

## 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!

## Your Goals for Sky Asia:

- SEO for the website to make it becomes search engine friendly
- Ensure that Sky Asia ranks high on search engines for all related search terms

## Assignment Tasks:

Off-Page Optimization		
3	Choose THREE platforms you will use for free online PR and tell us why you chose them.	
4	Choose TWO websites you will use for guest blogging and tell us why you chose them.	Website: ..., Reason: ...,
5	Create a list of prominent websites from which you would like to get inbound links. Use Moz to check the domain authority of the selected websites. Share names of TWO websites with screenshots from Moz showing the domain authority.	Platform Names: ..., Reason: ...,

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# Choosing Three Platforms for Free Online PR for Sky Asia Tours

## Sky Asia's Context:

Sky Asia Tours is a travel company aiming for global digital prominence, the chosen platforms should cater to a broad audience, offer opportunities for content distribution, and align with the company's brand image.

## Three Chosen Platforms and Rationale:

### 1. Google My Business,

### 2. Trip Advisor and

### 3. Social Media Platforms (Facebook, Instagram, Twitter)

Below is the clear explanation of each.,

#### 1. Google My Business (GMB):

- **Reason:** GMB is essential for **local SEO**, which is **crucial** for a **travel company** with offices in **India, Bhutan, and Nepal**. It helps **Sky Asia** appear on **Google Maps, Google Search, and Google Assistant**, making it easily discoverable by potential customers searching for travel services in these regions.
- **Benefits:**
  - **Local visibility:** Increases local search rankings.
  - **Customer engagement:** Allows for customer reviews, photos, and messaging.
  - **Google Maps integration:** Displays business location and information on Google Maps.

#### 2. TripAdvisor:

- **Reason:** TripAdvisor is a popular **online travel platform** where **travelers share reviews and experiences**. It's a **valuable source of social proof** and can **significantly impact a travel company's reputation**.
- **Benefits:**
  - **Customer reviews:** Encourages customers to share their experiences.
  - **Visibility:** Increases visibility among potential customers.
  - **Booking integration:** Can be integrated with the company's website for direct bookings.

#### 3. Social Media (Facebook, Instagram, Twitter):

- **Reason: Social media platforms** offer a **direct way to connect** with **potential customers**, **share engaging content**, and **build a community around** the brand.
- **Benefits:**
  - **Community building:** Fosters relationships with customers.
  - **Content sharing:** Allows for sharing visually appealing travel photos and videos.
  - **Advertising opportunities:** Offers paid advertising options to reach a wider audience.

#### **Additional Considerations:**

- **Content Strategy:** Develop a consistent content strategy that aligns with Sky Asia's brand and target audience. This could include blog posts, travel guides, and behind-the-scenes content.
- **Engagement:** Actively engage with followers on social media by responding to comments and messages.
- **Analytics:** Monitor platform performance to track engagement, reach, and conversions.

By leveraging these three platforms, Sky Asia Tours can enhance its online presence, attract more potential customers, and establish itself as a leading travel company in the digital realm.

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## **Choose TWO websites you will use for guest blogging and tell us why you chose them?**

#### **Choosing Guest Blogging Websites for Sky Asia Tours:**

1. Trip Advisor
2. India Today Travel

Below, is the clear description, for why we have chosen these websites.,

#### **Understanding the Task:**

Given **Sky Asia Tours'** goal to **rank higher** on **search engines**, **guest blogging** is a **strategic approach**. By publishing articles on relevant websites, you can:

- **Increase Backlinks:** High-quality backlinks from authoritative websites signal to search engines that your content is valuable.

- **Expand Reach:** Exposing your brand to new audiences on different platforms.
- **Establish Authority:** Position Sky Asia as a thought leader in the travel industry.

### Selecting Guest Blogging Websites:

When choosing guest blogging platforms, consider the following factors:

#### 1. Relevance to Sky Asia's Niche:

- **Travel-Focused Websites:** Look for platforms that primarily cover travel, tourism, or related topics.
- **Regional Focus:** Websites that cater to specific regions like India, Nepal, Bhutan, or Sri Lanka would be particularly beneficial.

