



The Bali Today | Bali Net Design

Digital Marketing

Passion never fail by Anak Agung Putu Asparjaya

Thank you for the opportunity to provide you
with a quotation for the search engine
optimizing and digital marketing proposed by us
for your website.

“HELLO”

I am Aspar, Your Presenter!

LULUSAN MANAJEMEN AKUNTANSI PARIWISATA STP NUSA DUA
YANG JATUH CINTA PADA DUNIA IT



WHO WE ARE

Founded in November 2007 as a web design company and IT support
First company that using our services is Prestige Bali Villas. Then 2015,
under the new idea, We build SEO and Digital Marketing division for
private company and PMA.



LET START WITH SEO

Meet the power of Google and Social Media to meet your guest

Our service is a **long-term solution** to get your website search result to high position through organic search and pay per click advertising. We are sending you the overall information of how we will be able to provide you with **pro-active SEO maintenance**, advice and regular SEO campaign reports.

“We will help you to increase your visibility in all the major search engines by **improving keyword rankings** and **boosting your real time website traffic** which are always done through **White Hat** techniques. ”.

Our pre-designed SEO packages give you an idea of the action plan suitable for your business. We will customize our services according to your SEO requirements. Our project analyzing team will first examine your website and your competition's market. We, along with our clients, discuss and outline goals from time-to-time in order to stay on track.

Understanding Natural SEO:

- Natural SEO, also known as Organic SEO, refers to the process of optimizing a website to rank higher in search engine results pages (SERPs) without paid advertising.
- Focuses on enhancing a website's relevance, usability, and authority to improve visibility in search engines like Google, Bing, and Yahoo.

Why Natural SEO Matters:

- **Long-term Results:** Unlike paid ads, the benefits of natural SEO last longer and can grow over time.
- **Cost-Effective:** Once established, natural SEO can reduce the need for expensive advertising.
- **Higher Visibility:** Increases brand awareness and attracts targeted traffic to your website.

LET START WITH SEO

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Core Elements of Natural SEO:

- **Keyword Research:** Identifying the right keywords that your target audience uses to find your products or services.
- **On-Page SEO:** Optimizing content, meta tags, URLs, and internal linking structures to improve search engine rankings.
- **Technical SEO:** Ensuring website speed, mobile-friendliness, and crawlability to enhance user experience and search engine accessibility.
- **Content Creation:** Producing high-quality, relevant content that satisfies user intent and search engine algorithms.

On-Page SEO Best Practices: Optimizing Your Website Internally

- **Title Tags:** Use primary keywords naturally and ensure titles are compelling.
- **Meta Descriptions:** Write informative and enticing descriptions that include target keywords.
- **Readability:** Use clear headers to enhance readability and SEO.
- **Image Optimization:** Faster loading times.

Off-Page SEO Strategies: Enhancing SEO Beyond Your Website

- **Social Media Engagement:** Increase brand visibility and attract more backlinks by sharing content on social platforms.
- **Online Reviews:** Encourage positive reviews on platforms like Google My Business to boost local SEO.

LET START WITH SEO

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Content Strategy for Natural SEO:

- **User-Centric Content:** Create content that answers the questions and needs of your audience. Visitors loves sort text, landscape video and clear picture
- **Keyword Integration:** Naturally incorporate keywords into your content without keyword stuffing.
- **Regular Updates:** Keep your content fresh and up-to-date to maintain relevance.

Measuring SEO Success: Analyzing and Improving Your SEO Efforts

- **Google Analytics:** Track organic traffic, user behavior, and conversions.
- **Keyword Rankings:** Regularly check where your site stands for target keywords.

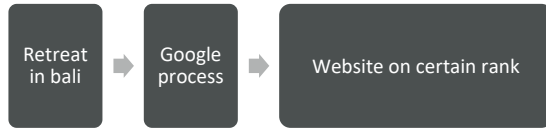
Benefits of Natural SEO: Long-Term Gains of Natural SEO

- **Sustainable Traffic:** Consistently drives targeted traffic without ongoing ad spend.
- **Higher ROI:** Offers a better return on investment over time compared to paid search.
- **Enhanced User Experience:** Natural SEO improves site usability, benefiting both users and search engines.
- **Competitive Edge:** Staying ahead of competitors by maintaining strong organic visibility.

