

SEO Analysis
[Name of company/website].net

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Executive Summary

A Search Engine Optimization analysis was conducted for the Web site [Name of company/website].net, which belongs to [Name of company], an agency based in [Name of city], Mich.

The goals of this analysis are to identify ways to improve the search results rankings of [Name of company/website].net for travel queries and drive more local traffic to the site. This is to be achieved through the use of effective key phrases throughout the site, on-site methods such as enhancing document markup and off-site methods such as increasing and improving inbound and outbound links.

Higher search rankings should lead to higher conversion rates (users creating accounts or making purchases) by increasing traffic on the site. Research shows that traffic and conversion rates increase substantially over several months after sites make the first page of Google results.

Recommendations are categorized as high, medium and low priority. High-priority recommendations are those considered to have the most immediate value at a low cost. Low-priority recommendations are considered worthwhile, especially in the long run, but could be costly in the short run. Medium priority recommendations lie in between the other categories as far as benefit and cost.

Major high-priority recommendations from this analysis include:

- Use of 14 key phrases in page titles, meta descriptions, links and content.
- Rewrite all page titles.
- Write <meta/ > descriptions for all pages, using key phrases.
- Generate a sitemap.xml file and submit it to the major search engines.
- Enhance table layout markup so content is easier for spiders to parse.
- Improve inbound links from cruise lines.
- Improve links to social media sites.

Recommended Key phrases

The client's goals are to rank higher for queries related to travel and to attract more local traffic. A point in the Web site's favor is its use of the word "travel" in the URL, a good use of one of the best key words available.

In a search for "[name of region] michigan travel agency," [Name of company/website].net was 68th in Google results, on the seventh page. Searches for "[Name of city] michigan travel agency," "[name of nearby city] michigan travel agency" and "[name of another nearby city] travel agency" yielded results with [Name of company] first, and included Google maps locating [Name of company]'s offices and any local competitors or similar businesses. When searching directly for "[Name of company]," the client came up third in Google rankings. This suggests the site will rank well for residents of those communities who want a strictly local agency or for users already familiar with the company, but not for users in the wider region, who likely would conduct a broader search, such as "[name of region] michigan travel agency." Working this phrase into markup and content, therefore, appears more valuable than the more precise phrases containing the names of the nearby cities.

The home page has these terms in the keywords meta tag: "Vacations, cruises, holidays, discount vacations, book online, travel agency, [name of region] michigan travel agency, escorted vacations, travel specials." They do nothing to improve the site's ranking in Google, as it ignores that tag, but some of them can be incorporated into key phrases used in the site's content and markup.

Informational and transactional searches by users offer the most promise for improving search results through keywords. Phrases that build on the client's specialties and add geographic location will cater to those types of searches and contribute to the effort to drive more local traffic to the site. Between them, informational and transactional searches account for the majority of queries.

Navigational searches and searches by business name alone face a high hurdle in the form of [Name of company/website].com, an online travel magazine. Many users who might know the business name but not its Web site likely will guess ".com" when making a navigational query and wind up at the magazine site. Therefore, the term "[Name of company]s" is not recommended as a keyword, even though it's the company name.

Key points about the client's business to consider in developing key phrases:

- Cruises are a specialty. The client links to most if not all the major cruise lines, and offers online booking.

- Other specialties are: adventure and business travel; luxury, honeymoon and family gathering packages; international group tours led by local guides; vacation packages for Mexico, the Caribbean, Walt Disney World, Las Vegas and Europe.
- The client offers discounts on cruises and vacation packages.

Another important point in developing key phrases is their length. In 2008, Google reported that the average query length was four words, while the Nielsen/Norman group reported an average query length of 3.1 words. In addition, conversion rates appear to peak at four words.

A check of sites for other travel agencies in [Name of city], [Name of nearby city] and [Name of another nearby city] shows terms such as "cruises," "vacations," "travel," "deals," "specials," "business," "Hawaii," "Mexico," and "Caribbean" are commonly used, especially in navigation and content. However, "book online" and variations of that, "family," "packages," "discounts," "adventure," "Disney," "Las Vegas," "honeymoon" and "luxury" are not commonly found on those sites. More common keywords can be used, but only in phrases that help narrow the focus of the search and lead more readily to [Name of company]'s site.

