

## Evaluating governmental tourism websites in Egypt using Search Engine Optimization tools

Raghda Badr\*

Hanan Maher

Faculty of Tourism and Hotel- Fayoum University

### Abstract

Due to the increasing need of organizations to improve their online presence, search engine optimization tools (SEO) have emerged to monitor page hit ratio and hit frequency by users, particularly for governmental tourism organizations which are a target source of information for tourists. Therefore, nine Egyptian governmental tourism websites were chosen for a comparative analysis through SEO tools such as Traffic Estimate, Google trends, Alexa, Similarweb, SEMrush, SEO analyzer, and MOZ (open site explorer). For each SEO tool check, a rank is given, then the average of ranks is calculated to rank the selected websites. Findings revealed that websites face a lot of issues which have a negative impact on its efficiency. Meanwhile, Egyptian Tourism Board website has the highest rank and Ministry of Tourism and Antiquities website is in the second rank.

**Keywords:** Search Engine, Search Engine optimization, SEO Tools, Website Evaluation, Tourism, Egypt.

### Introduction

Internet marketing has become an essential issue for the competition between businesses. Recently, search engine optimization techniques became one of the most leading techniques to improve website ranking. By using efficient keywords, higher ranking website can be secured. In addition, site traffic and popularity increases (Chen et al., 2011).

As the internet was converted with the search engines development in the mid-1990s, those tools gave access to many resources on the web and displayed pertinent links for a user's search. Their fundamental function is explanations and makes contents of websites, which index and rank other websites according to their keywords and make it easier and faster to reach obtained search results. Accordingly, those search engines return millions of documents for each user query with an entered keyword, but the user only looks at a selected few (Gregurec and Grd, 2012).

Search Engine Marketing (SEM) is the most important digital marketing channel for user queries. As all of customers turn to a search engine when they are seeking for a new service, product, some entertainment, or information (Chaffey et al., 2013). Accordingly, the success key to successful SEM is achieving keywords which are relevant to what search engines strive for (Chaffey et al., 2009). Hence, SEM is important to target internet users during their search. It can create a playing field level where small companies can be listed alongside well-known brands to increase their awareness and drive response (Chaffey et al., 2013). Eventually, The main aspect of SEM is search engine optimization, it is the process of trying to rank highly a given webpage or domain for specific keywords (Evans, 2007).

Subsequently, search engine optimization plays an important role in promoting tourism websites at the international level (Vyas, 2019). SEO also helps the webmaster to get top ranking position in the search result list, attracts more online visitors and improves the marketing ability of the website. Furthermore, search engine optimizer helps in establishing a website which can be found easily to search engine crawler with pertinent keywords (Swati et al., 2013).

---

\* Corresponding Author, Raghda Badr, Faculty of Tourism and Hotels, Fayoum University, rmb00@fayoum.edu.eg

On the other hand, it enhances the traffic of website and improves the website sales ability (Rehman and Khan, 2013). It is also used for brand positioning (Dou et al., 2010), with a good page ranking or good ranking in Google or any other search engines (Chen et al., 2011).

Accordingly, the main objective of SEO techniques is to make a website more preferable in the revealed search result and attract more visitors for higher rank (Rehman and Khan, 2013). Therefore, the main purpose of this paper is to use the SEO tools to compare the Egyptian governmental tourism websites by evaluating their current situation. In addition, it can help the decision-makers to improve the website efficiency to reach its aim.

## **Literature Review**

### ***Search Engine***

A lot of search engines consisted of services. Services are contrived to process that the user queries run quickly. Generally, every service is devoted to a single operation in the query process (Marin et al., 2019). Hence, search engines are a way with a low cost to get accessibility to the web data (Sánchez et al., 2018).

In the dawn of the internet era, there were a lot of competing search engines like Google, Yahoo, Wiki, etc. But Google modified the platform of the search engine market. It was founded in 1988. Recently, it has approximately 70% of the search globally (Ji et al., 2016).

Therefore, the most important thing of a search engine is how users access information in a rank algorithm (Lepp et al., 2019). Where all search engines have competition with each other's in the terms of search quality (Ji et al., 2016), the search engine result presentation affects the credibility judgment of the user in addition shaping of information (Leppet al., 2019).

