

CASE STUDY OF

BLUE MOUNTAINS TOURS

Website: Bhutaninbound.com

Business category: Tour&Travels

1. Issues with the site:

- SERP visibility was poor
- Sessions in a month are very poor
- Referring Domain score is very low
- Less traffic
- Conversion rate was low

2. Issues that we identified:

Gtmetrix issues:



Latest Performance Report for:

<http://bluemountains.tours/>

Report generated: Mon, Jun 28, 2021 12:01 PM +0530
Test Server Location: San Francisco, CA, USA
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0
Connection: Broadband Fast (20/5 Mbps, 25ms)

GTmetrix Grade ?

E	Performance ? 37%	Structure ? 87%
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Web Vitals ?

LCP ? 5.4s	TBT ? 27ms	CLS ? 0.01
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- Pagespeed score is very low
- Site loading time is high
- To many requests
- Yslow score is also low

Pagespeed issues check-up

- Defer parsing of JavaScript
- Leverage browser caching

- Minimize redirects
- Minify JavaScript
- Optimize images

Yslow issues check-up:

- Add Expires headers
- Make fewer HTTP requests
- Compress components
- Avoid URL redirects
- Minify JavaScript and CSS

On-page SEO checkup

- Low count on primary keyword being used
- Meta data either missing or duplicate
- Header Tag, Title Tag, ALT tag proper fixing and optimization.
- Keyword optimization in content.
- Sitemap Update using proper protocol

Architectural SEO Issues:

- Internal linking strategy formations are not properly implemented
- Anchor text need optimizations

Off-Page SEO issues:

- Low backlink count
- Link submissions on High DA sites
- Link wheel set up
- Link acquisition using link intersect model.

3. Business objective:

The sole objective of the project is to help in traffic acquisition and help in extreme brand exposure. Mainly to get leads as they offer services; conversion rate optimization was the focused issue.

4. Analysis:

The amount of user they had and also the amount of sessions they are getting was very poor. There were barely any visitors in this site. Increasing its stats was challenging.

DATE: Oct 1, 2020-Jan 1, 2021

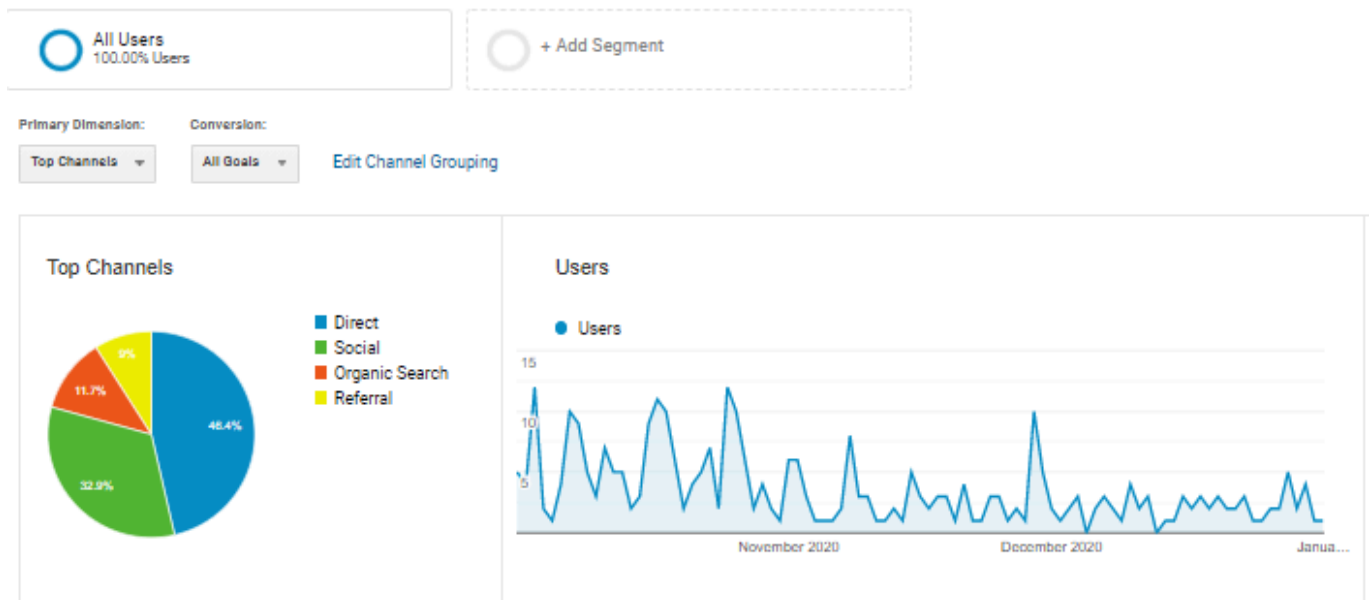
<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users	New Users	Sessions
		215 % of Total: 100.00% (215)	211 % of Total: 100.00% (211)	407 % of Total: 100.00% (407)
<input type="checkbox"/>	1. Direct	103 (48.40%)	101 (47.87%)	148 (36.36%)
<input type="checkbox"/>	2. Social	73 (32.88%)	70 (33.18%)	118 (28.99%)
<input type="checkbox"/>	3. Organic Search	26 (11.71%)	24 (11.37%)	32 (7.86%)
<input type="checkbox"/>	4. Referral	20 (9.01%)	16 (7.58%)	109 (26.78%)

