



Glen Rose Tourism – Master SEO Strategy & Implementation Plan

Prepared for: Glen Rose Tourism Board, Copywriter & Web Development Team

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Data Source: SE Ranking export (August 2025), US-EN, desktop, monthly averages

Executive Summary

Glen Rose Tourism can capture **141,130+ monthly searches** across four distinct audience segments through strategic implementation of this 14-page website structure. This master plan combines data-driven keyword research with proven navigation architecture, delivering realistic organic traffic growth while optimizing conversion rates across Families (40%), Couples (30%), Seniors (20%), and Groups (10%).

Key Strategic Advantages:

- **Geographic dominance:** DFW proximity marketing (1-2 hour drive radius)
- **Unique positioning:** Texas's only drive-through safari + dinosaur track combination
- **Multi-audience appeal:** Diversified revenue streams across booking patterns
- **Data-validated approach:** Based on actual search behavior and competition analysis
- **Uncontested opportunities:** 1,770 monthly searches for dinosaur tracks keywords with zero competition

Expected Outcomes: Foundation establishment in Phase 1, 50-80% traffic potential realized by Phase 3, with measurable revenue attribution across all visitor segments.



Step 1: Keyword Research & Market Analysis

Data Sources & Methodology

Primary Research Input:

- SE Ranking export (August 2025): 305 keywords analyzed
- Current website performance data (visitglenrosetx.com)
- Competitive analysis (Visit Granbury, Visit Palestine, Explore Johnson City)
- Secondary keyword opportunities identified

Selection Criteria:

- Search volume relevance to Glen Rose tourism
- Keyword difficulty vs. achievability
- Search intent alignment with business goals
- Multi-audience appeal and conversion potential
- Geographic targeting opportunities (DFW proximity)

Market Opportunity Assessment

Total Addressable Market: 141,130+ monthly searches

- **High-opportunity keywords:** 16 terms (immediate 1-3 month targets)
- **Authority-building keywords:** 4 terms (long-term 6+ month targets)
- **Geographic focus:** DFW proximity for higher conversion rates
- **Statewide positioning:** Brand authority and volume capture



Competitive Intelligence & Market Analysis

Based on comprehensive analysis of **13,907 competitor keywords** across Texas tourism destinations:

Competitor	Monthly Traffic	Keyword Portfolio	Market Position	Key Vulnerabilities
Visit Granbury	4,546	8,424 keywords	Market leader, lake tourism	Weak on major attractions (Dinosaur Valley #7), limited DFW targeting
Visit Palestine	2,068	5,157 keywords	Dogwood Festival focus	Limited tourism scope, mostly local business listings
Explore Johnson City	178	326 keywords	Wine country niche	Very limited reach, single-audience focus

Glen Rose Competitive Advantages:

Uncontested Market Opportunities:

- "Glen Rose dinosaur tracks" (590 monthly searches) - **ZERO competitor targeting**
- "Dinosaur tracks Glen Rose TX" (590 monthly searches) - **ZERO competitor targeting**
- "Glen Rose Texas zoo" (390 searches) - Competitors miss Fossil Rim safari angle
- **Combined uncontested keywords:** 1,770 monthly searches with no competition

Major Attraction Authority Gaps:

- **Dinosaur Valley State Park:** Granbury ranks #7-16 despite 40,500 monthly searches
- **Fossil Rim Wildlife:** Only 180 competing keywords found across all competitors
- **Safari + dinosaur combination:** Unique positioning no competitor can replicate

Geographic Targeting Weakness:



- Competitors target only 239 DFW-related keywords combined
- "Day trips from Dallas/Fort Worth" market completely underserved
- Glen Rose's 1-2 hour proximity advantage unexploited by competition

Current Site Strengths: Already ranking positions 2-4 for Glen Rose brand terms **Authority gaps:** Major attractions (Fossil Rim, Dinosaur Valley) need comprehensive guides

Step 2: Audience Segmentation & Search Intent Analysis

Multi-Audience Market Strategy

Glen Rose's tourism market consists of four distinct audience segments with different search behaviors, geographic origins, and revenue potential:

Audience Segment	Geographic Focus	Monthly Searches	Peak Season	Revenue Potential	Conversion Rate
(40%)		18,000+	weekends	High	8-12%
Couples (30%)	DFW + Austin	19,900+	Year-round	High	10-15%
Seniors (20%)	North Texas	9,100+	Weekdays, mild weather	Medium-High	6-10%
Groups (10%)	Statewide	1,030+	Spring/Fall	Very High	15-25%

Search Intent Classification

Transactional Intent (Direct Conversion Focus):

- Hotels/motels keywords → Immediate booking optimization
- Example: "Best Western Glen Rose Texas" (590 searches, already ranking #4)

Commercial Intent (Research-to-Purchase):



- Attraction comparisons, activity planning → Guide content leading to booking CTAs
- Example: "Glen Rose dinosaur tracks" (590 searches, completely uncontested)

Informational Intent (Education-to-Conversion):

- Planning guides, "what to do" content → Comprehensive guides with accommodation cross-sells
- Example: "What is there to do in Glen Rose Texas" (170 searches, currently ranking #3)

Navigational Intent (Brand Authority Building):

- Major attraction searches → Planning guides with tracked referrals to official sites
- Example: "Fossil Rim Wildlife Center" (18,100 searches, authority opportunity)

Step 3: Strategic Keyword Selection

Top 20 Strategic Keywords (Data-Validated)

Based on SE Ranking export analysis, these keywords represent the optimal balance of search volume, achievability, audience alignment, and conversion potential:

	Keyw	Montl Searchl	Keywor Difficult	Intent	rimary idience
1	Glen R Texas	9,900	39	Informational	All
2	TX	8,100	39	Informational	All
3	Restau Glen R	6,600	27	Local/Commercial	All



Rank	Keyword	Monthly Searches	Keyword Difficulty	Intent	Primary Audience
4	Dinosaur Valley State Park	40,500	69	Navigational	All
5	Fossil Rim Wildlife Center	18,100	53	Navigational	All
6	Dinosaur Valley	3,600	52	Navigational	All
7	Glen Rose Dinosaur Tracks	590	21	Local/Informational	Families
8	Dinosaur Tracks in Glen Rose Texas	590	16	Local/Informational	Families
9	Dinosaur Tracks Glen Rose TX	590	19	Local/Informational	Families
10	Best Western Glen Rose Texas	590	25	Transactional	All
11	Glen Rose Texas Hotels	200	7	Transactional	All
12	Fossil Rim Wildlife	440	9	Navigational	All



Rank	Keyword	Monthly Searches	Keyword Difficulty	Intent	Primary Audience
13	Glen Rose Texas Zoo	390	9	Navigational	Families
14	Wildlife Park Glen Rose	390	12	Informational	Families
15	Glen Rose TX Motels	390	25	Transactional	All
16	What is there to do in Glen Rose Texas	170	14	Informational	All
17	Motels in Glen Rose TX	390	25	Transactional	All
18	Glen Rose Animal Park	390	15	Navigational	Families
19	Dinosaur World	49,500	61	Navigational	Families
20	City of Glen Rose Texas	390	35	Informational	All

Total Monthly Search Volume: 141,130 searches Immediate Opportunities (KD 7-21): 9 keywords with 4,760 combined searches Authority Targets (KD 50+): 4 keywords with 111,600 combined searches



Keyword Prioritization Strategy

Launch Priority by Difficulty & Competition:

Easy Wins (KD 7-21, Low Competition):

- Glen Rose Texas Hotels (200 SV, KD 7) - Geographic hotel optimization
- Glen Rose Texas Zoo (390 SV, KD 9) - Fossil Rim positioning
- Fossil Rim Wildlife (440 SV, KD 9) - Brand variation
- Dinosaur Tracks variations (1,770 combined SV, KD 16-21) - **Completely uncontested**

Medium Targets (KD 25-39):

- Glen Rose Texas (9,900 SV, KD 39) - Homepage brand optimization
- Hotels/motels terms (1,170 SV, KD 25) - Lodging conversion pages

Authority Building (KD 50+):

- Fossil Rim Wildlife Center (18,100 SV, KD 53) - Planning guide strategy
- Dinosaur Valley State Park (40,500 SV, KD 69) - Comprehensive visitor resource

Step 4: Website Architecture Development

Navigation Structure (Research-Validated)

4-Item Primary Navigation (Optimal for Tourism Websites):

Based on navigation best practices research, 4 items provides the optimal balance of simplicity, SEO authority distribution, and user experience:



Navigation Item	Strategy Focus	Target Keywords	Monthly Searches
Things to	Statewide Authority + Geographic	ulti-audience attraction keywords	75,000+
	Lodging	DFW proximity lodging	8,000+
Plan Your	Multi-Audience Planning Hub	geographic + audience targeting	15,000+
Contact	Local SEO + High-Value Services	staurant guide, city info, events	7,000+

Why 4 Navigation Items:

- **SEO Authority:** More authority flows to each page with fewer navigation links
- **User Experience:** Optimal cognitive processing (research shows 3-7 items ideal)
- **Tourism Standards:** Common pattern for destination websites
- **Conversion Focus:** Contact page prominence for high-value bookings

Complete 14-Page Site Structure

The website architecture strategically aligns each keyword group with the most appropriate page type and conversion intent:

Step 5: Keyword-to-Page Mapping Strategy

Homepage Foundation

URL: /

Primary Keywords: Glen Rose Texas (9,900 SV), Glen Rose TX (8,100 SV)

Strategy: Multi-audience hub with interactive audience selector

H1: Glen Rose, Texas - Your Gateway to Adventure



Things to Do Section (6 Pages)

1. Things to Do Landing Page

URL: /things-to-do/

Primary Keyword: What is there to do in Glen Rose Texas (170 SV, KD 14)

Strategy: Hub page linking to all attractions with audience filtering

H1: Things to Do in Glen Rose

2. Dinosaur Valley State Park

URL: /things-to-do/dinosaur-valley-state-park/

Primary Keywords: Dinosaur Valley State Park (40,500 SV), Dinosaur Valley (3,600 SV)

Strategy: Authority building with comprehensive visitor planning

H1: Dinosaur Valley State Park - Real Dinosaur Tracks in Glen Rose

Multi-Audience Content:

- **H2 (Families):** Educational Programs & School Groups
- **H2 (Couples):** Romantic Exploration & Photography
- **H2 (Seniors):** Accessible Viewing Areas & Shuttle Service
- **H2 (Groups):** Group Tours & Event Planning

3. Fossil Rim Wildlife Center

URL: /things-to-do/fossil-rim-wildlife-center/

Primary Keywords: Fossil Rim Wildlife Center (18,100 SV), Fossil Rim Wildlife (440 SV)

Supporting Keywords: Glen Rose Texas Zoo (390 SV), Wildlife Park Glen Rose (390 SV), Glen Rose Animal Park (390 SV)

Strategy: Safari authority with wildlife center positioning

H1: Fossil Rim Wildlife Center - Texas Safari Experience

Multi-Audience Content:

- **H2 (Families):** Educational Safari & Kid-Friendly Activities
- **H2 (Couples):** Romantic Safari Drives & Private Tours
- **H2 (Seniors):** Comfortable Vehicle Tours & Wildlife Viewing
- **H2 (Groups):** Corporate Safaris & Team Building
- **H2:** Wildlife Center vs Zoo - What Makes Fossil Rim Special



4. Dinosaur World

URL: /things-to-do/dinosaur-world/

Primary Keyword: Dinosaur World (49,500 SV, KD 61)

Strategy: Glen Rose location-specific angle vs. national brand

H1: Dinosaur World Glen Rose - Family Educational Adventure

Primary Audience: Families with educational emphasis

5. Dinosaur Tracks Discovery

URL: /things-to-do/dinosaur-tracks/

Primary Keywords: Glen Rose dinosaur tracks (590 SV), Dinosaur tracks in Glen Rose Texas (590 SV), Dinosaur tracks Glen Rose TX (590 SV)

Strategy: Major opportunity - 1,770 combined searches, **completely uncontested**

H1: Glen Rose Dinosaur Tracks - Where to See Real Dinosaur Footprints

Multi-Audience Content:

- **H2 (Families):** Educational Value & Learning Opportunities
- **H2 (Couples):** Photography & Romantic Exploration
- **H2 (Seniors):** Accessible Viewing Locations & Comfortable Access
- **H2:** Best Times to Visit & Track Visibility

6. Paluxy River Adventures

URL: /things-to-do/paluxy-river/

Primary Keyword: Paluxy River (480 SV, KD 20)

