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Increasing the travel agency's leading positions by optimizing its website

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Purpose – to study website's work and content of the travel agency on the example of the "Laspi" travel agency, identify its technical properties and offer methods to increase the web-resource leading position in the Yandex and Google search engines by performing SEO-analysis.

Design/Method/Research approach. Internet resources SEO-analysis.

Findings. The travel product promotion directly depends on the travel market participants' advertising tools' effectiveness, mainly travel agents. It is determined that one of the new technologies that increase the advertising effectiveness, in particular via the travel agencies' web resources, is SEO-technology (Search Engine Optimization). The authors identified technical shortcomings of its operation, mainly related to search queries statistics, the subject site visits, the semantic core operation, the site improvement, the site increasing citation, and the number of persistent references in the network. It is proved that updating site development, changing its environment, analyzing user behavior, namely the Og Properties micro markup, updating HTML tags, analytical programs placing, iframe objects selection, and other activities, increase the content uniqueness. As a result, search engines scanned the site, and the search results took first place for the positions essential for the web resource.

Originality/Value. The leading positions increasing mechanism application, website operation optimization allow search engines to bring it to the TOP of the most popular travel sites.

Theoretical implications. To optimize the web resource operation, a mechanism for improving its leading position is proposed that includes three steps: the general website characteristics of marketing, SEO-analysis, recommendations provision.

Practical implications. The research is practical in improving the site's technical operation and increasing its leading position in Yandex and Google search engines.

Research limitations/Future research. Further research aims at the site further analysis after making the proposed changes to its operation.

Paper type – empirical.

Keywords: SEO-analysis; social networks; travel product; travel service; internet marketing.

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Підвищення лідируючих позицій туристичної агенції за рахунок оптимізації її веб-сайту

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Мета роботи – дослідити роботу й наповненість інформацією веб-сайту туристичної агенції на прикладі туристичної агенції «Ласпі», виявити його технічні властивості та запропонувати методи підвищення лідируючих позицій веб-ресурсу в пошуковій видачі Яндекс і Гугл шляхом здійснення SEO-аналізу.

Дизайн/Метод/План дослідження. Застосовано SEO-аналіз інтернет-ресурсів.

Результати дослідження. Просування туристичних продуктів безпосередньо залежить від ефективності застосовуваних рекламних засобів гравцями туристичного ринку, зокрема, туристичними агентами. Визначено, що однією з нових технологій, що підвищує ефективність реклами, зокрема через веб-ресурси туристичних агенцій, є SEO-технологія (Search Engine Optimization). На прикладі учасника туристичного ринку в роботі досліджено веб-ресурси туристичної агенції «Ласпі» та проведено SEO-аналіз її сайту. Виявлено технічні недоліки його функціонування, зокрема, пов'язані із статистикою пошукових запитів, відвідуванням сайту в тематиці, з роботою семантичного ядра, з поліпшенням самого сайту, зі збільшенням цитування сайту і кількості його згадувань в мережі та інші. Доведено, що проведення робіт з розвитку сайту, зміни його оточення, аналізу поведінки користувачів, а саме використання мікророзмітки Og Properties, оновлення HTML тегів, розміщення аналітичних програм, виділення об'єктів iframe та інших заходів призведуть до збільшення унікальності контенту. В результаті сайт швидко скануватиметься пошуковими роботами і потраплятиме в пошукову видачу на перші місця за тими позиціями, які важливі саме для веб-ресурсу.

Теоретичне значення дослідження. З метою оптимізації роботи веб-ресурсу запропоновано механізм підвищення його лідируючих позицій, який складається із трьох кроків: загальна характеристика веб-сайту з позицій маркетингу, проведення SEO-аналізу, надання рекомендацій.

Практичне значення дослідження. Проведені дослідження представляють практичну цінність з покращення технічного функціонування сайту та підвищення його лідируючих позицій в пошукових системах Яндекс і Гугл.

Оригінальність/Цінність/Наукова новизна дослідження. Застосування механізму підвищення лідируючих позицій, оптимізуючи роботу веб-сайту, дасть можливість пошуковим роботам вивести ресурс в ТОП найпопулярніших серед сайтів турагентств.

Обмеження дослідження/Перспективи подальших досліджень. Майбутні дослідження спрямовані на подальший аналіз сайту після внесення запропонованих змін у його роботу.

Тип статті – емпіричний.

Ключові слов: SEO-аналіз; соціальні мережі; туристичний продукт; туристична послуга; інтернет-маркетинг.

Повышение лидирующих позиций туристического агентства за счет оптимизации его веб-сайта

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Цель работы – исследовать работу и наполненность информации веб-сайта туристического агентства на примере туристического агентства «Ласпи», выявить его технические характеристики и предложить методы повышения лидирующих позиций веб-ресурса в поисковой выдаче Яндекс и Гугл путем осуществления SEO-анализа.

Дизайн/Метод/План исследования. Применен SEO-анализ интернет-ресурсов.

Результаты исследования. Продвижение туристических продуктов напрямую зависит от эффективности применяемых рекламных средств игроками туристического рынка, в частности, туристическими агентами. Определено, что одной из новых технологий, повышающей эффективность рекламы, в частности, с помощью веб-ресурсов туристических агентств, является SEO-технология (Search Engine Optimization). На примере участника туристического рынка в работе исследованы веб-ресурсы туристического агентства «Ласпи» и проведен SEO-анализ его сайта. Выявлены технические недостатки его функционирования, в частности, связанные со статистикой поисковых запросов, посещением сайта в тематике, с работой семантического ядра, с улучшением самого сайта, с увеличением цитирования сайта и количества его упоминаний в сети и другие. Доказано, что проведение работ по развитию сайта, изменения его окружения, анализа поведения пользователей, а именно использование микроразметки Og Properties, обновление HTML тегов, размещение аналитических программ, выделение объектов iframe и других мероприятий приведут к увеличению уникальности контента. В результате сайт будет быстро сканироваться поисковыми роботами и попадать в поисковую выдачу на первые места по тем позициям, которые важны именно для веб-ресурса.

Теоретическое значение исследования. С целью оптимизации работы веб-ресурса предложен механизм повышения его лидирующих позиций, состоящий из трех шагов: разработка общей характеристики сайта с позиций маркетинга, проведение SEO-анализа, предоставление рекомендаций.

