

KARAM SAGAR BABU

Senior SEO Specialist | Technical SEO | AI Search | AEO & GEO Strategist

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Portfolio: [digipodia.com](https://www.digipodia.com)

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📍 Jawahar Nagar, Hyderabad – 500045, Telangana, India



Portfolio
Scan QR →

SEO Case Study Report – Plan My Tour

Project Website: [planmytour.co.uk](https://www.planmytour.co.uk)

Case Study: [digipodia.com/portfolio/plan-my-tour/](https://www.digipodia.com/portfolio/plan-my-tour/)

Industry: Travel

Target Location: UK

SEO Focus: Travel SEO | Technical SEO | On-Page SEO | Content Optimization

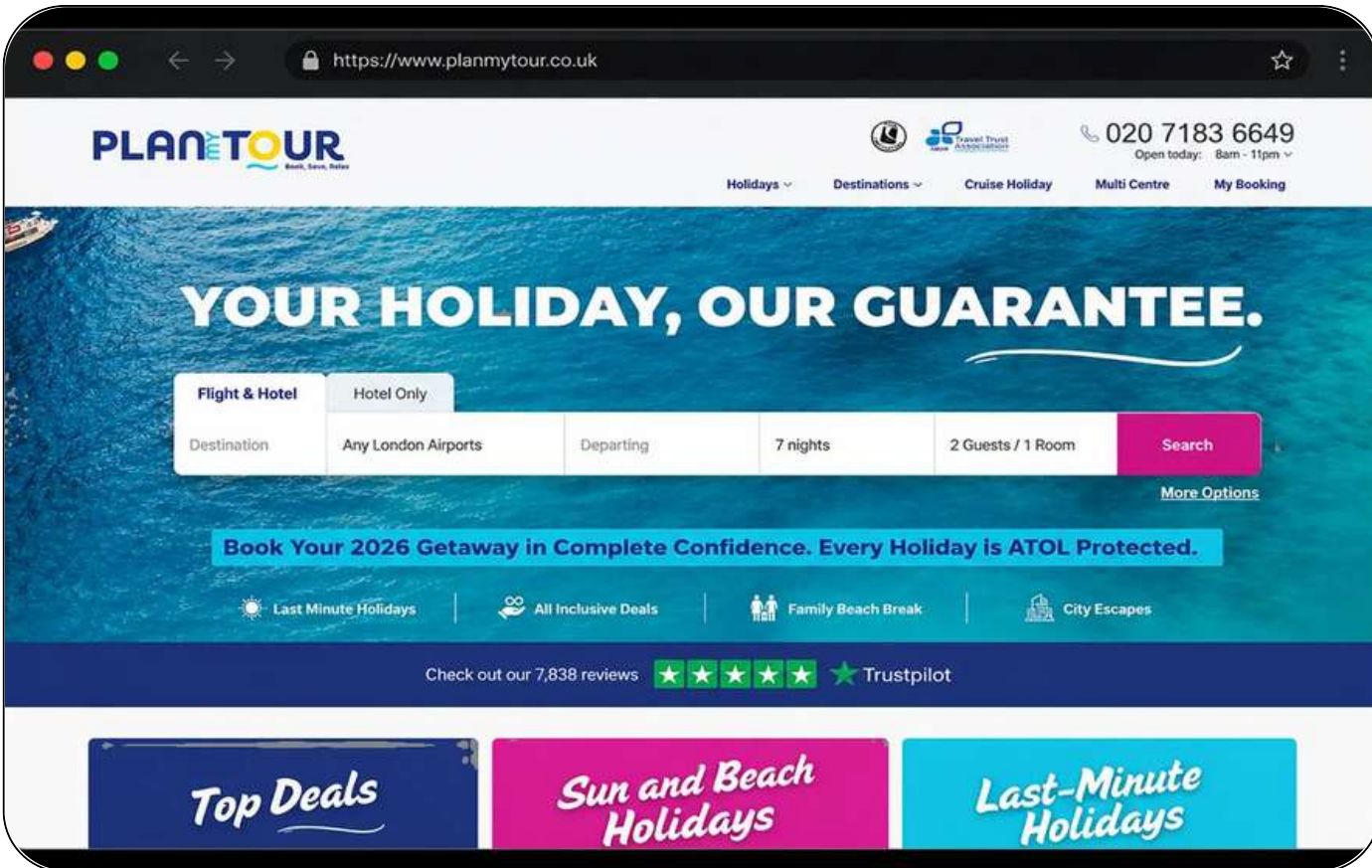
Social Media & Creative:

SMO | Graphic Design | YouTube & TikTok SEO | Social Media Creatives

Duration: 3 Years 10 Months

MY CONTRIBUTION

- SEO: 3 Years
- Graphic & Web Design: 3 Years 10 Months
- SEO Content Writer: 06 Months
- YouTube & TikTok SEO: 1.5 Years



Project Summary

Plan My Tour is a UK-focused travel project where I contributed across SEO, website design, content, and digital marketing during my tenure.

My work included SEO, Graphic and Web Design, Content Development, and YouTube and TikTok SEO activities.

My SEO responsibilities covered Technical SEO, keyword research, on-page optimization, content optimization, Core Web Vitals, structured data, and GSC/GA4 monitoring. Alongside SEO, I worked on website and landing-page design, social media creatives, video editing, YouTube SEO, and TikTok SEO.

Evidence Available

The case study is supported by available evidence of:

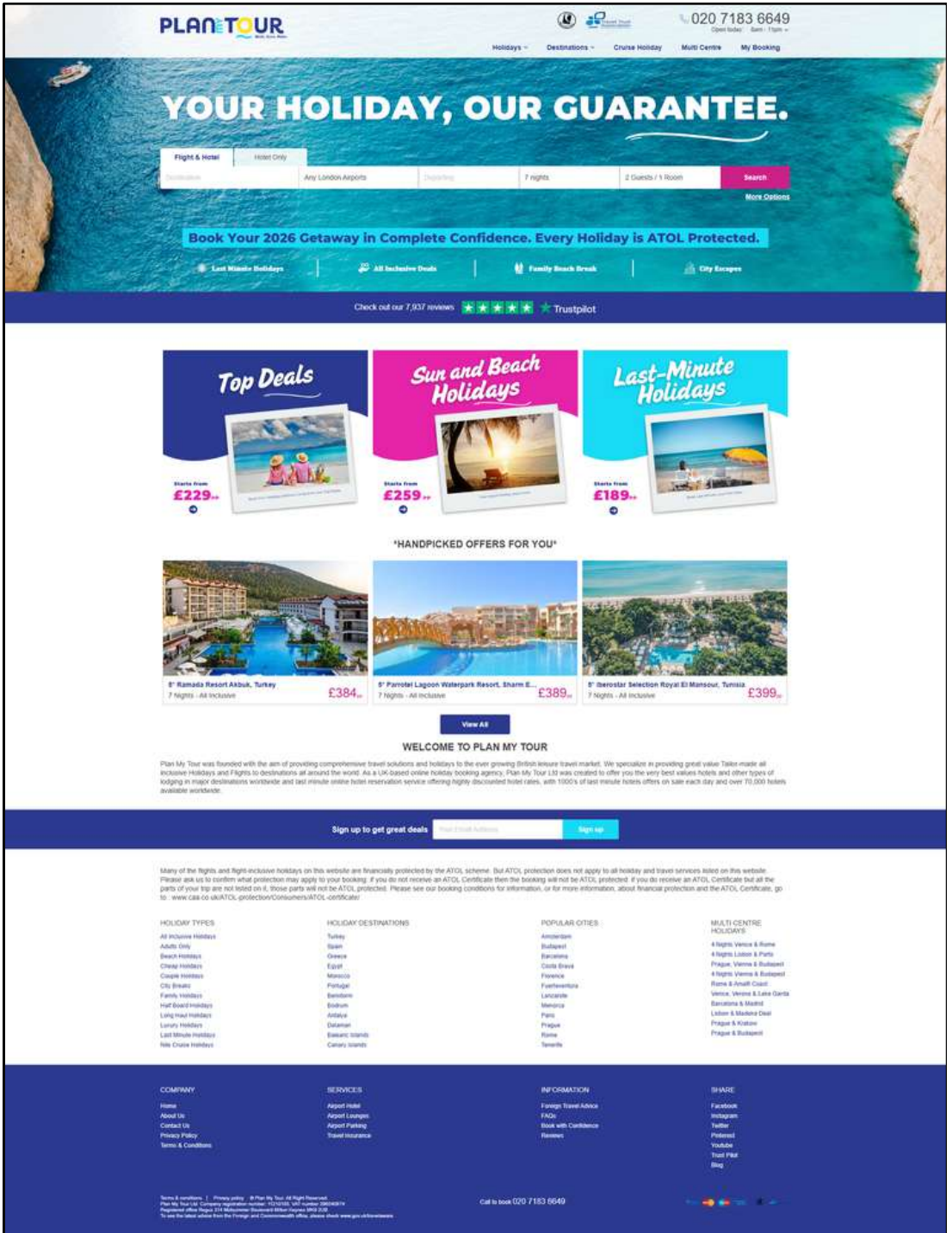
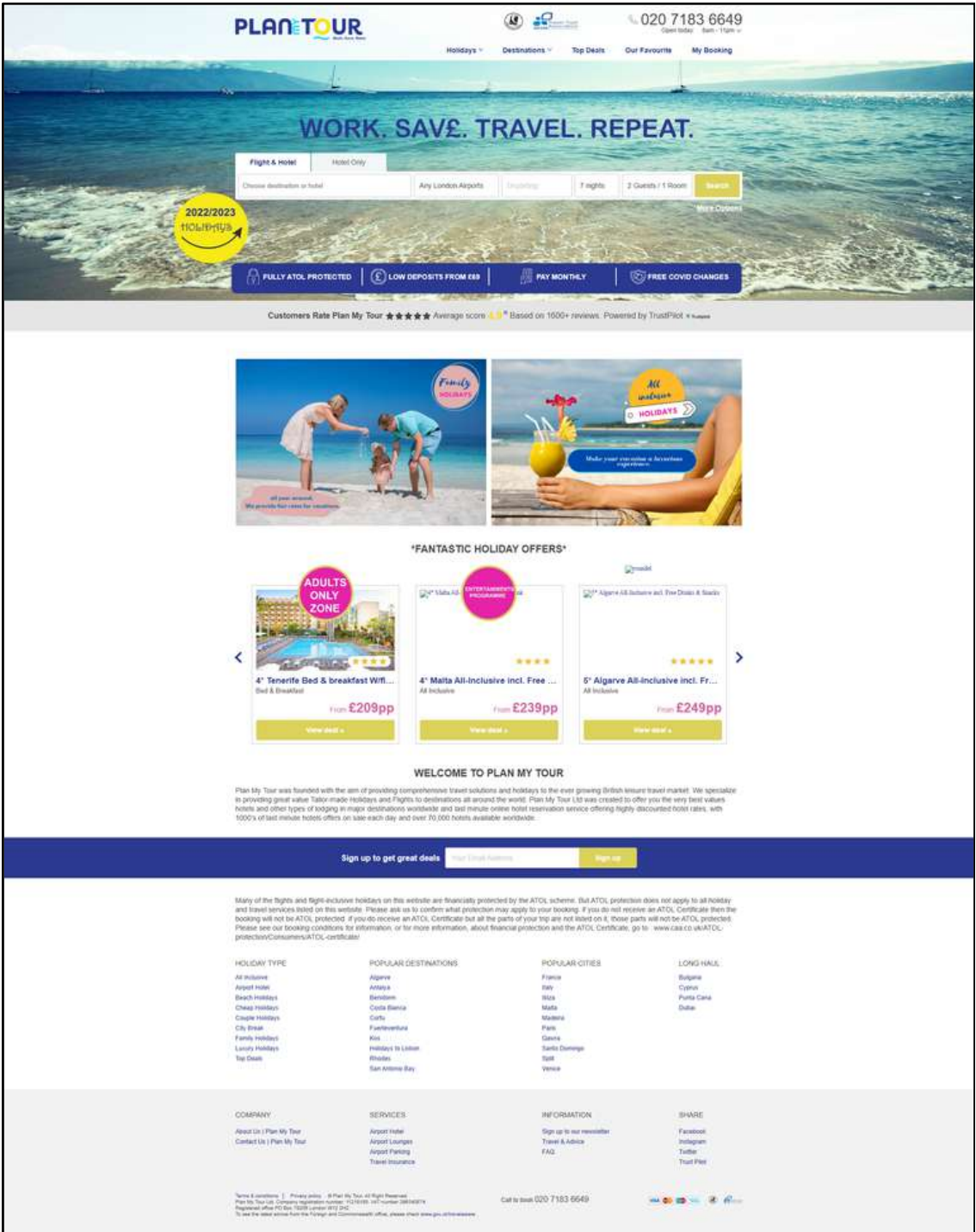
- Website & Graphic Design
- Content & Blog Structure
- YouTube SEO
- TikTok / Social Media Work, where available
- Historical SEO Implementations, where supporting screenshots are available

