



**WORDCAMP**  
LISBOA 2023

# Using Social Media for Website SEO

Michelle Burnett

HONEYMOON  
*always*

# Goal

My goal is to broaden how you think about social media for your website or business, and to provide some inspiration for how you might use social media to amplify website SEO.



# A bit about me



# Hi, I'm Michelle!



WORDCAMP  
LISBOA 2023



# About our business

HONEYMOON  
*always*

Home

Experiences

Destinations

Travel Planning

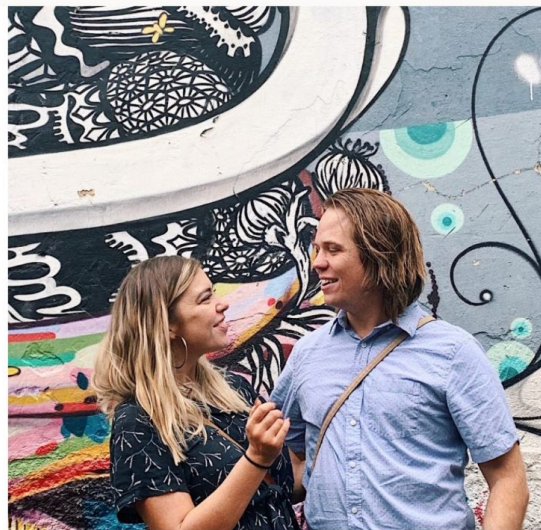
About Us



Hi, We're Dan & Michelle!

The Honeymoon isn't over until you say it is. We help you plan amazing travel experiences that can bring couples closer together. Whether you are planning a honeymoon, destination wedding, a couples trip, or even some alone time during a family vacation, we help you Honeymoon Always.

MORE ABOUT US



48



Need any help? 🙋



All-Inclusive Getaways



WORDCAMP  
LISBOA 2023

# Growing on Social Media

honeymoonalways

554 Posts 14.7K Followers 1,048 Following

Michelle & Dan Couples Travel Bloggers  
Full-time travel bloggers living in Lisbon, Portugal  
Travel inspo, adventure, & life abroad  
Book your next trip! 📌  
Featured in Newsweek, Yahoo! & MSN

[linktr.ee/honeymoonalways](https://linktr.ee/honeymoonalways)

Followed by

Following Message Contact +

NYC Bangs Lisbon recs Travel tips... Back in 1

6 DAY LISBON ITINERARY  
EVERYWHERE WE'VE BEEN IN 6 MONTHS

Home Search Add Post Activity Profile

Honeymoon Always

**Honeymoon Always**  
@HoneymoonAlways 10K subscribers 70 videos  
We're Dan and Michelle, the owners of HoneymoonAlways.com. We left our corporate jobs,...

Subscribed

HOME VIDEOS SHORTS PLAYLISTS

Latest Popular

**WE'RE MOVING!**  
Our Impressions After 6 Months In Portugal (And Why...  
17:32 94K views · 1 year ago

**GIVING UP ON PORTUGAL?**  
Why some people are LEAVING Portugal | 5 things t...  
16:36 65K views · 8 months ago

Home Shorts Add Subscriptions Library

Honeymoon Always | Travel Bl...

@honeymoonalways\_

216 Following 5833 Followers 1.3M Likes

Message

Honeymoon travel bloggers 🇵🇹 living in Portugal  
Info@honeymoonalways.com  
[Linktr.ee/honeymoonalways](https://linktr.ee/honeymoonalways)  
Q&A

Grid of 9 video thumbnails:

- Pinned: Favorite comments on our viral video
- Pinned: Have you ever tried meat sushi??
- Pinned: What is this? Lagos, Portugal
- We went to EVERY SANDALS RESORT
- CRUISE SHIPS IN PORTUGAL
- Swimming with pigs

# Content Strategy Shift



# YouTube Strategy Shift

The screenshot shows the YouTube channel page for 'Honeymoon Always'. At the top is a search bar and navigation icons. The banner image features a man and a woman in front of a colorful mural. The channel name 'Honeymoon Always' is displayed with 9.95K subscribers and 69 videos. Below the name are navigation tabs for HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The 'VIDEOS' tab is selected, showing a grid of four video thumbnails with their titles and view counts.

