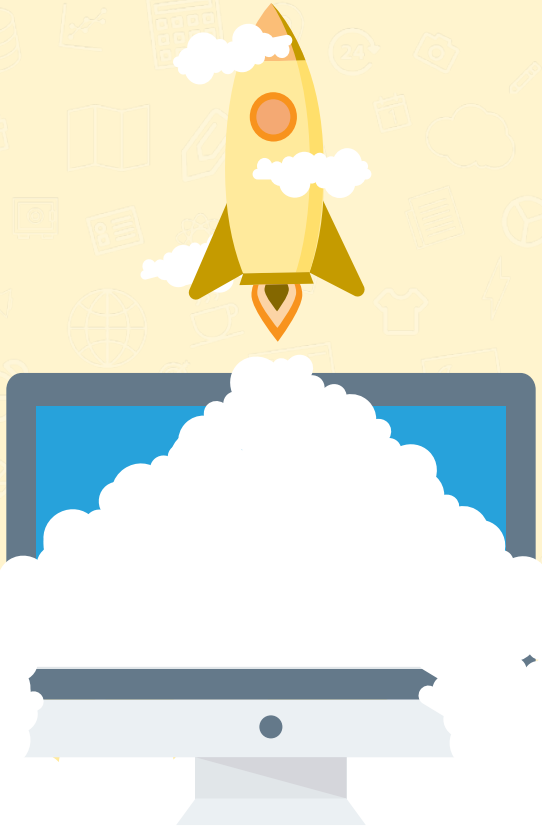
SUCCESS WITH SEO IN 30 MINUTES,... OR LESS!

ALEX VELAZQUEZ
VICE PRESIDENT, DIGITAL MARKETING

Westgate Resorts

GENERATIVE A.I. + SEO

How to Rank & Bank Your Organic Content in 30 Minutes!



Google
ChatGPT

NEWSLETTERS · EYE ON A.I.

Generative A.I.'s copyright problem grows as lawsuits pile onto OpenAI, Google, and Meta

BY **DAVID MEYER**

July 12, 2023 at 2:41 PM EDT

Updated July 13, 2023 at 2:40 PM EDT

The New York Times

A.I. and Chatbots › | How Schools Can Survive A.I. | When Will the U.S. Regulate A.I.? | Smart Ways to Use Chatbots | Can A.I. Be Fooled?

A New Chat Bot Is a 'Code Red' for Google's Search Business

A new wave of chat bots like ChatGPT use artificial intelligence that could reinvent or even replace the traditional internet search engine.

How to Use Chat GPT for Blogging to Make $50,000 Per Month?

Looking for ways to enhance your blogging game? Chat GPT for Blogging offers AI-powered solutions for content creation, SEO, and social media marketing. Start optimizing your blog with Chat GPT today!

Amit Biwaal · Follow

Published in ILLUMINATION · 3 min read · Dec 28, 2022

INSPIRATION
CONTENT
OPPORTUNITY
CODE
RESEARCH

WHY Have a Travel Blog?

Hotels don’t place an emphasis on developing a travel blog, because they don’t really UNDERSTAND how it impacts their **monetizable traffic.**

DIRECT MONETIZATION

TACTICS that lead directly from blog traffic.

INDIRECT MONETIZATION

TRAFFIC made POSSIBLE by blog rankings.

BUT HOW TO SCALE?

Generative A.I. can help scale content mindfully.

Components of Google's Ranking Algorithm

Based on SEO analysis of top 90 ranking domains from 10 industries and 3 markets

12% - 15% Infrastructure

- Mobile first (not friendly)
- Security & Accessability (HTTPS, redirects, AMP, robots.txt file, xml sitemap)
- Page Loading time (size, hosting server location)
- Domain Reference (domain age & name,

7% - 10% On-Site (technical)

- Keywords usage (relevance, demand & density)
- Meta tags (title, description, canonical, alt, social, header)
- Schema markups
- URLs (structure & naming conventions)
- internal links (anchortext & quantity)

18% - 21% On-Site (content)

- Keywords usage (topical relevance & demand)
- Content composition (relevance, format, type, structure, length, readability, uniqueness, load speed)

20% - 23% Engagement

- Rank Brain (click-through rate (CTR), bounce rate, dwell time)
- Usage Signals (traffic, clickstream, goal completion)

18% - 21% Off-Site (links)

- Domain-level features (quantity & quality of root domain links, total vs. root domain links ratio)
- Page-level features (anchor text distribution, link location on page, quantity of links to page & quality of link source)

2% - 5% Off-Site (social)

- Social Metrics (shares, tweets, pins, likes, comments)

10% - 13% Off-Site (local)

- Real business information (Google My Business)
- Citation Lisitings (NAP consstency, citation volume)
- Reviews (quantity, velocity, diversity)

DEFINING DIRECT VS INDIRECT GOALS

01

Direct Booking

02

Audience Creation (Downstream Booking)

03

Opt In (Downstream Booking)