Project Status:

SEO activities are no longer actively being carried out on the Plan My Tour website. This case study focuses on the work completed during my tenure and the evidence available from that period, rather than claiming current SEO performance.

1. SEO STRATEGY & WEBSITE TRANSFORMATION

Before → After



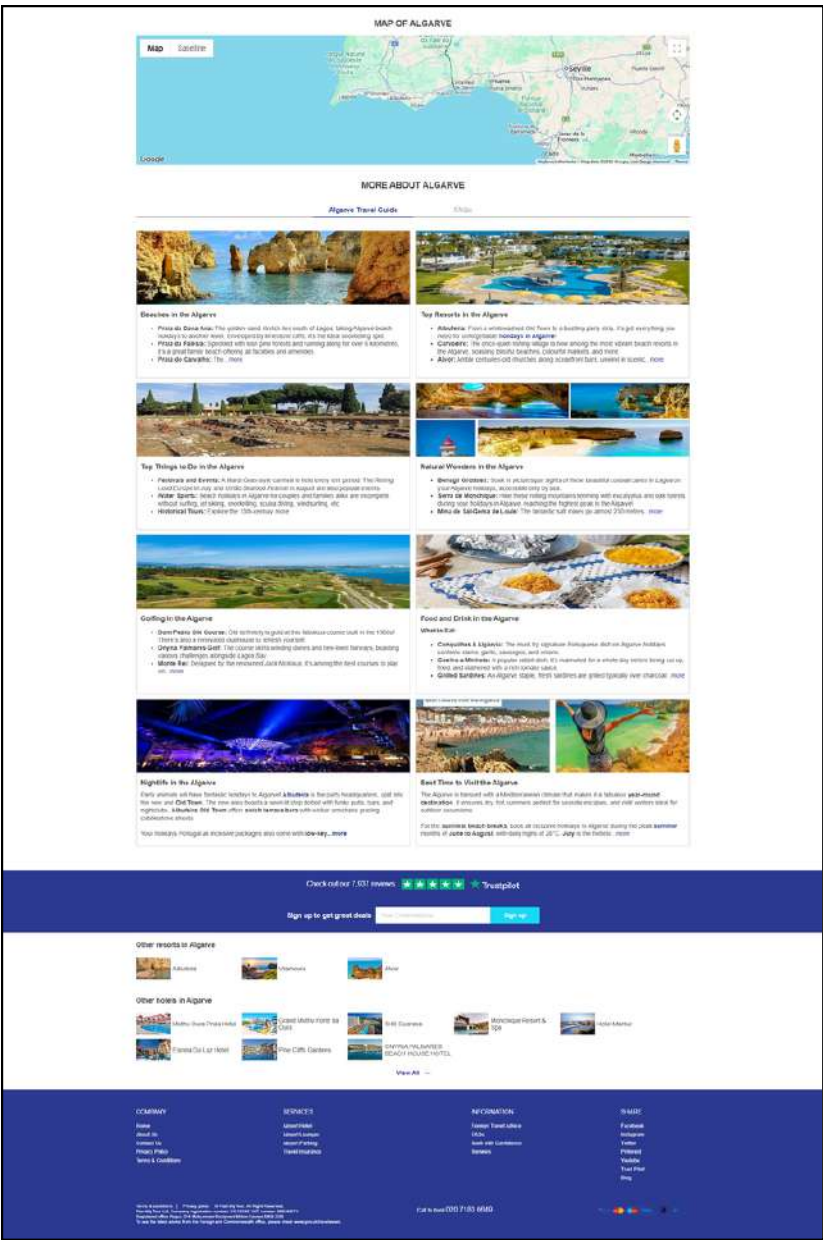
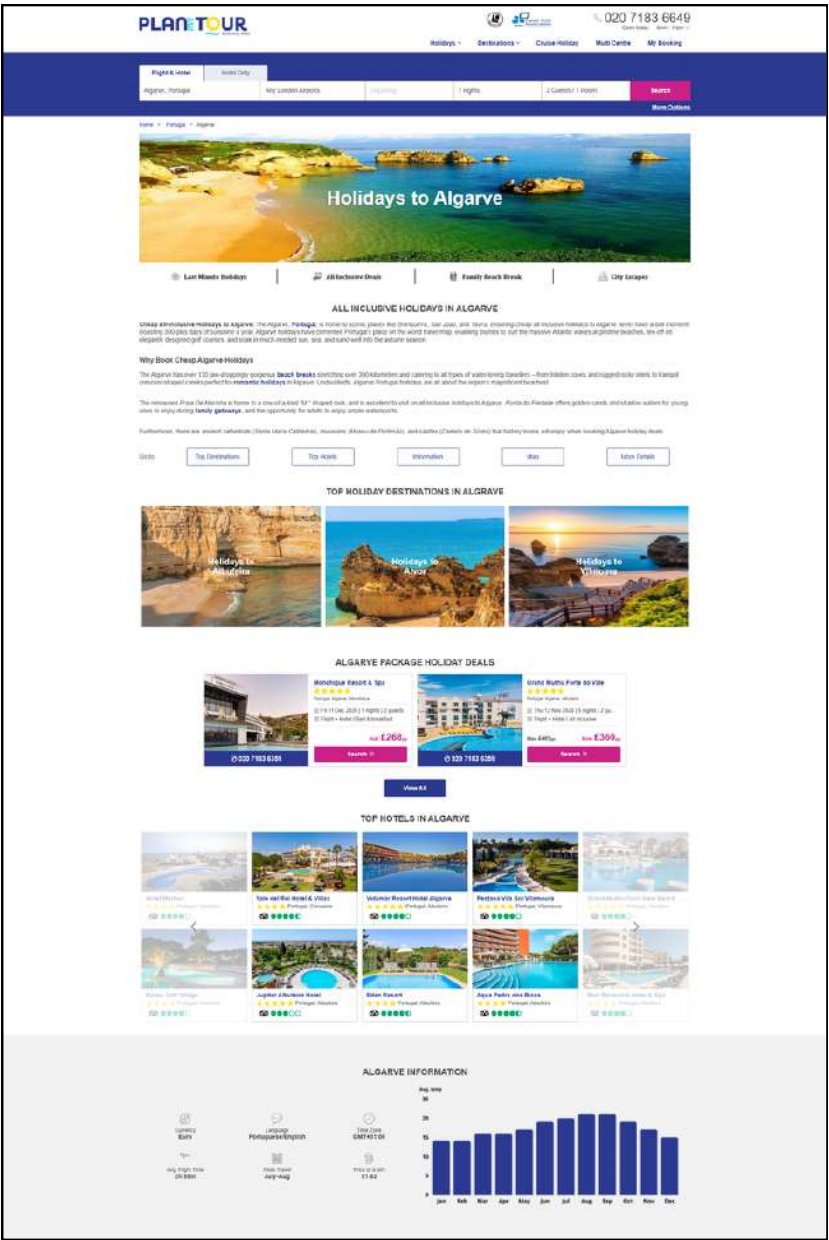
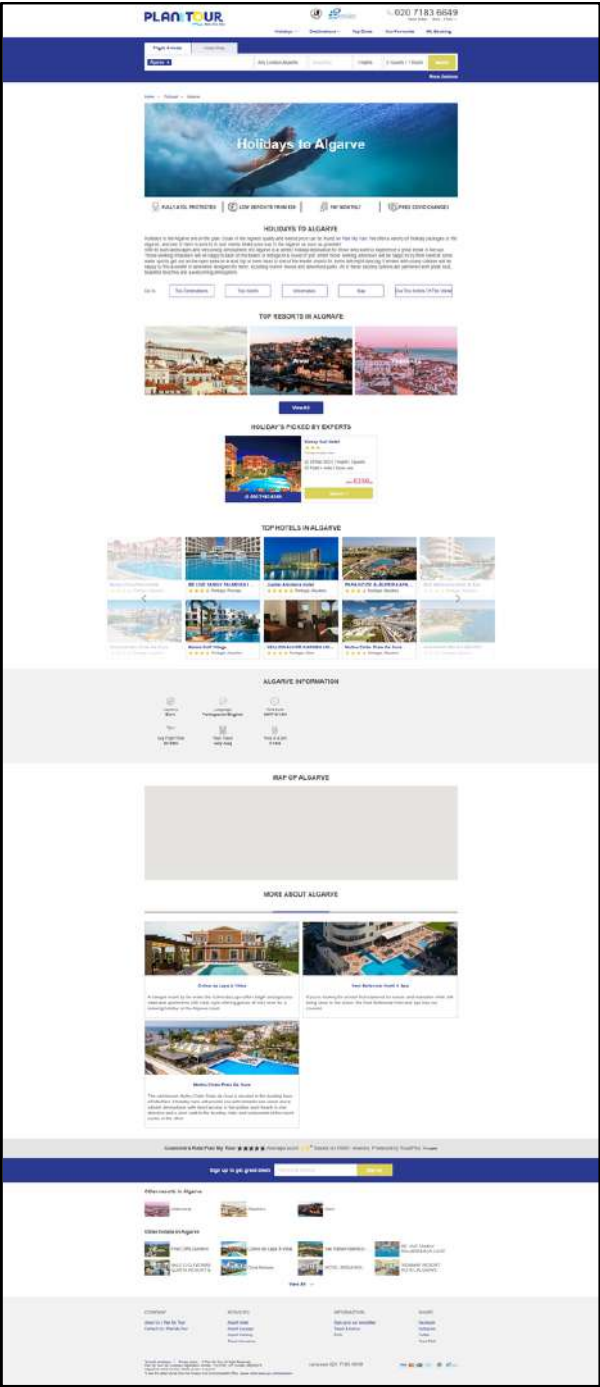
2.CONTENT & BLOG STRUCTURE

