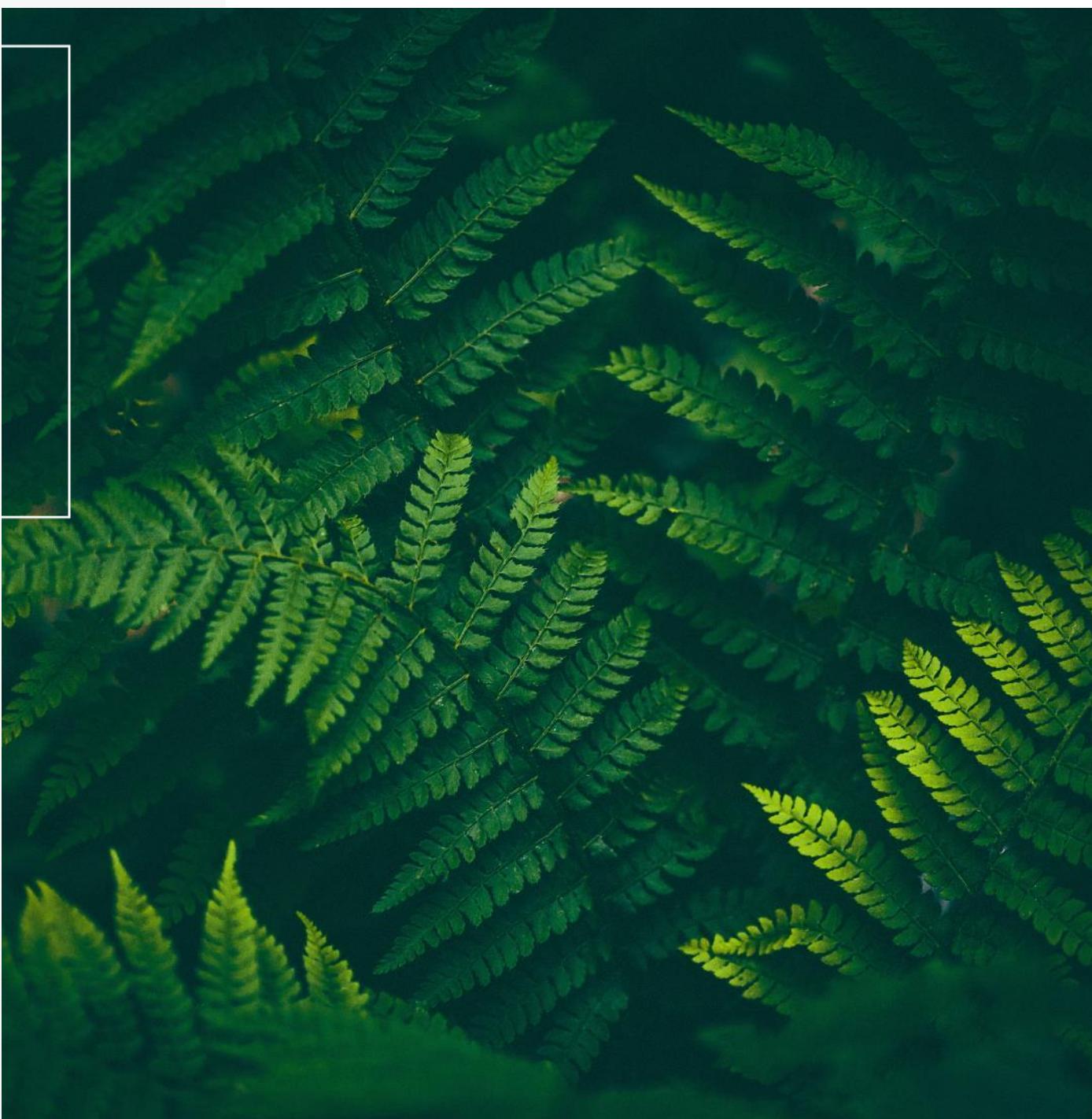




Trident  
Net Holidays  
dreams are possible

*Your Desires To Explore  
The World Comes True  
With Us.*





## *A Quick History*



This site was introduced in 2015. Earlier they had started applying their marketing strategy via their website and with the most popular social media platform i.e. Facebook. Earlier they never used to post blogs on their website, they only used to post their international tour packages. They had not started up with Digital Marketing. Their earlier Facebook page as mentioned in below link just has a few photos of their group tours that they had planned for their respective customers.

