

## Project 2:

### SEO: TRAVEL AGENCY (international tour operator)

#### 1. Keyword Research Using a Keyword Planner



Travel Agency

**Soln:** Keyword Research.xls:

#### 2. Meta Title and Description

**Soln: Meta Title**

- Your Global Travel Partner | International Tour Experts
- Group Travel Packages | Tailored International Group Tours
- Family Tour Packages | Safe & Joyful Global Adventures
- International Tour Packages | Trusted Global Travel Experts
- Leading International Tour Operator | Tailored Travel Experiences

**Descriptions:**

- With years of experience, we deliver stress-free international holidays. From planning to support, your journey is in expert hands.
- Plan unforgettable group tours with expert coordination, guided sightseeing, and curated travel experiences for friends, families, or corporates.
- Enjoy stress-free family travel with guided international tours. Fun-filled itineraries, secure planning, and unforgettable bonding moments.
- Explore the world with custom-designed international tours. Trusted travel experts delivering seamless, memorable experiences across top destinations.
- We specialize in crafting personalized international travel packages for every kind of traveller. Let us handle your journey with expertise and care.

### 3. 600-word SEO Friendly Website Content



#### **Explore the World with Trusted International Tour Packages**

Step into a world of extraordinary travel experiences. As a trusted international tour operator, we specialize in designing seamless, stress-free, and personalized journeys to the most captivating destinations around the globe.

From exotic island escapes to iconic city adventures, our tour packages are created with care to match your unique style of travel- whether you are planning a romantic honeymoon, a luxurious holiday, or an exciting group tour. With every itinerary, we promise more than just a trip, we deliver an experience filled with unforgettable memories, expert guidance, and exceptional service.

#### **About us:**

#### **Your Trusted International Travel Partner**

As one of the most trusted global travel agencies, we specialize in crafting international tours tailored to your interests, preferences, and travel goals. Whether you are planning a holiday, business trip, or group adventure, we offer a seamless and stress-free journey from start to finish.

- +1000 Happy Customers
- +673 Premium International Tours

- 24\*7 Customer Support
- Affordable & Transparent Pricing

**Travel the world with expert guidance and personalized care.**

**[Discover More->]**

## **Why Choose Us for Your Global Travel Plans?**

When it comes to international travel, experience and trust matter. We combine industry expertise with a passion for exploration to offer truly exceptional service that caters to your comfort, convenience, and travel dreams.

### **What Makes Us Different?**

- **Tailor-Made Packages:** Travel on your terms. Customize your itinerary to match your pace, preferences, and purpose.
- **Expert Planning:** Our team of travel professionals brings deep destination knowledge and insider insights.
- **End-to-End Support:** We handle every detail, from flights and hotels to sightseeing and transfers.
- **24/7 Assistance:** Travel with confidence knowing our support team is always just a message away.
- **Competitive Pricing:** Enjoy premium experiences without premium pricing.



## **International Tour Categories We Offer**

We offer a wide range of handpicked tour packages designed for different occasions, interests, and group sizes whether you're looking for exciting adventures or tranquil getaways; we offer the ideal experience to suit your needs.

### ***Solo Travel Adventures:***

Discover the world on your own terms. Our solo travel packages offer safety, flexibility, and exciting experiences for independent explorers, from backpacking trails to guided cultural tours.

### ***Family Holidays:***

Fun-filled, safe, and well-organized tours the whole family will enjoy. Activities for kids and adults alike, with family-friendly accommodations and itineraries.

### ***Group Tours:***

Explore the world with friends, colleagues, or fellow travelers. Ideal for student trips, corporate tours, or community travel with shared experiences.

### ***Corporate & MICE Travel:***

Seamless travel for business, team retreats, and global events, all efficient and fully managed.

### ***Budget & Luxury Options:***

Whether you are looking for a five star getaway or a smart budget-friendly experience, we offer both with the same level of service and care.

### **Top Destinations You Can Explore With Us**

Let your curiosity lead the way. Our international tours cover a wide range of popular and exotic destinations including:

- **Europe:** Timeless cities, rich culture, and scenic beauty
- **Asia:** Where ancient heritage meets modern marvels and breath-taking landscapes.
- **Islands:** Breathing beaches and luxury island life
- **The Americas:** Iconic landmarks and vibrant cultures
- **Oceania:** Nature, adventure, and endless exploration

No matter where you wish to go, we'll take you there.

