

# Guide To Improving Your Ranking In Search Results On VisitNC.com

The new Visit NC.com is driven from your data – your listing titles and descriptions – and it also exposes weaknesses in the information. Please take a few minutes to think about your keywords, titles and description and **please update your information**. When a visitor types a phrase into the keyword search box, the results are displayed in order of relevancy. There are some basic criteria for you to rank well. You will be happy with the results in referrals to your website when you do. Your listing on the detail pages of VisitNC are being scored on a number of different points, and those listings with the most points are returned higher in the results.

## Focus Your Keywords

Keywords are the words that people who are looking for what you have to offer will type in a search box. A keyword doesn't have to be a single word; often it's a phrase. VisitNC looks at the title of the listing first, much like the title of a book. Titles with keywords are assumed to be more relevant than those without. *However, don't "pad" the title – use **only** the property's proper name.* Next it looks for keywords appearing near the top of the listing, in the beginning of your description. Those with keywords higher in the text are deemed to be more relevant than others. Then VisitNC looks at frequency. How often do keywords appear in relation to other words in the listing? Those with higher frequency are deemed to be more relevant.

**Don't overdo it.** That's called "keyword stuffing" and it will hurt your ranking in the results. Also, you don't want to sound like you're repeating the same information you've already stated.

## Create Great Content

The title for your listing and the description you've written are of primary importance for ranking well in the results returned to a visitor. If there is no description on your listing, you won't be found easily (or at all) by people searching for you. Tell people who you are and where you are. This is your best chance to "sell" your property. Why would someone want to make a special trip to see you? Tell them why they can't miss visiting you and what makes you special. Give details. Use emotional words. Write like a marketer selling wonderful product(s). Do a little homework, and find out what the keywords are that bring traffic to your website. Use those words. Free tools that may help get you started are: <http://freekeywords.wordtracker.com/> or <http://www.google.com/trends>.

- If you are a **restaurant**, and you want to show up when someone types in "Durham Restaurants," then be sure to use those words in your description.
- If you are an **attraction or event**, be sure to use your location and the keywords that define you best in your description.
- If you are a **lodging property**, be sure to use your location and type of lodging and the keywords that define you best in your description.

## The Challenge with County Names or Designations

Most visitors don't know county names. If you represent a county, you have lots of attractions, features and properties to offer visitors, and you also likely have a marketing niche that fits you well. Try to work that into your listing description, or use your most prominent feature and/or name in your description.

Use your description text wisely and carefully. Craft your wording to explain your geographic area, or well-known cities or towns and your most popular attraction(s). The search will pick up your keywords and use them to help give your listing higher exposure.