



**/ VI ГОДИШНА КОНФЕРЕНЦИЯ
НА TRAVEL ACADEMY**

**// КАК ДА ПРЕБОРИМ В SERP 500
ХОТЕЛА ЗА 1 ГОДИНА**

Nikola Minkov / CEO at Serpact Ltd.



/ Съдържание

// Кое е най-важното?

- Какво е SERP?
- Коя е нашата аудитория?
- Каква стратегия е подходяща за нашия хотел?
- Как да я реализираме?
- Как да проследим дали е успешна?

/ За Serpact

// Кой сме ние?

- Над 80 международни сертификата
- Над 40 лекции в България
- Над 10 лекции в чужбина
- Над 15 годишен опит
- Над 20 интервюта в български и международни медии
- Единствената българска SEO агенция с презентация на събитие на Google
- Единствената агенция с акредитация от Stone Temple (най-добрата агенция за SEO и Content Marketing в САЩ за 2018 и 2019)

/ Serpact team



/ Сертификат




/ Google





/ Case Study.

- 343.60% ПОВЕЧЕ ОРГАНИЧЕН ТРАФИК
 - 603.65% ПОВЕЧЕ ПРЕГЛЕДИ НА СТРАНИЦИ
 - 315.94% ПОВЕЧЕ НОВИ ПОСЕТИТЕЛИ
 - 35.42% ПОВЕЧЕ СР. ВРЕМЕ НА СТРАНИЦА
 - 29.60% ПОДОБРЯВАНЕ НА ПРОЦЕНТ НА ИЗЛИЗАНЕ
 - 5132 ПРЕПРАТКИ ПРИВЛЕЧЕНИ
 - 44 РЕЙТИНГ НА ДОМЕЙНА В АНREFS
 - 39 URL РЕЙТИНГ НА АНREFS
- 



/ Case Study..

ИНДИВИДУАЛНИ НОЩУВКИ ОТ 4К **НА + 6.5K**

ROI: 3,875.64%

ЛИНК КЪМ CASE STUDY: SERP.AC/CASE-STUDY-LB





/ Какво е **SERP**?

// АКО НЕ ЗНАЕТЕ, НАУЧЕТЕ ГО СЕГА!



/НО..






Source: <https://www.whichplm.com/5g-the-next-generation/evolution-mobile-phones/>



/ Обаче..

// СЛЕДИМ ЛИ РЕАЛИЗАЦИИТЕ / LAST CLICK!?

68% моб. трафик 
24% десктоп трафик 
8% таблети 



/ Desktop

Hotels near New York, NY About these results ⓘ

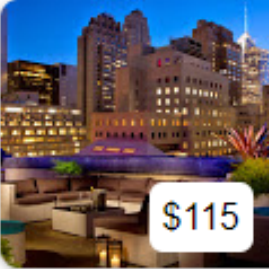
Mon, Mar 25 Tue, Mar 26 2

TOP CHOICES
Based on your search, prices & quality

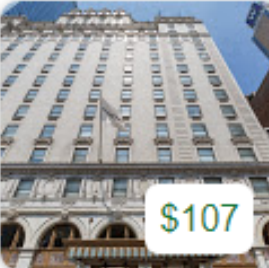
GUEST FAVORITES
Rated 4.0+

BUDGET OPTIONS
Lowest-priced hotels

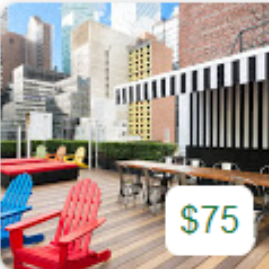
LUXURY
4-star



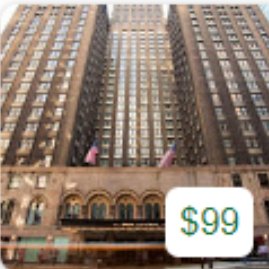
The Roosevelt Hotel
3.7 ★★★★★ (4,490)
Free Wi-Fi
\$115




Paramount Hotel
3.4 ★★★★★ (3,162)
19% less than usual
\$107 **DEAL**



Pod 51 Hotel
4.0 ★★★★★ (1,846)
20% less than usual
\$75 **DEAL**



Park Central Hotel New York
4.0 ★★★★★ (2,814)
36% less than usual
\$99 **GREAT DEAL**



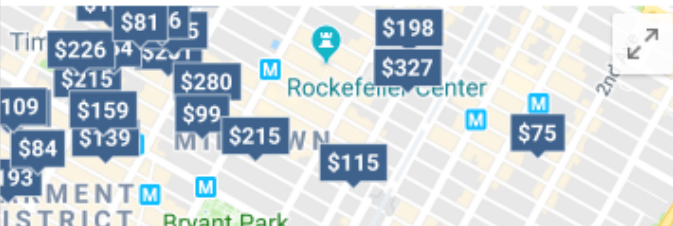
Map showing hotel locations and prices in New York City. Key landmarks include The Frick Collection, Central Park Zoo, Carnegie Library, The Museum of Modern Art, Rockefeller Center, Chrysler Building, United Nations Headquarters, and Empire State Building. Prices range from \$67 to \$499.

[View 1,262 hotels](#)



/ Mobile

Hotels near New York, NY



New York City 2

Mon, Mar 25 Tue, Mar 26

0 \$700+

Brands Deals MORE FILTERS

The Roosevelt Hotel
3.7 ★★★★★ (4,490)
4-star hotel
Free Wi-Fi
\$104

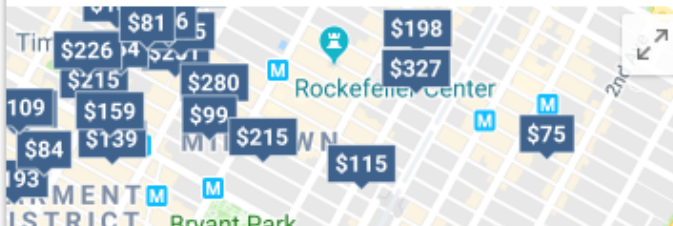
Paramount Hotel
3.4 ★★★★★ (3,162)
4-star hotel
Free Wi-Fi
\$81

Pod 51 Hotel
4.0 ★★★★★ (1,846)
3-star hotel
DEAL 20% less than usual
\$75

About these results ⓘ

View 1,262 hotels

Hotels near New York, NY



New York City 2

Mon, Mar 25 Tue, Mar 26

0 \$700+

Brands Deals MORE FILTERS


The Roosevelt Hotel
3.7 ★★★★★ (4,490)
4-star hotel
Free Wi-Fi
\$104

Paramount Hotel
3.4 ★★★★★ (3,162)
4-star hotel
Free Wi-Fi
\$81

Pod 51 Hotel
4.0 ★★★★★ (1,846)
3-star hotel
DEAL 20% less than usual
\$75

About these results ⓘ

View 1,262 hotels



Банско 2

ср, 24.04 сб, 27.04

0 лв. 300 лв.+

Сортиране по ОЩЕ ФИЛТРИ

Apart Hotel Lucky Bansko SPA...
4,7 ★★★★★ (1 041)
Хотел с 5 звезди
Безплатен Wi-Fi
130 лв.

Grand Hotel Bansko
4,2 ★★★★★ (1 482)
Хотел с 4 звезди
В стаите има климатик и централно ...
144 лв.

Trinity Residence Bansko
3,5 ★★★★★ (144)
Безплатен Wi-Fi
96 лв.

Всичко за тези резултати ⓘ

Преглед на 504 хотела



/ Въпросът е...

// КОЛКО ОТ ВАС СА РАЗГЛЕЖДАЛИ:

- ФИЛТЪР
- ДАТИ
- ДЕСТИНАЦИЯ
- СОРТИРАЙ ПО
- ОФЕРТИ



/ Скрито..

ДЕСТИНАЦИЯ ДАТИ **ФИЛТРИ**

ЦЕНА НА НОЩУВКА

0 lev Над 300 lev

МИНИМАЛНА ОЦЕНКА ОТ ГОСТИ

★ 0,0

ОФЕРТИ

Всички цени Само оферти

ТИП НАСТАНЯВАНЕ

Hoteli Ваканционни помещения под наем

КАТЕГОРИЯ НА ХОТЕЛА

С 2 звезди
Само най-основното

С 3 звезди
Удобство и качество

С 4 звезди
Много екстри

С 5 звезди
Отлично обслужване

УДОБСТВА

504 места

ПОВТОРНО ЗАДАВАНЕ **ГОТОВО**

УДОБСТВА

Безплатен Wi-Fi Фитнес център

Безплатна закуска Подходящо за деца

Безплатен паркинг Приемат се домашни любимци

С климатик Басейн

Бар Ресторант

504 места

ПОВТОРНО ЗАДАВАНЕ **ГОТОВО**



/ Промоция..

Банско Вход

РАЗГЛЕЖДАНЕ ПОЛЕТИ ХОТЕЛИ ВАК

Банско

пн, 22.04 | ср, 24.04

0 lev | Над 300 lev

Оферти 2 Сортиране

4 МЕСТА ЗА ОТСЯДАНЕ

За вашите дати са налице и **Ваканционни помещения под наем**

ОФЕРТА 143 лв.
16% по-малко от обикновено

Apart Hotel Lucky Bansko SPA & R...
4,7 ★★★★★ (1 042) · Хотел с 5 звезди

В стаите има климатик, централно отопление, вентилатори, телевизор, интернет, балкон, гледна точка.