Developed and structured SEO-focused blog pages around travel search intent, combining keyword-focused content, clear heading hierarchy, supporting sections, visual content, internal navigation, and conversion-focused CTAs.

Before



After



Content Topics Developed

Beach & Holiday Destinations

Created destination-focused content covering beach holidays, holiday inspiration, and popular travel destinations.

Hotels & Resorts

Developed content around hotel recommendations, resort guides, and accommodation-focused searches.

Food & Drink

Created destination-specific content covering local food, dining experiences, and travel-related food searches.

Family & Sustainable Travel

Developed content addressing family travel experiences and sustainable holiday options.

Nightlife & Entertainment

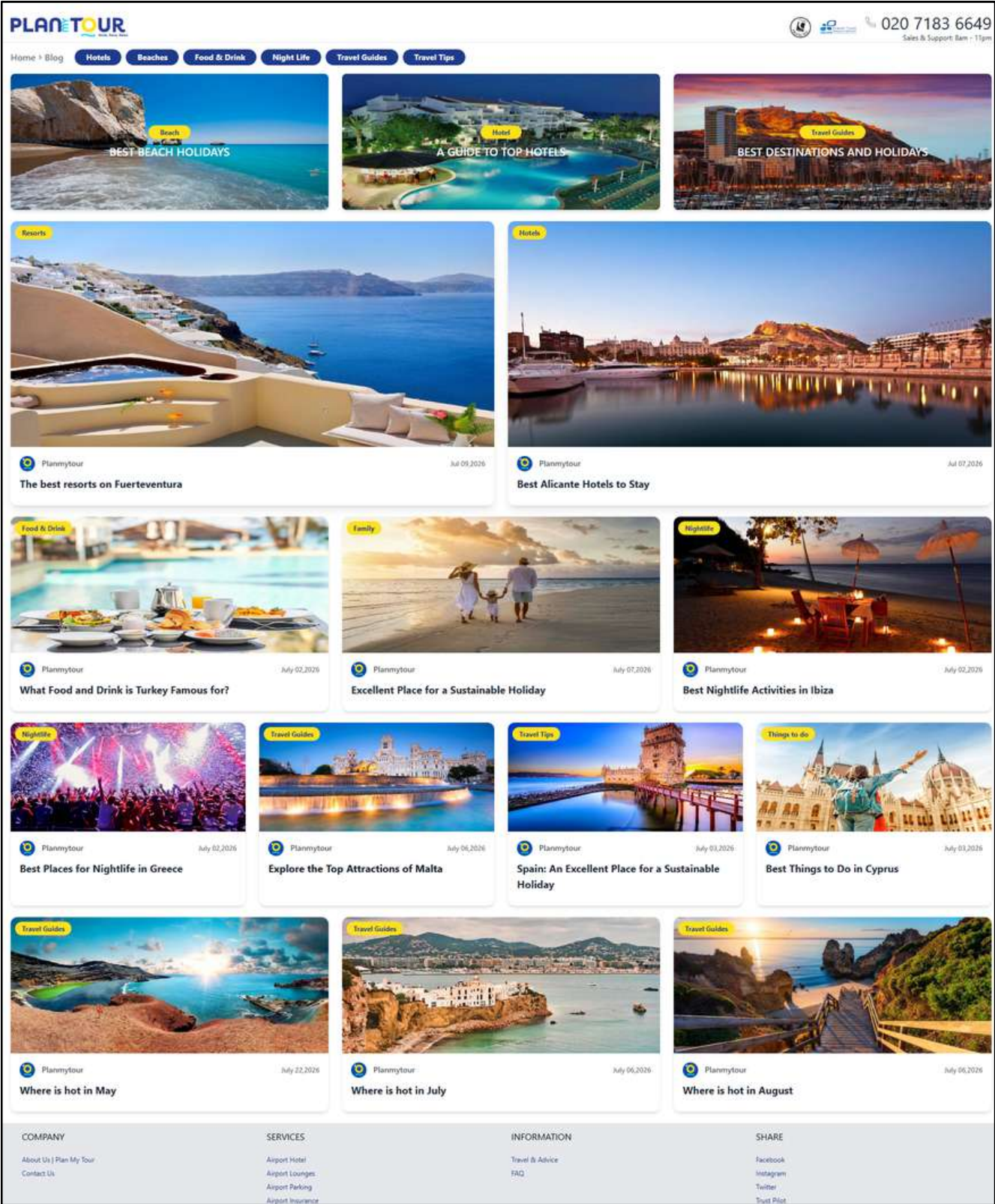
Created destination-focused content around nightlife activities, entertainment, and evening experiences.

Travel Guides & Attractions

Developed guides covering attractions, destinations, things to do, and travel experiences.

Seasonal Travel Searches

Created content targeting seasonal travel queries such as Where Is Hot in May, July, and August, helping address time-specific search intent.



Content & SEO Approach

Search Intent Alignment

Content topics were planned around the type of information travellers actively search for before planning a trip.

Topic-Based Content Structure

Blog content was organized into categories such as **Hotels, Beaches, Food & Drink, Nightlife, Travel Guides, and Travel Tips** to create a clearer content structure.

On-Page Optimization

Content was optimized with relevant headings, page structure, keywords, internal linking opportunities, and search-focused titles.

User-Focused Content

Content was structured to provide useful information for travellers while supporting organic search visibility.

Destination Relevance

Articles focused on specific destinations, attractions, experiences, and travel requirements to improve topical relevance.

