



MOBILUNITY
Web Design & Development

Diving Website Best Practices

White Paper

*The sea, once it casts its spell, holds one in its
net of wonder forever.*

Jacques Yves Cousteau

With over 1.2 million of passionate scuba divers worldwide¹ and millions of active tourists eager to try something new, diving industry opens a great opportunity for a small business to be profitable serving hundreds of divers during the season. As diving is a very geography-specific hobby and sport, it's crucially important to catch the client the moment he decides to visit specific destination. This white papers discusses possible solutions of attracting new clients online by building and promoting online diving website. When majority of travellers are now planning their vacations online, having a well-designed website that ranks high in search engines and has several positive feedback online is the key to success. The white paper describes the steps a diving agency should undertake in order to build a strong online presence in few months.

1.Niche overview

a. Introduction

Being one of the most integral sports that actually requires all muscles of the body work, diving if defined as the action of man submerging into the sea, a lake, river or any other body of water, with the purpose of engaging in military or scientific research, commercial or recreational activities². There are 2 major types of divers: professionals for whom diving became a sport and travellers who enjoy diving usually once or twice per year during the vacation. When professional and certified divers prefer visiting same diving destinations, tourists usually don't have defined preferences and choose the diving club in the hotel nearby. Online business should actively target exactly last category of visitors, as they usually surf for the best diving club online.

Since 1980s, when diving equipment became accessible for middle classes of Europe and North America, diving became really widespread. By the end of 2011 PADI (Professional Association of Diving Instructors) registered more than 6100 retail and resort members worldwide³, so its evident that having roots in military applications, diving became a real tourism sector nowadays.

b. Customer profile

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Gender



184 (60.9%)



118 (39.1%)

Age



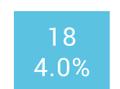
18-29



30-39



40-49



50-59

Education



Secondary school & lower.....	9 (3.0%)
High school.....	28 (9.3%)
Diploma.....	75 (24.8%)
Graduate.....	168 (55.6%)
Postgraduate.....	22 (7.3%)

c. Destinations

Astronauts say 'it is amazing up there' when they see the earth from above. But if you look at the earth closer under the ocean, you would say that 'it's amazing down there'. Divers from all over the world explore the bottom of the ocean to explore, discover, investigate, or sometimes, just to be with the astonishing creatures living in the world of their own – detached from the land chaos. Listed below are 50 of the most beautiful, most visited and most reviewed diving destinations from across the world – from America, to Latin countries, the Pacific and the Southeast Asia. Read on the following and mark you oceanic map for your next diving adventure.





USA

The vastness of the American waters is characterized by calm and sometimes chaotic oceans. But apart from these are beautiful and splendid diving sites that hobbyist, professionals and enthusiasts visit for educational and recreational purposes. The following are just few of the best diving sites in the United States of America.

Kona Mantas, Hawaii

Known for its oceanic views, coconut, Hawaiian outfits and tropical juices, Hawaii also boasts for its diving destination, Kona Mantas. In this part of the ocean, divers enjoy swimming with manta rays with wings that can span up to 16 feet! Feel closer with these gigantic sea creatures and dive with them as they darken the ocean with their vast group.

Kailua Kona, Hawaii

Known for its marine diversity, Kailua Kona is a vast marine reserve that attracts divers from all over the world. It is recognized for its wide varieties aquatic creatures that include colorful tropical fish that migrate from different parts of Asia and other neighboring countries, giant sea turtles, sharks, stingrays, and varieties of whales.

Florida Keys, Florida

Located at the southern part of Miami, almost connecting the Atlantic Ocean and Gulf of Mexico, Florida Keys is a group of tropical islands features relaxed and scenic view of the ocean, ideal for boating, snorkeling and diving. Since it is located between the Atlantic Ocean and Mexico, it is widely travelled with migrating species like fish, dolphins, and different kinds of sharks. It also houses thousands of kinds of corals that attract diverse sea creatures. In this island is located the Ernest Hemingway Home and Museum.

Point Lobos, California

Point Lobos is a declared national park and marine reserve. It houses untouched and unexploited diving sites that the government aims to keep intact. This is also the reason why they only allow 15 pairs of divers to visit the park every day. This lagoon-like point is protected by high cliffs and Rocky Mountains but with heart stopping shores. It keeps wide varieties of kelp crabs and tiny snails, and reefs.

Yap, Micronesia

Known for its abundant marine life and aquatic species, this little island is one of the most visited islands in the US for diving. It is located 6,000 miles from the mainland Los Angeles and just an hour plane from Guam. It features clear water untouched by technology and manmade structures.



Palau, Micronesia

Known as the “hottest dive spot on planet earth,” by one of the recent travel surveys, Palau takes pride of the diverse marine ecology that includes the Dolphin Pacific and coral reefs.

Papua New Guinea

Discovered by diverse from the mainland US, some say from Asia, Papua hosts the best atolls, deep drops and shallow reefs. It is also known for its private and scenic lagoons. The island is best for World War II shipwreck explorations.

Nakwakto Rapids, British Columbia

Experience the daredevil diving with the world’s wildest under ocean currents in Nakwakto Rapids. With the speed of 16 knots that changes every 15 to 30 minutes, this diving destination only encourages professional divers. Within 30 to 50 feet deep, divers will be able to swim with different oceanic species including gigantic gooseneck barnacles, crabs, greenlings, sculpins and colorful anemones.



Latin Countries

Famous not only for their tacos and colorful festivals, but also for their attractive and diverse diving sites.

Whale Sharks, Isla Mujeres, Mexico

During September, divers from the US and other neighboring countries come to Isla Mujeres to swim with whale sharks. They come across this part of the ocean to search for food, up to Yucatan coast.