<https://www.facebook.com/tridentnetholidays/photos/a.743099779156786/1385583398241751/?type=3>

The screenshot shows the Trident Net Holidays Facebook page. The profile picture features a colorful design with the Eiffel Tower and the text 'The fun way to Travel'. The page name is 'Trident Net Holidays' and the handle is '@tridentnetholidays'. The page has 4.2 out of 5 stars based on 4 reviews. A post from September 13, 2013, wishes users 'Happy Ganesh' with a decorative image of an elephant. The sidebar includes links for Home, Reviews, Photos, Videos, Posts (selected), About, Community, Info and ads, and Create a Page. The right sidebar shows Instant Games, Your Games, Your Pages (with links to 'Y.B. SV Editography', 'Technology By Yash B...', and 'P.N. Photography'), and Contacts (with entries for Bhanu Joshi, Rushabh Kheni, Shubham Upadhyay, and Himadri Patel).

Later on 19<sup>th</sup> February, they had stepped on to the world of Digital marketing and their project was initialized by creating a website on wordpress.com <https://tridentnetholidays.wordpress.com/>

The screenshot shows a WordPress website for "Trident Net Holidays". The header features a large image of a cruise ship sailing through various global landmarks like the Statue of Liberty, the Colosseum, and the Eiffel Tower. The title "Trident Net Holidays" is overlaid on the image. Below the header, there's a navigation bar with links for "HOME", "ITINERARY", and "CONTACT", along with a search icon. A sidebar on the left lists travel options: "Singapore Cruise Itinerary", "Diwali With Special Cruise", and "Christmas With Special Cruise". The main content area has a large image of a coastal town built into a hillside, with the title "Summer Memorable" displayed over it. The footer contains a "Search" bar, a "CATEGORIES" section with links to "Best holiday deals", "Testimonial", "Travel Information", and "travel tips", and a "Follow" button. The browser address bar shows the URL <https://tridentnetholidays.wordpress.com/2018/02/19/make-your-summer-memorable-with-our-upcoming-tour-packages-2/?fbclid=IwAR0VS89tC9cuts9NbPhbTXz1jW6rl4gmBy...>.

They had Started a new Facebook Page and their First post was launched on 19th February.

<https://www.facebook.com/tridentnetholiday/> .

They also Posted their first post on Instagram on 19<sup>th</sup> February.

<https://www.instagram.com/tridentnetholidays/>

They Have Better Reach on Instagram As compared to Facebook. They are More focused on off-page SEO.

The screenshot shows the Trident Net Holidays Facebook page. The cover photo features a large cruise ship sailing through blue waters, with landmarks like the Eiffel Tower and Big Ben visible in the background. The page title is "Trident Net Holidays" and the tagline "dreams are possible". The bio states: "Singapore Cruise | Hong Kong Cruise | Bangkok Cruise". Below the cover, there's a "Contact Us" button and a "Send Message" button. The left sidebar includes links for Home, About, Posts, Reviews, Videos, Photos, Community, Groups, and Live videos. The main content area shows a post from "Shan" with a timestamp of 1:45 PM. The status bar at the bottom indicates the URL is [facebook.com/165930140706578/photos/p.235956973703894/235956973703894](https://facebook.com/165930140706578/photos/p.235956973703894/235956973703894).

The screenshot shows the Trident Net Holidays Instagram profile. The profile picture is the same as the Facebook cover. The bio reads: "Crusing is back. Let's ahoy mate! 🚢 to Singapore, Bangkok, Hongkong and many more unexplored places with Trident Net Holiday's Cruise Packages. [www.tridentnetholidays.wordpress.com](http://www.tridentnetholidays.wordpress.com)". The stats show 76 posts, 148 followers, and 486 following. The Instagram interface includes sections for Highlights, Posts, and Tagged. A banner at the bottom says "WHERE DO YOU WANT TO TRAVEL NEXT?". The status bar at the bottom indicates the URL is <https://www.instagram.com/tridentnetholidays/>.