Key phrases recommended in this report contain three to four words, emphasize the client's specialties, stress keywords less commonly used by competitors and include geographical terms to narrow the focus of phrases that might be too generic. They are:

1. travel agency [name of region] michigan
2. discount vacation packages michigan
3. discount cruise packages michigan
4. book cruises online michigan
5. international group tours michigan
6. disney world vacations michigan
7. mexico vacation packages michigan
8. caribbean vacation packages michigan
9. europe vacation packages michigan
10. vegas vacation packages michigan
11. adventure travel packages michigan
12. honeymoon travel packages michigan
13. luxury travel packages michigan
14. family reunion vacation packages michigan

Though using key phrases in site content is important, it can be overdone. The accepted guideline is to limit keyword density to 7 percent of a site's content. Using key phrases in markup, such as through title and summary attributes for tables and links, is an effective and legitimate method of increasing keyword density for the computer side of SEO without overdoing it in content.

On-Site SEO Issues and Recommendations

High-priority issues

- Rewrite all page titles; make them describe each page's content and use key phrases.
- Write page <meta> descriptions for all pages, using key phrases.
- Generate a sitemap.xml file and submit it to the major search engines.
- Improve the robots.txt file, if needed, to ensure security for sensitive data and pages while enhancing overall site indexing.
- Enhance table markup so content is easier for spiders to read.

Medium-priority issues

- Rewrite the meta keywords in the home page and five sub-pages that have them, and over time add a few, choice keywords to other pages.

Low-priority issues

- Change from table layout to XHTML and CSS to encourage and ease indexing.

Page titles

Page titles are one of the most important factors in SEO. The text between the <title> and </title> tags is used as the link text in the search results list and serves as the default bookmark text when users mark a site.

In addition, because the [Name of company] site is built with table layouts that don't provide meaningful content immediately after the <body> tag, page titles and descriptions (to be discussed in the next section) might be all the search engine spiders use to index the content.

The home page and 35 sub pages accessible through the site's global navigation mostly start with "[Name of company]," followed by a hyphen and terms such as "Home," "About Us," "Cruises," etc. Ten sub pages begin with the terms "Target Search Results," followed by a hyphen, then "[Name of company]," another hyphen and terms such as "Cruises" and "Vacation Packages."

Users searching for a travel agency who don't already know about [Name of company] would be helped most by search results that begin with descriptive terms about what they're looking for, such as discounts on cruises, cruises in a particular region, group tours and adventure travel.

Some sub pages have identical titles, and would benefit from having at least one more descriptive term. For instance, four of the seven sub pages under "Travel Packages" in the global navigation are titled "[Name of company] – Vacation Packages," but each has a unique category of packages. One page is devoted to Mexico, one to the Caribbean, one to luxury travel and one to destinations for family gatherings. Those categories should be reflected in the page titles. (The other three page titles include the terms "Europe," "Las Vegas" and "Walt Disney World," but still suffer from the problems noted in the previous paragraph and can be improved.)

Some page titles aren't very descriptive, such as "Vacation Vignettes" (customized cruise packages created by a third party) and "Corporate," which on many Web sites refers to information about the company itself, similar to "About Us."

It is recommended that each page be given a unique title, written or rewritten to describe the page's content, then the travel agency name. In some cases, the phrase "[name of region] michigan" might be used as part of the effort to increase local traffic on the site.

Each title should have a limit of 10 words, both for readability and because Google truncates titles in search results at 54 characters. The home page might be an exception, where it would be appropriate to begin with the agency name then a description, such as "[Name of company] – Cruise, group and adventure travel specialists in [name of region] michigan." Elements of four of the targeted key phrases would appear in the first 11 word of the search results.

For the most part, page titles would follow this style:

- Mexico vacation packages from [Name of company]
- Royal Caribbean cruises from [Name of company]
- Weekly cruise discounts from [Name of company]
- Walt Disney World packages from [Name of company]
- Escorted international group tours from [Name of company]
- Adventure packages from [Name of company]
- Business packages from [Name of company]

Page Descriptions

Throughout the site, only the home page and four sub pages make use of descriptions within meta tags, and three of the four that exist can be improved. A well-crafted description, appearing directly after a well-crafted title, will offer useful information immediately in search results, creating more incentive to search the site.

