

# Subject: BUSMGT 755: Strategic Digital Marketing

Comprehensive Digital Marketing Audit report

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# Contents

1. Background introduction and Client Overview.....	3
1.1 Introduction.....	3
1.2 Client Overview .....	3
2 SEO Analysis.....	4
2.1 Technical SEO.....	4
2.1.1 Analyse site health score and critical errors .....	4
2.1.2 Evaluate crawlability and indexing issues .....	4
2.1.3 Assess site architecture and internal linking structure .....	5
2.1.4 Review mobile optimisation and page speed performance.....	6
2.2 On-Page SEO .....	7
2.2.1 Keyword Research, Performance Analysis, and Strategic Keyword Optimization .....	7
2.2.2 Evaluate title tags, meta descriptions, Headers and Content Quality.....	10
2.2.3 Analyse URL structure and internal linking patterns.....	10
2.3 Off-Page SEO .....	11
2.3.1 Analyse backlink profile quality and diversity& Evaluate domain authority and referring domains .....	11
2.3.2 Online reputation and reviews.....	11
2.3.3 Evaluate the effectiveness of social media integration on website .....	12
3. User Experience Audit.....	13
3.1 User Experience Evaluation.....	13
3.1.1 Navigation.....	13
3.1.2 Accessibility Features Compliance.....	13
3.1.3 Effectiveness and visibility of CTAs .....	14
3.2 Design and Layout .....	14
4. Social Media and Paid Advertising Audit .....	15
4.1 Social Media Channel Performance Analysis.....	15
4.1.1 Platform presence and activity .....	15
4.1.2 Brand voice and messaging consistency.....	15
4.2 Engagement Analysis.....	15
4.2.1 Follower growth .....	15
4.2.2 Likes, comments, shares, and overall engagement rates.....	16
4.2.3 Content Strategy Evaluation.....	16
4.3 Quest on Queen Paid advertising .....	16
4.3.1 Google search ads .....	16
4.3.2 paid Facebook & Ins ads .....	17
5. Integrated SWOT Analysis .....	18
6. Strategic Recommendations.....	20
References .....	22
AppendixA: .....	23
AppendixB:.....	24

# **1. Background introduction and Client Overview**

## **1.1 Introduction**

The purpose of this report is to use professional tools (Semrush, Hubspot, Uber Suggest) to conduct an audit and evaluate the digital marketing strategy of Quest on Queen Hotel. This analysis will assess SEO performance, user experience, social media effectiveness, and SWOT analysis, while providing data-driven, strategic recommendations for improvement.

## **1.2 Client Overview**

Quest on Queen is a 39-apartment property located in Auckland CBD, catering to both corporate and leisure travelers with fully furnished, self-contained units. Key initiatives for the year include increasing direct bookings via their website, reducing reliance on OTAs, boosting website traffic, and targeting pre/post-cruise ship passengers. The current market split is 30% corporate and 70% leisure, with a focus on growing corporate clients and attracting long-term and relocation guests. Competitors include other Quest properties and apartment-style hotels in Auckland. With a digital marketing budget of NZD 2,000, the core goal is to shift guests from OTAs to direct bookings.

## 2 SEO Analysis

### 2.1 Technical SEO

#### 2.1.1 Analyse site health score and critical errors

The Site Audit was configured to crawl up to 1,000 pages, but only 2 pages under the Quest on Queen directory were successfully crawled. Using Semrush, we evaluated the health score of the crawled pages. The Site Health Score for Quest on Queen is 93%, indicating a relatively strong technical SEO status with no critical errors detected.

Among the identified issues, 4 warnings were reported under the Technical SEO section. The absence of an H1 tag on the homepage was manually confirmed as a false positive. The remaining three warnings are as follows. Given the high health score of the homepage, these issues are presented as optimization recommendations rather than mandatory fixes. However, addressing them could further improve page performance and search visibility.

#### Quest on Queen Technical SEO Audit & Optimization Recommendations

Issue	Impact	Solution
Low Word Count	May be considered as thin content by search engines, reducing SEO effectiveness.	Increase the content by adding detailed descriptions, FAQs, and relevant textual information.
Low Text to HTML Ratio	A high proportion of HTML code relative to text can lower SEO ranking and slow down page rendering.	Reduce unnecessary HTML structures, add more readable content, and check for hidden JS-generated text.
Unminified JavaScript and CSS Files	Uncompressed JS and CSS files increase load times, affecting user experience and SEO performance.	Use minification tools such as CSSNano and Terser to compress JS and CSS files, and enable Gzip/Brotli compression on the server.

#### 2.1.2 Evaluate crawlability and indexing issues

The initial plan was to crawl 1,000 pages, but only two pages were successfully crawled. Analyzing these pages, the Quest on Queen homepage returned a 200 status, confirming it is accessible and crawlable. It is also indexed correctly in Google search results.

