



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 tour, especially holiday package tour 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

- ◆ To improve their website's technical issues with support of strong back links to 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 and to connect with existing & prospective buyers of the services & to make them aware about the travel packages, tours & keep them engaged.
-
- ◆ 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 includes 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.

- ◆ DriveIT Digital performed an initial site audit to understand the issues the site is facing.
- ◆ Perform a competitive website study and work out a unique search engine optimization & Social Media Optimization & placement strategy to achieve top rankings for the website.
- ◆ Extensive research on keyword phrases, identify and analyze popular keywords for your website that are most relevant to your specific market demographics that could drive targeted traffic.
- ◆ Review the site's pages and decide which ones are best for SEO.
- ◆ Optimize the content of your website in a manner that made the keyword rich as well as easy-to-understand - descriptive language that speaks to your target audience.

Initial Proposal to A&F Tour

- ◆ Optimized the content of a website in a manner that made the keyword rich as well as in easy- to understand descriptive language that was relevant to the target audience.
- ◆ Optimize 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.
- ◆ Website Bounce Rate was high.
- ◆ Page speed of the web pages was very low.
- ◆ Goal Conversion was way too less and even it did not had any tracking code.
- ◆ Alt tags was missing.
- ◆ A lot many 404 /Not Found URLs were present.
- ◆ Website was outdated (with content, images).
- ◆ Emails efficiency were 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)

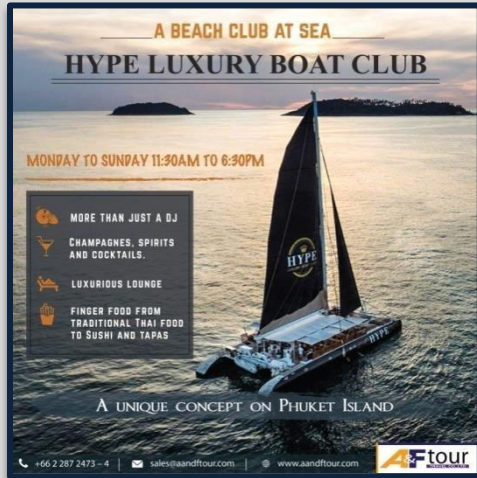


Strategy Behind Social Media

- ◆ **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



A BEACH CLUB AT SEA
HYPE LUXURY BOAT CLUB

MONDAY TO SUNDAY 11:30AM TO 6:30PM

- MORE THAN JUST A DJ
- CHAMPAGNES, SPIRITS AND COCKTAILS.
- LUXURIOUS LOUNGE
- FINGER FOOD FROM TRADITIONAL THAI FOOD TO SUSHI AND TAPAS

A UNIQUE CONCEPT ON PHUKET ISLAND

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Have a holy dip in the pious ambience
Chiang Mai - THAILAND



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VIETNAM
A LUXURY COUPLE TOUR

www.aandftour.com

World class culinary & dazzling view! Plan this season to Bangkok

With Most Luxury Hotel
Waldorf Astoria Bangkok
BANGKOK LUXURY STOP OVER

SELECT ONE OF THOSE TOURS

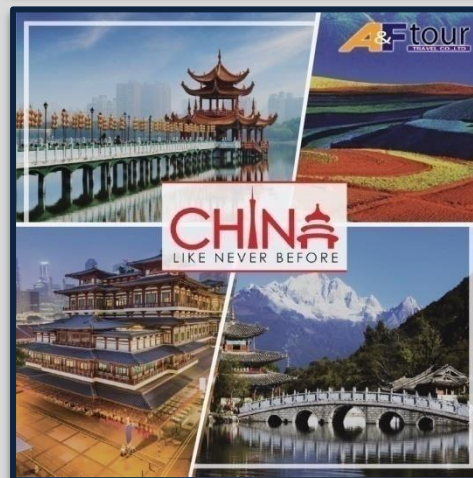
- Best Of Bangkok City Tour
- Floating Market And Train Market
- Night Walking Tour To Flower Market And Chinatown With Food Tasting