Content & Visual Integration

Combined written travel content with relevant imagery and structured blog layouts to improve readability, engagement, and overall user experience.

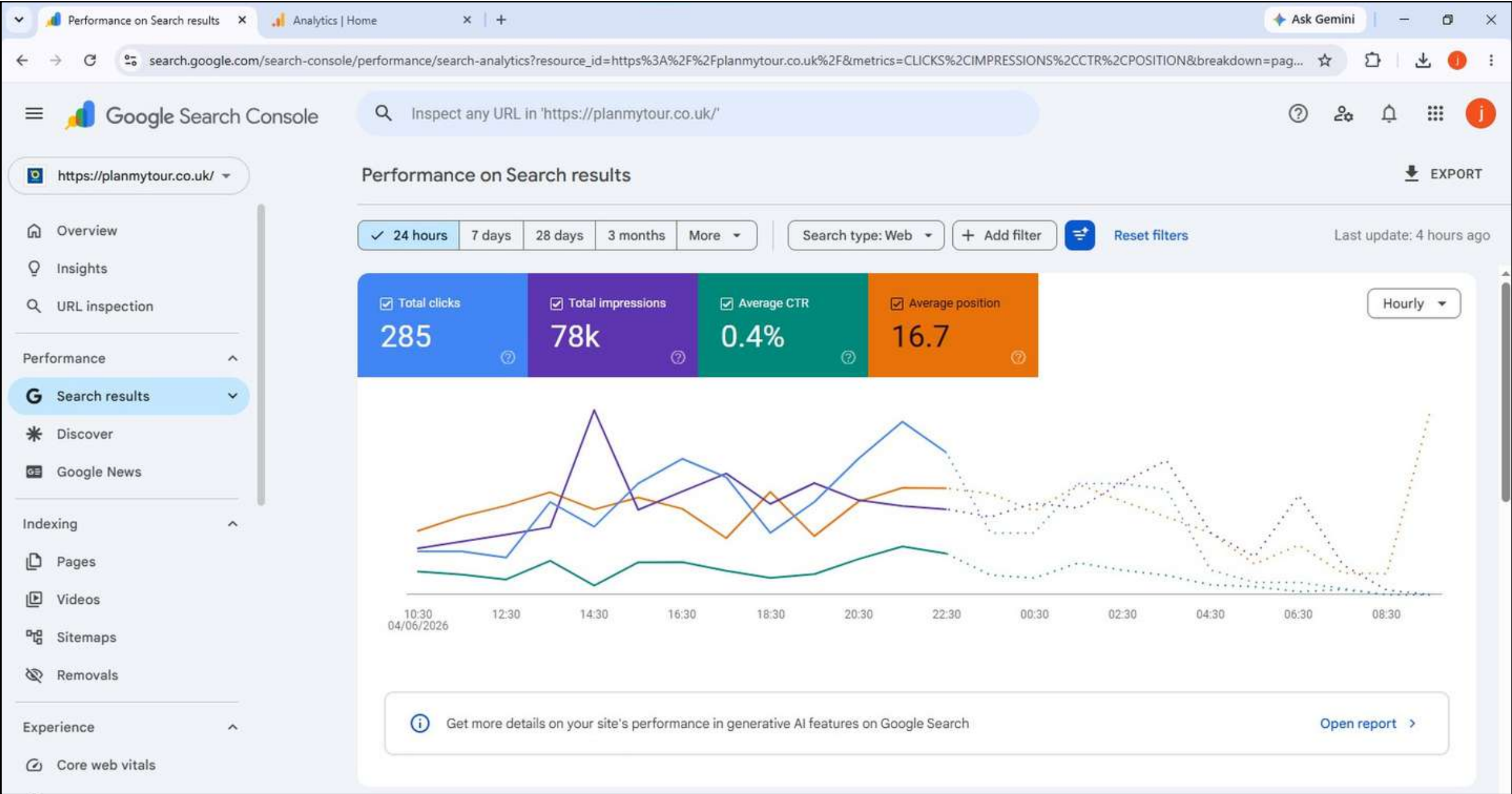
Content Structure



1. **Topic Research:** Identify relevant travel topics and destination opportunities.
2. **Search Intent:** Understand what travellers are looking for.
3. **Content Planning:** Structure content around the user's search journey.
4. **On-Page SEO:** Optimize titles, headings, content and internal linking.
5. **UX & Visuals:** Combine useful content with clear layouts and relevant imagery.
6. **Performance Monitoring:** Monitor search visibility and identify further optimization opportunities.

Page: Google Search Console Evidence

Organic Search Performance



Google Search Console

https://planmytour.co.uk/

Overview

Insights

URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Videos

Sitemaps

Removals

Experience

Core web vitals

HTTPS

Inspect any URL in 'https://planmytour.co.uk/'

?

EXPORT

24 hours

7 days

28 days

3 months

More

Search type: Web

+ Add filter

Last update: 4 hours ago

Top pages	Clicks	Impressions	CTR	Position
https://planmytour.co.uk/	2,176	21,305	10.2%	14.5
https://planmytour.co.uk/blog/where-is-hot-in-december	1,217	223,188	0.5%	5.6
https://planmytour.co.uk/blog/how-long-does-it-take-to-renew-passport	755	276,571	0.3%	6.6
https://planmytour.co.uk/blog/best-areas-to-stay-in-corfu-for-couples	605	86,050	0.7%	5.8
https://planmytour.co.uk/blog/night-life-in-alicante	447	64,773	0.7%	7.4
https://planmytour.co.uk/blog/fuerteventura-weather-june	443	74,607	0.6%	3.3
https://planmytour.co.uk/blog/where-is-hot-in-october	433	246,526	0.2%	5.9
https://planmytour.co.uk/blog/things-to-do-with-toddlers-in-london	432	36,061	1.2%	7.8
https://planmytour.co.uk/blog/fuerteventura-weather-april	421	98,712	0.4%	5.4
https://planmytour.co.uk/blog/fuerteventura-weather-may	388	69,384	0.6%	4.8

SEO MONITORING & ANALYSIS

Google Analytics 4

Used to evaluate:

- Organic traffic
- Landing-page performance
- User engagement
- Traffic trends
- Content performance

SEO Analysis Workflow



Note: Historical GA4 access/evidence is not currently available for this project. The case study therefore focuses on verifiable work and available supporting evidence rather than unsupported performance claims.

Keyword / SERP Evidence

Google

lanzarote all inclusive holidays 2026

Local search

Click the extension icon to configure

Monitor this query with Firehose

Search traffic (us): 0/mo (website: 2509/mo) - Keywords (us): 0 (website: 2509)

See the top keywords this webpage ranks for - [purchase a plan](#)

Browse our Lanzarote holidays for 2026/2027 & book with an award-winning UK travel agency. Our range of Lanzarote tours guarantees all sorts of experiences.

Monthly Visits: 86.42K Avg. Visit Duration: 00:01:14 Domain Created: 2014-12-16

PlanMyTour

https://planmytour.co.uk › holidays-to-lanzarote

All Inclusive Holidays to Lanzarote 2026/27

MOZ DA: 57/100 (+14%) Ref Dom: 2.67K Ref Links: 11.07K Spam Score: 1% [Show backlinks](#)

Search traffic (us): 0/mo (website: 1400/mo) - Keywords (us): 5 (website: 7064)

See the top keywords this webpage ranks for - [purchase a plan](#)

Secure all inclusive holidays to Lanzarote as it combines the costs of your flights, accommodation, food, drinks, and snacks into a single economical price tag ... [Read more](#)

Monthly Visits: 28.03K Avg. Visit Duration: 00:00:49 Domain Created: 2017-11-29

More hotels



Sands Papagayo

4.4 (4.6K) · 4-star hotel

"All inclusive with Jet2 Holidays."

All-inclusive available · Eco-certified



Hotel Riu Paraiso Lanzarote

₹33,518

4.5 (6.3K) · 4-star hotel

"Would recommend for a stress free holi..."

All-inclusive available · Eco-certified



H10 Timanfaya Palace

₹26,648

4.6 (2.9K) · 4-star hotel

"We had a great holiday, entertainment, f..."

