**4SEO Exercise 1**

**Step 1:** What are your future career options? Identify 3 potential agencies/organizations that might employ you in your future career.

* Name of the 3 organizations:
  + Agency 1: Disney
  + Agency 2: Tour/Travel Company
  + Agency 3: Grand America Hotel
* Consider these organizations as your future customer. What would your customers want if they visited your website, blog, Twitter page, Facebook page, etc.? Identify 3 things you can do to ensure that you provide what your customers are seeking in their visit to your eportfolio and related social media sites.
  + Item 1: Goals/Vision- Hospitality career aspiration, Longevity
  + Item 2: Skills/Personality- Driven, Caring, Team Player, Creative
  + Item 3: Resume/Experience- Hotel, Tourism,

**Step 2:** Search the agency/organization or job listings for the agency to obtain 2 job descriptions for positions you are interested in targeting for your future career.

* Name of agency/organization: Grand America Hotel
* Job Title of first job description: Concierge
  + URL: <http://www.grandamerica.com/contact-us/employment/employment-detail?jobid=212>
  + Job Description: The Concierge is our “Director of First Impressions”.  He/she is a caring and compassionate individual who projects a professional image.  The Concierge is responsible for handling all assigned duties, providing excellent customer service and supporting the smooth operation of entire hotel.

Job Competencies:

* Greet and direct visitors in a friendly, helpful manner
* Answer all incoming telephone calls
* Run errands for guests including personal items and gifts
* Research and book travel for guests
* Identify, screen and supervise off-site vendors for quality (restaurants, transportation, etc.)
* Effectively coordinate appointments and reservations (i.e. dining and activites, etc.)
* Perform internet and newspaper research; keeping current on local events, concerts, performances
* Coordinate guest event requests(i.e. wedding proposals, anniversary celebrations, etc.)
* Assist in general clerical and administrative functions and provides administrative support
* Manage special projects (i.e. group transportation, activites, dining, etc.)
* Be able to stand for long periods of time
* Possess excellent oral and written communication skills necessary for daily email correspondence and phone calls with guests and staff
* Possess detailed documentation skills regarding all work done on behalf of guests and staff, electronically and in log books
* Keep well organized files and work space
* Job Title of second job description: Front Desk Supervisor
  + URL: <http://www.grandamerica.com/contact-us/employment/employment-detail?jobid=187>
  + Job Description: (no description provided so used description/competencies of front desk) Responds in a professional and courteous manner to arriving, departing and in-house guests by providing accurate and timely information and services. Responds to telephone and in-person inquiries regarding reservations, hotel information and guest concerns.

Job Competencies: Welcome, check-in/check-out and direct guests at arrival  
- Review all arrivals

- Regularly calculates and/or posts monies, receipts, guest accounts and other forms of credit using accurate, proper cash handling methods  
- Assist with guest concerns , requests, inquiries, reservations and answering phones  
- Complete shift check list and necessary reports  
- Monitor guests accounts and room inventory

- Assist other departments as required

- Provide 4 diamonds AAA standard service

**Step 3:** Based on the information in Step 2, **i**dentify 4 to 6 key words that are central to the job duties or competencies. Key words may be short phrases rather than individual words. Keyword selection is essentially an**aggregate of words and relationships.**

* Keyword: Jessica Nebeker
* Keyword: online portfolio
* Keyword: hospitality management
* Keyword: hotel management major
* Keyword: travel tourism
* Keyword: professional resume
* Keyword should include your name:

**Step 4:** Prepare a SEO strategy plan to incorporate these key words into your eportfolio. A wise strategy is to optimize the key words across the HTML structure and content of the website including the web pages, images, and page titles. Strategic planning should start before you construct your first page. (Please review [the Google SEO Starter Guide](http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf) available on Week 3 Study Guide.) Therefore, the point of this assignment is to plan how you will optimize the key words for the following items:

* Your eportfolio name: Jessica Nebeker
* What is your focus for the eportfolio? Attract employers to get interviews and potentially jobs
* Domain Name: jessicanebeker.weebly.com
* Landing Page URL (lower case letters): <http://jessicanebeker.weebly.com/>
* Landing Page Title (Brief but descriptive): Jessica Nebeker’s Online Portfolio
* Landing Page Description: Jessica Nebeker’s electronic portfolio includes her professional and educational experience in Hospitality Management as well as her career aspirations for the travel tourism industry.
* Content – Headline & or Sub-Headings: Headline- Jessica Nebeker Portfolio: Basic Info: Internship: Coursework
* Content – Career Goal: To find a fulfilling management position in the tourism industry where I can help others plan and enjoy a dream vacation
* Content – Self-Introduction: I am a Parks, Recreation and Tourism major at the University of Utah. My emphasis areas are in Hospitality Management and Sustainable Tourism. It is my dream to find a fulfilling management position in the tourism industry where I can help others plan or enjoy their dream vacations. This website gives examples of some of my experience in the field, as well as coursework, all that help depict who I am and what I am working toward.
* eMarketing Blog URL (lower case letters): http://jessicanebekerblog.weebly.com/
* eMarketing Blog Title (Brief but descriptive & unique): Jessica Nebeker’s Views on Emarketing
* eMarketing Blog Description: Jessica Nebeker’s blog about emarketing- concepts as well as thoughts about application
  + You will repeat this task for each page you create on the eportfolio. Each page should have a title that is unique and accurately reflects the content of the page.

Wordtracker.com

| **Keyword** | **Volume** | **Comp.** | **KEI** |
| --- | --- | --- | --- |
| online portfolio | 412 | 14 | 62.96 |
| portfolio online | 32 | 8 | 63.53 |
| free online portfolio | 22 | 5 | 68.91 |
| create an online portfolio | 13 | 5 | 67.22 |
| online teacher portfolio | 12 | 0 | 100 |
|  |  |  |  |
| **Keyword** | **Volume** | **Comp.** | **KEI** |
| hospitality management | 667 | 14 | 64.57 |
| hospitality management jobs | 40 | 5 | 72.49 |
| hospitality and management | 22 | 5 | 70.48 |
| unt hospitality management | 14 | 0 | 100 |
| **Keyword** | **Volume** | **Comp.** | **KEI** |
| hotel management major | 1753 | 3 | 90.51 |
| hotel management | 1255 | 17 | 63.66 |
| degree in hotel management | 199 | 6 | 76.57 |
| hotel management company | 102 | 8 | 67.44 |
| hotel management school | 101 | 8 | 67.29 |
| hotel management companies | 99 | 6 | 72.4 |
| hotel management systems | 93 | 4 | 77.32 |
| hotel management jobs | 74 | 8 | 66.64 |
| hotel management courses | 69 | 7 | 69.76 |
| hotel management system | 65 | 8 | 65.29 |
| **Keyword** | **Volume** | **Comp.** | **KEI** |
| travel tourism | 4882 | 17 | 68.87 |
| tourism travel | 2531 | 13 | 71.57 |
| travel and tourism | 950 | 18 | 61.55 |
| travel and tourism tips | 100 | - | - |
| tourism and travel | 77 | 13 | 57.15 |
| **Keyword** | **Volume** | **Comp.** | **KEI** |
| professional web designs | 75487 | 6 | 91.19 |
| professional web designing | 19626 | 7 | 86.38 |
| professional web design | 110852 | 14 | 83.13 |
| professional resume template | 3770 | 8 | 80.83 |
| professional photos | 4803 | 10 | 78.54 |
| professional resume | 17877 | 16 | 75.08 |
| professional profile | 3332 | 11 | 75.08 |
| professional network | 3615 | 16 | 69.72 |
| professional development | 4878 | 22 | 64.67 |
| professional | 36336 | 53 | 55.95 |