Accordingly, users have their own space to choose any appropriate search engine for them (Ji et al., 2016). However, the search engine cannot control the posting contents excluding its indexing for the keywords and the acts of the users who are using search engines (Yew, 2019).

In addition, the provider portfolio is affected by that information whatever for his current or future services or products (Sirdeshmukh et al., 2018).

### ***Search Engine Optimization***

Due to the increasing number of websites and their competition, the need to SEO emerged which correlates with page hit ratio and hits frequency (Egri and Bayrak, 2014). The SEO utilizes search principals to show the highest rank for webpages to make it more accessible (Rehman and Khan, 2013).

Kaur and Kaur, (2017) mentioned that SEO is used to optimize the website code, contribution of website, and website content with the awareness of method followed by SEO to catch webpage and index. Hence, it is a procedure to get higher rank in the search engine results page (Hui et al., 2012). Accordingly, it is the set of processes used to improve traffic quality and volume and work with algorithm method (Multazam and Purnama, 2015; Swati et al., 2013).

Chen et al., (2011) identified SEO in terms of the marketing as it is using data observation and marketing research to identify the most suitable keyword for the site, which is consistent with a view of SEO copyrighting, as most of the used techniques to promote sites in search engines, deal with texts (Ankalkoti, 2017), thus it improves the organization position and its products through choosing keywords to be shown in high rank throughout identifying factors in a webpage that would affect search engine accessibility to it and fine-tuning the many aspects of a website. Hence, it can achieve the highest possible visibility when a search engine responds to a matching query (Gregurec and Grd, 2012)

### *On site optimization*

On page optimization contains techniques which are used by the webmaster (Matosevic, 2014) to make its website appear on the first rank when the user inquires (Kaur and Kaur, 2017). Hence, it relies on the webmaster skills and knowledge (Matosevic, 2014). There are a lot of features which must be included during the website design such as appropriate content, titles, keywords, and extra links (Ankalkoti, 2017; Swati et al., 2013).

On page optimization has a lot of aspects which must be included such as: (Rehman and Khan, 2013; Gregurec and Grd, 2012; Al-Badi, 2011; Kaur and Kaur, 2017; Ankalkoti, 2017; Swati et al., 2013; Yalcin and Kose, 2010):

**Meta description:** Meta description is important on the SEO especially in the marketing strategy as its aim is to declare the website content and is used by the search engines to give a website preview. It must be within 155 characters only.

**Meta tags:** Meta tags are invisible for the website user but it is an important element for the search engine crawling. It depends mainly on the webmaster view whether to provide it or not and can be replaced by the title tag as it is used by few crawlers. It exists in HTML at the page head.

**Title tag:** Title tag is the most important factor in the website ranking and page results. It includes the user required keywords and designates the webpage content. It appears in three things browsers, search result pages, and external websites. Hence, it must not exceed 70 characters.

**Heading tag:** It is important as search engine use it to identify keywords and make the searching process faster. It has six nodes and ignoring it may affect SEO efficiency

**Meta robots:** It prevents some webpages or some attributes from appearing for many reasons such as making some information private, duplicate content, and controlling bandwidth usage.

**Picture tag:** Images and pictures which are used in the website content should be correlated to the content. In addition, using original ones is positively affecting the site selection and ranking.

**Sitemap:** It increases the website visibility in the search engine in addition to easier navigation. It is also essential to notify the search engine about any updates on the site.

**Keyword in URL:** The website will be found more easily by search engine crawlers if there are efficient keywords included in URL. Also, short length of URL is required in search engine optimization.

**Using “index, follow” with the robots’ label:** Each page must have index and follow definitions. These definitions enable search engine to index the related page and watch the links included in this page.

### *Off-site optimization*

It is the activities taken outside the original website to affect its rank within search results such as the directory submission, search engine submission of website, link building and link exchange (Kaur and Kaur, 2017; Ankalkoti, 2017).

The following aspects can be adopted for off-site optimization (Matošević, 2014, 333; Kaur and Kaur, 2017; Ankalkoti, 2017):

**Back linking:** it links a webpage to any other webpage. Therefore, it gives confidence in case of using good reputed webpages. Back links are attained by guest posts, media publication submission, subscribing websites to directories, or others.

