



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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SEO OPTIMIZATION FOR HIGHER VISIBILITY - SALZBURGLAND EXAMPLE

Provided By: [MATHEMAGENESIS IKE](#)

Overview

Name: SalzburgerLand SEO Strategy

Location: Salzburger, Austria

Type of Case Study: AI-powered SEO for tourism marketing

Introduction:

In the competitive world of tourism marketing, achieving high visibility on search engines can make or break a destination's ability to attract visitors. To address the difficulty of standing out in the competitive tourism industry, SalzburgerLand, the Austrian destination's tourism bureau, partnered with a third-party search optimization provider to implement **AI-driven SEO**. The results were exceptional with **organic search traffic increasing by 92%**.

Implementation:

The strategy of search engine optimization for SalzburgLand involved building a knowledge graph that structured and linked relevant data such as users, places, and things, to provide more accurate search results.

By integrating advanced SEO tools, such as **keyword research tools**, **on-page SEO analysers** and **backlink checkers**, the webpage designers ensured that the content was not only optimized for search engines but also enriched with **semantic data**, making it easier for users to see relevant content based on what they are actually looking for, rather than just showing a specific keyword they typed.



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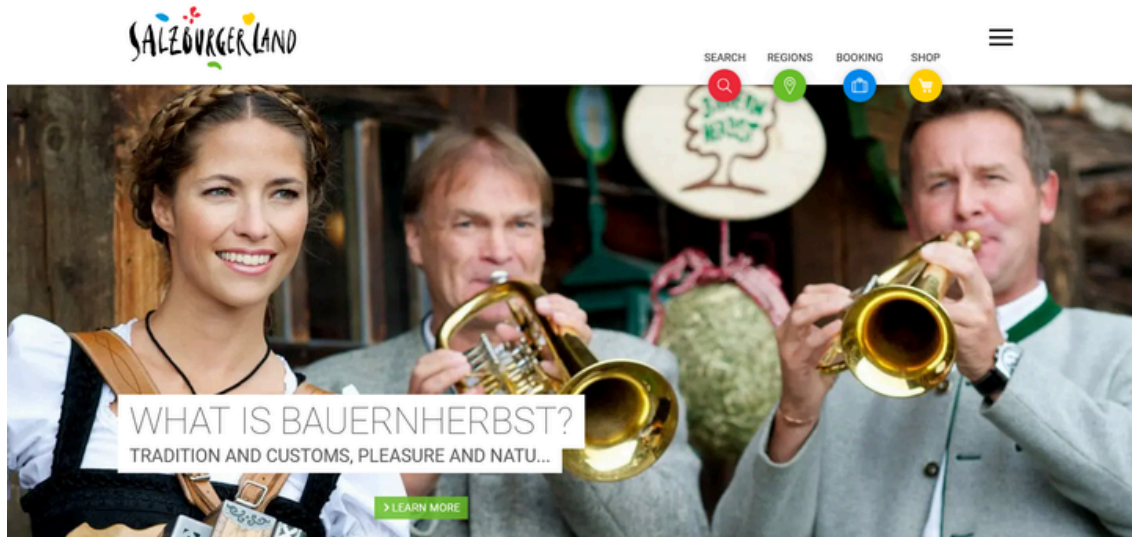


Image: Salzburgerland website offers information on the regions to booking hiking tours.

Key Insights:

AI and Knowledge Graphs: Using AI to create a **knowledge graph** enhanced the website's **relevance** and **searchability**, helping it rank higher on search engines.

Competitor Analysis: This case study compared the website's performance with **competitors**, identifying areas where people can improve to gain an advantage.

Recommendations:

For tourism businesses seeking to adopt similar digital strategies, here are some actionable steps.



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Invest in AI-powered SEO tools: Use advanced technologies like **knowledge graphs** and **AI-driven platforms** to enhance search engine rankings.

Leverage third-party expertise: Partnering with **AI-powered SEO** platforms or experts can streamline your efforts and maximize results.

Know Your Competitors: Conduct **competitor analysis** to understand the market's general digital strategy. By staying informed about your competitors' strengths and weaknesses, you can adapt your strategies.

Source:

Sanna, M. S. (2017, September 26). Salzburgerland.com: Engaging travelers and outperforming competitors. WordLift.
<https://wordlift.io/blog/en/salzbürgerland-com-engaging-travelers-outperforming-competitors/>



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