Повече

СПИСКЪК КАРТА

ОФЕРТА 143 лв.
16% по-малко от обикновено

Apart Hotel Lucky Bansko SPA & Relax
4,7 ★★★★★ (1 042) · Хотел с 5 звезди

ОБАЖДАНЕ УПЪТВАНИЯ УЕБСАЙТ КОПИРАНЕ НА ВРЪЗКАТА

РЕЗЕРВИРАНЕ НА СТАЯ

ОБЩ ПРЕГЛЕД ЦЕНИ ОТЗИВИ МЕСТОПОЛОЖЕНИЕ

★ Най-високо оценени | ❤️ Луксозна атмосфера | 👨‍👩‍👧‍👦 Популярно сред семействата

Реклами Проверка за свободни места

Регистриране Напускане

пн, 22.04 | ср, 24.04 | 2

Amoma.com 143 лв. >
Общо за нощувка

Безплатен паркинг | Безплатен Wi-Fi | Отлична закуска

Отлично обслужване | С климатик | Фитнес център

← Apart Hotel Lucky Bansko SPA & Relax

ОБЩ ПРЕГЛЕД ЦЕНИ ОТЗИВИ МЕСТОПОЛОЖЕНИЕ

Регистриране Напускане

пн, 22.04 | ср, 24.04 | 2

Реклами Най-добрите цени за нощувка при престой от Престой от 2 нощувки

Amoma.com

FindHotel

Тези реклами са въз основа на текущите ви думи за търсене.
Цените са обществените тарифи, предлагани от партньорите ни за показаните дати. [Научете повече за цените](#)
Освен ако няма посочени дати, избираме показаните въз основа на наличността на



/ Съществува и друг SERP..



/ МА ОТ КАДЯ НА КАДЯ..



Source: <https://www.youtube.com/watch?v=8ZJHD7GECuM>



/Там..



Source: <https://www.traveltripper.com/blog/the-state-of-seo-in-2018-what-hotels-need-to-know/>



/И там..

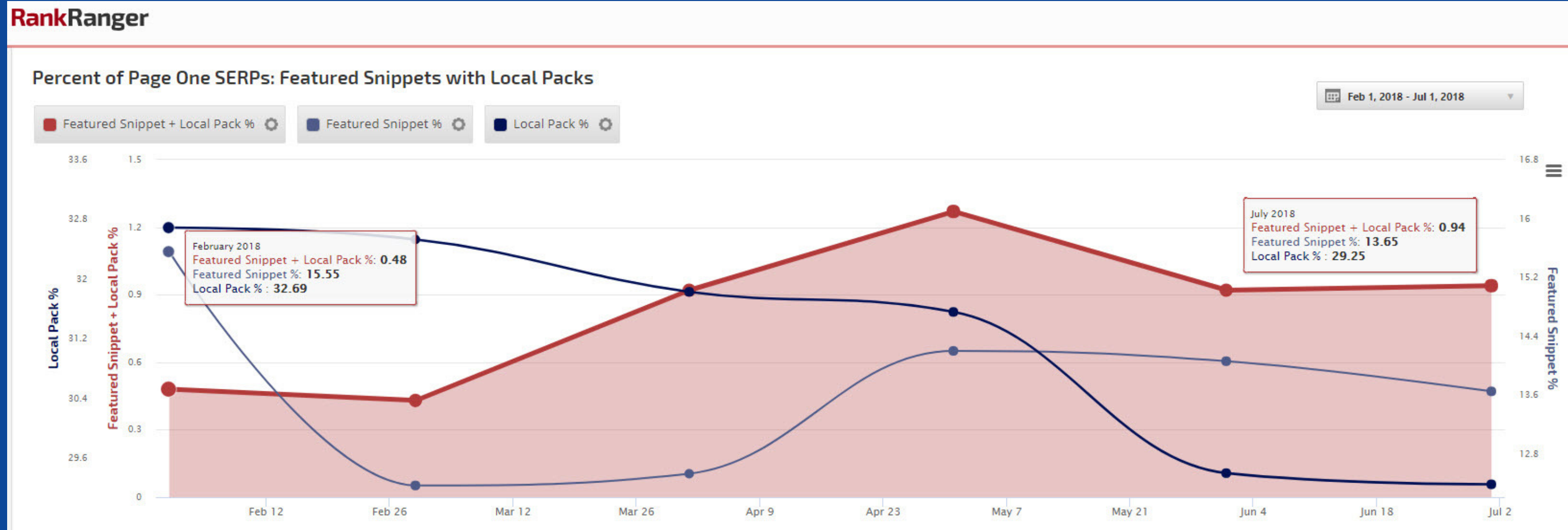
The image displays two side-by-side screenshots of Google search results for the query "towing companies san francisco". Both screenshots show a list of sponsored ads for towing services in San Francisco, with various click-through rates (CTR) displayed on the right side of each ad. The left screenshot shows a list of ads with CTRs ranging from 1.3% to 10.9%. The right screenshot shows a similar list but with a map view and different CTRs, including a prominent 27.1% for a "Best Towing company in San Francisco, CA - Yelp" ad.

Ad Title	CTR
Salazar Automot...	5.8%
Calderon Tow & ...	4.6%
Toro Road Runner	7.9%
San Francisco Towing Services Less Than 30m Arrival	10.9%
Jose's Towing Accident Towing google.com	3.1%
Ted & Al's Towing	2.3%
Golden Gate Tow Inc	9.8%
Ted & Al's Towing	8.6%
Atlas Towing	1.3%
Best Towing company in San Francisco, CA - Yelp	23.6%
Best Cheap towing in San Francisco, CA - Yelp	4.8%
San Francisco Towing Services	11.5%
San Francisco Towing Services Less Than 30m Arrival	13.3%
Jose's Towing Accident Towing google.com	3.2%
Ted & Al's Towing	2.7%
Golden Gate Tow Inc	12.5%
Ted & Al's Towing	12.5%
Atlas Towing	3.4%
Best Towing company in San Francisco, CA - Yelp	27.1%
Best Cheap towing in San Francisco, CA - Yelp	8.5%
San Francisco Towing Services	8.9%
San Francisco Towing Service - 415-205-3030 - Towing Downtown	1.1%
B & A Towing Service, Serving San Francisco	1.3%

Source: <https://www.brightlocal.com/learn/local-services-ads-click-study/>



/Данни..



Source: <https://www.rankranger.com/blog/new-local-search-feature-bidding>



/ Къде, кога.

Aparthotel Lucky Bansko / Lucky Bansko Aparthotel
4.7 ★★★★★ (1,041)
5-star hotel

Open 24 hours ▾
Friday hours

More about Aparthotel Lucky Bansko / Lucky Bansko Aparthotel

Apart hotel Lucky Bansko & SPA - five-star hotel #1 in BG
Lucky Bansko

During the winter season Lucky Bansko SPA & Relax offers: Free-of-charge direct transfers to the ski tracks (Shiligarnika) every day from 07:45, 08:30, 09:15, 10:00 and 10:45 hrs. Transfers to the first lift station every 15 min.

Pool and Spa Contacts Rates Lucky Bans

lucky bansko address

All Maps Images News Videos More Settings Tools

About 398,000 results (0.43 seconds)

ul. "Kir Blago Todev" 4, 2770 кв. Глазне, Bansko, Bulgaria
Aparthotel Lucky Bansko / Lucky Bansko Aparthotel, Address

lucky bansko opening time

All Maps News Images Videos More Settings Tools

About 367,000 results (0.46 seconds)

Open 24 hours
Aparthotel Lucky Bansko / Lucky Bansko Aparthotel, Friday hours



/ Къде, кога..

Google

All Maps News Images More Settings Tools

About 407,000 results (0.39 seconds)

Opening and Closing Dates Borovets Open

Season	Opening	Closing
Dates		
18/19	12/15/2018	04/14/2019 (estimated)
17/18	12/23/2017	04/15/2018
16/17	12/08/2016	04/17/2017

2 more rows

[Borovets Open & Close Dates - UPDATED 2019/20 - SnowPak](https://www.snowpak.com/bulgaria/borovets/opening-dates)
<https://www.snowpak.com/bulgaria/borovets/opening-dates>

About this result Feedback

Google

All Maps News Images More Settings Tools

About 928,000 results (0.46 seconds)

