



CASE STUDY



Presented By



About A&F Tour

A&F Tour Travel Company Limited, established in 1999 is a reliable tour operator and travel agent in South East Asia, located in Bangkok. We offer our clients all categories of hotel, sight seeing, land arrangements, overland tours, especially holiday package tours to our home Thailand and around South-East Asia; Cambodia, Laos, Myanmar and Vietnam. We offer tours to China, India, Nepal and Bhutan as well.



SERVICES:

- Worldwide and Domestic Air Ticketing
- Worldwide Hotel Booking
- Holiday Package Tour in Thailand
- Holiday Package Tour in Southeast Asia
- Company Outings
- Organizer of Conferences and Meetings


DriveIT Digital: Project Initiation Phase

- ◆ We had generated strong backlinks to remove their website's technical issues and improve rankings. For this, the website had to be properly optimized & then constantly updated with the trending changes of Google Algorithms to let competitive keywords rank on Page #1.
 - ◆ To increase their presence on social media platforms, we always stay connected with their existing & prospective buyers of the services by making them aware about the travel packages, tours.
-
- ◆ Website management, website hosting - To keep the tours & packages updated, to deal with bugs if any and maintain the ongoing work on the website.
 - ◆ Domain emails management- To manage the business emails that include many online resources to help in setting your account.

Initial Proposal to A&F Tour



The project initiation phase was critical for successful project development and implementation since this was the time when the project manager took the initial steps to create a solid foundation for success in all of the following project phases and activities.

- ◆ DrivelT Digital performed an initial site audit to understand the site's issues.
 - ◆ A competitive website research was conducted and a distinctive search engine optimization & social media optimization & positioning approach were developed to obtain top website rankings.
 - ◆ Extensive research on keyword phrases, identified and analyzed popular keywords for your website that are most relevant to your specific market demographics that could drive targeted traffic.
 - ◆ Reviewed the site's pages and decided which pages are best for SEO.
- 

Initial Proposal to A&F Tour

- ◆ Optimized a website's content in a way that made both the keyword rich and in easy- to understand descriptive language that was relevant to the target audience.
- ◆ Optimized each page's Title and Meta description, Header tags for your targeted keyword phrases, each page will be different, specific to the keywords targeted.
- ◆ Set up Google Analytics and started tracking traffic and conversions on your website, SEO guarantees the websites to the first page and top of the listings at Google, Yahoo and MSN.



Preparation Phase



Research & Planning



Concept Phase



Brand Development Phase



Finalization phase

Challenges

- ◆ Initially, aandftour.com had more than 53 list of parameters which needed to be optimized.
- ◆ Improving rankings and organic traffic were not an easy task due to highly competitive keywords.
- ◆ Website Bounce Rate was high.
- ◆ Goal Conversion way was too less and even it did not had any tracking code.
- ◆ URLs were not SEO Friendly.
- ◆ A lot of 404 /Not Found URLs were present.
- ◆ Website was outdated (with content, images).
- ◆ Emails efficiency was low.



DriveIT Digital Strategy

The Roadmap to Success....

The first step of vision was to do a complete analysis of the website, and to make it easy for Google to crawl.

Some of the issues were:

- ▶ URL Canonicalization
- ▶ Duplicate Content
- ▶ Duplicate Titles & Meta Tags
- ▶ H1 Heading tags
- ▶ Missing ALT Tags
- ▶ Fixed 404 Not Found Links
- ▶ XML Sitemaps
- ▶ Page Speed
- ▶ Mobile Responsiveness
- ▶ Implement Latest Updates



DriveIT Digital Strategy

The Roadmap to Success....

- ▶ Focus on the content of your website in a manner that made it keyword rich as well as easy to understand – descriptive language that speaks to your target audience.
- ▶ Because – Relevance of content is important than its quantity.
- ▶ Focusing more on quality and actual value, as opposed to quantity or output.
- ▶ Different sized writeups for a better traffic – like blogs, articles, classifieds – the influential off-page trio!
- ▶ Automating specific marketing processes, often triggered, using the right content on the right time at the right place.



Social Media Management

It's a big platform where we can engage more relevant users or customers according to the campaign. The core benefit of social media management is building up awareness and engagement which ultimately builds strong relationships with customers that influence their buying decisions.