Frequency of the blog on an average was 6 to 7 days On Wordpress.com  
3 to 4 days on the Facebook and Instagram and all the social media Platforms

Between the 19<sup>th</sup> Feb to 1<sup>st</sup> June all the blogs & Posts were related to international Trips(Australia , England , Europe) and Tips related to travelling

From

1st June they started posting on Facebook for the international cruise holidays

26<sup>th</sup> June on Instagram

9<sup>th</sup> July on wordpress.com

20<sup>th</sup> July on twitter

26<sup>th</sup> on google+

And Now they are continuing with the Cruise trip only

(to Singapore , Bangkok Cruise trip )

Some Travel Agencies According To Google Which Compete Trident in SEO:



Since 1994





*Trident*  
Net Holidays  
dreams are possible

VS 🤓

 **Shubhay**  
Tours & Travels



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<p><b>Website:</b>  <a href="http://tridentnetholidays.com/">http://tridentnetholidays.com/</a>  <b>Web link contains the Holidays (Not related to travelling)</b></p>	<p><b>Website:</b>  <a href="http://www.shubhaytours.in/index.php">http://www.shubhaytours.in/index.php</a>  <b>Web link contains the tours that's related to the travelling</b></p>
<p>SEO Audit :  D+ rank</p>	<p>SEO Audit  C+ rank</p>
<p>On Facebook first page was created on the  31st Oct 2015  Second on 19 feb 2018</p>	<p>on Facebook fist page was created on the  14 th oct2013  Second page  4 th Sept 2015</p>
<p>Mainly focused on the international trips</p>	<p>Domestic and international trips</p>
<p>Website is only connected with Facebook</p>	<p>Website is connected with twitter, google+ , Facebook</p>
<p>Have their pages on Instagram, Twitter , wordpress.com , Pinterest , google+.</p>	<p>Have their pages on Twitter , google+ , Facebook , (no blogs)</p>

On the Home page only 2 international packages are available	On the Home page wide range of domestic and international packages are available
Cruise trips are available on the wordpress, Facebook , and all the social media But not on Website	No cruise trips are available
If any customer who wishes to buy their package,they are redirected to their Contact Us webpage.No Online Bookings available yet.	If anyone wishes to book a tour then a message is displayed by using which we can directly send an Enquiry Email.
Frequency of posts are 1 post per day till 3 days.	Frequency of posts is good but after 13 Sept no post are uploaded
Facebook is connected with all the social media Platforms	Facebook is not connected with the other media platforms
No video's	Video Content is uploaded on facebook
Special Diwali Offers are there for cruise trip	No Special trips or pacakges
Photos from International trips are available on old facebook account No photos from Cruise trip	Real photographs of the trips are available on the facebook

Performance Result need to be improved(SEO AUDIT)

<https://www.seoptimer.com/tridentnetholidays.com>  
#uimobile

Performance Result is better than the Trident net Holidays

<https://www.seoptimer.com/www.shubhaytours.in>

Facebook page is liked by 179 people

Facebook page liked by 6619 people



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<b>Website:</b> <a href="http://tridentnetholidays.com/">http://tridentnetholidays.com/</a>	<b>Website:</b> <a href="http://www.mybigtrip.in/">http://www.mybigtrip.in/</a>
SEO audit (77.7/100) <a href="https://zadroweb.com/seo-auditor/">https://zadroweb.com/seo-auditor/</a>	SEO audit (55.14/100) <a href="https://zadroweb.com/seo-auditor/">https://zadroweb.com/seo-auditor/</a>
First page on Facebook 31st Oct 2015 Second on 19 Feb 2018	First page on Facebook 22 June 2018
Mainly focused on InternationalTrips.	Focuses on both International as well as Domestic trips
Website is only connected with Facebook	Website is connected with Facebook and Twitter
Have their pages on Instagram, Twitter , wordpress.com , Pinterest , google+.	Have their pages on Instagram, Twitter , google+.