Bulgaria

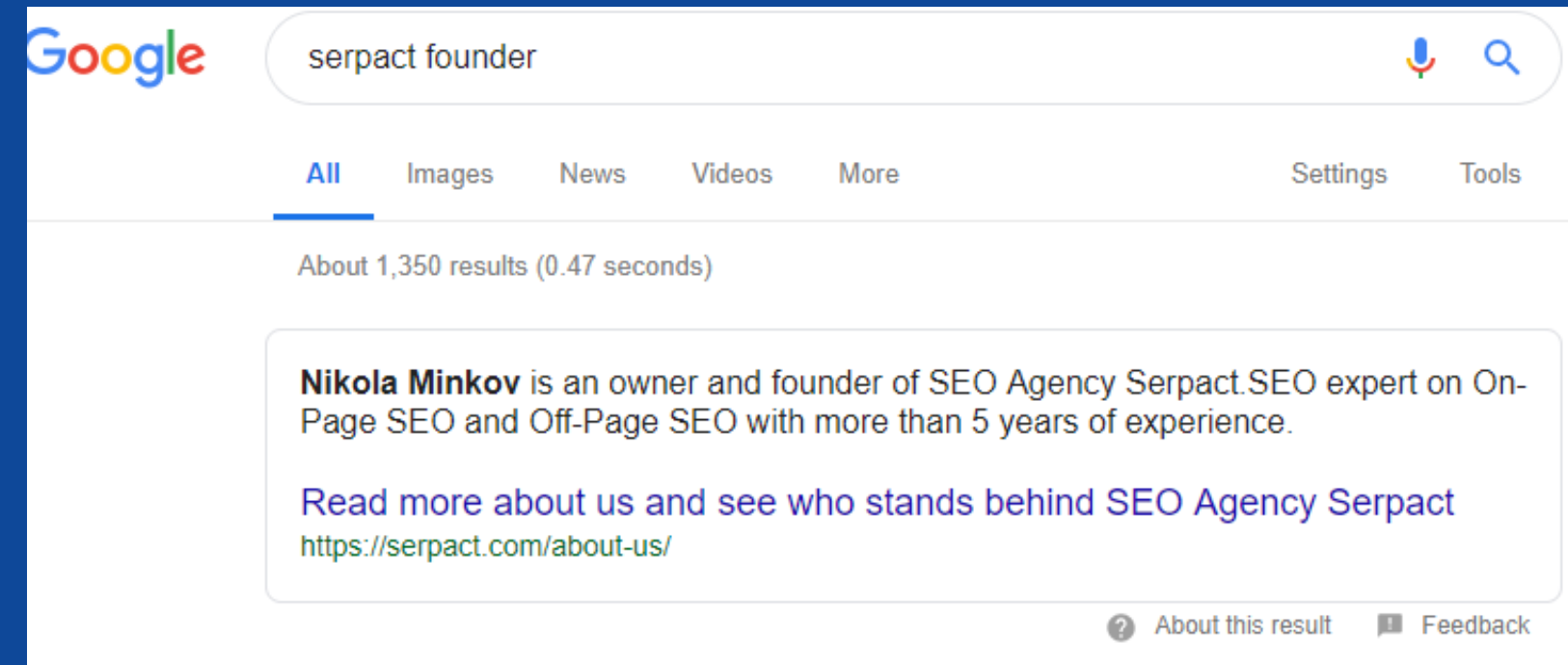
Ski Resort	Opening Date	Closing Date
Borovets	16/12/2018 (estimated)	17/04/2019 (estimated)
Bansko	01/12/2018	07/04/2019

[European Ski Season Dates for 2018/19 | Ski-Lifts](https://www.ski-lifts.com/blog/european-ski-season-dates-2017-18/)
<https://www.ski-lifts.com/blog/european-ski-season-dates-2017-18/>

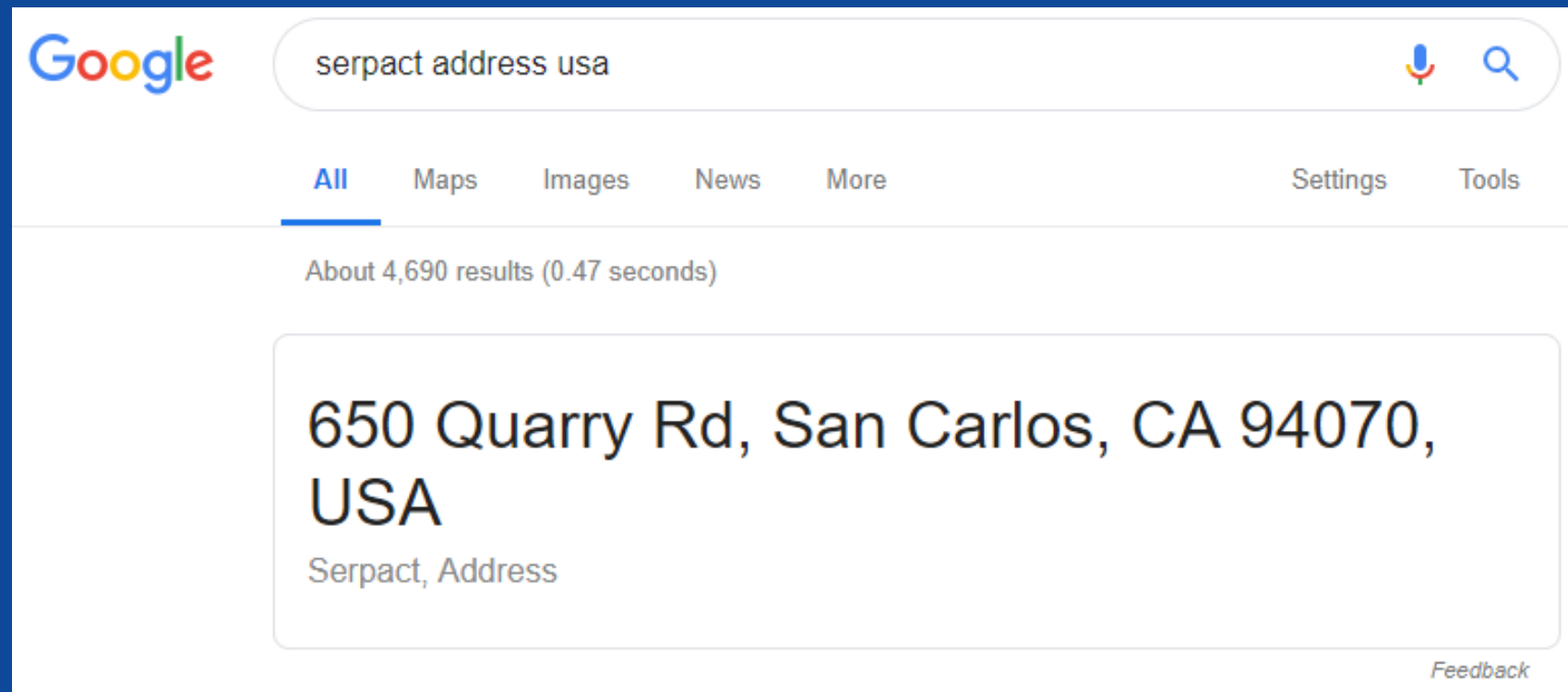
About this result Feedback



/ Къде, кога...



Google search results for "serpact founder". The search bar contains "serpact founder". The results show "About 1,350 results (0.47 seconds)". A knowledge panel for Nikola Minkov is displayed, stating: "Nikola Minkov is an owner and founder of SEO Agency Serpact. SEO expert on On-Page SEO and Off-Page SEO with more than 5 years of experience." Below this, there is a link: "Read more about us and see who stands behind SEO Agency Serpact" with the URL "https://serpact.com/about-us/". At the bottom right of the panel are links for "About this result" and "Feedback".



Google search results for "serpact address usa". The search bar contains "serpact address usa". The results show "About 4,690 results (0.47 seconds)". A knowledge panel displays the address: "650 Quarry Rd, San Carlos, CA 94070, USA". Below the address, it says "Serpact, Address". At the bottom right of the panel is a "Feedback" link.



/ Къде, кога....

A screenshot of a Google search page. The search bar contains the text "serpact phone number usa". Below the search bar, there are navigation tabs for "All", "News", "Maps", "Images", and "More", along with "Settings" and "Tools". The search results show "About 4,120 results (0.57 seconds)". A prominent result is displayed in a white box with a rounded border, containing the phone number "+1 650-264-9616" and the text "Serpact, Phone". A "Feedback" link is visible at the bottom right of the result box.

Google

serpact phone number usa

All News Maps Images More Settings Tools

About 4,120 results (0.57 seconds)

+1 650-264-9616
Serpact, Phone

Feedback

A screenshot of a Google search page. The search bar contains the text "bansko lift opening times". Below the search bar, there are navigation tabs for "All", "Maps", "Images", "News", and "More", along with "Settings" and "Tools". The search results show "About 687,000 results (0.58 seconds)". A prominent result is displayed in a white box with a rounded border, containing the time "8:30AM-4:30PM" and the text "Bansko Gondola Ski Lift, Tuesday hours". A "Feedback" link is visible at the bottom right of the result box.

Google

bansko lift opening times

All Maps Images News More Settings Tools

About 687,000 results (0.58 seconds)

8:30AM-4:30PM
Bansko Gondola Ski Lift, Tuesday hours

Feedback



/ Къде, кога.....

Google search results for "What is there to do in Bansko". The search bar shows the query and the Google logo. Below the search bar are tabs for "All", "Maps", "Images", "News", and "More". The search results show "About 2,650,000 results (0.51 seconds)". A section titled "Things to do in Bansko" features four cards with images and descriptions:

- Vihren**: Towering mountain with chamois & more
- Todorka**: Large mountain with ski slopes
- Bansko Gondola Ski Lift**: Skiing and ski resort
- Kutelo**: High double-peaked mountain summit

At the bottom of the section is a link for "More things to do".