**Social Network:** placing links of social media activities boost the webpage organic traffic through search engines. In addition, this makes other users added their accounts and eventually visit the website.

**Business email:** it allows sending emails to people to get data about website products or services.

**Joining online community and discussion boards and joining groups.**

**Research gap**

Despite the governmental organizations for tourism have a vital role in the tourism industry development in Egypt, and there are a lot of papers such as Abou-Shouk & Lim, 2010; Hagag et al., 2014; Hefny, 2015; and Abou-Shouk & Khalifa, 2017 evaluated Egyptian travel agents website in different areas such as the website features which the visitors use, there isn't any research evaluated governmental tourism organization website in Egypt by searching in Google scholar, Science direct, and Egyptian Knowledge Bank databases.

Moreover, there is no research has exposed to compare and rank Egyptian governmental tourism websites by implementing search engine optimization tools which are approaching in this research (Traffic Estimate, Google trends, Alexa, Similarweb, SEMrush, SEO analyzer, and MOZ (open site explorer) to contribute in assessing their current situation and accordingly improve their performance.

**Research method**

The governmental organizations are permanent or semi-permanent ones in the structure of the government and responsible for overseeing and managing specific jobs. In tourism industry, there are many governmental organizations concerned with different tourism affairs and integrate with each other's to promote the tourism industry as shown in the following table.

Table 1: Governmental organizations in Egypt for the Tourism Affairs

Abbreviation	Website	Organization
Egyptian Travel Agents Association	www.etaa-egypt.org	ETAA
Egyptian Tourism Board	www.egypt.travel	ETB
Misr Travel Agency	www.misrtravel.net	Misr Travel
Ministry of Tourism and Antiquities for Travel Agencies and Tour Guide Affairs	http://trans.hajj.gov.eg/	MTA- A
Ministry of Tourism and Antiquities	www.antiquities.gov.eg	MTA
The Holding Company for Tourism and Hotels	www.hotac-eg.com	HOTAC
The Egyptian General Company for Tourism and Hotel	Egoth.com.eg	EGOTH
Tourism Development Authority	www.tda.gov.eg	TDA
Egyptian Tourism Federation	www.etf.org.eg	ETF
Tourism Holding Company	-	-
Supreme Council of Tourism	-	-
Regional Tourism Development Authority	-	-
Tourism and Antiquities Police	-	-

All Egyptian governmental websites for tourism affairs were chosen for a comparative analysis. Location for all keywords search was Egypt. All organizations have their own website excluding four organizations that do not have website such as the Supreme Council of Tourism and the Regional Tourism Development Authority. Accordingly, those four organizations are excluded in this study as they do not have websites to be evaluated. The data were collected from the period between June 2019 to August 2019.

Seven SEO tools were used to analyze the selected nine websites: Traffic Estimate, Google trends, Alexa, Similarweb, SEMrush, SEO analyzer, and MOZ (open site explorer).

The study tools were conducted by the authors after taking "Search Engine Optimization" course. The study tools are mentioned in Table 2 in detail.

Table 2: Seven SEO tools description

<b>Tools Name</b>	<b>Description</b>	<b>Sub tools</b>	<b>Tools measurement</b>
Traffic Estimate	Contributes to understanding the searcher's mind. Accordingly, knowing the keywords which the searchers would use during searching for a product, service, or tourist destination.		
Google trend	Helps to gauge engine users search behaviors and gain key insights over a given period. It provides keywords related data including search volume index.	Interest over time	Its value ranges from 0 to 100, where 0 means that a sufficient amount of data was not available for the selected term unlike the 100 value which means that it is the peak popularity of the term and value of the 50 means that the term is half as popular.
		Interest by region	Shows areas where the keyword phrase is popular.
		Related Queries	Gets the popular terms that often accompany or follow any selected search term
Alexa	Helps to analyse websites by SEO tools. It began in 1996 in California and was acquired by Amazon Inc. in 1999 (Prathapan, 2018). It depends mainly on data from more than 2500 traffic control servers all over the world and million internet Alexa users' data and advertising revenue (Carretero, 2016). Accordingly, it categories the websites in accordance with websites traffic position	Global rank	Measures the website popularity all over the world .1 is being the most popular
		Rank in Egypt	Measures the website popularity in Egypt. Rank of 1 is being the most popular.
		Website visitors (Egypt)%	The percentage of the website visitors accessed in Egypt.
Alexa		Bounce Rate %	Percentage of visits to the site that contain a single pageview. Lower bounce rates do not translate into higher rankings
		Daily Page views Per visitor	Estimated daily unique previews per visitor on the site.
		Daily time on Site (mm:ss)	Estimated daily time on site (mm:ss) per visitor on the site
		Search Traffic %	Percentage of the visitors who arrive at a website by clicking search results leading to that particular website.