Search

tb

Instagram

**Honeymoon Always**  
@HoneymoonAlways 9.95K subscribers 69 videos  
We're Dan and Michelle, the owners of HoneymoonAlways.com. We left ou... >

Customize channel Manage videos

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Latest Popular

**WE'RE MOVING!**  
Our Impressions After 6 Months In Portugal (And Why We're Moving)  
93K views • 1 year ago

**GIVING UP ON PORTUGAL?**  
Why some people are LEAVING Portugal | 5 things that can cause...  
65K views • 8 months ago

**LISBON VS. PORTO**  
Lisbon VS Porto | Which city is better?  
55K views • 1 year ago

**D7 VISA APPLICATION APPROVED**  
Our D7 Visa Application Start to Finish (Approved!) | Moving to...  
42K views • 1 year ago



# The Ultimate Caribbean Honeymoon Tour



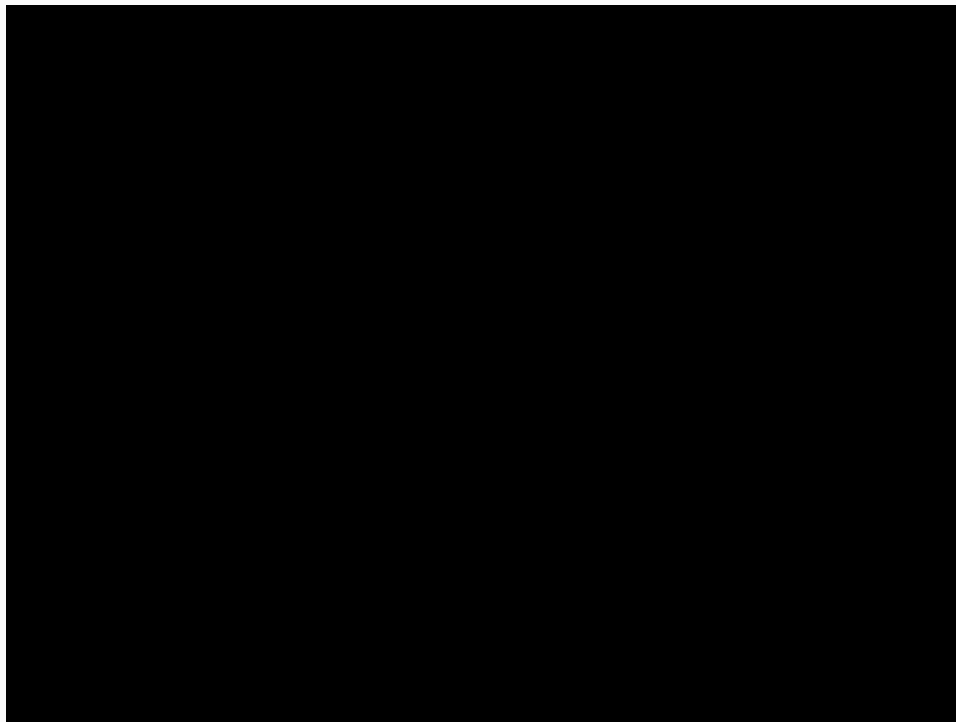
# Going Viral



# The Incident

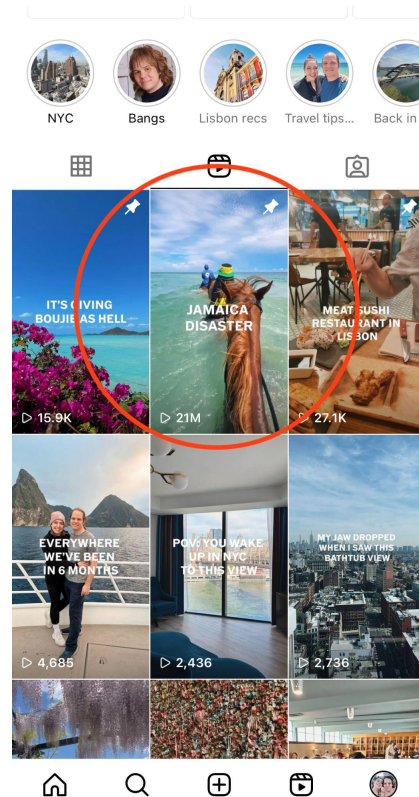
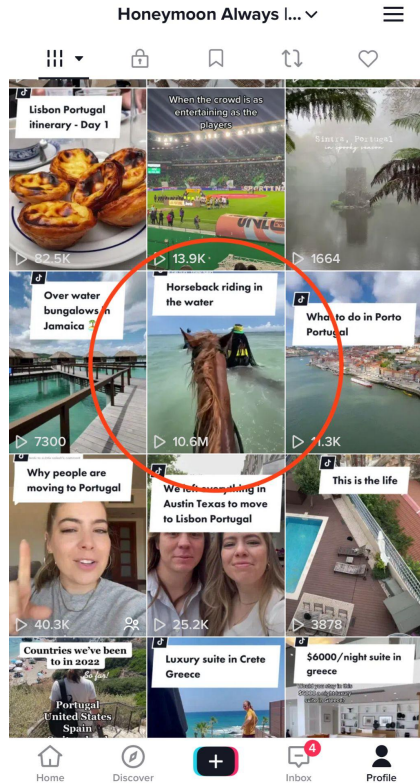