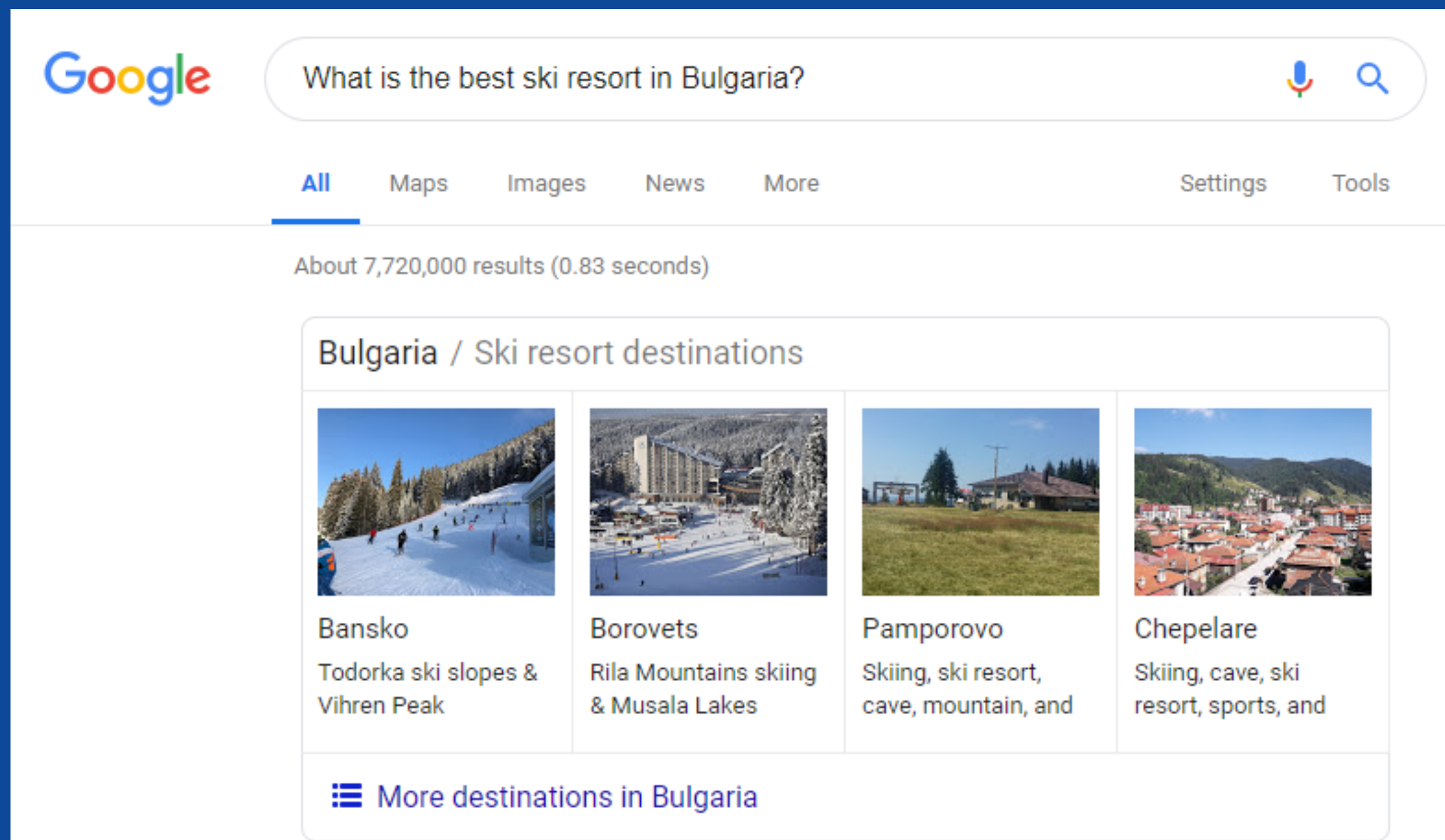
Google search results for "Where do you fly into for Bansko?". The search bar shows the query and the Google logo. Below the search bar are tabs for "All", "Flights", "Maps", "News", "Images", and "More". The search results show "About 712,000 results (0.46 seconds)". A section titled "Nearest Airports to Bansko" contains a table:

	Distance from Bansko	Driving time (approx)
Sofia Airport	99.7 miles	2Hrs 5Mins
Plovdiv Airport	101 miles	2Hrs 40Mins

Below the table is the date "Aug 19, 2016" and a link to "Bansko Airports | Skyscanner's Travel Blog" with the URL <https://www.skyscanner.net/news/airports/nearest-airports-to-bansko-skyscanner>. At the bottom right are links for "About this result" and "Feedback".



/ Къде, кога.....







Google

What is the best ski resort in Bulgaria?

All Maps Images News More Settings Tools

About 7,720,000 results (0.83 seconds)

Bulgaria / Ski resort destinations

 <p>Bansko Todorka ski slopes & Vihren Peak</p>	 <p>Borovets Rila Mountains skiing & Musala Lakes</p>	 <p>Pamporovo Skiing, ski resort, cave, mountain, and</p>	 <p>Chepelare Skiing, cave, ski resort, sports, and</p>
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More destinations in Bulgaria





/ Коя е нашата аудитория?

// МИСЛЕТЕ, ПОЛЕЗНО Е!

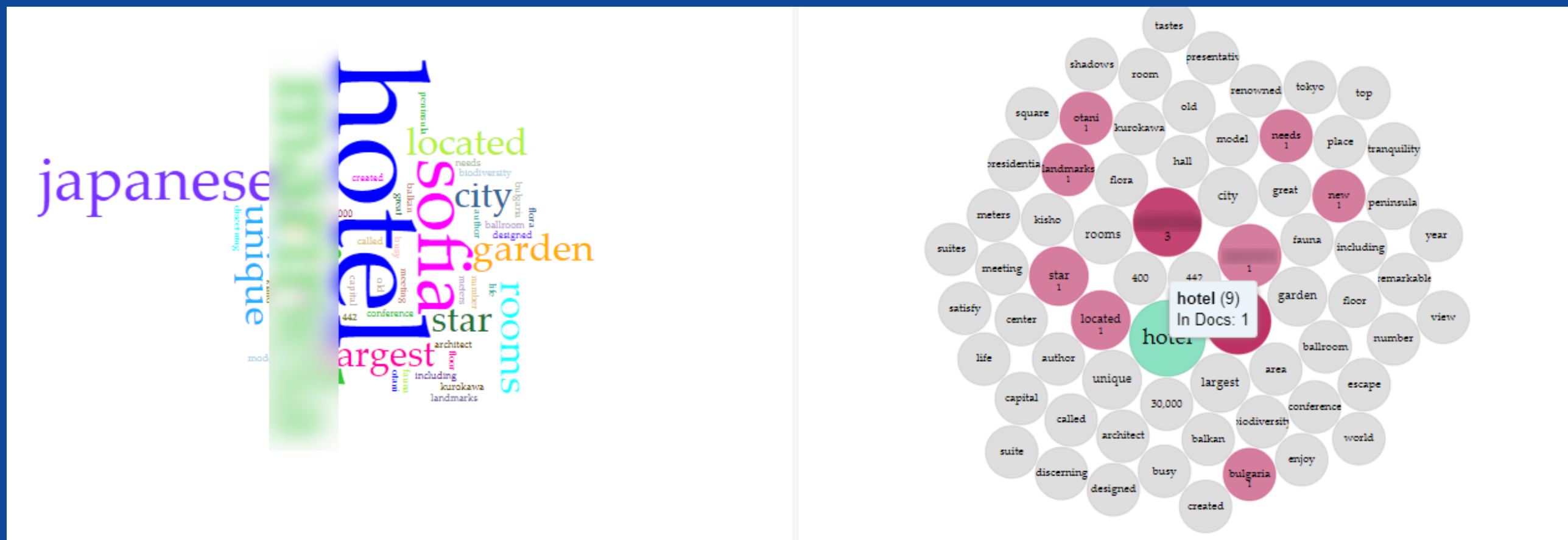
/ Това сме ние...



/ Действительност...



