

Monthly Myth Buster:

The number of pages and content on your website do not matter.

It has been said that people do not read the text nor spend time exploring the different pages of a website. They skim, look at the pictures, and move on. So why bother adding content and additional pages to your website? While it is debatable whether or not people are reading the text on your site, there is no argument with the tested fact that the search engines love content. According to the [Google Webmaster Help Center](#), "One of the most important steps in improving your site's ranking in Google search results is to ensure that it contains plenty of rich information that includes relevant keywords, used appropriately, that indicate the subject matter of your content." In this month's Myth Buster, **RezNEWS** will examine the important component parts of a successful website strategy and dispel the theory that the number of pages and content on your website does not matter.

Content is king.

When you add new content/pages to your website, this practice is positive for a number of reasons: it encourages the spiders* to visit your site more often, it satisfies your web visitors who want to read more about your product or service, and the process of adding pages and content enables you to optimize for more keywords. Bottom line: optimizing for more keywords = more web exposure = more revenue for your property when optimization is completed effectively. (**Spiders are automated robots, with algorithms set up by the technicians of Google, Yahoo, etc., that look for **new, unique, and relevant information** on your website that is then used when a website is indexed or ranked for position.*)

Keep people on your website.

If executed effectively, adding useful content to your website is going to grab the attention of your visitors, hopefully to entertain them and keep them on your website for longer periods of time. For a travel industry website, one should consider including information about all integral parts needed to plan a vacation in the area. Do not simply have one attractions page with short paragraphs about the different local activities. Have a unique page about each attraction, add quality pictures, and optimize accordingly. You could even include reviews of guests' favorite adventures. It is important to remember that the website must remain user-friendly and geared towards making a reservation. Your goal should be to put chamber websites out of business. Why encourage people to go to the chamber sites to find activities or restaurants? They will likely stumble upon a new hotel, bed and breakfast, or inn and forget all about the benefits of staying at your property.

Adding website content.

Another component part of adding website content is to make sure your topic has appeal to your target market. The content should be unique and interesting. Play to the senses with professional photographs, especially for those people that are simply skimming your website's general subject matter. Ask yourself the following questions and then follow these **RezNEWS** suggestions for adding attention-grabbing information to your website.

- Do you have PDF's on your website? Instead, change them to text on an HTML page.
- An easy way to add content is to create an individual page about your different room types, wedding services, business conference capabilities, local activities and seasonal events, restaurants, area golf courses, nearby museums, hiking, biking, bird watching, wineries, shopping, fishing, museums, amusement parks, beaches, ski resorts, and National parks in the area.
- Are you posting your newsletters online? If not, this practice is another great way to add content.
- Are you posting press releases online? Do you utilize some kind of media room?
- Are you adding guest reviews or comments to your website?
- Are there currently lengthy pages that would be user-friendlier split into more than one page?

If your answer is "NO" to any of the above questions, try to implement at least one of these **RezNEWS** propositions to help add relevant and fresh content to your website. And don't be

afraid to use your current promotion account manager to ask for a thorough design critique. RezStream is also happy to assist with any of your website assessment and management needs. Call our sales department toll-free at 1-800-360-8210.

Conclusion

This month's myth, that the number of pages and content on your website do not matter, is...**BUSTED**. Hopefully, this article has illustrated that adding unique, relevant pages and continually refreshed content to your website is beneficial for the users, the search engines, and your property's bottom line.