

# **TOUR & TRAVEL WEBSITE**

## **A MINI PROJECT REPORT**

*Submitted by*

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*in partial fulfillment for the award of the*

*degree of*

**BACHELOR OF ENGINEERING**

*in*

**COMPUTER SCIENCE & ENGINEERING**



**CHITKARA UNIVERSITY**

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**MAY/2023**

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# **1.INTRODUCTION**

## **SEO-Friendly Website**

Search Engine Optimization (SEO) is the practice of improving the quality and quantity of traffic to a website from organic search engine results. It involves optimizing your website's content and structure to make it more visible and appealing to search engines like Google, Bing, and Yahoo.

SEO is important because it helps businesses and individuals increase their online visibility, attract more visitors, and improve their online reputation. When a website is properly optimized for search engines, it is more likely to appear at the top of search results, increasing the chances of users clicking through to the website.

There are many different strategies and techniques used in SEO, including keyword research, on-page optimization, link building, and content creation. It is an ongoing process that requires continuous monitoring and optimization to stay ahead of the competition and maintain visibility in search results.

Overall, SEO is a critical aspect of digital marketing and can have a significant impact on the success of a website or business online.

## **2.PROBLEM STATEMENT**

### **Tour & TRAVEL WEBSITE**

Many people today are looking to plan their travel and tourism experiences online. However, with so many options available, it can be difficult for users to find a reliable and trustworthy tour and travel website that meets their needs. Additionally, many websites lack the necessary features and information that users require, such as detailed itineraries, destination information, and reviews from other travelers that provides a one-stop-shop for users to plan and book their travel experiences with confidence. As a result, there is a need for a user-friendly and informative ***Tour and Travel website*** that offers a wide range of options and helps users to make informed decisions.

To address this problem, my project aims to create a ***Tour and Travel*** website that provides users with a comprehensive and easy-to-use platform for browsing and booking travel experiences. A tour and travel website can become a user-friendly and comprehensive platform for users to plan and book their travel experiences with confidence.

### **3. TECHNICAL DETAILS**

- ❖ **HTML and CSS:** HTML and CSS are the core building blocks of any website. You'll need to have a solid understanding of HTML and CSS to create the layout and design of your website.
- ❖ **Responsive design:** Our website should be designed to be responsive, meaning it adapts to different screen sizes and devices. This ensures that users have a consistent
- ❖ **SEO optimization:** To optimize our website for search engines, we had incorporate SEO best practices, such as using relevant keywords, optimizing meta tags, and ensuring your website is crawlable by search engines.
- ❖ **Analytics and tracking:** To measure the success of your website and identify areas for improvement, we need to use analytics tools such as Google Analytics to track website traffic, user behavior, and other metrics.
- ❖ **User experience (UX) design:** UX design is the process of designing a website with the user in mind. We need to consider factors such as ease of use, accessibility, and visual design to create a website that users enjoy and find easy to navigate.
- ❖ **Payment gateway integration:** For allowing users to book tours and travel packages directly on your website, we integrate a payment gateway to handle online transactions.

## **4. KEY FEATURES**

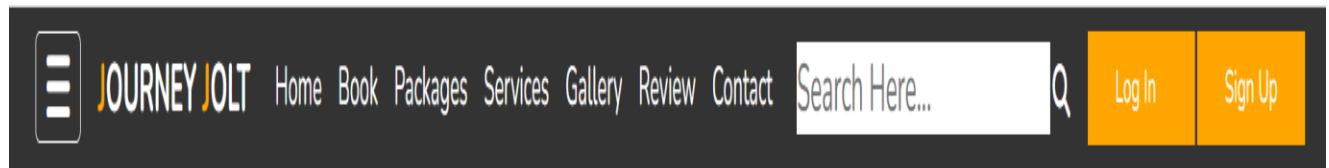
- ❖ **Easy-to-use search functionality:** A user-friendly search feature that allows users to search for tours and travel packages based on their preferences and travel dates is essential. The search feature should be prominently displayed on the website's homepage and allow users to filter search results by price, destination, duration, and other relevant criteria.
- ❖ **Comprehensive tour and package information:** Each tour and package should have detailed information including itinerary, pricing, availability, reviews, and photos to help users make informed decisions.
- ❖ **User reviews and ratings:** Including user reviews and ratings for each tour or package can help build trust and credibility with potential customers.
- ❖ **Responsive design:** Your website should be designed to be mobile-friendly and responsive to different screen sizes to provide a consistent user experience across devices.
- ❖ **User account functionality:** Users should be able to create an account on your website, save their favorite tours and packages, and view their booking history.
- ❖ **SEO optimization:** Your website should be optimized for search engines to help potential customers find your website through search engine results pages. This includes incorporating relevant keywords, optimizing meta tags, and ensuring your website is crawlable by search engines.