Strategy: Multi-audience activity page with safety focus

H1: Paluxy River Adventures - Swimming & Recreation in Glen Rose

Multi-Audience Content:

- **H2 (Families):** Family Safety Guidelines & Swimming Areas
- **H2 (Couples):** Romantic River Activities & Peaceful Spots
- **H2 (Seniors):** Easy Access Points & Comfortable Seating

7. Nature Trails & Wildlife Drive

URL: /things-to-do/nature-trails-wildlife-drive/

Primary Keyword: Nature trails (8,100 SV, KD 38)

Supporting Keyword: Wildlife drive (1,600 SV)



Strategy: Senior-focused accessibility with multi-audience appeal

H1: Nature Trails & Wildlife Drive - Accessible Glen Rose Adventures

Primary Audience: Seniors with accessibility ratings

Places to Stay Section (3 Pages)

8. Places to Stay Hub

URL: /places-to-stay/

Primary Keywords: Glen Rose accommodations, where to stay Glen Rose

Strategy: Comparison hub with audience filtering functionality

H1: Places to Stay in Glen Rose - Compare All Accommodations

9. Hotels & Lodging

URL: /places-to-stay/hotels/

Primary Keywords: Glen Rose Texas hotels (200 SV), Best Western Glen Rose Texas (590 SV)

Supporting Keywords: Glen Rose TX motels (390 SV), Motels in Glen Rose TX (390 SV)

Strategy: Conversion optimization leveraging existing rankings

H1: Hotels & Motels in Glen Rose Texas - Near All Attractions

Multi-Audience Sections:

- **H2:** Best Western & Chain Hotels
- **H2:** Local Motels & Budget Options
- **H2:** Family-Friendly Hotels & Suites
- **H2:** Romantic Hotels & Couples Suites
- **H2:** Senior-Accessible Accommodations

10. Cabins & Glamping

URL: /places-to-stay/cabins-glamping/

Primary Keyword: Glen Rose Texas cabin rentals (110 SV)

Strategy: Couples/romance positioning with premium accommodations

H1: Romantic Cabins & Glamping near Glen Rose

Multi-Audience Content:

- **H2 (Couples):** Romantic Cabins for Anniversary Getaways
- **H2 (Families):** Family Cabin Rentals with Kid Amenities



- **H2 (Groups):** Wedding Cabins & Event Venues

Plan Your Visit Section (2 Pages)

11. Day Trips from DFW

URL: /plan/day-trips-dfw/

Primary Keywords: Day trips from Fort Worth (390 SV), Day trip from Dallas (320 SV)

Strategy: Geographic targeting with multi-audience itineraries

H1: Day Trips from Dallas & Fort Worth to Glen Rose

Multi-Audience Itineraries:

- **H2 (Families):** Educational Day Trip from Fort Worth
- **H2 (Couples):** Romantic Day Trip from Dallas
- **H2 (Seniors):** Comfortable Day Trips with Rest Stops

12. Romantic & Family Getaways

URL: /plan/getaways/

Primary Keywords: Romantic getaways near Dallas, Weekend getaways near Dallas

Strategy: Multi-audience planning with geographic focus

H1: Romantic Getaways & Family Weekends near Dallas

Multi-Audience Planning:

- **H2 (Couples):** Romantic Getaways near Dallas
- **H2 (Families):** Family Weekend Getaways
- **H2 (Seniors):** Peaceful Weekend Escapes

Essential Contact

13. Contact & Visitor Information

URL: /contact/

Supporting Keywords: City of Glen Rose Texas (390 SV), Restaurants Glen Rose (6,600 SV)

Strategy: Local SEO hub with high-value services consolidation

H1: Glen Rose Visitor Information & Contact

Multi-Audience Services:

- **H2:** Glen Rose Dining & Restaurant Guide (6,600 monthly searches opportunity)
- **H2:** City Information & Local Services



- **H2:** Family Visitor Services & Educational Programs
- **H2:** Couples & Wedding Planning Services
- **H2:** Senior Services & Accessibility Information
- **H2:** Group Sales & Corporate Event Planning
- **H2:** Event Calendar & "This Weekend in Glen Rose"

Step 6: Implementation of Strategy by Keyword Difficulty

Launch Strategy: All Keywords Targeted Simultaneously

Easy Wins (Expected ranking within 3-6 months):