Key success:

Sustainable Traffic: Consistently drives targeted traffic without ongoing ad spend. **Enhanced User Experience:** Natural SEO improves site usability, benefiting both users and search engines.

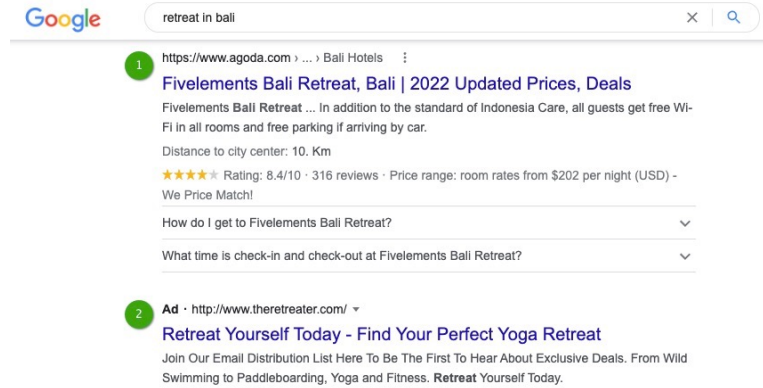
SEO SUMMARY



It is important for the Company to appear on the google search system. It is a Gateway to get bookings

A long process that requires special funds from the company. SEO is highly dependent on:

- HOSTING or VPS
- Latest update of Website Programming
- Visitor Traffic

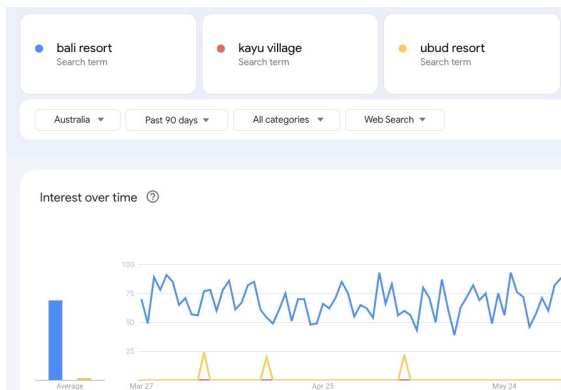


1 is unpaid traffic – 2 is paid traffic

You need to choose which method that match on your budget. Once you determined the method, the process will start and can not be cancel in a day

OUR APPROACH: PAID SEO (ADS)

an extensive knowledge of how the search engines work



TEXT

Best Deal for Oct - Des 2023

Hair Removal Services	1.3x
Family Vacationers	1.2x
Do-It-Yourselfers	1.2x
Family-Focused	1.2x

800x422

Hair Removal Services	1.3x
Vacation Rentals	1.2x
Air Travel	1.1x
Outdoor Enthusiasts	1.1x

When ads showed	Where ads showed	Devices	Matched locations	
Add filter				
☐ Matched location	Bid adj.	Added/Excluded	↓ Clicks	Imp.
☐ Thailand	—	Added	4,147	86,372
☐ France	—	None	1,906	33,607
☐ Australia	—	Added	129	8,337
☐ United Kingdom	—	None	65	10,789
☐ South Korea	—	Added	61	5,786
☐ Singapore	—	Added	56	1,229
☐ Japan	—	Added	52	3,426
☐ United States	—	None	1	109

- ▶ Targeted Keywords - Link Sources
- ▶ Brand and Traffic Source

“ After in-depth research about your website and analyzing the targeted market for your business to prevail, we also execute effective online marketing campaigns by targeting international markets as well. So you will be getting **all-in-one services** when contacting us.”