Tools Name	Description	Sub tools	Tools measurement
		Total sites Linking In	Websites numbers in Alexa crawl of the web that link to a website. It improves the reputation of a website.
Similarweb	Provides information on website traffic volumes, referral sources as it is the tool that estimates the total amount of traffic for different websites. It also allows to see top referrals which identify the most important competitors.	Traffic Overview	Shows the number of website visitors, the rate of the highest country and the method by which the visitors know the website.
		Top Referring Site	Shows a list of the top 10 inbound and outbound referral sites.
SEMrush	Manages over 800 million keywords within over 130 million domains world widely to afford SEO competitive research service of the websites.	Organic traffic	Monitors how the website traffic and rankings rise over time
		Paid traffic	Monitors the website traffic which is accessed via advertisements or other paid methods to rank rise over time.
		SEMrush rank	Measures the website popularity all over the world with SEMrush Rank of 1 being the most popular.
		Traffic cost	Determines how much that site's organic traffic worth.
SEO analyzer	Analyses website traffic growth and page level SEO, www.nailpatel.com was used.	Page Level SEO	Tests on site optimization tools.
Moz	Formed in 2004 as a referring firm, and in 2007 it concentrates on the development of the own software for analyzing SEO indicators.	Domain Authority	Ranks score predicts how well a website will rank on search engine result pages. A Domain Authority score ranges from one to one hundred, with higher scores corresponding to a greater ability to rank.
		Page authority	Predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from one to 100, with higher scores corresponding to a greater ability to rank

To complete the comparative study between the nine websites, individual ranks to nine websites are set based on the seven SEO tools for every website. Then the average of every website rank is calculated. Accordingly, every website has its rank as shown in the last column of table 11.

### **Analysis and results**

By searching for the most used keyword phrases in the tourism sector by Google trend, "Travel to Egypt", "Egypt tours", "Places to visit in Egypt", and "Tourism in Egypt " are the first four

ones. So, these four keyword phrases were used in the study. While using the keyword phrase "travel to Egypt" none of the Egyptian governmental websites appeared on the top rank. The prevalent sites on the list were selectegypt.com and nogatoursand travel. While as using the keyword phrase "Egypt tours" the same results appeared excluding the top list websites. As memphistours.com, onthegotours.com, affordabletours.com, askaladdin.com, and pilgrimtours.com were appeared on the top list.

Table 3: Google Trends result using four keywords

Related Queries	Interest by region	Interest Over Time	keywords
Egypt tour	60	Laos, 60 Armenia ,63 Vietnam, 26 Nepal, 25 United Arab Emirates, 24	Tour to egypt, 99 Egypt tour packages, 81 Tour of Egypt, 63 Egypt package tour, 54 Egypt Jordan tour, 53 Egypt tours, 47
Travel to Egypt	90	Egypt, 100 United Arab Emirates, 52 United Kingdom, 51 Qatar, 31 Australia, 30 New Zealand, 30	Safe to travel to egypt,99 travel to Egypt safe,98 Egypt safe to travel,97 Is Egypt safe to travel to, 89 Is it safe to travel to Egypt, 62
Places to visit in Egypt	14	Egypt, 100 United Arab Emirates, 58 United Kingdom, 11 India, 10 Canada, 7 United States, 6	Best places to visit in Egypt, 100 Places to visit in Cairo Egypt, 57 Places to visit in Cairo, 49 Top places to visit in Egypt, 35
Tourism in Egypt	3	Egypt, 100 South Africa, 5 United Kingdom, 2 India, 2 Canada, 2 United States, 1	Not enough data

Table 3 indicates, by using trends.google.com, the analysis of : 1- internet over time, 2- internet by region and 3- related queries which were conducted by comparing four keywords, Egypt tour, tourism in Egypt, places to visit in Egypt and travel to Egypt, during the past 12 months. Internet over time was found 90, 60, 14, and 3 for travel to Egypt, Egypt tour, places to visit in Egypt, and tourism in Egypt respectively, whihc means that "Travel to Egypt" is the most used one, so the marketing manager can use it to improve the website rank. It was between 20-26 July 2019. There were also many related queries for all keywords phrases expect tourism in Egypt such as Tour to Egypt, Safe to travel to Egypt, Best places to visit in Egypt, etc.