The home page description reads: "Specializing in selling Celebrity and Azamara Cruises to Europe Mediterranean Cruise Specials." This targets only a sliver of the site's content, and users who are looking for travel options beyond those likely will move on to other search results and bypass [Name of company]'s completely. The description of the "Travel Resources" page reads: "Comprehensive travel page giving information," which is not very descriptive. The adventure travel page description reads: "[Name of company] offers exciting Adventure Travel, do something off the beaten path and out of the ordinary." It starts off well, but the second clause doesn't enhance the call to action as much as terms such as "to South America, Africa and the Arctic."

Descriptions should be written to stress the content of each page. Again, the home page description may be an exception, with the description serving as a short introduction to the agency itself. Here too, the use of the key phrase "[name of region] michigan" may help the effort to drive more local traffic to the site. A home page description following these guidelines might read: "[Name of company] is a [name of region] michigan-based travel agency that offers online booking for cruises and custom vacation packages including Walt Disney World, adventure travel, business travel and group tours."

A typical sub page description would read like this one proposed for the adventure travel page: "[Name of company] offers adventure travel packages to the Arctic, the California coast, South America, Africa and Bhutan" (based on the current content of that page).

Descriptions should be limited to 200 characters, the best accommodation for users making navigational queries and those making informational queries. (The suggested home page description above contains 200 characters, including word spaces.)

Sitemap.xml file

Currently, no sitemap.xml file exists for the site. Generating such a file and submitting it to the major search engines, Google, Yahoo and Bing, can be done with free online tools and should produce several benefits.

Sitemap.xml files can ensure that search engine spiders find all the pages in the site and index the page(s) most desired, such as the home page, for use in search results.

Robots.txt file

As noted in the preceding section, some pages containing sensitive data, time-dependent information or narrowly based marketing campaigns should be excluded from indexing, even while attempting to increase and ease indexing of the site in general.

The site's current robots.txt file tells all spiders not to index the files TripPlannerF.asp and TripPlanner.asp, presumably because users are entering sensitive personal and financial data to book trips. If there are other sensitive areas or files, they should be added to the "disallow" directive.

The file also bans to two robots, dotbot and yandex, from the site entirely. Traffic logs should be reviewed to determine what robots and spiders have been visiting the site. Comparing that to malicious robots listed by services such as botsvsbrowsers.com may reveal more of these user agents to add to the "disallow" directives.

Additionally, robots <meta /> tags can be used in markup of individual pages to give indexing instructions, with values such as "noindex" to prevent indexing of certain pages, and "noarchive" to prevent storing a cached version of a page that will expire, such as one containing a limited-time offer.

Table layout

Search engine spiders can read table layouts, but run into problems when there are several levels of nested tables, or in cases in which so much code is used the site's main content is buried deep within the markup. The [Name of company]'s site suffers from both problems.

A spider simulator from Webconfs.com was used on the site's home page and several sub pages. It showed that spiders run through the navigation tabs, the marquee text about being voted [name of region] Michigan's No. 1 travel agency, then the text blocks pertaining to travel packages taking up most of the pages. No meaningful description of the company, except the marquee text, or other useful information emerges. (The full result is available in the Appendix.)

In lieu of rebuilding the site in XHTML and Cascading Style Sheets, which would be a high-priority recommendation if not for the time and expense involved, several things can be done to make it easier for spiders to parse the site's table layout.

They include:

- Add title and summary attributes to <table> tags. These can provide spiders with meaningful descriptions of the content in tables.
- Introduce <caption> and <th> tags to tables, again to provide spiders with meaningful descriptions of the content in various tables. Both tags have higher priority than <td> tags.
- Use emphasis tags such as and around the recommended key phrases as they appear in content, rather than around price information for individual packages, which is the current practice.
- Introduce header tags, such as <h1> and <h2>, where feasible to define beginnings of sections or otherwise introduce a sense of hierarchy.
- Add text links to graphical links such as those that fill much of the "Weekly Specials" page, so spiders can read those links. They are all contained within one large table cell and set apart from each other with <p> </p> tags, so adding text should not be constrained by table-cell size. Merely adding alt text to the images (currently there is none) would improve accessibility as well as SEO, as search engines give moderate weight to alt text.