## **5.PROJECT ADVANTAGES**

- ❖ **Increased visibility:** By creating an SEO-friendly website, you can increase the visibility of your website on search engine results pages, making it easier for potential customers to find your website and book travel experiences.
- ❖ **Improved user experience:** By providing easy-to-use search functionality, comprehensive tour and package information, and user account functionality, you can improve the overall user experience on your website, leading to increased customer satisfaction and loyalty.
- ❖ **Increased conversions:** By incorporating a secure and reliable payment gateway, providing personalized recommendations, and offering virtual tours, you can increase the likelihood of customers booking tours and packages on your website, leading to increased revenue and profitability.
- ❖ **Competitive advantage:** By incorporating innovative features, such as local experiences or language translation, you can differentiate your website from competitors and appeal to a wider global audience.
- ❖ **Data collection and analysis:** By collecting user data and analyzing user behavior on your website, you can gain insights into customer preferences and behavior, allowing you to make data-driven decisions to improve your website and offerings.

## **6. RESULTS**

### **6.1 Header section**

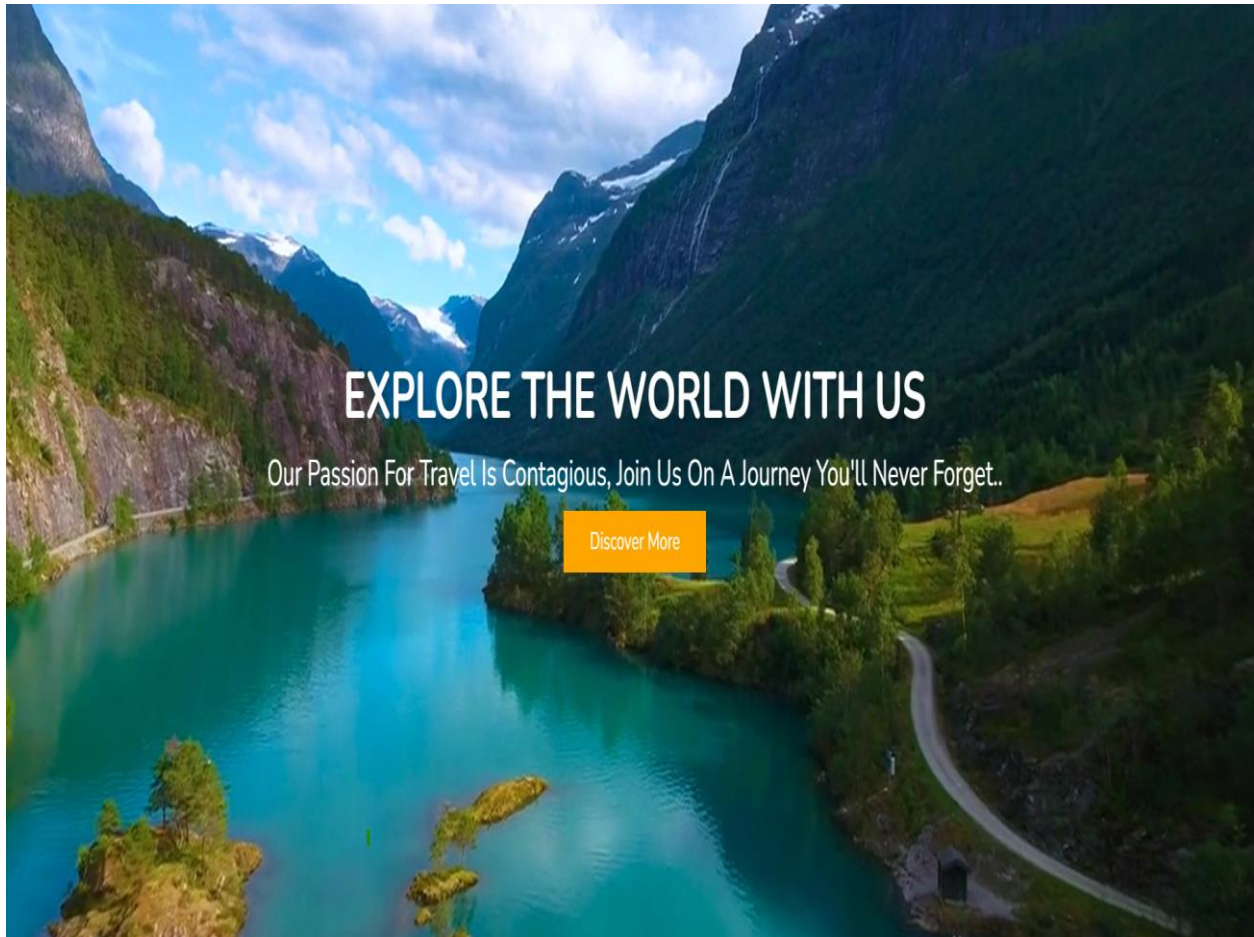


It includes the following elements:-

- ✓ A menu bar icon that toggles the navigation menu on and off when clicked.
- ✓ A logo for the website, "Journey Jolt".
- ✓ Navigation links for different sections of the website.
- ✓ A search bar with a search icon.
- ✓ An account section with links to log in or sign up.




## 6.2 Home Section



- ✓ The section element defines a section of a document, in this case, the "home" section.
- ✓ The class attribute sets the class name for the section as "home".
- ✓ The id attribute sets the ID name for the section as "home".
- ✓ The first div element contains the main content of the "home" section, with a heading, a paragraph, and a button to "discover more".
- ✓ The second div element creates a video container with a video element inside that contains a video source, an ID of "video-slider", the loop, autoplay, and muted attributes, which plays the video in a loop, starts playing automatically.