### **Let's Plan Your Next Global Adventure**

Your perfect trip starts with a simple conversation. Whether you are ready to book or just exploring options, our team is here to guide you.

- Explore our latest international tour packages
- Request a custom quote based on your interests
- Get expert advice at no extra cost

***[Start Your Journey Now->]***



#### **4. 1000 Words Blog to Promote The Services**

### **The Transformative Power of Travel: More Than Just a Journey**



Travel is more than a checklist of destinations or for a gallery of Instagram-worthy photos. It is a deeply personal experience that reshapes how we see the world and ourselves. Whether you are walking the cobblestone streets of Europe, diving into the topical waters of Southeast Asia, or exploring the ancient ruins in South America, travel expands the boundaries of your thinking and opens your heart to culture, traditions, and people you never imagined you'd connect with.

In a world that's becoming increasingly fast-paced and digitally driven, taking a step away from routine life to explore a new country can be one of the most refreshing things you do. But beyond the sights and sounds, travel offers emotional, educational, and even professional value that lasts a lifetime.

#### **1) Travel Teaches Perspective**

Nothing shifts your mind-set quite like stepping into someone else's world. Seeing how people live in different countries—what they value, how they celebrate, and even what challenges they face—helps you see life from multiple viewpoints. You begin to understand that there's no single way to live a fulfilling life. This perspective shift often makes travellers more empathetic, open-minded, and appreciative of what they have.



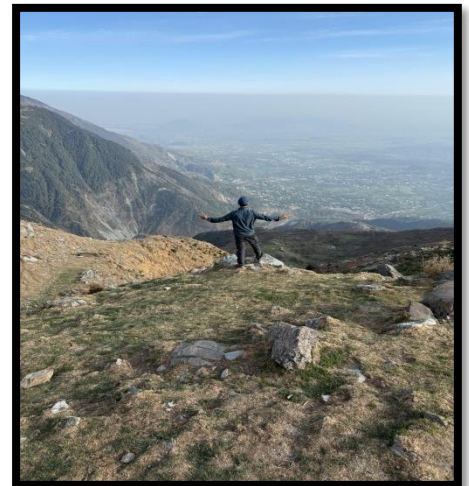
Many seasoned travellers mention how experiencing different lifestyles has made them less judgmental and more accepting of change. The real education often begins when you leave the classroom and start learning from the world.

**Want to explore cultures with ease?** Let our travel experts plan a smooth journey that helps you see the world from new angles, without the hassle.

## 2) Travel Sparks Creativity and Confidence

When you travel, you're constantly making decisions—sometimes big, like planning your route across a country; sometimes small, like choosing what street food to try. Each choice hones your ability to think independently and creatively. You learn how to solve problems, adapt to situations, and communicate across language barriers.

If you've ever landed in a foreign country where you don't speak the language and had to figure things out, you know how empowering it feels to navigate through it. These moments, though sometimes challenging, build your self-confidence and problem-solving skills.



## 3) Traveling Is Good for Your Mental Well-Being

There's a reason so many people describe travel as "**healing**". Being in a new environment away from stressors helps clear your mind. Nature's beauty, the thrill of new experiences, and meaningful human connections come together to refresh your mind and spirit.

Even the anticipation of travel can lift your mood. Planning a trip gives you something to look forward to, and research shows that people often feel happiest not just while traveling, but also in the days leading up to the journey.

**Book a stress-free getaway with us.** We take care of the details, so you can focus on recharging your mind and soul.

## 4) Travel Builds Stronger Relationships

Traveling with loved ones can strengthen your relationships in beautiful ways. Sharing new experiences, tackling challenges together, and enjoying quality time without daily distractions can create lasting bonds. On the flip side, solo travel often leads to meaningful friendships with people you meet along the way.



From chatting with a fellow traveller in a hostel

kitchen to learning a dance from a local festival, these spontaneous moments create memories that last longer than most possessions.

## 5) Travel Makes You Appreciate Home

Ironically, the more you travel, the more you begin to appreciate your roots. After tasting exotic dishes abroad, sleeping in unfamiliar beds, and navigating different cultures, coming home feels different—often more comforting and special. You begin to notice the little things you once took for granted.

