



# Content Length Recommendations for Alternative Tourism Web Pages: A Comparative Analysis of Rural, Wine, and Adventure Travel

Zlatko Bezovski<sup>1</sup>

<sup>1</sup>Faculty of Economics, Goce Delcev University, Shtip, North Macedonia,

Corresponding Author: [zlatko.bezovski@ugd.edu.mk](mailto:zlatko.bezovski@ugd.edu.mk)

## Abstract

*Content marketing (CM) and effective content strategy are important aspects of digital marketing in the alternative tourism industry, helping businesses engage niche audiences and enhance online visibility. This study focuses on content length (word count) as one notable factor among broader content features. By analyzing top-ranking web pages across rural, wine, and adventure tourism, the research seeks to identify content length patterns for better user engagement and favorable search engine performance. While content length is an important feature, it is important to note that other factors such as content quality, domain authority, inbound links, and visual appeal (e.g., images and videos) also play a significant role in search rankings and user engagement. In light of this, the study provides practical word count recommendations for content creators across three niches in alternative tourism, aiming to improve overall content strategy within the industry.*

**Keywords:** Alternative tourism, Content marketing, SEO, Content length, Word count.

## 1. INTRODUCTION

Alternative tourism, often referred to as non-traditional or sustainable tourism, encompasses travel experiences that diverge from the mainstream, mass tourism model. This form of tourism emphasizes unique, authentic, and often sustainable travel experiences that foster a deeper connection with local cultures and environments (Zolfani et al., 2015). Unlike mass tourism, which typically involves large groups visiting popular destinations, alternative tourism caters to specific interests and motivations of travelers, offering a more personalized and immersive experience. (Ei, and Karamanis, 2017)





The sub-industries within alternative tourism, also known as niches, are diverse and cater to various interests as ecotourism, cultural tourism, volunteer tourism, health and wellness tourism, dark tourism, gastronomy tourism, educational tourism etc. Other prominent niches (also part of our analyses) include:

- **Rural Tourism:** Focuses on experiencing life in rural areas, often involving farm stays, agritourism, and cultural immersion in local communities (Rosalina et al., 2021; Rodrigues et al., 2021).
- **Wine Tourism:** Centers around visiting vineyards and wineries, participating in wine tastings, and learning about viticulture and winemaking processes (Costa et al., 2021; Santos et al., 2022).
- **Adventure Tourism:** Involves activities that require physical exertion and a degree of risk, such as hiking, climbing, and water sports (Janowski et al., 2021).

Content marketing (CM) can play an important role in the alternative tourism sector, helping businesses attract and engage potential travelers. CM, as digital marketing strategy, involves creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience (Pulizzi, 2013), with a particular emphasis on textual content. In the context of alternative tourism, content marketing helps businesses highlight unique travel experiences and connect with niche audiences (Nguyen et al., 2023; Aman and Papp-Váry, 2022).

Different types of content used in travel content marketing include:

- Textual content, such as blog posts (articles), destination guides, detailed itineraries, social media posts, and email newsletters.
- Visual content, such as photos, infographics, and videos (which may also include audio).

The textual content, such as blog posts and articles, can be particularly effective in many industries including alternative tourism. These forms of content, among the others, can improve search engine rankings, drive organic traffic, induce favorable user engagement and establish a brand as an authority in its niche (Mittal et al, 2018; Ho and Choy, 2020).

Search Engine Optimization (SEO), on the other hand, is integral to content marketing. SEO involves optimizing content and pages to rank higher in search engine results, thereby increasing visibility and attracting more visitors to a website. As travelers increasingly rely on online resources for trip planning and inspiration, tourism businesses must optimize their content to improve visibility in search engine results pages (SERPs) (Rodrigues, 2012; Robison, 2024). Effective SEO strategies include keyword research, on-page optimization, creating high-quality and relevant content, ensuring user engagement, earning backlinks etc. (Matosevic et al., 2021; Tober, 2024)..





In the alternative travel industry, combining content marketing with SEO can significantly enhance a business's online presence. By targeting specific keywords (topics) related to niche travel experiences, businesses can improve their search engine rankings and attract more (targeted) audience. Additionally, high-quality content that addresses the interests and needs of travelers can improve engagement and conversion rates (Nguyen et al., 2023; Aman and Papp-Váry, 2022).