Palancar Horseshoe, Cozumel, Mexico

Palancar Horseshoe is famous for its structural remains that host different kinds of corals that form like an amphitheater that looks like welcoming the divers who visit this site. Within these sets of oceanic remains are rocky formation’s tunnels and fissures structures that measure around 80 feet. These structures host the schools of blue tangs, jacks, parrotfish and turtles. It is also known for varying currents.

Cabo Pulmo, Baja California, Mexico

Divers will be left awed with Cabo Pulmo’s diverse and healthiest coral reefs. Declared as a Marine National Park, this part of the ocean remains intact and unexploited, except for its natural residents like manta rays, angelfish, eels, jacks, parrotfish, octopus, and some occasional visitors like sea turtle and sharks.



[Gran Cenote, Riviera Maya, Mexico](#)

Riviera Maya, Mexico offers several diving and snorkeling sites but the first and best stop for both starters and professional divers is the Gran Cenote. This diving site is famous for its cave and caverns. Its clear water draws divers and snorkelers from all over the country. At the entrance of the diving site are colorful water lilies that add beauty to the overall scenic appeal of the place.

[Pedras Secas, Fernando De Noronha, Brazil](#)

This is one of the famous diving sites in all of the Latin countries. Its magnificent structure looks like it's hanging at the tip of a volcanic underwater mountain. Divers from mainland Brazil come and visit this archipelago, which is composed of 18 islands during summer to visit the underwater coral structures of Pedras Secas. It is known for different oceanic creatures including black margates, grunts, squirrelfish and giant trevally.



Caribbean

In the Caribbean ocean is located several islands that are famous for its diverse culture, history, pirate stories and of course, diving sites. Among the region's most famous diving sites are located in Cayman, Honduras, Ecuador, Costa Rica, Belize, Antilles and British Virgin Islands.

[Roatan, Bay Islands, Honduras](#)

Get enchanted with the Roatan Bay Island and dive with its diverse aquatic creatures that range from colorful to darkest corals there is, seahorses and young spotted drums. Be amazed with various sizes of rainbow parrotfish and white-spotted filefish and witness how they change colors right in front of your naked eyes! This diving site is also known for its underwater wall that stunningly stands at 70 feet.

[Darwin's Arch, Galapagos, Ecuador](#)

If you were a shark lover, you would love it here. Considered on the best diving sites in the world, Darwin's Arch features huge oceanic animals that you can only imagine. Enjoy swimming with different kinds of sharks such as burly Galapagos sharks, tiger sharks, and hammerheads. You can also come close with other species like moray eels and eagle rays and many reefs under the sea.



Utila, Honduras

Also located in the vastness and diverse ocean of Caribbean, Utila is one of the hottest diving sites as it features several natural diving structures such as the Blackish Point, Great Wall, and Spotted Bay. There is also the Joshua's Swash and West End. One of the most famous is the Blackish Point that hosts mangroves. It is known for its wall that stands parallel to the shore. The wall is believed to have formed due to volcanic activity millions of years ago.

Alcyone, Cocos, Costa Rica

Discovered in 1987 in a renowned expedition, this diving site in Alcyone, Cocos in Costa Rica became famous with regard to its gigantic marine animals such as hammerhead sharks, manta, mobula and marble rays, dolphins, whale sharks, tuna fish and eagle rays. It also hosts hundreds of reef species that houses diverse aquatic creatures ranging from the smallest to the biggest species of octopus, eels and blenny, aquatic species that is endemic in Cocos.

Half Moon Caye and Blue Hole, Belize

Belize is known for the Half Moon Caye Wall and Blue Hole that take divers into a deeper and another dimension of oceanic adventure and wide marine reserves. In this place, divers will come near with gigantic animals such as eagle ray, loggerhead turtles, garden and murray eels, and the barracudas.

Ambergris Caye, Belize

If you are into an adventure of looking for the best diverse aquatic ecosystem, you can find it here at Ambergris Caye, Belize. The warm water of this diving site is very suitable to grow different kinds of reefs and a great home for nursing sharks and stingrays.

Critter Corner, St. Vincent & the Grenadines

Considered as the diving capital of the Caribbean Sea, this diving site is known for its magnificent coral reefs and sea grasses that serve as home for various sea creatures such as blennies, flying gurnards, eels, seahorses, crabs, and vast anemone species.



Cayman Islands, British Overseas Territory

Cayman Islands

Known for its controversial offshore banking industry, Cayman Islands also host different diving sites that are also famous around the world. As the matter of fact, it is known as the "king of all Caribbean diving sites."



Bloody Bay Wall, Little Cayman, Cayman Islands

This islet might be the smallest in the Cayman Islands, but its diverse aquatic resources and marine life does not equate with its geographic size. It is famous for its colorful reefs that house various species of fish and corals. There are also lobsters, sharks and turtles that roam around the area all year round.

RMS Rhone, British Virgin Islands

Featured in the film *The Deep* in 1977, this site remains one of the hottest destinations when it comes to diving and snorkeling. This place offers colorful corals that serve as home and foods for all aquatic species that live, nurse and migrate in this part of the ocean.

Bonaire, Netherlands Antilles

The best season to visit Bonaire is on September to December when sharks, turtles and other fish come to this place to nurse their little ones. This part of the ocean remains untouched by man and hosts more than 100 diving sites for both local and foreign divers.

Maldives

When it comes to clearwater, diverse marine animals and species, Maldives is one of the best spots to visit. This small island country hosts rich and diverse marine ecosystems that educated divers around the world. One of the best attractions in Maldives is the giant Napoleon Wrasse. Divers can also find anemones, eels, kinds of rays, turtles, whales, sharks in Maldives diving sites.

