

Alwan Travel & Tourism

<http://www.alwantour.com/>

Search Engine Optimization



VIDUSHI Infotech

Software Solutions Provider Pvt. Ltd.



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The Background

Alwan Travel & Tourism was established in 2006, with the intent of catering to a growing demand for indigenous tour operators in Oman. Being a growing touring destination in the Middle East, Oman offers host of tourist places. Alwan Travel & Tourism provides exceptional, high quality tour services to travelers in Oman. The company's website faced poor ranking and negligible traffic before the client approached Vidushi for assistance.



The Challenge:

Creating a Strong Digital Presence & Striving for Brand Recognition

The keywords were not even in top 100 of the search results, for the entire targeted keyword phrases. Needless to say, the owners of Alwan Tour were uncertain about good ranking in Google. However, they wanted to rank high in Google and their ultimate goal was to outshine their competitors and achieve top ranking. In addition, the lack of a focused keyword strategy prevented search engine spiders to crawl for the content, which must have been fixed on priority.

We initiated the project work with a complete Market Analysis, demonstrating lack of effective search engine optimization (SEO) methodologies. The search engine ranking of targeted keywords was low. On monitoring the website performance based on traffic, ranking, and conversions, our expert strategized the essential SEO activities to improve the brand's online presence, generating leads and high qualified traffic thereby.

Implementing Solution & Initial Change

We prepared a five-step SEO plan to improve the digital presence of the website.

Step 1: Optimizing the website, exploring digital marketing channels

Step 2: Content Analysis and Sitemap Analysis

Step 3: Implementing Link Earning Activity to increase site's link popularity

Step 4: Integrating "Search Engine-Friendly" elements into the site

Step 5: Mapping the targeted keywords to their respective landing page

Once all the site improvements were completed, we shifted our gears to reconstruct the landing page to be more interactive and conversation-driven.

Content Marketing Activities

- ✚ **Website Content Modification** – We reworked the content on the website for better visibility and higher ranking for targeted keywords.
- ✚ **Blogs** – We created a separate blog section on the website that was regularly updated with interesting blogs related to Oman traveling. The blog topics we selected were among the most searched ones by travel lovers and prospects. Blogs helped to improve the visibility in search engine & ultimately the traffic.



Results Analysis within 90 Days

After an extensive SEO work for 90 days, the website witnessed a drastic improvement in overall organic traffic as well as goal Conversion.

