

# Using Visuals to Boost Your SEO


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ANALYTICS SEARCH MARKETING RANKBRAIN  
GOOGLE MOBILEGEDDON TAG ON PAGE  
OFF PAGE IMAGE SOCIAL BERT HTML VOICE  
PENGUIN WEB RANK  
**SEARCH ENGINE OPTIMIZATION**  
CRAWLER USER WEBSITE INDEX CTR LINK BUILDING  
TITLE ENGINE RESULTS  
REL=NOFOLLOW OPTIMIZATION PANDA  
CONTENT STATS BING  
HUMMINGBIRD

**CHANGE IS THE ONLY  
CONSTANT IN SEARCH**

# TRAVELLERS ASK & GOOGLE ANSWERS

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Google Flights



Hotel bookings



Google Travel Guides

# VR & AR

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Headset experiences



360° video & Photography



New Google Streetview Directions

**“GOOGLE ONLY LOVES  
YOU WHEN EVERYONE  
ELSE LOVES YOU FIRST.”**

**–WENDY PIERSALL, AUTHOR, BLOGGER AND ARTIST**

**WHY VISUALS?**





**EVERY  
DESTINATION  
& OPERATOR  
HAS A  
BRAND  
STORY**

**ARTICLES WITH AN  
IMAGE EVERY  
75-100 WORDS GET  
MORE THAN  
DOUBLE THE  
SOCIAL SHARES**

BUZZSUMO

**INCLUDING A  
VIDEO ON A  
LANDING PAGE  
CAN INCREASE  
CONVERSION  
RATES BY 80%**

UNBOUNCE



# 6X GROWTH IN MOBILE WATCH TIME OF TRAVEL DIARIES & VLOGS IN THE PAST TWO YEARS

THINK WITH GOOGLE



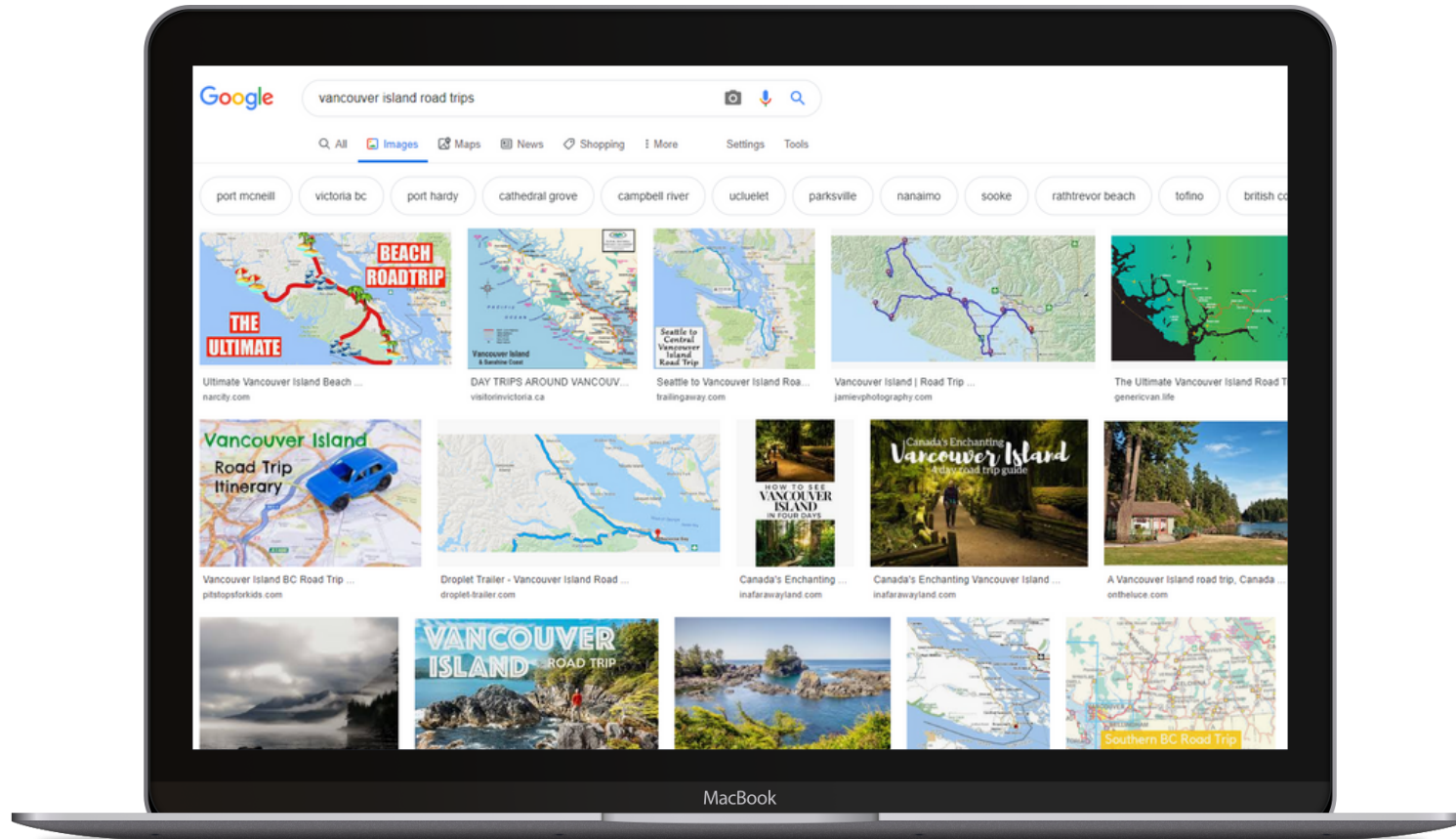
# #1: VISIBILITY IN THE SERPS

# GOOGLE IMAGE SEARCH

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- 1 Search for your destination/product
- 2 Use similar visuals to what's dominating in search
- 3 Take over search with your preferred visuals with on-page SEO