On the Home page only 2 international packages are available	On the Home page wide range of domestic and international packages are available.
Cruise trips are available on the wordpress, Facebook , and all the social media But not on Website	No cruise trips are available
If any customer who wishes to buy their package,they are redirected to their Contact Us webpage.No Online Bookings available yet.	If anyone wishes to book a tour then a message is displayed by using which we can directly send an Enquiry Email.
Frequency of posts are 1 post per day till 3 days.	Frequency of posts is 1 post per day and sometimes 1 post within 3 days.
Facebook is connected with all the social media Platforms	Facebook is connected with the other media platforms
No video's	Video Content and real images are uploaded on facebook. They provide Q&A posts on every Social media pages.
Special Diwali Offers are there for cruise trip	No Special trips or packages
Photos from International trips are available on old facebook account No photos from Cruise trip	Real photographs of the trips are available on the facebook.

Performance Result need to be improved(SEO AUDIT)  
<https://www.seoptimer.com/tridentnetholidays.com>  
#uimobile

Facebook page is liked by 179 people

Performance Result is better than the Trident net Holidays  
<https://www.seoptimer.com/www.mybigtrip.in>

Facebook page liked by 4,259 people

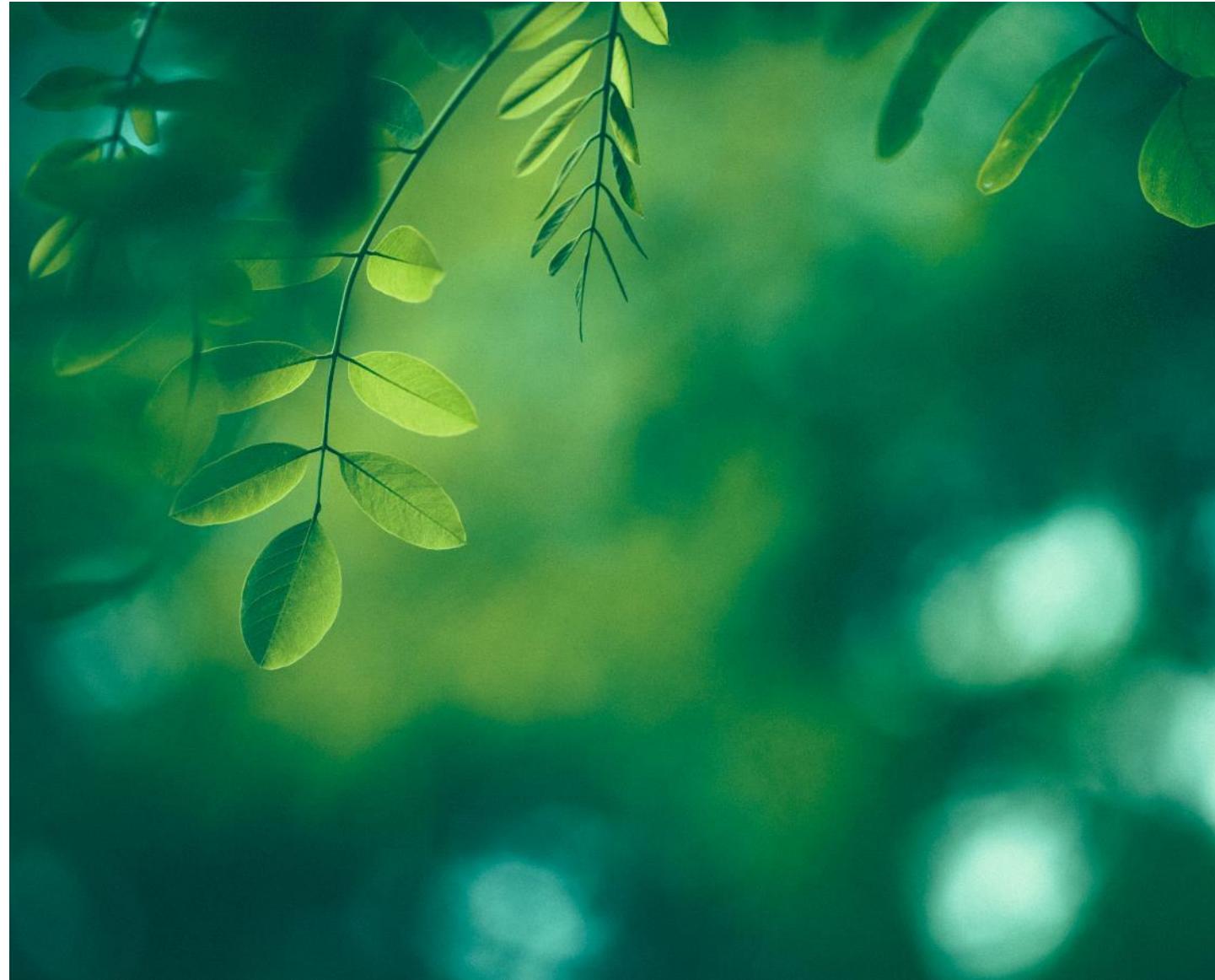


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VS

 **SIMONS**  
*Holidays Pvt. Ltd.*

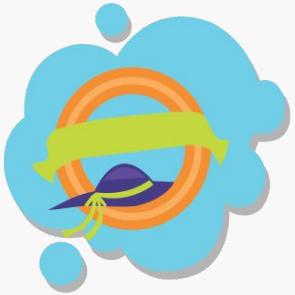


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<b>Trident Net Holidays</b>	<b>Simons Holidays</b>
1. Website <a href="http://tridentnetholidays.com/">http://tridentnetholidays.com/</a>	1. Website <a href="http://www.simonsholidays.com">http://www.simonsholidays.com</a>
URL does not contain word related to travelling	URL does not contain word related to travelling
