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| <p>Evaluating governmental tourism websites in Egypt using Search Engine Optimization tools</p> | <p>عنوان البحث</p> |
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| <p><u>Abstract</u> 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.</p> <p><u>Keywords:</u> Search Engine, Search Engine optimization, SEO Tools, Website Evaluation, Tourism, Egypt.</p> | |