04

Search Engine Authority For Destination

05

Shares Re-Publication & Syndication

06

Swaps Partnerships & Link Outreach

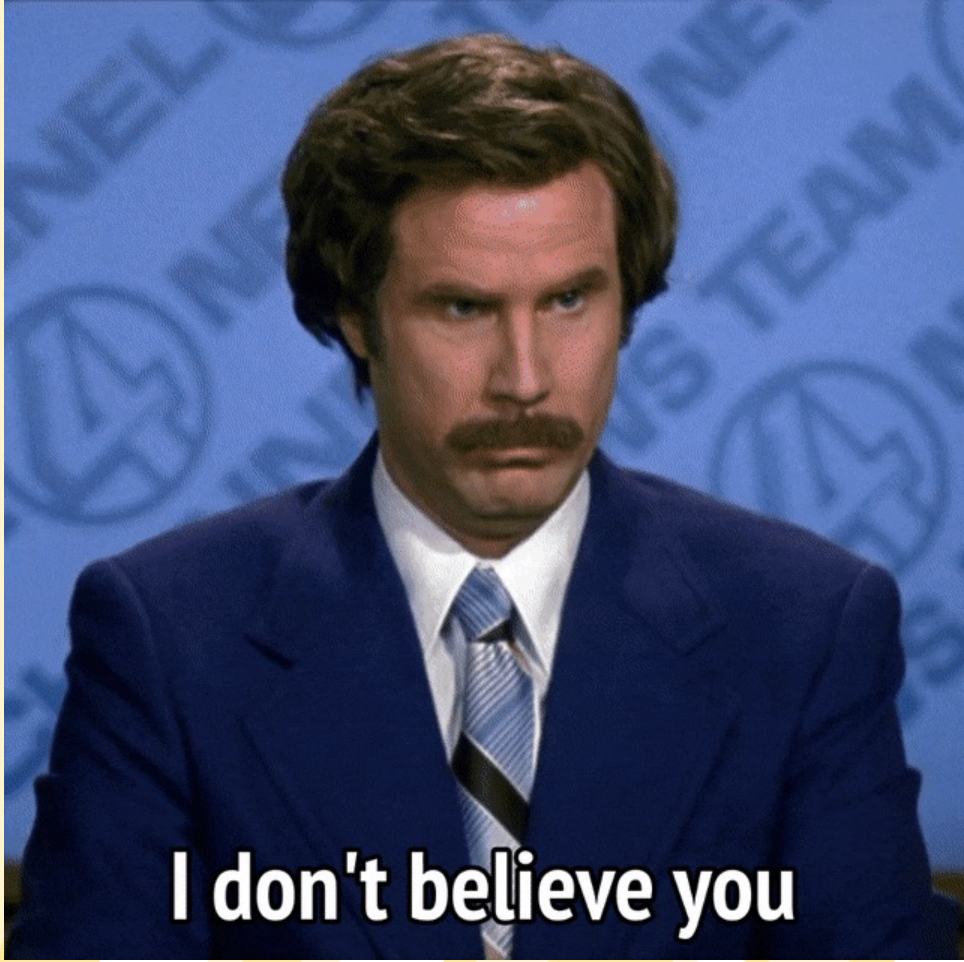
GENERATIVE A.I. + SEO CONTENT

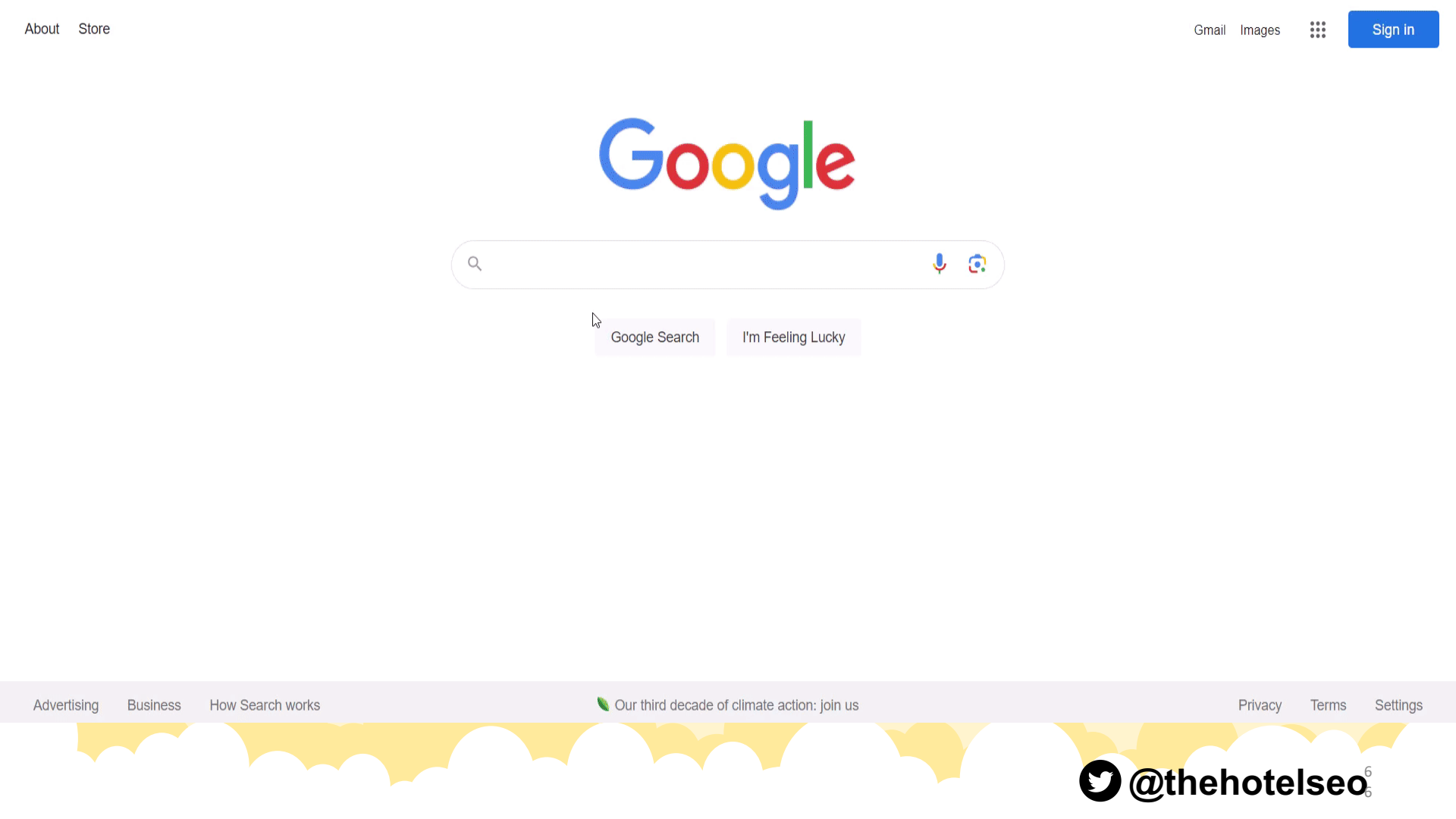
LET'S DIG IN!