This renewed sense of gratitude is one of the most unexpected gifts of travel. You gain a deeper respect for your own culture, family, and daily life.

- **Our flexible return plans and round-the-clock assistance** make sure you return with memories, not travel worries.

## 6) Travel Fuels Lifelong Learning

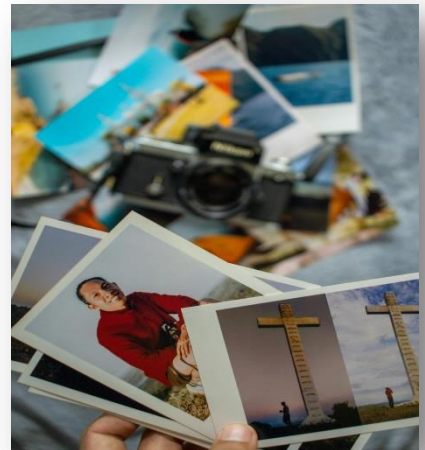
Every journey teaches you something new, whether it's how to use a subway in Japan, the history of Mayan temples, or how to greet someone in Swahili. These lessons stay with you, not because you memorized them from a textbook, but because you lived them.

Travel encourages curiosity. It pushes you to ask questions, to try new things, and to remain open to the unfamiliar. And in this ever-changing world, curiosity and adaptability are more valuable than ever.

## 7) Travel Leaves You with Stories, Not Just Photos

Long after a trip ends, what remains are the stories. Stories about the street vendor who gave you a free mango, the breath-taking sunrise you saw after hiking for hours, or the kindness of strangers who helped you when you were lost.

These stories become part of your identity. They shape how you think, how you interact, and how you live. And every time you share one, you pass on a piece of the world to someone else.



**Create unforgettable moments with us.** We help you design trips that aren't just vacations—they're lifelong memories.

## Let Us Take You There — Hassle-Free Travel Planning

Traveling abroad is exciting, but planning it all can feel overwhelming. From flights to stays, visas to local guides, our **Travel Agency** makes the entire process smooth and stress-free.

Whether you're planning a solo trip to Europe, a group adventure to Bali, or a luxurious honeymoon in the Maldives, we offer **custom-made travel packages** with **24/7 support**, ensuring you're never alone—even miles away from home.

**Your journey matters.** Travel confidently with a team that understands your needs and handles the rest. Let's make your dream trip real.

## Final Thoughts: Just Go

You don't have to wait for the "perfect time" to travel. There's always going to be work, responsibilities, or reasons to stay. But the truth is, the world is out there, waiting, welcoming, and full of lessons you can't learn anywhere else.

Start small or go big. Travel close or travel far. Just make sure you go with an open mind and a willingness to grow. Every journey adds a new layer to who you are.

And when you're ready to take that first international trip or your next one, know that expert guidance is just a message away. We're here to turn your travel dreams into a well-planned, joyful reality.

## Content is Plagiarism Free

Original TextResult

The Transformative Power of Travel: More Than Just a Journey  
Travel is more than a checklist of destinations or a gallery of Instagram-worthy photos. It is a deeply personal experience that reshapes how we see the world and ourselves. Whether you're walking the cobblestone streets of Europe, diving into the tropical waters of Southeast Asia, or exploring the ancient ruins in South America, travel expands the boundaries of your thinking and opens your heart to cultures, traditions, and people you never imagined you'd connect with.  
  
In a world that's becoming increasingly fast-paced and digitally driven, taking a step away from routine life to explore a new country can be one of the most refreshing things you do. But beyond the sights and sounds, travel offers emotional, educational, and even professional value that lasts a lifetime.  
  
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Nothing shifts your mindset quite like stepping into someone else's world. Seeing how people live in different countries—what they value, how they celebrate, and even what challenges they face—helps you see life from multiple viewpoints. You begin to understand that there's no single way to live a fulfilling life. This perspective shift often makes travelers more empathetic, open-minded, and appreciative of what they have.  
  