STEPS WE FOLLOW

Website Analysis and Evaluating Competitors Progress

OMG IT IS BORING LET START MAKING MONEY. WAIT THIS IS NOT
"DAGANG BASE" JUST HEAR SORTLY



01

TAKE A NAP BEFORE MEETING

HAVE YOU DONE THIS? SORRY BUT NOT US

02

SETTING GOALS

Our aim is to provide you with complete web marketing solutions to help your website rank high on the search engines.

03

COMPETITOR BENCHMARKING ANALYSIS

to understand your competition's SEO benchmarking

04

KEY PHRASE RESEARCH

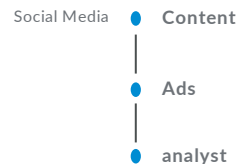
The keywords with high conversion rate raise your ROI. The key phrase selection is also done for tracking and improving the SEO process.

FLOW

A SHORT DETAILS: REVENUE

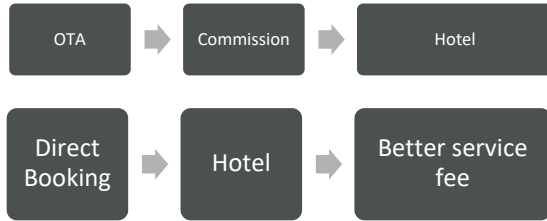
Why is revenue management important in the hotel industry?

- **Revenue management** is highly important to hoteliers because it allows them to maximize revenues and yields, using smart tech and big data. The main aim is to foresee market demand and react to changes in the market efficiently.
- **Time:** Without a doubt, these are challenging times for the hospitality industry. In that sense, it is important to invest all our efforts into breakthrough technologies and powerful systems that apply intelligent automation to boost yield, grow revenue flow, and enhance the guest experience.
- **System:** Therefore, it's essential for the hotel industry to adopt new strategies and systems such as advanced revenue management in order to stay afloat and reinvent itself, providing hoteliers around the world with major business success.



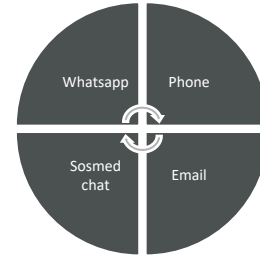
RATE? ANALYST

Penting bagi owner untuk memahami mengapa Rate sebuah hotel ditetapkan. Setiap individu ecom tentu berbeda dan punya cara yang berbeda namun tujuannya sama yaitu booking



Apakah Expedia booking lebih banyak?
Apakah rate tersebut tidak mengganggu offline agent?
Apakah ini Geo promotion rate?

Direct Booking:



Appointments: [ubudrayaresort.com](#) Providers

Compare prices

Tue, Aug 2 Wed, Aug 3 2

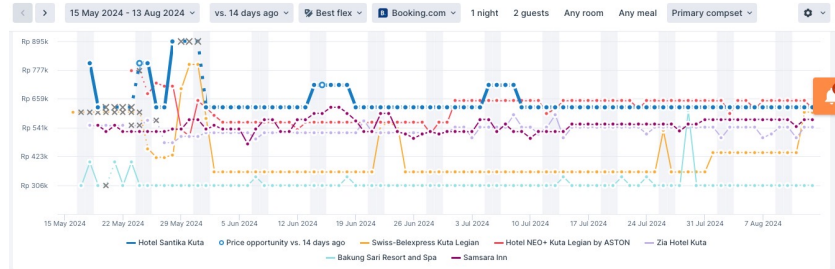
Ads - Featured options

- Booking.com IDR 2,100,000 > Free cancellation until Jul 30
- Expedia.co.id IDR 1,890,000 >
- Agoda IDR 2,100,000 > Free cancellation until Jul 30
- Priceline IDR 2,100,075 >

