

Topic | Search Engine Optimisation (SEO)

Tutorial 23A

Travel and Tourism Links

This tutorial lists sites that could provide relevant inbound links to your website.

Reading time: 10 minutes

Prerequisite: Sourcing Inbound Links



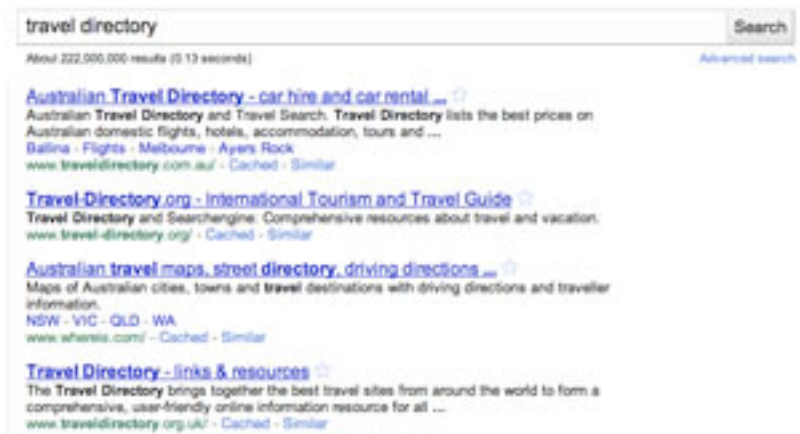
1. List of travel related sites or directories

These directories and travel related sites rank well on search engines and you could consider registering with them. They are listed in no specific order. Not all these pass link value to your website and not all of them are free.

- WikiTravel.org
- TripAdvisor.com
- About-Australia.com
- Stayz.com
- Wotif.com
- Au.TotalTravel.Yahoo.com
- WordWeb.com
- AdventureTravelTips.com
- TravelNotes.org
- Booking.com

2. Where to find more travel links?

- If you Google “travel directories” you will find many potential website to link to your site. However, remember to assess each and every one of these website. How many links to they themselves have, are they popular and relevant?
- Also review and assess the inbound links to your competitors’ websites. Are there some relevant links you could get to your own website? To view your own and your competitors’ inbound links visit OpenSiteExplorer.org.



Screen capture copyright: Google

3. Key learning outcomes

- Inbound links to your site are important as they help with ranking high in search engines results.
- Focus on getting relevant inbound links such as links from travel and tourism websites
- Some links are free, others aren't so ensure you assess each potential link individually.

4. Related material

a) Related tutorials

- Target market 101
- Search engines 101

Travel And Tourism Links

- Critical components of optimising a website
- Keywords
- Understanding inbound links to my site
- Sourcing inbound links