/ хотели, хотел, хотела, хотелите

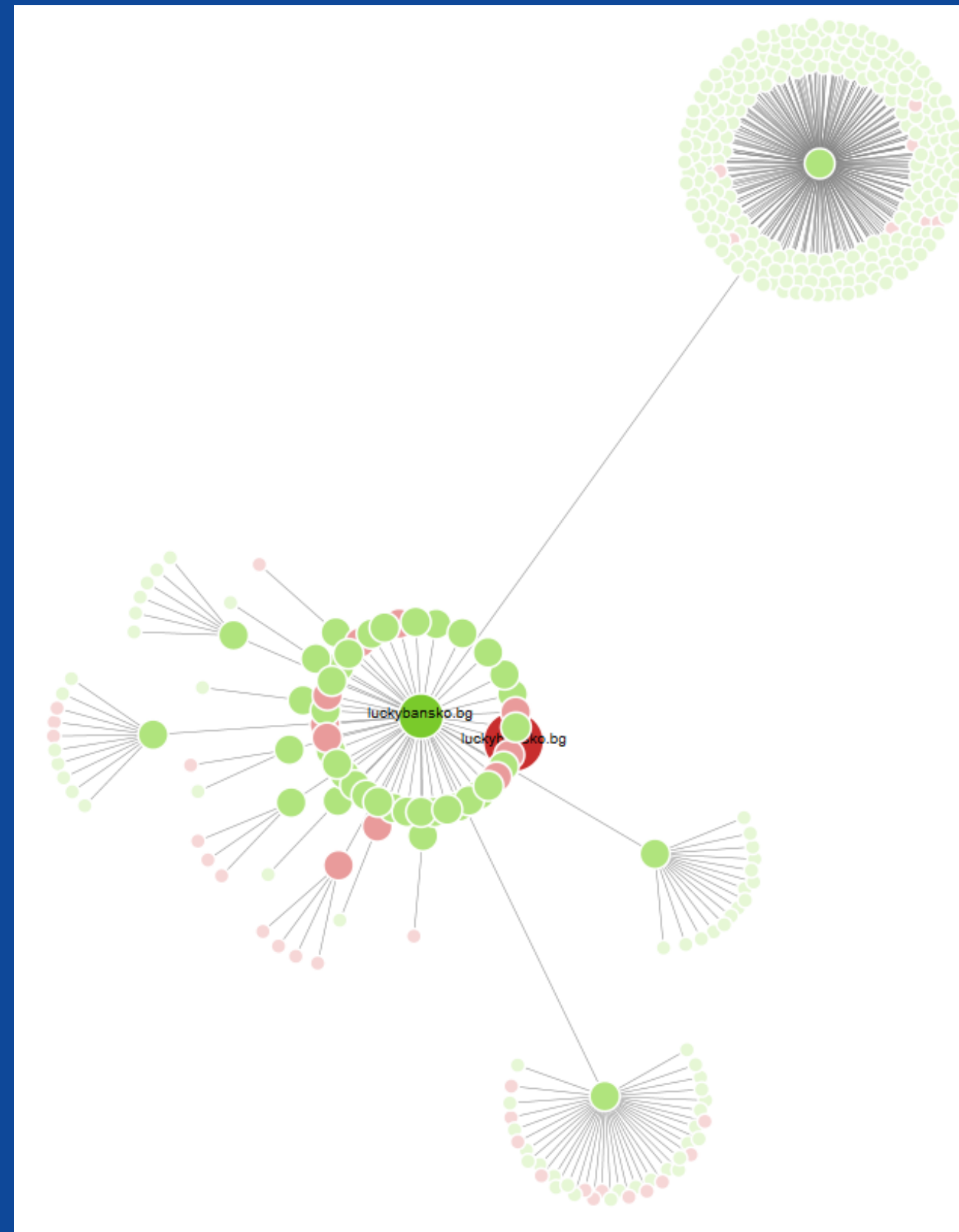


/ Какво търси нашата аудитория?

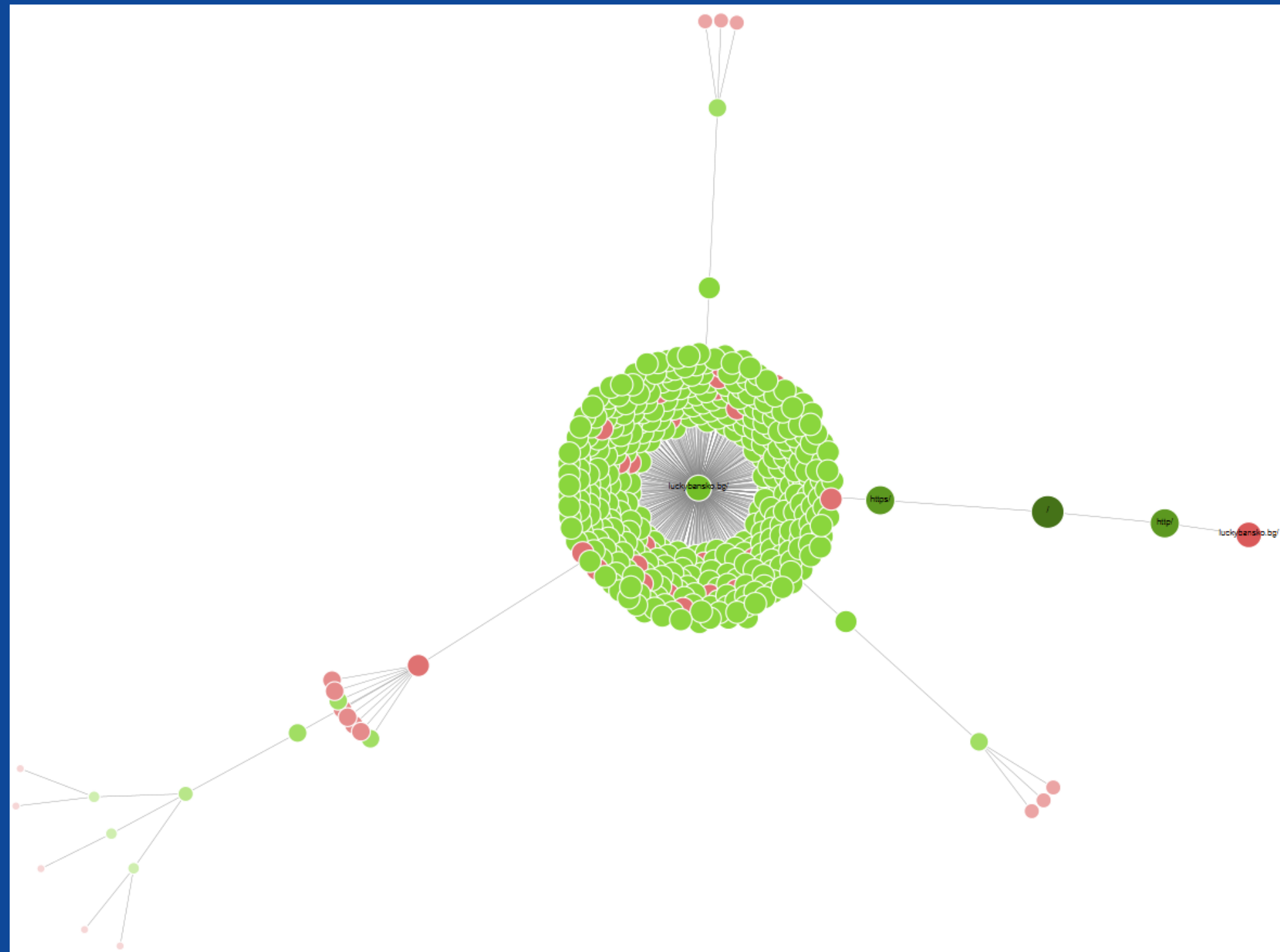
People also ask	
How high is Borovets?	▼
Is Bansko good for skiing?	▼
Where is the best ski resort in Bulgaria?	▼
What is the nearest airport to Bansko?	▼
Is Andorra good for skiing?	▼
Is skiing in Bulgaria any good?	▼
Does Bulgaria have snow?	▼
How many ski resorts are there in Bulgaria?	▼
How long is transfer from Sofia to Borovets?	▼
Which ski resort in Andorra is best?	▼
Is Andorra snow sure?	▼
How much does it cost for a family of 4 to go skiing?	▼
How much does Ski cost?	▼
What is the hottest month in Bulgaria?	▼
How cold does it get in Bulgaria?	▼
Do they celebrate Christmas in Bulgaria?	▼
Does Ukraine celebrate Christmas?	▼
What do you eat on Christmas Eve?	▼
Which countries celebrate Christmas on January 7?	▼
How do I get from Sofia to Borovets?	▼
Which ski resorts have the most snow?	▼
How do I get to Tignes?	▼
Which resort has the most snow?	▼



/ Преди..



/ След..



/ Стратегия..

// От къде да започнем?