3 Nights Accommodation with breakfast
PRICES FOR 2 SHARING 1 ROOM

THB 37,800
USD 1,180

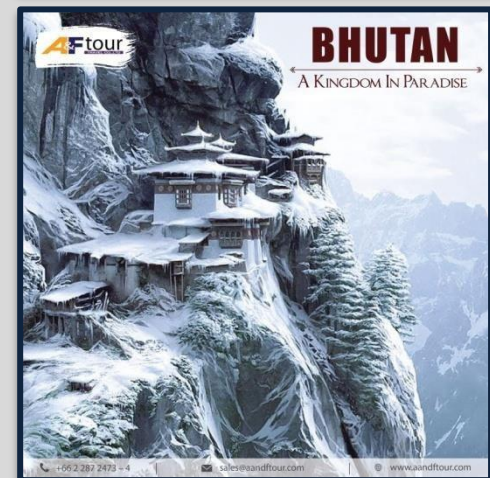
Book Now For a luxury Experience offer till 31st october.!

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LUXURY TOURS

CHINA
LIKE NEVER BEFORE

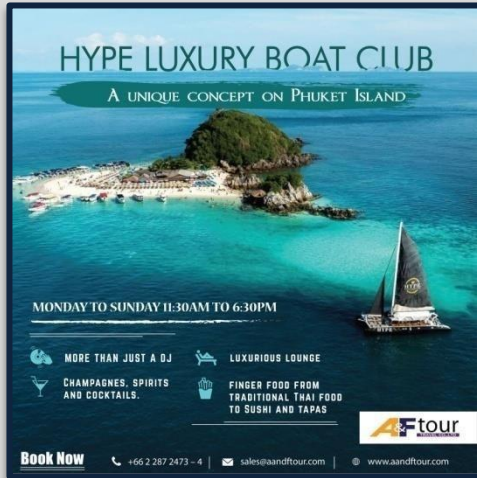


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A KINGDOM IN PARADISE

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A Few of Our Social Media Designs



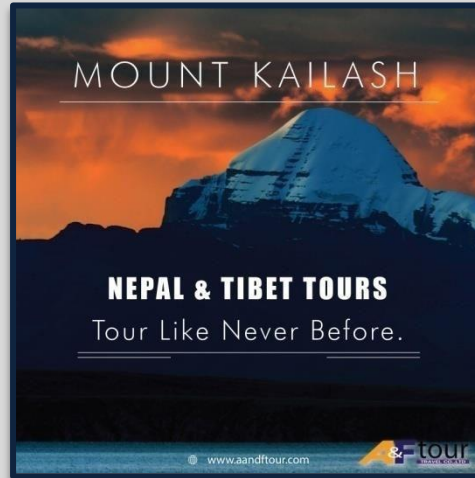
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TRAVEL & TOURS

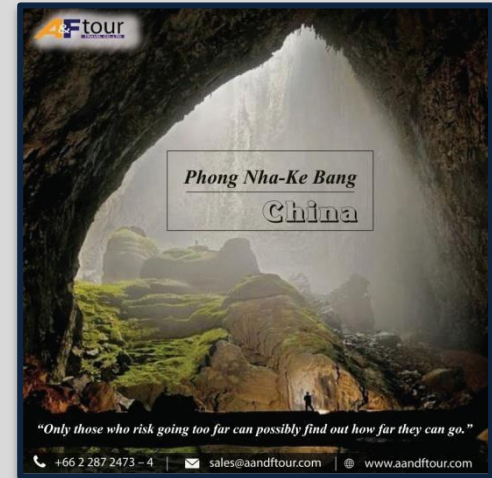


MOUNT KAILASH

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Phong Nha-Ke Bang
China

"Only those who risk going too far can possibly find out how far they can go."

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DESTINATION WEDDINGS & HONEYMOONS

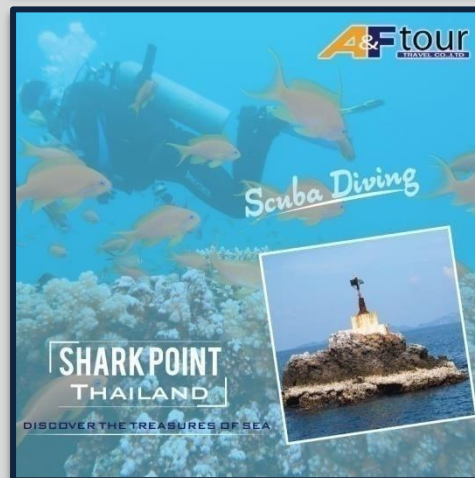
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Talk to us about your big day and we make your dream wedding come true in an affordable way !!!