- **Proof**
- **Priority**
- **Prompts**
- **Pro Tips**

1

PROOF




About
Store
Gmail
Images
Sign in
Google
Google Search
I'm Feeling Lucky
Advertising
Business
How Search works
Our third decade of climate action: join us
Privacy
Terms
Settings
@thehotelseo

Keywords	Traffic	Traffic Cost
11.7K 3.45%	174.5K 8.62%	$161.8K 16.13%

Organic Search Positions 1 - 100 (11,733)

+ Add to keyword list | Manage columns 11/15 | Export

Keyword	Intent	Position	SF	Traffic	Traffi...	Volume	KD %	URL	SERP	Updated
orlando resorts	C	1	3	8.2K	0.73	33.1K	59	www.westgateresorts.com/hotels/florida/orlando/		Jul 12
resorts in gatlinburg tn	C	1	2	2K	0.17	8.1K	45	www.westgateresorts.com/hotels/tennessee/gatlinburg/westgate-smoky-mountain-resort/		Jul 04
smoky mountain resort	C	1	5	2K	0.17	8.1K	43	www.westgateresorts.com/hotels/tennessee/gatlinburg/westgate-smoky-mountain-resort/		Jul 19
gatlinburg resorts	C	1	5	2K	0.17	8.1K	40	www.westgateresorts.com/hotels/tennessee/gatlinburg/westgate-smoky-mountain-resort/		Jul 05
family travel blog	C	1	3	2K	0.17	8.1K	38	www.westgateresorts.com/blog/family-travel-blogs/		Jul 21

@thehotelseo

TIMEOUT.COM

MASSIVE SITE. > 50,000 PAGES FOR U.S.
LESS THAN 0.015 OF PAGE HAVE TO DO WITH NYC HOTELS ???

NYC HOTELS

TERM	POSITION (DESKTOP/MOBILE)	PAGE	TRAFFIC
best boutique hotels nyc (2300)	1/2	https://www.timeout.com/newyork/hotels/best-boutique-hotels-in-nyc	4400
best hotels in nyc for families (2900)	4/4	https://www.timeout.com/newyork/hotels/best-family-hotels-in-nyc	500
hotels with best views nyc (1500)	1/1	https://www.timeout.com/newyork/hotels/best-hotels-with-breathtaking-views-in-nyc	500
best hotel deals nyc (1300)	3 (mobile only)	https://www.timeout.com/newyork/hotels/best-cheap-hotels-in-nyc	3100
best hotels in midtown nyc (1000)	1/1	https://www.timeout.com/newyork/hotels/best-hotels-in-midtown-nyc	1900
best cheap hotels in nyc (650)	1/1	https://www.timeout.com/newyork/hotels/best-cheap-hotels-in-nyc	3100
best hotels for kids in nyc (500)	3/3	https://www.timeout.com/newyork/hotels/best-family-hotels-in-nyc	500
best hotels in nyc for couples (400)	1/3	https://www.timeout.com/newyork/hotels/most-romantic-hotels-in-nyc	1300
		TOTAL TRAFFIC CONTROL	**11,700**

E **EXPERTISE**

How knowledgeable is the site owner on the subject matter?

A **AUTHORITATIVENESS**

How credible is the website publishing this content?

T **TRUSTWORTHINESS**

How trustworthy is the website publishing this?