Table 4: Alexa Metrics of government tourism websites

Governmental tourism Organization	Global Rank	Rank in Egypt	Website Visitors (Egypt) %	Bounce Rate %	Dail Page views Per visitor	Daily time on Site (mm:ss)	Search Traffic %	Total sites Linking In
TDA	3438774	Na	Na	-	2	2:25	-	12
MTA- A	390969	8740	82.1	49.5	2.5	1:50	73.3	189
ETB	236314	6367	56.4	70.2	2.5	2:35	67.6	896
EGOTH	2732974	Na	Na	-	1	2:18	-	11

Governmental tourism Organization	Global Rank	Rank in Egypt	Website Visitors (Egypt) %	Bounce Rate %	Dail Page views Per visitor	Daily time on Site (mm:ss)	Search Traffic %	Total sites Linking In
Misr Travel	272968	4830	90.1	33.7	11	13:54	32.8	65
ETF	8579774	Na	Na	-	1	-	Na	69
HOTAC	2483829	Na	Na	50	2	2:15	Na	2
MTA	437611	11630	80.9	61.5	1.9	1:54	90	67
ETAA	120872	1491	95.8	28.5	5.2	8:29	12.6	106

Based on Alexa metrics "table 4", the rank of the nine tourism governmental websites of Egypt was given as shown in table 5. ETAA website has the best rank among other websites globally and in Egypt also. It is also having the highest visitors number with 95.8% from Egypt. Meanwhile Misr Travel website has the highest time that the visitors spend on it which means it has a good content.

Table 5: Individual ranking of organization according to Alexa metrics factors

Rank	Global Rank	Rank in Egypt	Website Visitors (Egypt) %	Bounce Rate %	Dail Page views Per visitor	Daily time on Site (mm:ss)	Search Traffic %	Total sites Linking In
1	ETAA	ETAA	ETAA	ETAA	Misr Travel	Misr Travel	MTA	ETB
2	ETB	Misr Travel	Misr Travel	Misr Travel	ETAA	ETAA	MTA-A	MTA-A
3	Misr Travel	MTA-A	MTA- A	MTA-A	MTA- A	ETB	ETB	ETAA
4	MTA-A	MTA	HOTAC	HOTAC	ETB	TDA	Misr Travel	ETF
5	MTA	ETB	MTA	MTA	TDA	EGOTH	ETAA	MTA
6	HOTAC	HOTAC	ETB	ETB	HOTAC	HOTAC	TDA	Misr Travel
7	EGOTH	EGOTH	EGOTH	EGOTH	MTA	MTA	EGOTH	TDA
8	TDA	TDA	TDA	TDA	EGOTH	MTA-A	HOTAC	EGOTH
9	ETF	ETF	ETF	ETAA	ETF	ETF	ETF	HOTAC

Hence, there is consistency between global rank and national rank for all websites expect ETB and Misr travel websites.

Table 6: Modal ranks of the websites (Alexa metrics)

Governmental tourism Organization	Global Rank	Rank in Egypt	Website Visitors (Egypt) %	Bounce Rate %	Dail Page views Per visitor	Daily time on Site (mm:ss)	Search Traffic %	Total sites Linking In
ETAA	1	1	1	1	2	2	5	3
ETB	2	3	5	6	4	3	3	1
Misr Travel	3	2	2	2	1	1	4	6
MTA- A	4	4	3	3	3	8	2	2
MTA	5	5	4	5	7	7	3	5
HOTAC	6	6	6	4	6	6	8	9
EGOTH	7	7	7	7	8	5	7	8
TDA	8	8	8	8	5	4	6	7
ETF	9	9	9	9	9	9	9	4



As shown in table 6 ETAA website is the only one which ranks the first in four out of eight factors. In the last rank, ETF websites repeat itself in seven factors. Hence, all websites are given ranks for the eight criteria.