Практическое значение исследования. Проведенные исследования представляют практическую ценность по улучшению технического функционирования сайта и повышения его лидирующих позиций в поисковых системах Яндекс и Google.

Оригинальность/Ценность/Научная новизна исследования. Применение механизма повышения лидирующих позиций, оптимизируя работу сайта, позволит поисковым роботам вывести ресурс в ТОП самых популярных среди сайтов турагентств.

Ограничение исследования/Перспективы дальнейших исследований. Будущие исследования направлены на дальнейший анализ сайта после внесения предложенных изменений в его работу.

Тип статьи – эмпирический.

Ключевые слов: SEO-анализ; социальные сети; туристический продукт; туристическая услуга; интернет-маркетинг.

1. Introduction

The tourist services market development requires the trips' organizers the quality service and accessible and sufficient information. Travel products generated by tour operators and sold by travel agents should be differentiated. A modern travel agency's main tasks are to provide complete information about the tourist service, organize a safe trip for their clients, keep in touch with tourists, and, if necessary, assist.

Nowadays, tourism gained wide popularity, and tourist products are in high demand. Since tourism companies operate in perfect competition, they can use only the non-price struggling methods in the tourism market. One such method is to create a quality website and provide its systematic SEO-optimization. A quality website increases the number of travel services' sales. The web resource should be easy to use, contain useful and updated information spoke Sana (2014), K.Potts (2007), J.Jerkovic (2009) about the SEO importance as the right tool to help a successful search.

2. Review of theoretical and empirical research

Tkachenko (2019) investigated the realization mechanism peculiarities of a tourist product and its assortment formation with setting the essential components of a tourist product, its structure, the primary and additional set of services, etc. K.Snihur (2019) studied the dynamics of Ukraine's international tourist flows, assessed their current state and identified improvement areas. I.Shamara and K.Azarova (2018) considered the current state, problems, and prospects of Ukraine's tourist services market.

The optimizing problem of the website's operation is devoted to foreign scientists who offer different solutions to this problem. S.Eric (2009) believes that for the search engines ranking the most important are the shortcuts headers component. The heading tag is in the <head> area of the HTML entry, and this is the main piece of metadata about the page that possesses the most value and affects positioning (2009).

J. Kristopher (2010) also noted the tag Meta descriptions importance, as they are applicable for a technique to convey their advertising message, and visitors, by clicking the advertising publication, increase the site position.

S.Rice (2009) held a different opinion, in contrast to the two previous scientists. He considered links creation to be an essential component for search engine optimization to increase website traffic.

R.Saini (2011) paid attention to the clicks' popularity and considered them an essential factor in the website ranking for the search engine. The page popularity depends on regular clicks. The moment a visitor clicks on a SERP website, the search engine will suggest a specific value. The clicks with a single IP are checked only once.

According to V.Kumar et al. (2019), Google search algorithms determine whether a page is displayed in the first results or not due to signals: website keywords, region and content updates of web pages, and so on. The whole search process starts with pages scanning and indexing. To do this, Google and other web indexes have created their robots to scan the Internet. Sometimes they are also called spiders. Scanning Google robots are called "google bots." These creeping robots move among different pages, explore its content, and decide on the site's importance.

Kai Li (2014) researched that PSM and SEO are the two primary advertising services available to search engine advertisers. In his research, he builds two mathematical models, one in the microeconomic method and the other in the game-theoretical method for analyzing the competition between PSM and SEO. The search engine quality, divided into two dimensions: the algorithm

efficiency and reliability are introduced as essential factors in the model. Based on search engines, the algorithm efficiency is brought by Internet searchers who are Internet advertising users, a source of income for PSM and SEO. The algorithm reliability helps search engines to prevent companies from phishing through SEO and reduce obstacles to organic search, which creates an SEO firm. That enhances the online searchers' experience in organic search and positively affects the clicks of sponsored links.

Surbhi Chhabra (2016) analyzed that each web search tool is divided into different modules, including the scanner module on which the web index depends the most. The scanner is used to download and store web pages for web search.

Vishakha Chilpipre (2017) concluded that the search engine optimization study, web-scanning, and web-mining for a search engine help ensure an efficient system structure that processes web data according to user convenience.

With modern Internet technologies development, the enterprise's website creation in various activities, including the tourism industry, has become widely popular. However, not every organization uses SEO analysis to optimize a website and place it in search engines' top queries. Therefore, web resource increasing the popularity to increase the number of clients of travel agencies remains relevant.

3. Problem statement

The research purpose investigates the work and information content of the travel agency's website on the example of Laspi travel agency, identifies its technical properties, and suggests methods to increase the web-resource leading positions in Yandex and Google search engines by SEO-analysis.

4. Research methodology and data

We studied the Laspi travel agency web resources on the example of a tourist market participant and conducted the site's SEO-analyses.

For SEO-analysis of travel agency websites, we used SeoProfilink and SiteDozor free Internet resources.

SEO (Search Engine Optimization) technology measures for internal and external site positions' optimization in search results for user queries to increase network traffic, the number of potential customers, and revenue from such traffic.

5. Research results

The site is a convenient and powerful marketing tool to solve many business problems. That is a reliable sales channel that works for its owner all around the clock. Nowadays, every company needs not only outdoor advertising, but also its Internet site. Having a website is an integral part of promoting a company on the market. Companies seek to apply new information technologies in their communication activities in high competition conditions, which are invariably associated with the Internet. One of such technologies is the company's official website, and, in particular, "landing pages" are becoming increasingly popular and relevant.

5.1. The offered theoretical research model

The widespread Internet allowed posting the necessary information on web pages and social networks. Obtaining information in this way in the modern world is highly popular among active users of travel products. Therefore, it is imperative to place information about the travel company and its services, using Internet marketing tools to take a leading position in the search results of Google and Yandex. Top positions in search engines have a positive impact on the growth of the site's

popularity, increase the customer base, play an additional sales channel for the company, build partnerships with the customer, and so forth. To increase the travel agent's leading position in the

market of travel services, we proposed a mechanism for website optimization. It is proposed to take three steps to achieve a positive result (Fig. 1).