However, the robots.txt file returned a 302 Redirect, which may hinder search engines from properly reading it, potentially causing crawlability issues and blocking some pages from being indexed. If intentional, this could be a strategy to limit direct indexing of booking pages, reducing competition with OTAs and guiding users through the official site. If unintentional, it may lead to SEO problems.

A manual check revealed the robots.txt file results in a 404 Not Found error. While search engines can still crawl the site without it, the absence of crawl directives may cause indexing inefficiencies. It is recommended to properly configure the robots.txt file to ensure accurate interpretation of crawling rules and avoid unintended indexing restrictions.



Sorry your page was not found ...

The page you have requested is no longer available. It may have been moved or deleted.

Please click [here](#) to go to the home page if you would like to start again...

### **2.1.3 Assess site architecture and internal linking structure**

Since the previous Semrush analysis did not reveal any issues with the site architecture or internal linking structure, we conducted a manual review to ensure accuracy. We simulated the room booking process and confirmed that the logic is sound, with no dead links present. Additionally, we evaluated the navigation bar and internal linking structure.

#### **Navigation Bar:**

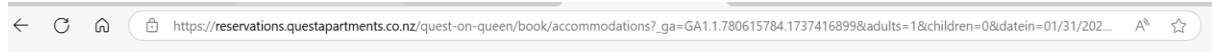
The navigation bar of the Quest on Queen website is well-structured, providing clear guidance to the booking interface. However, it lacks a "back" button, which could improve user experience.

#### **Internal Linking:**

The internal linking structure is logical, ensuring all key pages are accessible. No orphan pages were found, and critical pages such as room details and booking options are properly linked.

## URL Structure:

The URLs follow a logical structure but are overly lengthy and contain redundant parameters, which could negatively impact SEO.



In summary, the site's architecture and internal linking structure are solid. However, optimizing the URL structure would further enhance SEO performance.

### 2.1.4 Review mobile optimisation and page speed performance

Let's first examine the Google PageSpeed Insights results for both mobile and desktop devices.

#### Core Web Vitals Analysis

Metric	Mobile Performance	Desktop Performance	Threshold
Largest Contentful Paint (LCP)	3.9s (Too slow)	3.5s (Slightly slow)	Should be $\leq 2.5$ s
Interaction to Next Paint (INP)	372ms (Borderline slow)	149ms (Good)	Should be $\leq 200$ ms
Cumulative Layout Shift (CLS)	0.18 (Moderate shift)	0.03 (Good)	Should be $\leq 0.1$
First Contentful Paint (FCP)	2.7s (Slow)	2.4s (Slow)	Should be $\leq 1.8$ s
Time to First Byte (TTFB)	0.9s (Needs improvement)	0.9s (Needs improvement)	Should be $\leq 0.6$ s

Mobile Performance: Fails to meet benchmarks (LCP, CLS, and FCP require optimization).

Desktop Performance: Fails to meet benchmarks (LCP and FCP need improvement, but INP and CLS perform well).

For detailed explanations of these metrics, please refer to the appendixA.

## 2.2 On-Page SEO

### 2.2.1 Keyword Research, Performance Analysis, and Strategic Keyword Optimization

We analyzed Quest on Queen's URL using Semrush's Domain Overview to identify related keywords. The top 6 keywords were selected and evaluated based on search volume, ranking difficulty, and user intent (ireness, Consideration, Intent). Below is a summary:

#### Quest on Queen Keyword Analysis & Search Intent Evaluation

Keyword	Volume (Global)	Difficulty	Consideration	Intent	Awareness	Rank
quest on queen serviced apartments	2.4K	26		✓		1
quest on queen	1.4K	28		✓		1
quest queen street	650	22		✓		1
quest on queen street auckland	230	27		✓		1
quest apartments queen street auckland	220	17		✓		1
quest on queen serviced apartments auckland new zealand	250	24		✓		1

**Current Keyword Performance:**

All organic keywords are already ranked top1, indicating no immediate need for improvement.

However, these keywords are highly brand-specific, meaning users searching for them are already aware of Quest on Queen and likely ready to book. While this ensures high conversion rates, it limits traffic growth as the keywords are too narrow to attract a broader audience.

**Opportunity for Non-Brand Keywords:**

To increase website traffic, Quest on Queen should target non-brand keywords that attract users in the awareness and consideration stages. For example, ranking higher for queries like “*best apartment hotel on Queen Street*” could significantly boost visibility and traffic, helping the hotel reach a wider audience.