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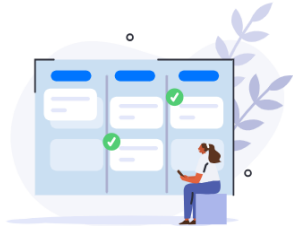
Recheck Plagiarism

0%Plagiarized Content

100%Unique Content

0% Exact Plagiarized0% Partial Plagiarized

Give Feedback





**Congratulation!**  
No Plagiarism Found





## Social Media Marketing

### 1. Competitor Analyses

	Competitor 1 (Veena World)
Website URL	<a href="https://www.veenaworld.com/">https://www.veenaworld.com/</a>
FB Page Name	Veena World
FB Page URL	<a href="https://www.facebook.com/VeenaWorldOfficial">https://www.facebook.com/VeenaWorldOfficial</a>
Likes	1.4M Likes
Followers	1.4M Followers
Profile Image	
Cover Image	
Posting Frequency	Daily one to two posts
Hashtags	<a href="#">#OurGuestsSpeaks</a> , <a href="#">#Testimonials</a> , <a href="#">#VeenaWorld</a> , <a href="#">#Travel</a> , <a href="#">#Explore</a> , <a href="#">#CelebrateLife</a> , <a href="#">#OnTourwithVeenaWorld</a> , <a href="#">#Holiday</a> , <a href="#">#PrivateHoliday</a> , <a href="#">#OnTourwithVeenaWorld</a>
Content Marketing	They mainly upload the client photos of their recent trips, and they do branding according to the market trends, and they upload travel related content and podcast related to the travel journey.
Post Type	They post both photo type and video type related to the travel, frequently.
Avg Engagement	They get likes between 50 to 150, and comments between 5 to 15, shares between 5 to 10.
User Name	Veena World
Ads	They run ads between 1 to 3 monthly(both pictures and reels).

	<b>Competitor 2(MakeMyTrip)</b>
<b>Website URL</b>	<a href="https://www.makemytrip.com/">https://www.makemytrip.com/</a>
<b>FB Page Name</b>	MakeMyTrip
<b>FB Page URL</b>	<a href="https://www.facebook.com/makemytrip">https://www.facebook.com/makemytrip</a>
<b>Likes</b>	2.5M Likes
<b>Followers</b>	2.5M Followers
<b>Profile Image</b>	
<b>Cover Image</b>	
<b>Posting Frequency</b>	Monthly between 5 to 10 post
<b>Hashtags</b>	<a href="#">#Travel</a> , <a href="#">#Travel</a> , <a href="#">#where2gostar</a> , <a href="#">#MakeMyTrip</a> , <a href="#">#TravelGoals</a> ,
<b>Content Marketing</b>	They mainly post more pictures about the offers and services, and less videos. And they collaborate with the influencer and celebrities to promote for the service awareness.
<b>Post Type</b>	They post both photo as well as video but more they are posting the pictures.
<b>Avg Engagement</b>	They get likes between 20 to 60 and they have more comments compare to likes 80-200 comments and shares are between 3 to 10.
<b>User Name</b>	MakeMyTrip
<b>Ads</b>	They run ads monthly.

	<b>Competitor 3(Yatra)</b>
<b>Website URL</b>	<a href="https://www.yatra.com/">https://www.yatra.com/</a>
<b>FB Page Name</b>	Yatra.com
<b>FB Page URL</b>	<a href="https://www.facebook.com/Yatra">https://www.facebook.com/Yatra</a>
<b>Likes</b>	2.3M Likes
<b>Followers</b>	2.3M Followers
<b>Profile Image</b>	
<b>Cover Image</b>	
<b>Posting Frequency</b>	They post 8 to 15 posts monthly.
<b>Hashtags</b>	<a href="#">#TravelMadeEasy</a> , <a href="#">#Travel</a> , <a href="#">#Yatra</a> , <a href="#">#TravelBuddy</a> , <a href="#">#ExploreIndia</a> , <a href="#">#YatraOffers</a> , <a href="#">#TravelTips</a> , <a href="#">#TravelDeals</a>
<b>Content Marketing</b>	They upload pictures related to the travels, travel offers and upload the reels related to the travels.
<b>Post Type</b>	They upload mix types of both photos and video post
<b>Avg Engagement</b>	They get likes between 3 to 10, and comments are also low like 2 to 10 comments, and 3 to 8 shares
<b>User Name</b>	Yatra.com
<b>Ads</b>	They run their last on 30 January 2025.