Baa Atoll, The Maldives

Declared as a marine sanctuary by UNESCO World Biosphere Reserve, Baa Atoll has been known for its distinct marine species. Most of them were featured in several TV shows such as BBC. This area in The Maldives island contains one of the most diverse, colorful and unique marine organisms in the world.

Beqa Lagoon, Fiji

A small island that is worldwide known for its marine diversity. Fiji is known for scenic and beautiful lagoons, beaches and diving spots. Its clear water is a great home for soft corals that feed and house its marine biology.



Asia and the Pacific



Divers won't get enough of the marine diversity and ecology when they explore the Asia and the Pacific region. This place is abundant with diving sites that bring divers into a completely different world underwater. Blessed with tropical diversity and aquatic resources, Asia and the Pacific keeps the most untouched, undiscovered and unexplored diving sites all over the world. Its seas and oceans attract different aquatic lives where they can find home and food in different seasons of the year. Divers also find the most calm and dangerous diving sites in this region. Among the best diving sites in Asia and the Pacific are the following:

[The Philippine archipelago](#)

This country has become one of the hottest destinations when it comes to diving. Divers from all over the world come to the Philippines to discover the endemic species in this country and the vastness of marine ecology that it offers. Among the best diving destinations in the Philippines are Puerto Galera in the island of Oriental Mindoro, Malascua in Cebu, Coron and El Nido in Palawan, Bohol, Sorsogon for its Donsol whale shark and Anilao in Batangas. These islands host the diverse and colorful coral reefs formation and vast fish species.

[Koh Tao Island, Thailand](#)

This island is known for its colorful coral reefs and diverse marine life. Among the best attractions in this diving site that includes the whale sharks and the grey reef sharks.

[Sipadan, Malaysia](#)

Located at the heart of the ocean, the Sipadan Island is the one and only oceanic island in the country. This is one of the best diving destinations in Asia as it serves as a home for various aquatic and marine animals such as hammerhead sharks and whitetip sharks, sea turtles and species called the leopard sharks. It is also known for wide varieties of soft and hard corals that house the marine life.

[Gili Islands, Indonesia](#)

Known as the 'turtle capital of the world', Gillis islands of Indonesia provide divers the best swimming with the turtle experience. Aside from this, there are also other marine species that live and nurse in this part of Indonesia including manta rays, reef sharks, parrotfish, and a whole lot more.

[Bali, Indonesia](#)

Indonesia, being the largest archipelago in the world hosts the most diverse land and sea ecology. Most of its islands remain untouched while most divers visit and explore its diving spots especially in Bali. This island is known for its rich and colorful marine life.

[Phuket, Thailand](#)

Known as the "Pearl of the South," Thailand is famous not only for its culture but also for its marine ecology. Among the best attractions in the vast seas of Thailand are the different species of reefs, fish, shipwrecks, and underwater caves.

[Labuan Island, Malaysia](#)

Some call this part of Malaysia as the 'Pearl of the South China Sea'. Labuan Island is one of the best diving destinations in Malaysia and known for its historic shipwrecks, coral reef formations and diverse marine ecology.

[Grand Turk, Turk & Caicos](#)

This place is one of the recent discoveries when it comes to diving designations. It features clear water, unexploited coral reefs, dunes and various marine lives endemic in the country. Their islands remain natural and protected from possible exploitation.

[Ras Mohammed, The Red Sea, Egypt](#)

Ras Mohammed, The Red Sea has become a diving destination for many divers backpacking from Europe and other parts of the world. It has distinct and rich marine ecology and underwater diving adventures that professional and





Africa

This place is not only known for its safari and hot deserts. Can you believe that there are also diving destinations in Africa? Here is one of them.

[Bazaruto Archipelago, Mozambique](#)

These islands remain untouched by man and secluded from the technology and exploitation. Most divers who visit these islands are into adventure of shipwrecks and other related adventures.

[Tanzania, Africa](#)

Located at the east coast of Africa, Tanzania is run by British government but offers wide varieties of culture, marine and land biology. One of the best diving destinations in Tanzania is the Lake Tanganyika, which is known for varieties of marine species.

Australia

The vastness of ocean that surrounds this country explains why it is blessed with diverse marine ecology and great diving destinations. Known to the world for the Great Barrier Reef, Australia remains on the top of the bucket list of all divers around the world.

[The Great Barrier Reef, Australia](#)

There will be no splendid and wonderful reef formation that The Great Barrier Reef in Australia. Featured in many shows and documentaries, this reef is a scenic adventure for the creatures of both land and the underwater world. This serves as home for diverse species – from the smallest fishes to the most gigantic white sharks.

[The Yongala, Australia](#)

This mysterious shipwreck remains one of the historic and most explored wreckage in the history. A cyclone sunk Yongala in 1911, together with 122 of its crews and passengers.

[Magnetic Island, Australia](#)

Known for its attractive slopes and beaches, what makes divers get magnetized to Magnetic Island is the diverse marine ecology in this area. You can reach the Yongala wreckage from this diving spot.





United Kingdom

Known for its kings and queens, UK is also famous for its diving destinations that attract divers from all over the world. Among the best diving destinations in this country include the following:

Jersey Island

This is the place for one of the most dangerous and largest tides in the world. During summer, divers will be able to encounter exotic marine life in this area including dolphins, basking sharks, triggerfish, seahorses and sunfish. The seabed of this diving site is also a magnificent place to discover.

St. Abbs Cathedral

This diving destination was discovered in 1950s, and it has become the country's most famous diving site. The main challenge to discover in this adventure is to locate Cathedral Rock – that if they don't use their imagination and rely on their poor navigation skills.

Sierra Leone

This place might not be on the top of the list for a holiday diving adventure but it is definitely one of the bests in the Africa but is run by British government. It offers vast shorelines and diving sites with various marine species and diverse aquatic ecology.