# The Video

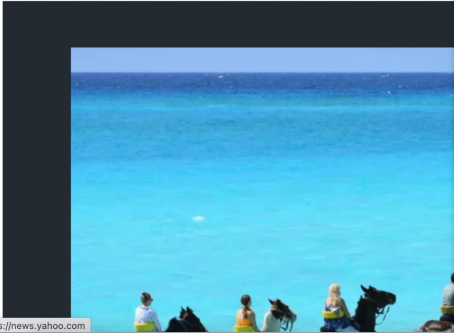




# Going Viral



## Couple's Horseback Riding Trip in Jamaica Wrong but We Can't Stop Laughing



https://news.yahoo.com

newsweek 90

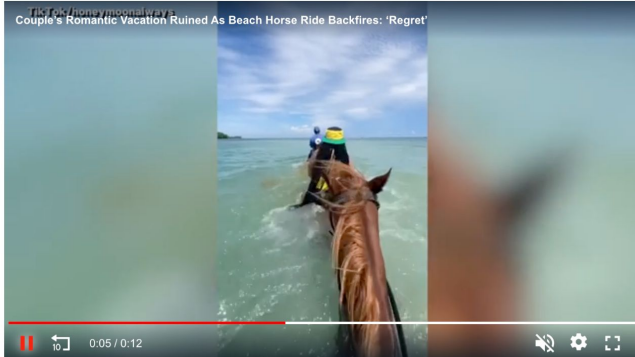
TRAVEL

## Couple's Romantic Vacation Ruined as Beach Horse Ride Backfires: 'Regret'

BY JACK BERESFORD ON 9/22/22 AT 9:23 AM EDT

Pause

Couple's Romantic Vacation Ruined As Beach Horse Ride Backfires: 'Regret'



0:05 / 0:12

Share

f t in e r

Local News Local Science Technology Crime Politics

## ding Trip in Jamaica Goes e Can't Stop Laughing

g in the water.



# Backlinks

**Newsweek**

**yahoo!**

 **msn**

**PetHelpful**



# So what does this do for us?

This increases Google's perception of our website's authority, so our articles are more likely to show up higher in organic search.





# TAKEAWAYS:

- Going viral on social media sounds great, but it doesn't always translate to long-term business success, or money.
- If you do happen to go viral, turning it into PR and backlinks is ideal
- One note: Even though our video has more views on Instagram, and we have a bigger community on Instagram, all our news coverage came from TikTok. So, if you're not on tiktok yet, I'd recommend it!



# Non-viral content for SEO



# Using non-viral content for SEO

The screenshot shows the YouTube channel page for 'Honeymoon Always'. At the top, there is a search bar and navigation icons. The channel banner features a couple in front of a graffiti wall. The channel name is 'Honeymoon Always' with 10K subscribers and 70 videos. Below the name are navigation tabs for HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The 'VIDEOS' tab is selected, showing a grid of four video thumbnails. Each thumbnail includes a title, a duration, and a view count with the time it was posted.