Traffic and visibility:

As we can see from below attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.

	Acquisition		
	Users	New Users	Sessions
	215	211	407
1 Direct	103		
2 Social	73		
3 Organic Search	26		
4 Referral	20		

To see all 4 Channels click [here](#).



For this site we had work our way through from stage 0. There were lots of thing to improve for this site to at least get visibility in SERP.

4.1. Issues analysing in brief:

Pagespeed issues check-up

- **Defer parsing of JavaScript:**
JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering
- **Leverage browser caching:**
Page load times can be significantly improved by asking visitors to save and reuse the files included in your website.
- **Minimize redirects:**
Minimizing HTTP redirects from one URL to another cuts out additional RTTs and wait time for users.
- **Minify JavaScript:**
Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.
- **Optimize images:**
Reduce the load times of pages by loading appropriately sized images.

Yslow issues check-up:

- **Add Expires headers:**
Expires headers lets the browser know whether to serve a cached version of the page.

- **Make fewer HTTP requests:**

Reduce HTTP requests through combined files and CSS sprites



- **Compress components:**

Save time and bandwidth by compressing resources

- **Avoid URL redirects:**

Using URL redirects as they add additional delays to a page load

- **Minify JavaScript and CSS:**

Strip unnecessary characters from JavaScript and CSS to speed up download times

On-page SEO check-up:

- **Low count on primary keyword being used:**

Primary keyword needs to be used within the 100th words.

- **Meta data either missing or duplicate:**

Found Meta title, meta description used multiple times with same content

Some pages don't have meta title or meta description

- **Header Tag, Title Tag, ALT tag proper fixing and optimization:**

H1 needs to be optimized using primary keyword.

- **Keyword optimization in content:**

Implementing primary keyword and relative keyword to increase the content quality.

- **Sitemap Update using proper protocol:**

Need to update the URLs with proper protocols in the sitemap

Architectural SEO Issues:

- **Internal linking strategy formations are not properly implemented:**

Site structure needs to be arranged for a proper flow of link juice.

- **Anchor text needs optimizations:**

Need to link particular keyword as anchor text.

Off-Page SEO issues:

- **Low backlink count:**

Need to add more relative backlinks

- **Link submissions on High DA sites:**

Links need to be done on High DA site with better referring IP

- **Link wheel set up:**

To get the proper flow of link juice to your site as well as where you create the backlinks



- **Link acquisition using link intersect model:**

Gives us insights of your competitor's backlinks

5. Recommendation and Implementation:

Pagespeed issues check-up

- **Defer parsing of JavaScript:**

There are several techniques that can be used to defer parsing of JavaScript. The simplest and preferred technique is to simply Defer loading of JavaScript until it is needed. A second technique is to use the `<script async>` attribute where appropriate, which prevents parsing from blocking the initial page load by deferring it until the browser's UI thread is not busy doing something else.

