

Introduction

Established in 1995, Sky Asia Tours is a fast growing travel company. Today, Sky Asia has created a name for itself among inbound tour operators in India with offices in India, Bhutan, and Nepal. Their services include leisure tours, unique experiences, and luxury travel.

Problem Statement

Sky Asia's objective was to be the undisputed leader when it comes to travels in India and neighboring countries including Nepal, Bhutan, Tibet, and Sri Lanka. However, the travel space is very competitive and it is difficult to maintain prominence in the digital realm. They have a pretty decent website, but that alone is not enough to consistently rank high on search engines globally. To help them achieve their goal, they hired a digital marketing expert, which is you!

On-Page Optimization

1	Use Google Keyword Planner to identify 20 keywords (10 short-tail keywords and 10 long-tail keyword) for Sky Asia.	Short-Tail: Keyword1, Keyword2, ...
	Assume the location to be India.	Long-Tail: Keyword1, Keyword2, ...
	You will need to list pages (URLs) for targeting each of these keywords in the following activities.	

For the Question of Identifying the 20 Keywords (10 Short Tail Keywords and 10 Long Tail Keywords) for Sky Asia.,

Initially, we have to set a few keywords which needs to relevant, according to the requirement

Suitable Keywords for the Sky Asia's Context

Primary Keywords:

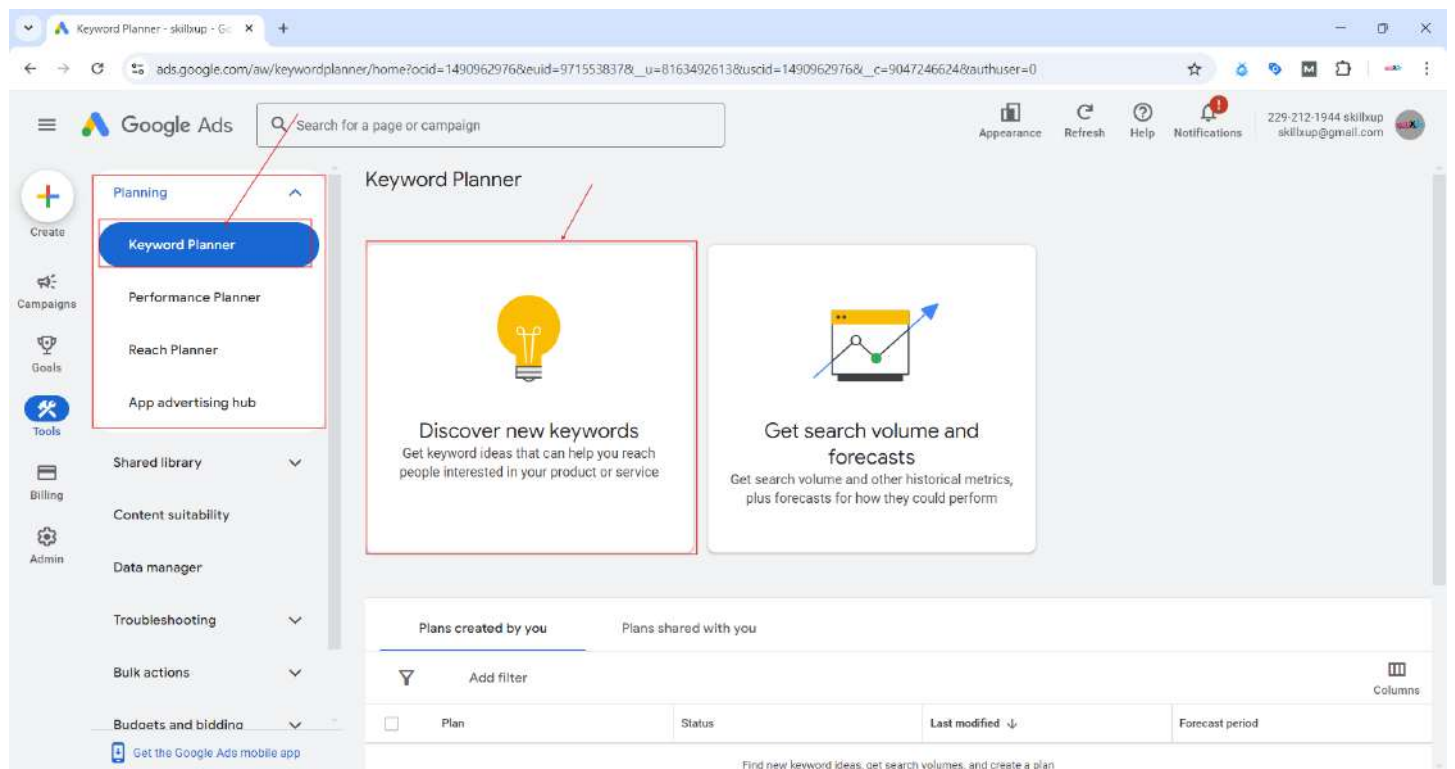
1. Sky Asia Tours
2. Inbound Tour Operators India
3. Leisure Tours India
4. Luxury Travel India
5. Unique Experiences India