Content length, while a consideration for search engine optimization (SEO), is just one element within a broader spectrum of ranking signals. More critical factors encompass text relevance (including semantics and keywords), backlink profile, overall content quality, direct traffic, and user engagement metrics (Ziakis et al., 2019; Tober, 2024). Although academic literature does not specifically address optimal content length in terms of word count, recommendations derived from expert reports, industry studies, and practitioner advice suggest a range of 300 to 3000 words for improved search rankings, with some contexts even calling for over 5000 words (Schaferhoff, 2018). Additionally, Neil Patel in his web article (Patel, 2024), distinguishes among short (below 1,000 words), medium (1,000 to 2,000 words), and long-form content (over 2,000 words), where the Travel industry should aim for medium-length content.

Having in mind the lack of academic studies on content length recommendation and the practitioners lack of industry specific reports, this study aims to provide content length recommendations for web pages in three specific sub-sectors of alternative (sustainable) tourism: rural tourism, wine tourism, and adventure tourism. By analyzing the content length of top search engine ranking web pages in these niches, we seek to identify patterns that can inform content creation strategies for tourism businesses and marketers.

Our primary hypothesis (H1) states: There are specific content lengths for web articles/pages within each niche of alternative tourism (rural tourism, adventure tourism, and wine tourism). These recommendations can be derived by analyzing the modal ranges, averages and interquartile ranges (IQR) of article word count within each niche.

By investigating this hypothesis, we aim to provide practical insights for content creators and marketers in the alternative tourism sector, helping them optimize their content strategies for better visibility and engagement in their respective niches.

## 2. LITERATURE REVIEW

Content marketing (CM) plays a significant role in digital marketing strategies across industries, helping businesses attract and engage targeted audiences through valuable, relevant, and consistent content. Pulizzi (2013) defines content marketing as a strategy that focuses on creating and distributing valuable textual content, such as blog posts, articles, and





destination guides, to drive engagement and foster brand loyalty. In this context, CM is widely used to build a company's online presence by offering high-quality information that is not only relevant to users but also meets their needs (Mittal et al., 2018).

In the travel industry, CM is instrumental in promoting unique experiences, especially in niches like alternative tourism, where consumers seek personalized and immersive experiences. The alternative tourism sector, which includes sub-niches like rural, wine, and adventure tourism, leverages content marketing to attract specific traveler segments. For example, businesses highlight local cultures, sustainable practices, and adventure opportunities through various types of content (Nguyen et al., 2023). Content like blog posts, itineraries, and destination guides helps travelers discover new experiences, while maintaining engagement with niche audiences (Aman & Papp-Váry, 2022).

Search engine optimization (SEO) focuses on enhancing a website's visibility in search engine results pages (SERPs) by optimizing content and site structure. Effective SEO involves the use of keyword research, on-page optimization, and user engagement strategies to ensure that content aligns with what users are searching for (Ziakis et al., 2019; Matosevic et al., 2021; Ho and Choy, 2020; Tober, 2024). Over the years, SEO has become an integral part of content marketing, as businesses strive to rank higher on search engines like Google to drive organic traffic to their websites.

In the travel industry, SEO is particularly important because travelers rely heavily on online resources when planning trips. SEO strategies help travel businesses improve their visibility, making it easier for potential tourists to find relevant information (Rodrigues, 2012). For instance, tourism businesses often optimize their content by targeting long-tail keywords that are highly relevant to their niche audiences (Robison, 2024). This allows companies to rank higher for specific travel-related queries, such as "best eco-friendly farm stays" or "top wine tours in Bordeaux." Successful SEO practices in the travel sector combine well-written, optimized content with strong visual elements (e.g., images, infographics) to capture user attention and improve engagement metrics.

When considering SEO, content length has often been discussed as a factor that may influence search engine rankings. However, academic studies on content length as a standalone ranking factor are sparse, both in general and specifically within the travel industry. Existing studies have highlighted that content relevance, quality, and user engagement are more critical ranking factors than content length (Ziakis et al., 2019; Matosevic et al., 2021). Other key factors include backlink profiles, direct traffic, and user interaction metrics (Ho and Choy, 2020; Tober, 2024).

At Google, while addressing that word count (alone) does not influence rankings, Martin Splitt, a Google Developer Advocate, has suggested that content depth and relevance





to user intent might play a ranking role (Google Search Central, 2020). In particular, longer (or shorter) content may better meet user expectations, but no academic studies have conclusively measured how specific content lengths affect SEO rankings across various industries.

