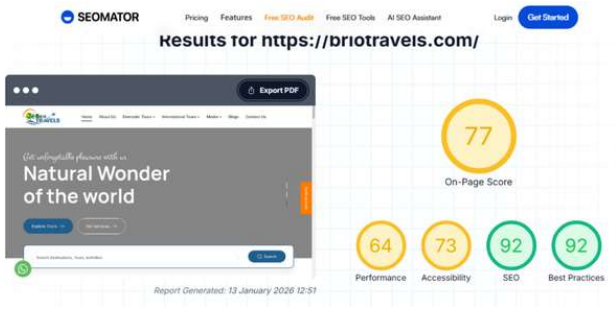
BRIO TRAVELS DIGITAL PRESENCE

AND ANALYSIS REPORT -Vikash Kumar



SITE AUDIT

Strengths of Brio Travels Website

1. Strong SEO Score (92%)

   The website follows many SEO best practices, which helps search engines understand the site better.

2. Good Use of Meta Title & Description

   Page titles and meta descriptions are within the recommended length, which is good for Google rankings.

3. Structured Data Present

   The website uses structured data, helping search engines show rich results.

4. Indexing Is Perfect

   There are no indexability issues, meaning Google can easily crawl and index the website.

5. Social Media Tags Added

   Open Graph and Twitter Card tags are present, which helps when sharing the website on social media.

Weaknesses of Brio Travels Website

1. Multiple H1 Tags Used

   Pages have more than one H1 tag, which can confuse search engines.

2. Images Without Alt Text

   Many images do not have alt text, which affects SEO and accessibility.

3. Slow Performance Score (64%)

   Website speed is average and can impact user experience and rankings.

4. Render-Blocking Resources

   Some scripts and files are blocking page loading and slowing down the website.

5. Accessibility Issues

   Buttons, links, and form fields are missing proper labels, making it hard for disabled users.

Recommendations for Improvement

1. Use Only One H1 Tag Per Page

   Keep one main H1 heading and use H2/H3 for subheadings.

2. Add Alt Text to All Images

   Describe images clearly using keywords related to travel services.

3. Improve Website Speed

   Compress images, reduce unused scripts, and enable browser caching.

4. Fix Accessibility Errors

   Add labels to forms, readable text on buttons, and titles for iframes.

5. Remove HTTPS to HTTP Links

   Ensure all links are secure (HTTPS) to improve trust and SEO.

SOCIAL MEDIA ACCOUNTS ANALYSIS

Strengths of Brio Travels Social Media

1. Brio Travels is present on all major social media platforms, which helps reach different types of audiences.
2. Travel photos and videos are attractive and show destinations clearly.
3. Brand name and travel services are clearly communicated.
4. Multiple platforms help build trust and brand visibility.
5. WhatsApp channel allows direct communication with interested customers.

Weaknesses of Brio Travels Social Media

1. Posting is not very regular across platforms.
2. Engagement (likes, comments, shares) is lower compared to competitors.
3. Most content is promotional, with less storytelling or customer experiences.
4. Limited use of videos and reels to their full potential.
5. Hashtags, captions, and SEO for social media are not fully optimized.
6. No Verified Social Media: No blue tick/verification on any platform

Recommendations for Improvement

1. Maintain a fixed posting schedule across all platforms.
2. Share more real travel stories, customer reviews, and behind-the-scenes content.
3. Focus more on short videos (reels, shorts) to increase reach.
4. Use proper hashtags, keywords, and clear call-to-action in every post.
5. Run small ads and collaborations to grow followers and engagement .Reply to ALL comments within 24 hours
6. Ask questions in posts to increase engagement

ADVERTISEMENTS REPORTS AND ANALYSIS

Strengths

1. Ads show attractive travel destinations which catch attention.
2. Travel packages are easy to understand for normal users.
3. Brand looks professional and trustworthy in ads.
4. Covers both Indian and international travel options.
5. Contact details are easy to find for quick booking.

Weaknesses

1. Ads do not always show clear prices or offers.
2. Limited use of customer reviews in advertisements.
3. Only 1 Ad has been found on Facebook.

4. Call-to-action is sometimes weak or unclear.
5. Ads do not clearly explain why Brio Travels is different from others.

Recommendations

1. Add real customer reviews and testimonials in ads.
2. Highlight special offers and limited-time discounts.
3. Run More ads for Increasing the reach of Audience
4. Add strong call-to- action like “Book Now” or “Limited Seats”.
5. Show unique benefits like expert planning or 24/7 support.

Summary of Digital Presence Analysis

Overall, Brio Travels has a strong digital foundation with a well-optimized website and presence across major social media platforms. The website performs well in SEO, indexing, and technical structure, but needs improvement in speed, accessibility, and image optimization.

On social media, Brio Travels has good visibility and attractive travel content, but inconsistent posting and low engagement limit growth. More storytelling, reels, and regular interaction can improve performance.

The advertising presence looks professional but is limited in scale. Running more ads, adding clear offers, strong call-to-actions, and customer reviews will help increase reach, trust, and conversions.