Secondary Keywords:

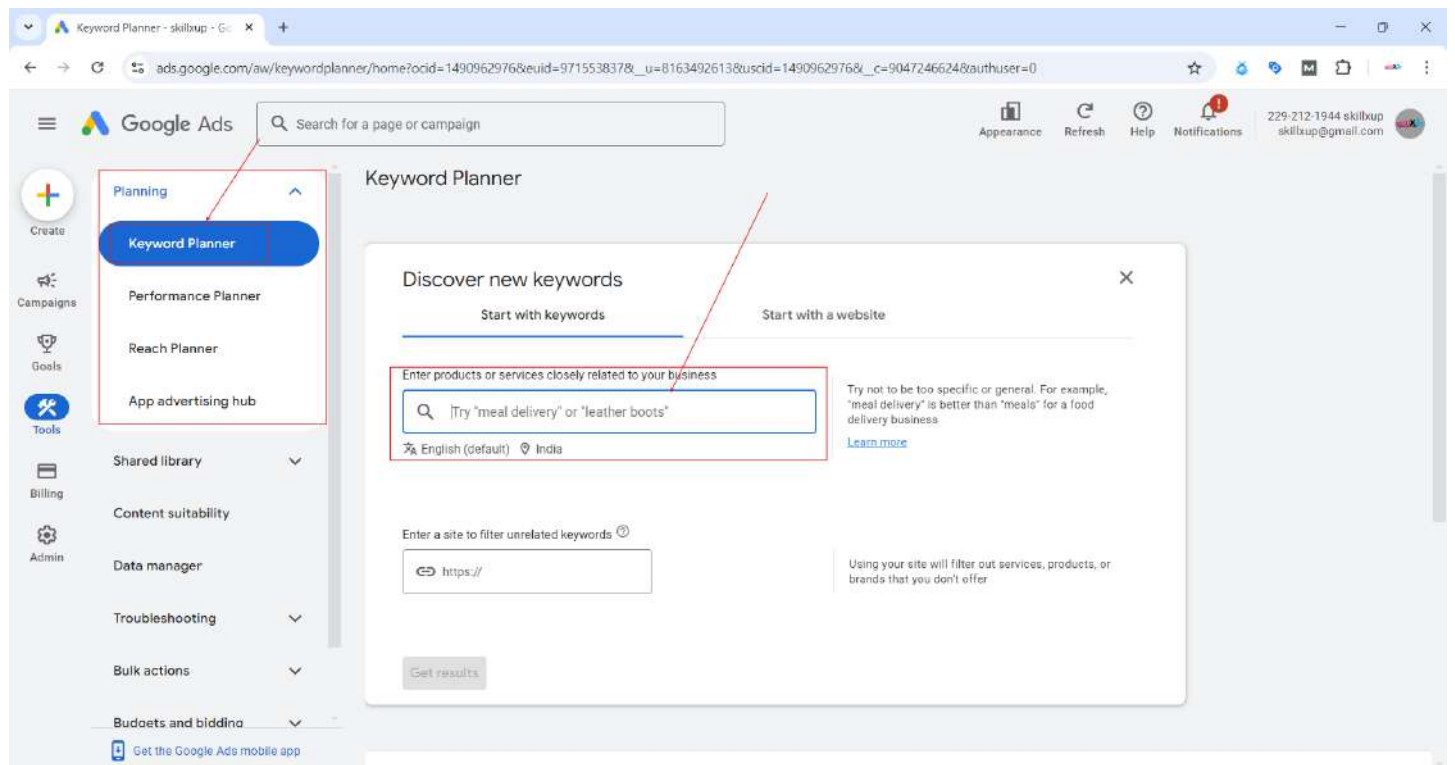
6. India Travel Destinations
7. Nepal Bhutan Tibet Sri Lanka