Other diving destinations around the world

Aside from those listed above, there are other diving destinations around the world that were recently and were previously discovered. These sites also offer the diverse marine ecology, unique aquatic species, marine animals and historic shipwrecks.

Silfra, Iceland

This place offers amazing subaquatic views that mystically float on the continental plates of Iceland. It features lagoons, marine animals and species that can also be found in American and Eurasian continents.

Truk Lagoon, Micronesia

Famous for its sunken ships that date back in World War II, the Truk Lagoon in Micronesia became one of the most dove diving sites in the ocean. Divers discovered history in this diving site, making it an underwater museum.



Seychelles

This diving destination is one of the vastest diving spots in the East African region. It hosts various kinds of fishes and marine life – ranging from the most exotic to the most widely known maritime species.

Sharm El-Sheikh

Located in the Red Sea of Egypt, this diving destination is well-known for its sharks in the wild. Among the species that can be found here are the hammerheads, blue spotted stingrays, turtles, and groupers.

The Point, Layang Layang

This is a small group of reefs and islands located in the West Philippine Sea. It is also known as the Swallow Reef of The Spratly's.

New Zealand

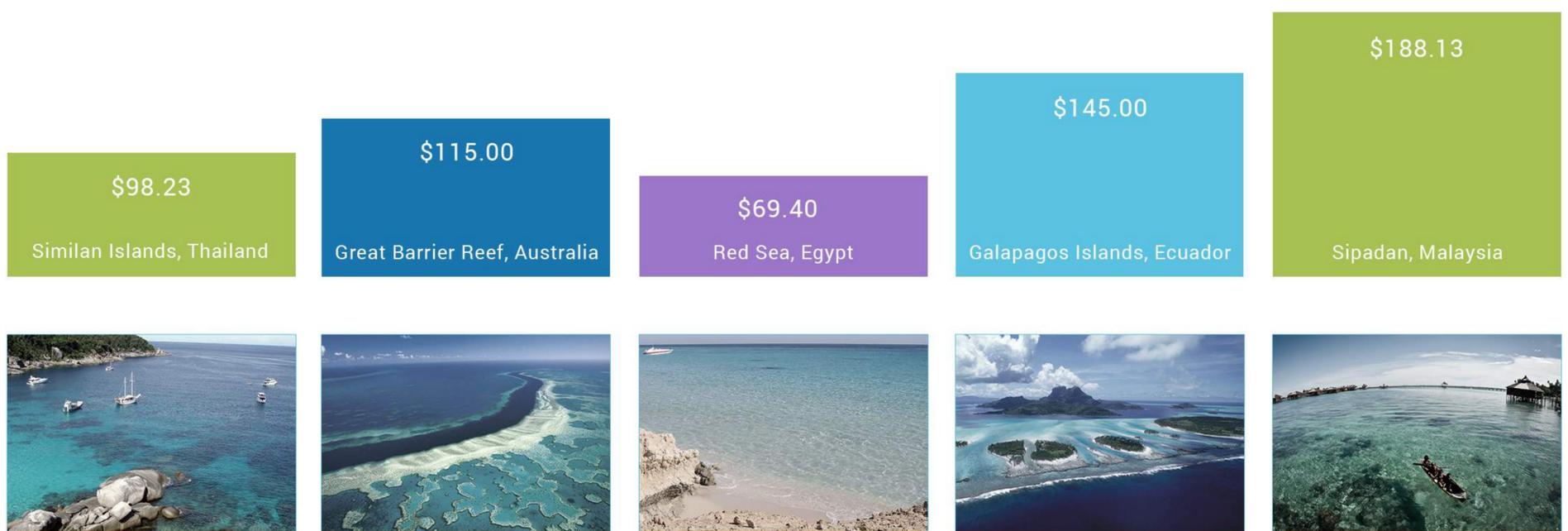
Divers come in this place in the months of January to June for the best weather and friendly sea adventure. One of the best diving sites in New Zealand is the islands of Poor Knights, the 27th of the World's best diving destinations.

Jardines dela Reina, Cuba

Its extensive diving sites offer divers a chance to swim with the gigantic creatures including sharks and other diverse marine animals.

d. Prices comparison

The following table represents comparison of prices in USD for 1 dive with equipment provided, according to the average pricing of the popular diving clubs in various corners of the world:



2. Building a diving website

Quick Terms List

Content Management System (CMS) is the application installed on the website that allows publishing and editing content on the website. This is admin area from which webmaster modifies content on the website. It's not obligatory, but highly recommended for a website to have any CMS installed.

WordPress is an online content management system written in PHP, one of the most popular CMS in the world.

Theme is a set of files connected with each other that create graphical interface of the website and specify layout of pages.

Plugin is a set of files that enable additional functionality on the website.



a. Introduction

Developing a website for scuba diving business isn't time-consuming as compared to other industries. This is stipulated by the needs of diving centers owners: in fact there are only few basic pages that are essential for the website and everything above could be considered as specific requirement. Taking into account simplicity of such websites, we recommend giving preference to WordPress as the content management system. It's free and could be easily updated even by novice.

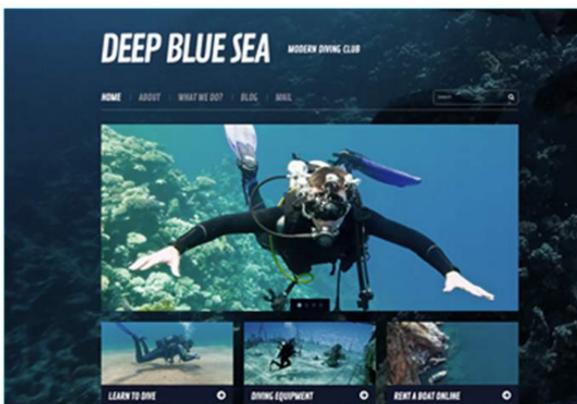
This chapter will summarize the most popular diving themes for WordPress websites that will allow any webmaster to create a very relevant design just after theme installation and also provide an overview of essential plugins needed for WordPress diving website in order to build basic modules as booking, gallery and social sharing.