# VANCOUVER ISLAND ROAD TRIPS



- All optimization efforts went to the content
- Top performing page doesn't rank in image search



About 13,900,000 results (0.68 seconds)

- Pacific Marine Circle Route. South **Vancouver Island Road Trip**. ...
- Victoria to Tofino/Ucluelet. Cross-Regional **Vancouver Island Road Trip**. ...
- Nanaimo to Campbell River Oceanside Route. Central to North Central **Vancouver Island Road Trip**. ...
- Nanaimo to Port Hardy. Central to North **Vancouver Island Road Trip**.



### Best Vancouver Island Road Trips: Vancouver Island Driving ...

<https://vancouverisland.travel> › road-trips

[About Featured Snippets](#) [Feedback](#)

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Pacific Marine Circle Route. South **Vancouver Island Road Trip**. Victoria to Tofino/Ucluelet. Cross-Regional **Vancouver Island Road Trip**. Nanaimo to Campbell River Oceanside Route. Central to North Central **Vancouver Island Road Trip**. Nanaimo to Port Hardy. Central to North **Vancouver Island Road Trip**.

### 3 Beyond the Beaten Path Vancouver Island Road Trips ...

<https://offtracktravel.ca> › off-the-beaten-track-vancouver-island-3-alternati...

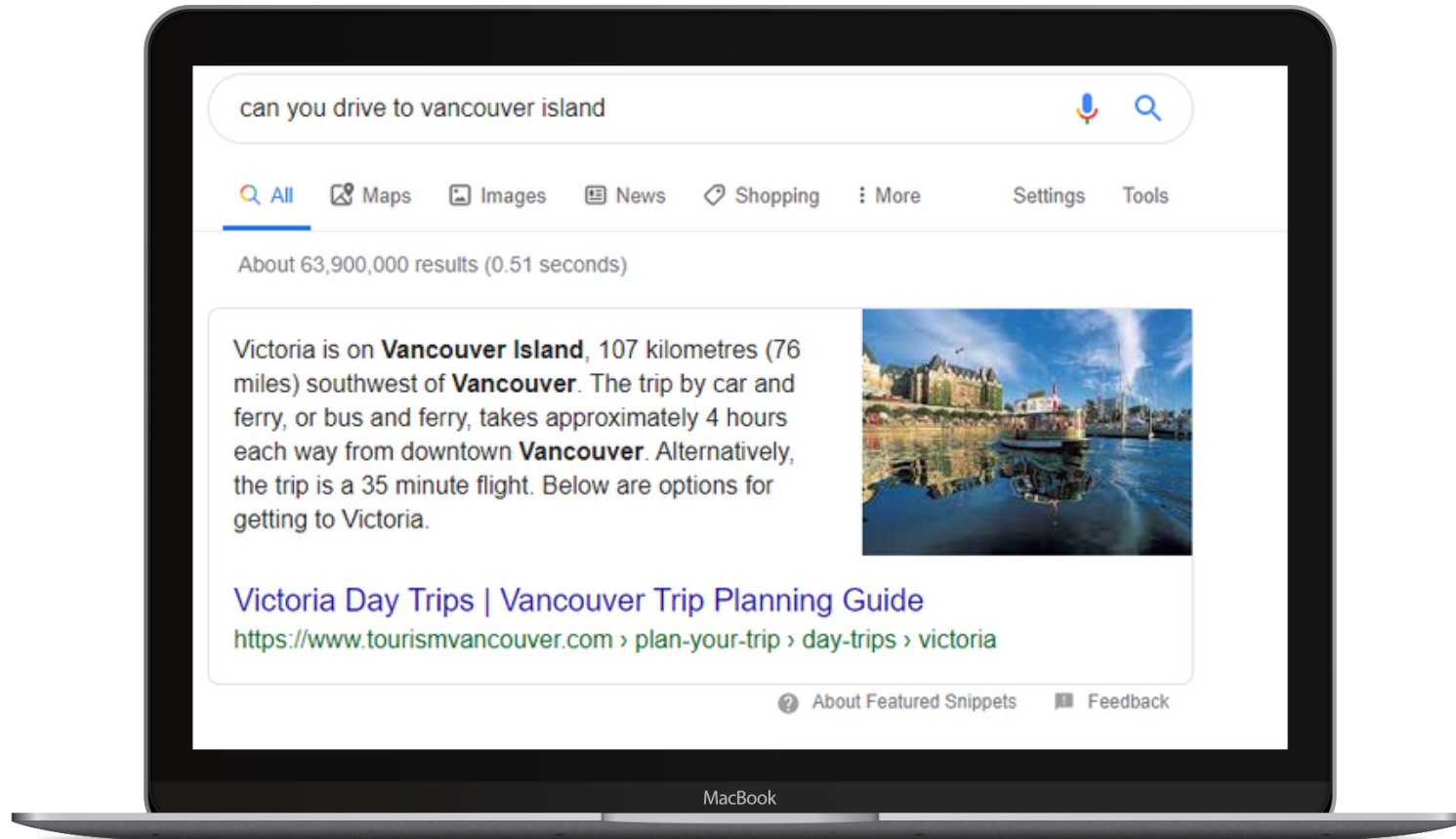
See the magnificence of **Vancouver Island**, Canada, without the crowds on these three **road trip** itineraries written by an ex-local.