Based upon these few keywords, will work on 'Google Keywords Planner'

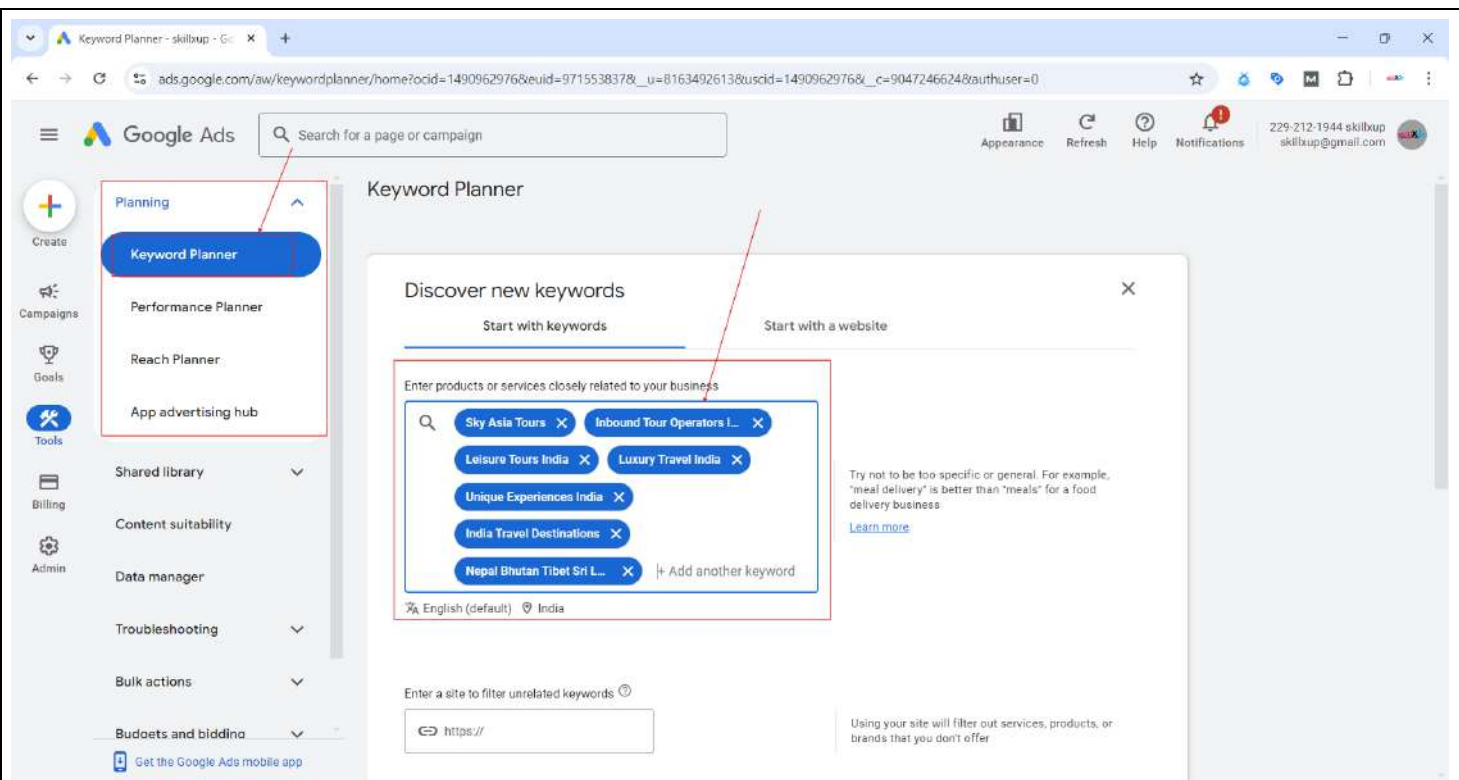
Step 1: Open 'https://ads.google.com/aw/keywordplanner/home', select '**Keyword Planner**' under '**Planning**' and choose '**Discover new keywords**'



