

## SEO Report for Biking Holidays France

### Brief overview of the report's findings

The keywords for the home page have been selected carefully due to the ability for you to compete on search and are relevant to the page. What we found was that you are offering biking holiday accommodation in France. This would have been perfect were it not for the keywords "biking holiday accommodation france" having received 0 global and local hits via AdWords last month.

The most popular searches are "holiday accommodation france" with 33,100 global clickthroughs, "cycling holidays france" with 3,600 and "biking holidays france" with 2,900. However, when we looked at the competition for the first search, you would be up against sites like Headwater and The Guardian newspaper. The other search terms are easier but it would take many months of work to get anywhere near the top of the search engines. And even then, you would need big websites to link to you.

Instead, we recommend that you concentrate on "Biking holidays France" with 2,900 global hits. While the competition is still high, none of the top four have this search term in the title of the page, so there is a much better chance that you can compete. With an adequate marketing campaign, this is possible.

For the inside pages, there are locations, accommodation and services with ancillary pages such as the booking form and the contact us pages. It is far better to have the search term in the url rather than have domain.com/location.php?id\_resort=2. The search term "biking holidays" receives no clickthroughs, so we recommend a change in tactics and change the locations pages to "cycling Holidays +Location". You then have a favourable chance of success.

For the accommodation pages, the searches for regional accommodation are used by high-profile companies like Agoda. Although "chalet accommodation france" has zero clickthroughs, the booking sites occupy most of the top positions. For this reason, we don't see too much chance of these pages getting to the top of the first page on Google.

Also, for the chalets sites themselves, they appear at the top of the listings, alongside TripAdvisor and YouTube. However, we feel you can get placement if the structure and links into the website are built up over time.

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### Keyword Analysis: Home

The following gives a good gauge as to the strength of the keywords needed to secure traffic. Source: Google AdWords (UK market).

From the brief: "Example of local searches would be: Cycling holiday Alpe d'Huez, Cycling accommodation Bourg d'Oisans, Mountain biking properties Les Deux Alpes. The home page also has Chamonix, Les Deux Alpes, Meribel and Verbier."

#### Keyword/Competition Global/Local searches

Relevant monthly figures – biking & cycling in France:

holiday accommodation france	High 33,100/27,100
cycling holidays france	High 3,600/2,400
cycling holidays in france	High 3,600 2,400
france cycling holidays	High 3,600/2,400
cycling holiday france	High 2,900/2,400
biking holidays france	High 2,900/2,400
biking holidays in france	High 2,900/2,400
biking holiday france	High 2,900/1,900
cycling holiday france	High 2,900/2,400
french cycling holidays	High 880/480
cycling holidays alps	High 390/320
mountain bike holidays france	High 140/91
biking holidays alps	-/-
biking holiday accommodation france	-/-
biking holiday french alps	-/-
biking holiday french alps	-/-
biking holiday accommodation france	-/-

Relevant monthly figures – the regions:

cycling holiday alpe d'huez	High 46/36
cycling accommodation alpe d'huez	High 28/22
cycling accommodation bourg d'oisans	Medium 28/22
biking holiday alpe d'huez	-/-
cycling holiday accommodation alpe d'huez	-/-
cycling holiday bourg d'oisans	-/-

### • technical notes

The **title tag** is one of the most important ranking factors in the search engines algorithms, so populating your most important keywords in this tag will dramatically increase the search engine rankings of the page.

Avoid including in your title tag any words that are irrelevant and not part of the search, because it will weaken it through keyword diminution.

The **description tag** doesn't offer any SEO advantages, but simply provides a brief description of a web page. It is important that the description clearly describes the purpose of the page, because it allows people to find out what your site is about before clicking through on search. Keep all descriptions to length or they will truncate if too long.

Some lesser search engines may still take the **keywords tag** into consideration when determining rankings, but the majors do not. The best way to treat the keywords tag is to copy the title tag.

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### EXISTING HOME PAGE:

#### TITLE:

```
<title>domain.com</title>
<meta name="description" content="" />
<meta name="keywords" content="" />
```

#### HEADING 1:

```
<h1 id="strapline">Specialists in bike holidays
&amp; accommodation: bike chalets, self-catered bike
apartments, bike accommodation in the Alps...</h1>
```

#### HEADING 2:

```
<h2>domain.com - Our Service</h2>
```

#### BODY COPY:

Welcome to CompanyName, where our small dedicated team will help find you your perfect cycling holiday accommodation as well as other services related to the cycling industry. Originally set up in the Oisans area of the French Alps, the business is quickly expanding to include properties from many other classic French cycling hotspots.