Page 10

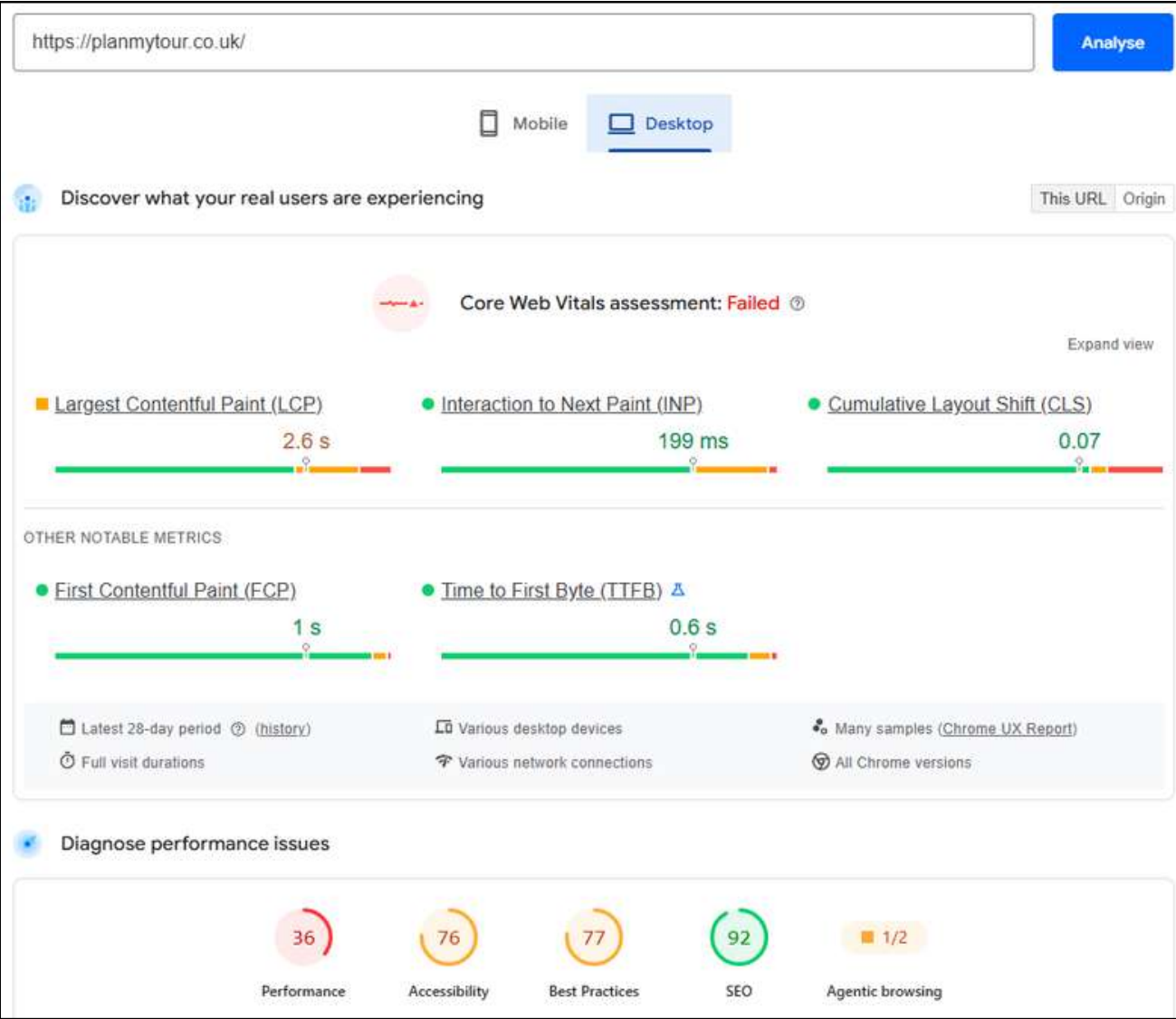
Keywords included:

	A	B	C	D	E	F	G	H	I
1	No	Position	Keyword	Change	SD	Search Volume	URL	location	
2	1	2	nightlife in alicante spain	0	50	2400	https://planmytrip.co.uk/nightlife-in-alicante-spain/	English / United Kingdom	
3	2	2	swim up room turkey	2	41	170	https://planmytrip.co.uk/swim-up-room-turkey/	English / United Kingdom	
4	3	2	turkey swim up rooms	2	41	880	https://planmytrip.co.uk/turkey-swim-up-rooms/	English / United Kingdom	
5	4	2	turkey hotels with swim up rooms	1	41	880	https://planmytrip.co.uk/turkey-hotels-with-swim-up-rooms/	English / United Kingdom	
6	5	2	swim up hotels turkey	3	40	110	https://planmytrip.co.uk/swim-up-hotels-turkey/	English / United Kingdom	
7	6	2	swim up rooms turkey	3	39	880	https://planmytrip.co.uk/swim-up-rooms-turkey/	English / United Kingdom	
8	7	2	hotels in turkey with swim up rooms	1	43	720	https://planmytrip.co.uk/hotels-in-turkey-with-swim-up-rooms/	English / United Kingdom	
9	8	2	short haul destinations from uk	1	50	170	https://planmytrip.co.uk/short-haul-destinations-from-uk/	English / United Kingdom	
10	9	2	hotels with swim up rooms turkey	2	41	720	https://planmytrip.co.uk/hotels-with-swim-up-rooms-turkey/	English / United Kingdom	
11	10	2	swim up rooms in turkey	2	43	880	https://planmytrip.co.uk/swim-up-rooms-in-turkey/	English / United Kingdom	
12	11	3	best swim up rooms europe	-1	50	90	https://planmytrip.co.uk/best-swim-up-rooms-europe/	English / United Kingdom	
13	12	3	alicante nightclub	1	51	2400	https://planmytrip.co.uk/alicante-nightclub/	English / United Kingdom	
14	13	3	alicante nightclubs	2	51	2400	https://planmytrip.co.uk/alicante-nightclubs/	English / United Kingdom	
15	14	3	alicante clubs nightlife	0	47	10	https://planmytrip.co.uk/alicante-clubs-nightlife/	English / United Kingdom	
16	15	3	clubs in alicante	0	51	2400	https://planmytrip.co.uk/clubs-in-alicante/	English / United Kingdom	
17	16	3	swim up hotel rooms europe	0	52	210	https://planmytrip.co.uk/swim-up-hotel-rooms-europe/	English / United Kingdom	
18	17	3	best party places in greece	0	45	170	https://planmytrip.co.uk/best-party-places-in-greece/	English / United Kingdom	
19	18	3	best club alicante	0	50	20	https://planmytrip.co.uk/best-club-alicante/	English / United Kingdom	
20	19	3	alicante nightlife	0	50	2400	https://planmytrip.co.uk/alicante-nightlife/	English / United Kingdom	
21	20	3	short-haul destinations from uk	0	9	170	https://planmytrip.co.uk/short-haul-destinations-from-uk/	English / United Kingdom	
22	21	3	best nightclub alicante	0	43	10	https://planmytrip.co.uk/best-nightclub-alicante/	English / United Kingdom	
23	22	3	best party places greece	0	46	170	https://planmytrip.co.uk/best-party-places-greece/	English / United Kingdom	
24	23	4	alicante night life	0	46	2400	https://planmytrip.co.uk/alicante-night-life/	English / United Kingdom	
25	24	5	things to do in alicante at night	-1	51	40	https://planmytrip.co.uk/things-to-do-in-alicante-at-night/	English / United Kingdom	
26	25	5	short haul flights from uk	-1	42	480	https://planmytrip.co.uk/short-haul-flights-from-uk/	English / United Kingdom	
27	26	5	swim up rooms in europe	-1	52	170	https://planmytrip.co.uk/swim-up-rooms-in-europe/	English / United Kingdom	
28	27	5	1 hour flights from uk	-1	44	590	https://planmytrip.co.uk/1-hour-flights-from-uk/	English / United Kingdom	
29	28	6	short flights from uk	0	45	2400	https://planmytrip.co.uk/short-flights-from-uk/	English / United Kingdom	
30	29	6	best places in greece for nightlife	-1	47	140	https://planmytrip.co.uk/best-places-in-greece-for-nightlife/	English / United Kingdom	
31	30	7	short flight destinations from uk	0	45	110	https://planmytrip.co.uk/short-flight-destinations-from-uk/	English / United Kingdom	
32	31	8	shortest flights from uk	0	47	2400	https://planmytrip.co.uk/shortest-flights-from-uk/	English / United Kingdom	
33	32	9	short flights from uk to europe	-1	44	260	https://planmytrip.co.uk/short-flights-from-uk-to-europe/	English / United Kingdom	
34	33	14	cheapest all inclusive turkey holidays	-6	47	5400	https://planmytrip.co.uk/cheapest-all-inclusive-turkey-holidays/	English / United Kingdom	
35	34	14	best places to visit morocco	-1	60	1900	https://planmytrip.co.uk/best-places-to-visit-morocco/	English / United Kingdom	