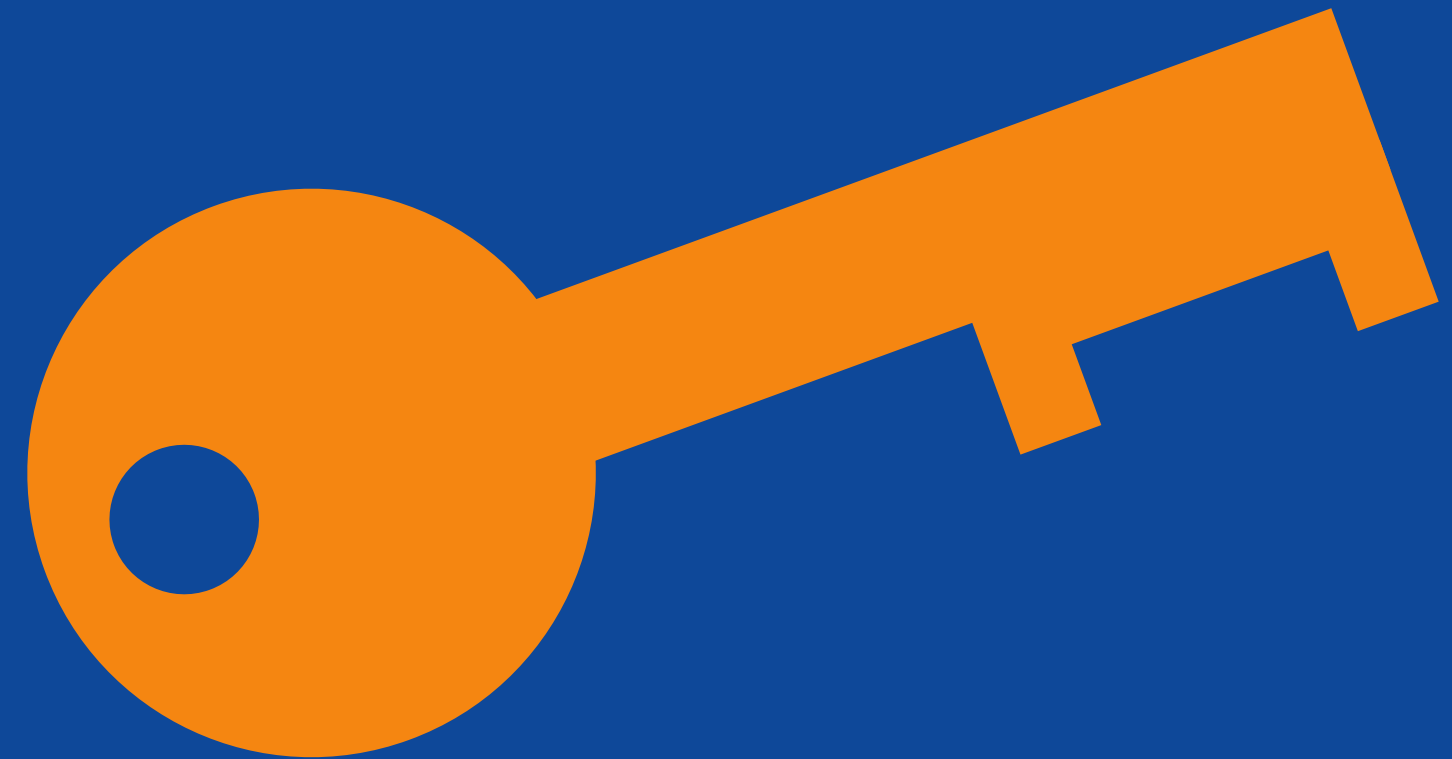
- KWR
- On-Page
- Crawling / Rendering
- Влизате ли изобщо в GSC
- А в GMB
- За GA, знам... знам...
- NAP



/ Стратегия..

// KWR {Keyword Research}

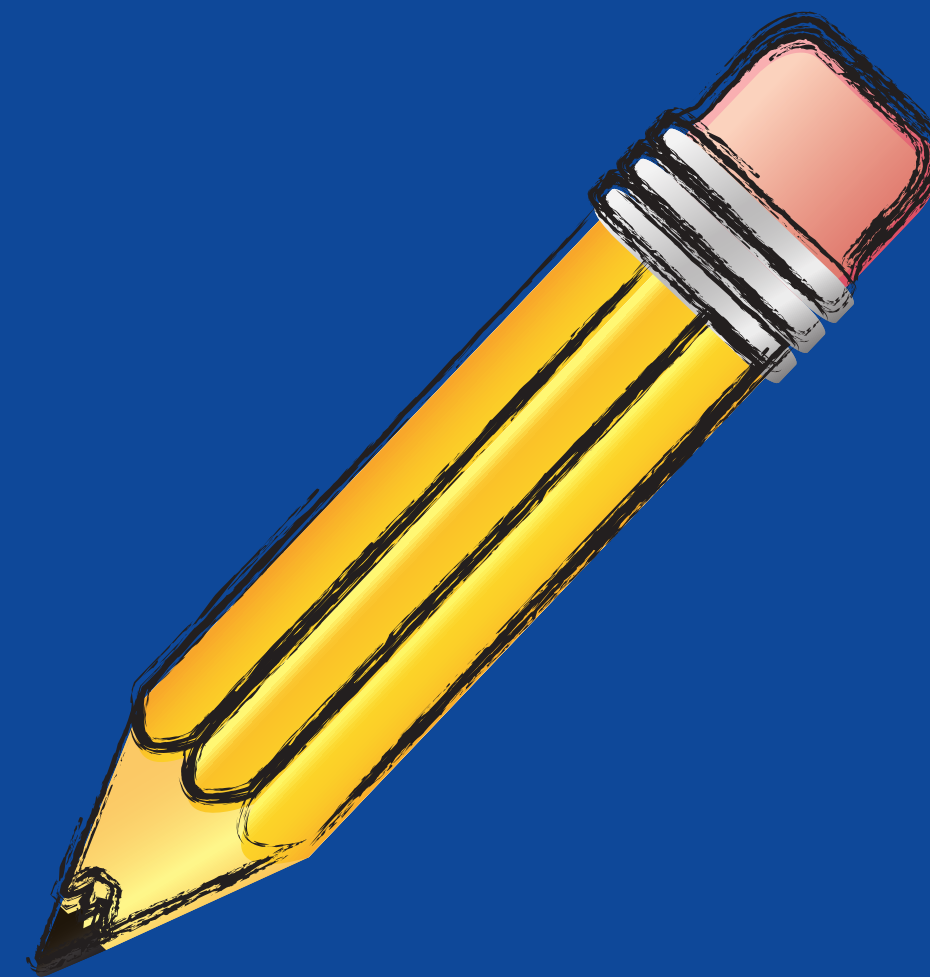
- Групиране на семантични ядра
- Обем търсения
- KD {keyword difficulty}
- CPC cost prediction
- Search Volume
- Search Result Types



/ Стратегия..

// В кой град / област сме?

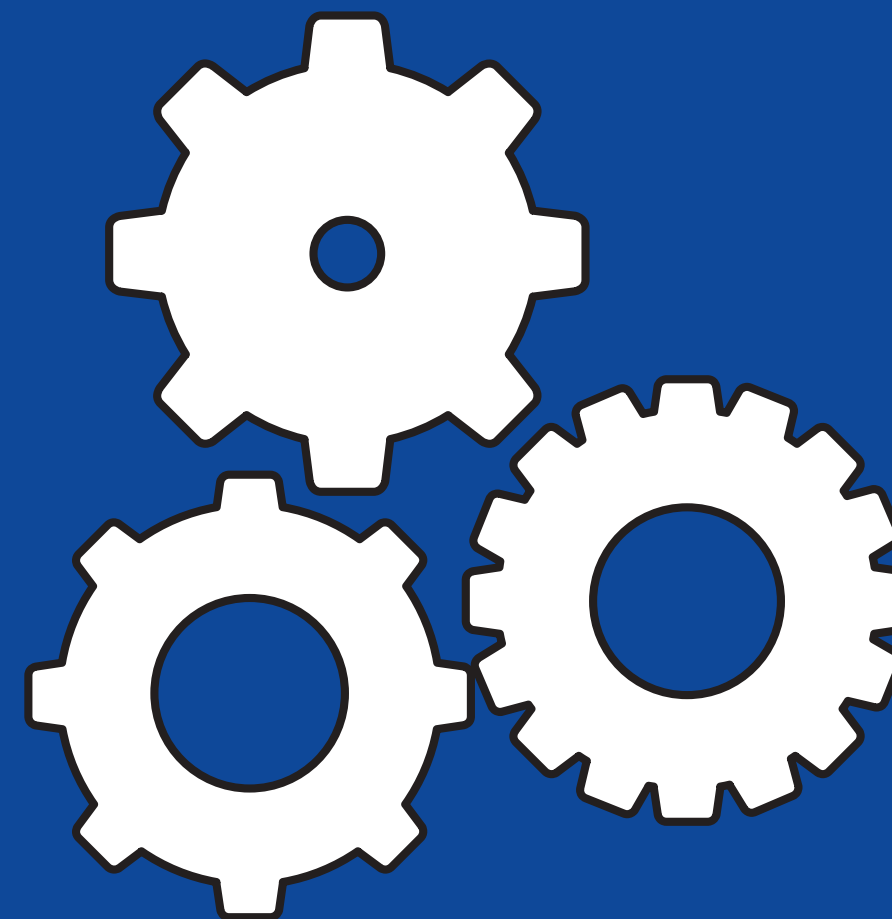
- Планини
- Реки
- Езера
- Исторически забележителности
- Природни паркове
- Мостове
- Пещери
- Музеи
- Галерии
- Фонтани



/ Стратегия..