**Proposed Non-Brand Keywords for Optimization**

Based on competitor analysis and keyword research using Semrush’s Keyword Magic Tool, the following keywords were identified as high-potential targets:

**High-Potential Non-Brand Keywords for Optimization**

Keyword	Volume (Global)	Difficulty	Consideration	Intent	Awareness	Rank
Quest Auckland	6.2K	25	✓			3
hotels near Auckland cruise terminal	380	n/a		✓		Not on 1st page



short stay apartments in Auckland	940	13			✓	Not on 1st page (Quest on Queen)
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Based on the above data, the following table is analyzed:

Keyword	Volume	Intent	Current Rank	Opportunity
<b>Quest Auckland</b>	6.2K	Users considering all Quest properties in Auckland, not just Quest on Queen.	3 (behind Quest Auckland's official page).	Improve rank to capture more direct bookings from users exploring Quest options.
<b>Hotels near Auckland cruise terminal</b>	380	Targets cruise passengers seeking nearby accommodations.	Not on the first page.	Higher ranking can increase visibility and drive direct bookings.
<b>Short stay apartments in Auckland</b>	940	Attracts users looking for short-term stays (business travelers, tourists).	6 (for Quest); Quest on Queen not on 1st page.	Optimize to tap into a broader audience seeking short-term accommodations.

### **2.2.2 Evaluate title tags, meta descriptions, Headers and Content Quality**

Using HubSpot's SEO tool, we conducted a comprehensive review of Title Tags and Meta Descriptions, the analysis revealed that all issues in these areas have been resolved, with 0 Pages Affected. Key findings include:

- No duplicate title tags were found.
- All pages have appropriate titles (Add Title).
- Each page contains only one H1 tag, ensuring a clear and organized structure (One H1 Tag per Page).
- Title lengths are optimal and do not require shortening (Shorten Title).
- Meta descriptions are unique, properly formatted, and free of duplication.

#### **Headers Analysis**

As mentioned earlier, Semrush flagged an H1 issue, but manual inspection confirmed that the H1 tag on Quest on Queen's homepage is logically structured and accurately reflects the main topic of the page. Additionally, the reservation page and its subpages also have correctly implemented H1 tags without any issues.

#### **Content Quality Review**

The content on Quest on Queen's homepage, reservation page, and subpages is relevant, high-quality, and non-duplicative. Each page provides unique and valuable information, ensuring a positive user experience and alignment with SEO best practices.

### **2.2.3 Analyse URL structure and internal linking patterns**

#### **Analyse URL structure:**

Manual inspection revealed that some URLs are user-friendly and SEO-optimized, such as:

<https://www.questapartments.co.nz/properties/north-island/auckland/quest-on-queenhttps://reservations.questapartments.co.nz/quest-on-queen/book/dates-of-stay>

These URLs are short, clear, and keyword-rich. However, some booking pages use overly complex URLs with excessive query parameters, like:

[https://reservations.questapartments.co.nz/quest-on-queen/book/accommodations?\\_ga=GA1.1.780615784.1737416899&adults=1&children=0&datein=02/03/2025&dateout=02/04/2025](https://reservations.questapartments.co.nz/quest-on-queen/book/accommodations?_ga=GA1.1.780615784.1737416899&adults=1&children=0&datein=02/03/2025&dateout=02/04/2025)

### Internal Linking Analysis:

Because the 302 redirect in the robots.txt file may hinder the crawler, so only two pages were crawled, so we manually check to confirm further verification

**Navigation Bar:** Links to other Quest hotels are included.

**Internal Links:** Clear links to the booking section improve user navigation.

**Structure:** The internal linking is logical and well-organized, with no major issues.

## 2.3 Off-Page SEO

### 2.3.1 Analyse backlink profile quality and diversity& Evaluate domain authority and referring domains

We analysed Quest on Queen’s backlinks, evaluating their quantity and quality, and compared them with competitors. The findings reveal significant opportunities for improving Quest on Queen’s off-page SEO strategy.

#### Backlink Comparison: Quest on Queen vs. Competitors

Property	Backlinks	Referring Domains	NoFollow Links	Growth Trend
Quest on Queen	14	11	2	Slow but increasing after Aug 2024
Quest on Hobson	6	4	0	Peaked in Nov 2023, then declined
Quest Auckland	48	36	16	Strong growth since Nov 2023

Quest on Queen has moderate backlink numbers but lacks diversity, with only 11 referring domains, limiting its authority in search rankings. While its backlink profile isn’t poor, there’s significant room for improvement to enhance its SEO performance.

### 2.3.2 Online reputation and reviews

A strong online reputation not only impacts search rankings but also builds user trust and drives direct bookings. We evaluated Quest on Queen’s Google maps reviews and ratings, comparing them with competitors (Quest on Hobson, Quest Auckland, Barclay Suites, Nesuto, Avani).