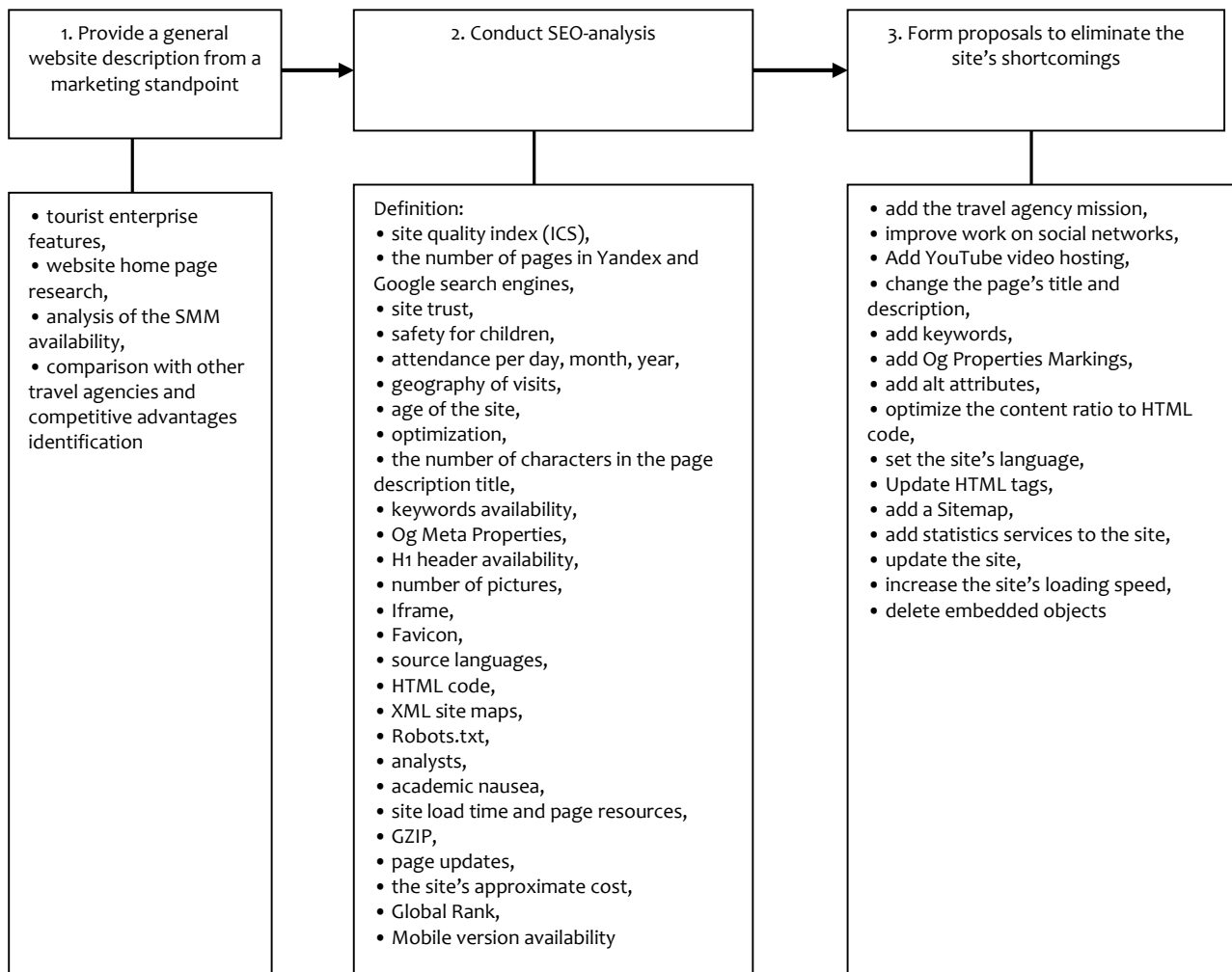


Fig. 1. Website optimization mechanism*

*Source: Developed by the authors.

The title is the title tag of a web page. The sentence between the title and / title tags shows search engines what the page title is. The title is an essential element for SEO. Search engines attach great importance to the text enclosed in the title. The title should be no more than 60 - 70 characters because it usually displays this line length in search results. A good title can consist of a primary keyword, additional keywords, and a brand name.

The title should match the description and critical query of the page. A high-quality and clear title should briefly reflect this page essence, i.e., it should be the most relevant text. It is better to place the frequency key's natural occurrence in the title, which promotes this page. The title tag should only be used once on the page and be located in the head code block, not the body. For each page, if possible, the title should be unique. It is recommended to use the same keywords or phrases in the title and h1 tags. Search engines often display the title along with the site address in search results. Depending on how informative and attractive its content is, the users follow the link. Therefore, it is recommended to make titles to sell the product: to indicate the competitive advantages of the product and/or service. The description is a Meta-tag for describing page content. Most often, it is a short text, which is very concisely presented information about the page. Although meta-descriptions often do not directly affect rankings, they are still important, as they are often involved in the formation of the

snippet that people see in search results. The description should be no more than 150-160 characters because the search engine usually displays this line length in the search results. Each page of the website must contain a unique description without duplication. That is why one should create a meta-description for each page of the site, using text that "sells" using key queries that would encourage the user to follow the link.

The keywords of the page are specified inside the corresponding Meta-tag. They are rarely used to search engine rankings, but they help promote the site on the necessary queries.

Og Properties micro-markup helps social robots quickly scan and publish information from the site.

By adding additional text (alt attributes) to the images, the search engines will better understand the images' content—alternate title for the image. The contents of the alt attribute describe the image. All those are necessary to notify the search engine and improve its performance on the site. The Alt attribute sets the alternate text for the image that has not yet been loaded by the browser. This text is also shown when the display of images in the Internet browser is disabled. By default, this text is replaced by an image as it loads.

The h1 tag allows the search engine to understand the online resource name. The h2 tag, depending on the site page's size and content, can be used a couple of times and shows the h1 subtitle. This tag's value is slightly smaller than h1, but it is often used as the page description. The h2 tag is used as a second-level header; it allocates subheadings to site pages. Nevertheless, it is worth noting that sometimes promotion experts recommend using only one h2 tag.

The content ratio to HTML code. The web page text optimal ratio to HTML code is from 20% to 80%. If it is less than 20%, it requires writing more text on the web page, and in the case of more than 80%, the page can be considered spam.

