SEARCH ENGINE OPTIMIZATION MARKETING STRATEGIES AND BRAND VISIBILITY AMONG TOUR AND TRAVEL COMPANIES IN TANZANIA: THE CASE OF TOUR AND TRAVEL COMPANIES IN ARUSHA REGION

SIA SEVERIN NDASKOI

1027781

RESEARCH THESIS SUBMITTED TO THE SCHOOL OF BUSINESSS IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA) IN MARKETING MANAGEMENT OPTION

DEPARTMENT OF GRADUATE BUSINESS STUDIES

SCHOOL OF BUSINESS & ECONOMICS

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

SEPTEMBER, 2025

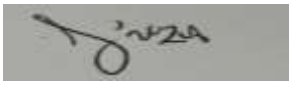
DECLARATION

DECLARATION BY STUDENT

I, declare that this research proposal is my original work and not a duplicate of similarly published work of any other scholar for an academic credential. I declare that all information cited in this research project has been fully acknowledged.

SIA SEVERIN NDASKOI

Master of Business Administration

Student Signature …………Date 11th July 2025

SUPERVISOR'S DECLARATION

This research proposal has been presented for examination with my approval as the University Supervisor.

Name of the Supervisor**……..**Signature……. Date:

Lecturer

School of Business

Catholic University of Eastern Africa

Name of the Supervisor**……**Signature …… Date

Lecturer

School of Business

Catholic University of Eastern Africa

DEDICATION

To my parents.

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to God for granting me the courage, wisdom, and strength to complete this paper. This journey has not been easy, but with His guidance, I was able to overcome every challenge. I am deeply thankful to my parents for their unwavering support and encouragement throughout this process. Their belief in me has been a constant source of motivation. I extend my heartfelt appreciation to my supervisors, Dr. Kiprop and Dr. Anne for their patience, guidance, and invaluable feedback. Their expertise and dedication have been instrumental in shaping this work and guiding me through every step of this journey. Finally, I acknowledge all those who, directly or indirectly, contributed to the completion of this paper. Your support has been a blessing, and I am truly grateful.

ABSTRACT

The tourism industry is a key driver of economic growth for many countries, including Tanzania. Renowned for its breathtaking landscapes, diverse wildlife, and rich cultural heritage, Tanzania attracts travelers from around the world. However, in the competitive landscape of global tourism, Tanzanian tour and travel brands face significant challenges in achieving adequate market visibility due to their inability to harness the various online and offline marketing strategies and this has led to non-competitiveness of the travel and tour companies' brands and stagnation of tourism arrivals in Tanzania as compared to other African and Asian destinations. The main objective of the study is to investigate the effect of search engine optimization marketing strategy on tours and travel companies' brand market visibility: The target population encompassed twenty-four (24) tour and travel enterprises located in the Arusha Region, specifically those possessing active websites and engaging in Search Engine Marketing. The research employed an explanatory research design to explain the relationship between search engine optimization marketing strategies and the brand visibility of tour and travel companies. Descriptive statistics mean and frequency distributions were used to establish the Characteristics of the variables under examination and inferential statistics were used to establish the relationship between search engine optimization marketing strategy and brand visibility. The study established that on-page search engine optimization marketing strategy (Mean score of 4.0266 and SD of 1.0756) ; off-page search engine optimization marketing strategy (mean of 4.3663 and a SD of 0.9892; B = 0.540, Beta=.597; P < 0.001), technical search engine optimization marketing strategy (mean of 4.135 and a SD of 0.979 ; B =0.588, Beta = .323; P< 0.000); content search engine optimization marketing (mean of 4.165 and a SD of 1.072; B = 0.293, Beta = .217, P<0.004) all affect visibility of tour and travel companies' brands in global markets. However, content search engine optimization marketing strategy contribution to tour and travel companies' brand market visibility is weak/minimal. The study recommends that tours and travel companies invest in enhancing Search Engine Marketing, in the areas of Technical and Content Search Engine, to increasing their exposure on search engine results pages' effective keywords, content, improving the technical aspects of their websites and. Similarly, the study recommends that tour companies have a high number of quality domains/websites linking to their website in order to access their brand information and increase brand visibility in the market.

TABLE OF CONTENTS

DECLARATION ii
DEDICATION iii
ABSTRACT v
LIST OF TABLES x
OPERATIONAL DEFINITION OF TERMS xii
LIST OF ABBREVIATION xiii
1.0 Introduction 1
1.2 Background of the Study 1
1.2.1 Brand Market Visibility 1
1.2.2 Search Engine Optimization Marketing Strategy 4
1.2.3 Search Engine Optimization Marketing Strategy and Brand Market Visibility 5
1.2.4 Issues and Trends (Perspectives) of Tour and Travel Companies Search Engine Marketing Strategy 7
1.2.5 Profile of Tour and Travel Companies' Brands in Tanzania 9
1.3 Statement of the Problem 11
1.4 General Objective of the study 12
1.4. Specific Objectives of the Study 12
1.5. Research Study Hypotheses 13
1.6 Significance of the Study 13
1.7 Scope and Delimitation of the Study 15
1.8 Research Assumptions 16
1.9 Conceptual Framework 16
CHAPTER TWO 18
LITERATURE REVIEW 18
2.1 Introduction 18
2.2 Theoretical Review 18
2.2.1 Technology Acceptance Model (TAM) 18
2.2.2 AIDA Model 20
2.2.3 Resource Based View (RBV) 23

2.2.4 Diffusion of Innovations Theory 24
2.3 Review of Empirical Studies 25
2.3.1 Brand Visibility 26
2.3.2 On-Page Search Engine Optimization Marketing Strategy and Brand Visibility 31
2.3.3 Off-Page Search Engine Optimization Marketing Strategy and Brand Visibility 33
2.3.4 Technical Search Engine Optimization Marketing Strategy and Brand Visibility 35
2.3.5 Content Search Engine Optimization Marketing strategy and Tour and Travel Companies' Brand Visibility 39
2.4 Summary and Research Gaps to be filled 42
2.4.1 Contextual Research Gaps 42
2.4.2 Conceptual Research Gaps 43
2.4.3 Methodological Research Gaps 43
CHAPTER THREE 45
RESEARCH METHODOLOGY 45
3.1 Introduction 45
3.2 Research Design 45
3.3 Research Site 46
3.4 Target Population 46
3.5 Sampling Technique 47
3.6 Data Collection Tools/Instruments 48
3.8 Reliability and Validity of Research instruments 49
3.8.1 Reliability of the Research instrument 50
3.8.2 Validity of the Research instrument 50
3.9 Data Collection Procedure 51
3.10 Data Analysis and Presentation 51
3.11 Test of Assumptions of Regression 53
3.11.1 Test of Independence 53
3.11.2 Homoscedasticity Test 53
3.11.3 Test of Normality 53
3.11.4 Test of Multicollinearity 54
3.12 Test of Study Hypotheses 54

