



البحث الأول - بحث مشترك

Evaluating governmental tourism websites in Egypt using Search Engine Optimization tools

عنوان البحث

تقييم المواقع السياحية الحكومية في مصر باستخدام أدوات محرك البحث

د. رغبة محمد بدر الدين ابو العز (قسم الدراسات السياحية)
د. حنان ماهر علي (قسم الدراسات السياحية)

المشاركون

سبتمبر ٢٠١٩

سنة النشر

International Journal of Heritage, Tourism and Hospitality Vol. (13),
No. (2), September, 2019, pp. 286-298

الناشر

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.

عميد الكلية

أ.د. أشرف السيد عبدالمعبود

رئيس قسم الدراسات السياحية

أ.د. نانسي محمد فوزي

المتقدم

د. رغبة محمد بدر الدين أبو العز