Table 7: Traffic overview and referring site according to SimilarWeb

Governmental tourism Websites	Traffic Overview			Top Referring Site
	Total visits ('000)	Traffic by country (%)	Traffic Source (%)	
www.egypt.travel ETB	48	24.5 Egypt 12.09 United states	Direct 20.78 Referrals 2.86 Search 68.59 Social 1.83 Mail 0 Display 5.94	http://aegyptisches-fremdenverkehrsamt.de/

Meanwhile studying traffic overview and referring site according to similar web. The only website which appeared in similar web metrics is Egypt travel. The biggest traffic was from Egypt the United States. Meanwhile, the highest percentage which visited the websites was via the search engines.

Table 8: SEMRUSH domain overview

Governmental tourism organizations	Organic Search traffic	Paid Search traffic (%)	SEMrush Rank	Traffic Cost ('000\$)
TDA	264	0	23500	3
MTA-A	13700	0	2200	301
ETB	0	0	1700	5
EGOTH	122	0	35000	27
Misr Travel	48000	0	53900	9
ETF	0	0	255000	0
HOTAC	156	0	31000	12
MTA	298	0	200000	161
ETAA	83	0	400000	0

By using SEMrush to get domain overview as shown in table 8. Misr travel website tops the list with 48000 in organic search traffic, meanwhile all the nine websites have 0% paid search traffic. ETB website ranks the highest according to the Semruah rank, unlike ETAA website which is in the last rank. Meanwhile, the highest traffic cost was 5000\$ for MTA-A website.

Table 9: Page Level SEO using SEO Analyzer

Governmental tourism organizations	Page Level SEO
TDA	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate
MTA-A	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate 17 pages have a low word count
ETB	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate 17 pages have a low word count
EGOTH	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate 49 pages have a low word count
Misr Travel	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate

Governmental tourism organizations	Page Level SEO
ETF	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate
HOTAC	with no sitemap.xml to optimize interaction with bots without a valid SSL certificate
MTA	With no sitemap.xml to optimize interaction with bots without a valid SSL certificate 2 pages with no meta description
ETAA	with no sitemap.xml to optimize interaction with bots 137 pages have a low word count 146 pages with duplicate <title> tags

By using www.neilpatel.com as shown in table 8 to run the page level SEO analysis. All nine websites have "no sitemap .xml" error. They are also without valid SSL certificate expect ETAA website. Hence, all websites have several errors which affect their performance.

Table 10: Domain authority and page authority

Governmental tourism organizations	Domain Authority	Page authority
TDA	17/100	24/100
MTA-A	-	-
ETB	67/100	57/100
EGOTH	23/100	26/100
Misr Travel	25/100	32/100
ETF	-	-
HOTAC	16/100	29/100
MTA	55/100	40/100
ETAA	26/100	46/100

As shown in table 10 the Egypt travel website scored the highest in both domain authority and page authority by using MOZ (open site explorer). Meanwhile there is no data available for MAT-A and ETF websites.

Table 11: Rank Comparison using all metrics

Governmental tourism organizations	Website	Alexa	Similar Web traffic	SEMRUSH org. traffic	SEMRUSH rank	SEMRUSH traffic cost	Moz Page Autho	Moz domain Autho	Final rank
TDA	<a href="http://www.tda.gov.eg">www.tda.gov.eg</a>	7	-	4	3	7	6	7	8
MTA-A	<a href="http://trans.hajj.gov.eg/">http://trans.hajj.gov.eg/</a>	4	-	2	2	1	8	8	3
ETB	<a href="http://www.egypt.travel">www.egypt.travel</a>	3	1	1	1	6	1	1	1
EGOTH	<a href="http://Egoth.com.eg">Egoth.com.eg</a>	8	-	6	5	3	5	6	7
Misr Travel	<a href="http://www.misrtravel.net">www.misrtravel.net</a>	2	-	8	6	5	4	4	4
ETF	<a href="http://www.etf.org.eg">www.etf.org.eg</a>	9	-	9	7	8	8	8	9
HOTAC	<a href="http://www.hotac-eg.com">www.hotac-eg.com</a>	6	-	5	4	4	7	5	6
MTA	<a href="http://www.antiquities.gov.eg">www.antiquities.gov.eg</a>	5	-	3	8	2	2	3	2