Although academic research on content length is limited, numerous industry reports and practitioner studies have explored this topic. For instance, a comprehensive analysis by Backlinko of over 11.8 million Google search results found that the average first-page result contains 1,447 words (Dean, 2024). Crestodina (2023) also found that successful blog posts have increased in length, from an average of 808 words in 2014 to 1,427 words in 2023, with longer content (2,000+ words) generally outperforming shorter articles.

Neil Patel (2024) categorizes content into short-form (below 1,000 words), medium-form (1,000 to 2,000 words), and long-form (over 2,000 words). He advises that while longer content tends to garner more backlinks, traffic, and social engagement, the type of industry plays a significant role in determining the optimal content length. Patel specifically recommends medium-length content (1,000-2,000 words) for industries like travel, where users may seek moderately detailed content that provides value without overwhelming them.

However, ClearVoice reports that in the travel and adventure sector, 52.4% of articles are between 300 and 600 words long (McKinley, 2020), suggesting a preference for shorter, concise content. Although this publicly available data provides some insight, they don't relate these articles to ranking positions and lack comprehensive data on content length specific to alternative tourism niches, such as rural, wine, and adventure tourism.

Despite these practitioner reports, there remains a notable gap in both academic literature and industry-specific reports regarding content length recommendations for web pages in the alternative tourism sector. While content length has been explored in general SEO reports, it has not been the focus of any rigorous studies related to alternative tourism or travel as a whole. This gap underscores the need for industry-specific guidelines on optimal content strategies, which this study aims to address. By investigating content length in rural, wine, and adventure tourism, this research will provide practical recommendations that can inform SEO and content marketing strategies for businesses in the alternative tourism sector.

### 3. METHODOLOGY

This study employs a quantitative research design to examine the optimal content strategies of three niches in alternative travel industry, specifically focusing on rural, wine, and adventure tourism. By analyzing data from Google's Search Engine Results Pages





(SERPs), the study seeks to identify patterns in content creation that contribute to favorable user behavior and improved searched rankings for web pages in the selected tourism sectors.

To ensure a comprehensive analysis, 150 search queries were generated using long-tail keywords (search queries) specific to each niche. The queries were designed to reflect typical search behaviors of potential travelers within these tourism sectors (e.g., "best eco-friendly farm stays in rural Spain," "wine tasting tours in Bordeaux," "adventure hiking trails in Colorado"). Fifty search queries were used for each niche to maintain consistency across the data collection process. A custom-built Node.js script was employed to automate the extraction of search results from Google. For each query, the top nine ranking pages were identified and analyzed, providing a total of 1,350 web pages across the three tourism niches. The collected variables include SERP position of each result (page), and content length (word count) of each page.

Descriptive statistics, including the mean (average), interquartile range (IQR), standard deviation and modal ranges were employed to examine the distribution of word counts across different SERP positions within each tourism niche. Additionally, individual web pages, including both outliers and typical representatives (those within the mean, interquartile range, and modal ranges), were analyzed to better understand the variation in content types that rank highly. This analysis was also instrumental in determining the appropriate thresholds for defining the modal ranges, ensuring that they reflect the most frequent and competitive word counts across the dataset.

Notably, modal ranges were the primary measure used to capture the most frequently occurring word count intervals. Word counts were categorized into 500-word ranges (e.g., 251-750, 751-1250, etc.), with the exclusion of the first, 1-250, range. This exclusion was justified by the fact that short content generally does not represent typical web pages in this industry, but rather outliers—web pages that may rank highly due to other factors, such as domain authority or inbound links, which distorts the distribution within the first modal range. While this assumption requires further investigation, our sensitivity analysis (testing shorter modal ranges of 50, 100, 150, and 300 words) indicated that, regardless of these short word count outliers, high-ranking pages tend to have over 500 words, particularly in the rural and wine niches and over 1000 words in adventure tourism.

#### 4. FINDINGS

This section presents the results of the content length and keyword analysis across the three alternative tourism niches: rural tourism, wine tourism, and adventure tourism. The analysis focuses on understanding the optimal content length by examining the modal





ranges of top-ranking web pages in Google’s SERPs. The study provides insights into how content strategies differ across these alternative tourism niches and what content creators can do to improve their SEO performance.

#### 4.1. Rural tourism

The data for rural tourism shows that the modal range for top-ranking web pages is between 251 and 750 words. The largest amount of web pages, around 32%, rank on the first 9 results on Google’s SERP fit in this range. Additional analyses discover that the articles within this range tend to be around 750 words. The average content length in this niche is of 1,177 words across the top nine SERP positions. This suggests that while shorter content is prevalent among top-ranking pages, there is significant variation in content length. The interquartile range (IQR) for rural tourism content is 1,173 words, further indicating the wide spread in word count across high-ranking content.