If you don't have time on building your diving website on your own - contact our experts at www.mobilunity.com

b. Existing diving themes

As diving is quite a narrow niche, there is a limited number of ready-made scuba diving website templates. List of the most popular underwater themes is presented below:



Diving Responsive WordPress Theme (\$75):

It's an interactive, dynamic theme to display your diving site in a manner so easy to see by your visitors. This is one of the best diving templates used by professional diving coaches, diving services and so on.



Scuba Diving WordPress Theme (\$76):

Mix and match your elements with this theme that lets you customize your page elements. Choose this if you want a cool and professional-looking WP diving site for your customers.



Diavlo (\$68):

This is another good diving template that you can choose for full customization, 17 colors and package options. This is another dependable WP theme for divers and diving schools in top destinations worldwide.





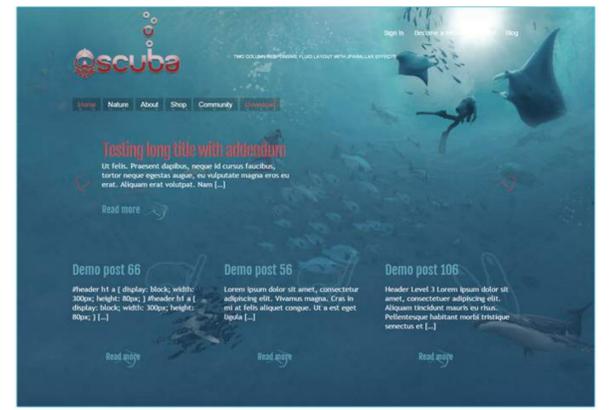
Diving WordPress Theme (\$67):

This is your WP template for a flashy and vibrant diving website theme. This is a good site for divers and instructors looking for diving information and packages. It is highly customizable and has an affordable pricing.



Diving Responsive WordPress Theme (\$75):

This is a totally customizable, dynamic website that surpasses anyone's expectations. Choose this if you want a vibrant and cool looking diving site for your diving services, school or coaching services. Download it today!

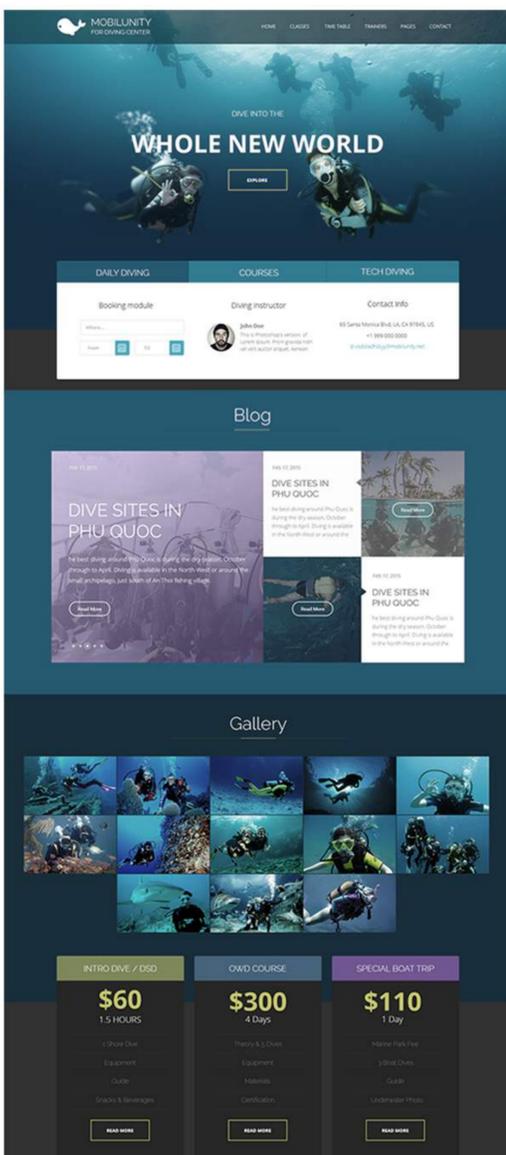


Scuba WordPress Theme (free):

There are also free diving WordPress themes available online for instant download, like Scuba WordPress Theme, but these designs are quite limited and can't compete with paid themes.



If you want to get a unique design of your diving website - contact us at www.mobilunity.com



a good landing sample

c. Website structure

Almost all scuba diving websites have same menu structure and list of essential pages: Homepage, About, Photo Gallery, Prices, Booking (could be also part of homepage), Contact and Blog. The most important page on the website is essentially homepage that receives major part of referral and organic traffic on diving websites. Therefore, it's critically important to build this page as informative as possible, on the one hand, and with proper appeals to dig inside the website, on the other. Having liveaboard website visitors viewing only one page will become a reason of high bounce rate that may have negative impact on the website ranking. Structure of a good scuba diving landing page includes buttons to other pages, for instance: call to action "Book Now" that links to the calendar page, photos of crew members with a button "Meet Our Staff" linked to About page, latest visitors photos with "View More" button linked to the gallery, excerpts of the last blog posts, each with "Read More" button.

d. Essential plugins to use

i. Overview

There is no limitations on the number of plugins webmaster any insall on WordPress website, so diving website could include a wide variety of them in fact. The sections below focus on the most common and essential diving plugins that are free and easy to configure.



ii. Packages

Pricing packs on scuba dive website could be build with the following plugins:

- [Pricing Table](#) - plugin includes 4 responsive pricing templates that could be inserted on any page with a shortcode.
- [Price Table](#) - highly customizable plugin with variety of design options that could be modified in the page builder. Webmaster may set color, size, font, number of columns, add ribbons and many more.
- [Pricing Tables](#) - plugin offers prices columns with zoom effect upon hover and tooltips, very easy to customize and change colors.
- [JKL Pricing Tables](#) - plugin that allows adding prices with shortcodes, but requires basic knowledge of HTML. Kento Pricing Tables - create responsive prices using beautiful templates. Plugin offers additional Premium upgrade.

ii. Gallery

Gallery is truly essential for a liveaboard website as it helps to show the beauty of undersea - the reason why many travellers sign up for a dive.