#### Comparison of Google maps Reviews for Quest on Queen and Competitors

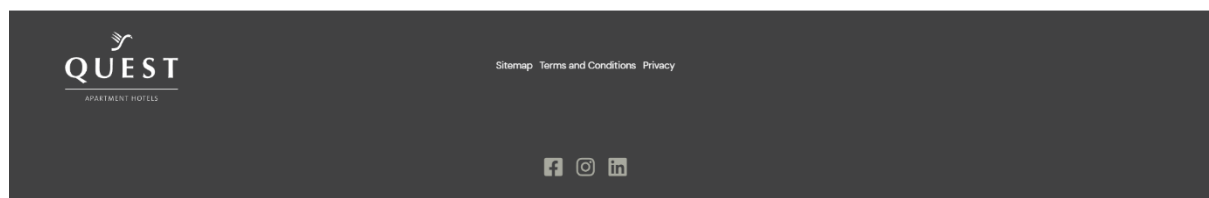
Hotel Name	Rating	Review Count	Positive Review Rate (%)	Short Evaluation

Quest on Queen Serviced Apartments	4.0	255	72	Decent rating but fewer reviews. Good budget option, but visibility could improve.
Avani Auckland Metropolis Residences	4.4	632	85	Highly rated with strong reviews. Popular for comfort and location.
Nesuto Stadium Hotel and Apartments	4.1	1,120	78	Good rating with high reviews. Strong appeal for business travelers.
Barclay Suites	3.8	641	65	Lower rating with mixed feedback on service and comfort.
Quest on Hobson Apartment Hotel	3.9	336	70	Mid-range rating with moderate reviews. Needs better positioning against competitors.
Quest Auckland Serviced Apartments	4.0	407	75	Good rating with fair reviews. Could benefit from increased online presence.

Quest on Queen has a decent rating (4.0) but fewer reviews (255) compared to competitors like Nesuto and Avani. However, its positive review rate (72%) is lower than top competitors, indicating room for improvement in guest satisfaction and online visibility.

### 2.3.3 Evaluate the effectiveness of social media integration on website

Quest on Queen's website includes links to Facebook, Instagram, and LinkedIn at the bottom. However, these links direct users to Quest's global accounts, not a dedicated page for Quest on Queen. While this approach maintains brand consistency, it limits localized marketing and user engagement opportunities.



## 3. User Experience Audit

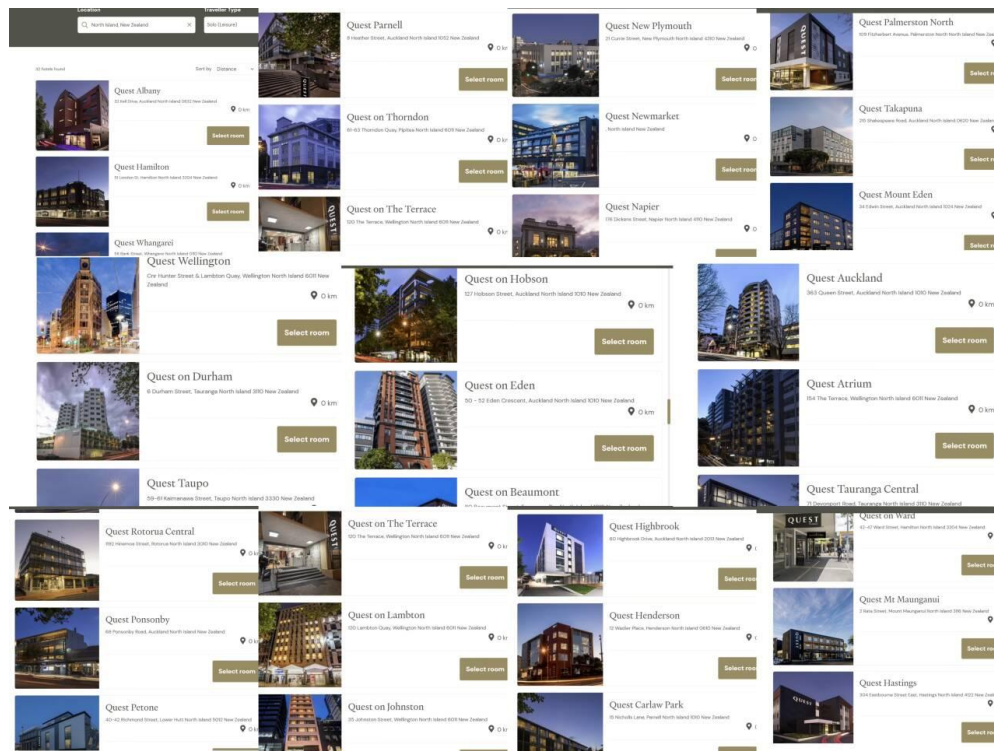
### 3.1 User Experience Evaluation

#### 3.1.1 Navigation

Upon entering the Quest on Queen homepage, the navigation bar and menu structure are clear, offering options like Accommodation, Special Offers, and About Quest Apartment Hotels. However, when trying to access Quest on Queen through the main Quest website, users face limitations:

The search bar does not allow direct searches for specific hotel names, only filtering by North Island or South Island. What's worse, even within the North Island category, Quest on Queen is not listed among the 32 hotels provided.

This poor navigation experience can lead to potential guest loss, as users may turn to competitors with more user-friendly search options.



