website strategy questions answered. Whether you're thinking of redesigning your website or want some help with SEO basics. I'll guide you through tailored strategies and live site updates so you can move forward confidently.

[Book Now →](#)

Web Design & SEO

I love helping service-based businesses in hospitality, adventure, & travel create strategic websites that they are proud to share with their audience. Each site is designed with your goals in mind.

[Learn More →](#)

Templates

Coming Soon! I'm working on website templates designed specifically for single Airbnb & STR managers with multiple properties. Sign up on the TFV page to get on the waiting list for early launch promos.

[Get in early →](#)





Ask me your questions

I'd love to learn more about your biggest concerns fears or roadblock when it comes to a website and online marketing.





THANK YOU

Let's connect:



delaneyconsulting.co



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