Iframe technology allows displaying the contents of another page in a separate page window. The use of frames on sites is not recommended, as search engines lead the user to a particular page, determining its textual relevance, but in the frame, the webmaster can upload anything, so the search engine is faced with obstacles to determine the relevance of such a page. However, small elements of the site are not harmed, e.g., when it comes to uploading videos by iframe from Youtube video hosting. Often, an incorrect iframe size task prevents the page from displaying correctly on mobile devices.

Favicon is a small image (site icon) that appears next to the site search results, close to the site address in the browser address bar, and next to the site name in the "Favorites" or "Bookmark" instead of standard, typical to all images.

For search engines and displaying the site in different browsers, the page language must be specified.

HTML tags. The oldest HTML tags and attributes, which have been replaced by other more functional alternatives (such as HTML or CSS), have been declared obsolete in HTML by the W3C, a consortium that sets HTML standards. Browsers should support outdated tags and attributes, but these tags are likely to lose relevance, and therefore future support cannot be guaranteed.

The sitemap may contain additional information about new content for search engines, such as last update time, news, links. That helps the robot to index information faster. A Sitemap is an XML file that contains a list of site URLs. It is used to crawl and index the search engine. A sitemap can help search engines index a site more quickly and deeply. It is also desirable to remember that:

1. The Sitemap file size should not exceed 10 MB and contain no more than 50,000 URLs; otherwise, one needs to create several Sitemaps and use the site index file.
2. Place the Sitemap file in the website root directory and add the Sitemap URL to the robots.txt file.
3. The sitemap.xml file can be compressed for faster download.

Robots.txt is a text file that contains site indexing options for search engine robots. The robots.txt file is located in the website root directory and contains instructions for search engine robots to scan and index the website. Robots.txt can contain search or other bot names, a list of directories allowed or denied for indexing and scanning, a timeout for crawling and indexing, and a Sitemap address. The Yandex search engine via the Host directive in this file might be specified as the site's primary mirror.

Robots.txt is vital for SEO. Website directories are scanned and indexed by the search engine according to robots.txt instructions. Therefore, it is essential to add the robots.txt file to the site's root directory with correct writing, including all public pages, and exclude pages that contain sensitive information. The robots.txt instruction to restrict access to confidential information is not a serious security threat to the website, so one should only use it for security purposes.

Web analytics allows the monitoring of all resource indicators. Yandex Metrics is required for the site's detailed analysis. Statistical data collection of the site operation is one of the crucial stages of resource promotion. Processing data on site visits

provide a tremendous amount of information necessary for business. Any visitor can be a potential customer, so the site owners try to collect as much information as possible about their users. The statistics of visits help them in this.

Download speed directly affects the site's custom factors. Reducing download time reduces failure rates. Reducing the download time by one second can increase the conversion by two percent (but the function is not linear). Moreover, increasing the download time to 7 seconds increases the failure rate by 30%. Anything that loads for 7 seconds or more causes the bounce rate to rise. That affects promotion; such a site is worse indexed.

GZIP is a program for compressing files and unpacking them. Its main feature can be considered to compress/decompress files "on the fly," which speeds up page loading. All popular browsers today support this technology and can unpack such pages. Gzip compression generally reduces the size of the response to about 70%.

Search engines positively perceive site updates, significantly if the information on the pages is frequently updated. The pages should be updated over time. It is also useful after updating the page to add it to the "Page Crawl" in the Yandex Webmaster service.

The Embed and object tags are used to display various media content (video, flash, audio) on web pages. They are used to insert audio, video, flash files on web pages. It is well known that web pages are created using the Html language. Embed an object plays a role in it. Content is framed by tags - insert images, tables hyperlinks using the img tag. Elements embed and object can also be classified as an image (img), frames (iframe) – in general, these are string elements with content to be replaced.

Alexa Traffic Rank is a rating system that determines the site's relative popularity to other sites on the Internet. The lower the rank, the better. Alexa Rank is calculated considering the traffic quality or page visits: the more one visits the site, browse the pages, comment, spend time on it, the lower will be the value of the rating indicator.

5.2. Research results interpretation

Laspi travel agency has been organizing its activities since January 2002 and for 17 years and, nowadays, in terms of sales, holds a leading position in the city of Dnipro. Since April 2009, Laspi travel agency is an accredited participant of the program "Quality Mark of the Association of Tourism Leaders of Ukraine," which guarantees the consumer: obligations fulfillment under the contract for tourist services and compliance with the requirements of the Association and high-quality service.

The main directions of Laspi travel agency:

- Recreation Organization in various resorts worldwide. Cruises.
- Vouchers sale in any direction.
- Organization of excursions and medical tours in Europe.
- Worldwide booking of 2* to 5*hotels.
- Visas and insurance.
- Registration of air tickets in all directions:

- a) economic route selection;
- b) the selection of the most comfortable connecting for long flights.

Thanks to the travel agency's productive activities, many tourists have visited various resorts and traveled on tours in many countries.

Laspi travel agency is guided by the principles of reliability and maximum accuracy of information.

Laspi travel agency advantages:

- more than 16 years of experience in the tourism market.
- more than 45% of customers came to the recommendation of regular customers.

- prices correspond to the quality of the service provided. travel agency always offers a conscious quality vacation.
- employees of Laspi travel agency regularly go on information tours worldwide, visiting various resorts, cities, and hotels. Managers can tell in the first person about their impressions;
- comfortable office conveniently located in the city center.

Laspi travel agency is more than one season in the tourist market, and employees are interested in tourists coming again and again. The agency staff loves their work, their tourists and provides care and attention to each traveler. Managers of Laspi travel agency are attentive to all requests, questions, and wishes when planning a trip.

Travelers can always contact the Laspi travel agency by phone, e-mail and find a reliable partner (*Laspi travel agency, 2020*).

The Laspi travel agency personnel works in a coordinated manner, provide timely advice, respects customers, and uses an individual approach to each tourist. The company offers bus tours, air tours, beach, ski, exotic holidays, early booking. For 17 years in the tourist services market, the Laspi travel agency has received awards for professionalism, a certificate of the leader of sales, a star of quality, and diplomas for a significant contribution to the tourism development in Ukraine. The company is known for its excellent service and has 9,5 points out of 10 maximum. Laspi travel agency has a loyalty program, discounts on tours, which, from a marketing standpoint, acts as an incentive for the company's customers and stimulates re-sales of tours.