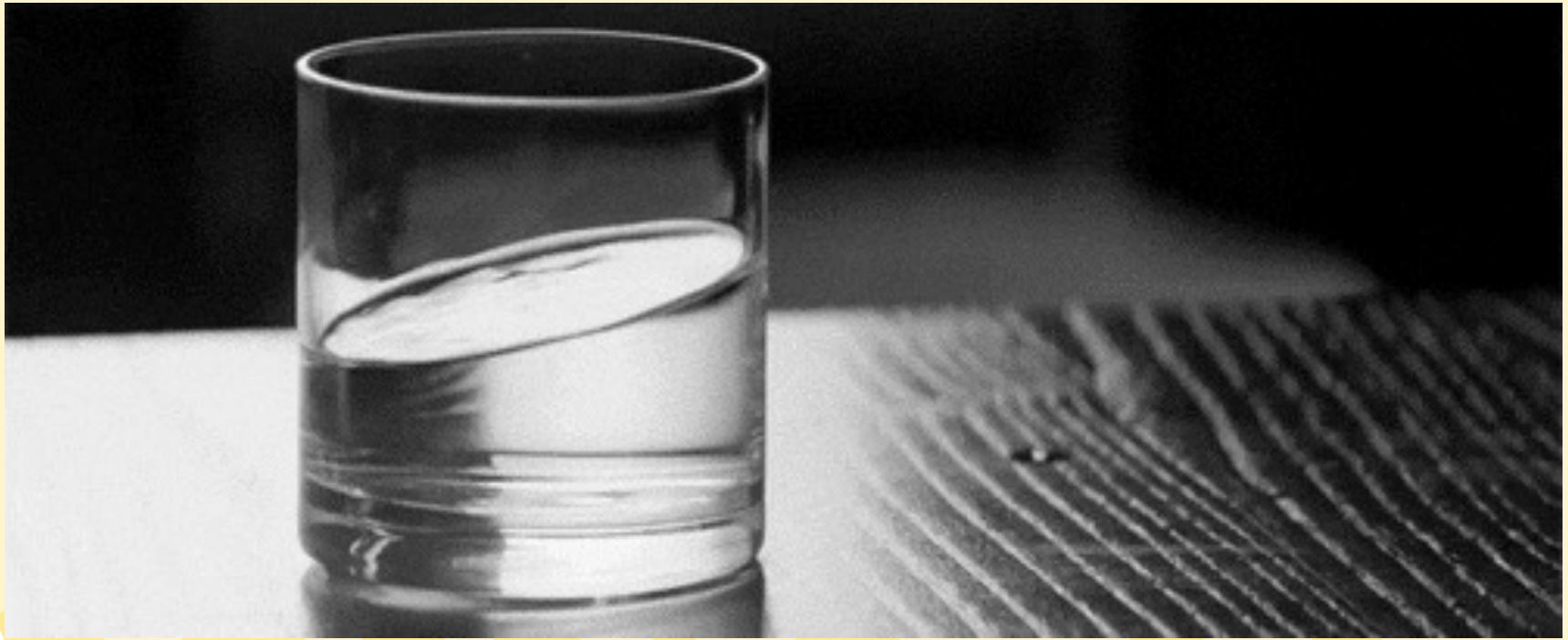
2

PRIORITY

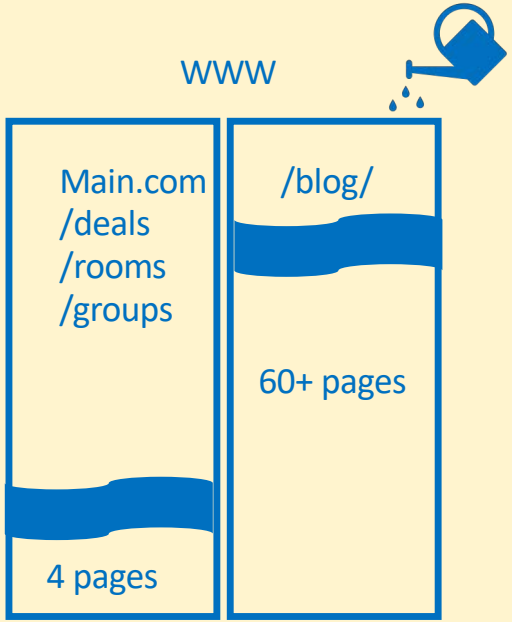
WHAT DO YOU WRITE ABOUT?

HOW DO YOU DETERMINE PRIORITY?

PRIORITY IS AUTHORITY (FOR A DESTINATION)



A GLASS HALF FULL… OF AUTHORITY CONTENT



Let's say we build a LOT of content about a destination, and we publish it in one section (SILO) of our website, and then LINK IT to another section.

What happens?

E **EXPERTISE**

How knowledgeable is the site owner on the subject matter?

A **AUTHORITATIVENESS**

How credible is the website publishing this content?

T **TRUSTWORTHINESS**

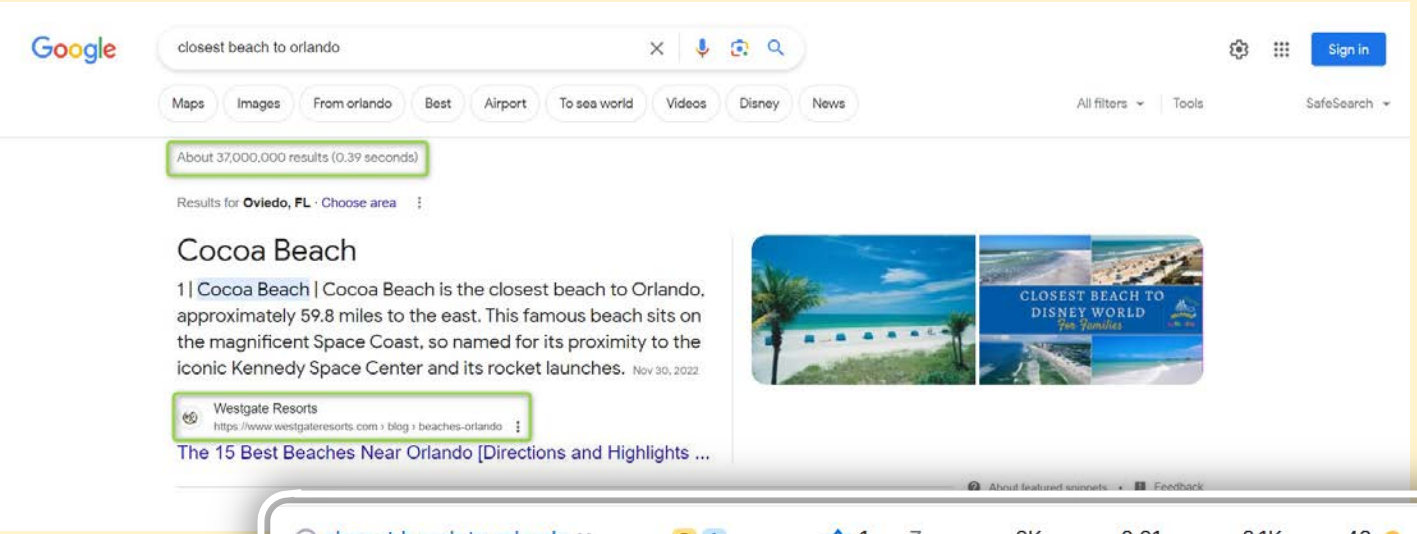
How trustworthy is the website publishing this?