### 6.3 Book Now Section

BOOK NOW



Where To

place name

How Many

number of guests

Arrivals

dd-mm-yyyy

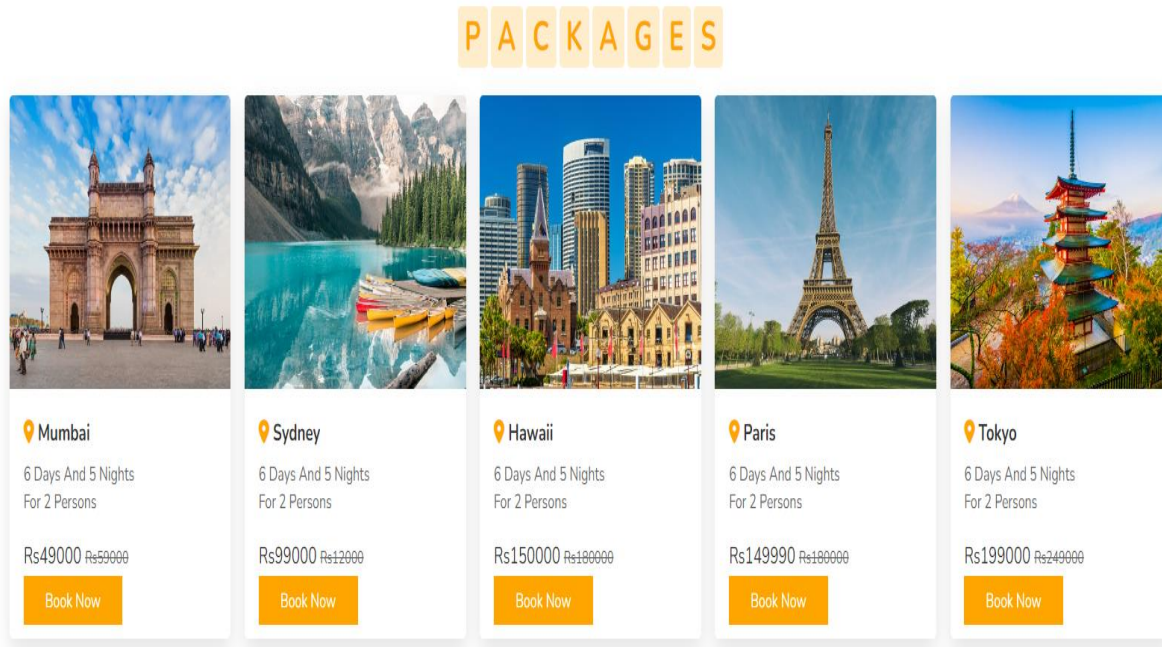
Leaving

dd-mm-yyyy

Book Now

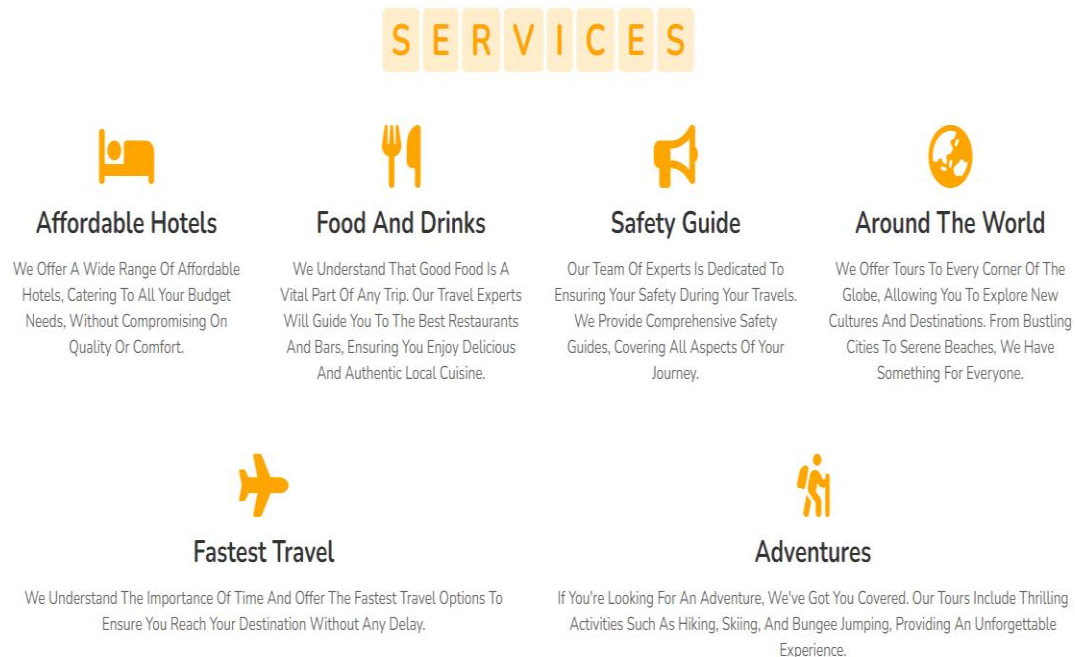
- ✓ It includes a heading "book now" with a stylish design using individual span elements for each letter of the heading.
- ✓ The section has a row containing an image and a form to input booking details.
- ✓ The form includes input fields for location, number of guests, arrival and departure dates, and a "book now" button to submit the form.

## 6.4 Packages Section



- ✓ The section starts with a heading "packages" created using an H1 tag with the class "heading".
- ✓ Inside the section, there is a container div with the class "box-container".
- ✓ The container div contains six boxes with the class "box", each representing a different travel package.
- ✓ Each box contains an image, a div with the class "content", and a div with the class "price".
- ✓ The "content" div contains the location, duration, and guest count of the package, and an anchor tag with the class "btn" to book the package.
- ✓ The "price" div contains the current and original prices of the package, with the current price displayed prominently.
- ✓ Each "content" div also contains an icon representing the location, displayed using the Font Awesome library.

## 6.5 Services Section



- ✓ It includes a heading with the class name "heading" that displays the word "services" using individual span elements for each letter.
- ✓ The section contains a container with class name "box-container".
- ✓ Inside the container, there are six "box" elements that represent different services, each containing an icon, a heading, and a paragraph of text.
- ✓ The first box is for "affordable hotels," the second is for "food and drinks," the third is for "safety guide," the fourth is for "around the world," the fifth is for "fastest travel," and the sixth is for "adventures."
- ✓ Each box includes a font-awesome icon, denoted by the "i" element with a class name corresponding to the icon.
- ✓ The heading for each box is denoted by the "h3" element.
- ✓ The paragraph of text for each box is denoted by the "p" element.