### Canada's Enchanting Vancouver Island - 4 day Road Trip ...

<https://www.inafarawayland.com> › vancouver-island-road-trip-guide

# POSITION 0

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- Goal: replace the featured snippet with content from our website
- Craft content that replaces this, with stronger directions & a more relevant visual  
*You have to already be ranking for this search*
- Videos in position 0

# FINDING FEATURED SNIPPETS

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**PAAS ARE ON 93.8%**  
**OF FEATURED**  
**SNIPPET SERPS**

*Britney Muller - Moz*

# NEXT LEVEL: SCHEMA MARKUP

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EVENTS

ARTICLES

RECIPES

REVIEWS

PRODUCT

LOCAL BUSINESS LISTING

**VIDEOOBJECT**

STANDARD VIDEO RICH RESULT

**VIDEO  
CAROUSEL:  
*ITEMLIST***

FOR VIDEO CAROUSEL PAGES

**VIDEO  
SEGMENTS:  
*CLIP***

HIGHLIGHT WHAT'S IMPORTANT

**AMP VIDEO**

A QUICK NOTE ON

**GOOGLE MY BUSINESS**

# **#2: CHOOSING VISUALS THAT TELL YOUR STORY**

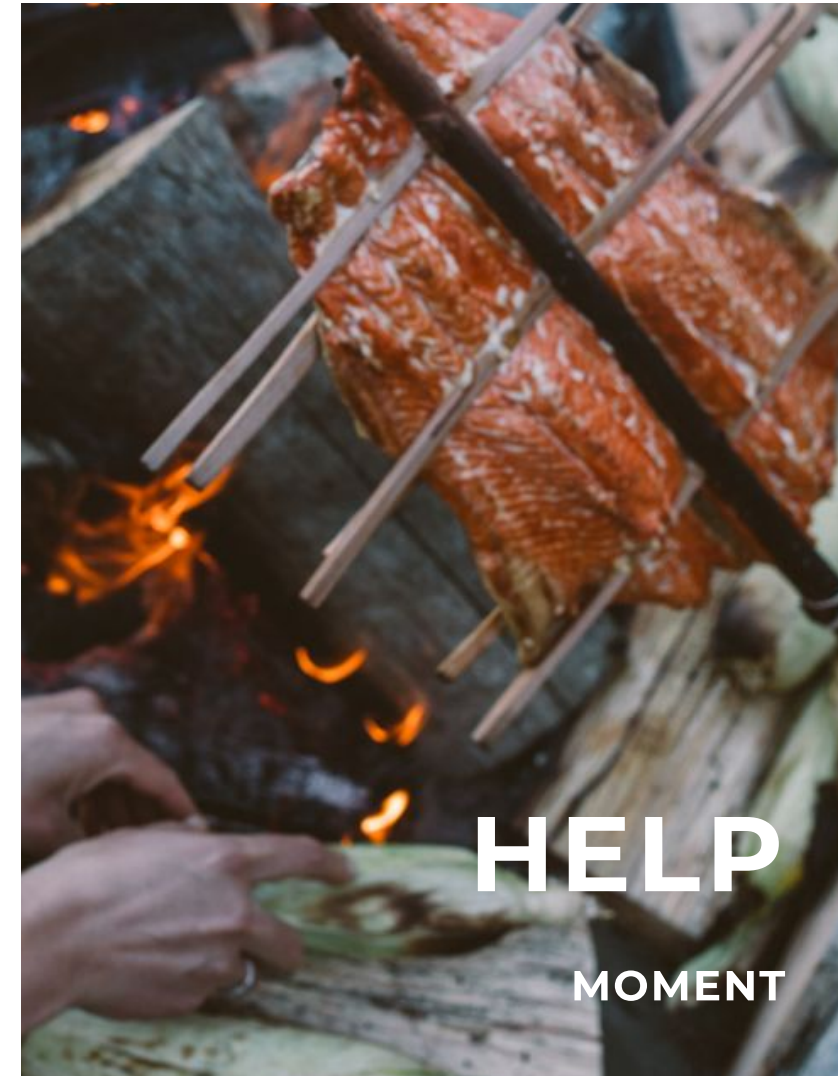
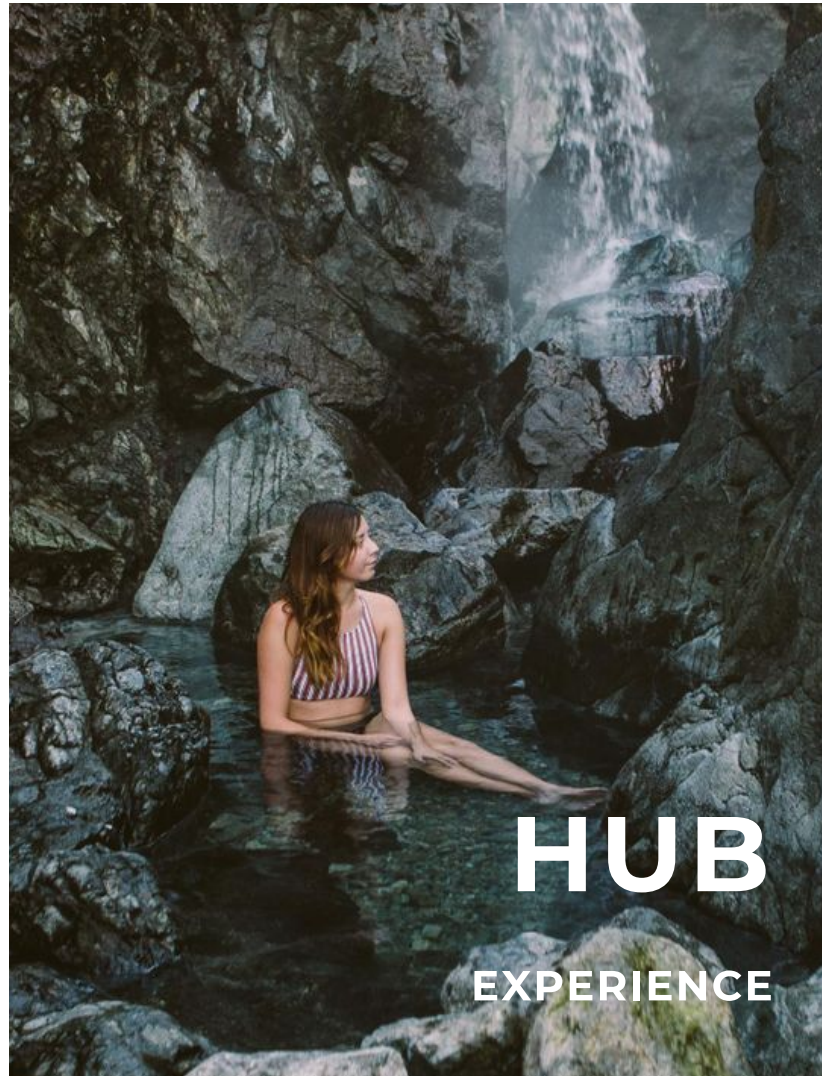
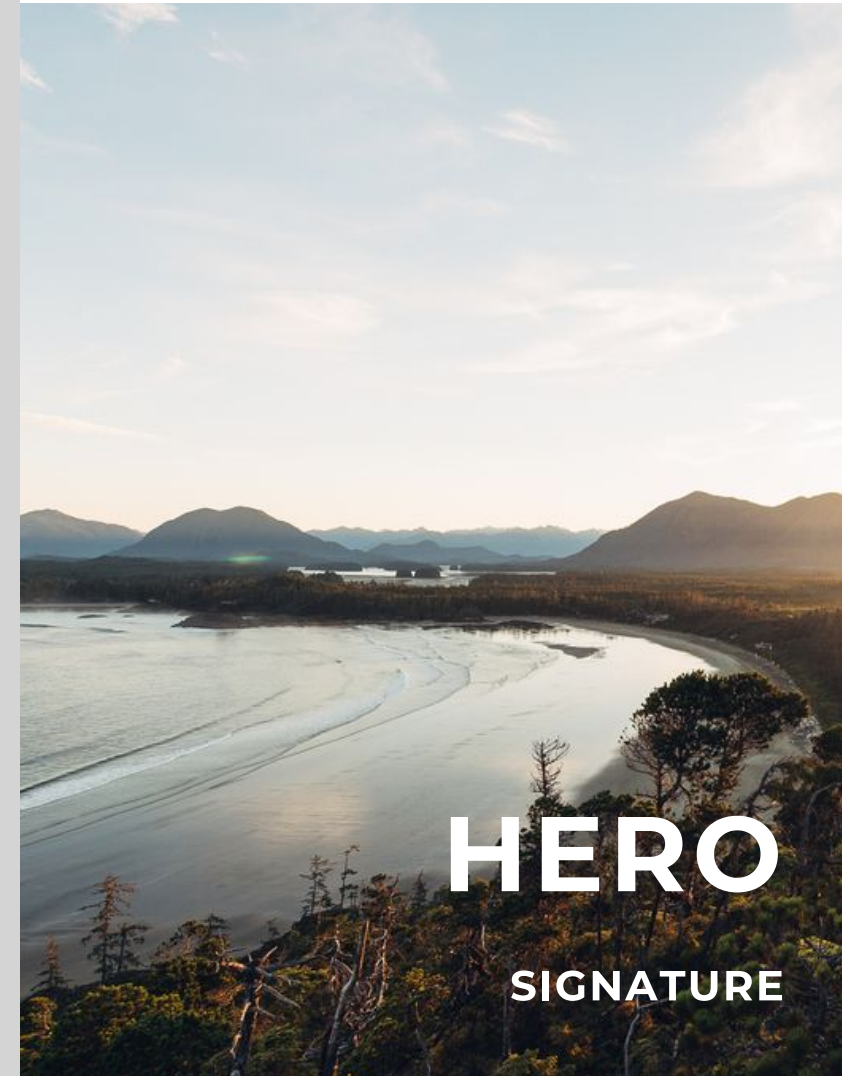
# PURCHASER JOURNEY