## **2. Target Audience Research for Paid Facebook and Instagram Ads**

### **1) Demographic Targeting**

Age: - In between 22-55

Gender: - All genders

Location: - India but,

**Primary:** Bangalore, Mumbai, Delhi, Hyderabad, Chennai (urban centers with higher outbound travel)

**Secondary:** NRI's and expats residing in India, and International tourist from countries like the USA, UAE, UK and Australia

**Income Group:** - Mid-income to High-income professionals

#### **Family Composition:**

- Single travelers
- Couples (especially newlyweds)
- Families with children
- Group travelers(friends/corporate teams)

#### **Travel Preference:**

- Budget travel, comfort vacations, and premium escapes
- Leisure travel, cultural experiences, adventure tourism, and luxury stays

#### **Client Values:**

- Exploration, relaxation, bonding, prestige, convenience
- Preference for quality service, hassle-free bookings, and curated experiences

### **2) Interest-Based Targeting**

- International Travel & Tourism
- Holiday packages and Honeymoon planning
- Luxury Hotels, Adventure Sports, Cultural Heritage
- Budget Travel, Backpacking, Road trips
- Cruise Vacations, Spa and Wellness Travel
- Airline Loyalty Programs, Frequent Flyer Miles
- Travel blogs, Vlogs, YouTube travel channels.
- Instagram Travel Influencers, Reels & Short Travel Content

### 3) Behavioral Targeting

#### Online Behavior:

- Active on Facebook and Instagram (engages with travel content)
- Search for flights, hotels, or vacation packages
- Watches travel-related videos or reels
- Visits travel booking websites
- Adds travel items to cart but abandons checkout
- Recently interacted with travel agency pages or travel influencers

#### Purchase Patterns:

- High engagement with seasonal offers or limited-time discounts
- Likely to convert during holidays, festivals, and peak vacation seasons

### 3. Ad Copy Design



**EXPERIENCE  
TRAVEL WITH US  
THE WORLD**

Explore the world, travel with us. We're giving a 50% discount for early bookings. Hurry and save your spot now!

For more info: [www.makemytrip.com](http://www.makemytrip.com)  
**Call Us 123-456-7890**

**BOOK NOW**



## 4. Facebook/ Instagram Lead Gen Campaign

### Step 1: Campaign Objective

[Create new campaign](#) New ad set or ad ×

**Buying type**  

Auction

**Choose a campaign objective**

☐ Awareness


☐ Traffic

☐ Engagement

☒ Leads

☐ App promotion

☐ Sales



**Leads**  
Collect leads for your business or brand.  
**Good for:**  

Instant forms

Messenger, Instagram and WhatsApp

Conversions

Calls

[About campaign objectives](#)

Cancel

Continue

### Step 2: Campaign Setup

✓ **Campaign name**

international tour agency

Create Template

✓ **Special Ad Categories**

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

**Benefits of declaring special ad categories**  
Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

**Categories**  
Select the categories that best describe what this campaign will advertise.

Declare category if applicable

✔ **Advantage campaign budget** ⬆

On ☒

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage campaign budget](#)

**Budget**

Daily budget ▼

₹1,500.00

INR

You'll spend an average of ₹1,500.00 per day. Your maximum daily spend is ₹2,625.00 and your maximum weekly spend is ₹10,500.00.

[About daily budget](#)

**Campaign bid strategy** ⓘ

How we'll bid in ad auctions.

Highest volume ▼

[Hide options](#) ▲

✔ **A/B test**

On ☒

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

**What would you like to test?**

Creative ▼

**How long should the test run?**

4 days



**How do you want to compare performance?**

Cost per Lead ▼

### Step 3: Conversation location.

#### Conversion location

Choose where you want to generate leads. [About conversion locations](#)

- ☐ Website  
Generate leads through your website.
- ☐ Website and calls  
Generate leads through both your website and calls.
- ☐ Instant forms  
Generate leads by asking people to fill in a form.
- ☐ Messenger  
Generate leads by starting chats in Messenger.
- ☒ Instant Forms and Messenger  
Generate leads by asking people to fill in a form or by starting chats in Messenger.
- ☐ Instagram  
Generate leads by starting chats on Instagram.
- ☐ WhatsApp  
Generate leads by starting chats on WhatsApp.
- ☐ Calls  
Generate leads by asking people to call your business.
- ☐ App  
Generate leads through your app.