#### 2. Domain Authority and Page Authority:

- **Use Tools:** Employ tools like Moz or Ahrefs to assess a website's domain authority (DA) and page authority (PA). Higher DA and PA indicate a more authoritative site.
- **Target High-Authority Sites:** Aim for platforms with a DA and PA of 40 or higher.

#### 3. Traffic and Engagement:

- **Check Analytics:** Analyze a website's traffic and engagement metrics. High traffic and active user engagement suggest a wider reach for your content.

#### 4. Guest Posting Guidelines:

- **Clear Guidelines:** Ensure the website has clear guidelines for guest posting, including topic requirements, word count, and submission process.
- **Author Bio:** Check if the platform allows you to include an author bio with a link back to Sky Asia's website.

### Two Recommended Websites for Sky Asia:

Based on these criteria, here are two potential guest blogging platforms for Sky Asia:

#### 1. TripAdvisor:

- **Reasoning:** TripAdvisor is a globally recognized travel platform with a massive user base. Guest posting on TripAdvisor can significantly increase Sky Asia's visibility among potential travelers.
- **Benefits:** Exposure to a wide audience, potential for generating leads, and building credibility as a trusted travel provider.

#### 2. India Today Travel:

- **Reasoning:** As a leading Indian news publication with a travel section, India Today Travel attracts a large domestic audience.

- **Benefits:** Reaching a targeted Indian audience, establishing Sky Asia as a reputable local travel company, and potentially securing media coverage.

By guest posting on these platforms, Sky Asia can effectively enhance its online presence, attract more customers, and solidify its position as a leading travel company in the region.

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**Create a list of prominent websites from which you would like to get inbound links. Use Moz to check the domain authority of the selected websites. Share names of TWO websites with screenshots from Moz showing the domain authority.**

#### **Understanding the Task: Building Backlinks for Sky Asia Tours:**

**The Goal:** To increase the **domain authority** and **search engine ranking** of **Sky Asia Tours**.

**The Strategy:** One **effective way** to achieve this is by acquiring **high-quality backlinks** from reputable websites. These backlinks act as "**votes**" of confidence, signaling to search engines that your website is valuable and relevant.

**Using Moz:** Moz is a **popular SEO tool** that provides **valuable metrics**, including **Domain Authority (DA)**. DA is a scale from **0 to 100** that **predicts** how **well a website will rank** in **search engine results**. A **higher DA** generally indicates a **more authoritative site**.

#### **Identifying Prominent Websites for Backlinks:**

Here's a **list of potential websites** from which **Sky Asia Tours** could seek **backlinks**, categorized by relevance:

##### **1. Travel Blogs and Review Websites:**

- **Tripoto:** A popular Indian travel blog with a strong following.
- **TripAdvisor:** The world's largest travel website, known for its user reviews.
- **Lonely Planet:** A global travel guide publisher with a vast online presence.
- **The Hindu Travel:** The travel section of a leading Indian newspaper.

##### **2. Travel Industry Publications:**

- **TTG India:** A leading travel trade publication in India.
- **Travel Weekly Asia:** A regional travel industry publication.
- **Hospitality News:** A publication covering the hospitality industry, including travel.

### 3. Tourism Boards and Government Websites:

- **India Tourism:** The official website of the Indian Ministry of Tourism.
- **Nepal Tourism Board:** The official tourism board of Nepal.
- **Bhutan Tourism Council:** The official tourism board of Bhutan.

### 4. Online Travel Agencies (OTAs):

- **MakeMyTrip:** A leading Indian OTA.
- **Goibibo:** Another popular Indian OTA.
- **Expedia:** A global online travel agency.