2. SEO Audit : <b>D+ rank</b>	2. SEO Audit : <b>B+ rank</b>
3. <b>Mainly focused on the international trips</b>	3. Covering almost all the all the popular places under domestics tours And International tours are also available
4. Website is only connected to facebook only	4. Website is linked with facebook , google+ , Twitter , LinkedIn , Pinterest , Instagram , You tube , Blogger
5. For contact Email , and landline number is present	5. There website email, helpline number , whatsapp number is also available so it is easy to contact

8.	<b>On the Home page only 2 international Packages are available</b>	8. <b>On the Home page wide range of domestic and international packages are available</b>
9.	Cruise trips are available on the Wordpress , Facebook , and all the social media But not on Website	9. No cruise trips are available
10.	From website if want help we can send the query Or else we have to call them	10. From website we can get tour suggestions from the experts(related to Price ,Bookings ,Itinerary suggestion)
12.	Facebook is connected with all the social media Platforms	12. Facebook is not connected with the other media platforms
13.	Blogs are available on tridentnetholidays.wordpress.com	13. Blogs are uploaded on website and On Blogger.com
14.	NO Ads run neither Facebook nor google	14. ads run on Facebook not sure about google
15.	No search Box	15. Search box is available on the website
16.	<b>BEST FOR You</b> ORGANICS COMPANY	

17. No video's	17. On facebook videos are uploaded on youtube also
18. Special Diwali Offers are there for cruise trip	18. Currently special offers are rann utsav and Khubhmela
19. Photos from International trips are available on old Facebook account  No photos from Cruise trip	19. Photos from International trips are available on old facebook account
20. Facebook page is liked by 179 people	20. 5780 people like the page