3.13 Ethical Considerations 54
CHAPTER FOUR 56
DATA ANALYSIS, PRESENTATION AND DISCUSSION OF THE FINDINGS 56
4.1 Introduction 56
4.2 Response Rate 56
4.3 Demographic Profile of Respondents 57
4.4 Descriptive Analysis of Study Variables 58
4.4.1 Effect of On-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets 58
4.4.2 Effect of Off-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets 60
Table 4. 4 Off-Page Search Engine Optimization Marketing Strategy & Visibility of Tour and Travel Companies' Brands in Global Markets 61
4.4.3 Effect of Technical Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets 62
4.4.4 Effect of Content Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets 64
4.4.5: Visibility of Tour and Travel Companies' Brands in Global Markets 66
4.5 Diagnostic Tests 68
4.5.1 Normality Test 68
4.5.2 Multi-Collinearity Test 69
4.5.3 Autocorrelation Test 70
4.6 Correlation Analysis 71
4.7 Regression Analysis 72
4.7.1 On-Page Search Engine Optimization Marketing Strategy and Tours and Travel Companies' Brand Market Visibility 73
4.7.2 Off-Page Search Engine Optimization Marketing Strategy & Brand Market Visibility 76
4.7.3 Technical Search Engine Optimization Marketing Strategy and Tour and Travel Companies' Brand Market Visibility 79
4.7.4 Content Search Engine Optimization Marketing Strategy and Tour and Travel Companies' Brand Market Visibility 82
4.7.5 Multiple Regression analysis 85

4.8 Hypothesis Testing 90
1.1 Table 4.25: Hypotheses Testing 90
CHAPTER FIVE 93
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS 93
5.1 Introduction 93
5.2.1 Effect of On-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets 93
5.2.2 Effect of Off-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets 94
5.2.3 Effect of technical search engine optimization marketing strategy & visibility of tour and travel companies' brands in global markets 94
5.2.4 Effect of Content Search Engine Optimization Marketing Strategy& Visibility of Tour and Travel Companies' Brands in Global Markets 94
5.2 Conclusion of the Study 95
5.3 Recommendations of the Study 96
5.3.1 Recommendation for policy 96
5.3.2 Recommendation for practice 96
5.4 Recommendations for further research 97
REFERENCES 98
APPENDICES 102
Appendix I: Participant Information Sheet 102
Appendix II: Consent Form 105
Appendix 1II: Letter to the Respondents 107
Appendix IV: Questionnaire 108
Appendix VI: Research letter 115
Appendix VII: Letter from School 116
Appendix VIII: Plagiarism Certificate 117

LIST OF TABLES

Table 3.1 Target Population 46
Table 3.2 Sample Population 47

LIST OF FIGURES

Figure 1.1 Conceptual Framework 17

OPERATIONAL DEFINITION OF TERMS

Brand market visibility:	The extent to which a brand is recognized and easily identifiable by its target audience.
Search Engine Optimization	A plan to improve a website's visibility and ranking in search engine results pages (SERPs).
On-page Search Engine Optimization	Practice of optimizing individual web pages to improve their search engine rankings and attract more relevant traffic
Off-page Search Engine Optimization	Strategies and actions taken outside of the website to improve its search engine ranking
Technical Search Engine Optimization	Focuses on optimizing a website's backend and infrastructure to improve its visibility and performance in search engine results.
Content Search Engine Optimization	Focusing on creating and distributing valuable, relevant content that is optimized for search engines to improve organic visibility and attract targeted traffic

LIST OF ABBREVIATION

SEO	Search Engine Optimization
SOV	Share of Voice
SERP	Search Engine Results Pages
SEM	Search Engine Marketing
TAM	Technology Acceptance Model
RBV	Resource Based View
ICD	Intellectual Capital Disclosure
SEM	Structural Equation Modelling

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.0 Introduction

This chapter introduces the research on the impact of Search Engine Optimization (SEO) marketing strategies on the brand visibility of tour and travel companies in Tanzania. The study explores how SEO can enhance global visibility, addressing the challenges faced by Tanzanian companies in a competitive tourism market.

1.2 Background of the Study

The tourism industry is a key driver of economic growth for many countries, including Tanzania. Renowned for its breathtaking landscapes, diverse wildlife, and rich cultural heritage, Tanzania attracts travelers from around the world. As the tourism industry becomes increasingly digitized, the need for effective digital marketing strategies, such as Search Engine Optimization (SEO), has grown significantly (Raji et al. 2024).

1.2.1 Brand Market Visibility

Brand market visibility refers to the extent to which a brand is recognized and easily identifiable by its target audience. It encompasses a brand's online and offline presence and is crucial in establishing brand identity and reputation (Dahiya & Gayatri, 2017). It is crucial for establishing recognition and recall. Brand visibility indicates how easily people can spot and recognize the company brand. In other words, it is the extent to which customers are aware of the company brand and can recognize it when they encounter it. It's not limited to physical visibility; it encompasses online presence, social media recognition, and the overall reputation of the company brand. Visibility increases through various customer touchpoints, such as online ads,

social media interactions, and content marketing efforts, creating familiarity and trust (Berman & Katona, 2020; Smith & Johnson, 2024).

Brand visibility is important because it helps build trust and credibility with the company customers. When consumers see the company brand repeatedly and consistently across various channels, they begin to trust it. In a crowded marketplace, brand visibility gives it the edge by ensuring that it remains top-of-mind for consumers. This can lead to increased market share and customer loyalty (Dahiya & Gayatri, 2017; Google Travel Insights, 2024). Brand visibility is the first step in expanding the company reach and attracting new audiences and opens doors to new opportunities and markets. High visibility gives a brand an edge over competitors, ensuring that it is noticed in an increasingly crowded and competitive global market, boosts brand awareness, drives company growth and profitability, and fosters stronger customer engagement and loyalty (Bhandar & Bansal, 2018; Valentza & Metaxis, 2023).

Brand Global visibility can be measured through indicators such as brand impressions, which measure the number of times the brand content is displayed. It's a vital metric for gauging initial brand exposure (Bhandar & Bansal, 2018). Brand reach quantifies the unique users who have seen the company content (Smith & Johnson, 2024). Brand Share of Voice (SOV) indicates the company brand's presence compared to competitors within the market (BrightEdge, 2024). Social Media brand visibility measurements include likes, shares, and comments. This engagement on social media platforms is a direct reflection of brand visibility (HubSpot, 2024). A growing follower base signifies increasing brand visibility, and monitoring this indicator helps evaluate the effectiveness of the company social media strategy (Valentza & Metaxis, 2023). Tracking the performance of branded hashtags can unveil the extent of the company brand's reach and influence on social media (Google Travel Insights, 2024). A significant portion of

brand visibility occurs through online searches, and monitoring organic search traffic provides insights into the company brand visibility (Chaffey & Ellis-Chadwick, 2012). Referral traffic indicators highlight platforms contributing to the company brand's visibility, and understanding where it originates from helps refine the brand marketing efforts. A high bounce rate may indicate a mismatch between user expectations and the company content; hence, lowering the bounce rate enhances overall brand visibility (Smith & Johnson, 2024). Finally, brand mentions across various online platforms are crucial indicators of visibility. Positive mentions contribute to a favorable brand image (Valentza & Metaxis, 2023).

Building and maintaining brand visibility requires several key components that help a brand stand out, capture attention, and reinforce its identity in the minds of consumers. A brand's visual identity is one of the most critical aspects of brand visibility. Elements such as logos, colors, typography, and overall design play a significant role in creating an immediate and recognizable presence (Dahiya & Gayatri, 2017). A strong, consistent visual identity helps consumers easily identify and associate certain attributes with the brand. Consistency in messaging is another critical component of effective brand visibility. Whether communicating through social media, websites, emails, or advertisements, the tone, voice, and message of a brand must remain uniform (Berman & Katona, 2020). This consistency reinforces the brand's identity, ensuring that it delivers the same promise and value proposition across all platforms. By combining a strong visual identity, consistent messaging, and an omnipresent approach in both digital and physical spaces, brands can effectively build and maintain high visibility, ensuring they stay top-of-mind for consumers (Smith & Johnson, 2024). In an increasingly digital world, the visibility of companies online has become essential for attracting international customers.

This is where Search Engine Marketing (SEM) plays a crucial role (Chaffey & Ellis-Chadwick, 2012; Xiang et al., 2015).