XML Sitemap

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  <script/>
  <script/>
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  </sitemap>
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  </sitemap>
  ▼<sitemap>
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  </sitemap>
  ▼<sitemap>
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  </sitemap>
  ▼<sitemap>
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  </sitemap>
  ▼<sitemap>
    <loc>https://planmytour.co.uk/sitemap-hotel-aruba.xml</loc>
```

Core Web Vitals



Schema

Structured data was implemented and validated during my involvement with the project to improve search-engine understanding of the travel business, website hierarchy, and content.

[Schema.org](#)[Documentation](#)[Schemas](#)[Validate](#)[About](#)

https://planmytour.co.uk/

Run new test

あ

i

1<!DOCTYPE html>
2<html lang="en-GB">
3<head>
4<meta charset="utf-8">
5<meta http-equiv="Content-Language" content="en-GB">
6<meta name="viewport" content="width=device-width, initial-scale=1">
7<meta name="title" content="PlanMyTour | UK's Holiday Booking Site | Flights & Hotel Deals">
8<meta name="description" content="PlanMyTour is the UK's online holiday booking site for ATOL-protected flight and hotel packages">
9<meta name="author" content="">
10<meta name="format-detection" content="telephone=no">
11<link rel="canonical" href="https://planmytour.co.uk/">
12<title> PlanMyTour | UK's Holiday Booking Site | Flights & Hotel Deals </title>
13
14<link rel="preload" href="/fonts/slick-b7c9e1e479.woff" as="font" crossorigin="anonymous">
15
16<link rel="stylesheet" href="/css/vendor-a33620b517.css">
17<link rel="stylesheet" href="/css/base-1208a120e4.css">
18
19<link rel="stylesheet" href="/css/index-e9aa8cbe63.css">
20
21
22
23
24<!-- Google Tag Manager -->
25<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
26new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
27j=d.createElement(s),dl=l!='dataLayer'?&l='+l:'';j.async=true;j.src=
28'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
29})(window,document,'script','dataLayer','GTM-TJK5JBNR');</script>
30<!-- End Google Tag Manager -->
31<meta name="google-site-verification" content="6sCaxEh2kd8yaLIyOaOwJjsFvpsfO2bIlImZwsmhJRA" />
32

TravelAgency

All (1)

TravelAgency

0 ERRORS 0 WARNINGS

@type	TravelAgency
name	Plan My Tour
openingHours	Mo-Sun 08:00-23:00
telephone	02071836913
url	https://planmytour.co.uk/
address	
@type	PostalAddress
addressLocality	Milton Keynes
addressRegion	London
postalCode	MK9 2UB
streetAddress	Regus 314 Midsummer Boulevard
aggregateRating	
@type	AggregateRating
ratingValue	5
reviewCount	7621

Page 14

Content Development & Outline

SEO Blog Content

Developed SEO-focused travel and hotel content based on keyword research, search intent, topical relevance, and on-page SEO requirements.

Evidence:

Destinations Content Writing → [\[Click Here\]](#)

Content Outline – Hotels → [\[Click Here\]](#)

Hotel Content Writing → [\[Click Here\]](#)

On-Page SEO Content Sheet

	A	B	C	D	E	F	G	H	I	
1	Date	URL	Meta Title	Meta Description						
2	7-11-2023	https://planmytour.co.uk/deal7	Primasol Telatiye Resort Hotel Holidays to Antalya Plan My Tour	Find amazing deals on all-inclusive stays at the Primasol Telatiye Resort Hotel in Antalya with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthl						
3		https://planmytour.co.uk/about-us-plan-my-tour	ABOUT PLAN MY TOUR Plan My Tour	ABOUT PLAN MY TOUR						
4		https://planmytour.co.uk/blog/best-beaches-on-cyprus	6 Best Beaches in Cyprus to Visit [2023] Plan My Tour	Popular 6 beaches in Cyprus to visit on your holiday! Explore Nissi Beach, Fig Tree Bay, Lara Beach & more on your cheap Cyprus holiday all inclusive						
5		https://planmytour.co.uk/blog/beachside-bliss-in-portugal	Explore 7 gorgeous beaches and the closest hotels PlanMyTour	Explore best beaches in Portugal for a winter-sun all inclusive holiday! Visit Praia Do Guincho, Praia De Miramir & other top Portugal beaches						
6		https://planmytour.co.uk/blog/night-life	Night Life Plan My Tour	The best Nightlife in Ibiza, Alicante, Greece, Tenerife & other places for perfect Nightlife holidays. Book cheap deals and enjoy.						
7		https://planmytour.co.uk/blog/beaches	Beach Holidays Blog Archives Plan My Tour	Find the best beaches in Spain, Cyprus, Turkey, Greece, Alicante & other places for perfect beach holidays. Book cheap deals and enjoy a family beach holiday						
8		https://planmytour.co.uk/kompas-hotel/245	Kompas Hotel Holidays to Bulgaria Plan My Tour	Find amazing deals on all-inclusive stays at the Kompas Hotel in Bulgaria with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly payments.						
9		https://planmytour.co.uk/mirage-nessebar-hotel/296942	Mirage Nessebar Hotel Holidays to Bulgaria Plan My Tour	Find amazing deals on all-inclusive stays at the Mirage Nessebar Hotel in Bulgaria with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly paym						
10		https://planmytour.co.uk/moko-beach-hotel-managed-by-	Moko Beach hotel managed by Grifid Varna Holidays to Bulgaria	Book your perfect stay at Moko Beach hotel managed by Grifid in Varna with Plan My Tour and discover great deals on hotels in Bulgaria.						
11		https://planmytour.co.uk/moko-beach-hotel-managed-by-	Moko Beach hotel Holidays to Bulgaria Plan My Tour	Find amazing deals on all-inclusive stays at the Moko Beach hotel in Varna with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly payments.						
12		https://planmytour.co.uk/villas-jagoda-and-malina-borove	Villas Jagoda & Malina Holidays to Bulgaria Plan My Tour	Find amazing deals on all-inclusive stays at the Villas Jagoda & Malina in Bulgaria with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly paym						
13		https://planmytour.co.uk/villas-jagoda-and-malina-borove	Villas Jagoda & Malina, Borovets Bulgaria Sofia Holidays to Bulg	Book your perfect stay at Villas Jagoda & Malina, Borovets Bulgaria in Sofia with Plan My Tour and discover great deals on hotels in Bulgaria.						
14		https://planmytour.co.uk/vita-park/1317980	Vita Park Varna Holidays to Bulgaria Plan My Tour	Book your perfect stay at Vita Park in Varna with Plan My Tour and discover great deals on hotels in Bulgaria.						
15		https://planmytour.co.uk/vita-park/24209	Vita Park Holidays to Bulgaria Plan My Tour	Find amazing deals on all-inclusive stays at the Vita Park in Bulgaria with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly payments.						
16		https://planmytour.co.uk/white-lagoon/1073509	White Lagoon Varna Holidays to Bulgaria Plan My Tour	Book your perfect stay at Art Hotel in Dubrovnik Croatia in Dubrovnik with Plan My Tour and discover great deals on hotels in Croatia.						
17		https://planmytour.co.uk/white-lagoon/1319686	White Lagoon Holidays to Bulgaria Plan My Tour	Find amazing deals on all-inclusive stays at the White Lagoon in Bulgaria with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly payments.						
18										
19	8-11-2023	https://planmytour.co.uk/camping-park-umag-mobile-hom	Camping Park Umag Mobile Homes Istria Holidays to Croatia Pl	Book your perfect stay at Camping Park Umag Mobile Homes in Istria with Plan My Tour and discover great deals on hotels in Croatia.						
20		https://planmytour.co.uk/camping-park-umag-mobile-hom	Camping Park Umag Hotel Holidays to Croatia Plan My Tour	Find amazing deals on all-inclusive stays at the Camping Park Umag Hotel in Croatia with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly pa						
21		https://planmytour.co.uk/naturist-resort-koversada/41761	Naturist Resort Koversada Pula Holidays to Croatia Plan My Tou	Book your perfect stay at Naturist Resort Koversada in Pula with Plan My Tour and discover great deals on hotels in Croatia.						