Results Analysis within 60 Days

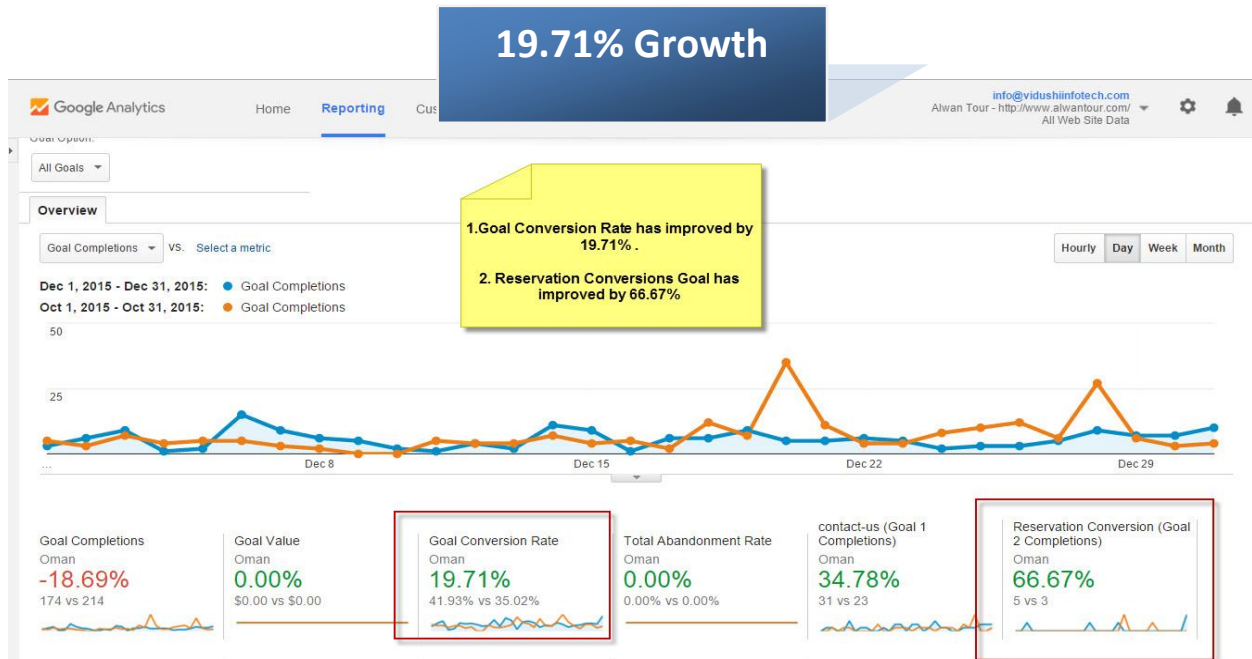
Boost Website Organic Traffic
83.72 %

Improvement in Goal Conversion Rate
186.61%

All Keywords Listed on first page of Google result pages

Goal Achieved In 90 days

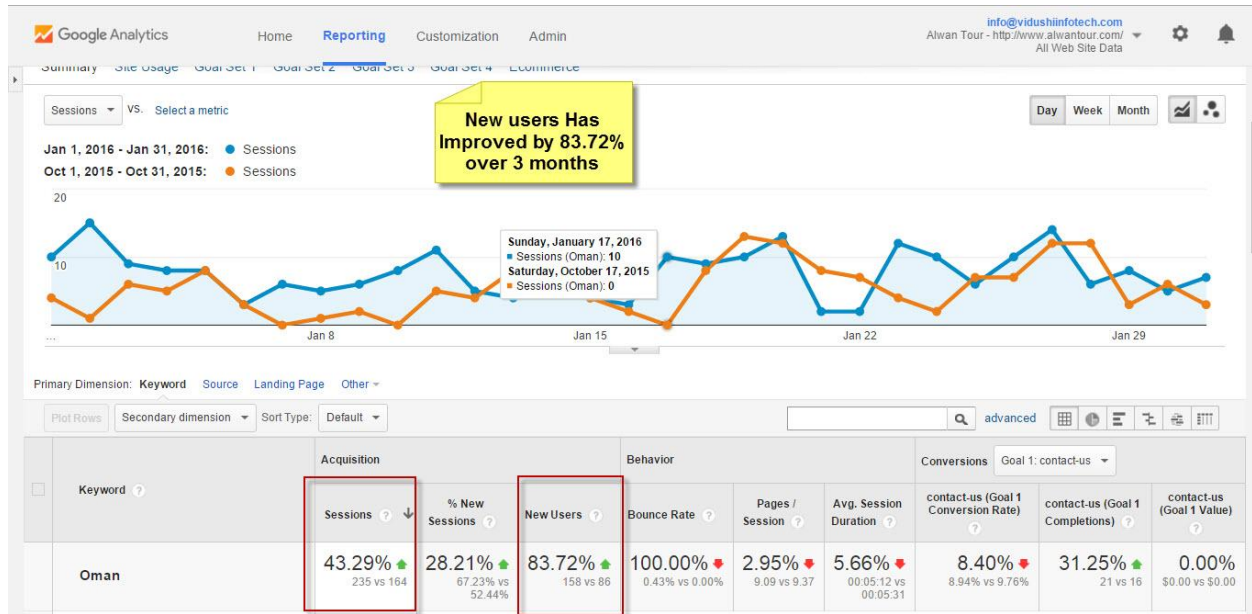
Goal Conversion rate has improved by within 90 days





Organic Traffic Graph

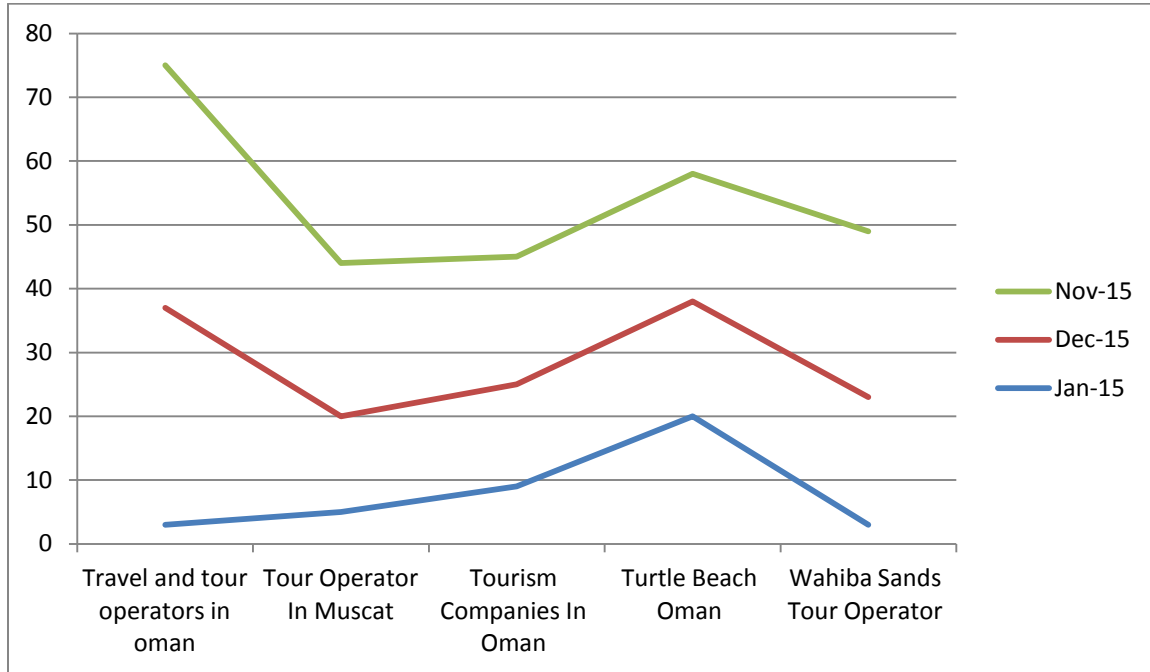
The graph represents a continuous rise in the organic traffic through search engine.



Keyword Ranking Status

Sr No	Keywords	Dec 2016	Nov 2015	Oct 2015	Sep 2015
1	Travel and tour operators in oman	3	38	34	NA
2	tour operators in muscat	5	15	24	NA
3	tourism companies in oman	9	16	12	NA
4	Turtle Beach Oman	20	20	18	NA
5	wahiba sands tour operators	3	26	20	NA

The graph represents the keyword ranking status from November 2015 to January 2016.



Interested in giving your website a drastic boost? Feel free to get in touch with our expert consultants!

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