All options

- Expedia.co.id IDR 1,890,000 >
- Travelocity.com IDR 1,890,000 >

View 5 more from IDR 1,873,008



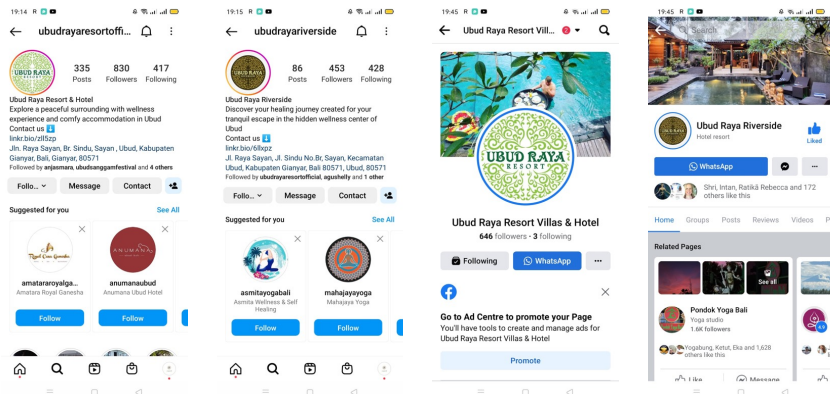
Market trends

15 May 2024 - 13 Aug 2024

Avg. demand Elevated vs. 14 days ago	Top searching countries Meta/OTA: AU, IN, KR, ... GDS: KR, AU, CN, ... Meta/OTA/GDS: ID, AU, IN, ...	Price difference +23% Avg. vs. comp set
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SOCIAL MEDIA? ANALYST

We need more view and follower.



OUR SERVICES - CUSTOMIZED CONTRACT (DIRECT BOOKING):

The salary for an SEO (Search Engine Optimization) professional can vary significantly based on several factors, including experience level, location, company size, and specific skills. Here's a general Scope of Work:

1. Meta Tag Optimization

Update and optimize the website's meta tags, including **meta titles, meta descriptions, and relevant keywords**, to improve search engine visibility and click-through rates.

2. Google Search Console & Google Analytics Setup

Set up and configure **Google Search Console (Webmaster Tools)** and **Google Analytics** to monitor website performance, search visibility, traffic, and SEO-related data.

3. HTML Code Optimization for SEO

Review and update relevant **HTML code and website structure** to support SEO best practices and improve search engine crawling and indexing.

4. Meta Attribute & On-Page SEO Optimization

Update relevant **meta attributes and on-page SEO elements** where required. Prior to implementation, we will conduct a consultation to better understand the business objectives, target market, and preferred audience, allowing us to develop an SEO strategy aligned with the website's market positioning.

5. Keyword Optimization for Google Search

Conduct keyword optimization to improve the website's visibility for **relevant and targeted search terms on Google**, based on the identified target market, search intent, and business objectives.

OUR SERVICES - CUSTOMIZED CONTRACT (DIRECT BOOKING):

6. E-Commerce Channel Consultation

Provide **e-commerce consultancy and support** for all registered booking and distribution channels, including recommendations and guidance to optimize channel performance. Further details and scope are available in the **E-Commerce MoU**, if required.

7. Google Analytics Reporting & Direct Booking Tracking

Provide **Google Analytics performance reports** via email or WhatsApp. The website will also be equipped with the appropriate **tracking codes and analytics configuration** to monitor visitor sources and identify the channels contributing to direct bookings.

8. XML Sitemap Creation & Optimization

Create and optimize an **XML sitemap** to help search engines efficiently discover, crawl, and index the website's relevant pages.

9. Google Pay-Per-Click (PPC) Management

Manage and optimize **Google Pay-Per-Click (PPC) advertising campaigns**, including campaign setup, keyword selection, ad optimization, budget monitoring, and performance evaluation to support the website's traffic and direct booking objectives.

OUR SERVICES - CUSTOMIZED CONTRACT (BRANDING):

The salary for an SEO (Search Engine Optimization) professional can vary significantly based on several factors, including experience level, location, company size, and specific skills. Here's a general Scope of Work :

A. Development and execution of marketing strategies.

B. Direct booking scope of work and Additional Services:

1. Provide **limited website development consultancy** to support SEO, website performance, and direct booking objectives. Consultation may include recommendations regarding website structure, functionality, and user experience.