Governmental tourism organizations	Website	Alexa	SimilarWeb traffic	SEMRUSH org. traffic	SEMRUSH rank	SEMRUSH traffic cost	Moz Page Autho	Moz domain Autho	Final rank
ETAA	<a href="http://www.etaa-egypt.org">www.etaa-egypt.org</a>	1	-	7	9	8	3	2	5

Accordingly, as shown in table 10, ETB website scored the first followed by MTA website. Hence the rank for all the nine websites are:

1. www.egypt.travel
2. www.antiquities.gov.eg
3. http://trans.hajj.gov.eg/
4. www.misrtravel.net
5. www.etaa-egypt.org
6. www.hotac-eg.com
7. Egoth.com.eg
8. www.tda.gov.eg
9. www.etf.org.eg

## Conclusion

Google Trends is important for content writers and service developers also. Hence, it can be accessed when several terms are most popular such as seasonal trends.

Keywords are also important to translate the searcher need and get the higher rank especially in trends. Governmental websites are informative but not as the private ones like www.trivago.com or www.booking. They need a lot of developing to match the market demand.

Alexa Rank measures how a website is running in according to all other sites, which makes as a good evaluation tool for benchmarking and competitive analysis. Alexa rank is calculated by using a proprietary methodology that takes a site estimated traffic and visitor engagement.

Search engine optimization tools such as Similarweb, SEMrush and MOZ can be used to help webmaster to get a high rank for his websites and make website appear first for different searchers. They measure how a website is running in according to all other sites, which makes as a good evaluation tools for benchmarking and competitive analysis. Such as Alexa rank which is calculated by using a proprietary methodology that takes a site estimated traffic and visitor engagement.

Hence, it is essential for the marketing managers with the helping of a business solution agent to:

- Enhance their website rank by selecting the most appropriate keywords by using SEO tools and apply it on their websites.
- Use the original and latest software and tools for the development of the website and updating the website with contents regularly.
- Check periodically the website rank through websites that provide web analytics. Ensure that the web pages have the most recent keywords which reflected in all the linking structures on the web pages like images, videos, and audios to get the value addition in the SEO methodology.
- Link the website with old popular websites which are online as Google and other search engines do indexation of old websites more frequently, which help in fast and easy crawling.

- Perform website evaluation continuously to fix any troubles and get high rank.

### Study contribution

The authors adopted traffic Estimate, Google trend, Alexa, SimilarWeb, SEMrush, and MOZ as SEO tools to compare and evaluate the Egyptian governmental websites for tourism. No such research was found in these criteria for Egypt. The authors tried to help websites managers to understand searchers needs by using suitable keywords in addition to be in the top rank accordingly getting the highest benefits from their websites.

### References

- Abou-Shouk, M. A., & Khalifa, G. S. (2017). The influence of website quality dimensions on e-purchasing behaviour and e-loyalty: a comparative study of Egyptian travel agents and hotels. *Journal of Travel & Tourism Marketing*, 34(5), 608-623.
- Abou-Shouk, M., & Lim, W. M. (2010). Egyptian travel agents and e-commerce. *Information and Communication Technologies in Tourism 2010*, 357-368.
- Al-Badi, A. H., Al Majeeni, A. O., Mayhew, P. J., & Al-Rashdi, A. S. (2011). Improving website ranking through search engine optimization. *Journal of Internet and e-business Studies*, 2011, 1-11.
- Ankalkoti, P. (2017). Survey on Search Engine Optimization Tools & Techniques. *Imperial Journal of Interdisciplinary*, 3, 40-43.
- Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). *Internet marketing: strategy, implementation and practice*. Pearson Education.
- Chaffey, D., Smith, P. R., & Smith, P. R. (2013). *eMarketing eXcellence: Planning and optimizing your digital marketing*. Routledge.
- Chen, C. Y., Shih, B. Y., Chen, Z. S., & Chen, T. H. (2011). The exploration of internet marketing strategy by search engine optimization: A critical review and comparison. *African Journal of Business Management*, 5(12), 4644-4649.
- Dou, W., Lim, K. H., Su, C., Zhou, N., & Cui, N. (2010). Brand positioning strategy using search engine marketing. *Mis Quarterly*, 34(2), 261-279.
- Egri, G., & Bayrak, C. (2014). The role of search engine optimization on keeping the user on the site. *Procedia Computer Science*, 36, 335-342.
- Furnell, S., & Evans, M. P. (2007). Analysing Google rankings through search engine optimization data. *Internet research*, 17(1), 21-37.
- García-Carretero, L., Codina, L., Díaz-Noci, J., & Iglesias-García, M. (2016). Herramientas e indicadores SEO: Características y aplicación al análisis de cibermedios. *El Profesional de la Información*, 25(3), 497-504.
- Gregurec, I., & Grd, P. (2012). Search Engine Optimization (SEO): Website analysis of selected faculties in Croatia. In *Central European Conference on Information and Intelligent Systems*. Faculty of Organization and Informatics Varazdin.
- Hefny, L. (2015). Evaluation of the websites Functionality of the Egyptian Intermediaries and defining barriers to online development. *International Journal of Heritage, Tourism, and Hospitality*, 9(2/2).
- Hui, Z., Shigang, Q., Jinhua, L., & Jianli, C. (2012). Study on website search engine optimization. In *2012 international conference on computer science and service system*. 930-933.