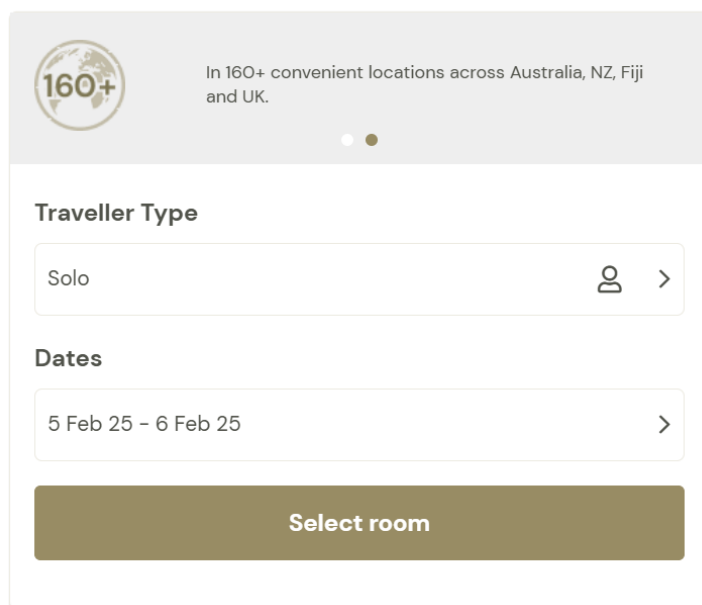
#### 3.1.2 Accessibility Features Compliance

Using PowerMapper, we identified several accessibility issues that impact both user experience (UX) and compliance with accessibility standards:

1. **Missing ARIA Roles:** Some clickable controls lack proper ARIA roles, making them unrecognizable to screen readers.
2. **Keyboard Inaccessibility:** Certain controls cannot be operated via keyboard, hindering navigation for users relying on assistive technologies.
3. **Missing Alt Text:** Some images lack alt attributes, preventing screen readers from describing their content.

4. **Unlabeled Links:** Social media links and other hyperlinks lack accessible names, confusing screen reader users.
5. **Low Color Contrast:** Some text-background combinations have insufficient contrast, reducing readability for visually impaired users.
6. **Disabled User Scaling:** The meta viewport setting `user-scalable=no` prevents users from zooming, impacting readability.
7. **Unclear Focus Styles:** Buttons lack visible focus indicators, making it hard for keyboard users to track their position.
8. **Missing Image Dimensions:** Some images lack width and height attributes, causing layout shifts during loading.
9. **Invalid CSS Syntax:** Outdated or invalid CSS properties (e.g., `scrollbar-arrow-color`) may cause inconsistent rendering across browsers.

### 3.1.3 Effectiveness and visibility of CTAs



The screenshot shows a mobile app interface for hotel booking. At the top, there's a header with a '160+' logo and text: 'In 160+ convenient locations across Australia, NZ, Fiji and UK.' Below this is a 'Traveller Type' section with a dropdown menu showing 'Solo' and a person icon. Underneath is a 'Dates' section with a date range '5 Feb 25 - 6 Feb 25' and a right arrow. At the bottom is a large, dark brown button labeled 'Select room' in white text.

The button color contrasts with the background and aligns with the main page's color scheme. The text is clear and direct—"Select room" guides the user's next step. However, the CTA lacks urgency, such as "Only X rooms left" or "Limited-time offer."

## 3.2 Design and Layout

The visual appeal aligns with brand consistency, and the content layout is readable. However, text blocks are slightly long, lacking subheadings or bullet points, which may hinder quick information retrieval. The formal tone suits business travellers and long-term guests.

## 4. Social Media and Paid Advertising Audit

### 4.1 Social Media Channel Performance Analysis

#### 4.1.1 Platform presence and activity

Quest on Queen officially claims to have two social media channels: Instagram and Facebook. However, Quest's main website indicates that the headquarters manages three platforms—Facebook, Instagram, and LinkedIn.

Quest on Queen's Instagram was last updated on May 17, 2023, while its Facebook was last active on February 28, 2024. This suggests that Quest on Queen does not actively manage its social media, relying instead on the headquarters' accounts, which update at least weekly. This strategy likely ensures brand consistency.

#### 4.1.2 Brand voice and messaging consistency

Since our focus is on analyzing Quest on Queen, we primarily examine its social media accounts. Quest on Queen faces challenges in brand voice and messaging consistency.

**Social Media Profile Information:** The Instagram bio is brief but lacks a strong value proposition or differentiation. Meanwhile, the Facebook page relies heavily on reposts, with minimal original content, weakening brand storytelling and platform consistency.

**Visual Branding Elements:** While Instagram aligns with Quest's overall brand identity, Facebook's cover image and post designs appear inconsistent, potentially diluting brand recognition.

**Tone & Style:** Instagram features short, straightforward content, whereas Facebook posts are inconsistent in tone. The lack of engagement strategies and storytelling approach further weakens audience connection.

### 4.2 Engagement Analysis

#### 4.2.1 Follower growth

Given the evident shortcomings of Quest on Queen's Facebook presence, we focus on Instagram for comparison. We analyzed follower count and post volume across Quest on Queen, Quest Apartment Hotels, Nesuto St Martins, and Avani Auckland Metropolis.