1.2.2 Search Engine Optimization Marketing Strategy

Search engine optimization (SEO) is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and therefore, search engines rank them better (Fishkin, 2018). Search engine optimization (SEO) Marketing is a marketing strategy aimed at improving a website's visibility on search engine results pages (SERP) hence It helps in getting traffic from free, organic, editorial, or natural search results in search engines. Search engines help customers find what they're looking for online; they are a common starting point when customers need information (Madenovc et al, 2022).

SEO marketing strategy is of importance to company brands in several ways: SEO marketing generates more quality leads for the company brands. SEO delivers pre-qualified, interested leads to the company site and facilitates their conversion by optimizing the company website and content for keywords related to the company brand offerings. SEO allows the company to lead the customer through its brand buying process and in addition to visibility and increased website traffic; it contributes to the brand's dominance in the market (Bhandar & Bansal, 2018). A well-optimized company website clearly communicates what product or service is being offered, shows how to obtain it, and answers any questions surrounding it and this builds brand trust, which ultimately turns to brand loyalty. When the company customers have a positive experience with the company brands, it gets more web clicks, increases traffic, and ultimately, improve customer experience hence brand visibility. Mobile optimization ensures the company website

works seamlessly on smartphones with responsive design and tap targets also help customers to quickly find brand information while on the move (Almuhtar, et al, 2021)

SEO marketing strategy dimensions include keyword optimization, quality content creation, link building, improving site speed, and mobile friendliness (Dahiya & Gayatri, 2017). The core components of a search engine marketing (SEM) strategy are keyword research, on-page optimization, content marketing, off-page SEO, and technical SEO. These pillars work together to improve a website's visibility in search engine results, attract organic traffic, and build authority. Keyword Research involves identifying the terms and phrases that potential customers are using to search for products or services similar to the company. Effective keyword research helps the company understand its target audience and optimize its content accordingly. On-Page Optimization focuses on optimizing elements within the company website to improve its ranking in search results. It includes optimizing page titles, meta descriptions, headings, images, and internal links. Content Marketing involves creating and distributing valuable, relevant, and engaging content to attract and retain a target audience. Content can take many forms, including blog posts, articles, videos, and infographics. Off-Page SEO focuses on building the company website’s authority and credibility through external factors, such as backlinks from other reputable websites. Backlinks are essential for improving the company website's search engine ranking. While technical SEO involves optimizing the technical aspects of the company website, such as site speed, mobile-friendliness, and proper indexing, to ensure that search engines can easily crawl and index company content. SEO marketing strategy can be measured by: Keywords, Organic traffic, SERP results, Time spent on page, Engagement rate, Click-through rate, Brand awareness, lead generation and revenue (Madenovc et al, 2022).

1.2.3 Search Engine Optimization Marketing Strategy and Brand Market Visibility

In the current competitive local and global market-scape, where visibility reigns supreme, search engine optimization marketing has become an essential competitive market tool. It allows companies to enhance their online visibility and reach potential customers actively searching for company brands and services. It combines strategic planning, creative thinking, and cutting-edge marketing technology to drive customer engagement and improve the overall performance of travel businesses (Lewandowski, et al, 2021). Search Engine Optimization Marketing allows companies to provide robust strategies to enhance online visibility for their companies. It integrates strategic planning, creative thinking, and the latest marketing technology to drive customer engagement and improve the overall brand visibility. Search Engine Optimization marketing uses various strategies to elevate the visibility of company brands in the market and this include on-page, off- page, technical and local search engine optimization marketing strategies (Bhandar & Bansal, 2018).

On-page SEO marketing strategy involves optimizing individual web pages to rank higher in search engine results pages (SERPs) and attract more relevant traffic. This entails fine-tuning elements such as meta tags, headers, content quality, keyword optimization, and internal linking structure. By aligning content with user intent and search engine algorithms, on-page SEO enhances a website's visibility (Almuhtar, et al, 2021). Off-page SEO marketing strategy revolves around activities conducted outside the website to bolster the search engine ranking of the brand. Key tactics include link building, social media marketing, influencer outreach, and online reputation management. By garnering high-quality backlinks from reputable sources and fostering a strong digital footprint across various platforms, off-page SEO amplifies a website's credibility and relevance in the eyes of search engines, and this has the effect of raising brand recall, recognition and visibility in the market (Madenovc et al, 2022). Technical SEO focuses on

optimizing the technical aspects of a website to enhance its crawling, indexing, and overall performance in search results. This involves addressing factors such as site speed, mobile-friendliness, URL structure, schema markup, XML sitemaps, and canonical tags. By ensuring seamless accessibility and usability for both users and search engine bots, technical SEO lays a solid foundation for improved visibility and user experience. Local SEO is indispensable for enhancing visibility in local search results. This involves optimizing a website's content, metadata, and Google My Business listing for location-based queries (Bhandar & Bansal, 2018).

1.2.4 Issues and Trends (Perspectives) of Tour and Travel Companies Search Engine Marketing Strategy

The global tours and travel sector is a dynamic and growing industry, driven by global demand for travel and tourism services. America and Europe tour and travel companies dominate the global market share of international tourist earnings. In 2018 Tours and travel agencies in Africa had a market share of 7% compared to Asia (7.2%). In 2019, Tours and travel businesses in Africa had a market share of 3% in the world tourism market, compared to Middle East (8%), Asia (6%) and Europe (4%). As pertains to sub regions North Africa tours and travel agencies recorded 9% market share compared to sub–Saharan Africa tours and travel agencies which were at 0% market share in 2019 according to the World Tourism Organization (WTO)

The global tourism landscape is undergoing a profound transformation characterized by the digital connectivity which the tour and travel sector has harnessed to redefine how destinations engage with travelers, shape perceptions, and drive visibility in the market (Kamsar et al., 2023). Now the industry's reliance on digital marketing has become more than a mere trend but is a fundamental shift in how destinations market themselves (Mariani et al., 2021). With the

majority of travelers researching and planning their trips online, digital platforms have evolved into crucial channels for destination promotion (Cooper et al., 2021). The ability to reach a vast and diverse audience, coupled with real-time interaction, makes digital marketing an indispensable tool for enhancing visibility, attracting tourists, and maximizing firm revenues and profitability (Niziaieva et al., 2022).

In the USA, which has a mature and competitive tourism market, digital marketing strategies are sophisticated. Utilizing platforms such as social media, search engine optimization (SEO), and content marketing, American destinations strive to capture the attention of a diverse customer base. The integration of data analytics and personalized marketing campaigns has allowed for precise targeting, enhancing the overall effectiveness of promotional efforts. Additionally, the USA's tourism industry has embraced influencer collaborations and immersive technologies to create compelling narratives and experiences. In Europe, the plethora of online travel agencies and booking platforms has facilitated easier access for tourists interested in exploring the diverse tourism offerings on the global scale (Kamsar et al., 2023).

In Africa, the digital marketing landscape is characterized by a blend of traditional and modern approaches. While some regions are still grappling with infrastructural challenges, others are leveraging digital platforms to showcase their rich cultural and natural attractions. Social media campaigns, mobile applications, and partnerships with travel influencers are gaining traction to enhance visibility (Kaleka & Morgan, 2017). With technological advancements and the expansion of online travel booking platforms, the sector is constantly evolving to meet the changing needs of travelers (Pencarelli, 2020). However, personalization across the digital booking experience remains relatively low across travel & hospitality.