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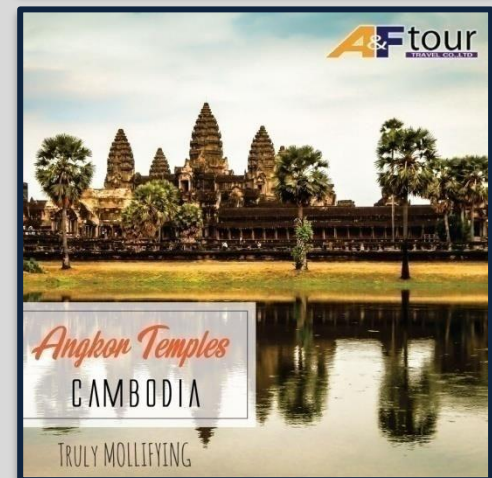


Scuba Diving

SHARK POINT THAILAND
DISCOVER THE TREASURES OF SEA

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Results

- ◆ **SEO Rankings Growth** – More than 10 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: 3,297 / 3 Months
Organic users: 2,133 / 3 Months
Direct Traffic : 884
Referral Traffic (OFF Page): 340

- ◆ **Presence on Social Media:** Starting 10,429 likes / Current 10,736 likes

- ◆ **Bounce rate:** 39.63%



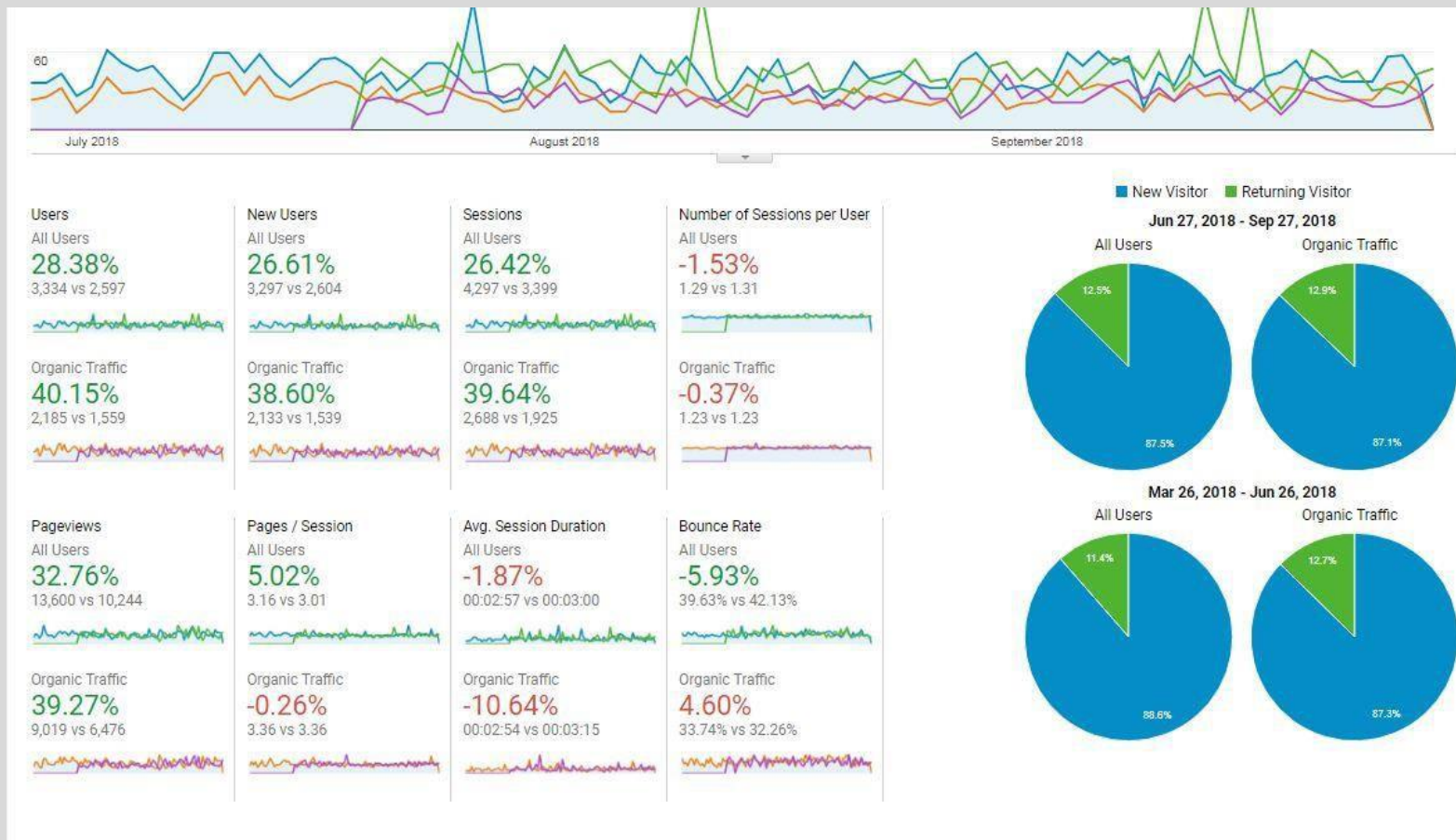
- ◆ **Rankings:** After a successful execution of the new strategies, within 3 months, we have achieved our 13 keywords on #1 Page on Google.