This service is provided on a **consultancy basis only** and does not include major redesigns, new feature development, or extensive coding work. Any development work beyond the agreed scope may be subject to a separate quotation.

2. SEO Ranking Commitment

Our objective is to achieve **Google Page 1–2 visibility for one (1) primary keyword** related to the agreed page and target market. An additional keyword, **[Keyword]**, may also be optimized as part of the SEO strategy, subject to its relevance and search potential.

Ranking commitment: The agreed primary keyword will be targeted for Page 1–2 Google visibility during the service period.

OUR SERVICES - CUSTOMIZED CONTRACT (BRANDING):

3. Website Loading Optimization

Optimize website loading speed and overall performance to provide a **fast, smooth, and user-friendly experience**. A well-performing website is essential for maintaining visitor engagement and supporting conversions through **direct booking channels, including email, chat, and the booking engine**.

emphasizing **speed → user experience → direct booking conversion**.

4. Website performance Optimization

Website performance optimization is an **ongoing process** that requires regular monitoring, technical improvements, and maintenance by the webmaster to ensure the website continues to perform efficiently.

OUR SERVICES - CUSTOMIZED CONTRACT (BRANDING):

5. Website Performance Reporting

Provide a **professional website performance report in PDF format**, generated through our **custom reporting application**, to monitor and evaluate key website and SEO performance indicators.

The report will present relevant performance data, progress, insights, and recommendations in a clear and easy-to-understand format, allowing the client to regularly monitor the effectiveness of the website and ongoing optimization activities.

The report will be delivered periodically via **email or WhatsApp** in PDF format.

6. Limited Website & Email Troubleshooting

Provide **limited technical troubleshooting support** for website and email-related issues that may affect the website's functionality, communication, or direct booking process. Support may include **basic troubleshooting, issue identification, configuration guidance, and coordination with the relevant hosting or technical provider** where required.

Any work beyond the agreed scope may be subject to a separate quotation.

OUR SERVICES - CUSTOMIZED CONTRACT (BRANDING):

C. Social Media Optimization

The social media service is focused on **optimizing and managing the client's existing social media channels** to strengthen online visibility, engagement, and brand consistency.

The scope includes:

- **Social Media Strategy:** Provide recommendations on content direction, posting frequency, target audience, and relevant topics.
- **Caption & Copywriting:** Create and optimize captions, headlines, calls-to-action, and relevant hashtags for social media posts.
- **Post Optimization:** Optimize provided content for the appropriate social media platform, including recommended formats, captions, hashtags, tagging, and posting times.

OUR SERVICES - CUSTOMIZED CONTRACT (BRANDING):

- **Publishing & Scheduling:** Schedule or publish approved content on the agreed social media channels, subject to access being provided by the client.
- **Engagement Recommendations:** Provide recommendations for improving audience engagement and responding to relevant comments or inquiries.
- **Performance Monitoring:** Monitor basic social media performance and provide recommendations based on engagement and content performance.

Client-Provided Materials:

All original **photos, videos, promotional materials, logos, and other visual assets** required for social media content will be provided by the client.

Scope Limitation:

The service covers optimization and management of the agreed social media channels only. Paid social media advertising, influencer campaigns, professional content production, and additional social media platforms outside the agreed scope may be quoted separately.