- Ji, S. W., Choi, Y. J., & Ryu, M. H. (2016). The economic effects of domestic search engines on the development of the online advertising market. *Telecommunications Policy*, 40(10-11), 982-995.
- Kaur, S., & Kaur, K. Search Engine Optimization Techniques with Website Perspective. *International Arab Journal of e-Technology*, 4(3), 103-108.
- Lepp, A., Gibson, H., & Lane, C. (2011). Image and perceived risk: A study of Uganda and its official tourism website. *Tourism management*, 32(3), 675-684.
- Marin, M., Gil-Costa, V., Inostroza-Psijas, A., & Bonacic, C. (2019). Hybrid capacity planning methodology for web search engines. *Simulation Modelling Practice and Theory*, 93, 148-163.
- Mataram, M. M. A., & Mandiri, B. E. P. S. N. (2015). Influence of Classified Ad On Google Page Rank And Number Of Visitors. *Publikasi Internasional*, 1(1), 10-20.
- Matosevic, G. (2014). Towards a metric for on-page search engine optimization. In *Central European Conference on Information and Intelligent Systems*, Faculty of Organization and Informatics Varazdin.
- Patil Swati, P., Pawar, B. V., & Patil Ajay, S. (2013). Search Engine Optimization: A Study. *Research Journal of Computer and Information Technology Sciences*, 1(1), 10-13.
- Prathapan, M., Sajin Sahadevan, D., & Zakkariya, K. A. (2018). Effectiveness of digital marketing: Tourism websites comparative analytics based on AIDA model. *International Journal of Innovative Research & Studies*, 8(4), 262-273.
- Rehman, K. U., & Khan, M. N. A. (2013). The foremost guidelines for achieving higher ranking in search results through search engine optimization. *International Journal of Advanced Science and Technology*, 52(3), 101-110.
- Reisinger, Y., Moufakkir, O., Hagag, W., Clark, L., & Wheeler, C. (2015). A framework for understanding the website preferences of Egyptian online travel consumers. *International Journal of Culture, Tourism and Hospitality Research*, 9(1), 68-82.
- Sánchez, D., Martínez-Sanahuja, L., & Batet, M. (2018). Survey and evaluation of web search engine hit counts as research tools in computational linguistics. *Information Systems*, 73, 50-60.
- Sirdeshmukh, D., Ahmad, N. B., Khan, M. S., & Ashill, N. J. (2018). Drivers of user loyalty intention and commitment to a search engine: An exploratory study. *Journal of Retailing and Consumer Services*, 44, 71-81.
- Vyas, C. (2019). Evaluating state tourism websites using Search Engine Optimization tools. *Tourism Management*, 73, 64-70.
- Yalçın, N., & Köse, U. (2010). What is search engine optimization: SEO? *Procedia-Social and Behavioral Sciences*, 9, 487-493.
- Yew, G. C. K. (2019). Search engines and Internet defamation: Of publication and legal responsibility. *Computer Law & Security Review*, 35(3), 330-343.