##### Quest on Queen vs. Competitors – Instagram Performance Comparison

Account	Followers	Posts
Quest on Queen (Instagram)	70	5
Quest Apartment Hotels (Instagram)	5771	903
Avani Auckland Metropolis (Instagram)	1200	641
Nesuto St Martins (Instagram)	35	1

The data highlights that Quest on Queen's Instagram has significantly fewer followers and limited content compared to competitors, potentially reducing brand visibility and audience engagement. However, this may align with a centralized branding strategy.

#### 4.2.2 Likes, comments, shares, and overall engagement rates

To evaluate the social media performance of Quest on Queen, we compared its Instagram engagement metrics with key competitors, focusing on likes, comments, shares, and overall engagement rates.

##### Instagram Engagement Metrics Comparison for Quest on Queen and Competitors

Hotel	Avg Likes	Avg Comments	Avg Shares	Engagement Rate
Quest on Queen	4	1	N/A	Low
Avani NZ	62	2	N/A	Moderate
Nesuto St Martins	6	1	N/A	Very Low
Quest Apartments	31	1	N/A	High

Quest on Queen's engagement rate is significantly lower than that of Quest Apartments and Avani NZ, likely due to infrequent updates and a lack of user engagement initiatives.

#### 4.2.3 Content Strategy Evaluation

##### Instagram Performance Comparison of Quest on Queen and Competitors

Hotel	Relevance & Diversity of Content	Frequency & Timing of Posts	Impact & Reach of UGC
Quest on Queen	Limited variety, mostly interior shots	Stopped updating, previously ~monthly	No visible UGC
Avani NZ	Good mix of promotional & lifestyle content	Irregular, but at least twice a month	Minimal engagement with UGC
Nesuto St Martins	Minimal content, single post	Only one post ever	No UGC
Quest Apartments	Diverse content including UGC & promotional	Every two days	High engagement with UGC

As we can see from the table, Quest on Queen has not been updated for a long time, has a single content and lacks user-generated content (UGC), which affects brand activity.

### 4.3 Quest on Queen Paid advertising

#### 4.3.1 Google search ads

A manual search on Google and analysis via Semrush revealed no PPC campaigns for Quest on Queen, likely due to centralized ad management by Quest Apartments. Quest Apartments currently runs 5 keywords with a modest monthly budget of \$18, generating 42 clicks. In contrast, Avani Hotels invests more heavily in PPC, running 13 keywords with a budget of \$65 per month, generating 86 clicks. Nesuto Hotels and Apartments, despite bidding on only 3 keywords, has the highest PPC traffic, with 142 clicks at a cost of \$92 per month. This suggests that Nesuto is optimizing for cost efficiency, while Avani takes a more balanced approach between cost and reach.



### 4.3.2 paid Facebook & Ins ads

Based on a manual review of Meta Ad Library, Quest on Queen does not have any active paid social media campaigns, indicating limited investment in direct social media advertising. In contrast, Quest Apartments currently runs 13 active ads across Facebook and Instagram, suggesting a centralized approach to digital marketing. This likely ensures brand consistency while limiting individual property-level autonomy in ad campaigns.

Quest Apartments' ads focused on comfort, modern design, and convenience for both business and leisure travelers. CTA's consistent use of “Book Now” was direct and action-oriented, and these ads aligned well with brand consistency and target audience needs.

In terms of competitors, Avani Hotels New Zealand is currently running only one paid social media campaign, compared to Nesuto Hotels and Apartments, which is actively running 14 different ads, demonstrating a more aggressive digital advertising strategy.

The image displays three screenshots of the Advertising Research tool interface, showing data for different domains.

**Screenshot 1: questapartments.co.nz**

- Database: New Zealand
- Device: Desktop
- Date: Feb 13, 2025
- Currency: USD
- Positions: Position Changes Competitors Ads Copies Ads History Pages Subdomains
- Message: We couldn't find any data related to your request
- URL: www.questapartments.co.nz/properties/north-island/auckla...
- Is it your site? Track your positions with the Position Tracking tool
- Try one of the following:
  - Check if you've typed the correct TLD.
  - Check your request for typos.
  - Make sure you enter your domain in the correct

**Screenshot 2: questapartments.co.nz**

- Database: New Zealand
- Device: Desktop
- Date: Feb 13, 2025
- Currency: USD
- Positions: Position Changes Competitors Ads Copies Ads History Pages Subdomains
- Filter by keyword: [Search] Advanced filters
- Keywords: 5 (25.0%)
- Traffic: 42 (0.0%)
- Traffic Cost: \$18 (-5.3%)
- Paid Search Trends: [Estimated Traffic] [Keywords] [Traffic Cost] 1M 6M 1Y 2Y All time