Among the negative aspects of the Laspi travel agency should be noted the lack of a mission that would determine the enterprise's primary purpose and clearly state the reasons for its existence. Of the travel agencies surveyed, only TUI has defined its mission - "We create a holiday that makes people happier." Laspi does not offer a new product that would allow the company to attract more customers. This product is available in the TUI company - cruises and boat trips. As a communication method with travel services users, the travel agency uses Facebook and Instagram social networks (for comparison, the Poyikhaly z namy company disseminates information about tours on Facebook, Instagram, YouTube, Viber, and Telegram). Besides, the pages' informativeness on social networks is low. Contacts of the firm and separate tours' images are placed; which is insufficient, as customers do not receive information directly from the social networks' page and should refer to the travel agency website.

One of the Laspi travel agency competitors is Poyikhaly z namy company, with 14 years of experience in the market of tourist services. It has 403 offices, 108 of them in Ukraine's company insufficient offers various recreational types: bus, ski, sea, exotic tours with early booking. Travel agency positions itself as "№1 in the tourism business market." The travel agency offers tours to almost any part of the world with a massive base of hotels with great offers for holidays with children and infants. The office network of Poyikhaly z namy company is the most developed in Ukraine. Work only with trusted partners to offer the best tours to clients.

The best offers and current prices stated on its site to choose a tour according to the customer's wishes, where one can buy a hot ticket at a very reasonable price.

The travel agency provides non-departure insurance at the client's request and tours in installments (*Travel Agency, 2020*).

TUI is one of the leading travel companies in Ukraine and a competitor in the tourism business market, including a tour operator and a network of travel agencies. The company is part of the largest international travel holding, TUI Group, with over 40 years of experience.

TUI Ukraine was founded in 2009 based on the Ukrainian "Voyage Kyiv" company and "Gallopom po Evropam" travel agencies network. In 2013, TUI Ukraine became Ukraine's one of the most vital tour operators - Turtess Travel, which secured TUI a leading

position in the Ukrainian market as the largest multidisciplinary tour operator.

TUI Ukraine serves over 100 thousand tourists a year and includes 250 travel agencies (own and authorized). The company offers beaches, sightseeing, and skiing holidays in mass tourist destinations, including Turkey, Egypt, Spain, Bulgaria, the Czech Republic, Italy, Croatia, Montenegro, Greece, and other countries.

Company's Mission "We create a holiday that makes people happier." Vision:

- №1 choice of clients for a quality family vacation.
- A company characterized by a flexible differentiated product.
- A stable and efficient company that uses advanced technologies.
- A company where everyone can realize themselves.

Values:

- customer orientation;
- teamwork;
- respect for people;
- efficiency and effectiveness;
- continuous improvement (*TUI Travel Company, 2020*).

The most experienced Laspi travel agency competitor in the tourist market with 26 years of experience is the Tez Tour operator. The Tez Tour international tour operator is one of the companies that organize tours for tourists from Ukraine, the former Soviet Union, and Eastern Europe. Tez Tour operator was founded in 1994; today, it includes such visits as Austria, Andorra, Belarus, Bulgaria, Hungary, Greece, Georgia, Dominican Republic, Indonesia, Egypt, Spain, Italy, China, Cyprus, Cuba, Latvia, Lithuania, Mauritius, Maldives, Mexico, UAE, Portugal, Russia, Seychelles, Thailand, Turkey, France, Czech Republic, Sri Lanka, Estonia.

In all countries, the clients are served by trained and highly qualified employees. Their work is based on one principle - the reservation service confirms places in hotels, the operations department provides transfers and excursion services, and the guest relation department's staff helps customers feel at home.

Tez Tour cooperation with over 20 international and national companies working on sending and receiving tourists allows providing quality services to tourists from Ukraine, Russia, Bulgaria, Romania, Latvia, Lithuania, Belarus, Estonia, Moldova, and Kazakhstan.

The profile is a high-quality service of tourists on the most popular directions of foreign tourism. Professionally working with large tourists and well-versed in the tourism market, it selects reliable airlines and top hotels. The company offers a wide range of opportunities for tourists; organize trips to seminars or conferences, children's holidays, VIP-tours.

The company cooperates only with proven and reliable partners. Air transportation is carried out by the largest airlines in the world with a modern fleet. Among them are UIA, I Fly, Thai Airways, Emirates, QATAR AIRWAYS, Air Baltic, Air Europa, and others.

Their partners are leading hotel chains in the hotel industry, including Marriott, Sheraton, Le Meridien, Sol Melia, Princess, Hilton, Iberostar, Four Seasons, and others.

Tez Tour pays special attention to quality control of services provided at all stages by carefully monitoring each application from the moment of receipt to the tourist returning home. Each company's area is continuously evolving (*Tour Operator, 2020*).

The official website of Laspi travel agency is multi-page and is a vital tool for shaping and maintaining the agency's image and its services, helping to increase brand awareness. The site provides a vast amount of information about the agency, the scope of its activities, services provided. As the best advertising platform, a well-created official website contributes to the image formation of consumers and partners of a reliable, dynamically developing travel agency. It also became the basis for organizing feedback with the company's customers.

The site's home page offers a choice of the tour (Fig. 2). It contains information about the countries that are most in-demand among tourists: Egypt, Emirates, Turkey, Greece, Cyprus, Thailand, Maldives, and the Dominican Republic with the possibility to subscribe to the newsletter for "hot tours" and additional travel agency contact details, which is very convenient for tourists. The color scheme is dominated by cold colors, most of the blue. According to research, blue is calm and balanced, thought-provoking, and forcing to concentrate—ideal for advertising drinks, water, travel services, appliances, and electronics. Red color for the "Subscribe to the newsletter about hot tours" and "School of Tourism" Buttons. This color is to encourage action and attract attention. Instead of three images at the top of the website's home page, it is desirable to use an image where yellow colors prevail. Yellow reminds people of communication. Yellow is associated with the sun, and the sun is associated with the summer holiday, and, consequently, the appropriate mood: joy, pleasure, glorification, the desire to communicate. Yellow color with sun glare is suitable for tourism advertising.

Tez Tour and TUI competitors also used blue for the design of the main pages (Fig.3). The Poyikhaly z namy company, on the contrary, used warm colors in the design: orange, blue, yellow (Fig. 4). Orange, like red, also encourages action. The researched website invites one to choose a tour for travel. The yellow color penetrates human memory. The site is marked in yellow with a novelty - a trip to the Black Sea. Blue is associated with calm and harmony. Therefore, looking at the main page, where such colors are used, the travel company client has confidence in harmony, peace, and future trip reliability.