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Micromoments



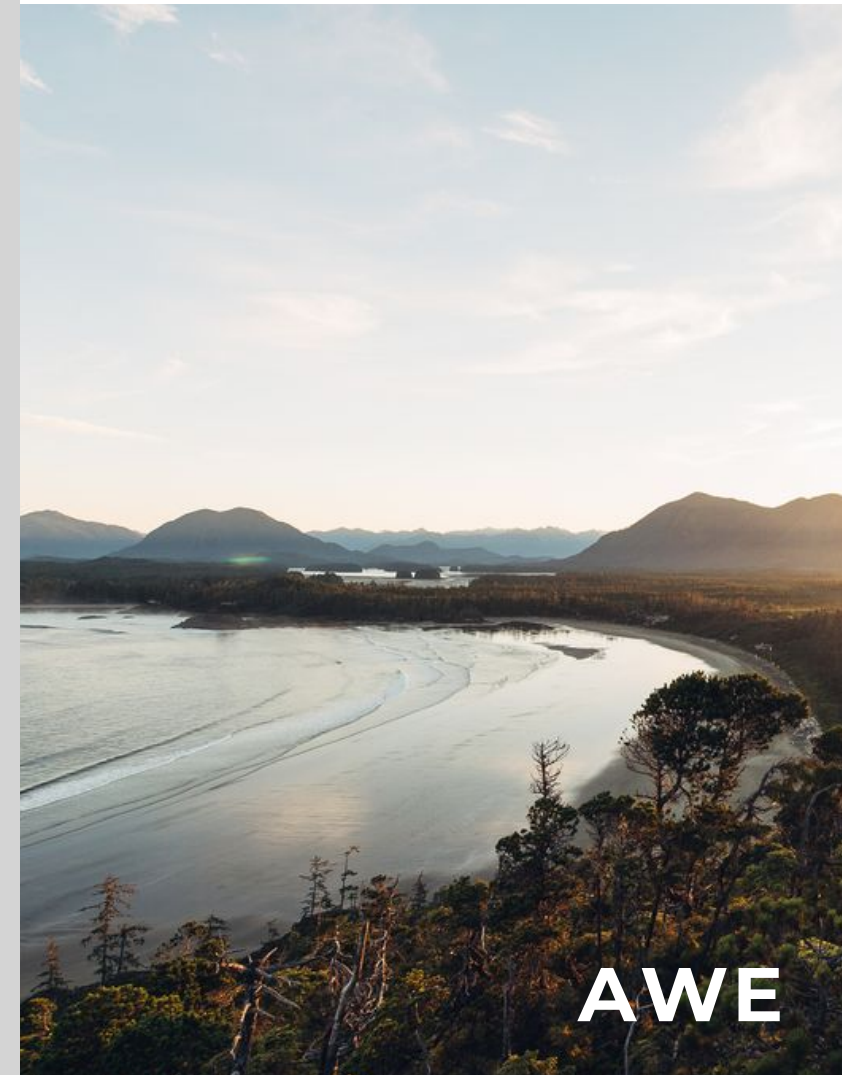
# A VISUAL IDENTITY

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# A STRONG SENSE OF PLACE & EXPERIENCE