**Screenshot 3: avanihotels.com/en**

- Database: New Zealand
- Device: Desktop
- Date: Feb 13, 2025
- Currency: USD
- Positions: Position Changes Competitors Ads Copies Ads History Pages Subdomains
- Filter by keyword: [Search] Advanced filters
- Keywords: 13 (116.7%)
- Traffic: 86 (230.8%)
- Traffic Cost: \$65 (124.1%)
- Paid Search Trends: [Estimated Traffic] [Keywords] [Traffic Cost] 1M 6M 1Y 2Y All time

**Screenshot 4: nesuto.com**

- Database: New Zealand
- Device: Desktop
- Date: Feb 13, 2025
- Currency: USD
- Positions: Position Changes Competitors Ads Copies Ads History Pages Subdomains
- Filter by keyword: [Search] Advanced filters
- Keywords: 3 (90.0%)
- Traffic: 142 (184.0%)
- Traffic Cost: \$92 (228.8%)
- Paid Search Trends: [Estimated Traffic] [Keywords] [Traffic Cost] 1M 6M 1Y 2Y All time

## 5. Integrated SWOT Analysis

<p><b>Strengths:</b></p> <p><b>SEO Performance:</b> Ranking for branded keywords such as “quest on queen serviced apartments” (#1 in 2.4K searches) ensures high conversions, and the site has a health score of 93%, no major SEO errors, and a good technical architecture.</p> <p><b>User Experience Audit:</b> In terms of user experience, the booking process is smooth, no dead links, clear navigation bar to ensure a good user experience, internal links are well structured, no isolated pages, and the core booking page is easy to access</p> <p><b>Social Media Effectiveness:</b> Although the activity and follower status of quest on queen's social media accounts is less than ideal, its Quest Apartments (HQ) account maintains a high frequency of updates and engagement, e.g., Instagram: 5,771 followers, 903 posts, and a high frequency of updates to maintain brand exposure.</p>	<p><b>Weaknesses</b></p> <p><b>SEO Performance:</b> Web page loading speed is slow, especially the mobile loading speed is slow, very much affecting SEO, for example, LCP (maximum content drawing) 3.9s (ideal value <math>\leq 2.5s</math>), does not meet the Google PageSpeed best standards while CLS (Cumulative Layout Shift) 0.18 (should be <math>\leq 0.1</math>), affecting page stability.</p> <p><b>User Experience Audit:</b> The search function is not perfect, which will directly affect the user to find hotels. For example Quest website cannot search for “Quest on Queen”, and can only filter “North Island” or “South Island”, which may lead to loss of traffic; moreover, quest Quest website cannot display “Quest on Queen” when searching for North Island, which may also lead to loss of traffic.</p> <p><b>Social Media Effectiveness:</b> Weak social media management at Quest on Queen, with only 70 followers and 5 posts on Instagram, much lower than at Headquarters (5,771 followers), low Facebook activity, last updated 28 February 2024, and lack of localized interactive content</p>
<p><b>Opportunities:</b></p> <p><b>SEO Performance:</b> There is significant room for optimizing non-brand keywords to align with Quest on Queen’s goal of attracting cruise passengers and long-term guests. Targeted keyword opportunities include "hotels near Auckland cruise terminal" (380 searches, not ranked on the first page) and "short stay apartments in Auckland" (940 searches, currently ranked 6). By improving content optimization and internal linking, Quest on Queen can enhance its search rankings and expand organic traffic.</p> <p><b>User Experience Audit:</b> By improving the mobile experience, it can make more customers choose to book on web pages instead of OTAs.</p>	<p><b>Threats:</b></p> <p><b>SEO Performance:</b> Quest on Queen needs to prepare for potential Google SEO algorithm updates and increased competitor investment in SEO. Additionally, poor mobile experience may drive more customers to OTAs instead of direct bookings.</p> <p><b>User Experience Audit:</b> Compared to quest on queen, competitors are more powerful in terms of investment in digital marketing. Avani Auckland (1,200 Instagram followers), for example, is more socially active and may be more appealing, as can be seen from google maps, Nesuto St Martins (1,120 Google reviews, 4.1 stars), with a much higher number</p>

For example, INP (Interaction Latency) of 372ms is close to the Google standard (should be  $\leq 200$ ms), which needs to be optimized to improve responsiveness, and the website can also adopt Lazy Loading, image compression and reduce JS blocking to speed up loading and improve mobile SEO score.

**Social Media Effectiveness:** Currently quest on queen has relatively little user-generated content, which means new opportunities to encourage residents to hit up Instagram, Facebook and tag Quest on Queen to increase interaction rates.

of user reviews than Quest on Queen (255 reviews)

**Social Media Effectiveness:** Paid ad support may be needed more in the future in a more competitive market, with competitor Avani budgeting \$41 per month for PPC (Quest only \$18), which may be its weak point

## 6. Strategic Recommendations

Given the budget provided by the client of NZ\$2,000/month, the core objective was to reduce reliance on OTAs (Online Travel Agents), drive direct bookings and become a top CBD provider. With a limited budget, the cost-effectiveness of increasing PPC advertising and creating more backlinks is limited and therefore no further increase is recommended.

