

The application of search engine optimization for internet marketing: An
example of the motel websites
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Abstract

According to the report of the world Travel & Tourism Council in 2007, half of the American travelers make their accommodations reservations through the internet. Therefore, the rankings in the search engine results become more important. In order to understand the feasibility of applying the techniques of search engine optimization (SEO) to tourism industry as well as its influences and marketing efficiency. This study takes a motel website as an example, to propose the specific methods of the SEO. The conclusion of this research indicates that the bandwidth and the ranking of the motel websites obviously have increased after applying SEO. Furthermore, the inquiry telephones and the accommodation amounts present significant increases. This research shows that SEO might well be applied in tourism industry.

Keyword : component; Search Engine Optimization (SEO);