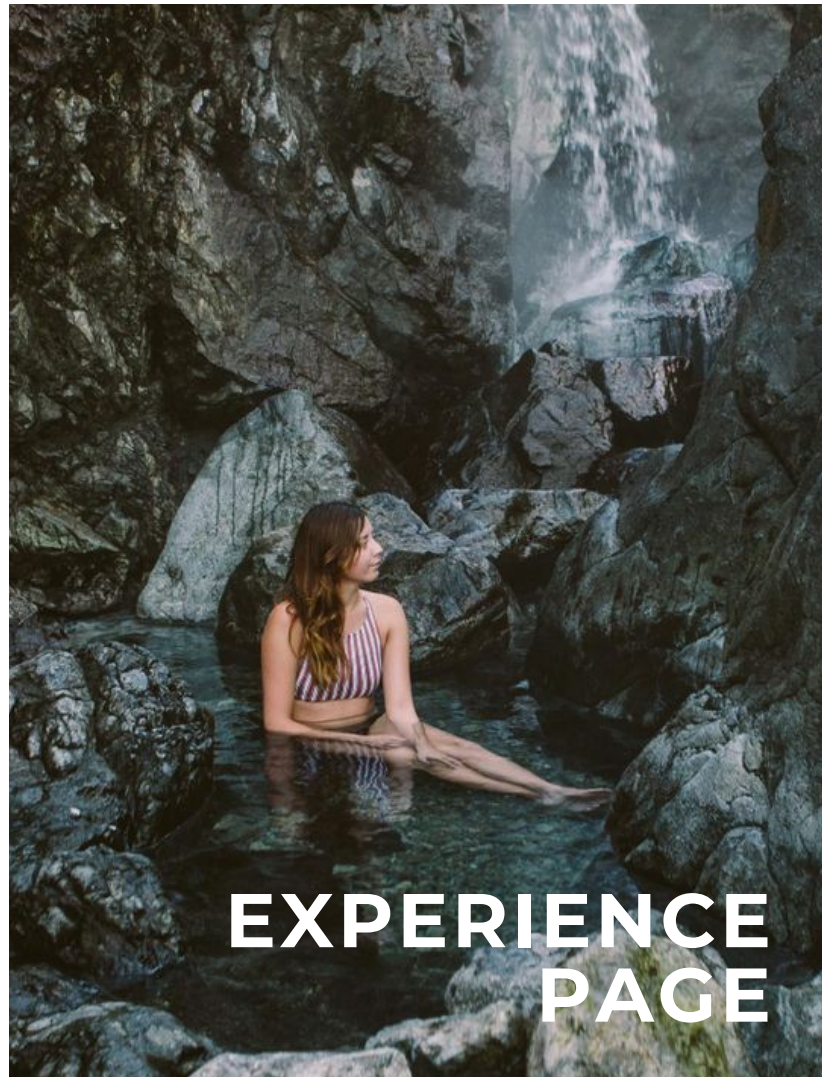
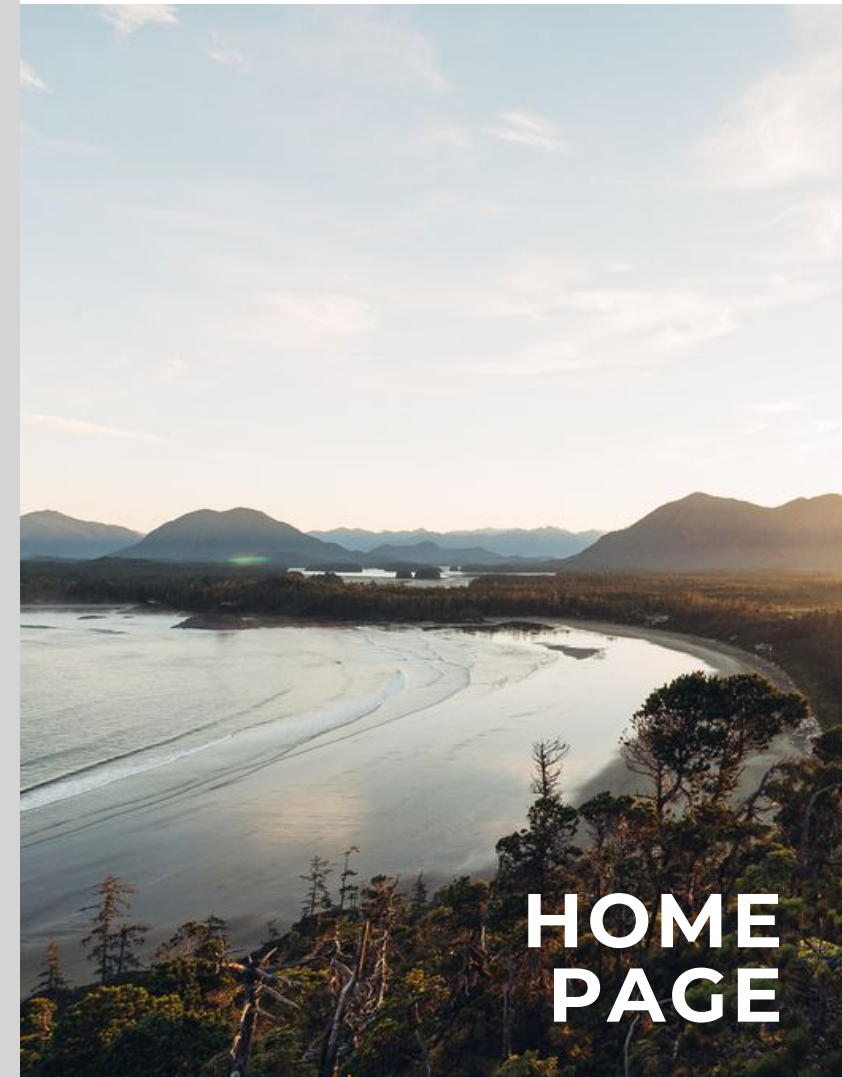
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# WEBSITE FUNNEL

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# START ALL OVER

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# BRING IT BACK TO SEARCH

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A person wearing a bright blue raincoat and tall, dark green rubber boots is walking away from the camera on a wooden boardwalk. The boardwalk is wet, reflecting the overcast sky. The surrounding area is lush with green trees and bushes.

WHAT ARE  
WINTERS  
LIKE ON  
VANCOUVER  
ISLAND?

A person wearing a blue raincoat and a dark cap is looking out at the ocean. Their hair is blowing in the wind. The ocean is a deep blue-grey color under a cloudy sky.

HOW DO  
I GET TO  
VANCOUVER  
ISLAND?