In addition, Quest on Queen's social media performance is weak from the report, but the official account of Quest Apartments is relatively good in terms of activity and user interaction. Considering the high investment that may be required to re-open the Quest on Queen account and the low level of customer interest in it, it is not recommended to be prioritised.

Based on the above considerations, the three options I would suggest are as follows: optimise SEO to rank for non-branded keywords, optimise page speed performance (especially on mobile) and lead to user-generated content.

**Optimise SEO to rank for non-branded keywords:** SEO optimisation is at the heart of Quest on Queen's strategy to attract traffic in the long term and is therefore of the highest priority based on the results of the audit.

Quest on Queen's existing traffic relies heavily on branded keywords (e.g. 'Quest on Queen serviced apartments'), but fails to cover high-potential non-branded keywords. For example, 'Hotels near Auckland cruise terminal' (380 monthly searches) and 'Short stay apartments in Auckland' (940 monthly searches) ranked low, limiting the opportunity for potential customers to find hotels through natural search. At the same time, the site currently suffers from slow LCP loading, poor mobile experience and lack of internal link optimisation, which further affects search engine rankings.

After optimising SEO, Quest on Queen expects to receive more consistent natural traffic, improve rankings on Google and other search engines, and reduce its reliance on OTAs platforms.

### Metrics & KPIs

Metric	Current Value	Target Value
Non-branded keyword rankings	Some keywords ranking not on 1st page	At least 3 core keywords in the Top 10
Website Views	-	+20%

**Optimise page speed performance (especially on mobile):** Page load speed has a critical impact on user experience, SEO rankings and direct booking rates, so this optimisation strategy is a high priority. Especially on mobile, if a page loads too slowly, users may abandon their visit and move to the OTA platform or a competitor's website, resulting in a loss of potential direct bookings.

The audit results showed that the Quest on Queen website loaded too slowly in LCP (maximum content plotting), and performed poorly especially on mobile. Google Core Web Vitals assessment showed that the LCP was about 4s, the TTFB (time to first byte) was high, and the CLS (cumulative layout shift) was unstable, which meant that the user would have to wait for a longer

period of time before they could This means that users need to wait a long time to see the complete page, and the page layout may change when scrolling, which affects the user experience. In addition, technical issues such as large JS and CSS files, uncompressed images, and lack of browser caching further slowed down loading speeds.

By optimising page performance and mobile adaptation, Quest on Queen will significantly reduces user bounce rates and improves site retention, which in turn drives direct bookings. The improved loading speeds will also improve SEO rankings and give the site higher visibility in search engine results, attracting more natural traffic.

Also, Quest on Queen does not appear when searching for "North Island" on the official Quest website, which may lead to lost potential bookings. This issue should be fixed to improve direct traffic and search visibility.

#### Metrics & KPIs

Metric	Current Value	Target Value
Mobile LCP	3.9s	<2.5s
TTFB	1.8s	<0.6s
CLS (Cumulative Layout Shift) - Mobile	0.18	<0.1
Bounce Rate	-	Decrease by 20%
Mobile Booking Conversion Rate	-	Increase by 20%
Displayed in North Island's search	-	Make it visible

**Lead to user-generated content:** User-generated content (UGC) is a key strategy for Quest on Queen to increase brand reach and direct bookings over the long term, but it's a low priority compared to the first two.

Audit results show that Quest on Queen has a weak presence on social media and a significant lack of brand exposure compared to competitors such as Avani Auckland. Also, the hotel has a limited number of user reviews on major platforms such as Google Reviews.

By optimising its UGC strategy, Quest on Queen can encourage residents to share their real experiences on platforms such as Google maps, increasing brand awareness and attracting more direct bookings. Additionally, UGC can be indexed by search engines, increasing Quest on Queen's visibility in local searches and thus reducing reliance on OTAs for bookings.

#### Metrics & KPIs

Metric	Current Value	Target Value
Google Reviews Count	255	400+
Google Reviews Average Rating	4.0	≥4.5
UGC Mentions on Social Media (per month)	-	15+ posts

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# AppendixA:

## Core Web Vitals Metrics and Impact Analysis

Metric	Definition	Impact on User Experience
Largest Contentful Paint (LCP)	Measures how quickly the main content loads.	Faster LCP enhances user satisfaction and reduces bounce rates.
First Contentful Paint (FCP)	Tracks when the first visible content appears.	Lower FCP improves perceived speed and engagement.
Interaction to Next Paint (INP)	Assesses responsiveness by measuring input delay.	Smoother interactions lead to a better user experience.
Cumulative Layout Shift (CLS)	Evaluates visual stability by detecting unexpected layout shifts.	A stable page prevents frustration and misclicks.
Time to First Byte (TTFB)	Measures server response time.	Faster TTFB improves load speed and SEO rankings.

# AppendixB:

