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UMass Amherst Marketing Assignment #2

Travel Booking Company - SEO

DESCRIPTION

A travel booking company is releasing its online portal, and they organize tours to the US, Canada, UK, and Asia. They want to perform SEO but need guidance on how to go about it. In this project, we will be researching keywords that potential customers are searching for when looking for a travel booking company.
You will also be optimizing the website for these keywords and providing the company with a plan on how to continue its SEO efforts. This will help them increase their visibility online and attract more customers.

Project Description
The travel booking company is new to the online space and wants to make sure they are visible to potential customers. They are not sure which keywords to target or how to optimize their website for these keywords.
Additionally, they want to know what other SEO efforts they should implement to attract more customers. The company typically provides pick-up, accommodation, tour guide services and transportation, holiday package, and honeymoon package.

Project Tasks:
Step 1: Research
The company ensures that they get enough inquiries for tours to the UK, Canada, US, and Asia. To do this, you need to help to:
1. **Identify the right keywords and optimize their website accordingly.**
2. **Suggest the pages they should create and how should they perform On-Page SEO?**
3. **Analyze how they should build links and what kind of websites they should tap into?**
4. **Analyze should they perform competitor research and improve SEO for their site?**
Step 2: Determine the target audience for an online travel company
A target audience for an online travel company is people looking to book a tour or holiday. They can be in a group, family, or set of individuals from different countries, but most likely, they will be from the UK, Canada, US, or Asia since these are the company's tours. The target audience can also consist of bachelors traveling in a group for a trip or families looking for bulk booking for a destination wedding within Asian countries. They can also be students traveling abroad for studies and look for travel agent services like ticket bookings, insurance, and accommodation.

Additionally, they can be business travelers book their tickets through travel agents for work-related travel.

What do these target audiences look for when searching for different travel services online?

The target audience looks at several things when searching for travel services online. It includes:

- **Ticket bookings**
- **Accommodation**
- **Transportation**
- **Tour guide services**
- **Holiday packages**
- **Honeymoon packages**
- **Insurance**

People look for different things depending on their needs. For example, someone going on a business trip will probably be more interested in transportation and accommodation than someone on holiday. It is essential to keep this in mind when researching keywords.

Step 3: Perform Keyword Research

Share a list of at least ten keywords that you can suggest brands to look for while using the Google keyword planner tool.

Step 4: Identify Blog topics

Write five blog topics for travel companies organizing tours in Asia and UK for couples or family trips.

Step 5: Devise a Backlink strategy

Suggest what kind of backlinks the brand can generate and which website they should use to get the backlink.

Step 6: Perform SEO Audit

Perform an SEO audit for travel websites such as Yatra, MakeMyTrip, and EaseMyTrip.

Submit your answers in a document format outlining the solutions given.

<mark>Step 1: Research</mark>

1) The keywords have to apply to the US, Canada, UK, and Asia. Because of this, it's important to have "Canada," "UK," etc. in every key phrase. Here are all of the keywords that are related to the travel booking company:
    - Tour guide services in Canada
    - Tour guide services in UK
    - Tour guide services in US
    - Tour guide services in Asia
    - Tour transportation in Canada
    - Tour transportation in UK
    - Tour transportation in US

- Tour transportation in Asia
- Holiday travel packages in Canada
- Holiday travel packages in UK
- Holiday travel packages in US
- Holiday travel packages in Asia
- Spring travel packages in Canada
- Spring travel packages in UK
- Spring travel packages in US
- Spring travel packages in Asia
- Summer travel packages in Canada
- Summer travel packages in UK
- Summer travel packages in US
- Summer travel packages in Canada
- Summer travel packages in Asia
- Fall travel packages in Canada
- Fall travel packages in UK
- Fall travel packages in US
- Fall travel packages in Asia
- Winter travel packages in Canada
- Winter travel packages in UK
- Winter travel packages in US
- Winter travel packages in Asia
- Honeymoon travel packages in Canada
- Honeymoon travel packages in UK
- Honeymoon travel packages in US
- Honeymoon travel packages in Asia
- Vacation in Canada
- Vacation in UK
- Vacation in US
- Vacation in Asia

2) This travel booking company should create four pages: seasonal trips (spring, summer, fall, and winter), tour guide services, honeymoon vacations, and special holiday packages. Once these pages are created, the travel booking company should perform these On-Page SEO techniques: finding 10-15 keywords to optimize the website as best as possible, using tools like Google keyword planner to gather data on the keywords, and having a short page description for each of the four pages.

3) Following specific Off-Page SEO techniques, this travel booking company should create backlinks because it makes the content on the website more credible and accurate, submit guest blogs from tourists or experts because the insight these people are giving will be read by people interested in traveling with the company, and submit news releases that

promote fun things going on in the areas that the travel booking company works with. The travel booking company should tap into websites regarding restaurants, monuments, and public venues that people are interested in visiting. Since people travel to experience new cultures and food, the travel company will have really good success connecting people with these things.

4) This travel booking company should perform competitor research by researching other companies that cater to the same areas they do. Once they make a list of the companies, cross-examine the uniqueness of the packages, prices, and how visible the companies are to people when they google for travel booking companies. Using the On Page SEO and Off Page SEO techniques mentioned earlier, this travel booking company should compete well with the other companies.