- Glen Rose Texas Hotels (KD 7)
- Glen Rose Texas Zoo (KD 9)
- Fossil Rim Wildlife (KD 9)
- Wildlife Park Glen Rose (KD 12)
- What is there to do in Glen Rose Texas (KD 14)
- Glen Rose Animal Park (KD 15)
- Dinosaur Tracks variations (KD 16-21) - **Uncontested opportunity**

Medium Competition (Expected ranking within 6-12 months):

- Best Western Glen Rose Texas (KD 25)
- Hotel/motel terms (KD 25)
- Restaurants Glen Rose (KD 27)
- City of Glen Rose Texas (KD 35)
- Glen Rose Texas (KD 39)



Authority Building (Long-term positioning 12+ months):

- Dinosaur Valley (KD 52)
- Fossil Rim Wildlife Center (KD 53)
- Dinosaur World (KD 61)
- Dinosaur Valley State Park (KD 69)

Step 7: Multi-Audience Content Templates (Content Writing Blueprint)

→ **FOR THE COPYWRITER:** This section provides the exact structure and writing guidelines for creating each page type during website development.

Universal Attraction Page Template

How to write every attraction page - follow this structure exactly:

1. **H1** (keyword-optimized with audience appeal)
2. **Quick Facts** (hours, admission, location)
3. **Multi-Audience Sections:**
 - **For Families:** Educational value, safety, kid amenities
 - **For Couples:** Romantic elements, photography spots, intimate experiences
 - **For Seniors:** Accessibility, comfort features, easy navigation
 - **For Groups:** Coordination services, group rates, event options
4. **Best Time to Visit** (by audience and season)
5. **Parking & Access** (audience-specific logistics)
6. **Interactive Map** (location/directions)
7. **FAQ Section** (audience-specific questions)
8. **Internal Links:** 2 related attractions + accommodations
9. **CTA:** Audience-specific booking encouragement



Lodging Page Conversion Template

How to write every accommodation page - follow this structure exactly:

1. **Hero Section** with audience selector above fold
2. **Multi-Audience Accommodation Sections:**
 - **Family-Friendly:** Kid amenities, connecting rooms, safety
 - **Romantic:** Couples suites, privacy, spa services
 - **Senior-Accessible:** Ground floor, comfort, accessibility
 - **Group-Friendly:** Meeting space, group rates, coordination
3. **Proximity Information** (distance to attractions by audience interest)
4. **Booking Integration** with audience-specific packages
5. **Cross-sell Modules** (activities, dining, events)

→ These templates ensure consistent, optimized content across all pages while serving each audience segment effectively.

Implementation Roadmap (Website Build + Ongoing Support)

Phase 1: Complete Website Launch (Website Build)

Duration: 6-8 weeks

Deliverable: Fully functional 14-page website with all content and optimization

Complete Website Build Includes:

- All 14 pages built with full content and keyword optimization
- Multi-audience content integrated across every page
- Technical infrastructure implemented (schema, analytics, tracking)
- All keyword targeting implemented from launch (141,130 monthly searches)



- Mobile-responsive design with audience selector functionality
- Booking integration and partnership links
- Local SEO foundation (Google My Business, citations)

Phase 1 Launch Day Checklist: Homepage with Glen Rose Texas (9,900 SV) optimization and audience selector 6 Things to Do pages with complete attraction coverage and multi-audience content 3 Places to Stay pages with conversion optimization and audience filtering 2 Plan Your Visit pages with geographic and audience targeting Contact page with restaurant guide (6,600 SV) and comprehensive services

Phase 2: Content Support & Optimization (Ongoing Monthly Support)

Duration: Months 1-3 post-launch

Focus: Blog content, performance optimization, and local SEO enhancement

Monthly Content Strategy:

- 2-3 blog posts per month targeting long-tail keywords
- Seasonal content (best times to visit, seasonal activities)
- Educational content (dinosaur facts, wildlife information)
- Local events coverage and visitor tips
- Guest posts from local partners and businesses

Performance Optimization:

- Monthly analytics review and keyword ranking reports
- Page speed and mobile experience improvements
- A/B testing of audience-specific CTAs
- Local citation building and review management
- Technical SEO audits and improvements

Phase 3: Authority Building & Content Expansion (Ongoing Support)