Keywords meta tag

Though Google ignores keywords <meta/> tags, Yahoo and Bing give them some weight. Since it is highly recommended all pages receive new titles and page descriptions, placing a few keywords within the empty tags which already are in the pages' coding should add little to the time and expense. The fact that Google ignores them is the main reason it is a medium-priority recommendation.

Keyword "stuffing" should be avoided, and the existing keyword tags contain 20-30 keywords or more. This would affect the pages containing cruise packages, Las Vegas packages, adventure travel packages, travel resources and information on travel insurance, along with the home page. Even if the decision were made not to add keywords to other pages, the keywords on these pages should be eliminated or greatly truncated.

XHTML and CSS

Homepage code submitted to the W3c HTML validator recorded 250 errors "while checking this document as HTML 4.01 Transitional." Spiders have a hard time parsing bulky, error-ridden code and likely will give up, which might make indexing impossible. This could greatly limit search-results improvements over the long term.

Rebuilding the site in XHTML and CSS will require lots of time and expense, but having a site in that form is cited repeatedly in SEO forums such as Google's Webmaster blog as one of the most important factors in optimization. Many SEO analysts might consider rebuilding the site a high priority, even with the time and expense involved. In addition, there are other benefits such as meeting high standards of accessibility and creating good user experiences that also are important ways to increase conversion rates.

If the site is rebuilt with XHTML and CSS, microformats should be used in the markup so that information about [Name of company], locations, events, customer reviews and other data can be collected by Google and Yahoo and used as "rich snippets" in search results pages. These snippets could include hCard contact information and customer reviews through hReview data.

Similar domain names

Because they recognize users often make typographical or other errors in search queries, some organizations purchase domain names that are close to theirs, with slight variations in spelling, word order, etc. They then use permanent (301) redirects to channel traffic to their site.

Because this would involve expense and the benefit is hard to quantify, this is a low-priority recommendation. To minimize expense and at least test whether much benefit is derived, it is recommended that one similar domain such as [Name of company] travel.net be purchased if it is available. Leaving out the "s" in "[Name of company]s" seems like one of the most likely errors users could make in the search queries.

Off-Site SEO Issues and Recommendations

High-priority issues

- Join listings of businesses in [Name] and [Name] counties.
- Create a text link to Twitter along with the existing image link.
- Improve linking from Facebook page.
- Rewrite the outbound link to Facebook in page footers.

Medium priority issues

- Improve linking from cruise lines.

Low-priority issues

- Write outbound links to professional organizations whose icons appear in page footers.
- Search the Web for travel blogs and travel sites not directly affiliated with competitors, and investigate the possibilities of linking to and from reputable blogs and sites.

Inbound links

Google's page rank for the home page is 3/10, which is not considered strong at all. Google's main criteria for page rank is inbound links, so the best chance to improve that and gain any improvement in search rankings related to page rank is to increase the number of links from and to reputable, highly ranked sites.

Checking Google for inbound links via `link:http://[Name of company/website].net` and `www.[Name of company/website].net` turned up seven results, two of which were internal links. The others were from:

- The [Name] County Area Visitors and Convention Bureau's Chamber of Commerce member directory section. ([Name of another nearby city], one of the locations of [Name of company], is in [Name] County.) In addition, there were two redundant results that initially appeared to be links from the [Name] County Economic Development Corp.'s Web site, but turned out to be on a Chamber of Commerce page that had the same layout and navigation as the visitors and convention bureau. (The sites all are designed and/or hosted by a service call eChamber Connect.)
- [Name of city].org, in its shopping-business guide section.
- Quickcoach.com, a shuttle bus service in British Columbia, in a long list of affiliated travel agencies.

Checking Yahoo via link:[http://\[Name of company/website\].net](http://[Name of company/website].net) and [www.\[Name of company/website\].net](http://www.[Name of company/website].net) turned up 12 results, one of which was an internal link, and three of which appeared to be redundant results based on the same yahoo directory for travel agents in Allendale, Mich. The others were from:

- A local.yahoo.com article on insurance for children traveling alone
- A local.yahoo.com directory of cruises in [Name], Mich.
- A local.yahoo.com directory of travel agents in [Name], Mich.
- A local.yahoo.com directory of travel agents in [Name], Mich.
- A local.yahoo.com directory of tour operators in [Name], Mich.
- A local.yahoo.com directory of travel agents in [Name], Mich.
- A local.yahoo.com directory of travel agents in [Name], Mich.
- A local.yahoo.com directory of travel agents in [Name], Mich.