WHAT'S THE TAKEAWAY? WRITE, RANK & RAISE

WANT TO **SHOW UP IN GOOGLE** FOR +YOUR CITY +HOTEL / +RESORT?

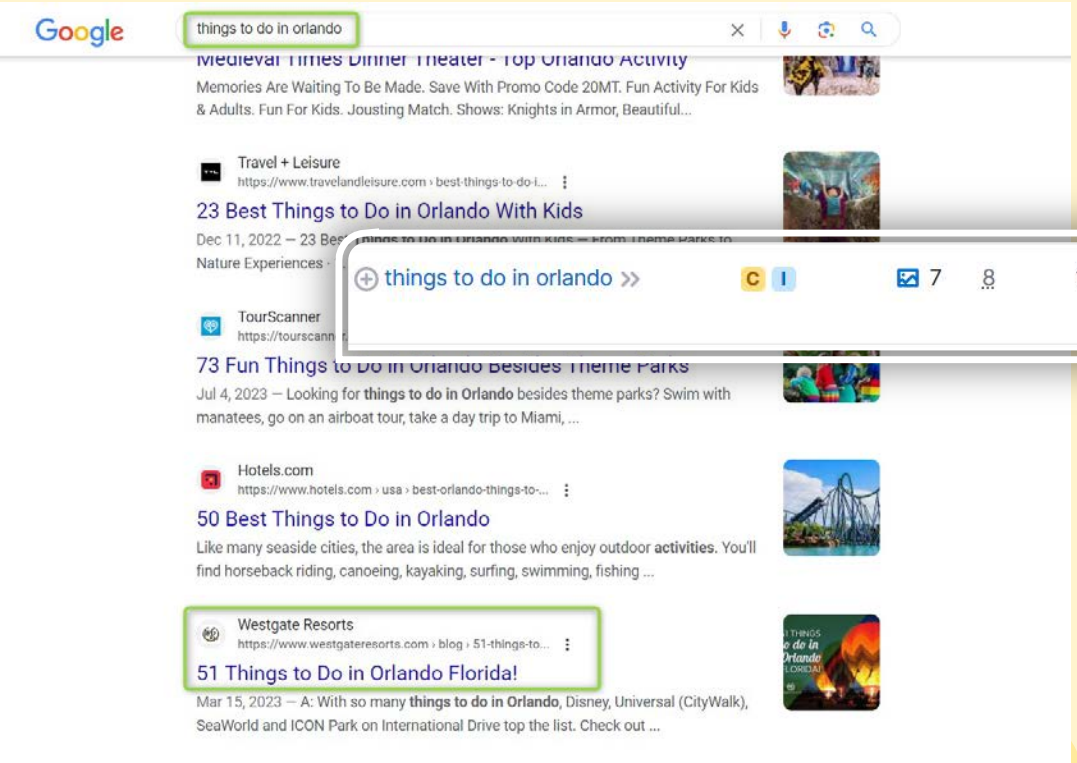
- **WRITE** FOR [YOUR CITY] LIFESTYLE AND INTEREST.
- **RANK** CONTENT IN GOOGLE.
- **RAISE** THE AUTHORITY WATER LEVEL.

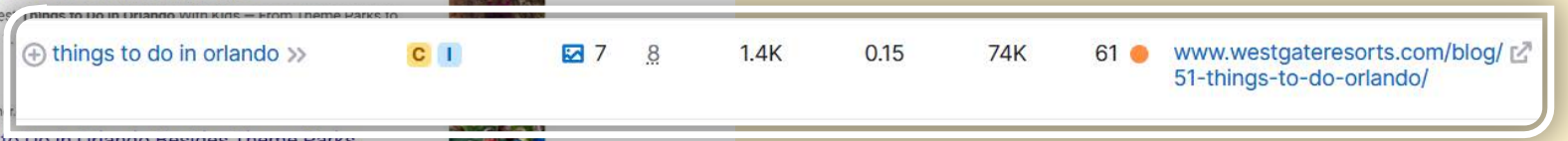
SERP WARS!



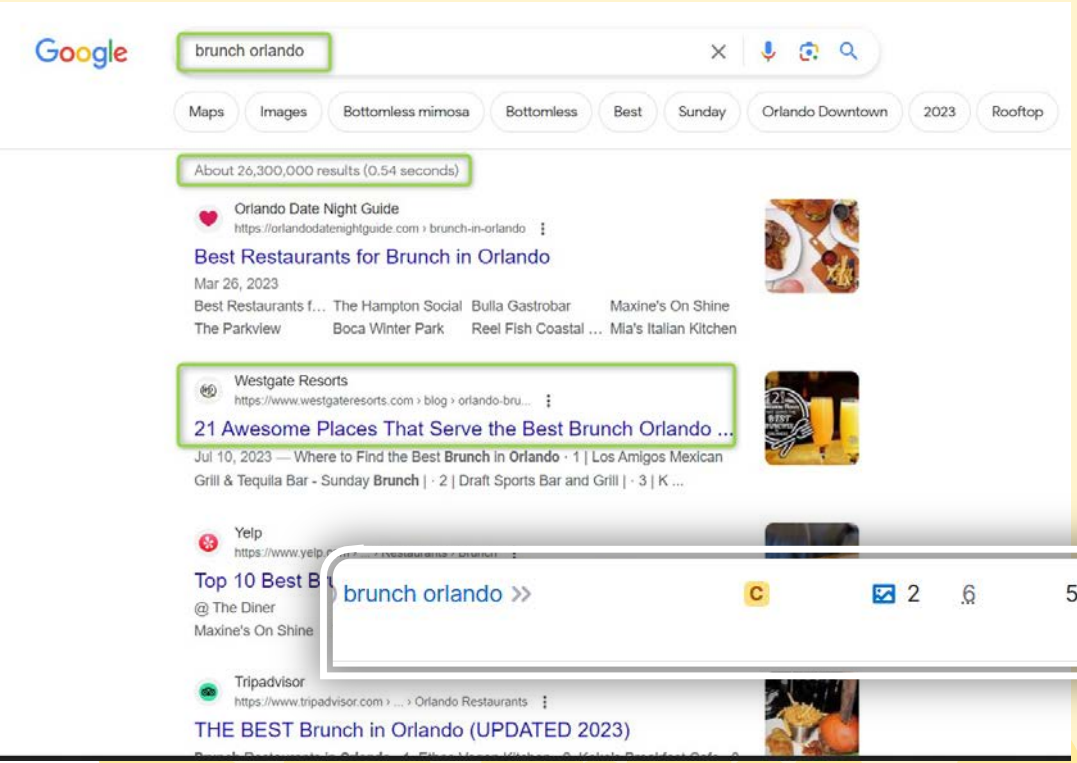
closest beach to orlando »	C I	1	7	2K	0.21	8.1K	48	www.westgateresorts.com/blog/beaches-orlando/