The site's home page has links to social networks: Instagram and Facebook (Fig.5) used by travel agencies to disseminate information about travel services create a positive image of the agency as a tool to communicate with potential customers. These social network pages contain many images and videos from different countries with clear descriptions of trips. This type of content helps to attract users when searching for information. The page has reviews of tourists, which are all positive. The contact details include the phone number, website address, and legal address of the agency.

Information dissemination about the travel product via Facebook allows the travel agency to appeal to a broad audience, use targeted advertising, active user entry into the group, and transition to external sites. Instagram also has its advantages: low competitiveness, high average check price, attractive design, the ability to design and filter images, comments, likes, most visitors become buyers of the product, targeting, target audience - young people under the age of 35, bright and high-quality photos and video content that attracts attention.

Given the Internet's high popularity, a significant resource for the travel services promotion is YouTube video hosting that serves as a search engine, social network, communication with users of travel services, promotion of the company, its brand, and product.

The agency can create its free channel and post many videos to demonstrate the services, tour information, hotel reviews, popular tours, and receive feedback from its customers that increase sales and brand awareness. Besides, the Laspi travel agency, using YouTube, will have the advantage of recognizing its brand among travel services.

Videos about the agency and its services will be watched by millions on both computers and mobile phones, which will increase trust in the travel agency, the ability to feedback, and interact with the client. Video content is a kind of anchor for the agency's name at binding sites where gather potential audiences. Using the necessary tools to promote video content on YouTube will allow the travel agency to have a competitive advantage over other travel companies and the YouTube channel to remain at the top of the search engine.

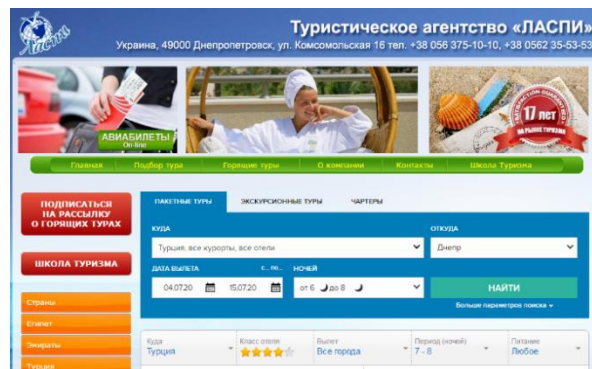


Fig. 2. Home page of the Laspi travel agency site

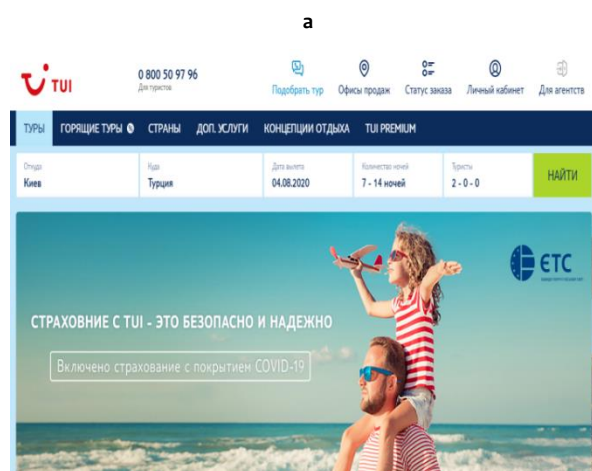
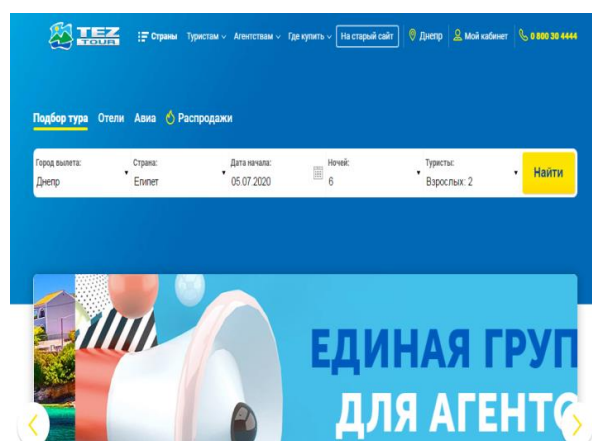


Fig.3. Home page of TEZ TOUR (a), TUI company (b)