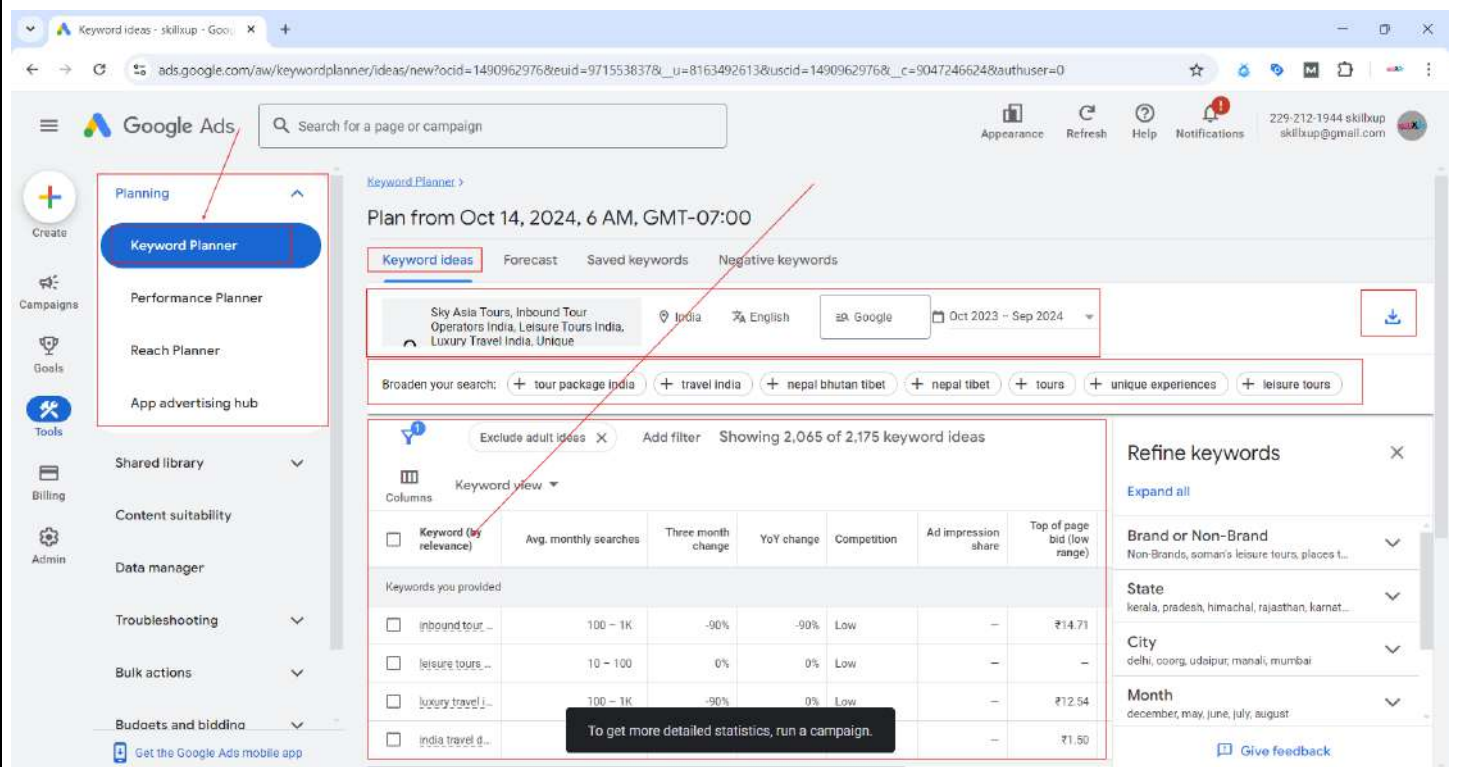
Step 2: To get '**relevant keywords**' according to the requirement, we need to enter few desired or known '**keywords**' which are suitable to the requirement or question in the given '**search box**'



Step 3: In this step, we will enter few '**keywords**' to get the '**relevant keywords**', the sample keywords are: "Sky Asia Tours, Inbound Tour Operators India, Leisure Tours India, Luxury Travel India, Unique Experiences India, India Travel Destinations, Nepal Bhutan Tibet Sri Lanka"



Step 4: Based on the entered 'keywords', we will get list of 'relevant keywords', you can refer to screenshot, which is high-lighted.,



Step 5: We have an option to either **access those keywords** through 'Google Sheets' or 'Download (csv)', here we are downloading for ease to work.,

Google Ads Keyword Planner interface showing the 'Keyword Planner' button in the sidebar and the 'Keyword ideas' tab selected. The table displays keyword suggestions with columns for keyword, monthly searches, competition, and ad impression share. A red box highlights the 'Keyword ideas' download button (CSV and Google Sheets) in the top right. Another red box highlights the 'Keyword (by relevance)' column header in the table. A third red box highlights the 'To get more detailed statistics, run a campaign.' message at the bottom of the table.

