

Search Engine Optimisation for Willis's Walkabouts

Google may give different results for different people depending on past searches. I got the following when I tried searching for the terms listed below. I am very curious as to whether or not other people get the same or similar results.

The numbers below were my rankings in the unpaid listings.

Working well

bushwalk Kakadu and Kakadu bushwalk – #2 & #3
bushwalking Kakadu – #2
Kakadu bushwalking – #3
bushwalking Kimberley & Kimberley bushwalking – first three
Kimberley bushwalk & bushwalk Kimberley – first two
trek Kimberley – #2
trekking Kimberley – #1 & #2
Kimberley trek & Kimberley trekking – #1
Kakadu walking tours – #1
Kakadu Hiking tours – #1 & #2

OK but not great

backpacking Kimberley – #5
Kimberley backpacking – #3 (this is good, but why the difference?)

Poor

Kakadu backpacking & backpacking Kakadu – not in top ten – **this one hurts**
What should I do to improve my ranking here?

backpack Kimberley & Kimberley backpack – not in top ten
backpack Kakadu & Kakadu backpack – not in top ten
Both of the above give mainly results for backpacks so I don't think this is worth trying to change.

What else should I be trying to improve?

Think about it. **What words would you type into Google** or any other search engine to try and find tours like ours?