One of the most effective ways to gain links immediately would be to get on listings for [Name] and [Name] counties, similar to those found on the [Name] County sites. Visitors bureaus, chambers of commerce and other business groups should be a good source of sites on which to be listed.

[Name] County is home to [Name of city] and [Name of nearby city], where two of [Name of company]'s three offices are located. [Name] County, which borders [Name] to the east, is home to [Name of nearby city], which has a population of nearly 200,000, according to the U.S. Census Bureau. Its proximity and size make it an important market to target for local traffic on the site.

Though investigating organizations and their Web sites could be time-consuming, gaining at least two links, one from each county, should be considered high-priority as part of the effort to increase local traffic, while pursuing additional organizations and links could be considered a medium- or even low-priority item to be pursued over time.

Facebook

[Name of company] has a Facebook page which appears quite active, with 57 friends, status updates announcing special deals that draw comments and "likes," and at least one "fan" posting a testimonial.

Google gives Facebook a page rank of 9/10, so inbound links from [name of company]'s Facebook page may prove to be very valuable in lifting the page rank of [Name of company/website].net. By one SEO firm's estimate, a single link from a page with a rank of 6 is worth 125 links from pages with a rank of 3. [Name of company]'s presence on Facebook may well be the best asset for building links and page rank over the short term.

The problem is most of the status updates touting special deals don't include links back to [Name of company/website].net. Many of the updates include no link at all, and clicking on the link text that says "[Name of company]" at the beginning of each update simply reloads the Facebook page.

It is quite easy to include a link with a status update. An icon for that function (along with icons for attaching photos, videos, etc.) appears just below the text field for the status update. Employees posting deals as status updates should be instructed to always attach a link back to [Name of company/website].net. It is recommended the links be phrased like "Find this travel deal on [Name of company/website].net" or "Find this adventure travel package on [Name of company/website].net" to include key phrases in the links.

Cruise lines

Links from [Name of company/website].net were followed to the Web sites of major cruise lines, then those sites' functions for locating travel agents were used to find links back to [Name of company/website].net.

Using the "Travel Agent Finder" for Celebrity Cruises produced the following results:

- A search for an agent using the [name of a nearby city] turned up no links, even though [Name of company]s has an office there.
- A search using the [Name of another nearby city] resulted in a link with [name of company]s location there listed first.
- A search for an agent using the [Name of another nearby city] resulted in a link, but the location listed was the [Name of city] office, not the [Name of nearby city] office.
- Several searches using [Name of another nearby city]'s zip codes turned up no links.

Similar results were found with the Travel Agent Finder for Azamara Cruise lines. Celebrity and Azamara appear to share the same Travel Agent Finder.

A search of Royal Caribbean International's Travel Agent Locator turned up a link, while locaters for Princess Cruises and Holland America Cruises returned listings of [Name of company]s' addresses and phone numbers, but no links.

At least two links could be gained by having Celebrity and Azamara list and link to [Name of company]s via the [Name of another nearby city] zip code search. Presumably, contacting those cruise lines or the people that handle their Web sites and locaters and giving them the necessary information would be all that's needed.

The phrasing of inbound links is important to SEO, but these links are all part of directory listings presented in a uniform fashion with each company's name as the link text. Therefore, no recommendations are being made about phrasing those inbound links.

Outbound links

Though outbound links don't carry as much weight in improving page rank as do inbound links, the site's outbound links to cruise lines and airlines (through the "Baggage Guidelines and Costs" page) are vital to its mission, and outbound links to related sites such as those of professional travel associations and social media outlets are worth pursuing on low-priority basis.

The icons for The American Society of Travel Agents and other organizations which could be converted to links, with "alt" or a "title" attributes on the anchors or images to provide text for indexing. The image link to Twitter on most pages should also be given these attributes. Even with 36 pages to fix, this should not consume much time and effort as the same markup could be pasted into all pages.

In addition, the link to [Name of company]'s Facebook page is contained within `<iframe>` `</iframe>` tags. An iFrame essentially is an HTML document embedded in another HTML document. Though spiders can read such data (the text "[Name of company] on Facebook" shows up in the spider simulator results shown in the Appednix), it is considered part of another URL and thus gives no page rank value to the page (URL) in which it is embedded. Such a key outbound link, in terms of page rank, should be rewritten without the iFrame.