Keyword Rankings (aandftour.com)

S.No	Keywords or Targeted Phrase	Initial Rankings	Current Rankings
1	Thailand B2B Travel Agents	33	3
2	Travel Agents In Thailand	Not in SERP	4
3	Tour Company In Bangkok	Not in SERP	4
4	Thailand Travel Agency	Not in SERP	5
5	Travel Agents In Bangkok	Not in SERP	5
6	Local Travel Agents In Thailand	Not in SERP	5
7	Thailand Travel Agents	18	6
8	Tailor Made Thailand Holidays	Not in SERP	6
9	Travel Agencies In Bangkok	Not in SERP	6
10	Bangkok Travel Agents	Not in SERP	7
11	Bangkok Tour Agency	Not in SERP	7
12	Travel Agency Bangkok	Not in SERP	8
13	Bangkok Travel Agency	Not in SERP	8

Google Analytics: Traffic report (Past 3 months)

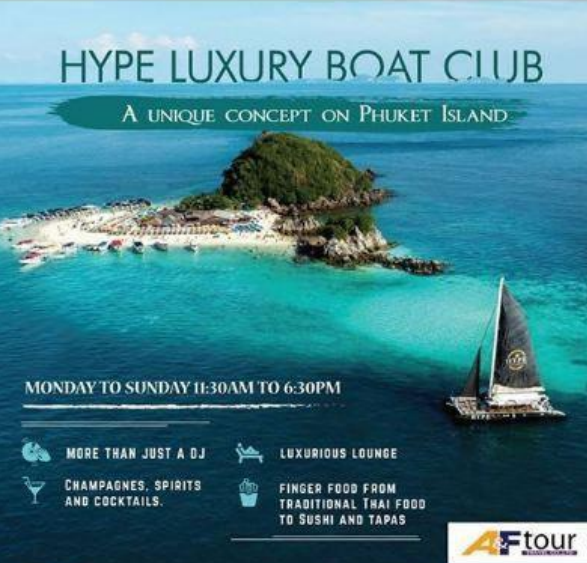
- ◆ **Traffic:** After a successful execution of the new strategies, within 3 months, we have achieved 3,297 new users & 2,133 organic traffic with 39.63% bounce rate.



Social Posts Reached

A & F Tour Travel
Published by Himani Gupta [?] · August 27 at 1:39 PM · 🌐

Make your day the best day at hype luxury boat club !!
Life is like a turquoise ocean it can be calm or stormy, craggy or firm but in the end, it is always exquisite.
If you are looking for a thrill then, Hype Luxury Boat Club is perfectly made for you. ... See More



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👥 3,821 people reached [Boost Post](#)

👤 Ashish Thakur, Min Ko and 3 others · 4 Shares

A & F Tour Travel is 🤔 thinking about Leshan Giant Buddha.
Published by Himani Gupta [?] · September 10 at 3:27 PM · 🌐