*Trident*  
Net Holidays  
*dreams are possible*



VS

**A. R. TOURS**  
  
*Since 1994*



**BEST FOR You**  
ORGANICS COMPANY



**Trident**  
Net Holidays  
dreams are possible

**A. R. TOURS**  
Since 1994

<p>Website <a href="http://tridentnetholidays.com/">http://tridentnetholidays.com/</a></p> <p>URL does not contain word related to travelling</p>	<p>Website <a href="http://www.artours.co.in/">http://www.artours.co.in/</a></p> <p>URL does not contain word related to travelling</p>
<p>SEO Audit : D+ rank</p>	<p>SEO Audit : C+ rank <a href="https://www.seoptimer.com/www.artours.co.in">https://www.seoptimer.com/www.artours.co.in</a></p>
<p>Mainly focused on the international trips</p>	<p>Covering almost all the all the popular places under domestic tours And International tours are also available</p>
<p>Website is only connected to facebook only</p>	<p>Website is linked with facebook , google+ , Twitter , Instagram.</p>
<p>For contact Email , and landline number is present</p>	<p>On there website email, helpline number , Skype is also available so it is easy to contact</p>
<p>On Facebook first page was created on the 31<sup>st</sup> Oct 2015 Second on 19<sup>th</sup> February 2018</p>	<p>Facebook page created on 19<sup>th</sup> October 2017.</p>
<p>Latest post on 29<sup>th</sup> oct on Facebook</p>	<p><b>BEST FOR You</b> ORGANICS COMPANY Last post on 21<sup>st</sup> oct 2017on Facebook,Since then they are not active on Facebook.</p>

On the Home page only 2 international Packages are available	On the Home page wide range of domestic and international packages are available
Cruise trips are available on the Wordpress , Facebook , and all the social media But not on Website	No cruise trips are available
From website if want help we can send the query Or else we have to call them	From website we can get tour suggestions from the experts(related to Price ,Bookings ,Itinerary suggestion). They provide Skype Video calls Service to Approach Them.
Facebook is connected with all the social media Platforms	Facebook is not connected with the other media platforms
Blogs are available on <a href="http://tridentnetholidays.wordpress.com">tridentnetholidays.wordpress.com</a>	No Blogs available.
NO Ads run neither Facebook nor google	No Ads campaign are runned on Facebook or google
No search Box	No Search Box
Performance Result need to be improved(SEO AUDIT) <a href="https://www.seoptimer.com/tridentnetholidays.com#ui/mobile">https://www.seoptimer.com/tridentnetholidays.com#ui/mobile</a>	Performance result is very good than Trident net Holidays <a href="https://www.seoptimer.com/www.artours.co.in">https://www.seoptimer.com/www.artours.co.in</a>

17. No video's	17. No Videos
18. Special Diwali Offers are there for cruise trip	18. No Special Offers.
19. Photos from International trips are available on old Facebook account  No photos from Cruise trip	19. Photos from trips are not available on facebook account, but some real photos are available on their website.
20. Facebook page is liked by 179 people	20. 405 people like the page



Trident Net Holidays	Realitytoursandtravel	
Website <a href="http://tridentnetholidays.com/">http://tridentnetholidays.com/</a>	Website <a href="http://realitytoursandtravel.com/">http://realitytoursandtravel.com/</a>	
URL does not contain word related to travelling	URL contains two keywords related travelling Tours & Travel	
SEO Audit :  <b>D+ rank</b>	SEO Audit:  <b>B rank</b>	
<b>Mainly focused on the international trips</b>	Mainly focused on Domestic trips	
Website is only connected to facebook only	Website is connected with facebook , Linked In, Twitter , You tube , Instagram , Trip adviser ,	
Blogs are on the Wordpress.com	Blog are available on the website for the engagement	
On facebook first page was created on the 31 <sup>st</sup> Oct 2015  <b>Second on 19 feb 2018</b>	On facebook page was created on 26 November 2010	

Latest post on 29 <sup>th</sup> oct	Latest post on 1 <sup>st</sup> Oct	
On the Home page only 2 international packages are available	On the Home page wide range of domestic trips are available	
Cruise trips are available on the wordpress , facebook , and all the social media But not on Website	No cruise trips are available	
From website if want help we can send the query Or else we have to call them	From website if want help we can send the query Or else we have to call them	
Facebook is connected with all the social media Platforms	Facebook is not connected with the other media platforms	
Facebook page is liked by 179 people	On facebook 9,807 people like this page	