Our Social Media Marketing Services help your business to grow its brand awareness, relationships, and website traffic.



- Develop Brand Awareness (Followers)
- Build Relationships (Engagement)
- Increasing Website Exposure (Traffic)



Strategy Behind Social Media

- ◆ **Study the Campaigns:** We thoroughly study the campaign and improve campaign effectiveness to increase brand recognition and promote your business.
- ◆ **Understand your audience:** The better you know your audience, the more effectively you can create alluring content ideas and knowing your audience is the key to success.
- ◆ **Research of Competitors and Customers:** Focus on our competitors, what they are doing exactly and how to engage the users from their business page.
- ◆ **Review post designs and engagement:** Review competitors post designs and engagement of the business page.
- ◆ **Implementation of Content and Growth Strategy:** Content implementation is a key component in successful websites and an effective growth strategy allows you to achieve a higher level of market share than you currently have.
- ◆ **Measurement and Reporting:** They provide data based facts and measure progress, tracking performance and verifying efficiency.



A Few of Our Social Media Designs



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 <https://www.a4tour.com>

Results

- ◆ **SEO Rankings Growth** – More than 15 Keywords are in top 10 position, some of them being in top 5, and even in top 3.



- ◆ **Traffic on Website (3 Months)-**
New Users: 4,942 / 3 Months
Organic users: 2,916/ 3 Months
Direct Traffic: 1,511
Referral Traffic (OFF Page): 224

- ◆ **Presence on Social Media:** Starting 10,429 likes / Current 12,358 likes
- ◆ **Bounce rate:** 48.59%