**Table 1:** Rural Tourism - Word Count Statistics for Top-Ranking Pages

	#1	#2	#3	#4	#5	#6	#7	#8	#9	Average (#1-9)
Maximal length	4536	7077	6264	4754	5704	8994	5011	6202	6143	8994
<b>Average</b>	<b>1279</b>	<b>1079</b>	<b>1062</b>	<b>1280</b>	<b>1061</b>	<b>1087</b>	<b>996</b>	<b>1492</b>	<b>1328</b>	<b>1177</b>
Minimal length	136	54	56	105	60	54	78	107	83	54
<b>Interquartile Range (IQR)</b>	<b>781</b>	<b>1129</b>	<b>958</b>	<b>1649</b>	<b>785</b>	<b>1328</b>	<b>987</b>	<b>1462</b>	<b>1466</b>	<b>1173</b>
Standard deviation	869	1121	1196	1093	1183	1414	991	1539	1261	1194
SV	68%	104%	113%	85%	112%	130%	100%	103%	95%	101%

The findings for rural tourism suggest that shorter, focused content may perform well in this niche, especially when it addresses user intent with practical information about destinations, accommodations, and eco-friendly practices. However, some longer content also ranks highly, suggesting that there is no strict word count rule, but rather a need for relevance and engagement.



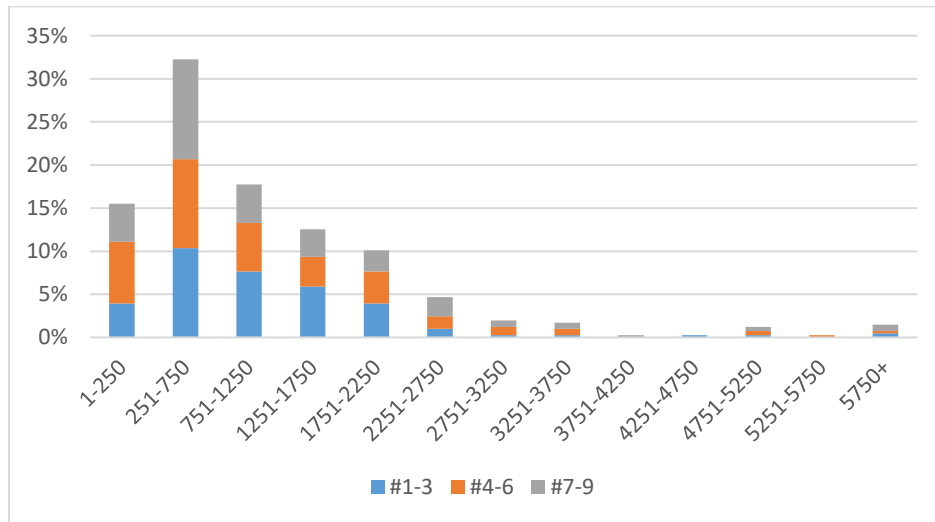


Figure 1: Modal ranges of Top ranking (#1-#9) web pages in Rural Tourism

#### 4.2. Wine tourism

In the wine tourism niche, the modal range is similar to that of rural tourism, falling between 251 and 750 words. However, within this range the articles tend to be more around 600 words in length slightly shorter than in the rural niche. Additionally, the average word count for top-ranking pages is slightly lower, at 1,203 words, while the IQR is 1,190 words, indicating a similar degree of variability as seen in rural tourism.