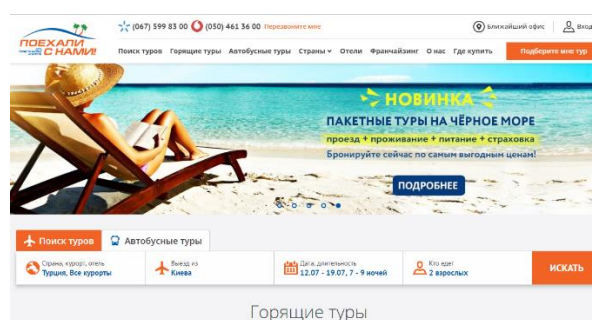


Fig.4. Home page of the Poyikhaly z namy company site

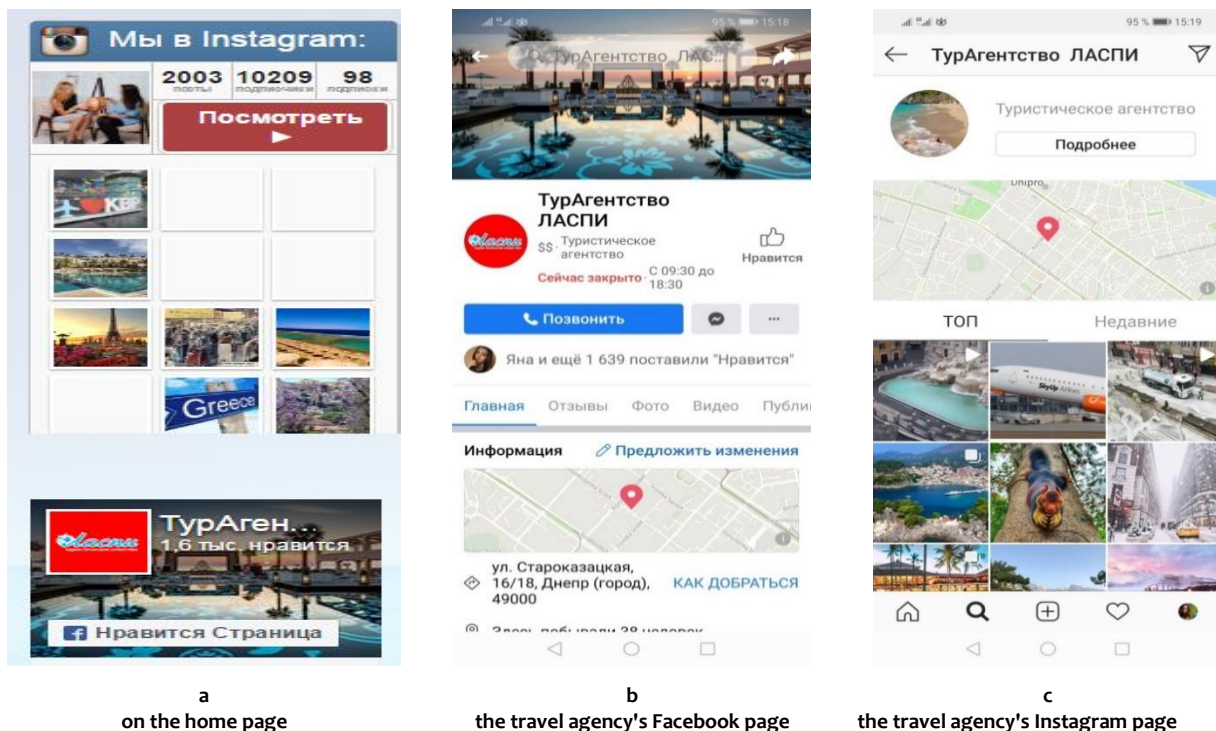


Fig. 5. Links to social networks

To work for the company, it is necessary to promote it continually, carry out high-quality site optimization (both internal and external), to update the content regularly. Users should be able to easily find a corporate portal by keywords that are relevant to the site. To increase site traffic, its location on the top lines is required to systematically analyze the website: identify shortcomings, find search queries for the company’s future customers to find it on the Internet, offer an effective promotion strategy, and many more. To optimize the Laspi travel agency's work, we conducted an SEO-analysis in comparison with competing sites (Table 1).

When comparing the sites’ SEO-analysis results, we found that the highest quality index has the Poyikhaly z namy company site - 1170, and Laspi - 50. The largest number of pages in Google and Yandex search engines for Poyikhaly z namy company - 145483 pages, for Laspi only 656 pages. Clients' trust in the site of the researched company is 0%. Most trust the Poyikhaly z namy company site - 75%. Laspi's tour site is not very popular and has 16,800 visits per year, 2431200 fewer visits than the Tez Tour website. The Tez Tour site is visited by users from Ukraine, Kazakhstan, and Belarus, and the Laspi site is used only by clients from Ukraine. All the studied sites have approximately the same existence time - from 11 to 15 years. The domain age has a good effect on the site’s credibility in the eyes of search engines. The older the domain, the more search engines trust the site and the higher position. Search engines prefer sites that are time-tested and have a positive image. Young and new domains are more difficult to promote in highly competitive topics. Domain and site history is also essential. Older domains with a horrible history are also harder to promote. Search engines love old, themed domains with a good history (no filters, spam, black SEO, etc.). Website optimization is not high (40-47%).

The lengths of page titles on all four sites exceed the recommended character's length, and on the TUI site, it is zero. Ideally, the page title should be between 10 and 70 characters (including spaces). If different words are used in the title, it is desirable to shorten the text.

The description Meta-tag value is filled in on all sites except TUI. It is necessary to add a Meta-tag to describe the page content, as it is still essential and often involved in the snippet formation that people see in the search results.

Keywords are only available on the Laspi travel agency site, making sense to use keywords to promote a site in search results.

The Tez Tour website uses og Properties micro-markup. In order to quickly scan the site information, one needs to add a micro-markup.

All sites, except TUI, have photo content that allows users to choose the desired tour and hotel. One needs to add alt attributes to these photos so that search engines can better understand the images’ content.

The h1 tag ratio to the h2 tag on all travel agency websites is correct. The first heading h1 on the page is not lower than h2. It is recommended to follow the logic of the headings' significance and place the main title in the h1 content above h2subheadings. On all web pages, the content ratio to HTML code is less than 15%. It is necessary to increase the uniqueness of the content. Laspi and Poyikhaly z namy pages use Iframe windows to display the content of another page in a separate page window. All analyzed sites have a Favicon icon. The resource language is not set on the Poyikhaly z namy and TUI sites. Sites need to set the resource language so that search engines display the site in search results. Outdated HTML code found on the Laspi site. Old HTML tags are tags that will never work correctly again. It is recommended to remove or replace them with newer CSS. There is no XML sitemap on the Laspi and Tez Tour sites, which can be problematic. Adding a map will help robots index information faster. Working file robots.tx found on all sites, which indexes the site for search engine robots. There are no analytical program and statistics’ services on the Laspi and TUI websites. Web analytics allows collecting statistics to promote a web resource.

Table 1

SEO-analysis of travel companies websites*

Indexes	Laspi	Poyikhaly z namy	Tez Tour	TUI
Site quality index (SQI)	50	1170	370	1030
Number of pages in the Yandex search engine	179	73883	4406	9842
The number of pages in the Google search engine	477	71600	41700	17700
Trust in the site, %	0	75	68	67
Safety for children, %	0	91	93	83
Attendance per day	50	4 640	6 580	5 240
Attendance per month	1400	140 000	204 000	158 000
Attendance per year	16800	1 680 000	2 448 000	1 896 000
Geography of visits	Ukraine	Ukraine, Kazakhstan	Ukraine, Kazakhstan, Belarus	Ukraine, Belarus
Site age, years	14	11	13	15
Optimization, %	40	40	47	43
Page title, number of characters	90	75	79	0
Page description, number of characters	93	230	117	0
Presence of keywords	+	NA	NA	NA
Og Meta Properties	NA	NA	+	NA
H1 heading availability	Tour search	«Poyikhaly z namy» travel agency network	online tour booking	NA
Availability of pictures, number	81	51	69	0
Content ratio /HTML, %	11	11	6	2
Iframe	+	+	NA	NA
Favicon	+	+	+	+
Source language	Russian	NA	Russian	Not set
HTML code	old	NA	NA	NA
Site's XML map	NA	+	NA	+
Robots.txt	http://laspi.com.ua/robots.txt	http://poehalisnami.ua/robots.txt	http://teztour.ua/robots.txt	http://tui.ua/robots.txt
Analytics	NA	Google Analytics	Google Analytics	NA
Academic nausea, %	17,78	2,22	5,66	0
Download time, sec	0,48	0,74	1,3	0,08
Page resource load time, sec	2,06	13,22	12,69	1,48
GZIP	+	+	+	+
Page updating	31.05.2020 p.	was not updated	was not updated	was not updated
Mobile version	NA	NA	NA	+
Approximate cost of the site, USD	60	13,7	3,2	10,5
Global rank, world place it among sites in the Alexa ranking.	NA	159254	671961	207376