Step 6: After downloading, you will be able to see the ‘useful information’ and some ‘un-useful information’, so further we will ‘format this excel sheet’, by removing the ‘un-useful’ or ‘un-related information’

Excel spreadsheet titled 'Keyword Stats 2024-10-14 at 19_24_06'. The spreadsheet contains a table with columns: Keyword, Currency, Avg. month, Three mor, YoY change, Competitio, Competitio, Top of pag, Top of pag, Ad Impress, Organic im, Organic av, In account, In plan?, Searches, Searches, Searches, Searches, Searches, Searches, Searches, Searches, Searches, Searches. The table lists various travel-related keywords and their associated metrics. A red box highlights the first few rows of the table.

Step 7: This is an formatted Excel Sheet.,

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Keyword

Keyword	Avg. monthly searches
inbound tour operators india	500
leisure tours india	50
luxury travel india	500
india travel destinations	5000
manali trip package	50000
leh ladakh trip	5000
trips to india	5000
best places to visit in india	50000
luxury india tours	500
maldives packages from bangalore	5000
visit india	5000
luxury india tour packages	500
places to visit in india	50000
bali trip cost from india	5000
andaman nicobar tour packages	50000
bali tour packages from india	5000
bali packages from delhi	5000
best tourist places in india	50000
india vacation	500
andaman and nicobar tour packages	50000
tourist places in india	50000
luxury train india	5000
andaman packages from bangalore	5000
bali trip cost from india for couple	5000
egypt tour packages from india	500
luxury india holidays	50

Sky Asia - Google Keywords

Step 8: From the ‘Formatted Excel Sheet’, will apply the ‘Filters’ to ‘Columns’ to extract the data for ‘Short Tail’ & ‘Long Tail’ Keywords.,

Step 9: Here is the screenshot of ‘Short Tail’ keywords and linked to ‘pages’

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
47	himachal pradesh spiti valley	500000	http://www.skyasiatours.com/tour-packages											
51	hyderabad tourist attractions	500000	http://www.skyasiatours.com/tour-packages											
62	india manali	500000	http://www.skyasiatours.com/tour-packages											
64	jaipur tourist spot	500000	http://www.skyasiatours.com/tour-packages											
69	kerala cities to visit	500000	http://www.skyasiatours.com/tour-packages											
71	kerala thekkady	500000	http://www.skyasiatours.com/tour-packages											
77	kerala tourist point	500000	http://www.skyasiatours.com/tour-packages											
94	kullu manali india	500000	http://www.skyasiatours.com/tour-packages											
98	marine drive in mumbai	500000	http://www.skyasiatours.com/tour-packages											
105	ooty tourist spots	500000	http://www.skyasiatours.com/tour-packages											
111	tourist destination in kerala	500000	http://www.skyasiatours.com/tour-packages											
115	travel destinations in kerala	500000	http://www.skyasiatours.com/tour-packages											
117	manali trip package	50000	http://www.skyasiatours.com/tour-packages											
127	andaman nicobar tour packages	50000	http://www.skyasiatours.com/tour-packages											
131	andaman and nicobar tour packages	50000	http://www.skyasiatours.com/tour-packages											
139	tourist places in india	50000	http://www.skyasiatours.com/tour-packages											
141	andaman and nicobar islands tour packages	50000	http://www.skyasiatours.com/tour-packages											
142	top 10 places to visit in india	50000	http://www.skyasiatours.com/tour-packages											
146	best places to visit in summer in india	50000	http://www.skyasiatours.com/tour-packages											
149	tourist places in goa	50000	http://www.skyasiatours.com/tour-packages											
164	places to visit in june in india	50000	http://www.skyasiatours.com/tour-packages											
175	places to visit in south india	50000	http://www.skyasiatours.com/tour-packages											
190	north india tourist places	50000	http://www.skyasiatours.com/tour-packages											
205	best places to see in india	50000	http://www.skyasiatours.com/tour-packages											
210	manali travel packages	50000	http://www.skyasiatours.com/tour-packages											

