



Top Search Criteria - Useful Tips

Recent research threw up the following TOP 10 search criteria:

This is an interesting list, which includes at least one definitely debateable point: whether you want to provide everything that people search for. The main item which raises a great deal of debate here is whether to allow smoking - this comes up as one of the top search criteria, but which might still not be something you want to allow in your gite.



The phrase “toddler friendly” is a popular search term on Google, so if you are kitted out for children be sure to put those words in your advert as many times as possible.

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