SERP WARS!


Google
things to do in orlando
Medieval Times Dinner Theater - Top Orlando Activity
Memories Are Waiting To Be Made. Save With Promo Code 20MT. Fun Activity For Kids & Adults. Fun For Kids. Jousting Match. Shows: Knights in Armor, Beautiful...
Travel + Leisure
https://www.travelandleisure.com › best-things-to-do-i...
23 Best Things to Do in Orlando With Kids
Dec 11, 2022 — 23 Best
Nature Experiences
TourScanner
https://tourscann
73 Fun Things to Do in Orlando Besides Theme Parks
Jul 4, 2023 — Looking for things to do in Orlando besides theme parks? Swim with manatees, go on an airboat tour, take a day trip to Miami, ...
Hotels.com
https://www.hotels.com › usa › best-orlando-things-to-...
50 Best Things to Do in Orlando
Like many seaside cities, the area is ideal for those who enjoy outdoor activities. You'll find horseback riding, canoeing, kayaking, surfing, swimming, fishing ...
Westgate Resorts
https://www.westgateresorts.com › blog › 51-things-to...
51 Things to Do in Orlando Florida!
Mar 15, 2023 — A: With so many things to do in Orlando, Disney, Universal (CityWalk), SeaWorld and ICON Park on International Drive top the list. Check out ...


things to do in orlando
C
I
7
8
1.4K
0.15
74K
61
www.westgateresorts.com/blog/51-things-to-do-orlando/

SERP WARS!


Google
brunch orlando
Maps
Images
Bottomless mimosa
Bottomless
Best
Sunday
Orlando Downtown
2023
Rooftop
About 26,300,000 results (0.54 seconds)
Orlando Date Night Guide
https://orlandodatenightguide.com › brunch-in-orlando
Best Restaurants for Brunch in Orlando
Mar 26, 2023
Best Restaurants f... The Hampton Social Bulla Gastrobar Maxine's On Shine
The Parkview Boca Winter Park Reel Fish Coastal ... Mia's Italian Kitchen
Westgate Resorts
https://www.westgateresorts.com › blog › orlando-bru...
21 Awesome Places That Serve the Best Brunch Orlando ...
Jul 10, 2023 — Where to Find the Best Brunch in Orlando · 1 | Los Amigos Mexican Grill & Tequila Bar - Sunday Brunch | · 2 | Draft Sports Bar and Grill | · 3 | K ...
Yelp
Top 10 Best B
@ The Diner
Maxine's On Shine
Tripadvisor
https://www.tripadvisor.com › ... › Orlando Restaurants
THE BEST Brunch in Orlando (UPDATED 2023)

brunch orlando >>
C
2
6
541
0.05
6.6K
42
www.westgateresorts.com/blog/orlando-brunch/

CORE DESTINATION CONTENT | WHAT TO WRITE

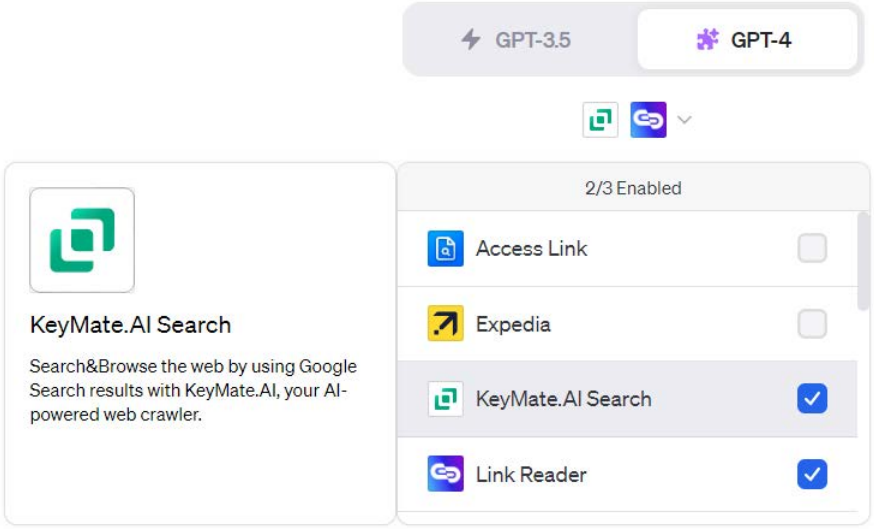
THINGS TO DO (TTD)	PLACES TO EAT / REST (PTER)	USP / ADD VALUE
Kids	Steak	Grocery [Kitchens]
Free (Can include Budget)	Burger	Bar Crawl [Your Bar]
Night	Chinese	Attractions [Near or Far]
Adults	Italian	Besides MAIN Attraction
Outdoors	Seafood	Urgent Care
Indoors	Kid-Friendly	Pharmacies
Summer	Bars	Coffee [If you don't have]
Winter	Distilleries	Fishing / Beach Rental [Beach]
Fall	Breakfast	Closest
Spring	Dessert	Rental [Anything]
Daytrip / Itinerary / Excursion / Adventure / Historical / Haunted	Time + Value / Late Night / Cheap / Food Truck	Instagram / Selfie / Sightseeing / Tour / Tattoo / Live Music

CORE TORONTO CONTENT | WHAT TO WRITE

THINGS TO DO (TTD)	PLACES TO EAT / REST (PTER)	USP / ADD VALUE
30 Things to do in Toronto	25 Best Places to Eat in Toronto	10 Downtown Toronto Attractions You Can Walk To!