*Source: Systematized by the author for Laspi TA LLC (2020); TUI Travel Company (2020); Travel Agency (2020); Tour Operator (2020).

The least time to load a web page is on the TUI travel agency site - 0.08 sec. The Laspi website page loads in 0.48 seconds. It is crucial to have a high loading speed of the site pages, which affects the resource ranking in search results. Low speed can deprive visitors and alert search engines, which undoubtedly harms the positions. To speed up the site loading, it is necessary to optimize the size of images, remove unnecessary plug-ins, update the CMS-platform on time, and reduce cookies' size.

It takes 2.06 seconds to download the page's resources in Laspi, the most comprehensive information on the Poyikhaly z namy site - 13.22 seconds. The page is formed using various formats files downloaded from the site or external services. Most often, it is HTML code; CSS style files, js files, image files. When the page is displayed, it takes time to load them. To speed up the entire page demands the specified load time reduction. All travel companies' websites use the GZIP program, which compresses and unpacks files. Of all the surveyed sites, only the Laspi site was updated on May 31, 2020, positively perceived by search engines.

Embedded objects were found on the surveyed travel companies' web pages, except for the TUI site, which makes it difficult to display the pages on mobile devices.

Each analyzed site has a rating of the site's popularity relative to other Internet sites, except for the Laspi site. One needs to add web analytics to the Laspi travel agency's website to track the web resource's popularity.

According to the proposed website optimization mechanism (e.g., Laspi travel agency) and the SEO-analysis results, the following actions may be proposed to improve the web resource (Table 2).

As a result of the Laspi travel agency website's SEO-analysis, the technical shortcomings were revealed. Among them: the loading resources speed, lack of analytics, non-configuration for a mobile phone, limited geography of visits, etc. However, the joyous work of the web resource should be noted: page updating, availability of favicon, H1 title, and keywords.

Table 2

Optimization actions to improve the website of the travel agency Laspi*

Indexes	Was	Recommendations
Tourist enterprise mission availability	NA	Add "Relax with pleasure."
New product availability	NA	Add Sea Cruise
Video content availability	NA	Add a YouTube channel
Site quality index (SQI)	50	Increase the audience size, increase the audience trust level to the site, increase the download speed, the blog posts uniqueness, improve site navigation
Number of pages in the Yandex search engine	179	Run optimization
The number of pages in the Google search engine	477	Run optimization
Trust in the site, %	0	Create a loyalty program, provide free assistance, contextual advertising
Safety for children, %	0	Configure URL, remove redundant plug-ins and themes, delete configuration files, configure https protocol
Attendance per day	50	Run optimization
Attendance per month	1400	
Attendance per year	16800	
Geography of visits	Ukraine	Expand
Site age, years	14	Leave unchanged
Optimization, %	40	Leave unchanged
Page title, number of characters	90	Reduce the number of characters from 10 to 70
Page description, number of characters	93	Leave unchanged
Presence of keywords	+	Leave unchanged
Og Meta Properties	NA	Configure the Open Graph protocol
H1 heading availability	Tour search	Leave unchanged
Availability of pictures, number	81	Add text to pictures
Content ratio /HTML, %	11	Optimize the ratio of text and HTML code
Iframe	+	Remove
Favicon	+	Leave unchanged
Source language	Russian	Leave unchanged
HTML code	old	Recover HTML code
Site's XML map	NA	Add a sitemap in XML format
Robots.txt	http://laspi.com.ua/robots.txt	Leave unchanged
Analytics	NA	Add site analytics
Academic nausea, %	17,78	Change some keywords to synonyms and phrases, increase the total number of words
Download time, sec	0,48	Leave unchanged
Page resource load time, sec	2,06	Reduce the number of nested tables, JavaScript files
GZIP	17	Leave unchanged
Page updating	31.05.2020 p.	Leave unchanged
Mobile version	NA	Optimize the site for a mobile phone
Approximate cost of the site, USD	60	Leave unchanged
Global rank, world place it among sites in the Alexa ranking	NA	Adding analytics allows determining the site's rating

* Source: Authors' development.

6. Conclusions

To strengthen the competitive position of the Laspi travel company in the market of travel services, it is necessary, first, to define the enterprise mission, e.g., "Leisure with pleasure." Secondly, to offer a new product to increase the company's customers, such as a sea cruise. Thirdly, to place more information on social networks on the travel agency pages and expand the networks themselves. Use YouTube to post a video review of tours, hotels, tourist countries, etc., as the video does not tell, yet it shows. A site with a video increases the time spent by users.

Furthermore, for Google bots, this is a sign that the site is good and contains useful content. So it needs to be ranked. Moreover, after Google bought YouTube, the impact that video has on site rankings have increased exponentially. For instance, a site with a video is 53% more likely to be on a search engine's first page. With video, one can cope a significant portion of mobile users. According to

research, 70% of YouTube users access the server from smartphones and tablets.

Besides, according to the site's SEO-analysis results of the Laspi company, it is necessary to improve the site's technical properties:

- reduce the number of characters in the page title;
- use Og Properties micro-markup;
- add text under pictures;
- increase the content uniqueness;
- delete Iframe windows;
- update HTML tags;
- make adaptations for mobile devices;
- configure the XML map;
- place analytical programs;
- distribute the key queries density throughout the article;
- delete iframe objects;
- post information in English to increase the search geography;
- reduce the loading time of the page as a whole.

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7. The competing interests



he authors declare that they have no competing interests.

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