The World Travel & Tourism Council (WTTC, 2020) noted that the Tanzania's travel and tourism sector contributed about 10.3% to the global GDP in 2019, highlighting its economic importance. For Tanzanian tour companies, gaining global visibility is essential to stay competitive in the global market (WTTC, 2020). However, Tanzania tour and travel operators have not adopted and implemented innovative marketing strategies, leading to diminished visibility in the global markets (Buhalis & Law, 2008). A study by Kinyanjui et al. (2020) found that a substantial portion of Tanzanian tour companies do not rank on the first page of search engine results, limiting their exposure to potential international customers. This lack of visibility directly affects their ability to attract visitors, which is crucial for the sustainability and growth of the tourism sector (Dogra, 2018).

1.2.5 Profile of Tour and Travel Companies' Brands in Tanzania

Tanzania is rich in nature-based tourist attractions. Some of the most popular sites in Tanzania are the great plains of the Serengeti, Ngorongoro Crater, Mount Kilimanjaro, and the island of Zanzibar with its lush tropical beaches (World Bank, 2015). The tourism sector is the second-biggest sector after the manufacturing sector in contributing to national income (Valensi et al., 2021). The travel and tourism sector's total contribution to GDP in 2019 was US $6.7 billion, equivalent to 10.7% of the country's GDP (WTTC, 2021). This was significantly affected by the COVID-19 pandemic and dropped to 5.3% in 2020. In 2019 the sector was responsible for 6.2% of total employment, but this number dropped to 4.5% in 2020 (WTTC, 2021)

In Tanzania Tour and travel Operator's brand offers include provision of destination accommodation, reservations, guided tours, transport facilities and dining facilities (Bacsi, et al, 2023). The tourist destinations are equipped with different types of accommodations such as:

serviced accommodation that is supported by skilled staff such as housekeepers, drivers, guides, and cooks. Self-catering accommodation which offers staying facilities, but dining is required to be self-catered. Guest Houses are either owned by business or government organizations, Camping Sites are open sites equipped with clean place to pitch the personal tent, a water supply, electricity supply and common rest rooms. The tour and travel operators are responsible for making reservations for special events or activities the tourists are interested in. They also arrange guided tours. Transport facilities are for travelling from one place to another and include: surface transport (support of transport by road or water); air transport (support of transport by air), generally given for long-distance travel. The tour and travel operators' book accommodation that provides dining facilities or it can tie up with the local restaurants which are ready to entertain groups. If the tour package is all inclusive, the tour operator pays for breakfast, lunch, and dinner (TTB, 2017).

Tanzania operates within a globally competitive tourism industry, including with competitors for wildlife tourism. The majority of international tourists (close to 80 percent) arrive from either Europe or America, with Asian tourists exhibiting a rapid increase over recent years as a result of focused promotional efforts (GoT 2012). About 64 percent of visitors in 2010 arrived on packaged tours organized through travel agencies that dominate the market. Tanzania has reached an enviable position as a high-value low-density (HVLD) tourist destination by restricting supply and targeting the high-end segment of the market that is largely unaffected by economic fluctuations. The industry attracts some of the world's most illustrious tour operators, many of whom market only Tanzania.

Given the highly competitive nature of the tourism industry and the growing trend of online trip planning, a strong SEO strategy is crucial for success. Travel and tour companies in Tanzania are

increasingly leveraging Search Engine Optimization (SEO) marketing to enhance their current poor global market visibility, attract more potential customers, and ultimately drive bookings. SEOM can equip tour companies with the tools they need to stand out in a crowded digital marketplace (Law, Leung, & Buhalis, 2009). The overall trend shows a growing recognition among Tanzanian travel and tour companies of the vital role SEO marketing plays in their global visibility (TTB, 2017).

1.3 Statement of the Problem

A strong brand visibility attracts new customers, builds trust and loyalty among existing ones; leads to higher brand recall, which in turn drives customer engagement and purchase decisions, and ultimately leads to increase in market share and revenue. However, in the competitive landscape of global tourism, Tanzanian tour and travel brands face significant challenges in achieving adequate market visibility due to their inability to harness the various online and offline marketing strategies and this has led to non-competitiveness of the travel and tour companies' brands and stagnation of tourism arrivals in Tanzania as compared to other African and Asian destinations. If the current situation continues it will have a serious effect on the tour and travel sector and to the country's economy. This study aims at establishing whether the adoption and use of search engine optimization strategy by Tanzanian tour and travel companies can provide the much-needed solution of increasing their brand visibility in the global markets

Existing literature highlights critical gaps regarding the specific effects of Search Engine Marketing (SEM) on the global visibility of Tanzanian tour companies. While previous studies have emphasized the importance of digital marketing in enhancing visibility and competitiveness in tourism (Xiang et al., 2015), few have specifically addressed the challenges faced by Tanzanian operators in implementing SEOM strategies. Additionally, empirical evidence

demonstrating the relationship between SEOM practices and online visibility in the Tanzanian context is limited (Jansen & Mullen, 2008). Further studies, such as those by Kinyanjui et al. (2020), suggest that while many tour operators recognize the potential of digital marketing, they often lack the necessary skills and tools to implement effective strategies. This study aims to fill the above gaps by examining the effect of search engine optimization marketing strategy on brand market visibility with specific focus on tour and travel companies' brands in Tanzania

1.4 General Objective of the study

The main objective of the study is to investigate the effect of search engine optimization marketing strategy on tours and travel companies' brand market visibility: A Case study of Tour and Travel Companies' Brands in Tanzania.

1.4. Specific Objectives of the Study

a) To assess the effect of on-page search engine optimization marketing strategy on tours and travel companies' brand market visibility.
b) To examine the effect of off- page search engine optimization marketing strategy on tours and travel companies' brand market visibility
c) To determine the effect of technical search engine optimization marketing strategy on tours and travel companies' brand market visibility
d) To evaluate the effect of content search engine optimization marketing strategy on tours and travel companies' brand market visibility
e) To establish the combined effect on-page search engine optimization marketing strategy, off-page search engine optimization marketing strategy, technical search engine optimization

marketing strategy and content search engine optimization marketing strategy have no significant effect on tour and travel companies' brand market visibility

1.5. Research Study Hypotheses

$H0_1$: There is no statistically significant relationship between on-page SEO marketing strategy and travel companies' brand market visibility in Tanzania

$H0_2$: There is no statistically significant relationship between Off-page SEO marketing strategy and travel companies' brand market visibility in Tanzania

$H0_3$: There is no statistically significant relationship between technical search engine optimization (SEO) marketing strategy and travel companies' brand visibility in markets.

$H0_4$: There is no statistically significant relationship between content search engine optimization marketing strategy and travel companies' brand visibility in markets.

$H0_5$: There is no statistically significant combined effect on-page search engine optimization marketing strategy, off-page search engine optimization marketing strategy, technical search engine optimization marketing strategy and content search engine optimization marketing strategy have no significant effect on tour and travel companies' brand market visibility

1.6 Significance of the Study

This study holds significant importance as it aims to enhance the understanding of how Search Engine Optimization (SEO) marketing strategies can improve the brand visibility of tour and travel companies in global markets. In a highly competitive tourism landscape, effective SEO is crucial for companies to attract international customers and increase their market share. The

findings will contribute to the broader field of digital marketing in tourism, offering a framework for other businesses looking to enhance their online presence.