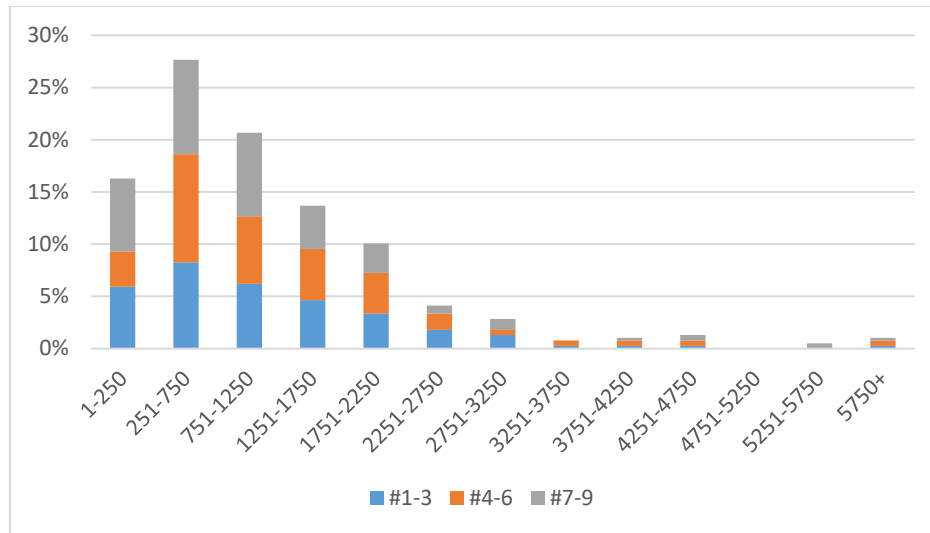
Table 2: Wine Tourism - Word Count Statistics for Top-Ranking Pages

	#1	#2	#3	#4	#5	#6	#7	#8	#9	Average (1#-9#)
Maximal length	7415	3785	3239	10174	6020	4334	7389	5410	5410	10174
<b>Average</b>	<b>1492</b>	<b>1189</b>	<b>941</b>	<b>1159</b>	<b>1228</b>	<b>1494</b>	<b>1012</b>	<b>1080</b>	<b>1263</b>	<b>1203</b>
Minimal length	73	67	98	69	92	111	85	70	84	67
<b>Interquartile Range (IQR)</b>	<b>1824</b>	<b>1349</b>	<b>1008</b>	<b>769</b>	<b>1571</b>	<b>1366</b>	<b>985</b>	<b>1065</b>	<b>1275</b>	<b>1190</b>
Standard deviation	1487	911	675	1541	1135	1177	1262	1073	1182	1181
SV	100%	77%	72%	133%	92%	79%	125%	99%	94%	98%

The data shows that shorter content, particularly in the range of 600 words, performs well in the wine tourism niche. This aligns with the experiential nature of wine tourism,



where readers may be seeking concise, visually appealing content about wine tasting experiences, vineyard tours, and regional culture. The relatively low average word count also suggests that users in this niche prefer content that gets to the point quickly and offers clear insights into the wine tourism experience.



**Figure 1:** Modal ranges of Top ranking (#1-#9) web pages/articles on Wine Tourism

### 4.3. Adventure Tourism

Adventure tourism presents a different pattern compared to the other two niches. The modal range for top-ranking web pages is higher, between 751 and 1,250 words, with an average content length of 1,741 words. The IQR for adventure tourism content is 1,641 words, indicating that longer and more detailed content is prevalent among the top-ranked pages in this niche.

**Table 3:** Adventure tourism - Word Count Statistics for Top-Ranking Pages

	#1	#2	#3	#4	#5	#6	#7	#8	#9	Average (1#-9#)
Maximal length	6336	7688	6445	6686	9818	6445	6561	5317	7187	9818
<b>Average</b>	<b>1414</b>	<b>1941</b>	<b>2049</b>	<b>1894</b>	<b>1890</b>	<b>1835</b>	<b>1616</b>	<b>1471</b>	<b>1570</b>	<b>1741</b>
Minimal length	54	165	73	346	142	112	61	51	54	51
<b>Interquartile Range (IQR)</b>	<b>1591</b>	<b>1146</b>	<b>1635</b>	<b>1540</b>	<b>2031</b>	<b>2075</b>	<b>1579</b>	<b>1559</b>	<b>1013</b>	<b>1641</b>

Standard deviation	1332	1488	1484	1655	1997	1603	1315	1179	1551	1530
SV	94%	77%	72%	87%	106%	87%	81%	80%	99%	88%

The findings for adventure tourism suggest that longer content, specifically around 1200 words, is the most prevalent in this niche. Given that adventure tourism often involves complex activities like hiking, climbing, and extreme sports, users may seek comprehensive guides that include safety tips, equipment recommendations, and personal stories from adventurers. The results indicate that longer content could help satisfy these information needs, leading to better rankings in Google’s SERPs.