22		https://planmytour.co.uk/naturist-resort-koversada/6740	Naturist Resort Koversada Hotel Holidays to Croatia Plan My Toi	Find amazing deals on all-inclusive stays at the Naturist Resort Koversada Hotel in Croatia with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and montl						
23		https://planmytour.co.uk/sun-gardens-dubrovnik/183524	Sun Gardens Dubrovnik Dubrovnik Holidays to Croatia Plan My	Book your perfect stay at Sun Gardens Dubrovnik in Dubrovnik with Plan My Tour and discover great deals on hotels in Croatia.						
24		https://planmytour.co.uk/sun-gardens-dubrovnik/639428	Sun Gardens Dubrovnik Resort Holidays to Croatia Plan My Tou	Find amazing deals on all-inclusive stays at the Sun Gardens Dubrovnik in Croatia with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly paym						
25		https://planmytour.co.uk/villa-arausa/365460	4 Star Villa Arausa in Split PlanMyTour	Book your perfect stay at 4 Star Villa Arausa in Split with PlanMyTour and discover our other great deals on hotels and holidays in Split.						
26		https://planmytour.co.uk/villa-arausa/1383701	Villa Arausa Split Holidays to Croatia Plan My Tour	Find amazing deals on all-inclusive stays at the Villa Arausa in Croatia with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly payments.						
27		https://planmytour.co.uk/villa-donat/359771	Villa Donat Zadar Holidays to Croatia Plan My Tour	Book your perfect stay at Villa Donat in Zadar with Plan My Tour and discover great deals on hotels in Croatia.						
28		https://planmytour.co.uk/bluesun-hotel-berulia/1287744	Bluesun Hotel Berulia Split Holidays to Croatia Plan My Tour	Book your perfect stay at Bluesun Hotel Berulia in Split with Plan My Tour and discover great deals on hotels in Croatia.						
29		https://planmytour.co.uk/bluesun-hotel-berulia/6863	Bluesun Mala Berulia Hotel Holiday to Croatia Plan My Tour	Find amazing deals on all-inclusive stays at the Bluesun Mala Berulia Hotel in Croatia with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthly pa						
30		https://planmytour.co.uk/aston-costa-verde-beach-resort/	Aston Costa Verde Beach Resort Cuba Holidays to Cuba Plan M	Book your perfect stay at Aston Costa Verde Beach Resort in Cuba with Plan My Tour and discover great deals on hotels in Cuba.						
31		https://planmytour.co.uk/aston-costa-verde-beach-resort/	Aston Costa Verde Beach Resort Holidays to Cuba Plan My Tour	Find amazing deals on all-inclusive stays at the Aston Costa Verde Beach Resort in Cuba with Plan My Tour. Book now and enjoy ATOL protection, low deposits, and monthl						
32		https://planmytour.co.uk/hotel-brisas-guardalavaca/9522	Hotel Brisas Guardalavaca Cuba Holidays to Cuba Plan My Tour	Book your perfect stay at Hotel Brisas Guardalavaca in Cuba with Plan My Tour and discover great deals on hotels in Cuba.						

YouTube SEO & Video Content

YouTube SEO & Video Optimization

Worked on travel and hotel video content for the Plan My Tour YouTube channel, combining video creation, optimization, and performance tracking to improve search visibility and audience engagement.

Key Activities

- Hotel and travel video editing
- Travel destination video creation
- YouTube keyword research
- SEO-focused video titles and descriptions
- Hashtag research and optimization
- Thumbnail strategy
- Playlist organization and optimization
- YouTube channel SEO
- Video performance monitoring
- Audience engagement and retention optimization

Content & Performance Tracking

Short-form Videos

Created and optimized short travel and hotel videos, with performance tracked over time using a dedicated video tracking sheet.

Long-form Videos

Created and optimized longer hotel and destination videos, monitoring their growth in views and performance across multiple reporting periods.

Evidence:

Short Videos Content → [\[Click Here\]](#)

Long Videos Content → [\[Click Here\]](#)

YouTube Shorts — Historical View Performance Tracking

Youtube Videos List .xlsx																	Share			
File Edit View Insert Format Data Tools Help																				
Menus 100% Arial 10 B I A																				
A1	Date																			
	A	B	C	J	K	L	M	N	O	P	Q	R	S	T	U	V				
1	Date	Hotel Name	Link (Short Videos)	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views				
2				4/30/2024	5/15/2024	5/31/2024	6/15/2024	6/30/2024	5/8/2024	2/9/2024	30/9/2024	31-10-2024	18-1-2025	16-4-2025	15-5-2025	18-06-2025				
3	28-12-2023	Hotel Servigroup Venus	https://youtube.com/shorts/zHUCxu_c7uQ	88	97	112	127	131	142	155	164	169	183	210	214	215				
4	30-12-2023	Grandior Hotel Prague	https://youtube.com/shorts/OAjdTwAOKK4	70	79	84	87	92	109	123	138	174	243	371	427	485				
5	2-1-2024	Hotel Labranda Mares M	https://youtube.com/shorts/fojQoQafPDk	183	203	218	239	262	311	325	354	368	390	539	605	712				
6	5-1-2024	Hotel LIVVO Mirador Pa	https://youtube.com/shorts/VeZr7MCqMAg	424	473	523	574	606	676	741	827	919	1,251	1,644	1,776	1976				
7	9-1-2024	Hotel Virgendelos Reyes	https://youtube.com/shorts/Xm0339grndc	52	55	55	56	56	58	59	62	63	67	73	73	79				
8	10-1-2024	IL Mercato Hotel & Spa R	https://youtube.com/shorts/trl5qU6Roi4	75	81	83	88	95	111	123	149	168	225	252	272	299				
9	11-1-2024	Kipriotis Maris Suites Kos	https://youtube.com/shorts/pJR2GaGeTNQ	135	147	153	165	180	231	268	295	317	394	577	729	1037				
10	17-1-2024	Radisson Blu Beach Resc	https://youtube.com/shorts/CtG8aVOi32U	44	48	50	53	54	55	56	56	56	57	62	68	70				
11	18-1-2024	DB San Antonio	https://www.youtube.com/shorts/oq97GvTlaYg	42	47	58	70	82	100	127	154	174	307	507	596	688				
12	19-1-2024	Bodrum Holiday Resort	https://www.youtube.com/shorts/xP3cNYXajPQ	96	105	113	127	135	157	171	187	204	223	365	442	546				
13	20-1-2024	GF Fanabe Hotel	https://www.youtube.com/shorts/VJjnemL_4SU	69	74	74	82	86	99	125	135	142	163	219	256	327				
14	22-1-2024	Blue Princess Beach Hot	https://www.youtube.com/shorts/wZ0hqBC4VPw	98	109	115	130	141	162	181	209	229	293	422	500	577				
15	23-1-2024	Diamond of Bodrum Hote	https://www.youtube.com/shorts/3iSWd96f7M0	140	162	188	200	230	309	359	381	395	439	536	605	710				
16	26-1-2024	stros Laguna Vista Resort	https://youtube.com/shorts/4oNRzFBUyPc	284	365	414	495	547	655	719	782	822	1034	1349	1489	1707				
17	5-2-2024	Serenity Queen Hotel	https://youtube.com/shorts/gucayV6hN60	201	238	266	279	295	315	328	338	346	370	446	468	518				
18	20-2-2024	Maison Delano Paris Hot	https://www.youtube.com/shorts/6Z87dXkQRwE	80	83	91	101	105	125	137	153	162	206	247	266	293				
19	27-2-2024	Where is Hot in March	https://www.youtube.com/shorts/DWYKHpONqG	104	106	106	108	109	111	114	114	118	137	161	165	165				
20	6-3-2024	BH Mallorca Hotel	https://www.youtube.com/shorts/G_gFNQsCeol	42	46	50	54	58	72	84	92	102	110	164	199	250				
21	7-3-2024	Occidental Jandia Royal I	https://www.youtube.com/shorts/fm0eD5kjgUs	65	73	81	91	102	134	167	191	205	272	371	409	460				
22	8-3-2024	Sol Tenerife	https://www.youtube.com/shorts/DSMI2JGZCwg	76	81	83	88	95	109	127	162	200	305	430	459	501				
23	9-3-2024	Radisson Blu Resort & Sp	https://www.youtube.com/shorts/M6XZ1bsr6NQ	29	31	34	39	41	47	54	60	69	81	105	116	128				
24	11-3-2024	HL Hotel Rondo	https://www.youtube.com/shorts/TwECnycIqTg	14	18	27	44	57	96	94	115	128	196	283	336	395				
25	12-3-2024	Hotel Serrano Palace	https://www.youtube.com/shorts/2oOGXNdAQ-E	47	55	67	89	96	109	123	134	136	162	232	257	326				
26	13-3-2024	Globales Palmanova Pal	https://www.youtube.com/shorts/UHWPyocr4vE	70	95	117	160	184	232	280	329	363	437	774	964	1271				
27	14-3-2024	Occidental Ibiza Hotel	https://www.youtube.com/shorts/bE8Dvf0OzjQ	36	42	55	61	75	83	89	106	112	122	162	186	234				
28	15-3-2024	AluaSun Torrenova Hotel	https://www.youtube.com/shorts/NP8kzMqLMRC	76	85	90	103	113	136	161	178	191	243	373	413	471				