Removed render blocking JS

- **Leverage browser caching:**

Every time a browser loads a webpage it has to download all the web files to properly display the page. This includes all the HTML, CSS, JavaScript and images.

Configured .htaccess file in the root of the domain to set caching parameters

- **Minimize redirects:**

Minimizing HTTP redirects from one URL to another cuts out additional RTTs and wait time for users.

Removed unnecessary redirects.

- **Minify JavaScript:**

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Removed white space

Implemented in one line code

- **Optimize images:**

Reduce the load times of pages by loading appropriately sized images.

1. Used image compression tools

2. Uploaded the image again with the optimized version of the image

Yslow issues check-up:



- **Add Expires headers:**

Expires headers lets the browser know whether to serve a cached version of the page.

Implemented the parameters in .htaccess file

- **Make fewer HTTP requests:**

Reduce HTTP requests through combined files and CSS sprites.

Decreasing the number of components on a page reduces the number of HTTP requests required to render the page, resulting in faster page loads.

- **Compress components:**

Save time and bandwidth by compressing resources

Gzip the resources.

- **Avoid URL redirects:**

Using URL redirects as they add additional delays to a page load.

1. Analysed the redirect chain and removed the redirects in between
2. Used 301 to reduce the redirect chain of point A and B

- **Minify JavaScript and CSS:**

Strip unnecessary characters from JavaScript and CSS to speed up download times

Removed space.

Implemented in one line.

On-page SEO fix:

Implement targeted keywords:

- First, we have done keyword research according to the site's niche with their search volume and competition level.
- Then after approval from the client we have implemented it in to various places of the site.

Meta data's, either missing or duplicates:

Meta data is one of the key positions to put the focus keywords for better ranking in SERP.

- Changed the meta description and tile with the primary keyword in it.

- Implemented meta data into those missing pages of site with the primary keyword used.

Header Tag, Title Tag, ALT tag proper fixing and optimization:



H1 needs to be optimized using primary keyword. So the value of the h1 will increase in the eye of the search engine crawler.

Implemented primary keyword and the brand keyword in the title as well as in the h1.

Keyword optimization in content:

Content is one of the important factors that any search engine looks for.

Added quality content with relative keywords and primary keyword also used LSI keywords while maintaining the keyword stuffing standards.

Sitemap with proper protocol:

A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files: for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page.

Implemented a site with proper protocol

The Sitemap protocol:

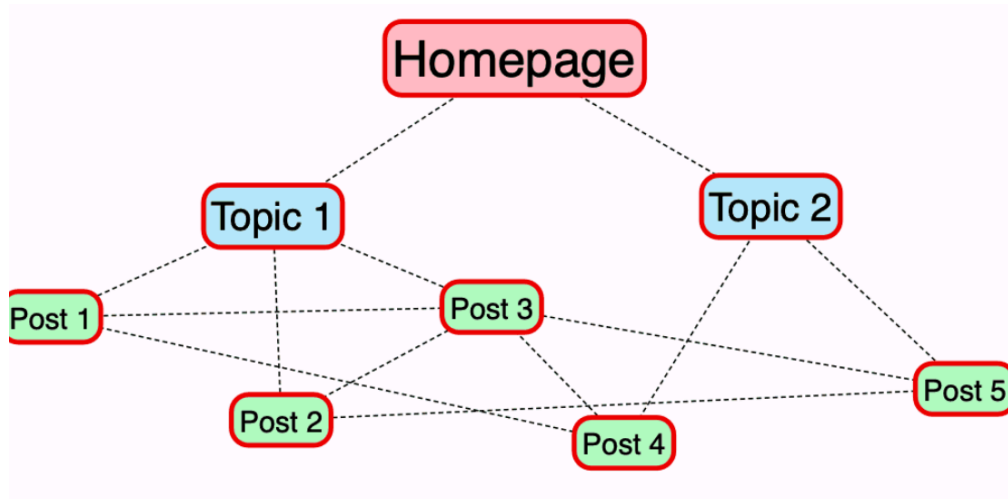
- Begin with an opening <urlset> tag and end with a closing </urlset> tag.
- Specify the namespace (protocol standard) within the <urlset> tag.
- Include a <url> entry for each URL, as a parent XML tag.
- Include a <loc> child entry for each <url> parent tag.