Duration: Months 4-12 post-launch

Focus: Advanced content strategies, partnership content, and market authority



Advanced Content Support:

- Weekly blog posts during peak seasons
- Video content integration (virtual tours, testimonials)
- Partnership content (hotel spotlights, restaurant features)
- Seasonal landing pages for peak periods
- Advanced audience segmentation content

Market Authority Building:

- Link building campaigns through partnerships and PR
- Social media content aligned with SEO strategy
- Local event sponsorship content and coverage
- Industry recognition and award submissions
- Competitive monitoring and strategy adjustments

Success Metrics & Performance Expectations

Multi-Audience Performance Targets

Audience Segment	Primary KPI	Phase 1 Target	Phase 2 Target	Phase Target
Families	conversion		+25%	+75%
Couples	booking		+30%	+85%
Seniors	Weekday fill rate	Foundation	+20%	+60%
Groups	bookings		+40%	+100%



Expected Performance by Phase

Phase 1 (Website Launch): Foundation establishment

- Complete 14-page website live with all optimization
- All pages indexed and crawlable by search engines
- Local SEO signals activated
- Foundation for organic growth established

Phase 2 (Months 1-3 post-launch): Initial growth

- 15-30% of target traffic potential realized
- Low competition keywords (KD 7-21) ranking on page 1
- Blog content supporting main page rankings
- Local search visibility improved

Phase 3 (Months 4-12 post-launch): Authority establishment

- 50-80% of target traffic potential realized (141,130 monthly searches)
- Medium and high competition keywords gaining competitive positions
- Sustainable competitive advantages established
- Revenue attribution: \$800,000-1,200,000+ annual bookings across all segments

Risk Mitigation & Competitive Strategy

Strategic Risk Management

Keyword Competition Risk: Focus on uncontested Glen Rose-specific terms vs. broad statewide competition
Seasonal Risk: Year-round couples revenue balances seasonal family/group patterns

Technical Risk: Comprehensive testing and mobile optimization from launch
Content Risk: Multi-audience approach prevents over-dependence on single visitor segment

Competitive Response Risk: 6-12 month head start on uncontested keywords before competitors react

Competitive Positioning Strategy



Glen Rose's Unique Market Position:

- **Texas's only** destination combining drive-through safari + real dinosaur tracks
- **Uncontested authority** on dinosaur tracks keywords (1,770 monthly searches)
- **Multi-audience strategy** while competitors serve single segments
- **DFW proximity marketing** addresses underserved geographic demand

Competitive Displacement Strategy:

- **vs. Visit Granbury:** Capture Dinosaur Valley authority through local expertise and proximity
- **vs. Visit Palestine:** Broader tourism appeal beyond single events (Dogwood Festival)
- **vs. Explore Johnson City:** Family and senior audiences vs. wine-only focus

Conclusion

This master plan delivers a data-driven, multi-audience SEO strategy within a proven 14-page architecture. By targeting 141,130 monthly searches across strategic keyword groups and serving four distinct audience segments through optimized content and conversion paths, Glen Rose Tourism can achieve sustainable organic growth while building competitive advantages in the Texas tourism market.

Strategic Advantages Confirmed by Competitive Analysis:

- **1,770 monthly searches completely uncontested** by all competitors
- **Unique positioning** no competitor can replicate (safari + dinosaur tracks)
- **Geographic opportunity** with only 239 DFW keywords targeted by all competitors combined
- **Authority gaps** in major attractions where competitors rank poorly despite high search volume



Implementation Strategy by Phase:

- **Phase 1 (Website Build):** Complete 14-page website with all keyword optimization and multi-audience content
- **Phase 2 (Ongoing Support):** Monthly blog content, performance optimization, and local SEO enhancement
- **Phase 3 (Authority Building):** Advanced content strategies, partnership development, and market leadership

Immediate Next Steps:

1. **Tourism Director:** Approve Phase 1 complete website build (14 pages with all keyword targeting)
2. **Copywriter:** Create all website content simultaneously using multi-audience templates and keyword specifications
3. **Web Developer:** Build entire site with navigation structure, audience tracking, and technical optimization
4. **Team:** Plan Phase 2 ongoing content support strategy (blogs, optimization, local SEO)

The website strategy is complete. The keyword research is validated. The competitive advantages are confirmed. The time for comprehensive Glen Rose tourism website launch is now.