// On-Page

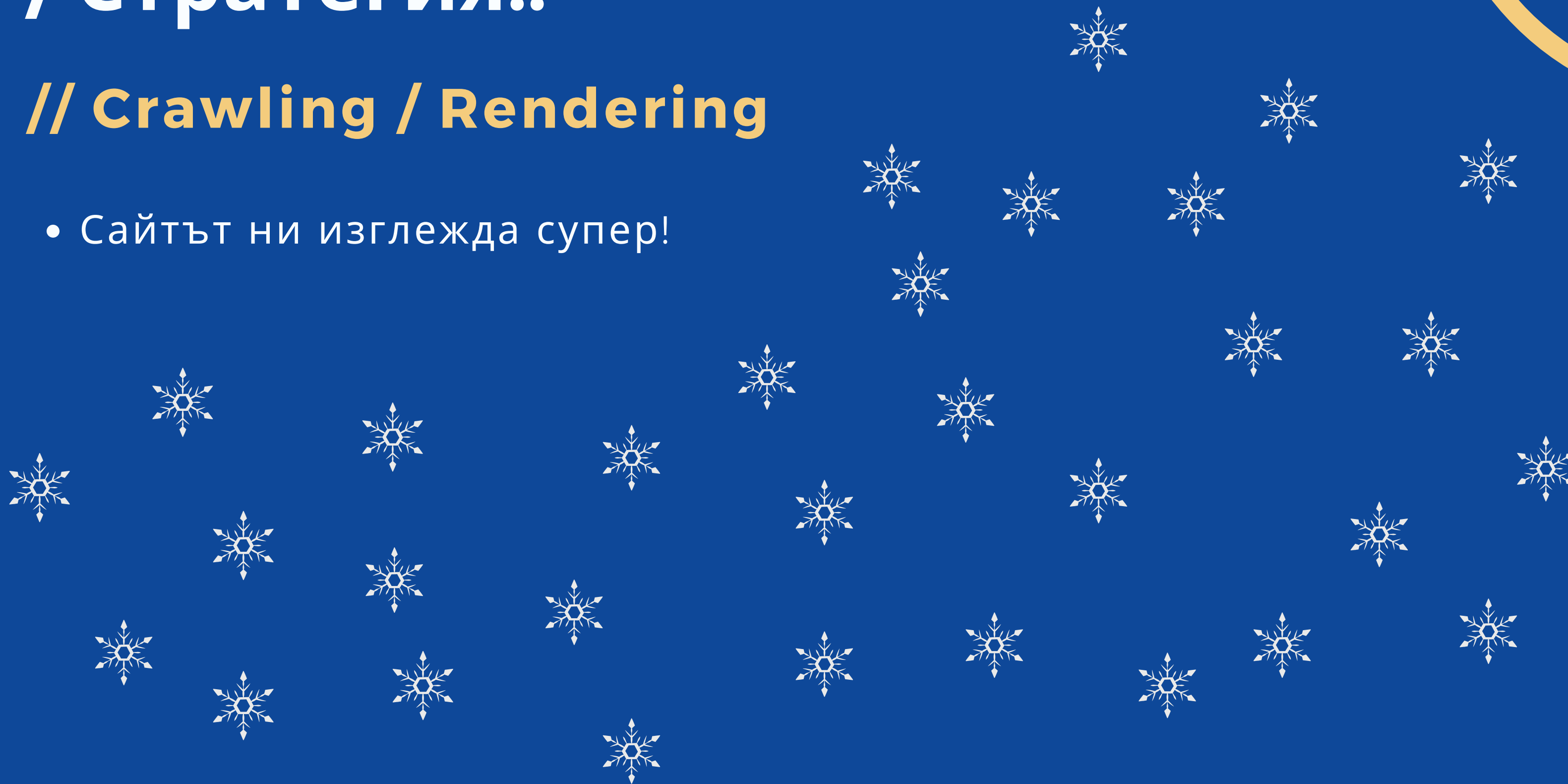
- Вътрешни връзки
- Title tags
- Meta descriptions / CTR
- XML
- robots.txt
- Навигация
- Мобилна версия / респонсив
- и още 250..



/ Стратегия..

// Crawling / Rendering

- Сайтът ни изглежда супер!



/ Шефът каза!

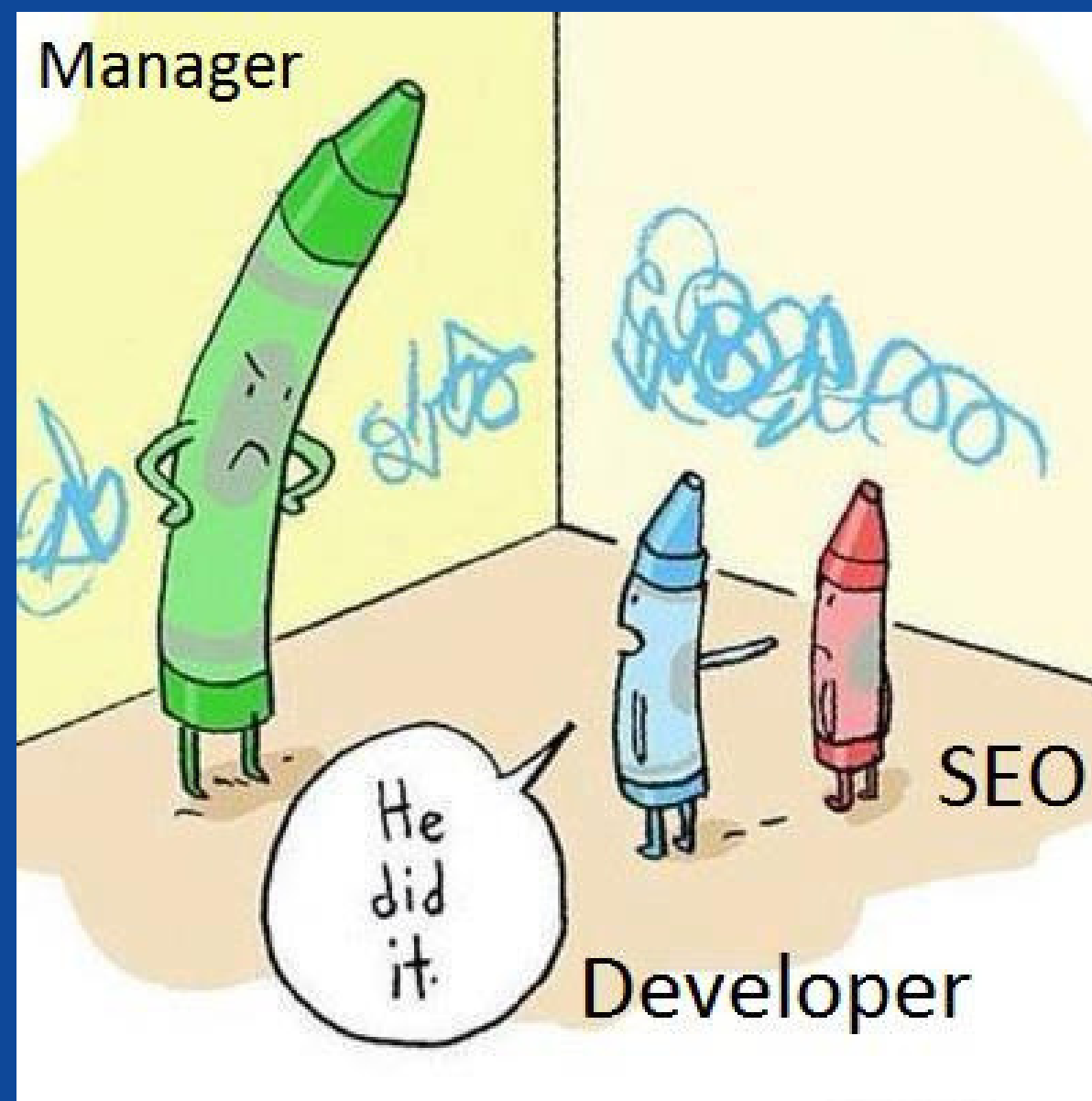


Source: <https://bodyconstructor.com/f-52-3293-Rodnata-Fitnes-Deystvitelnost-CHAST-3---Natsionalnata-maymunizatsiya--Heytarite-i-Internet-idolite>

/Стратегия.



/ Губим трафик и позиции..

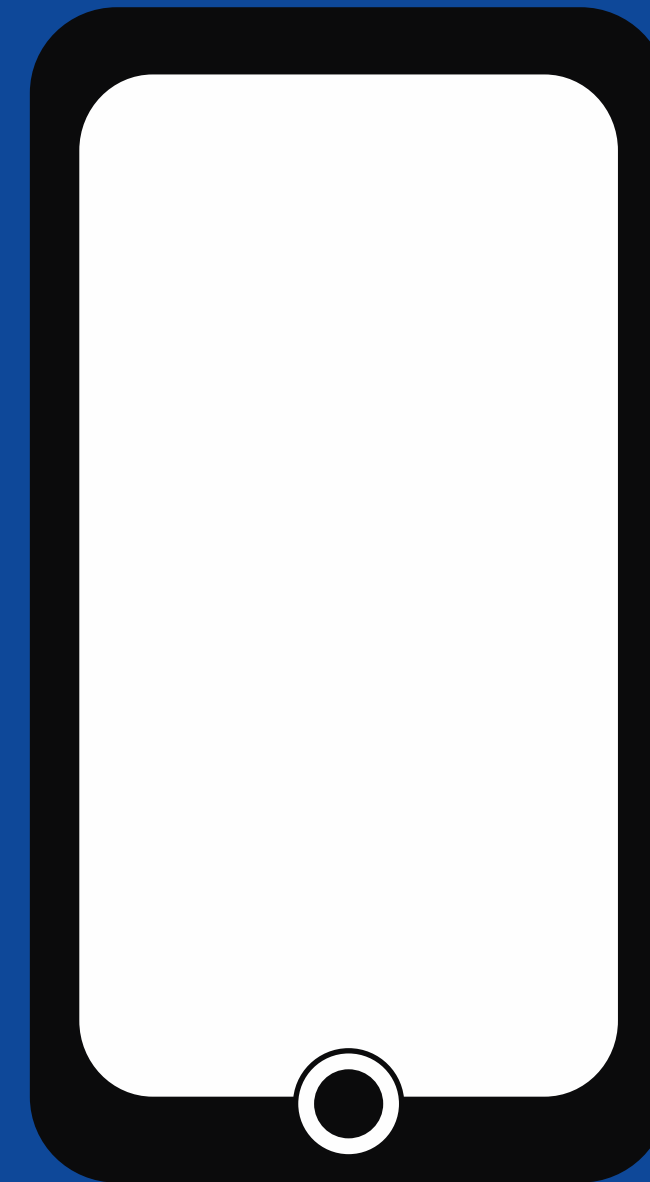


/ Стратегия..