### Verifying Domain Authority with Moz:

To demonstrate **how to check domain authority** using **Moz**, let's use 1. **TripAdvisor** and 2. **Lonely Planet** as examples:

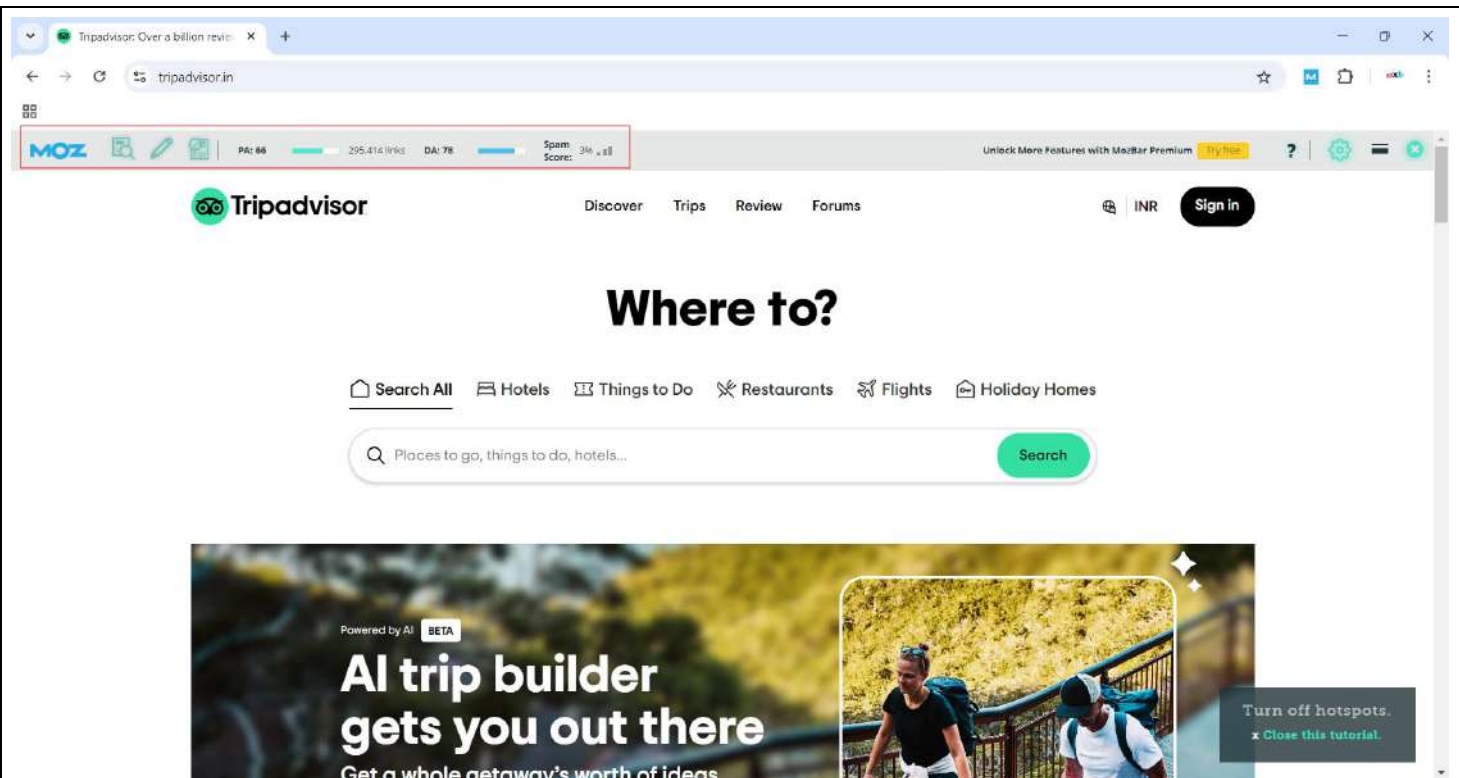
1. **Visit Moz.com** and log in or sign up for a free account.

2. **Search for the website** you want to check. For example, search for "TripAdvisor" and "Lonely Planet."