A person wearing a light-colored sweater and a wide-brimmed hat is standing on a wooden deck, looking out at the ocean. The deck is part of a structure with a tan canopy supported by white poles. The ocean is a deep blue-grey color under a cloudy sky.

CAN I  
CAMP ON  
VANCOUVER  
ISLAND?

# VISUAL RECONNAISSANCE

ANSWER WITH UGC



# ON PAGE

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- Use signature images & videos to create a sense of awe, and pause with the user
- Answer queries through short, informative video or experience imagery
- Increased dwell time is a positive ranking signal
- Image navigation calls to action can decrease bounce & funnel users to conversion

# VISUALS SHARE OUR BRAND VALUES

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**FOR THE INQUISITIVE  
TRAVELLER**

**WHO SEEKS KNOWLEDGE  
AS A SOUVENIR**

**OUR CONTENT PROVIDES  
AN EDUCATION PLATFORM  
FOR RESPONSIBLE TRAVEL.**

# **#3: IMAGE OPTIMIZATION**



# WHAT DOES OPTIMIZATION LOOK LIKE?

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## Top Places to stay in Nanaimo, BC

Those in search of a place to stay in Nanaimo are fortunate. Options vary from chic hotels to rugged cottages. Hotels in Nanaimo are primarily found along the Old Island Highway, and range in value from budget-friendly to splurge-worthy.

(photo filename: best-western-hotel-in-nanaimo.jpg)



## picturesque & scenic places to call it a night

Oceanfront, lakefront, mountain-front, you name it. The lush Harbour City has everything from luxurious waterfront abodes to convenient inner-city rooms.

(photo filename: 3467dxr.jpg)

# WHAT DOES OPTIMIZATION LOOK LIKE?

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(photo filename: 3467dxr.jpg)

# OPTIMIZATION PRIORITIES

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Choose compelling & relevant imagery

Top canoeing spots on VI

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Correct file size & compression

Cropped to vertical for an alongside content placement & compressed (*tinyjpg.com* or *compression.io*)

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Filename & alt tags

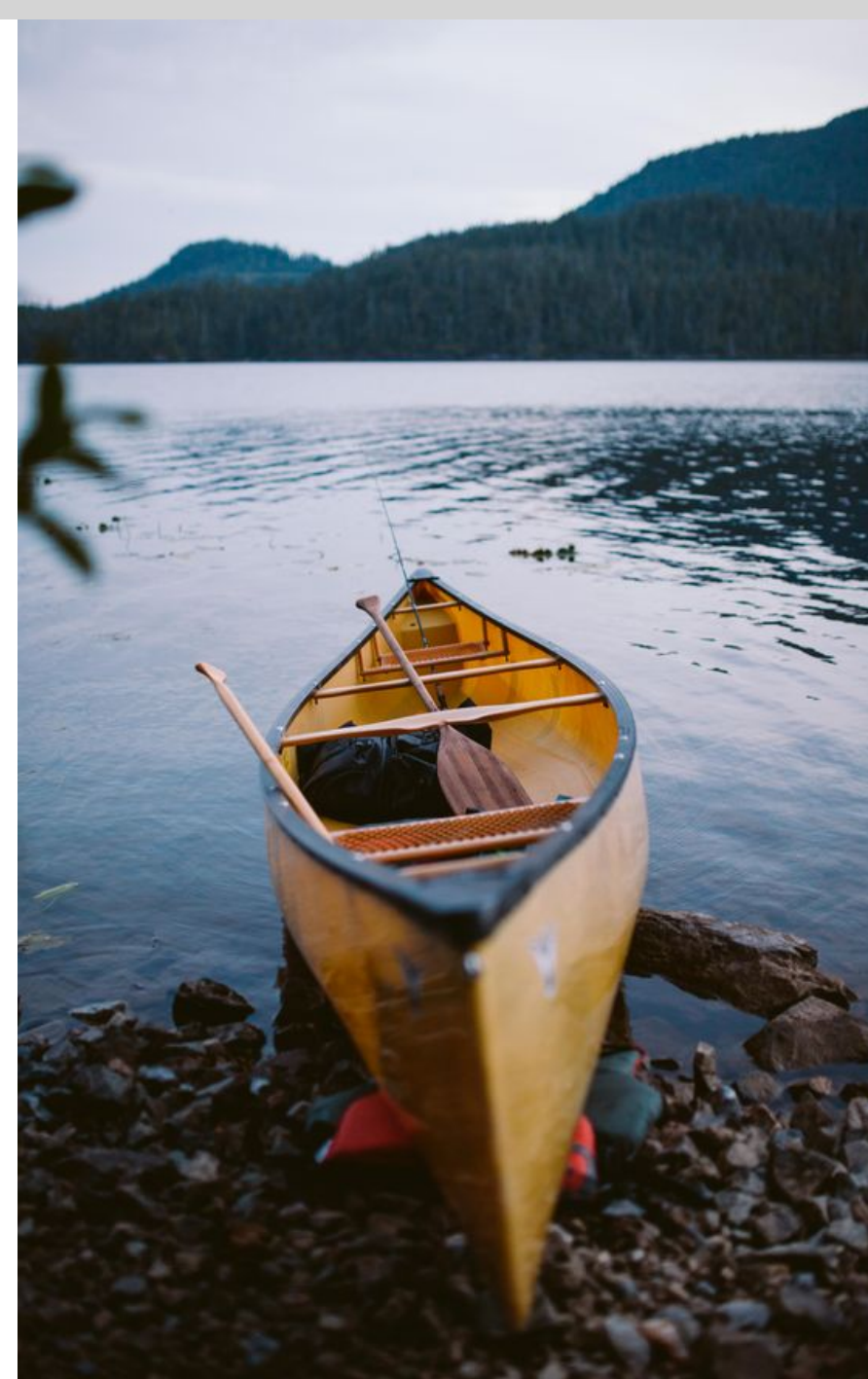
*canoeing-on-buttle-lake.jpg*

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OG Tags

For ease of social sharing

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# A GUIDE TO EVALUATING MOCK UPS