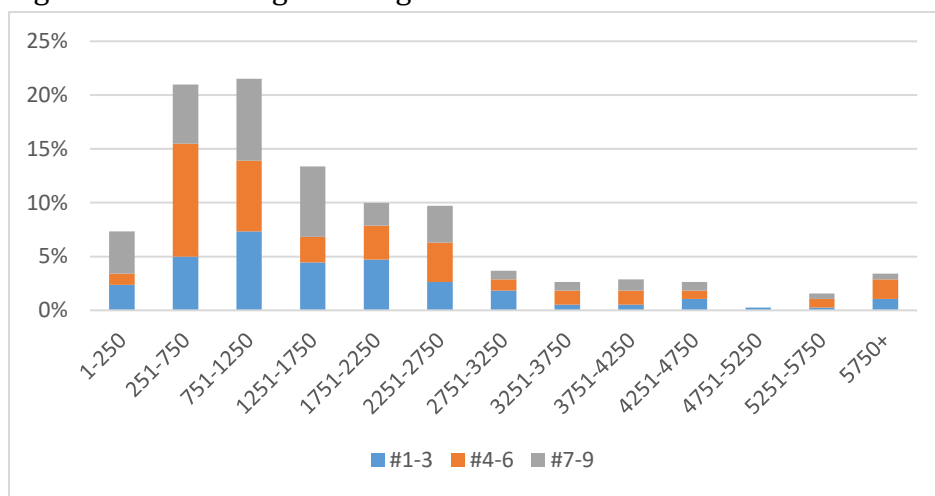


Figure 1: Modal ranges of Top ranking (#1-#9) web pages on Adventure Tourism

#### 4.4. Word-count Recommendations

A closer look at the relationship between content length and SERP positions reveals that while content length is important, it is not the sole determinant of ranking success. In rural and wine tourism, shorter content within the modal range of 251 to 750 words performed well. In contrast, adventure tourism showed a preference for longer content (751-1250), likely due to the complexity of the activities involved and users’ intent while searching for information. Additionally, the analyses (done by observation) of individual web pages revealed that regardless of content length the high-ranking pages in this industry (alternative tourism) have excellent visual appeal, ideally combining textual and visual (images and videos) content.

The findings suggest that content creators in alternative tourism niches should focus on creating content that aligns with user intent and provides value, whether through visually



engaging and concise content (as seen in rural and wine tourism) or through more detailed narratives (as seen in adventure tourism). By doing so, they can improve their chances of ranking highly in Google's SERPs.

Considering that the modal ranges indicate specific word lengths for each niche, we conclude that the hypothesis (H1) of our research is supported. Therefore, the recommended content length for web pages should be approximately 600 words for rural tourism, 750 words for wine tourism, and 1200 words for adventure tourism. However, practitioners should also recognize that other factors, such as visual appeal (e.g., the integration of high-quality images and videos) and the user intent (based on each individual search query or keyword), are equally important, if not critical, for achieving favorable user behavior/engagement and favorable positions in search engine results.

## 5. CONCUSSION

Content marketing (CM) and search engine optimization (SEO) are important digital business approaches for improving visibility, engagement, and conversion in the alternative tourism sector. Effective CM strategies provide relevant and valuable content tailored to niche audiences, while SEO ensures this content ranks highly in search engine results, making it accessible to potential travelers. Combining these strategies allows businesses to attract targeted audiences and enhance their digital presence.

While content development in alternative tourism requires a holistic approach encompassing various factors, our content-length focused research indicates specific word-count recommendations for three different niches within alternative tourism. For rural tourism, content writers should aim for around 750 words, while wine tourism favors slightly shorter content at approximately 600 words. Adventure tourism, in contrast, benefits from longer content of about 1200 words. These variations likely reflect the different informational needs and user specifics within each niche.

However, it's crucial to note that content length is not the sole determinant for achieving the desired outcomes of a sound content strategy. When developing specific content, other factors, such as user intent, quality of information, structure, visual appeal and integration of high-quality images and videos, also play an important, if not more significant, role in achieving favorable user behavior and higher search engine rankings. Content creators should focus on aligning their content with user needs and providing value, whether through concise, visually engaging content (as seen in rural and wine tourism) or more detailed narratives (as in adventure tourism), while also addressing other important aspects. Additionally, in the wider scope of SEO, digital marketers should employ strategies and activities to optimize all on-page ranking factors (beyond content length), improve user





experience, build trust and authority on a domain level, encourage social sharing and engagement, and earn valuable backlinks, all of which are important factors for high search rankings.

By tailoring content strategies to these niche-specific recommendations and considering additional factors beyond word count, businesses in the alternative tourism sector can optimize their online presence and better connect with their target audiences.

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