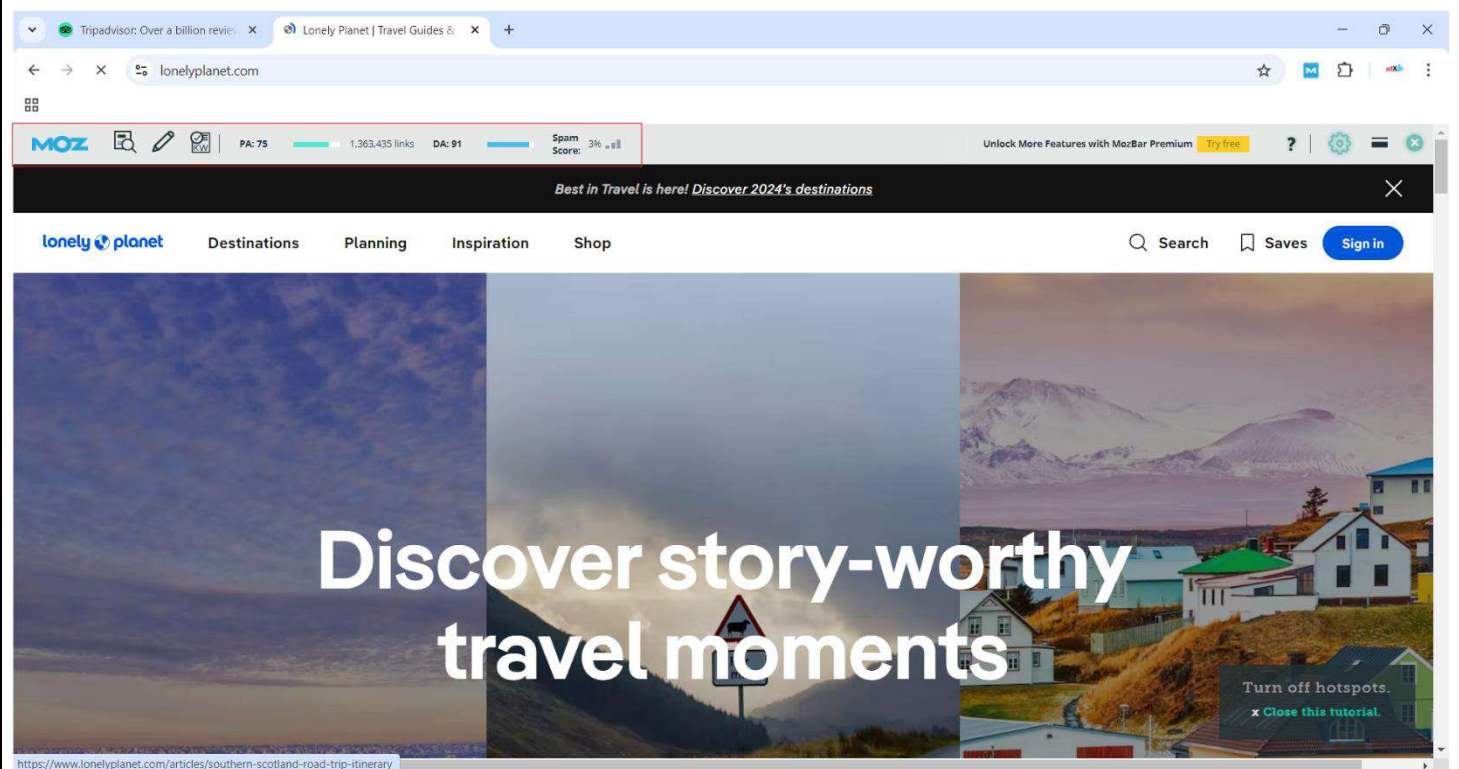
3. **View Domain Authority:** The domain authority score will be displayed along with other SEO metrics.

As you can see, both **TripAdvisor** and **Lonely Planet** have **high domain authorities**, making them valuable sources of **backlinks** for **Sky Asia Tours**.

**Trip Advisor:**



## Lonely Planet:



**Remember:** When building backlinks, it's crucial to focus on quality over quantity. Aim for backlinks from websites that are relevant to your niche, have high domain authority, and are likely to be visited by your target audience.