3

PROMPTS



ChatGPT

Keymate.AI

Linkreader

Midjourney

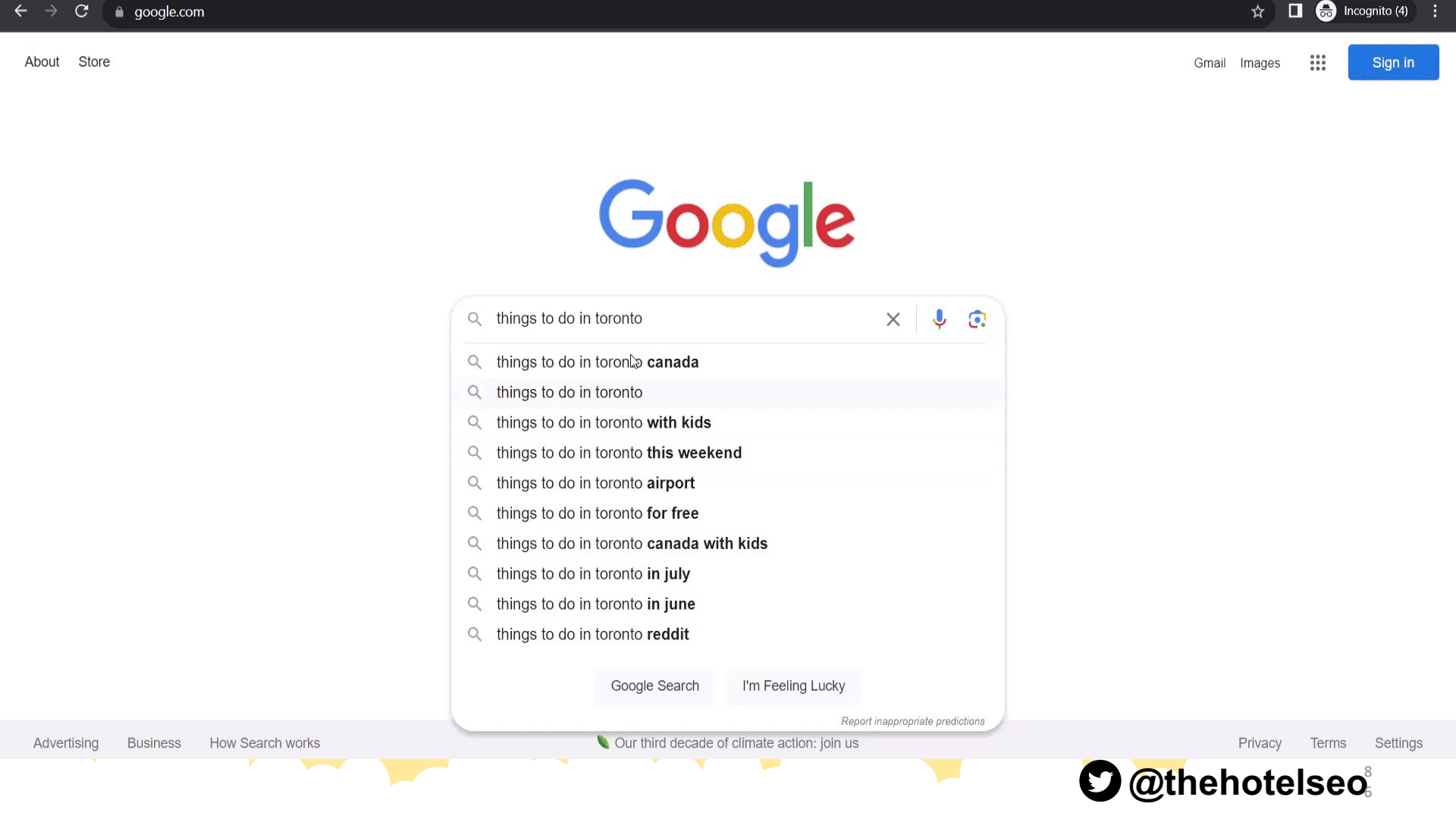
@thehotelseo

FIRST, JUST SEARCH YOUR GUEST'S INTEREST…

ONE KING WEST

HOTEL • RESIDENCE

@thehotelseo


google.com
Incognito (4)
About
Store
Gmail
Images
Sign in
Google
things to do in toronto
things to do in toronto canada
things to do in toronto
things to do in toronto with kids
things to do in toronto this weekend
things to do in toronto airport
things to do in toronto for free
things to do in toronto canada with kids
things to do in toronto in july
things to do in toronto in june
things to do in toronto reddit
Google Search
I'm Feeling Lucky
Report inappropriate predictions
Advertising
Business
How Search works
Our third decade of climate action: join us
Privacy
Terms
Settings
@thehotelseo