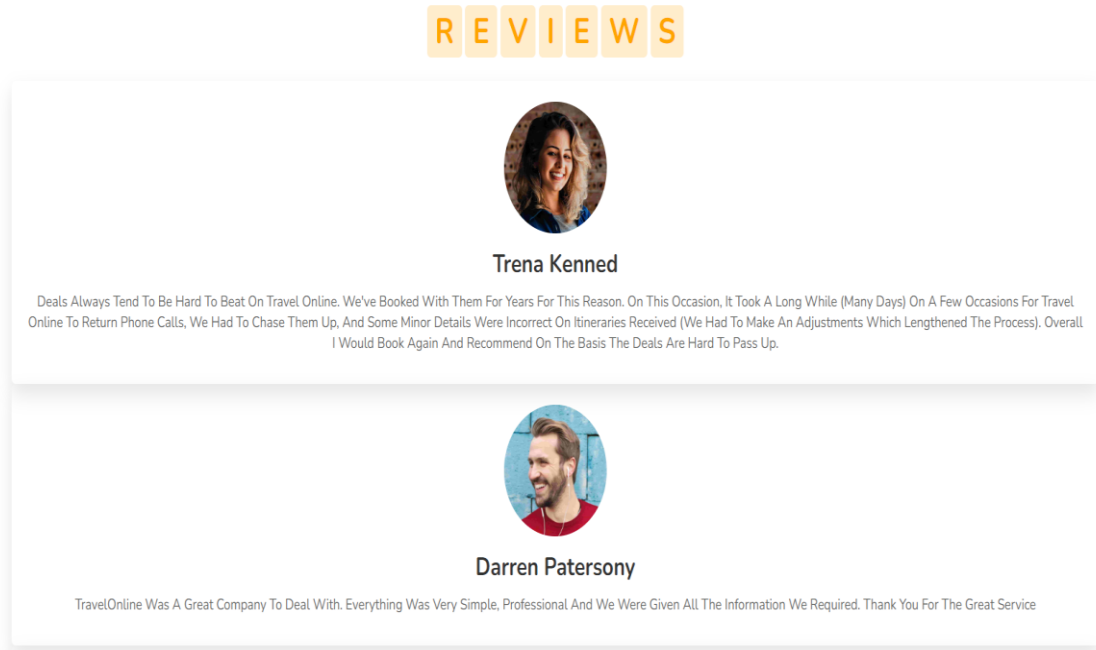
## 6.6 Gallery Section

### GALLERY



- ✓ The section is identified by the ID "gallery" for CSS styling purposes.
- ✓ It contains a heading with the text "gallery" made up of individual letter spans styled with CSS.
- ✓ The gallery is comprised of several image boxes arranged in a container using CSS flexbox.
- ✓ Each image box contains an image with a source file specified in the "src" attribute of the "img" element.
- ✓ The "alt" attribute is provided for each image to provide alternative text for accessibility purposes.

## 6.7 Reviews Section



- ✓ A heading with the word "reviews" written in separate letters
- ✓ Four review boxes, each with an image, a name of the reviewer, and a paragraph describing their experience with TravelOnline, a travel company
- ✓ A "more reviews" button at the bottom of the section
- ✓ The section has an ID of "review" which can be used for linking purposes or CSS styling.