Relish the Birdseye view onto the giant Buddha of Leshan!
Leshan Giant Buddha is the main attraction in **Leshan Giant Buddha Scenic Area**, which was listed as the World Heritage Site by UNESCO in 1996 together with Mount Emei. It is located at the joint of Minjiang River, Dadu River, and Qingyi River, Leshan Giant Buddha is sitting facing Leshan City across the river and it's the largest cliff rock carving Maitreya Buddha statue in the world.
Let's plan and travel with **A&F Tou...** See More



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The Leshan Giant Buddha
CHINA

👥 1,648 people reached [Boost Post](#)

👤 Sienna Martin, Diksha Verma and 8 others · 2 Shares

A & F Tour Travel
Published by Himani Gupta [?] · September 11 at 8:23 AM · 🌐

James Bond Island- The Island of panoramic views and bestrew with fascinating meadows !!
On a long tail boat and in lush rock formations to this mesmerizing island one can write verses of poetry & find the undiscovered portion of paradises you have never seen.
Explore the **James Bond Island** with **A&F Tour** & Book your luxurious tour of Thailand at [http://www.aandftour.com/thailand/...](http://www.aandftour.com/thailand/) See More



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JAMES BOND ISLAND
Thailand

👥 1,815 people reached [Boost Post](#)

👤 A & F Tour Travel, Thunwisith Wongsuwan, Sienna Martin and 9 others · 3 Shares

Social Posts Reached

A & F Tour Travel
Published by Himani Gupta [?] · August 24 ·

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Avni Sehgal, Saranya Suthamtart and 2 others · 1 Comment · 3 Shares

A & F Tour Travel
Published by Himani Gupta [?] · September 4 at 10:34 AM ·

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CAMBODIA

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Lauren Olivia, Avni Sehgal and 2 others · 4 Shares

A & F Tour Travel 🐦 making connections.
Published by Himani Gupta [?] · September 25 at 2:18 PM ·

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Tour Agency **Send Message**

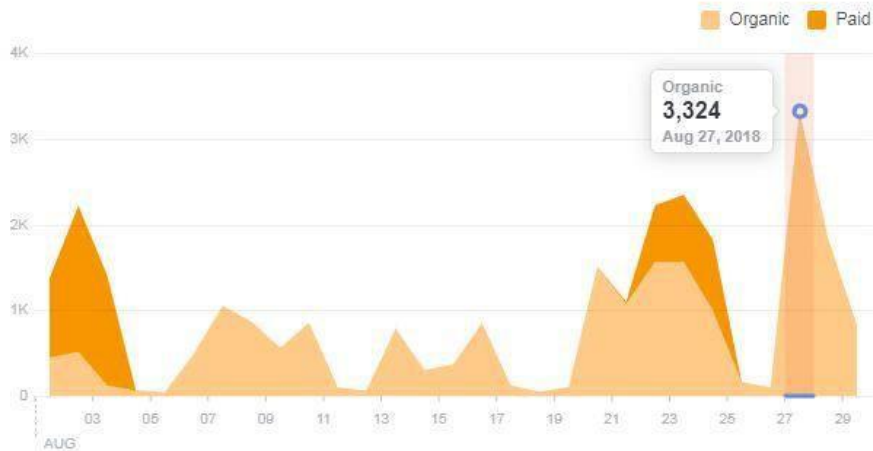
1,739 people reached **Boost Post**

Neeraj Budhori, Ashish Thakur and 4 others · 5 Shares

Social Media Results

Post Reach

The number of people who had any posts from your Page enter their screen.



Page Summary Last 7 days

[Export Data](#)

Results from Sep 19, 2018 - Sep 25, 2018

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.

Organic Paid

Actions on Page

September 19 - September 25

1

Total Actions on Page ▼75%



Page Views

September 19 - September 25

188

Total Page Views ▼14%



Page Previews

September 19 - September 25

3

Page Previews ▲50%



Page Likes

September 19 - September 25

148

Page Likes ▼3%



Reach

September 19 - September 25

3,578

People Reached ▲12%



Recommendations

September 19 - September 25



We don't have data to show you this week.

Post Engagements

September 19 - September 25

158

Post Engagement ▼37%



Messages

Last updated September 24

42%

Response Rate ▲11%



Videos

September 19 - September 25

8


Total Video Views ▲100%



Chat (Off)



Thank You

 0120-4265656

 info@driveitdigital.com

 www.driveitdigital.com