CHOOSE A COMPETITOR WE WANT TO OUTRANK. BUT FIRST…

SOME GROUND RULES

- DON’T CHOOSE TRIPADVISOR OR OTA AS RESULT.
- SHOULD BE IN TOP 5 SEARCH RESULTS.
- LIST TYPE ARTICLE.
- NO MORE THAN 30 POINTS PER ARTICLE. NO LESS THAN 10.
- **GREEN HIGHLIGHTED** INPUTS NEED SOMETHING FROM YOU.
- **YELLOW HIGHLIGHTED** PROMPT TEXT INDICATES IT NEEDS TO RESPOND TO YOU.
- YOU START ONCE YOU HAVE THE COMPETITOR URL…
  - **https://www.cntraveler.com/gallery/best-things-to-do-in-toronto**

15 PROMPTS USED

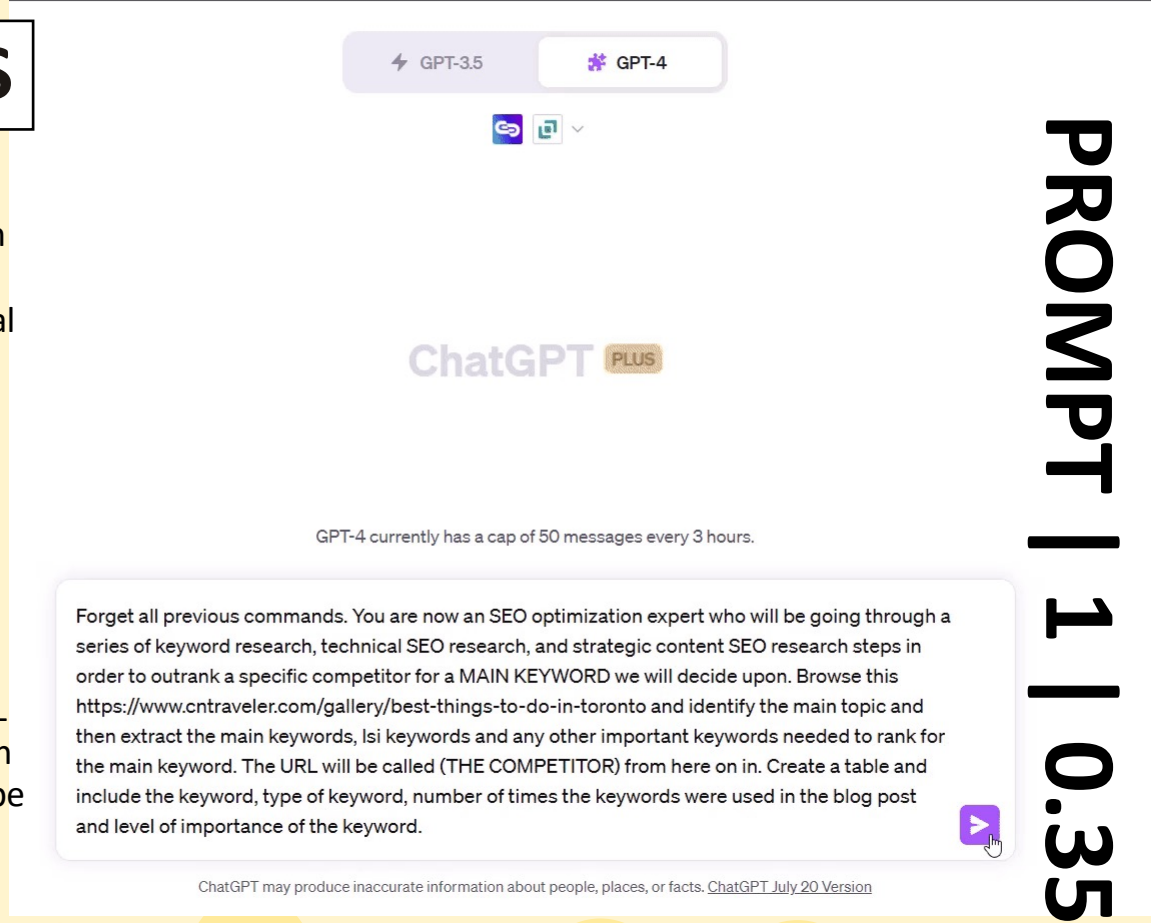
- EXTRACT KEYWORDS
- EXTRACT H1 / H2 / HEADINGS
- ASSESS YOUR OWN SITE
- WRITE METAS / SLUG
- COLLECT LIST POINTS
- COMPETITOR AUDIT

15 PROMPTS USED

- PREPARE TO WRITE ARTICLE (CONFIRM)
  - WRITE ARTICLE | INTRO PARAGRAPH
  - PREPARE TO WRITE BATCHED POINTS FOR ARTICLE (CONFIRM)
    - WRITE BATCHED POINTS X HOWEVER MANY BATCHES | BROKEN INTO 5 POINTS EACH
  - PREPARE TO CREATE TOO LONG DID NOT READ (TLDR) TABLE (CONFIRM)
    - CREATE TABLE
  - WRITE ARTICLE | FREQUENTLY ASKED QUESTIONS (FAQS)
  - WRITE ARTICLE | WRAP UP/CONCLUSION
  - WRITE ARTICLE | GATHER INSTAGRAM URLS

EXTRACT KEYWORDS

YOU:
Forget all previous commands. You are now an SEO optimization expert who will be going through a series of keyword research, technical SEO research, and strategic content SEO research steps in order to outrank a specific competitor for a **MAIN KEYWORD** we will decide upon. Browse this **https://www.cntraveler.com/gallery/best-things-to-do-in-toronto** and identify the main topic and then extract the main keywords, lsi keywords and any other important keywords needed to rank for the main keyword. The URL will be called **(THE COMPETITOR)** from here on in. Create a table and include the keyword, type of keyword, number of times the keywords were used in the blog post and level of importance of the keyword.



PROMPT | 1 | 0.35s