## 6.8 Contact Section

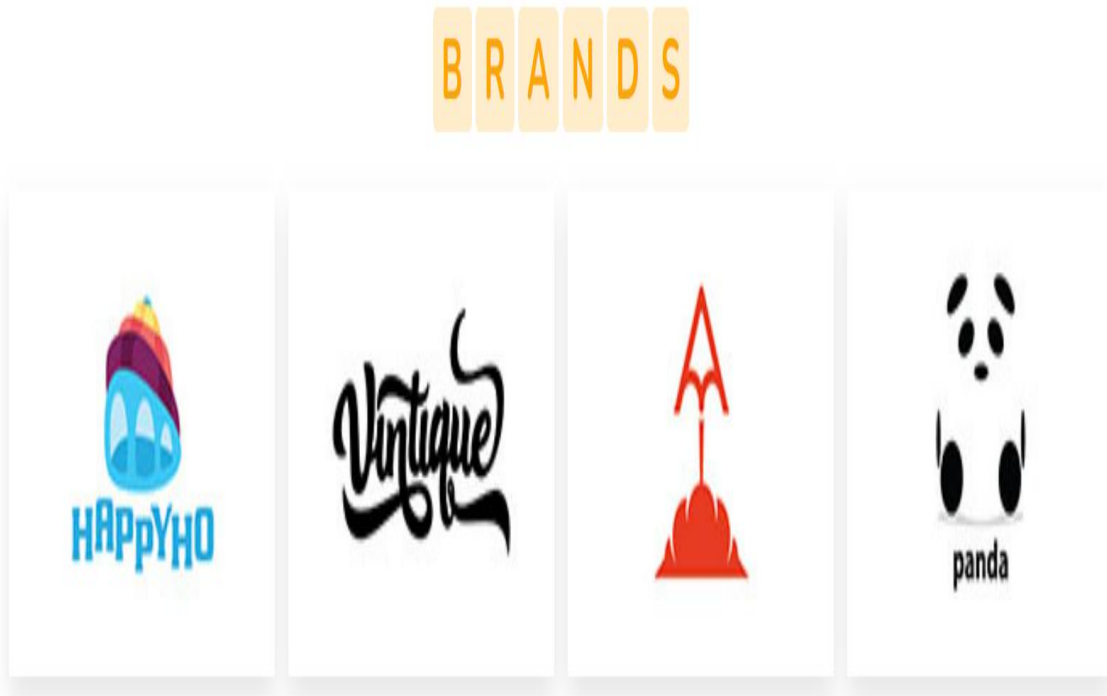
C O N T A C T



name	email
number	subject
message	
Send Message	

- ✓ A heading with the text "contact" styled with spans for each letter.
- ✓ A row containing an image and a form.
- ✓ An image displayed on the left side of the row.
- ✓ A form with four input boxes: name, email, number, and subject.
- ✓ A textarea for the user to type in their message.
- ✓ A "send message" button to submit the form.

