Structured for Success: Content Publishing Best Practices

SARAH BELLAMY | CONTENT MARKETING MANAGER, TEMPEST

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SARAH BELLAMY

CONTENT MARKETING MANAGER, TEMPEST

- Work with 200+ DMOs
- Content Strategy & SEO
- Cat Lady & Bowler

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OVERVIEW

1. Website Structure
2. Content Opportunities
3. Best Practices

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DMO Websites

WHY DO WE HAVE THEM?

- To tell the story
- To be the official resource
- To showcase our value

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Website Structure

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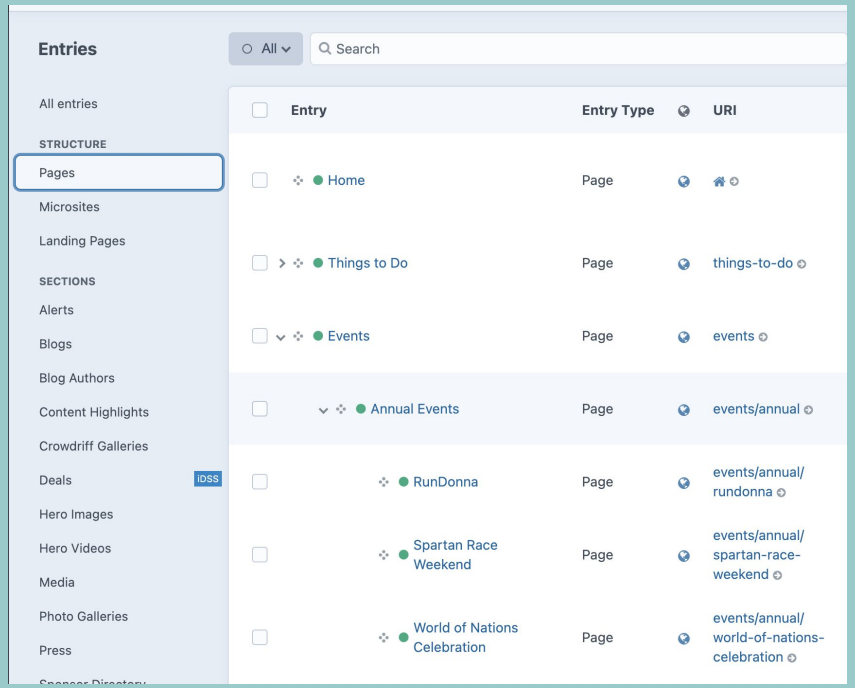

Information Architecture

WHAT IS WEBSITE STRUCTURE?

Website structure is how all the pages of your website are organized. Kind of like a table of contents or sitemap for your website.

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Organizing Content

WHY IS IT IMPORTANT?

- User Experience
- Search Engine Crawls

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Where should I put my content?

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THINGS TO DO

- DETROIT AUTO CULTURE
- ARTS & CULTURE
- LIVE MUSIC
- CRUISES & TOURS
- FAMILY FUN
- OUTDOORS
- LGBTQ
- SHOPPING
- ENTERTAINMENT & NIGHTLIFE
- SPORTS
- SPAS & WELLNESS
- ITINERARIES
- DETROIT EXPERIENCES

EVENTS >

DESTINATIONS >

FOOD & DRINK >

WHERE TO STAY

PLAN YOUR VISIT >

- MEETINGS & GROUPS
- PARTNERSHIP
- WHO WE ARE
- MEDIA RESOURCES
- DETROIT STORIES

PLAN YOUR TRIP

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Identifying Content Topics

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Identifying Content Topics

WHAT ARE VISITORS LOOKING FOR?

- Places to Stay
- Things to Do & Top Attractions
- Restaurants & Bars
- Events & Festivals
- Trip Planning Resources
- Destination Drivers

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Things to Do

- ARTS & CULTURE
  - MUSEUMS
  - PERFORMING ARTS
  - GALLERIES
- OUTDOORS
  - HIKING
  - BIKING
- PARKS
- SHOPPING
- FAMILY FUN

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Things to Do

Food & Drink

RESTAURANTS
BREWERIES
WINERIES
NIGHTLIFE

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Things to Do

Food & Drink

Events

ANNUAL EVENTS

- 4TH OF JULY
- HOLIDAYS
- CITY PARADE
- TRUNK OR TREAT
- ANNUAL 10K RACE

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Things to Do

Food & Drink

Events

Plan Your Trip

GETTING HERE
WEATHER
VISITORS GUIDE
NEWSLETTER SIGN-UP
WEBCAMS

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Things to Do

Food & Drink

Events

Plan Your Trip

Where to Stay

HOTELS & MOTELS
CABINS
CAMPGROUNDS

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Page Titles

DOES IT MATTER WHAT YOU NAME YOUR PAGES?

- What are people searching for?
- Is it clear and concise?

[redacted]

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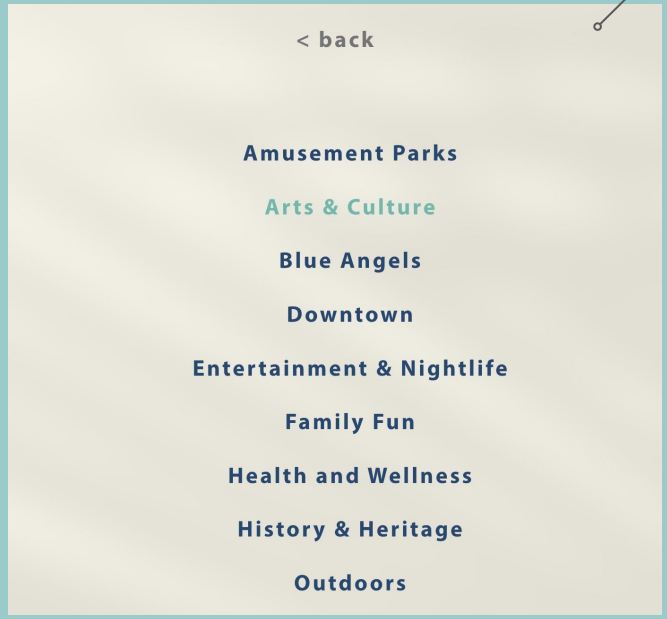
PAGES

CHILD PAGES



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Is it a page OR a blog?

Pages

A HUB OF INFORMATION

- Pages are a high-level overview of a specific experience that acts as a gateway to a collection of related topics

- May contain listings or related content features to child pages or blogs

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Blogs

CONTENT THAT SUPPORTS YOUR PAGE

- More editorial in nature
- Should focus on themed content
- Roundups & Listicles

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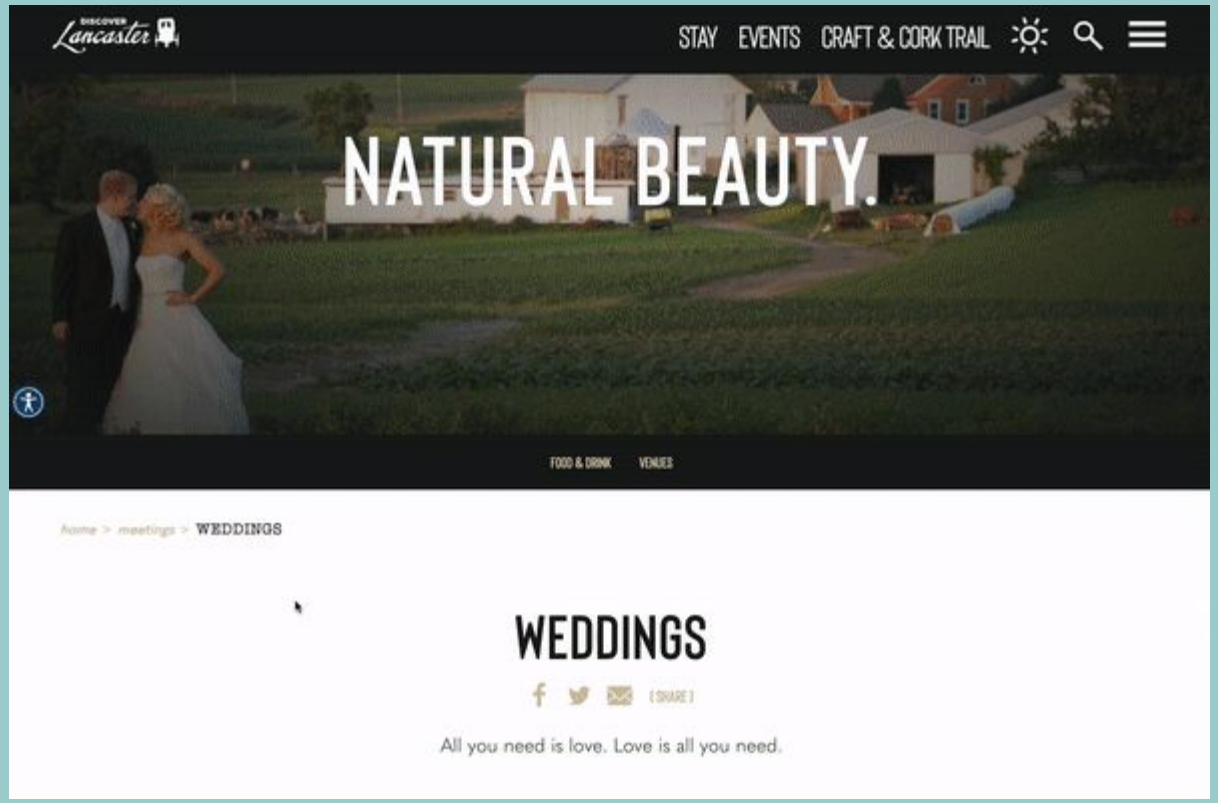

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Example of Blog Topics

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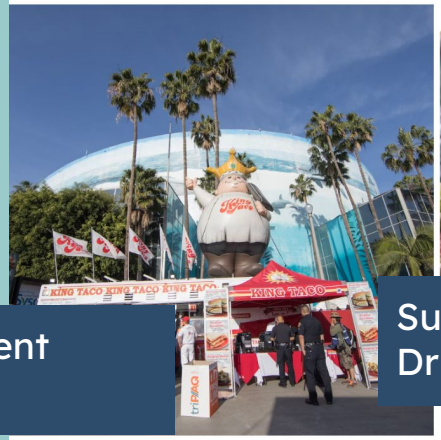
Don’t Know What to Write About?

BLOG TOPICS EVERY DMO CAN USE

- Top Things to Do in Summer
- Top Things to Do in Fall
- Top Things to Do in Winter
- Top Things to Do in Spring
- Top XX Things to Do in [Destination]
- Best New Restaurants in [Destination]
- Outdoor Dining
- Top Things to Do for Father's/Mother's Day
- Top Things to Do With Kids / Family-Friendly Activities
- Free Things to Do in [Destination]
- Girls Getaway Weekend
- Plan a Romantic Getaway in [Destination]
- Rainy Day Activities in [Destination]
- Dog-friendly Guide to [Destination]
- Guides to Vegan/Vegetarian/Gluten-free Restaurants
- Fast Facts about [Destination Driver]
- Top Coffee Shops
- Top XX-Owned Businesses
- Top X Trails
- Most Instagramable Spots
- Top Holiday Activities
- Top X Brunch Spots
- X Things You Didn't Know About [Destination]
- Top Things to Do For 4th of July
- Things to Do in [Insert Month]
- Top Things to Do For Halloween
- Top Venues/ Unique Venues
- Day Trip Ideas
- Top Breweries in [Destination]
- Top Holiday Light Displays in [Destination]
- New Hotel Developments in [Destination]
- Top [FOOD] Spots (tacos, pizza, etc.)

Supports Event Page



Where to Eat & Drink at The Grand Prix of Long Beach

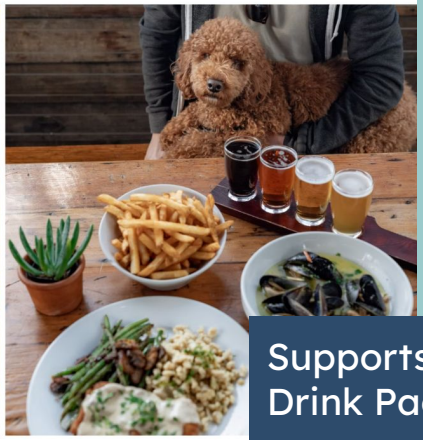
If you find yourself at the Acura Grand Prix of Long Beach–the weekend of April 14-16–consider yourself not only in a wonderful situation but wonderfully situated to enjoy food and drinks of...

Supports Food & Drink Page

Brunch with a View: Waterfront Dining in Long Beach

Brunch culture is thriving in Long Beach, where sunny mornings and ocean views abound, sending many residents on an ongoing quest to find their favorite breakfast burrito. Check out these local restaurants...

Supports Food & Drink Page



Dog-Friendly Restaurants in Long Beach

For Long Beach, “dog-friendly” puts it mildly—“dog-obsessed” is more like it. The city is home to 10 off-leash dog parks, plus Rosie’s Dog Beach, where pooches can play in the sand and...

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Best Practices

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How Google Rates Your Content

WHAT MAKES GOOD CONTENT?

- E-E-A-T
  - Experience
  - Expertise
  - Authoritativeness
  - Trustworthiness

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How Users Rate Your Content

WHAT MAKES GOOD CONTENT?

- S-U-C-C-E-S-S
  - Simple
  - Unexpected
  - Concrete
  - Credible
  - Emotional
  - Stories
  - Shareable

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Let’s Talk About Content

Destination Drivers

ATTRACTIONS VISITORS

- Top Attractions
- Culinary Experience
- Marquee Events
- Intangible Thing

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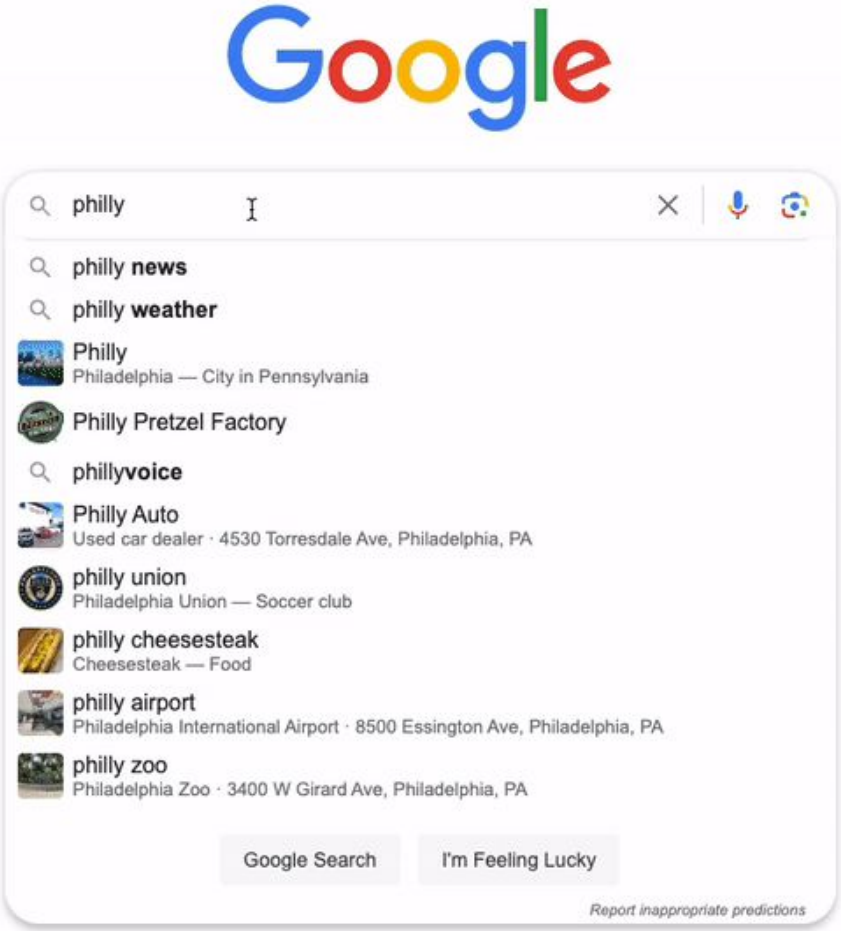
Destination Drivers

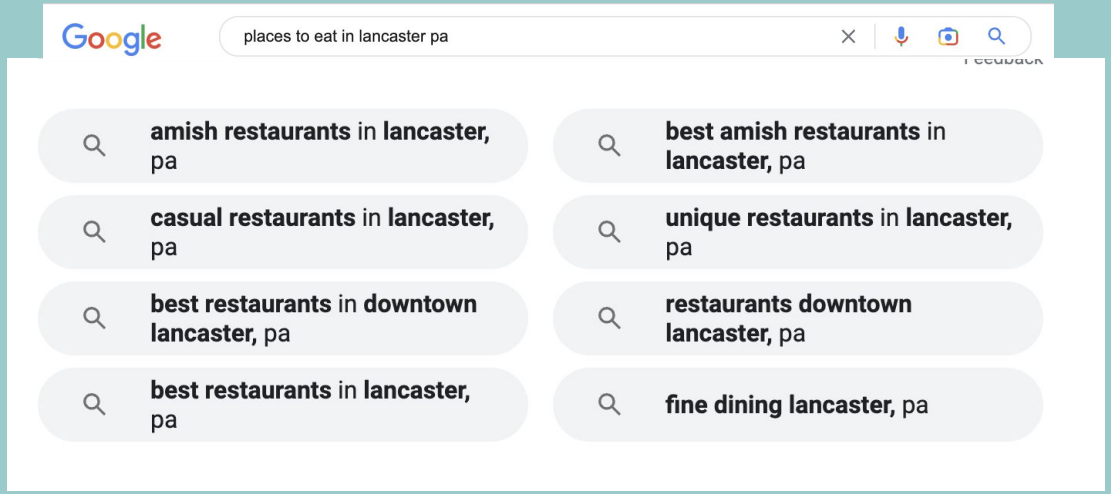
Need Help?

- Type Destination + “a,” “b,” “c…” into Google
- Keyword Research
- Use Google Search Console/ Google Trends
- Ask your Locals



Keywords

Conduct keyword research and think about what questions or keywords come up when searching for your topic.



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Let’s Talk About SEO

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Search Engine Optimization

WHAT DO I UPDATE?

- **Meta Title:** Page title between 50-60 characters.
- **Meta Description:** Describes content on page between 150 and 160 characters and filled with your top keywords and search query phrases.
- **Image Alt Text:** Description of images on page. Great way to add additional keywords.
- **Links:** Inbound and outbound links to related content throughout your website.

SEO Tips for Blogs

CONTENT THAT SUPPORTS YOUR PAGE

- Update your blogs regularly (every 6-12 months for high traffic blogs)
- Use Heading Tags (H2, H3)
- Organize your content with numbered or bulleted lists
- Add images to break up content

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Formatting Your Pages and Blogs

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Formatting Your Content

DOES YOUR LAYOUT MATTER?

- **Easy to read**
  - Can reader/Google skim easily?
- **Use Listicles**
  - Bulleted and numbered lists
- **Include Images**
  - More engaging and gives you option to include more keywords in image alt text
- **Word Count**
  - Use at least 300 words to introduce your the content or listings on your pages
  - 500 - 800 words for blogs

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Update Your Website Often

THERE'S ALWAYS SOMETHING NEW TO ADD

- Refresh your pages and blogs every 6-12 months
- There's always something new to write about
    - New businesses, new events, new attractions, new stories to tell

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