1) The target audience will consist of families, since there's usually at least 4 people traveling and it's easier for this travel booking company to put together family packages that work for them. It's a little harder to efficiently cater to bachelors or individuals because they have more freedom to do anything they want, whereas families are more reserved thus making it simpler for this company to come up with ideas that the families will be open to. With this being said, here is the analysis for how our target audience views the following:

   ● Ticket bookings
   ● Accommodation
   ● Transportation
   ● Tour guide services
   ● Holiday packages
   ● Honeymoon packages
   ● Insurance

All of the above besides honeymoon packages will be accounted for, but the specific things our target audience will be looking at are the tour guide services, holiday packages, and transportation. Most parents want their kids to be educated on the country's culture and history, so focusing on the tour guides will create a pleasant experience for the family as a whole. In addition, accommodating families with trips during the holidays offers the same benefits. Since families can range from as little as 3 people to double-digit parties, having convenient and affordable transportation (bus, van, train) for them is essential.

Step 3: Perform Keyword Research
1) Here are the keywords
● Tour guide services in Canada
● Tour guide services in UK
● Tour guide services in US

- Tour guide services in Asia
- Tour transportation in Canada
- Tour transportation in UK
- Tour transportation in US
- Tour transportation in Asia
- Holiday travel packages in Canada
- Holiday travel packages in UK
- Holiday travel packages in US
- Holiday travel packages in Asia
- Spring travel packages in Canada
- Spring travel packages in UK
- Spring travel packages in US
- Spring travel packages in Asia
- Summer travel packages in Canada
- Summer travel packages in UK
- Summer travel packages in US
- Summer travel packages in Canada
- Summer travel packages in Asia
- Fall travel packages in Canada
- Fall travel packages in UK
- Fall travel packages in US
- Fall travel packages in Asia
- Winter travel packages in Canada
- Winter travel packages in UK
- Winter travel packages in US
- Winter travel packages in Asia
- Honeymoon travel packages in Canada
- Honeymoon travel packages in UK
- Honeymoon travel packages in US
- Honeymoon travel packages in Asia
- Vacation in Canada
- Vacation in UK
- Vacation in US
- Vacation in Asia

Step 4: Identify Blog topics

1) Here are five blog topics for travel companies organizing tours in Asia and UK for family trips:

- Explore the Big Ben
- Explore the London Eye
- Eat at Cai Yi Xuan

- Visit the Great Wall of China
- Take the London Underground

Step 5: Devise a Backlink strategy

1) In the blogs that will be written about the travel booking company, some of the backlinks should be about the tourist attractions that are in the UK and China. A couple examples are historical sources about Big Ben or a restaurant blog about the best places to eat in China.

Step 6: Perform SEO Audit for MakeMyTrip

Audit Results for www.makemytrip.com/flight/search?itinerary=PEK-LON-28/02/2023&tripType=O&paxType=A-1_C-0_I-0&intl=true&cabinClass=E&ccde=US&lang=eng

D+

Your page could be better

Recommendations: 4

A+
On-Page SEO

F
Usability

A+
Performance

Performance
On-Page SEO
Usability

Report Generated: 28 February 3:29AM UTC   **Refresh Results Now**

Recommendations

Toggle: Usability

Optimize for Core Web Vitals	Usability	**Medium Priority**
Optimize your page for Mobile PageSpeed Insights	Usability	**Low Priority**
Optimize your page for Desktop PageSpeed Insights	Usability	**Low Priority**
Review and Increase Font Sizes across devices	Usability	**Low Priority**

On-Page SEO Results

A+

Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

SSL Enabled

Your website has SSL enabled.   ✓

Usability

F

Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).
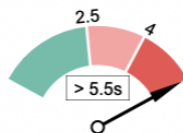
Google's Core Web Vitals   ✗

Your page has failed Google's Core Web Vitals assessment.
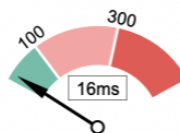
Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.
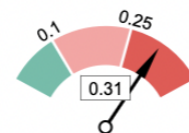
Largest Contentful Paint (LCP)	First Input Delay (FID)	Cumulative Layout Shift (CLS)
2.5 4	100 300	0.1 0.25
> 5.5s	16ms	0.31

Use of Mobile Viewports   ✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile   ✗

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

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Lab Data	Value
First Contentful Paint	3.3 s
Speed Index	10.8 s
Largest Contentful Paint	9.6 s
Time to Interactive	10.3 s
Total Blocking Time	4.4 s
Cumulative Layout Shift	0.379

Opportunities	Estimated Savings
Reduce initial server response time	1.8 s
Reduce unused JavaScript	1.79 s

Google's PageSpeed Insights - Desktop ✖

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

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Lab Data	Value
First Contentful Paint	1.2 s
Speed Index	3.8 s
Largest Contentful Paint	1.3 s
Time to Interactive	3.2 s
Total Blocking Time	0.96 s
Cumulative Layout Shift	0.061

Opportunities	Estimated Savings
Reduce initial server response time	0.82 s
Eliminate render-blocking resources	0.25 s
Reduce unused JavaScript	0.2 s

Legible Font Sizes ✖

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Show details

Tap Target Sizing ✔

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Performance Results

A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Optimize Images   ✓
All of the images on your page appear to be optimized.

Minification   ✓
All your JavaScript and CSS files appear to be minified.

Technology Results

Server IP Address   *i*
23.216.149.197

DNS Servers   *i*
a.gtld-servers.net
f.gtld-servers.net
b.gtld-servers.net
m.gtld-servers.net
i.gtld-servers.net
j.gtld-servers.net
c.gtld-servers.net
d.gtld-servers.net
h.gtld-servers.net
l.gtld-servers.net
k.gtld-servers.net
e.gtld-servers.net
g.gtld-servers.net