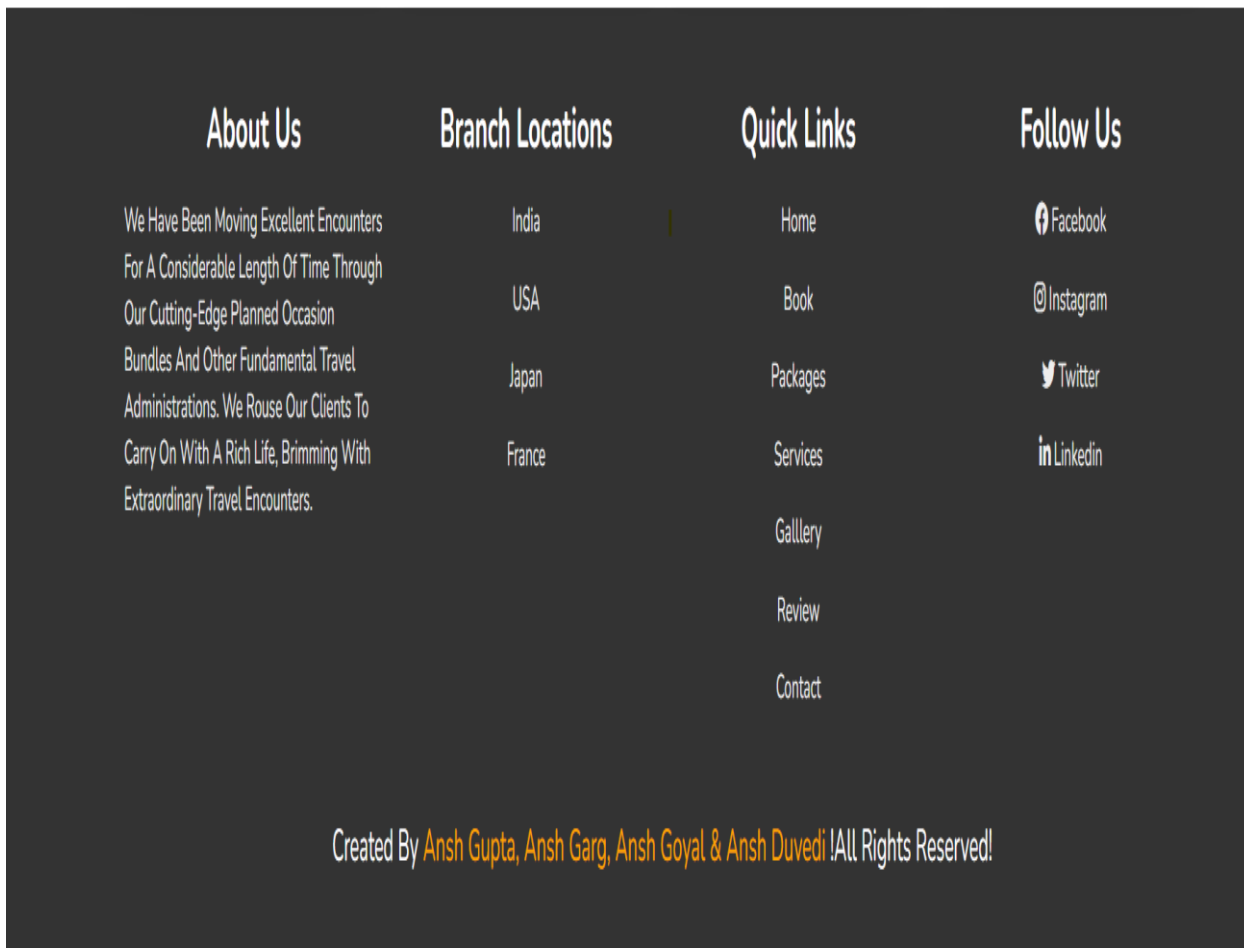
## 6.9 Brands Section



- ✓ This creates a section with a heading "brands" and a container for brand logos.
- ✓ The container contains four divs with the class "box" that each have an image element with a source attribute pointing to a different logo image.
- ✓ The logos are displayed in a row using CSS grid, with each logo centered within its respective box.
- ✓ This section can be used to display the logos of companies or brands that the website is associated with or promotes.



## 6.10 Footer Section



- ✓ The footer is divided into four boxes that contain information about the website.
- ✓ The first box contains information "about us" and a short description of the website's services.
- ✓ The second box contains links to different "branch locations" of the website in different countries.
- ✓ The third box contains "quick links" to different pages on the website.
- ✓ The fourth box contains links to the website's social media pages with icons for Facebook, Instagram, Twitter, and LinkedIn.

## **7.CONCLUSION**

The project involves creating a tour and travel website that is SEO-friendly and user-friendly, with features such as easy-to-use search functionality, comprehensive tour and package information, user reviews and ratings, user account functionality, payment gateway integration, responsive design, social media integration, and SEO optimization.

The team's main takeaways from the experience may include gaining a deeper understanding of website design and development, learning about SEO optimization and online marketing strategies, improving collaboration and communication skills within the team, and enhancing problem-solving and critical thinking skills.

Overall, the project provides an opportunity for the team to develop practical skills and knowledge related to website design and development, as well as gain valuable experience working on a real-world project.

## **8.FUTURE SCOPE**

- ✓ Integration with payment gateways: To allow users to make payments for the bookings and packages they select, you can consider integrating payment gateways such as PayPal or Stripe.
- ✓ User authentication and authorization: Implementing user authentication and authorization can help you to manage user access and provide personalized experiences for each user.
- ✓ Social media integration: You can integrate your website with popular social media platforms such as Facebook, Instagram, and Twitter to promote your packages and services and engage with customers.
- ✓ Mobile optimization: As more and more people are accessing websites on their mobile devices, you can optimize your website for mobile devices to provide better user experience.

## **9. References**

- **font awesome cdn link:** <https://cdnjs.com/libraries/font-awesome>
- **google fonts:** <https://fonts.google.com/specimen/Nun...>
- **images are from google:** <https://www.google.com>