OUR SERVICES

The salary for an SEO (Search Engine Optimization) professional can vary significantly based on several factors, including experience level, location, company size, and specific skills. Here's a general overview based on recent rate:

General Pricing Models:

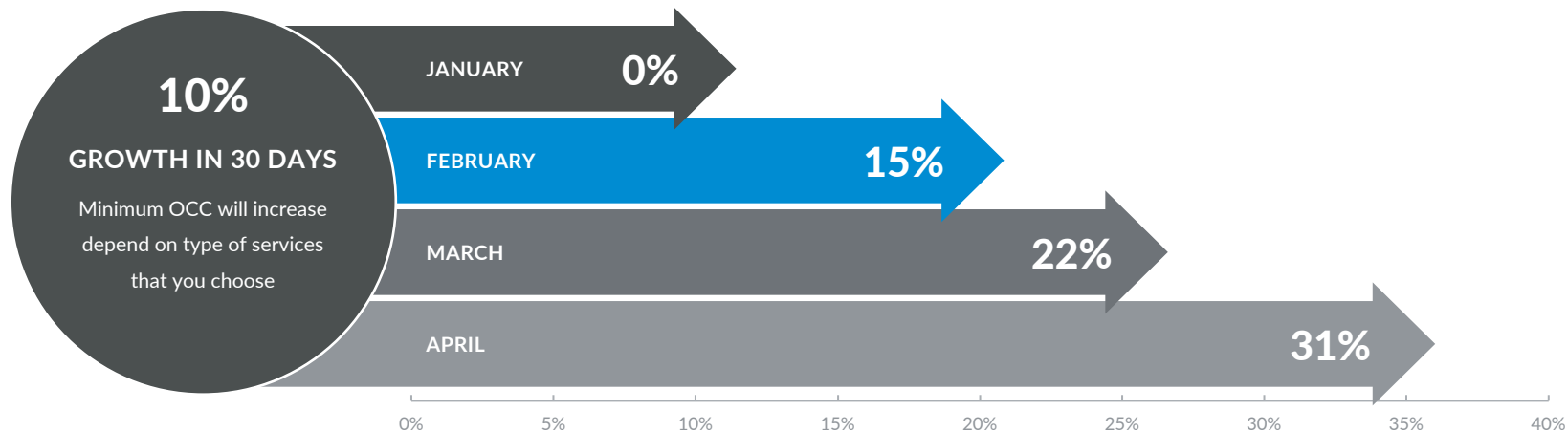
- **Monthly Retainers:** This is the most common model.
 - **Average:** \$1,500 to \$5,000 per month for small to mid-sized businesses.
 - **Lower End:** Some businesses may pay as little as \$500 per month.
 - **Higher End:** Comprehensive local SEO or more competitive markets can range from \$3,000 to \$10,000+ per month. Enterprise SEO can exceed \$5,000 to \$25,000+ per month.
- **Hourly Consulting:**
 - Freelancers may offer lower rates, ranging from \$50 to \$150 per hour.

Direct booking/Branding rate:

- **Fixed rate:** Paying a set fee for specific services outlined in a contract. **Range:** \$500 to \$25,000+ depending on the scope of work.
- **Commission:**
A commission of **2.5%–5%** will be applied to eligible **direct bookings** generated through the agreed direct booking channels, including:
Email bookings - WhatsApp bookings - Website Booking Engine

GROWTH RATE IN 4 MONTHS

Measuring activities



To achieve, we update your content, remarketing your website on google, facebook optimization, update your instagram, and be your ecommerce consultant