## Step 4: Audience Targeting

### Audience name

Travel Agency

### Audience controls

#### Location:

India: Visakhapatnam (+40 km) Andhra Pradesh; Surat (+40 km) Gujarat; Mumbai (+40 km), Ahmednagar (+2 km) Maharashtra; Bangalore (+40 km), Hubli (+40 km) Karnataka; Jaipur (+40 km) Rajasthan; Chennai (+40 km) Tamil Nadu; Kolkata (+40 km) West Bengal; Bhopal (+40 km), Indore (+40 km) Madhya Pradesh; Lucknow (+40 km) Uttar Pradesh; Hyderabad City (+2 km), Vizag (+2 km)

#### Optimise locations:

Off

#### Minimum age:

18

#### Language:

Hindi, Kannada, Marathi, Bengali, Gujarati, Malayalam, Tamil or Telugu

### Audience suggestion

#### People who match:

Interests: Aviation (air travel), Entrepreneurship (business and finance), Higher education (education), Property (industry), Weddings (social concept), Parenting (children and parenting), Marriage (weddings), Adventure travel (travel and tourism), Air travel (transportation), Beaches (places), car rentals (car rental and taxi services), Cruises (travel and tourism business), Ecotourism (travel and tourism), Hotels (lodging), Lakes (body of water), mountains (mountains and ski resorts), Nature (science), Theme parks (leisure), Tourism (industry), Holidays (social concept) or Spas (personal care), Behaviours: Anniversary (within 61-90 days), Travel and outdoors creators, Family of those who live abroad, Friends of those who live abroad, Interested in upcoming events, Frequent international travellers, Frequent travellers, Returned from travelling one week ago, Returned from travelling two weeks ago or Commuters, Relationship Status: In a relationship, Married or Engaged, Industry: Business and finance or Arts, entertainment, sport and media, Parents: Parents (All), Life Event: Away from family, Away from home town or Long-distance relationship

## Step 5: Lead Ads

☐ Carousel  
Two or more scrollable images or videos

☒ **Multi-advertiser ads**  
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

☒ **Ad creative**  
Select and optimise your ad text, media and enhancements.

**\* Media** ⓘ  
18 placements

**Feeds, In-stream ads for videos and reels, Search results** ▼

**Stories and Reels, Apps and sites** ▼

**Facebook Search results**  
Customised  
1 placement (1 customised)


**Flexible media** ⓘ

☒ Ad preview Advanced Preview

1

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Dreaming of Europe, Bali, or the Maldives? We turn travel dreams into reality—affordable, customized international packages ...see more




FORM Your Perfect International Tour Awaits! **Book now**

Like Comment

Instagram

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Book now >


Planning your first trip abroad? Don't stress—our experts will guide you every s... more

☒ Ad preview Advanced Preview

1

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StyleWay

BOOK NOW

StyleWay Sponsored




See caption

☒ Ad preview Advanced Preview

**Instagram Explore**

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**Your Perfect International Tour Awaits!**  
Dreaming of Europe, Bali, or the Maldives? We turn travel dreams into ... See more

**Book now**

Explore

StyleWay Sponsored




Book now >

Planning your first trip abroad? Don't stress—our experts will guide you every s... more



## Step 6: Instant Form



StyleWay

### Start Your Dream Vacation Today!

Friendly experts, smooth bookings & unforgettable international tours. Let us plan your perfect getaway.

What is your preferred contact method?

Email

Continue

Custom questions 1 of 5

Messaging

Form

What is your age?

18-24

25-34

35-44

45-54

55 or older

Continue

### Contact information

The information you provide will only be used to contact you regarding your international travel inquiry. We do not share your data with third parties. Your privacy is important to us.

Email

Enter your answer.

Full name

Enter your answer.

Gender

Enter your answer.

Phone number

Enter your answer.

### Privacy policy


By clicking Submit, you agree to send your info to StyleWay who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads.

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[Visit StyleWay's Privacy Policy.](#)

Submit

Privacy review 4 of 5



StyleWay

### Thanks, you're all set.

You can visit our website or exit the form now.

*i* You successfully submitted your responses.

Call now

Message for leads 5 of 5