The key beneficiaries of this research include Tanzanian tour companies, which stand to gain significantly from the findings. By investigating the specific effects of on-page, off-page, technical, and local SEO strategies, this research will provide valuable insights that can help Tanzanian tour companies optimize their digital marketing efforts. For instance, they can enhance on-page SEO by optimizing website content and keywords, leverage off-page SEO through quality backlinks, implement technical SEO to improve website performance, and utilize local SEO to target region-specific customers. These strategies can help increase online visibility, attract international tourists, and enhance competitiveness in the global tourism market

For tour companies in other regions outside Tanzania, this study will provide actionable recommendations to enhance their SEO strategies, ultimately leading to improved visibility and increased bookings from international tourists. By exploring the effectiveness of on-page, off-page, technical, and local SEO strategies, the research offers valuable insights that can be adapted to different contexts. For example, companies can optimize their websites for relevant keywords, improve technical SEO for better user experience, and leverage local SEO to target specific markets. These strategies can help businesses increase their online presence, attract more international customers, and strengthen their competitiveness in the global tourism market.

Policymakers can leverage the insights gained from this research to develop supportive frameworks and initiatives that promote digital marketing within the tourism sector. For instance, the findings can inform policies aimed at enhancing digital literacy and skills development for tour operators, ensuring they can effectively implement SEO strategies. Additionally, policymakers can advocate for improved internet infrastructure, such as faster and more reliable

connectivity, which is essential for successful digital marketing campaigns. By creating an enabling environment for tourism businesses to adopt SEO and other digital tools, policymakers can help boost the sector's competitiveness, attract more international tourists, and contribute to the country's economic growth.

Additionally, Academic researchers will benefit from a deeper understanding of the relationship between SEO practices and brand visibility, paving the way for future research in this area and contributing to the body of knowledge in tourism marketing. The study provides empirical evidence on the effectiveness of on-page, off-page, technical, and local SEO strategies, addressing gaps in existing literature, particularly in the Tanzanian context. Researchers can use these insights to explore emerging trends, such as the role of AI and machine learning in SEO, or the impact of video content and voice search optimization on brand visibility. By building on this research, scholars can advance the field of digital marketing in tourism, offering innovative strategies that enhance global competitiveness and sustainability in the industry.

1.7 Scope and Delimitation of the Study

This study focuses on the impact of Search Engine Optimization (SEO) marketing strategies on the brand visibility of tour and travel companies in global markets, specifically within the context of Tanzania. The geographical scope is limited to Arusha Region in Tanzania, where the research will investigate local tour companies operating in the tourism industry. The study will examine the effect of on-page SEO, off-page SEO, technical SEO, and content SEO marketing on brand visibility. The target population includes both small and large tour companies actively engaged in digital marketing practices. The study will be conducted over a period of six months, from March 2025 to August 2025.

1.8 Research Assumptions

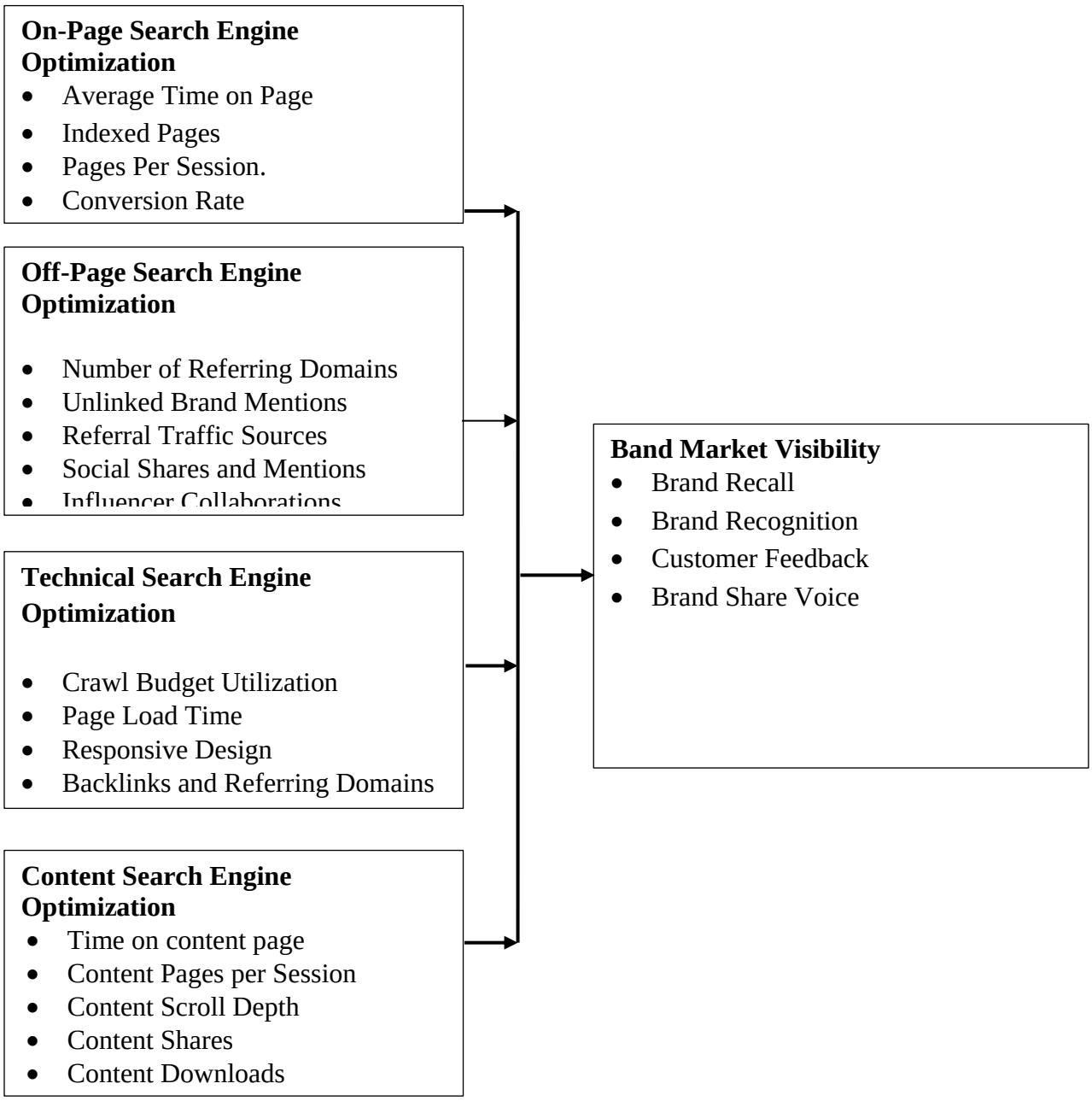
This study is based on several key assumptions that support the research framework and methodology. It is assumed that tour companies in Tanzania will have a general understanding of Search Engine Optimization (SEO) strategies and their potential impact on brand visibility. This perception is critical for gathering accurate data regarding their current practices and challenges.

The study assumes that participants will respond honestly and accurately to surveys and interviews. This assumption is vital for ensuring the validity and reliability of the data collected. It is assumed that tour companies will provide access to the necessary data regarding their SEO practices and brand visibility metrics. This includes cooperation in data collection efforts, such as surveys and interviews.

The research assumes that the findings related to SEO strategies and brand visibility will be applicable to other similar contexts within the tourism sector, particularly in developing countries. It is assumed that the relationships identified between SEO strategies and brand visibility will remain consistent throughout the duration of the study, allowing for meaningful analysis and conclusions.

1.9 Conceptual Framework

The conceptual framework shown on figure 1.1 below shows a diagram representation of the relationship between the independent variable (search engine optimization marketing strategy) and the dependent variable (brand market visibility). The conceptual framework illustrates the relationship between the independent variable, Search Engine Optimization (SEO) Strategies, and the dependent variable, Brand Market Visibility.



Source: **Author (2025)**

Figure 1.1 Conceptual Framework

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides an overview of the existing literature on Search Engine Optimization (SEO) marketing strategies and their impact on brand visibility in Tanzanian tour and travel companies. It is organized into three main sections: Review and Criticism of Theories, Empirical Review, and Summary of Research Gaps.