Google's webmaster blog mentions having too many outbound links can be a possible detriment to page rank, but sets an upper limit of 100 links per page, which the [Name of company]'s site is nowhere near reaching, much less breaking.

Anchors can be easily coded; the major other work involved would be contacting organizations for permission to link to them. This could take several weeks, adding to the low priority of this recommendation.

Appendix: Results of spider simulation

The spidered text from the home page of [Name of company/website].net:

[Name of company] - Home Contact Us Home -About Us -Locations -Sandals Caribbean Night -Baggage Guidelines and Costs -Client Photo of the Month -Spring Break 2010 Weekly Specials Book Online Honeymoons Vacation Packages Cruises Exclusive: Concierge Trips Adventure Travel Travel Resources Insurance Group Travel Corporate Travel Store [Name of company] has been voted [name of region] michigan's #1 Travel Agency two years in a row! 7 Night Eastern Caribbean Cruise 7 nights starting at \$699.00 from Royal Caribbean International available Nov 22, 2009 - Nov 29, 2009 [More Details] 7 Night Southern Caribbean Cruise 7 nights starting at \$839.00 from Royal Caribbean International available Dec 20, 2009 - Dec 27, 2009 [More Details] 7 Night Eastern Caribbean Cruise 7 nights starting at \$1,649.00 from Royal Caribbean International available Dec 19, 2009 - Dec 26, 2009 [More Details] 9 Night Eastern Caribbean Cruise 9 nights starting at \$849.00 from Royal Caribbean International available Dec 21, 2009 - Dec 30, 2009 [More Details] 7 Night Western Caribbean Cruise 7 nights starting at \$899.00 from Royal Caribbean International available Dec 20, 2009 - Dec 27, 2009 [More Details] 7 Night Western Caribbean Cruise 7 nights starting at \$1,199.00 from Royal Caribbean International available Dec 20, 2009 - Dec 27, 2009 [More Details] 7 Night Mexican Riviera Cruise 7 nights starting at \$709.00 from Royal Caribbean International available Dec 20, 2009 - Dec 27, 2009 [More Details] 7 Night Southern Caribbean Cruise 7 nights starting at \$599.00 from Royal Caribbean International available Dec 19, 2009 - Dec 26, 2009 [More Details] 7 Night Western Caribbean Cruise 7 nights starting at \$1,084.00 from Royal Caribbean International available Dec 27, 2009 - Jan 03, 2010 [More Details] 7 Night Southern Caribbean Cruise 7 nights starting at \$1,065.00 from Royal Caribbean International available Dec 26, 2009 - Jan 02, 2010 [More Details] 7 Night Southern Caribbean Cruise 7 nights starting at \$1,119.00 from Royal Caribbean International available Dec 27, 2009 - Jan 03, 2010 [More Details] 8 Night Eastern Caribbean Cruise 8 nights starting at \$1,299.00 from Royal Caribbean International available Dec 26, 2009 - Jan 03, 2010 [More Details] View All Specials >> Oasis of the Seas 7 Night Inaugural Eastern Caribbean Cruise From: \$1,299.00 Number of Nights: 7 Ship: Oasis of the Seas St. Thomas is home to amazing beaches, gorgeous sea and landscapes and unbelievable duty-free shopping. Visitors from all over the world in search of both relaxation and adventure have made Nassau their favorite destination. [More Details] 4 Night Labadee Extravaganza Cruise From: \$699.00 Number of Nights: 4 Ship: Oasis of the Seas Labadee offers pristine beaches, breathtaking scenery and spectacular water activities. We even have an amazing new Aqua Park for kids. Fort Lauderdale

has many recreational waterways with extensive boating facilities, access to every conceivable watersport, a variety of fascinating museums and trendy restaurants, and an array of entertainment venues. [More Details] Home | Weekly Specials | Book Online | Honeymoons | Vacation Packages | Cruises | Exclusive: Concierge Trips | Adventure Travel | Travel Resources | Insurance | Group Travel | Corporate | Travel Store [Name of company] Inc. 8 West Eighth St. [Name of city], MI. Independently owned and operated since 1974 info@[Name of company/website].net [Name of company] on Facebook Copyright 2009. All Rights Reserved. - Privacy Policy ,