Sky Asia - Google Keywords Short Tail Keywords Long Tail Keywords

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1513	places to travel in august in india	50000	http://www.skyasiatours.com/tour-packages											
1515	places to travel in india in december	50000	http://www.skyasiatours.com/tour-packages											
1516	places to travel in india in july	50000	http://www.skyasiatours.com/tour-packages											
1525	places to travel in india in june	50000	http://www.skyasiatours.com/tour-packages											
1526	places to travel in north india	50000	http://www.skyasiatours.com/tour-packages											
1534	places to travel in south india	50000	http://www.skyasiatours.com/tour-packages											
1615	places to visit in abu	50000	http://www.skyasiatours.com/tour-packages											
1630	pondicherry tourist attractions	50000	http://www.skyasiatours.com/tour-packages											
1638	pondicherry tourist spot	50000	http://www.skyasiatours.com/tour-packages											
1724	sikkim tourist spot	50000	http://www.skyasiatours.com/tour-packages											
1809	tourist cities in india	50000	http://www.skyasiatours.com/destinations											
1891	tourist destination near delhi	50000	http://www.skyasiatours.com/destinations											
1892	tourist destinations in gujarat	50000	http://www.skyasiatours.com/destinations											
1894	tourist destinations in madhya pradesh	50000	http://www.skyasiatours.com/destinations											
1895	tourist destinations in maharashtra	50000	http://www.skyasiatours.com/destinations											
1896	tourist destinations in rajasthan	50000	http://www.skyasiatours.com/destinations											
1902	tourist destinations in tamil nadu	50000	http://www.skyasiatours.com/tour-packages											
1904	tourist in india	50000	http://www.skyasiatours.com/tour-packages											
1905	tourist places in india in december	50000	http://www.skyasiatours.com/tour-packages											
1907	tourist places in india in july	50000	http://www.skyasiatours.com/tour-packages											
1916	tourist places in india in june	50000	http://www.skyasiatours.com/tour-packages											
1918	tourist places in india in may	50000	http://www.skyasiatours.com/tour-packages											
1949	tourist spots near mumbai	50000	http://www.skyasiatours.com/destinations											

Sky Asia - Google Keywords Short Tail Keywords Long Tail Keywords

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Step 10: Here is the screenshot of 'Long Tail' keywords and linked to 'pages'

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gokarna tour packages

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
13	luxury india tour packages	500	http://www.skyasiatours.com/tour-packages											
17	balli tour packages from india	5000	http://www.skyasiatours.com/tour-packages											
26	egypt tour packages from india	500	http://www.skyasiatours.com/tour-packages											
32	gulmarg tour packages	5000	http://www.skyasiatours.com/tour-packages											
35	luxury south india tour packages	50	http://www.skyasiatours.com/tour-packages											
41	india holiday destinations	5000	http://www.skyasiatours.com/destinations											
49	best himachal tour packages	500	http://www.skyasiatours.com/tour-packages											
56	kerala luxury tour packages	500	http://www.skyasiatours.com/tour-packages											
63	balli tour packages from pune	5000	http://www.skyasiatours.com/tour-packages											
73	low budget tour packages in india	500	http://www.skyasiatours.com/tour-packages											
75	cheapest egypt tour packages from india	500	http://www.skyasiatours.com/tour-packages											
87	best holiday destinations in india	5000	http://www.skyasiatours.com/destinations											
96	maldives tour packages from chennai	5000	http://www.skyasiatours.com/tour-packages											
156	full himachal pradesh tour packages	500	http://www.skyasiatours.com/tour-packages											
158	kashmir luxury tour packages	500	http://www.skyasiatours.com/tour-packages											
159	india luxury train tour packages	50	http://www.skyasiatours.com/tour-packages											
169	5 star tour packages india	50	http://www.skyasiatours.com/tour-packages											
176	cheapest tour packages out of india	500	http://www.skyasiatours.com/tour-packages											
196	bangkok tour packages from india	500	http://www.skyasiatours.com/tour-packages											
197	indonesia tour packages from india	500	http://www.skyasiatours.com/tour-packages											
198	5 star kerala tour packages	50	http://www.skyasiatours.com/tour-packages											
204	himachal pradesh tour packages from bangalore	500	http://www.skyasiatours.com/tour-packages											
219	india destinations	500	http://www.skyasiatours.com/destinations											
243	spain tour packages from india	500	http://www.skyasiatours.com/tour-packages											
245	gokarna tour packages	5000	http://www.skyasiatours.com/tour-packages											

Sky Asia - Google Keywords Short Tail Keywords Long Tail Keywords

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