2.2 Theoretical Review

This section examines key frameworks such as the Technology Acceptance Model (TAM), AIDA Model, Resource Based View (RBV), and Diffusion of Innovations Theory

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was proposed by Fred Davis in 1989. The theory posits that two key factors which are perceived ease of use and perceived usefulness significantly influence users' decisions to accept and utilize new technology. According to the model, if users believe that a technology enhances their performance and is easy to use, they are more likely to adopt it. External variables (e.g., system design features, social influence, facilitating conditions) are also recognized as impacting perceived usefulness and perceived ease of use

While TAM's simplicity and broad applicability are significant strengths, it has notable limitations. The model primarily focuses on individual perceptions, often neglecting external factors such as social influences, organizational culture, and economic constraints that can also

impact technology adoption. Furthermore, TAM does not account for the dynamic nature of technology adoption, particularly in rapidly evolving digital environments.

This is the main theory that anchors the study -SEO marketing strategy and brand visibility as the core tenets can be applied to understanding user/customer behavior in the context of search engines marketing leading to increased use and preference hence visibility of the tour and travel companies' brands. Users of tour and travel company's websites and online assets are more likely to use a search engine (such as Google) or visit a website if they perceive it as useful for finding relevant information, solving a problem, or fulfilling a need. For SEO, this translates to optimizing content for keywords that genuinely answer user queries makes the content useful; providing accurate, comprehensive, and valuable content enhances its perceived usefulness. Websites that directly address the user's search intent (informational, navigational, transactional, commercial investigation) are perceived as more useful.

Users of tour and travel company prefer search engines and websites that are easy to use and navigate. For SEO, this means that a well-designed, intuitive website with clear navigation, fast loading times, and mobile-friendliness contributes to perceived ease of use; content that's easy to read and digest (e.g., clear headings, short paragraphs, appropriate font sizes) improves the user experience ensuring the website is accessible to all users, including those with disabilities. A strong backlink profile (an SEO factor) can enhance a website's authority and trustworthiness, indirectly contributing to its perceived usefulness and encouraging users to click on its search result thus increasing the visibility of the brand

By optimizing for perceived usefulness and ease of use, SEO aims to increase the user's intention to click on a search result, spend time on a website, and ultimately convert (e.g., make a

purchase, fill out a form). A high perceived usefulness leads to users believing that interacting with your website through search will help them achieve their goals. A high perceived ease of use reduces friction, making it more likely users will engage with the company content. By implementing effective SEOM strategies (for instance, technical SEO, on-page SEO, off-page SEO), tour and travel companies' marketers are in fact influencing factors that contribute to the perceived usefulness and ease of use of a website from the perspective of both search engines and users/customers.

2.2.2 AIDA Model

The AIDA Model was introduced by E. St. Elmo Lewis in 1898. The AIDA Model outlines the stages a consumer goes through in the buying process: Attention, Interest, Desire, and Action. It emphasizes that effective marketing communications must capture attention, generate interest, cultivate desire, and prompt action. In the context of tourism, the AIDA model can be applied to various website content types, such as blog posts, landing pages, and product descriptions, to effectively guide potential customers through the booking process.

The model begins with the need to grab potential customer's attention by making travel packages stand out through eye catching visuals, compelling headlines, and engaging content. Once attention is gained, the next step is to generate interest by providing detailed information about the travel package, its uniqueness, and the benefits of choosing your company, including testimonials from satisfied customers. To create desire, the travel company must highlight attributes that make it more appealing, such as fast response times, personalized tips, and exclusive offerings that add value to the travel experience. Lastly, the model leads up to action,

where customers are encouraged to book their travel through clear calls to action, such as special deals and promotions, ensuring that the booking process is easy and convenient.

Despite its practical application, the AIDA Model presents several limitations. It oversimplifies the travel decision making process by assuming that customers move sequentially from awareness to action. This linear approach fails to capture the complexities of modern consumer behavior, particularly in the digital environment where interactions with brands are often nonlinear and influenced by multiple touch points, such as social media, online reviews, and personalized content. Furthermore, the AIDA Model neglects the post purchase experience, which is vital for fostering repeat business in the tourism industry. It tends to be sales oriented rather than focusing on creating memorable and authentic experiences that resonate with travelers. Additionally, the model may not be generalizable across all segments of the tourism market, as it is more suited for mass market products rather than niche offerings.

The AIDA Model anchors tour and travel companies' brand visibility in the tourism industry. Tour and travel companies, applying the AIDA model specifically to brand visibility focus on tailoring marketing efforts at each stage to stand out in a competitive tourism market. The goal of Attention (Brand Awareness) is to make potential travelers aware of the company brand and its unique offerings. Through SEOM being found by potential customers who are just starting their research or problem-solving. This involves targeting broad, informational keywords (e.g., "best honeymoon destinations," "adventure travel tips"); developing blog posts, guides, infographics, and videos that address common questions and provide valuable information without being overtly promotional; ensuring the company website is crawlable, mobile-friendly, and loads quickly to improve search engine rankings for these awareness-level queries and building brand mentions and links through PR, outreach, and social media to increase overall brand authority.

The goal of Interest is to generate curiosity and make travelers want to learn more about the company specific tours and destinations. This involves using SEOM to engage users who have shown initial interest and are looking for more specific information. It includes optimizing content for more specific, detailed queries; creating detailed guides, comparison articles, case studies, and destination-specific pages that provide comprehensive answers and showcase expertise, guiding users through the company website to related content, keeping them engaged and ensuring easy navigation, clear calls to action (CTAs) for further exploration, and visually appealing layouts to retain interest.

The objective of Desire is to create a strong emotional connection and a deep longing for the travel experiences the company provides. This involves convincing users that the company/offerings are the best solution for their needs, fostering an emotional connection. This includes focusing on the unique selling propositions (USPs) of the tours/travel services; integrating customer reviews, testimonials, ratings, and user-generated content (UGC) prominently on product/service pages and landing pages; displaying high-quality photos and videos of destinations, experiences, and happy customers. The goal of Action is to make it easy and compelling for potential customers to book or inquire. This involves driving conversions – bookings, inquiries, newsletter sign-ups, brochure downloads. This includes the targeting keywords indicating purchase intent, creating dedicated, high-converting landing pages with clear CTAs, minimal distractions, and easy booking processes; implement schema markup for tours, activities, and prices to enhance visibility in search results with rich snippets; speed and Mobile Optimization as a slow or non-responsive booking process will kill conversions

2.2.3 Resource Based View (RBV)

The Resource-Based View (RBV) was popularized by Jay Barney in the early 1990s. RBV posits that a firm's unique resources and capabilities are critical for achieving a competitive advantage. The theory emphasizes the importance of resources that are valuable, rare, inimitable, and non-substitutable (VRIN). This suggests that organizations achieve sustainable competitive advantage by effectively leveraging their internal resources and capabilities, which must be valuable and difficult to imitate. RBV categorizes resources into three main types: tangible resources, intangible resources, and organizational capabilities

The theory encourages companies to strategically manage their resources to ensure they are developed, protected, and utilized effectively to achieve organizational goals. It also highlights the importance of sustainably managing these resources to minimize negative impacts on the environment and local communities.