29	15-3-2024	Best Bars and Nightlife in	https://www.youtube.com/shorts/uWrTWSssEBA	58	73	85	107	127	159	179	200	210	241	307	340	379				
30	15-3-2024	Best Places in Greece for	https://www.youtube.com/shorts/QFyYS4ihLIg	120	153	188	235	269	357	401	453	484	550	664	691	744				
31	15-3-2024	Top 5 Hottest Places in Ju	https://www.youtube.com/shorts/_70uPM4i-aU	21	23	23	25	25	25	26	27	27	29	30	30	36				
32	15-3-2024	10 Short Flights from UK	https://www.youtube.com/shorts/IDyn88Llayg	40	51	52	55	56	59	63	69	76	100	167	184	219				
33	16-3-2024	Globales America Hotel	https://www.youtube.com/shorts/wsl0_za8nMA	46	74	101	147	186	255	328	394	446	588	916	1077	1299				
34	18-3-2024	Mallorca Magic	https://www.youtube.com/shorts/8pCXKGBmNjk	16	20	25	29	33	46	53	60	63	68	105	135	165				
35	19-3-2024	Pierre & Vacances Vistar	https://www.youtube.com/shorts/niHOFedcor	19	25	28	32	33	35	36	39	44	53	74	80	92				

YouTube Videos – Historical View Performance Tracking

Youtube Videos List																	Share				
File Edit View Insert Format Data Tools Help																					
Menus																					
Date																					
	A	B	C	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA				
1	Date	Hotel Name	Link (Long Videos)	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views	Views				
2				3/2024	4/18/2024	4/30/2024	5/15/2024	5/31/2024	6/15/2024	6/30/2024	8/5/2024	30/9/2024	31-10-2024	17-1-2025	16-4-2025	15-5-2025	18-06-2025				
3	15-9-2023	Best 8 Things to do in Thailand	https://www.youtube.com/watch?v=Z4eUf0AA76	42	43	43	43	43	50	50	51	53	55	55	62	62	62				
4	26-9-2023	Best 7 Things to do in Maldives	https://youtu.be/fHcBUu9NDI	40	41	41	41	41	47	47	47	47	49	49	50	51	51				
5	7-10-2023	All Senses Nautica Blue Resort	https://youtu.be/en0TL7NVjbI	190	238	267	325	357	476	581	902	1198	1283	1606	2347	2681	3389				
6	13-10-2023	Atrium Hotel 7Nights	https://youtu.be/SyX1ciNZrEI	57	58	63	64	72	98	139	260	517	562	820	1691	2068	2640				
7	21-10-2023	Azure By Yelken	https://youtu.be/sdwLvjOm3L	121	140	176	271	319	411	555	877	1141	1177	1298	1827	2044	2281				
8	4-11-2023	Blue Sea Club Marthas	https://youtu.be/fICvfheW2FY	96	122	145	213	266	336	432	592	845	887	938	1317	1537	1834				
9	15-11-2023	Short Flights from the UK	https://youtu.be/-iybuBILMyo	33	34	34	34	34	41	41	41	42	42	42	47	47	50				
10	11-12-2023	7 Things To Do in Antalya Turkey 2023	https://youtu.be/fp-epWsoN-	69	71	72	73	73	85	85	86	89	90	90	92	92	92				
11	12-12-2023	E Hotel Spa & Resort Cyprus	https://youtu.be/3nXy2Ob7gtI	60	63	67	70	77	86	89	92	102	106	115	143	157	173				
12	14-12-2023	EI Mouradi Palm Marina	https://youtu.be/0S32YANTcih	1230	1410	1577	1898	2283	2747	3096	4169	5808	6363	7581	8848	9444	10,238				
13	15-12-2023	Hotel Servigroup Venus	https://youtu.be/t-W2kkZ3YVg	911	1036	1129	1428	1642	1854	1967	2275	2733	2860	3037	3470	3561	3641				
14	16-12-2023	Experience Bliss at Medplaya Rio Hondo	https://youtu.be/9CKmeCZN1	95	105	110	145	166	198	218	308	514	704	1105	1680	1874	2030				
15	18-12-2023	Hotel Presidente	https://youtu.be/tHikNsYeMd	2090	2186	2274	2648	3039	3342	3433	3648	3927	4030	4339	4752	4805	4911				
16	19-12-2023	Hotel Ambassador Playa	https://youtu.be/0S32YANTcih	965	1024	1069	1178	1346	1483	1529	1632	1809	1897	2051	2322	2377	2498				
17	20-12-2023	Hotel Don Pancho	https://youtu.be/0S32YANTcih	1809	1962	2062	2323	2694	2900	3013	3297	3668	3895	4219	4481	4576	4657				
18	21-12-2023	Top 5 Hotels in Benidorm	https://youtu.be/0S32YANTcih	161	169	170	259	849	1408	1482	1526	1543	1549	1565	1610	1625	1636				
19	26-12-2023	Elba Estepona Gran Hotel & Thalassio	https://youtu.be/0S32YANTcih	522	575	626	715	788	890	927	1014	1108	1153	1257	1561	1671	1788				
20	27-12-2023	Eleni Holiday Village	https://youtu.be/0S32YANTcih	1314	1457	1574	1718	1897	2045	2145	2330	2477	2533	2612	3051	3148	3301				
21	28-12-2023	Elinotel Sermilia Resort	https://youtu.be/0S32YANTcih	417	507	609	851	1173	1618	1953	2641	3557	3610	4042	4677	4932	5439				
22	29-12-2023	Ellia Hotel Rhodes	https://www.youtube.com/watch?v=Z4eUf0AA76	165	201	228	277	327	396	431	538	734	773	928	1347	1472	1752				
23	1-2-2024	Barcelo Playa Blanca Royal Level	https://youtu.be/tHikNsYeMd	1110	1190	1274	1375	1479	1596	1684	1858	2139	2352	2860	3464	3601	3743				
24	5-2-2024	Serenity Queen Hotel	https://youtu.be/zHIGknJIHeo	1130	1425	1598	1796	1972	2124	2213	2445	2706	2809	3003	3268	3318	3428				
25	19-2-2024	Crystal Sunset Luxury Resort And SPA	https://www.youtube.com/watch?v=Z4eUf0AA76	620	678	769	1003	1197	1384	1478	1810	2240	2697	3822	6859	8233	10,447				
26	20-2-2024	Eftalia Splash Resort Hotel	https://www.youtube.com/watch?v=Z4eUf0AA76	1223	1857	2396	3003	3556	4284	4815	5982	8072	8891	11,047	13,696	14,519	15,719				
27	21-2-2024	Letoonia Club Hotel	https://www.youtube.com/watch?v=Z4eUf0AA76	460	524	601	818	943	1075	1161	1311	1480	1528	1666	2168	2828	4615				
28	22-2-2024	Fame Residence Kemer & Spa Hotel	https://www.youtube.com/watch?v=Z4eUf0AA76	361	428	480	549	602	660	715	869	1228	1537	2903	5011	5,500	6,237				
29	23-2-2024	Grand Park Lara Hotel	https://www.youtube.com/watch?v=Z4eUf0AA76	2441	3656	4664	6002	7365	8718	9478	11,293	13831	14,428	15,648	19,079	19,896	21,000				
30	24-2-2024	HOTEL ADORA GOLF RESORT	https://www.youtube.com/watch?v=Z4eUf0AA76	81	114	134	166	198	270	331	454	677	803	1047	1205	1244	1318				
31	26-2-2024	Hotel Titanic Deluxe Golf Belek	https://youtu.be/UsRHRVrCA	1636	2033	2320	2770	3093	3573	3877	4966	7404	8474	10,144	11,260	11,419	11,674				
32	27-2-2024	Welcome to PMTUK	https://www.youtube.com/watch?v=Z4eUf0AA76	102	121	140	154	163	185	198	214	235	244	264	308	312	316				
33	1-3-2024	TOP 5 BEST luxury resorts in SPAIN	https://www.youtube.com/watch?v=Z4eUf0AA76	49	54	54	55	57	68	69	70	73	74	76	88	91	99				
34	4-3-2024	TOP 5 HOTELS IN BALEARIC ISLANDS	https://www.youtube.com/watch?v=Z4eUf0AA76	41	46	48	82	56	66	67	67	68	69	72	102	114	132				

Graphic Design & Social Media Creatives

Graphic Design & Social Media Content

Created and designed digital marketing creatives for Plan My Tour, supporting travel promotions, destination campaigns, hotel offers, and social media communication.

Key Activities

- Travel and destination promotional creatives
- Hotel and resort promotional designs
- Social media posts and campaign creatives
- Promotional banners and digital graphics
- Creative layouts for travel offers
- Visual content for social media platforms
- Brand-consistent graphic design

Evidence:

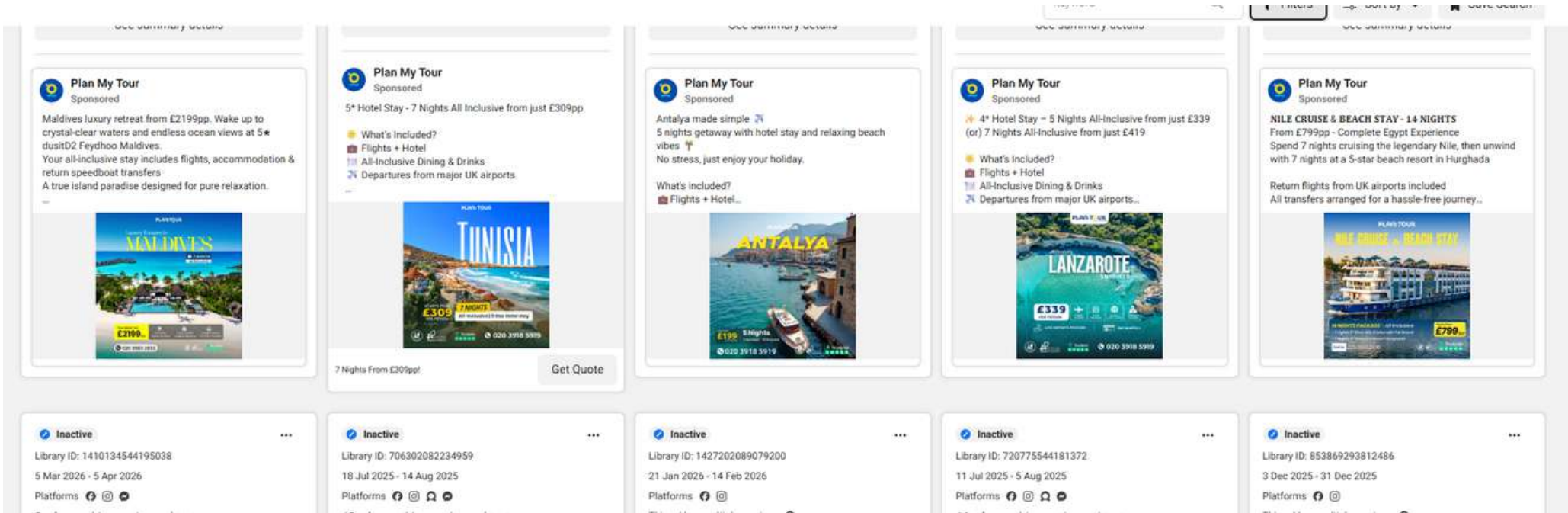
Graphic Design → [\[Click Here\]](#)

Social Media Creatives → [\[Click Here\]](#)

Social Media Channels:

Facebook → [\[Click Here\]](#)

Instagram → [\[Click Here\]](#)



Thank You

Thank you for taking the time to review my **Plan My Tour case study**.

This case study highlights my hands-on experience across **SEO, website and graphic design, content development, YouTube SEO, TikTok SEO, and social media creative work** during my tenure with Plan My Tour.

My contribution included **Technical SEO, On-Page SEO, keyword research, content optimization, website and landing-page design, travel and hotel content, YouTube video optimization, TikTok SEO, social media creatives, and performance tracking**.

The case study presents the **historical work completed during my tenure**, supported by the available website, content, SEO, YouTube, TikTok, and creative evidence. SEO activities are no longer actively being carried out on the Plan My Tour website, so the case study does not represent current website performance.

I look forward to applying this combination of **SEO expertise, creative skills, analytical thinking, and digital marketing experience** to future projects and contributing to measurable business growth.

Regards,

Karam Sagar Babu

Senior SEO Specialist | Technical SEO | AI SEO | AEO & GEO Specialist

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