NO Ads run neither facebook nor google	No ads run on Facebook nor on google	
No search Box	Search box is available on the website	
Performance Result need to be improved(SEO AUDIT) <a href="https://www.seoptimer.com/tridentnetholidays.com#uimobile">https://www.seoptimer.com/tridentnetholidays.com#uimobile</a>	Performance result is very good than Trident net Holidays <a href="https://www.seoptimer.com/realitytoursandtravel.com">https://www.seoptimer.com/realitytoursandtravel.com</a>	

# Social Media Bookmarking:-

1: [www.bookmarkee.com](http://www.bookmarkee.com)

<https://www.bookmarkee.com/DharmikJ>

2: [www.reddit.com](http://www.reddit.com)

[https://www.reddit.com/user/Dharmikjoshi/comments/9tb1ic/enjoy\\_your\\_cruise\\_trips\\_with\\_trident\\_net\\_holidays/](https://www.reddit.com/user/Dharmikjoshi/comments/9tb1ic/enjoy_your_cruise_trips_with_trident_net_holidays/)

3. <http://www.freebookmarkingsubmission.com>

<http://www.freebookmarkingsubmission.com/bookmarking/explore-the-singapore-trip-with-trident-net-holidays.html>

4. [www.bookmarkssocket.com](http://www.bookmarkssocket.com)

<https://www.bookmarkssocket.com/enjoy-your-holidays-with-trident-net-holidays/>

5. [www.instapaper.com](http://www.instapaper.com)

<https://www.instapaper.com/read/1123746796>

## **Quora Links :**

[https://www.quora.com/Suggest-me-a-trip/answer/Dharmik-Joshi-23?prompt\\_topic\\_bio=1](https://www.quora.com/Suggest-me-a-trip/answer/Dharmik-Joshi-23?prompt_topic_bio=1)

[https://www.quora.com/Want-to-Go-out-on-holidays-Where-to-go/answer/Dharmik-Joshi-23?prompt\\_topic\\_bio=1](https://www.quora.com/Want-to-Go-out-on-holidays-Where-to-go/answer/Dharmik-Joshi-23?prompt_topic_bio=1)

[https://www.quora.com/Whats-better-for-the-holidays-Amusement-park-or-a-cruise-trip/answer/Dharmik-Joshi-23?prompt\\_topic\\_bio=1](https://www.quora.com/Whats-better-for-the-holidays-Amusement-park-or-a-cruise-trip/answer/Dharmik-Joshi-23?prompt_topic_bio=1)

<https://www.quora.com/Want-to-go-out-Where-to-go/answer/Dharmik-Joshi-23>

## Findings(Drawbacks of Trident):-

- Like there is a domestic packages section but on click we are landing on the same page
- On their site they are not selling their cruise trip
- Even they are not focusing to their international packages
- Site is not linked with social media platforms other than Facebook
- Real pictures, video are not available on the website
- Reviews are also not present on the website
- FAQ's are not present on the website.

## Some Improvements Expected From Trident are:

- 1] They can Get numerous Reach through running Ad campaings on the most popular ranking Social Media platforms on facebook , Google Ad's , Instagram .
- 2] They can approach various popular You Tubers , Facebook and Instagram pages , They can have internal linking of their website on Quora , Blogger and various blogging site . This will Help them get the Reach to their website and keep their existing as well the old consumers to be engaged with them.
- 3] They need to improve their website performance as well as the GUI of their website.
- 4] They can add Q&A and quizzes so that they can keep their followers engaged and they can come to know what kind of trips does their followers except from them.
- 5] They Can build their brand using Social bookmarking.
- 6] Density of Trips and Packages must be Increased on their website.

**BEST FOR** You  
ORGANICS COMPANY

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*Thank You*

PROJECT PREPARED  
BY:-  
**DHARMIK JOSHI**  
**YASH BHALANI**