The travel industry is dynamic, characterized by constantly changing trends, technologies, and customer preferences. However, RBV does not adequately capture the need for agility and adaptability in response to these changes. The theory oversimplifies the significance of external factors, such as seasonal variations, economic conditions, and geopolitical events, which can significantly impact the travel industry. Furthermore, RBV tends to simplify the focus on resources and capabilities, neglecting the importance of strategic alliances, partnerships, and network effects, which are crucial for companies operating in competitive environments. While RBV’s focus on internal resources as a strength, it often overlooks external factors such as market dynamics, competitive pressures, and regulatory environments. Additionally, the theory

assumes that firms have the ability to identify and leverage their unique resources, which may not always be true, especially for small and medium sized enterprises (SMEs).

RBV is particularly relevant to this research as it underscores how the resources and capabilities of Tanzanian tour companies such as digital marketing expertise and technological infrastructure can influence their ability to implement effective SEO strategies. Understanding these resources helps identify gaps and opportunities for improvement, enabling companies to enhance their brand visibility in the competitive tourism market.

2.2.4 Diffusion of Innovations Theory

The Diffusion of Innovations Theory was developed by Everett Rogers in 1962.This theory explains how new ideas, practices, or technologies spread within a market. It identifies key factors that influence adoption, including perceived attributes of the innovation, communication channels, social systems, and perceived benefits. The Diffusion of Innovations Theory is particularly relevant to understanding technology adoption within the tourism sector. It helps to explain why and how new technologies are adopted by tourism businesses and travellers, providing insights into the diffusion of sustainable tourism practices. Additionally, the theory can inform marketing strategies by identifying key influencers who can drive the adoption of new tourism products.

While the Diffusion of Innovations Theory offers a comprehensive framework for understanding how innovations spread, it has several limitations. First, it assumes that innovations are inherently beneficial and should be adopted widely, often overlooking the negative consequences associated with specific innovations. This can lead to the promotion of certain technologies without considering their potential impacts on local communities, environments, or economic

equality. Furthermore, the theory tends to attribute the success or failure of an innovation to individual characteristics or behaviours, neglecting systemic factors and broader dynamics that influence adoption.

The reliance on backdated data and individual recall can introduce biases and inaccuracies into the findings, limiting the applicability of the theory. Additionally, it overlooks the role of institutions, policies, and regulations in shaping innovation and adaptability, failing to account for the institutional embeddedness necessary for successful technology implementation. Finally, the theory assumes that populations have equal access to information and resources, which is often not the case in the tourism sector. It primarily focuses on technological absorption and does not fully capture the complexities of tourism innovation, which involves changes in practices, behaviours, and organizational structures.

This theory supports the study by providing insights into how SEO practices can be promoted and adopted among Tanzanian tour companies. Understanding the diffusion process can help identify strategies that encourage more companies to embrace SEO as a vital marketing tool. By recognizing the factors that facilitate or hinder the adoption of innovative marketing strategies, this research can contribute to more effective implementation of SEO practices in the Tanzanian tourism sector.

2.3 Review of Empirical Studies

This section involve a review of empirical studies related to the study variable as shown here below

2.3.1 Brand Visibility

Jaykumar and Anushree (2025) in their study on the brand visibility of Procter & Gamble (P&G) in small-scale business-to-business (B2B) channels, focused on retailers in Ahmedabad and Gandhinagar in India. The research examined how retailers perceive and manage the visibility of P&G products in their stores. The study utilized a descriptive research design. A sample of 50 respondents were selected through judgmental sampling, ensuring a comprehensive understanding of the brand's visibility. Primary data was collected using a structured questionnaire, complemented by secondary data from research papers and websites. The findings reveal that brand visibility plays a crucial role in shaping the perception of P&G among retailers, with a significant majority benefiting from its products. The study highlights the importance of sustainability, authenticity, and digital marketing in enhancing brand visibility, thereby contributing to the overall strength of P&G's market presence. The results suggest that effective visibility strategies are essential for strengthening the brand's image and driving business growth in small retail channels. However, the study utilized a descriptive research design which is not suitable for causal studies while the sample size was small and selected through judgmental sampling, which could have introduced biasness in the study.

Kondipati (2025) in the study titled evaluating product visibility impact on consumer purchasing decision in soft drink market: a conceptual framework sought to establish whether Product visibility plays a pivotal role in consumer purchasing decisions within competitive retail settings. This conceptual review examines visibility strategies within the soft drink market. By synthesizing research from selected studies of academic and market sources, the present review identifies essential visibility tactics, including shelf positioning, inventory management, and product placement in high-traffic areas. Results indicate that strategic product visibility increases

consumer engagement and sales, offering actionable insights for leading soft drink brands in the global market. This framework suggests pathways for future empirical research to validate these strategies within diverse retail environments. However, the study was a desk research which involved review of past studies on the significance of brand visibility on customer purchase behavior, moreover the study did not link it to SEO strategy

Swasty and Mustafa (2022) in their article titled: color on food packaging as brand visibility and value creation. The study sought to systematically review the role of colors within branding and value creation in food packaging and offer a novelty overview related to brand identification and value creation. They reviewed past literature by collecting data from three main databases addressing color and packaging in a food context. The study followed the Preferred Reporting Items for Systematic review and Meta-Analysis (PRISMA) 2020 Protocols guidelines. The paper analyzed 37 eligible articles in thematic analysis using the software NVivo12. The finding established two themes as message communication and taste perception or expectation. Consumers evaluate color on food packaging and associate it with tasting or other communication. Consumers' buying decisions of food products is informed by packaging color. Color on food packaging conveys product properties and can be applied to make a healthy product more appealing. The finding showed that visual cues are more essential compared to informational cues if considering healthy and low-fat nutrients. However, the study was not a field study but involved a review of past literature on color on food packaging as brand visibility and value creation, and didn't involve digital marketing specifically SEO marketing strategy

Ologunebi, and Taiwo (2023) in their research study explored the significance of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) in enhancing brand visibility within the context of the E-commerce industry. The study sheds light on the role of SEO and SEM in

improving brand visibility for E-commerce companies. The study considered the E-commerce industry as its primary focus due to the unique challenges it faces in terms of brand visibility and selected a few case studies to explore. The research employed secondary data collection methods to gather data and insights. The study findings indicated that incorporating SEO techniques into one's website greatly contributes to improving brand visibility. By optimizing website content, meta descriptions, and titles, businesses are more likely to rank higher in search engine results pages, thereby increasing their chances of being noticed by potential customers. Moreover, the study findings highlight the significance of incorporating relevant keywords that align with consumers' search queries, allowing brands to target specific audiences and generate more organic traffic. The study findings emphasize the importance of leveraging SEM to complement SEO efforts and that the combination of SEO and SEM creates a comprehensive digital marketing strategy that increases brand visibility and boosts online conversions. However, the study only used secondary data in the study, there was need for the study to incorporate primary data which could have provided more in-depth findings furthermore the study focused on ecommerce businesses which are diverse in nature

L’Abate, et al (2024) in their study on "Social media visibility and intellectual capital disclosure; undertook an empirical analysis in the basketball clubs because it, represents a field of particular interest for the analysis of intellectual capital disclosure (ICD). The study analysed the level of intellectual capital (IC) information disclosed by the most important basketball clubs on their website and the factors capable of influencing the dissemination of such information. Specifically, it examines the impact of social media visibility – in terms of number of social networks, number of posts, number of followers and internet visibility – on the ICD level. The study performed a manual content analysis of the websites of the top 80 European and US

basketball clubs aimed at analysing the ICD level. Secondly, it provided for a regression analysis to test the impact of social media visibility on the amount of IC information disclosed. Empirical results showed a low level of ICD among the basketball clubs examined. They also demonstrated the positive impact of number of posts, number of followers and internet visibility on the amount of IC information disclosed online. However, this study focused on social media visibility and used qualitative research approach at arriving at the study findings

Kovalenko and Kuzmenko (2020) in the research on online marketing impact on micro-enterprises: an insight through visibility in search engines sought to research on the phenomenon of visibility of Internet websites from the perspective of marketing information flows in the activities of small businesses. The article discusses the theoretical foundations of marketing information flows, Internet marketing, inbound marketing and visibility of Internet websites. The research methodology was based on marketing analysis and sociological surveys. The study was conducted on the basis of the sampling of 306 websites of small enterprises. The study examined the characteristics of the websites of small enterprises, reflecting the effectiveness of Internet marketing activities. The results show that there is a correlation between the number of applied methods of Internet marketing and the visibility of the websites of small organizations in the search engine. The existence of particular cases of the use of single methods of Internet marketing has been revealed, providing high visibility and effectiveness of Internet marketing activities of small organizations.