// Crawling / Rendering

- Още веднъж тествате ли в GSC?
- А външни инструменти?
- Въпросът е какво вижда Google!?

- Може да тествате от тук: serp.ac/gsc
- Избирате Започни
- Вход
- От там избирате собственост
- От там избирате URL inspection



/ Стратегия..

// GMB

- 61% от данните ви не се записват в GA
- Как да мерим какво постигаме?
- Има как, записвате ли си данните?
- Седмица, месец, тримесечие...
- Експорт и сравнение с предходен период



/ Стратегия..

// НАП

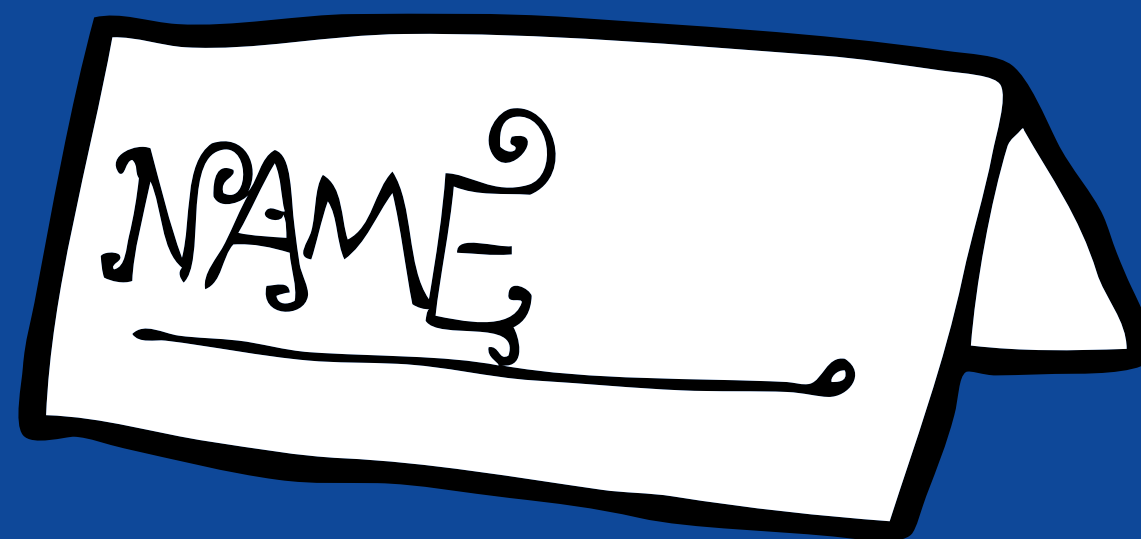
- Плащате ли си данъците?
- Н18
- СУПТО



/ Стратегия..

// NAP

- Name / унифициране
- Address / унифициране
- Phone number / унифициране



/ Стратегия..

// Local Business Markup

- Google Structure Data Testing Tool {SDTT}: serp.ac/sdtt
- Schema.org: serp.ac/schema-hotel
- Google Local Business: serp.ac/google-local-business



Hotel		PREVIEW
@type	Hotel	
name	Apart Hotel Lucky Bansko SPA & Re	
logo	https://luckybansko.bg/wp-content/	
url	https://luckybansko.bg/	
sameAs	https://luckybansko.com	
sameAs	https://luckybansko.ru	
sameAs	https://luckybansko.gr	
sameAs	https://luckybansko.ro	
sameAs	https://luckybansko.co.il	
sameAs	https://luckybansko.rs	
sameAs	https://www.facebook.com/luckyba	
sameAs	https://plus.google.com/+LuckyBan	
sameAs	https://www.instagram.com/luckyb	
sameAs	https://www.pinterest.com/luckyba	
sameAs	https://www.youtube.com/c/LuckyB	
sameAs	https://www.tripadvisor.com/Hotel_L	
sameAs	Lucky_Bansko_Aparthotel-Bansko_E	
sameAs	https://www.booking.com/hotel/bg,	
description	Изберете своята заслужена почи	
image	https://luckybansko.bg/wp-	
foundingDate	2007	
telephone	+ 359 879 111 222	
email	res@luckybansko.bg	
branchCode	Apart Hotel Lucky Bansko	
taxID	BG202369208	
faxNumber	+ 359 2 439 30 50	

priceRange	63-271
openingHours	Mo-Sa 00:00-24:00
hasMap	https://www.google.bg/m
legalName	APART HOTEL LUCKY BA
address	
@type	PostalAddress
streetAddress	УЛ. КИР БЛАГО ТОДЕВ 4
postalCode	2770
addressLocality	Банско
geo	
@type	GeoCoordinates
latitude	41.842697'
longitude	23.485171000000037
contactPoint	
@type	ContactPoint
contactType	customer service
telephone	+359-879-111-222
email	res@luckybansko.bg
productSupported	Хотелски услуги
founder	
@type	
name	
jobTitle	
gender	
nationality	
@type	
name	
foundingLocation	
@type	Place



/ КАК ДА Я РЕАЛИЗИРАМЕ?

// WORKSHOP

Направете серия
от разговори с
клиента и
записвайте.
Тефтер и молив..

// INTEGRITY

Бъдете
откровени с
агенцията, с
клиента или с
екипа си..

// PASSION

Правете го с
любов и страст, а
не заради
заплатата и
фактурата..

// SATISFACTION

Моментът, в който
собственикът ви
се обади и каже:
Благодаря ви, че
работите с мен..

/ Проследяване

// Как, къде и кога?



GMB



GA



GSC



SERP



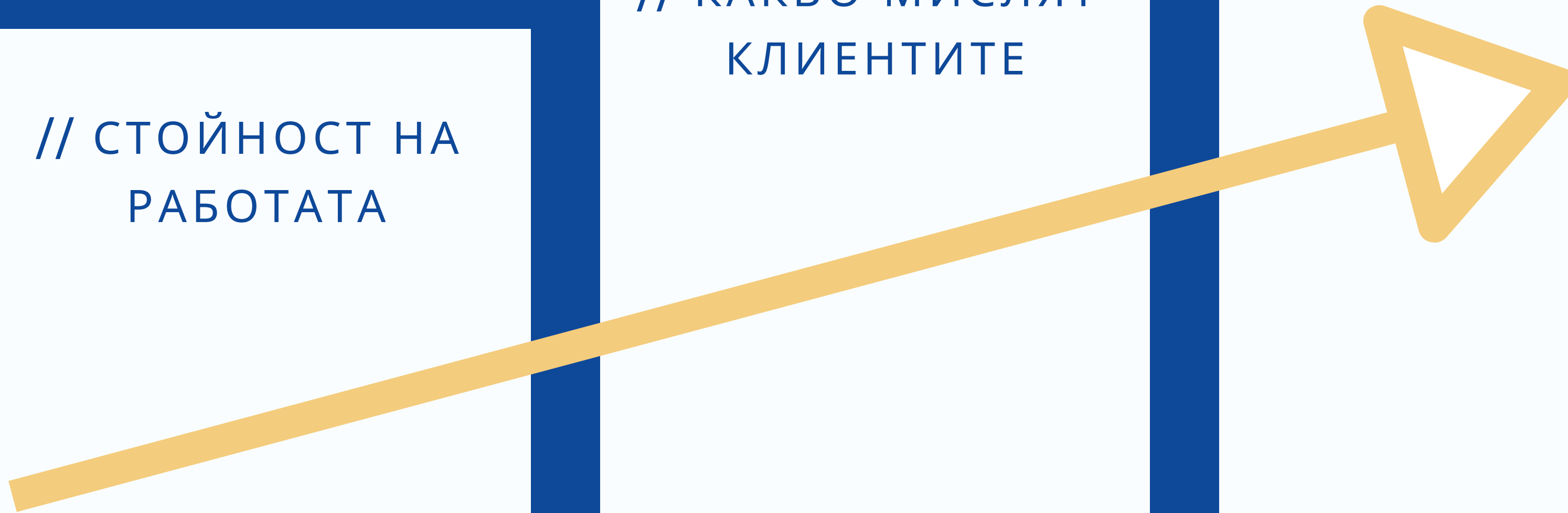
Competitors

/ BRAND VALUES

// СТОЙНОСТ НА
РАБОТАТА

// КАКВО МИСЛЯТ
КЛИЕНТИТЕ

// КАКВО ПРАВИМ
+ ПРОАКТИВНОСТ



/ CONNECT WITH US



[SERP.AC/FB](https://www.serp.ac/fb)



[SERP.AC/TWITTER](https://www.serp.ac/twitter)



[SERP.AC/YOUTUBE](https://www.serp.ac/youtube)

/ ЗАКЛЮЧЕНИЕ:

// НИКОГА, АМА АБСОЛЮТНО НИКОГА НЕ БЪДИ:



/ Контакти

// АДРЕС

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// EMAIL ADDRESS

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// PHONE NUMBER

(032) 260 096

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Потърсете в Google: Serpact
(Първи ли сме? Урааааа!)