



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# GETTING AHEAD OF THE COMPETITION: YOSEMITE PARKS TOURISM BUREAU SEO STRATEGY

Provided By: MATHEMAGENESIS IKE

## Overview

**Name:** Yosemite Mariposa Tourism Bureau SEO Strategy

**Location:** Mariposa, California, USA

**Type of Case Study:** SEO optimization for tourism marketing

## Introduction:

The Yosemite Mariposa Tourism Bureau (YMTB), which promotes one of the USA's most well-known national parks, faced competition from major travel platforms like TripAdvisor and Expedia. To overcome this, YMTB implemented an SEO strategy that optimized their website content, while also introducing storytelling to make it more search-friendly. The result was a **23% increase in overall traffic** with an additional **16% increase in referrals** from other sites.

## Implementation:

YMTB partnered with SEO experts to redesign its website's content strategy. They focused on two major areas: **content optimization through storytelling and technical SEO.**

### *Content Optimization*

The team enriched their content by focusing on **search-friendly storytelling**, creating compelling narratives around Yosemite's attractions. For instance they identified a nature enthusiast character, and crafted a story around this character searching for a vacation spot that offered both adventure and relaxation. After that the story is optimized for SEO. A concise summary of what a narrative can look like is as follows:



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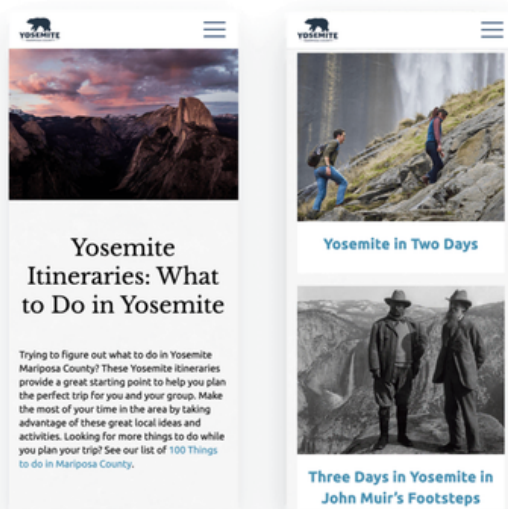
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*"Discover how a family vacation in Yosemite National Park became our best trip ever. Learn more about Yosemite lodging and activities on our website."*

This process also included optimizing **meta tags, headlines, and image alt texts** to increase the relevance for search engine algorithms.

**Technical SEO Enhancements:** Technical SEO improvements were made to improve site performance and crawlability. This included **improving site speed**, ensuring the website was **mobile-friendly**, and using **structured data** to enhance the way search engines indexed and displayed the content.



*Image: A screengrab of what search-friendly storytelling looks like in Yosemite Park's website (source: noblestudios)*

## Key Insights:

Key insights that makes this case study successful include:

**Search-friendly storytelling:** By crafting a compelling narrative mentioned above, YMTB increased their visibility.

**Technical SEO:** Beyond the storytelling, SEO also helped with the site speed, mobile compatibility, and structured data for better performance and capability.



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## Recommendations:

For tourism organizations looking to replicate this success, consider the following actionable steps:

**Optimize website content for search engines and users:** Focus on storytelling that incorporates keywords and topics on what your target audience is searching for.

**Invest in technical SEO:** Improve site performance, speed, and mobile compatibility to ensure search engines can easily find your website.

**Track performance:** Investing in SEO is as good as regularly monitoring the SEO results. Make regular check-ins on your SEO performance and adjust strategies to maintain your visibility.

## Source:

Noble Studios. (n.d.). Yosemite SEO case study. Noble Studios. Retrieved November 4, 2024, from <https://noblestudios.com/case-studies/yosemite-seo/>



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