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- 1 Do the visuals serve the need/intent of the page (e.g. show stopper hero, informative moment)?
- 2 Can you facilitate the visual reconnaissance (e.g. UGC galleries with locations or booking CTAs, owned assets marked with location)?
- 3 Does it allow for ease of switching visuals (seasons, themes, etc.)?
- 4 Can the content & visuals flow together, to complement each other?
- 5 Can we streamline the image upload process (e.g using a CDN or plugin)?
- 6 Do the visuals encourage flow to new pages or conversion?
- 7 Can you tell your brand story in all formats?

# WHAT'S COMING IN VISUAL OPTIMIZATION?

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**VISUAL  
SEARCH**

**GOOGLE  
SHOPPING  
REDESIGN**

**WANT SOME  
HOMEWORK?**

**CONDUCT  
A MOBILE  
AUDIT**

**SPRUCE  
UP THOSE  
KEYSTONE  
PAGES &  
BLOG POSTS**

**START BY OPTIMIZING YOUR  
POORLY PERFORMING ORGANIC  
PAGES, THEN FOLLOW WITH  
VISUALS**

**DOUBLE  
CHECK YOUR  
OPEN GRAPH  
TAGS**

**KEEP LEARNING  
WITH GOOGLE  
PRIMER**

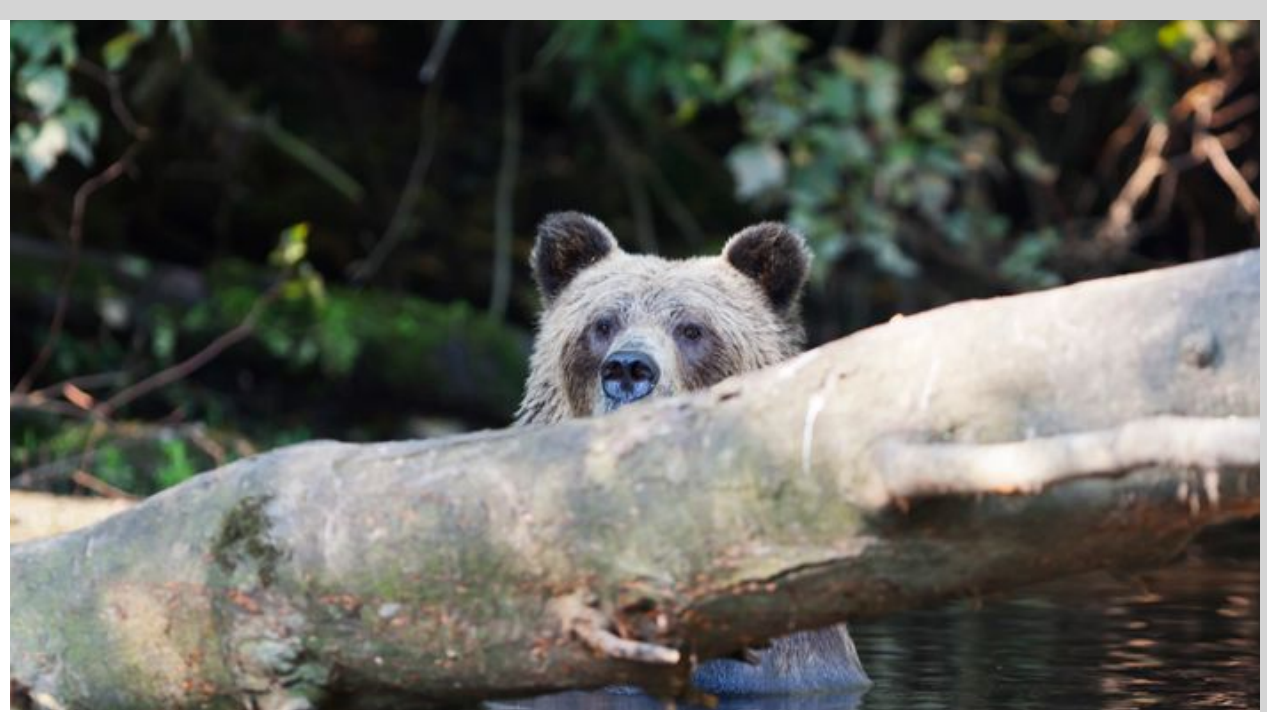
# VANCOUVER ISLAND ROAD TRIPS

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<https://vancouverisland.travel/pacific-marine-circle-route>



- Let's optimize together



**THANK YOU**