

# Adirondack Regional Tourism Council – SEO/SMO Proposal

**Opportunity:** Currently there are very few “blogs” in the Adirondack niche, probably less than 5 “influential”. Many destinations are now incorporating blogs into their information portfolio.

*More than three-quarters (76 percent) of corporate blog owners said web traffic to and "media attention" on their company increased because of the blogs...*

*“A corporate blog is a blog published by or with the support of an organization to reach that organization's goals”*

**Concept:** A Social Media Optimization Program, in conjunction with a successful Search Engine Optimized website will enhance our site's visibility, aggregate existing and new content related to our niche, retain existing visitors, and draw in new visitors.

The Adirondack brand does enjoy a mythology and recognition not associated with more generic destinations. Most of the activities in our region are considered “high involvement” and already have large online communities – many are even Adirondack specific.

**Brand Mythology:** *Myths are narratives about divine or heroic beings, arranged in a coherent system, passed down traditionally, and linked to the spiritual or religious life of a community, endorsed by rulers or priests.*

**Our Task:** *not to create desire—but to channel and direct it.*

**Goal:** Establish and reinforce the region as an authoritative and influential source of information. To utilize this new communication channel to further the region's business interests. Create, manage, and respond to “community”.

## Benefits of a Branding/Sales Blog

- We become the “expert” and/or gather up the experts on our site.
- Develop “customer” relationships, receive and respond to feedback, monitor and join “conversations
- An active PR channel where interested media seek information – both for destination and organization
- Enhance internal organizational collaboration
- Creates a location to “warehouse” our niche's “knowledge”, useful for both internal and external users
- Boost “regular” website's search engine ranking
- Revenue opportunities

## Implementation:

- Establish a new SMO based website (Open-source blog platform – Wordpress)
- Building Viral-Worthy, Authoritative Content (Linkbait) – articles, blog posts,(40%) - evergreen and fresh
- Monitor and Participate in Online Communities, Forums, etc. (10%)
- Integrate Web 2.0 features – commenting, external content aggregation, wikis, forum, other

api's – ie. Flickr, YouTube, etc.

- Identify and gain participation of critical “information gatekeepers”
- Manual Linkbuilding – Inbound/Outbound (5%)
- Keyword, Industry, & Competitive Research (10%)
- Developing New Features/Designs (5%)
- Testing/Refining Based on Visitor Data (20%)
- SMO – tagging, pinging, subscription, participation (10%)

### Concerns:

Strategic – long term commitment, URL selection, Design, Policy\*, Editorial, Partnerships, Official or Unofficial. We should only do this for a *clear specific purpose*, not because of a perceived need. This should be integrated with our other marketing efforts.

Corporate Support – Is there a corporate desire to enter the blogosphere? Is there a common interest? Are we willing to accept and confront the risks?

Resource Allocation – Is this, will this be considered part of the region's marketing effort? What manpower and financial resources will be assigned to this program? If using external contributors, compensation? Will we be able to maintain and frequently update?

\*Policy – Blogging guidelines, comments, trackbacks, pings, etc.

### Philosophy

- Keep it simple
- Be Unexpected
- Content must be targeted to our audience, information should be actionable
- Write for people, not search engines
- We must be credible – (see:Flogs)
- We must have a coherent “theme” or “story”