KEY ACHIEVEMENT

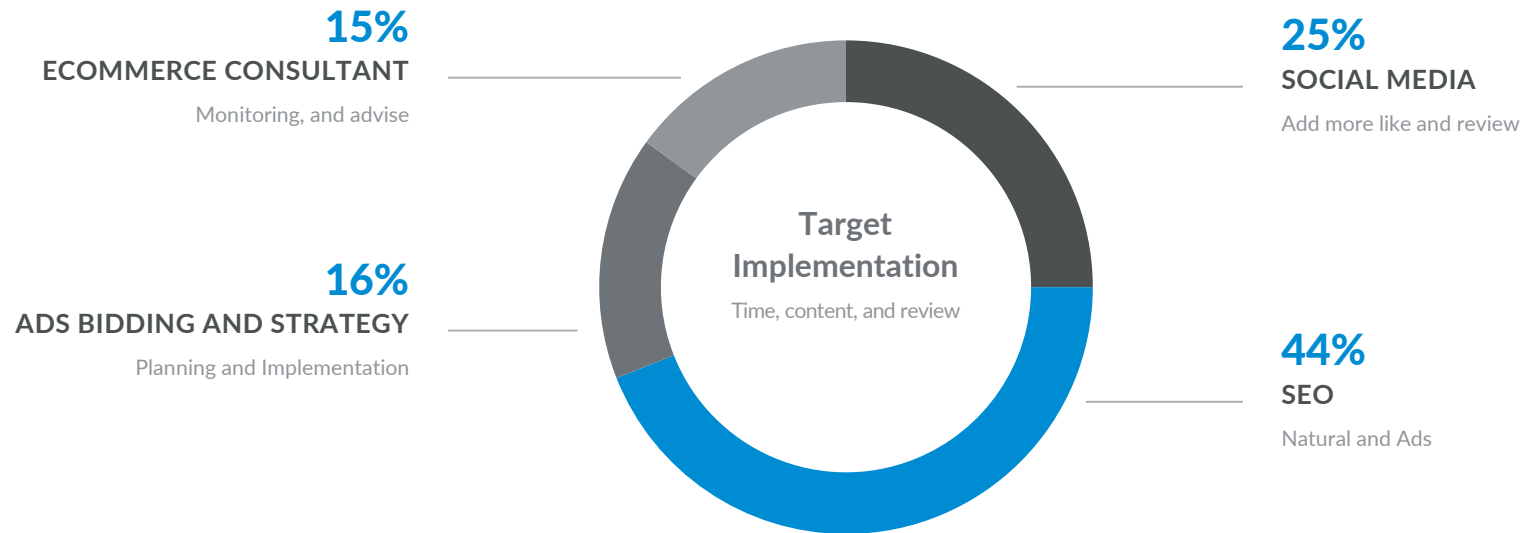
Online Travel Agent and Internal Booking System

Created in:	Des	Jan	Feb	Mar	April	May
Booking Button	IDR 79,975,000	IDR 131,962,500	IDR 149,935,713	IDR 71,850,000	IDR 74,560,000	IDR 136,925,000
Number of Reservations	19	24	20	11	12	16
Number of Room Nights	62	87	86	43	42	69

DON'T WORRY BE HAPPY

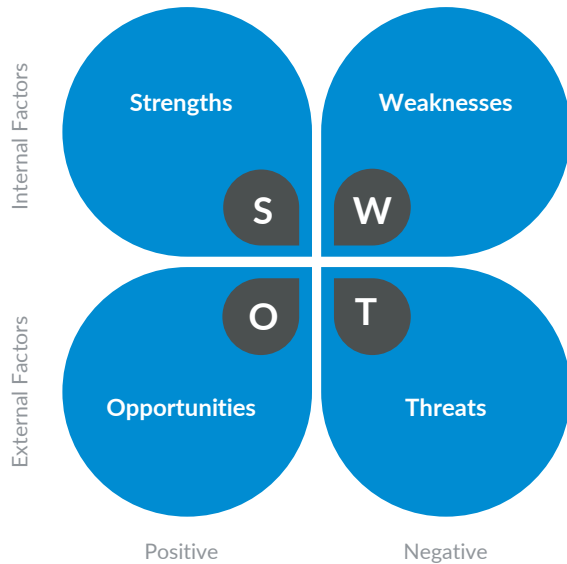
WORKLOAD

Let us do the work base on your budget



FLOWER SWOT ANALYSIS

Never forget yours



STRENGTHS

High brand recognition, Good employee retention, Ubud as tourism destination, Good reputation in the market, Good review on tripadvisor

OPPORTUNITIES

Innovation in customer services, Digitalization and better use of technology, Europe and Indian as market to be considered.