- [Photo Gallery](#) - one of the most popular plugins that allows you to edit photos by adding watermarks, changing their thumbnails and many more.
- [Gallery Bank](#) - advanced plugin that enables creation of several albums and galleries with versatile animation effects.
- [Huge-It Image Gallery](#) - plugin that enables 7 different diving photos galleries views on the website, works great with both images and videos.
- [Robo Gallery](#) - responsive diving photos gallery plugin offers 15 different hover effects and variety of layouts. NextGEN Gallery - very popular gallery WordPress plugin that enables variety of bulk photo updates.

iv. Scheduling/Booking

One of the benefits of going online is ability to let your visitors to book a dive without even visiting your club. The following plugins will help you to add booking widget on homepage or a dedicated booking page.

- [Booking Calendar](#) - free WordPress plugin that will show website visitors a calendar with possibility to book the date by sending a request via the form.
- [Appointment Booking Calendar](#) - simple plugin that allows visitors to choose the date and time of diving session and send a request to admin.
- [BirchPress Scheduler](#) - appointment scheduling plugin that allows to choose the service that will be booked. Appointments - WordPress plugin with Google calendar integration and ability to charge bookers fee for the service at once.
- [Bookly](#) - advanced booking plugin with very powerful and beautiful scheduling steps.

e. Analytics

No matter what industry a website operates in, further development and successful online promotion is impossible without understanding how the business gets new visitors and what they do on the website. We recommend adding Google Analytics tracking code on any diving website. It's free enterprise level tool that provides webmasters and markets with important data on visitors.





3.Diving website promotion

Quick Terms List

Keyword is a word or phrase that define content of the page. These are also the search terms users often enter in search engines.

Semantic core is a textual foundation a website is built upon, it's a list of keywords that define the scope of the website and are usually used in promotion. The website is built with intent to rank in search engines by these keywords.

Long-tail keyword is usually a 3-4 word phrase that is usually very specific and is not often searched in search engines. However, it has very niche-specific meaning.

Anchor text is a word or phrase that links to another website, it's the clickable text in the link.

a. Overview

Once a diving website is up and running, it's a high time to take care of its further promotion. Without proper activities online, the website will not be shown in top results in search engines, and thus, will be visited only by clients that either heard about the business or had a chance to use the service. This part of white paper will focus on optimizing a diving website for search engines step by step. In addition to receiving traffic from search engines (organic), website owners should be interested in acquiring referral visitors from relevant resources, and the chapters below will show how to get mentions of the website on the relevant niche domains.

Optimization of diving websites is very tailored to the location of the diving center, it's geography-specific and thus major interest of a website owner should be in acquiring natural links from local resources: directories, review portals and various travel tips websites.

b. Keywords

The first and the most important step in promotion of any website is definition of its semantic core. It's evident that a website can't rank by all possible relevant keywords and webmasters should always first define a list of keywords they are planning to target. The easiest way to find your niche keywords is to use free keyword suggestion tools like Keyword Planner from AdWords. The main parameters that should be taken into consideration are:

keyword relevancy - only relevant and niche keywords should be picked. The more "niche" they are, the higher are the chances to rank by them. Especially if we take into account local promotion, in this case keywords with local specifications should be a must to be included into the keyword plan.

number of monthly searches - the higher this parameter is, the more traffic a website could tentatively get, but only if it ranks high by the chosen keyword. As a rule, keywords with high number of monthly searches are very competitive and it's complex to promote a website by them. In case of local diving website promotion, we recommend to pick keywords with capacity below 500.

competition - it's evident that the higher the competition is, the more efforts a website owner should make in order to rank by the keyword. On the other hand, competitive keywords usually indicate that the keyword is commercial and users who type it in search engines are actually ready to buy a service. So we recommend not to stay away from the keywords even with 1 (equals to the highest) competition coefficient.



- **average bid** - despite that fact that this parameter is actually created for those buying advertisements from Google, it still helps webmasters to understand how commercial the keyword is. The higher this parameter is, the more competitive the keyword is.

As we pointed above, keyword research for a diving website should be very geography-tailored. We recommend first to pick all keywords that include location in them. Here is a sample of keyword plan done for Florida Keys region:

Keyword	Avg. Monthly Searches Worldwide	Competition	Suggested bid
diving florida keys	260	0.51	2.53
scuba diving florida keys	320	0.58	3.32
dive florida keys	90	0.52	3.73
diving in florida keys	110	0.64	1.88
florida keys diving	480	0.51	1.77
florida keys dive center	390	0.18	5.97
scuba diving in florida keys	90	0.67	2.43
florida keys scuba diving	260	0.52	3.17
diving in the florida keys	70	0.65	1.4
best diving in florida keys	70	0.27	0.92
scuba diving in the florida keys	70	0.48	1.71
florida keys snorkeling	480	0.45	3.5
scuba dive florida keys	50	0.54	1.66
wreck diving florida keys	30	0.44	4.45
snorkeling florida keys	390	0.42	3.33
scuba florida keys	90	0.35	2.02
diving the florida keys	40	0.67	2.98
best diving florida keys	40	0.26	5.06
best scuba diving in florida keys	40	0.35	1.34
florida keys scuba	70	0.35	4.27
florida keys dive sites	40	0.4	5.88
shore diving florida keys	20	0.19	0
florida keys dive resorts	40	0.82	2.32
best scuba diving florida keys	20	0.27	0
florida keys scuba diving packages	30	0.85	3.36
florida keys scuba diving resorts	20	0.73	5.5
florida keys diving packages	30	0.87	2.11
florida keys diving resorts	20	0.86	1.95
florida keys wreck diving	20	0.43	0.2
dive resorts florida keys	20	0.92	2.85
dive shops florida keys	30	0.57	6.01
florida keys dive shops	40	0.59	4.75
dive packages florida keys	20	0.8	2.23
florida keys dive packages	30	0.89	3.13
dive sites florida keys	20	0.3	2.77
florida keys dive shop	10	0.5	3.5
florida keys dive	20	0.45	0
snorkeling in florida keys	260	0.54	2.32
best snorkeling in florida keys	210	0.13	0.99
snorkeling in the florida keys	110	0.37	1.05
best snorkeling florida keys	110	0.08	0.6
best snorkeling in the florida keys	70	0.17	0.71
florida keys snorkeling tours	40	0.61	4.06
florida keys snorkeling spots	20	0.15	6.18
florida keys snorkeling from shore	30	0.21	0.33
florida keys best snorkeling	30	0.11	0





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c. Internal optimization

Once semantic core of the diving website is defined, webmaster should take care of proper internal optimization of all pages and posts by the chosen keywords. We recommend to have dedicated pages written by highly searched keywords (with capacity above 100 for diving niche) and insert naturally all other keywords within the texts. To avoid keyword stuffing a page shouldn't be optimized for over 4 keywords or have density of any of the keywords above 5%. A good practice is writing additional posts for small long-tail keywords and including those into the blog.

The full diving website internal optimization should include:

- [optimization of titles](#) - keywords should be included in exact match
- [optimization of subheadings](#) - preferably half of page subheadings should include targeted keywords
- [optimization of meta elements](#) - every page should include meta title, description and keywords specific for the page. It's highly recommended to include location into the meta title.
- [optimization of media elements](#) - to give search engines better understanding what the website is about, media elements should have informative names and descriptions. It's a good practice to include keywords in titles and alternative titles of all images.
- [interlinking](#) - pages and posts should link between each other by proper keywords. To add more value to the main pages on the website every new post may include a link to the page.

In addition to optimizing the content, webmaster should ensure that the website is indexed regularly. Sitemap.xml is the main element on the website that facilitates the process. There is variety of simple WordPress plugins designed for this purpose, just need to install those and they will generate a sitemap - list of all pages on your website, that will be submitted to search engines.



If you don't have time on optimizing your diving website on your own - contact our experts www.mobilunity.com

d. Blogging

In order to show search engines that a diving website is up-to-date and keeps an eye on the industry trends, it should get its content updated regularly. It's a proved fact that search engines give preferences to the websites that are updated often. Blog is the best way to keep the website updated and attract long-tail relevant traffic. Even if all niche keywords have been already covered in the blog posts, there are still variety of travel/sports keywords that lay at the intersection with diving industry. For instance, a website may start posting articles like "Best ways to have fun in Florida", "Top places to visit in Florida", etc. that are actually travel topics, but if include scuba diving center as one of the items in the list, it may become the reason why website users, who didn't even had an idea about diving before reading the post, are now booking a dive on the website.

Regarding the length and frequency of posts, we recommend to post 300-500 words articles with media elements (videos, images, photos) at least weekly. But the oftener the website is updated - the better.





It's not compulsory to spend time on writing blog posts - contact our content writing team
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e. Links, where to acquire them

Original and keyword-optimized content written by all rules still won't bring a website first positions in search engines. However, in combination with links from relevant resources, such a content will become a powerful tool and the reason of many website visits. Promotion of a website is not one-time job, it should be done daily, with proper track of positions and assessment of links acquired. Even the highest rankings could be dropped if the website is not taken care of regularly.

When placing a link to the website, the first thing that a webmaster should care about is its naturality. Users in the World Wide Web refer to various pages in a different way by leaving full links that start with <http://>, links with anchors that include keywords and links with dummy texts like "visit this website", sometimes they link from photos or video resources, and all these links don't always point at website homepage, they point at various pages that were of specific interest to the user. SEO for diving website should follow this logic of natural links placement: links should be of different kind, from different resources and pointing at different pages.

We've prepared a list of possible link opportunities for diving industry:

- [image sharing websites](#) - it's evident that diving websites have great photo galleries, why not to create similar galleries on image sharing websites and link from them to the main website? Such websites like pinterest.com, flickr.com, imgur.com are excellent for creating collections of photos and they allow leaving links in descriptions.
- [niche forums](#) - there is a bunch of diving forums where users discuss questions from equipment choice to weather conditions in diving destinations, why not to use these discussions to show expertise in diving and leave a link to the website? Users may simply create a signature with link to the website in it and participate in various discussions not bothering about additional linkbuilding - links will be naturally placed automatically in every comment. Some of the niche forums we recommend:
<http://www.scubaboard.com/forums/forum.php>
<http://www.thediveforum.com/>
<http://forums.scubadiving.com/>
<http://forums.sportdiver.com/>
<http://forum.scubatoys.com/activity.php>
- [blog commenting](#) - leaving a witty and meaningful comment on a niche article is a great way to show diving expertise and leave link to the website at once. The most important thing in this activity is informativeness of comments. Notes like "great post" are treated as a pure spam, so in case a webmaster decides to undertake blog commenting activity, the first thing he should care about is usefulness of the comments. And here is a hint how to find niche blogs where users may leave comments: type in google: `inurl:diving "leave a comment"` and you will get a list of posts relevant to diving with commenting enabled.
- [third-party blogs](#) - in addition to launching a blog on the website, website owner may take advantage of free blogging platforms like blogger.com, tumblr.com, wordpress.com and start a blog there. The content posted on such third-party platforms shouldn't be promotional, but rather provide tips and guides naturally linking to the main website within the text.
- [lists](#) - nowadays people love reading and composing lists of "best" and "top" items, so why not to keep the trend and create a list of best diving centers or snorkelling destinations linking to the website between the lines? The most popular platform for creating lists is list.ly - it's free and very easy to use.
- [local directories](#) - submission to local directories is a must component of any local business promotion. Depending on the location of the diving center, website owner may find either city or state directories of services. Advanced Google search should help here: type in google: `inurl:directory "your location"` and you will get a list of directories in the specified location.
- [sports/travel directories](#) - as diving lies at the intersection of sports and travel, directories that specialize in these 2 niches could be considered as relevant niche resources. There is a number of directories where a diving website could be added to:
<http://www.travel-directory.org/>
<http://www.onlytourist.com/>
<http://www.traveltourismdirectory.net/>



<http://www.worldtourismdirectory.com/>
<http://www.travelaxis.org/>
<http://www.traveltourismdirectory.com/>
<http://travel.org/>
<http://www.directorysports.com/>
<http://www.sportdot.com/>
 and a number of niche diving directories any snorkelling website should ping:
<http://www.divingindex.com/>
<http://www.3routes.com/>
<http://www.scubadiving-directory.com/>
<http://www.101scubadiving.com/directory/directories.html>
<http://diveadvisor.com/>

f. Divers organizations

The following table represents comparison of prices in USD for 1 dive with equipment provided, according to the average pricing of the popular diving clubs in various corners of the world:

Keyword	Type	WRSTC Member	ISO Certified
IANTD - International Association of Nitrox and Technical Divers	Recreational and Technical	Yes	Yes
NASE - National Academy of Scuba Educators	Recreational and Technical	No	Pending
NAUI - National Association of Underwater Instructors	Recreational and Technical	No	Yes
PADI - Professional Association of Underwater Instructors	Recreational and Technical	Yes	Yes
PSAI - Professional Scuba Association International	Recreational and Technical	No	No
SSI - Scuba Schools International	Recreational and Technical	Yes	Yes
UTD - Unified Team Diving	Recreational and Technical	No	No

g. Google places

Whoever tries to search for a diving center with specification of location in Google will see a list of top Google places on the map. These results are placed right below the ads, so if a business want to be shown high in local Google search, creating a Google+ page should become mandatory. Listing on Google places is very easy: just sign up with Google account and create a page for the business providing physical address. Google will send a postcard to the provided address to verify the business and upon verification the process can be considered as completed. To be showed by Google in top Google places results, a business should have several reviews from users (not specifically all positive), so it's a very good practice to encourage visitors to review the business online.

h. Reviews

Currently over 88% of users read reviews about local business before they decide whether to sign up for a service or buy a product¹², so it becomes vitally important for online business to be verified with any feedback by its users. Reviews shouldn't be compulsory all positive - they should be natural. So registration at local review websites should become an important step in developing a diving site. the next step will be encouraging users to post reviews - maybe for additional discount for their next visit, maybe for a special souvenir. The most popular and thus, influential review portals are yelp.com and tripadvisor.com.

i. Social media

Social media websites are extremely popular among youth that actually matches the target audience of scuba diving centers. The most popular social network among scuba diving business owners is Facebook. We also recommend all



users to add review widget to the local page on Facebook. Next comes Google Plus with its Google places, and as long as the agency has a quality photo gallery - Instagram. Twitter and LinkedIn, being popular in other industries, are not so widely spread among diving website owners. Whatever social network a business decides to develop, the most important thing is to keep it updated regularly: better to have one live page than several dead profiles with last photos posted months ago.

j. Guest posts

Becoming a contributor to a niche blog is an excellent way to promote your business and start receiving referral traffic, if a blog is popular. It's not a problem for a passionate diver to share some exciting stories with readers and bloggers always welcome genuine posts based on personal experience. We made a small research on the niche blogs that accept guest posts:

<http://divezone.net/write-your-review>
<http://marinesciencetoday.com/submit-a-guest-post/>
<http://jetsetera.net/write-us/>
<http://theadventourist.com/submit-guest-post-travel>
<http://traveltamed.com/submit-a-guest-post/>
<http://www.worldadventuretravel.co.uk/write-for-us/>
<http://www.sarepa.com/work-with-me/>



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Conclusion

Hopefully this list of various resources inspired diving website owners with new ideas where and how to promote their websites. All steps described in this white papers were aimed to underline importance of local and natural promotion of a snorkelling or scuba diving website. But no means we encourage webmasters to use spam commenting or other black-hat seo practices in promotion of their websites.

And few words instead of conclusion: any website needs constant care and monitoring. No matter what promotion strategy a business owner has chosen, only regular review, analysis and reconsideration of the methods tried will bring online website to success.



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16. <http://www.2travelegypt.com/wp-content/uploads/2012/01/Red-Sea-Egypt1.jpg>
17. <http://compassholidays.net/en/wp-content/uploads/2015/01/Galapagos-Islands-Wallpaper-.jpg>
18. http://www.seamonkeydiver.com/uploads/6/2/7/4/6274122/7512096_orig.jpg