Search

tb + 🔔 👤

Instagram H d

**Honeymoon Always**  
@HoneymoonAlways 10K subscribers 70 videos  
We're Dan and Michelle, the owners of HoneymoonAlways.com. We left ou... >

Customize channel Manage videos

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT 🔍 >

Latest Popular

**WE WENT TO EVERY SANDALS RESORT**  
 28:12  
Which Sandals Resort is BEST? | We visited ALL 16 to help you pick...  
677 views • 2 days ago

**THIS IS PARADISE!**  
 8:57  
Our FAVORITE Sandals Resort so far?? Sandals Regency La Toc in...  
7.4K views • 2 months ago

**WHICH IS BEST?**  
 8:05  
Sandals Royal Bahamian vs Sandals Emerald Bay | Which Sandals Reso...  
8.1K views • 4 months ago

**RANKING EVERY SANDALS IN JAMAICA!**  
 17:43  
Which Sandals Resort in Jamaica is BEST? | We visited EVERY Sandals...  
27K views • 4 months ago

# Using non-viral content for SEO

## Sandals Regency La Toc Review: Our Honest Honeymoon Review

Last updated: April 30, 2023

We have visited every Sandals Resort, and in this review, we will be sharing why we love Sandals Regency La Toc and why this resort may or may not be the **best Sandals Resort** for you.

### Prefer to Watch our Sandal Regency La Toc Review?



### Hi! We're Dan & Michelle

Whether it is at a luxury resort or a **cozy cabin**, we are here to make **planning your next trip** easier.

Need any help?

### Check Out Our Latest

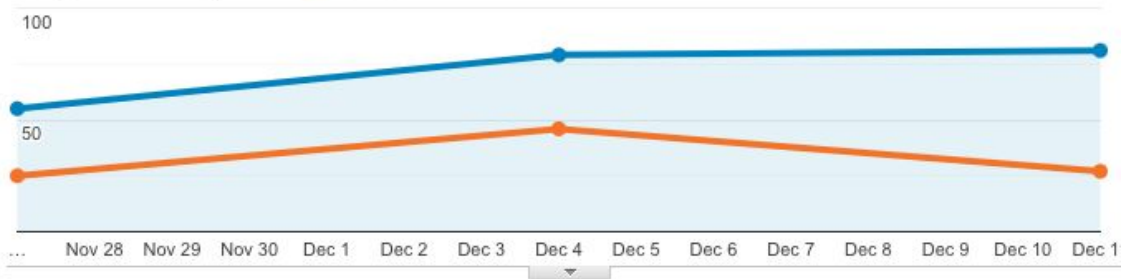
Video



# Results

Nov 27, 2022 - Dec 17, 2022: ● Sessions

Nov 6, 2022 - Nov 26, 2022: ● Sessions



Primary Dimension: **Landing Page** Source Keyword Other ▾

Plot Rows		Secondary dimension ▾		advanced	Grid	Chart	Filter	Settings
Sort Type: Default ▾		Acquisition			Behavior			
Landing Page ?		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?			
		119.39% ↑	14.54% ↑	151.28% ↑	81.77% ↓			



# Results

Oct 9, 2022 - Nov 5, 2022: ● Sessions

Sep 11, 2022 - Oct 8, 2022: ● Sessions



Primary Dimension: **Landing Page** Source Keyword Other ▾

Plot Rows Secondary dimension  advanced 📊 📅 ☰ 🔍 ⌵ ⌵

Sort Type: Default ▾

Landing Page ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	161.34% ↑	8.87% ↑	184.52% ↑	84.69% ↓



**Which social platform  
should you focus on?**



# YouTube

- Great for search, increasing brand awareness, and improving website authority when video is embedded
- It has the biggest long-term payoff
- It takes the most time to create quality content for this platform, and has the biggest learning curve

## Recommendation:

- If you're just getting into YouTube content, take time learning SEO, thumbnail optimization, and make sure you're providing real value (not just pretty footage)





# TikTok

- This is where the fastest growth is, and the biggest opportunity to go viral
- This is where news sites are crawling for content, which can lead to quality backlinks
- Linking customers to an external site is clunkier on this platform, so we are careful about what we post here vs. YouTube

## Recommendation:

- The best way to get better on TikTok is practice. Be a user of the platform, as TikTok kind of has its own language to understand



# Instagram & Facebook

- Both are good for marketing, branding, and fostering community and authority
- Most content is not long-lasting
- Not terribly great for long-term SEO
- Some people have success convert traffic manually through these platforms, but we haven't done that personally



# Final thoughts



**There are many  
ways to create  
business value  
with social media**



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LISBOA 2023**



**Thanks!**  
**Any questions?**

**Michelle Burnett**

Media & Content

@honeymoonalways

info@honeymoonalways.com

www.honeymoonalways.com

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