WEAKNESSES

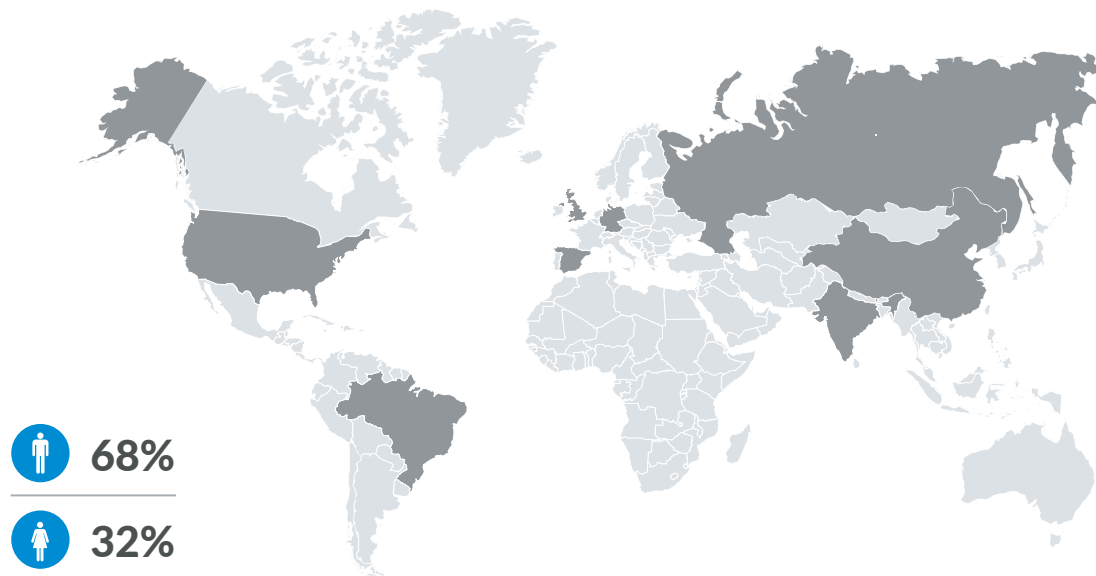
Limited market, Human resource are limited, Internet connection, property location, and guest habit only stay at the hotel

THREATS

Low price hotel and city type hotel

TOP COUNTIES USING SOCIALS

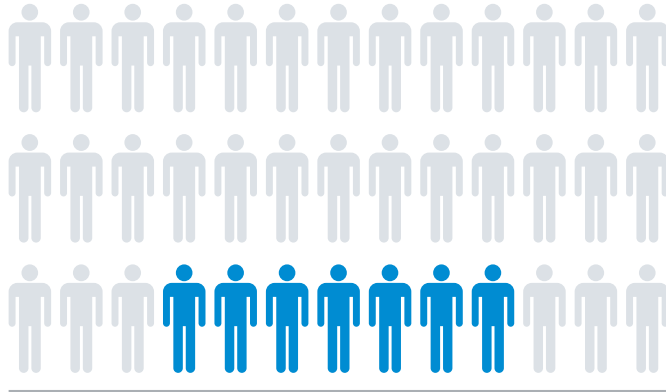
Base on google data



1	United States	44.9%
2	Brazil	32.1%
3	China	25.8%
4	United Kingdom	21.2%
5	Germany	17.3%
6	France	15.2%
7	Russia	12.3%
8	India	7.8%

ONLINE TRAFFICS BY DEVICES

What they use to see your website (base on general global data collecting; google.com)

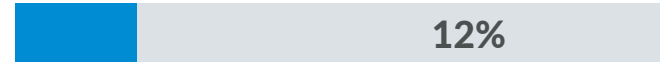


ONLY 24%

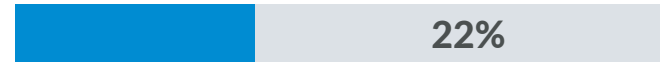
of people don't share any information of their device type



SMARTPHONE USERS



DESKTOP USERS



LAPTOP USERS



THANKS FOR WATCHING!

Don't forget say "Ok let me sign the contract"

Contact us:



Jalan Bukit Tunggal 1 / 4



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