### SUGGESTED HOME PAGE CHANGES:

#### TITLE:

```
<title>Biking holidays France</title>
<meta name="description" content="CompanyName
is dedicated team that will help find you your perfect
biking holiday accommodation in the Alps, France." />
<meta name="keywords" content="Biking holidays
France" />
```

#### HEADING 1:

```
<h1>Biking Holidays France</h1>
```

#### HEADING 2:

```
<h2>Specialists in biking holidays France,
```

### • Keywords

By far the most popular searches are "holiday accommodation france" with 33,100 clickthroughs on AdWords and "cycling holidays france" with 3,600, but the competition is stiff:

- 1. Cycling in France - Cycling Holidays in France | Headwater [www.headwater.com](http://www.headwater.com)
- 2. French Cycling Holidays - Leisure and Sport Biking Tours in France [www.frenchcyclingholidays.com](http://www.frenchcyclingholidays.com)
- 3. Cycling holidays in France | Cycling in France | Inntravel [www.inntravel.co.uk](http://www.inntravel.co.uk) › our holidays › Cycling Holidays
- 4. France + Cycling holidays | Travel | The Guardian [www.guardian.co.uk](http://www.guardian.co.uk) › Travel › France

Even "french cycling holidays" include these websites and you would not want to try and compete with any one of them. Headwater, for example, has 1,000 quality, relevant backlinks.

It would be better to compete on "biking holidays france", which has far less competition.

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including accommodation, chalets and self-catered apartments

### BODY COPY:

Welcome to CompanyName, where our small dedicated team will help find you your perfect biking holiday accommodation in France, as well as other services related to the cycling industry. Originally set up in the Oisans area of the French Alps, the business is quickly expanding to include properties from many other classic French cycling hotspots.

### Keyword Analysis: Locations

Just to pick on one of the more popular resorts, the pattern is the same for all of the locations in the five existing regions.

For Alpe d'Huez, the url has been defined as domain.com/location.php?id\_resort=2. For search engine purposes, it would be far better to have http://domain.com/cyclingholidayalpedhuez.php. Although the clickthroughs on AdWords are not not high at 46 per month, you will be able to compete.

### EXISTING ALPE D'HUEZ PAGE:

#### TITLE:

```
<title>Alpe d'Huez | France</title>
<meta name="description" content="Alpe d'Huez; Quite simply one of the biggest names in the world of cycling and the location for the world's longest downhill mountain bike ma" />
<meta name="keywords" content="Alpe d'Huez, France" />
```

#### HEADING:

```
<h1>Alpe d'Huez</h1>
```

### • Keywords

#### Note on the headings:

The first heading tag should reinforce the keywords (h1). The strapline looks to "spammy" and the repeated use of "biking" should be removed.

**Note on the keywords:** If you do decide to concentrate on the "biking holidays france" you have a favourable chance of competing with the following websites as none of them use this specific search term.

- 1. French Cycling Holidays - Leisure and Sport Biking Tours in France  
www.frenchcyclingholidays.com
- 2. Cycling in France - Cycling Holidays in France | Headwater  
www.headwater.com › Cycling holidays
- 3. Bike Tours France | Provence | Burgundy | Loire | Bordeaux ...  
www.duvine.com/region/france
- 4. Cycling Holidays in France | French Cycling tours | Family Bike Tours  
www.bretonbikes.com/

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### SUGGESTED ALPE D'HUEZ PAGE CHANGES:

#### TITLE:

```
<title>Cycling Holidays Alpe d'Huez</title>
<meta name="description" content="Alpe d'Huez
is quite simply one of the biggest names in the world
of cycling and its longest downhill mountain bike
marathon." />
<meta name="keywords" content="Cycling Holidays
Alpe d'Huez" />
```

#### HEADING:

```
<h1>Cycling Holidays Alpe d'Huez</h1>
```

The same treatment should be applied to all the other locations.

### Keyword Analysis: Accommodation

Just to pick on one of the first type of accommodation, the pattern is the same for all accommodation types.