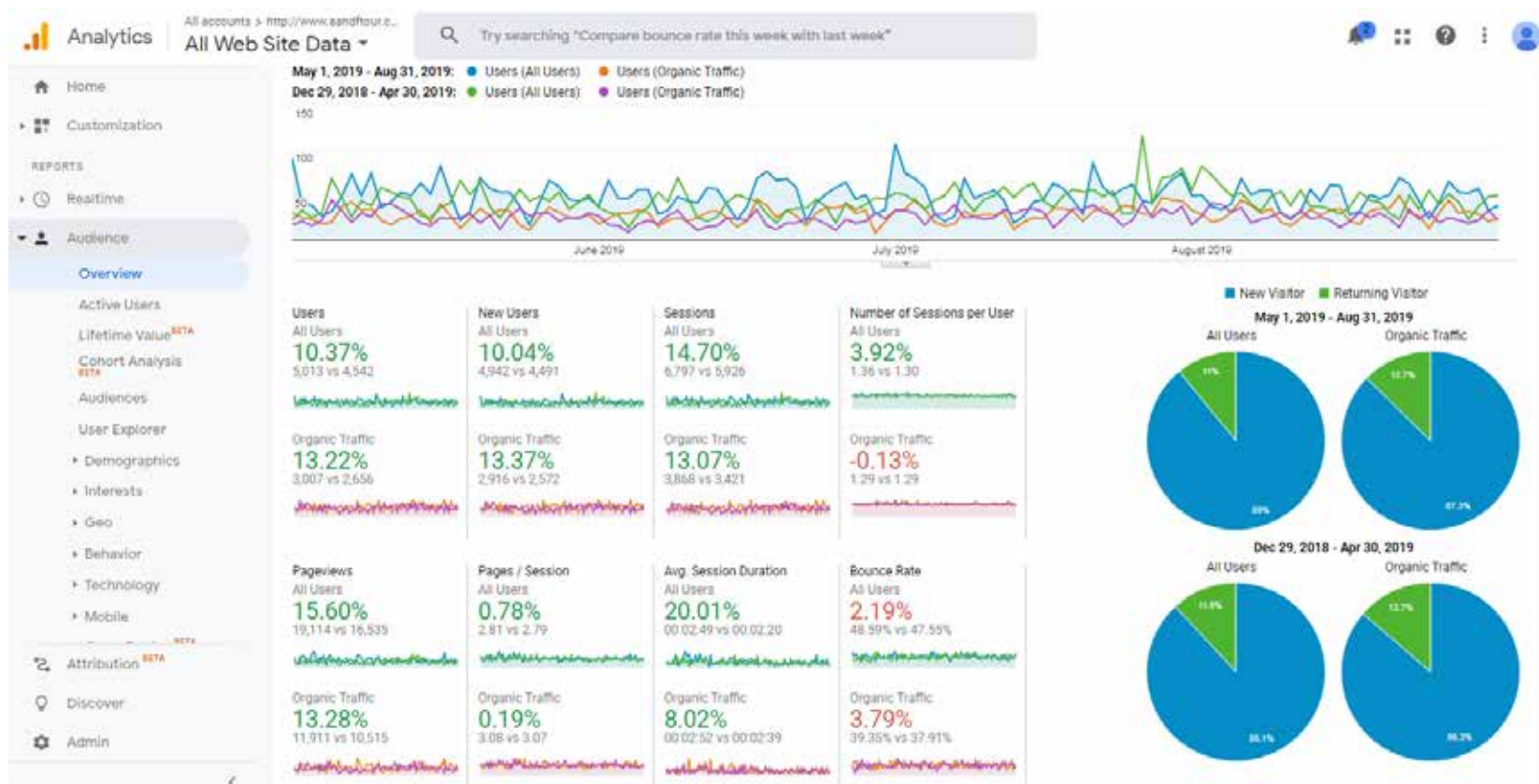
SEO

- ◆ **Rankings:** After a successful execution of the new strategies, within 3 months, we have achieved our 15 keywords on #1 Page on Google.

Keyword Rankings (aandftour.com)			
S.No	Keywords or Targeted Phrase	Initial Rankings	Current Rankings
1	Thailand B2B Travel Agents	33	1
2	Assam Nagaland Tour Package	Not in SERP	1
3	Tanzania Safari And Beach Packages	Not in SERP	1
4	Thailand b2b Packages	28	1
5	Tailor Made Thailand Holidays	Not in SERP	2
6	Travel Company in Thailand	98	2
7	Bangkok Travel Agents	Not in SERP	3
8	Travel Agency in Thailand	84	3
9	Travel Agency in Bangkok	72	4
10	Tour Agents in Bangkok	96	5
11	Thailand Travel agents	18	6
12	Luxury Cambodia Tour	59	6
13	Laos Holiday Package	Not in SERP	7
14	Local Travel Agents in Thailand	63	7
15	Thailand Tour Company	64	7