Architectural SEO Issues:

Internal linking strategy formations implementation:

An internal link is any link from one page on your website to another page on your website. Both your users and search engines use links to find content on your website.

Google follows links to discover content on websites and to rank this content in the search results. If a post or page gets a lot of links this is a signal to Google that it's an important or high-value article.



Above shown strategy is been implemented into the site for better flow of link juice.

Anchor text need optimizations:

Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you're linking to, rather than generic text.

Targeted to relevant page

Maintained the Anchor text keyword density

Off-Page SEO issues:

Increasing backlink count:

- Creating more relative backlinks in relative sites.
- Constantly creating Social presence
- Creating links in High DA site
- Guest Posting
- Blog Commenting
- Forums Posting
- Incorporating Videos and Images
- PDF and PPT submissions
- Image and Infographic submissions

Link wheel set up:

A Link Wheel or Wheel Link may also be described as a network of websites (web 2.0 sites) and blogs enjoined with each other and linking them to your website, thus helping your site to rank up in Google's front page.

Link wheel has been set up.

Link acquisition using link intersect model:




Basic insight of your competitor's backlinks.

Implemented Links according to your competitor by intersecting your backlinks and your competitor backlinks.

6. Results:






DATE: Feb 1, 2020 - May 1, 2021

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors.

<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users 	New Users 	Sessions 
		1,538 % of Total: 100.00% (1,538)	1,530 % of Total: 100.00% (1,530)	2,197 % of Total: 100.00% (2,197)
<input type="checkbox"/>	1. Organic Search	991 (58.57%)	844 (55.16%)	1,371 (62.40%)
<input type="checkbox"/>	2. Direct	575 (33.98%)	571 (37.32%)	641 (29.18%)
<input type="checkbox"/>	3. Social	72 (4.26%)	68 (4.44%)	100 (4.55%)
<input type="checkbox"/>	4. Referral	54 (3.19%)	47 (3.07%)	85 (3.87%)

COMPARING Three Month DATA:

The growth of new users is tremendous from before, same goes for regulars of this site.

Default Channel Grouping	Acquisition			Behavior	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	615.35%  1,538 vs 215	625.12%  1,530 vs 211	439.80%  2,197 vs 407	68.30%  25.08% vs 79.12%	22.24%  1.85 vs 1.51
1. Organic Search					
Feb 1, 2021 - May 1, 2021	991 (58.57%)	844 (55.16%)	1,371 (62.40%)	13.71%	1.91
Oct 1, 2020 - Jan 1, 2021	26 (11.71%)	24 (11.37%)	32 (7.86%)	81.25%	1.41
% Change	3,711.54%	3,416.67%	4,184.38%	-83.12%	35.53%
2. Direct					
Feb 1, 2021 - May 1, 2021	575 (33.98%)	571 (37.32%)	641 (29.18%)	35.26%	1.79
Oct 1, 2020 - Jan 1, 2021	103 (46.40%)	101 (47.87%)	148 (36.36%)	83.11%	1.42
% Change	458.25%	465.35%	333.11%	-57.58%	26.11%
3. Social					
Feb 1, 2021 - May 1, 2021	72 (4.26%)	68 (4.44%)	100 (4.55%)	75.00%	1.90
Oct 1, 2020 - Jan 1, 2021	73 (32.88%)	70 (33.18%)	118 (28.99%)	80.51%	1.43
% Change	-1.37%	-2.86%	-15.25%	-6.84%	32.66%

End Result:

1. Improvement in 2000+ keywords
2. Strong Backlinks from high DA sites
3. Improved CTR
4. Improved conversion rate

5. Increase in website speed
6. Increase in traffic