

1.Google Keyword Planner: 20 keywords

Short Tail Keywords:

- 1.India travel
- 2.South Asian travels
- 3.Cultural Tours
- 4.Beach holidays
- 5.Sunny holidays
- 6.Sub-continent trips
- 7.Unique holidays
- 8.Luxury travels
- 9.Health and fitness holidays
- 10.Yoga retreats
11. Trekking/hiking trips

Long Tail Keywords:

- 1.Trekking in the Himalayas
- 2.How to make reservations in Palace on Wheels
- 3.Leisure Tours in Bangalore
- 4.Adventure Tours near Mumbai
- 5.Bhutanese folk dance performance
- 6.Best places to eat in Nepal
- 7.Best places to stay in Tibet

8. Where to eat Sri Lankan cuisine while travelling

9. Best places to visit for the spiritual seeker

10. Best time to visit Taj Mahal Agra

2. URLs for all the pages of the website

- www.skyasiatours.com/india-tour-packages
- www.skyasiatours.com/bhutan-tour-packages
- www.skyasiatours.com/tibet-tour-packages
- www.skyasiatours.com/nepal-tour-packages
- www.skyasiatours.com/srilanka-tour-packages
- www.skyasiatours.com/leisure-tours
- www.skyasiatours.com/unique-experiences
- www.skyasiatours.com/luxury-travels
- www.skyasiatours.com/about-us
- www.skyasiatours.com/picture-gallery
- www.skyasiatours.com/contact-us
- www.skyasiatours.com/blog

3. Title Tags for all the webpages

- <title>India tour packages</title>
- <title>Bhutan tour packages</title>
- <title>Tibet tour packages</title>
- <title>Nepal tour packages</title>

- <title>Srilanka tour packages</title>
- <title>Leisure tours</title>
- <title>Unique travel experiences</title>
- <title>Luxury travels</title>
- <title>About us</title>
- <title>Picture gallery</title>
- <title>Contact us</title>
- <title>Blog</title>

4. META description for all the web pages

- <meta name="description" content=" Travelling to India? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from The #1 South Asian Travel Partner- Get Started Now!>
- <meta name="description" content=" Travelling to Bhutan? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from The #1 South Asian Travel Partner- Get Started Now!>
- <meta name="description" content=" Travelling to Tibet? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from The #1 South Asian Travel Partner- Get Started Now!>
- <meta name="description" content=" Travelling to Nepal? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from The #1 South Asian Travel Partner- Get Started Now!>

- <meta name="description" content="Travelling to Sri Lanka? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from The #1 South Asian Travel Partner- Get Started Now!>

- <meta name="description" content="Love leisure tours? Then discover, plan and book your perfect trip with the #1 South Asian Travel Partner >

- <meta name="description" content="Love unique travel experiences? Then discover, plan and book your perfect trip with the #1 South Asian Travel Partner >

- <meta name="description" content="Love luxury travel? Then discover, plan and book your perfect trip with the #1 South Asian Travel Partner >

- <meta name="description" content="Explore a treasure trove of images from travelling to South Asia! >

- <meta name="description" content="Discover what our traveler's have to say about their experiences of South Asia! >

-<meta name="description" content="Contact the #1 South Asian Travel Partner to book your perfect holiday trip to India, Bhutan, Tibet, Nepal or Sri Lanka.>

5. ALT Tags for all the web pages

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6. Internal Link Building

-**Luxury** resorts beckons you now in 2-tier Indian cities

-www.skyasiatours.com/luxury-travels

-**Bhutan** tourism gains momentum as it positions itself as an exclusive travel destination based on Gross National Happiness (GNH) Values

- www.skyasiatours.com/bhutan-tour-packages

- A **unique** way to unwind watching reverse waterfalls at Naneghat Maharashtra in India, these Eid holidays

- www.skyasiatours.com/unique-experiences

OFF-PAGE OPTIMISATION

3. Free Online PR platforms

-EINPresswire, PR Newswire, 24 Presse

Reasons for choosing these platforms:

-To get my press releases published in over 100+ affiliate sites such as Google News, FOX, ABC and more thus targeting the US and European markets

- It helps me target specific countries (such as USA and European countries)
- It helps me target specific group of people (such as travel enthusiasts)
- I can reach out to journalists and social media influencers of different countries for wider online promotions
- I can send releases in multiple languages to connect with a diverse set of nationalities
- To have access to the most important news databases and newswires
- These platforms do not rely on third-party vendors to reach the media. They have their own proprietary technologies, thus making it cost effective
- They also have a dedicated app service to make news accessible to the reader anytime anywhere

4. Mygyanguide and Norjoe

Reasons for choosing the above two guest blogging sites:

- One of the most preferred ways of increasing SEOs. Guest posting is great for search engines
- To attract new organic traffic to Sky Asia Tours website
- The guest posting outbound links will help in boosting the website domain and page authority
- Will increase brand awareness and credibility
- Will also help in building relationship with other travel bloggers or professional writers

5. Prominent websites from which I would like to get inbound links

Inbound links provide the largest impact and are one of the most important elements in SEO.

Makemytrip.com., Yatra.com and Airbnb.com are high-quality, relevant sites thus providing votes of trust, credibility and authority that help out in ranking.

Makemytrip.com

Top Pages by Links

The site's most important pages based on Page Authority (PA), an algorithm of link metrics. [Learn more about Page Authority.](#)

Page/URL	PA
www.makemytrip.com/	63
makemytrip.com/	58
www.makemytrip.com/flights/	57
www.makemytrip.com/railways/	55
www.makemytrip.com/hotels/	55
www.makemytrip.com/international-flights/	54
www.makemytrip.com/bus-tickets/	54

Top Linking Domains

The top linking domains based on Domain Authority (DA), a metric which predicts ranking potential based on links. [Learn more about Domain Authority.](#)

Domain	DA
microsoft.com	99
apple.com	99
wordpress.org	98
en.wikipedia.org	98
plus.google.com	97
mozilla.org	97
github.com	96

Yatra.com

Top Pages by Links

The site's most important pages based on Page Authority (PA), an algorithm of link metrics. [Learn more about Page Authority.](#)

Page/URL	PA
www.yatra.com/	60
yatra.com/	56
www.yatra.com/flights	52
www.yatra.com/trains	52
www.yatra.com/indian-railways/irctc-next-ge...	51
www.yatra.com/offer/dom/listing/domestic-fli...	51
www.yatra.com/domestic-airlines/air-india-air...	51

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Domain	DA
microsoft.com	99
apple.com	99
en.wikipedia.org	98
plus.google.com	97
github.com	96
cnn.com	95
pt.wikipedia.org	95

Airbnb.com

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Page/URL	PA
www.airbnb.com/	78
airbnb.com/	73
news.airbnb.com/a-message-from-co-founder...	66
www.airbnb.com/s/experiences	66
www.airbnb.com/login	66
news.airbnb.com/airbnbs-design-to-live-and-...	66
www.airbnb.com/host/homes	66

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Domain	DA
youtube.com	100
linkedin.com	99
microsoft.com	99
apple.com	99
docs.google.com	98
wordpress.org	98
en.wikipedia.org	98