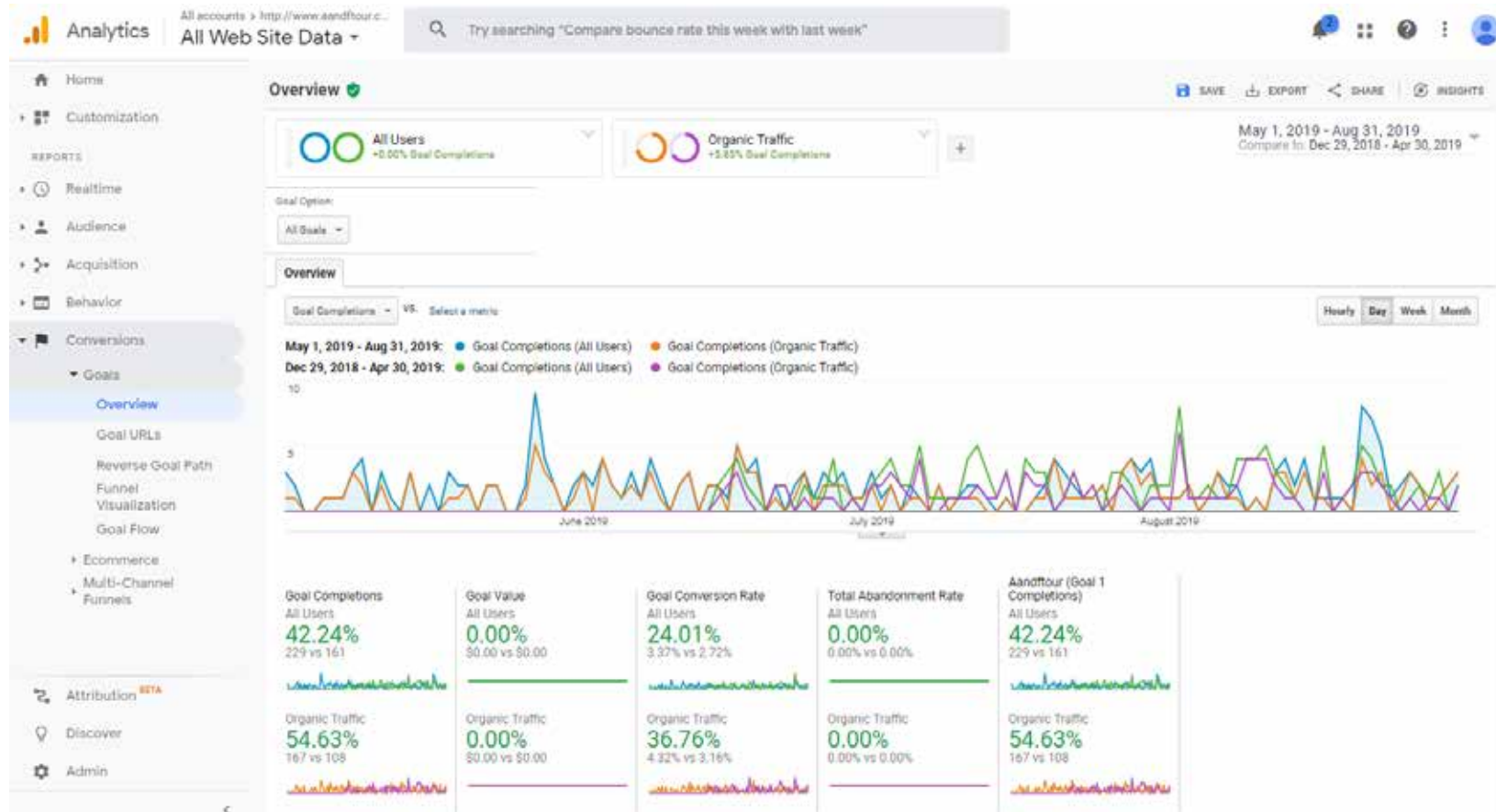
Google Analytics: Traffic report (Past 3 Months)

- ◆ **Traffic:** Traffic: After a successful execution of the new strategies, within 3 months, we have achieved 4,942 new users & 2,916 organic traffic with 48.59% bounce rate.



Goals Overview (Past 3 Months)

- ◆ After a successful execution of the new strategies, we achieved 229 goals with in 3 months



Social Post Reach

A & F Tour Travel
Published by Vihaan Rajput (P) · 18 August ·

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1,650 People reached · 49 Engagements

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3,350 People reached · 801 Engagements

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A & F Tour Travel
Published by Vihaan Rajput (P) · 22 August ·

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1,157 People reached · 52 Engagements

Boost Post

Social Post Reach

Travel to one of the most happening tourist destinations of Southeast Asia- Bangkok!

Walk through the finest locations of Bangkok with A&F Tour. We will take you to city's best destinations that would include all the enchanting landmarks-

• JIM Thompson House... [See more](#)



PACKAGE STARTS @ 3,000 THB PER PERSON

HIGHLIGHTS

- Jim Thompson House • San Saeb Canal
- The Golden Mountain • Flower Market • Kuan Yin Shrine
- Santa Cruz Church • Chao Phraya River

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Published by Vihaan Rajput [?] · 2 October at 16:10 · 🌐

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1,185 People reached 40 Engagements [Boost Post](#)

Published by Vihaan Rajput [?] · 18 September · 🌐

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2,659 People reached 149 Engagements [Boost Post](#)

Social Media Results

Results from 5 Oct 2019-1 Nov 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone.
Ads activity is reported in the time zone of your ad account.

Post reach

The number of people who saw any of your posts at least once. This metric is estimated.



Actions on Page

5 October - 1 November

6

Total actions on Page ▼40%



Page Views

5 October - 1 November

411

Total Page views ▲36%



Page Likes

5 October - 1 November

225

Page likes ▲246%

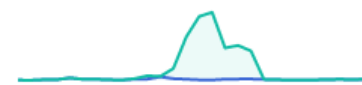


Post reach

5 October - 1 November

64,441

People reached ▲944%



Page previews

5 October - 1 November

10

Page previews ▲67%



Story reach

5 October - 1 November

Get story insights

See stats on how your Page's story is performing.

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Thank You

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