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Optimising your travel website

By Henry Schlee

The web is literally awash with travel websites. Search on Google for 'discount air travel' and you will find over 32 million websites. Try 'cheap accommodation' and there are over 11 million sites competing for your customer's dollar. So how do you make a travel website rank highly on Google and the other search engines.

Broadly speaking, strategy in this space is similar to many physical world markets. You have to choose between being universal and being focused. If you want to be universal, i.e. offer a site which provides airline tickets, hotel and car rental bookings anywhere on earth you have to remember that you are up against some pretty stiff competition. The number one ranked site on Google for 'discount air travel' is Expedia. It has over 5 million back links as measured by www.marketleap.com. The cost of overtaking these mega sites for popular terms like 'discount air travel' is prohibitive. You will never get there. So if you want to be a universal site you must focus on less popular search terms. Look for variants on the popular search terms and try to rank highly against less popular terms. There are still very large numbers of searches done each day on terms like 'discount plane tickets' and it will be much easier to rank against this kind of term. Indeed the #1 ranked site on Google for this term isn't even a home page: always a sign that this space is not too competitive. It also has a PageRank of only 4, which is not difficult to beat.

The focus strategy is easier to understand. Choose one market and optimize your website to rank highly only for that market. It's not hard to beat the top-ranked players if you are searching for 'Bed and Breakfast in Woodbridge ,Suffolk, England' . Of course the problem here is that the value of ranking highly for this term is almost nil. You have to find the sweet spot of markets where a top-ranked position is valuable but yet the competition for this spot is not too intense. Once you have chosen your target market and its associated target keywords, the challenge is to get your site to rank highly. I do not propose in this article to go over the principles of search engine optimization, or SEO: there are innumerable articles which offer the latest thinking on this topic. However, a central part of all SEO strategies is linking: getting other sites to link to you. There is no substitute for the hard work of persuading other websites to link to yours, in return for a link from yours to them. Ideally you want to focus on a triangular link, where you link from one site and they link back to a different site - this will make your link less suspect in the eyes of the search engines. Look for a

Free Travel Links

site such

as this one, complete the form, put your link up to their site and they will link back to you within 24 hours. Repeat several hundred or several thousand times, wait a while and you will be pretty much assured of a high ranking on the search engines. Then sit back and count the money.

Henry Schlee owns and operates several travel websites. He also offers triangular links from high PR URLs with few outgoing links. Use

this link

to submit your site and get a high PR link in return.

Signs Of A Trustworthy And Reliable Travel Web Site

By Frank Johnson

The web has turned into a valuable resource for travel deals, discount airfare, and travel hints, tips, and tricks. However, some travel web sites are more valuable than others. Some provide you with in-depth travel guides and savings on airfare to destinations worldwide that just can't be beat. However, some fall short and just can't offer the information and savings other travel web sites can. So how do you differentiate between the thousands of travel sites currently on the Internet? The solution is to look for sites that offer comparison shopping, travel guides, and free browsing.

Travel Web Site with Comparison Shopping

A primary feature of a reliable and resourceful travel web site is its ability to provide competing airfare pricing from multiple providers. Not all travel sites provide you with multiple travel rates. Some only provide airfare prices from one or two providers (who, of course, they've partnered with to only offer their airline tickets). These sites aren't trying to help you find the best deals in airfare. They're just hocking their partner's airfare tickets. A travel web site that offers multiple rates is honestly trying to help you find the best deal on airfare to the destination of your choice by presenting you with as many airfare rates as possible. The more options you have, the better your chances are of finding a great deal on airfare.

Travel Web Site with Travel Guides

If you're planning on going overseas to a destination you've never been to before, it's important to find a travel guide that provides you information about the region, the people, the culture, and even the weather. A reputable travel site will have a selection of travel guides to many top destinations across the globe. A travel web site that doesn't offer information about traveling to specific countries isn't much of a travel site. And believe it or not, there are sites out there that claim to be travel sites but don't offer anything more than airfare. If you're looking for a reputable and reliable travel web site, find one that

offers free travel guides AND deals on airfare.

Travel Web Site with Free Browsing

If you're searching the web for deals on airfare, your best solution is to find a travel web site that allows you to browse its airfare deals for free. Not all travel sites allow you to browse for free. Some require you to provide your credit card and personal information before you can even look at their airfare deals. Even though you're not being billed for browsing, it's still a hassle to fill out an online form and hand over your valuable credit card information just to see if you can save a few bucks on a flight. A reliable and trustworthy travel website will allow you to search for cheap airfare for free. Of course, when it comes time to purchase airfare, you will have to submit some information or become a member of the site to take advantage of their airfare deals, but until you're absolutely ready to buy, there should be no need for you to take out your credit card or even provide a site with your email address. If you're looking for a trustworthy and reliable travel web site, find one that allows you to browse for airfare deals for free.

There are literally thousands of websites on the web that claim to be travel sites. And on some levels they are. But if you want to save time and money, find a website that offers comparison shopping,

travel guides, and free browsing. A travel web site that offers these three items obviously understands what it takes to travel.

cFares is the first choice thousands of knowledgeable travelers are using right now to save hundreds of dollars on low fares. For a reliable travel web site and travel deals, visit

<http://www.cfares.com>



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