For Chalets, the url has been defined as `http://domain.com/property_search.php?property_type[chalet]=1`. For search engine purposes, it would be far better to have `http://domain.com/chaletaccommodationfrance.php`. Although the clickthroughs on AdWords zero this is really the only chance of getting traffic is the competition is so fierce I don't think you will rank well at all.

AdWords: chalets france High 27,100/14,800  
chalet accommodation france - -/

### EXISTING CHALETS PAGE:

#### TITLE:

```
<title>domain.com</title>
```

### • Keywords

**Note on the location pages keywords:** Biking holidays receives no clickthroughs on AdWords, so a change of tactic would be in order for these pages. With "Cycling Holidays Alpe d'Huez" you have a favourable chance.

- 1. More Than 21 Bends Cycling Holidays  
[www.morethan21bends.com/](http://www.morethan21bends.com/)
- 2. King of the Mountains, Cycling holidays in France, Alpe d'Huez  
[www.kingofthemountains.co.uk/](http://www.kingofthemountains.co.uk/)
- 3. Cycling Holidays in Alpe D'Huez - Cycling Accommodation in Bourg ...  
[www.cyclingascents.com/](http://www.cyclingascents.com/)
- 4. VeloVentoux: Cycling Holidays in Provence and The French Alps  
[www.veloventoux.com/](http://www.veloventoux.com/)

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```
<meta name="description" content="" />
<meta name="keywords" content="" />
```

### HEADING:

```
<h1>Search Results:</h1>
```

### SUGGESTED ALPE D'HUEZ PAGE CHANGES:

#### TITLE:

```
<title>Chalet Accommodation France</title>
<meta name="description" content="NEED TO
WRITE AN APPROPRIATE DESCRIPTION" />
<meta name="keywords" content="Chalet
Accommodation France" />
```

#### HEADING:

```
<h1>Chalet Accommodation France</h1>
```

When you click through to individual chalets, For Chalets, the url has been defined as [http://domain.com/property.php?id\\_property=4](http://domain.com/property.php?id_property=4). For search engine purposes, it would be far better to have <http://domain.com/chaletribotalpedhuez.php>.

### EXISTING CHALET RIBOT PAGE:

#### TITLE:

```
<title>Chalet Ribot | Catered | Chalet | Alpe d'Huez,
France</title>
<meta name="description" content="Cycling &
mountain biking chalet located right on the climb to
Alpe d'Huez. Self contained apartments surrounding a
communal living & dining area for self-catering or half
board." />
<meta name="keywords" content="catered, chalet,
chalet ribot, alpe d'huez, france" />
```

```
<h1>Chalet Ribot</h1>
```

### • Keywords

#### Note on the accommodation pages keywords:

- 1. Ski holiday Chalets in the Rhone Alpes for Holiday Rental, France [www.ownersdirect.co.uk](http://www.ownersdirect.co.uk) › France
- 2. Ski chalets, holidays and accommodation, hotels, apartments in the ... [www.chaletsdirect.com/](http://www.chaletsdirect.com/)
- 3. Holiday Cottages in France, French Cottages, Gites & Villas [www.cheznous.com/](http://www.cheznous.com/)
- 4. Ski Chalets | Ski Chalets France | Chalet Finder [www.chaletfinder.co.uk/](http://www.chaletfinder.co.uk/)

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AdWords: chalet ribot alpe d'huez High 22/<10

### SUGGESTED CHALET RIBOT PAGE CHANGES:

#### TITLE:

```
<title>Chalet Ribot Alpe d'Huez</title>
<meta name="description" content="Cycling &
mountain biking chalet located right on the climb to
Alpe d'Huez." /> NOTE: IT WILL TRUNCATE IF TOO
LONG
<meta name="keywords" content="Chalet Ribot
Alpe d'Huez" />
```

#### HEADING:

```
<h1>Chalet Ribot</h1> Note: Location is mentioned.
```

### Keyword Analysis: Services

For Services, the url has been defined as for example [http://domain.com/service.php?id\\_service=5](http://domain.com/service.php?id_service=5). For search engine purposes, it would be far better to have the following extensions:

- Road and Mountain Bike Guiding France
- Bike Rental France
- Airport Transfer France
- Massage France

These pages are not going to get much traction on the search engines, as "road and mountain bike guiding france" for example has zero clickthroughs. It is worth making the changes for consistency but don't expect much from these pages.

### EXISTING BIKE GUIDING PAGE:

#### TITLE:

```
<title>Road and Mountain Bike Guiding</title>
<meta name="description" content="Let us help
```

### • Keywords

**Note on the chalet pages keywords:** Not easy to get past the chalets themselves as they are listed on TripAdvisor and YouTube, but you can get lower placement if the structure and links into the website are built up over time.

- 1. Catered Ski and Cycling Chalet on Alpe d'Huez, France [www.chaletribot.com/](http://www.chaletribot.com/)
- 2. Chalet Ribot - L'Alpe-d'Huez Chalets - TripAdvisor [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk) › ... › Rhone-Alpes › Isere › L'Alpe-d'Huez
- 3. Alpe d huez 2011 Chalet Ribot - YouTube [www.youtube.com/watch?v=-xwzBf-mFTA](http://www.youtube.com/watch?v=-xwzBf-mFTA)
- 4. [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk) › ... › Isere › Alpe d'Huez  
If you fancy taking part in the famous, 'La Marmotte' race or would like to enjoy the Alpe d'Huez stage of the Tour De France, then Chalet Ribot is perfect for you!

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arrange for a road or mountain bike guide.

" />

<meta name="keywords" content="Road and Mountain Bike Guiding" />

### HEADING:

<h1>Road and Mountain Bike Guiding</h1>

### SUGGESTED BIKE GUIDING PAGE CHANGES:

#### TITLE:

<title>Road and Mountain Bike Guiding France</title>

\<meta name="description" content="Let us help arrange for a road or mountain bike guide.

" />

<meta name="keywords" content="Road and Mountain Bike Guiding France" />

### HEADING:

<h1>Road and Mountain Bike Guiding France</h1>

## Keyword Analysis: About Us

### EXISTING ABOUT US PAGE:

#### TITLE:

<title>domain.com</title>

<meta name="description" content="" />

<meta name="keywords" content="" />

### HEADING:

<h1>About Us</h1>

### • Keywords

#### Note on the services pages

**keywords:** These are not popular searches and there may well be good reason, if optimised properly, to get reasonable placement. However, there will not be much traffic generated from these pages. For example, search for "Road and Mountain Bike Guiding France":

- 1. alps mountain bike holidays - Alpsmountainbike.com  
www.alpsmountainbike.com/mountain\_biking/alpsmountainbike.php
- 2. MTBFrance : Mountain biking guide to France  
www.mtbfrance.com/
- 3. Become a mountain bike guide | Ride The Alps – specialist ...  
www.ridethealps.com
- 4. Bicycling Magazine South Africa | bike buyers guide, cycling race ...  
www.bicycling.co.za/



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### SUGGESTED ABOUT US PAGE CHANGES:

#### TITLE:

```
<title>About CompanyName</title>
<meta name="description" content=" With almost 20 years of living and working in
mountain resorts we know the best areas to cycle and mountain bike in the world." />
<meta name="keywords" content="About CompanyName" />
```

#### HEADING:

```
<h1>About CompanyName</h1>
```

### Keyword Analysis: Ancilliary Pages

#### BOOKING:

```
<title>Biking holiday France Booking Form</title>
\<meta name="description" content=" NEED TO WRITE AN APPROPRIATE DESCRIPTION" />
<meta name="keywords" content=" Biking holiday France Booking Form" />
```

#### CONTACT:

```
<title>Contact CompanyName</title>
<meta name="description" content=" With almost 20 years of living and working in
mountain resorts we know the best areas to cycle and mountain bike in the world." />
<meta name="keywords" content=" Contact CompanyName" />
```

#### REGISTER PROPERTY:

```
<title>Register Biking Holidays Accommodation France</title>
<meta name="description" content=" NEED TO WRITE AN APPROPRIATE DESCRIPTION" />
<meta name="keywords" content=" Register Biking Holidays Accommodation France" />
```

#### TERMS:

```
<title>CompanyName Terms & Conditions</title>
<meta name="description" content=" NEED TO WRITE AN APPROPRIATE DESCRIPTION" />
<meta name="keywords" content=" CompanyName Terms & Conditions" />
```