Sakas, et al, (2023) study focused on the optimization of supply chain SMEs' search engine results from the efficient management of their DC. The study collected big data from the DC of five supply chain SMEs' websites and performed statistical analysis (correlation and linear regression analysis), followed by six fuzzy cognitive mapping simulation scenarios. The findings

of the study showed that specific DC metrics, related to website customers' activity, could accurately simulate and predict the course of supply chain SMEs' digital marketing performance KPIs (global rank, organic, and paid traffic). The study concluded that supply chain SMEs could enhance their search engine results, by increasing traffic originating from social sources, organic keywords, and the costs required for paid advertising campaigns. Accordingly, the increased number of pages opened by website visitors also indicated enhanced search engine results.

Setiawan, et al (2020) in their study on the optimization of website visibility and traffic by implementing Search Engine Optimization (SEO) in Palembang Polytechnic of Tourism, undertook a case study of Search Engine Optimization (SEO) in Palembang Polytechnic of Tourism website. The main objective of the research was to establish a plan for SEO in Palembang Polytechnic of Tourism (http://poltekpar-palembang.ac.id/) and to improve online visibility and ranking position in search engines (Google). It aimed at bringing in more international traffic and students to visit the website. Through a bibliographic review and qualitative analysis, the research focuses on the understanding of what SEO is and its implementation for the Palembang Polytechnic of Tourism website. The results show that the most important thing in making SEO plans is to increase visibility and branding on search engines (Google) by developing website content and setting keywords as backlinks

Mbonigaba et al., (2024) in their article leveraging digital channels for customer engagement and sales: evaluating SEO, content marketing, and social media for brand growth; explored the effectiveness of digital marketing strategies, particularly Search Engine Optimization (SEO), content marketing, and social media, in boosting brand awareness. The objective was to assess the impact of these strategies on customer engagement and visibility. A mixed-methods approach was used, involving surveys from 100 businesses and interviews with marketing professionals.

The findings revealed that businesses that adopted SEO experienced a 40% increase in organic traffic, while those focusing on content marketing saw a 60% improvement in customer retention. Social media marketing led to a 53% rise in customer engagement. The research concludes that a multi-channel digital marketing approach is essential for maximizing brand visibility

2.3.2 On-Page Search Engine Optimization Marketing Strategy and Brand Visibility

Mwalukasa (2024) conducted a study investigating the effects of digital marketing strategies on the performance of tour operators supply chains in Tanzania, anchored in the Resource Based View (RBV) theory. The research utilized a convergent parallel mixed-method design, involving a sampling frame of 543 tour operators and a sample size of 230 firms. Data collection included structured questionnaires and interview guides, with analysis performed using descriptive statistics and Structural Equation Modelling (SEM). The findings demonstrated a positive significant relationship between the implementation of digital marketing strategies and the performance of tour operators supply chains, highlighting the critical role of effective digital marketing in enhancing operational efficiency and competitiveness.

Jusuf, (2023) in the study on SEO (Search Engine Optimizing) strategy to increase visibility and achievement of marketing goal aimed to identify and optimize SEO (Search Engine Optimization) strategies to increase visibility and achieve marketing goals. The research used a qualitative approach with descriptive methods. The results of the research showed that implementing an effective SEO strategy significantly increases the visibility and organic traffic of a website, which in turn contribute to increased brand awareness, increased visitor numbers, and the potential for increased sales conversions. The study established that by focusing on

ethical practices and using methods that comply with search engine guidelines, companies can harness the potential of SEO to strengthen their position in an increasingly competitive digital marketplace, create customer trust, and ensure long-term success in their marketing efforts

Prasad and Poorna (2022) in their study on the role of an on-page optimization for an effective digital marketing Search Engine Optimization (SEO) explores the way search engines operate, where people search for and the search phrases or keywords are entered into search engines, as a web marketing technique. The primary search results for all major search engines such as google, bing, and yahoo are shown on web pages and on any other material including videos or local listings, depending on what is deemed most important to users by the search engine. To customize a website, the contents of the site, HyperText Markup Language (HTML), and associated code should be changed, both for increasing its relevance to common keywords and removing obstacles to search engine indexing. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. Search Engine Marketing (SEM) is a type of internet marketing that involves promoting websites by increasing their exposure on search engine results pages (SERPs), mainly through paid ads. While off-page search engine optimization is important. On-page optimization includes all of the actions we take within web pages to help web site rank better. When it comes to on-page optimization, there are eight key targets are playing key roles. The eight targets are Keyword Optimization, Site Structure, Internal Linking, Usability, Mobile Version of the Website, Customer Reviews, Rich Snippets and Social Media Integration. In this paper, we would like to review these eight key factors and review a one case using the website structure as a part of on-page optimization techniques for effective digital marketing

Rissa et al (2025) study explored the influence of Search Engine Optimization (SEO) on consumer psychological behavior and purchasing decisions within the digital marketing landscape. Drawing from a meta-synthesis of 50 peer-reviewed articles published between 2019 and 2024, the research highlights how on-page, off-page, and technical SEO On-page SEO elements, such as keyword optimization and content structure, are shown to enhance cognitive fluency and relevance, while off-page strategies, including backlinks and social signals, bolster brand credibility and social validation. Technical SEO factors, such as site speed and mobile responsiveness, foster user comfort and perceived trust. The study also incorporates psychological frameworks like the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) model to analyze how SEO functions as both a technical and behavioral influence mechanism. The findings underscore the strategic importance of SEO in optimizing the consumer journey, from awareness to conversion, and suggest directions for future research that emphasize cultural, neurocognitive, and experimental perspectives.

2.3.3 Off-Page Search Engine Optimization Marketing Strategy and Brand Visibility

Nektarios et al (2025) study analysed search engine optimization tactics in the context of digital marketing for enhancing websites ranking and visibility in Generative AI and large language models. The study used a quantitative analysis to assess the effectiveness of on-page SEO, technical SEO, user engagement metrics and off-page SEO in optimizing a website for better ranking and visibility in AI and LLM-generated search results. Using statistical analysis, the study evaluated the impact of traditional SEO tactics in new AI environment applications visibility. The results demonstrated that semantic keyword usage, content quality and structured data, remain critical for AI-driven search rankings. Findings also revealed a significant shift toward user engagement metrics, which AI models prioritize to assess content relevance and

quality. Results offer actionable insights for digital marketers and webmasters seeking to optimize their websites for Generative AI and LLMs.

Morais, et al., (2025) research investigated the application of search engine optimization (SEO) in developing the digital image of rural tourism businesses in the Terras de Trás-os-Montes region of Portugal. With digital marketing becoming increasingly important for businesses to stay competitive, SEO has become a vital tool for developing online recognition, qualified traffic acquisition, and enhancement of conversion rates. The research performs an SEO analysis of 21 rural tourism websites by applying the Ubersuggest tool, analyzing such key indicators as on-page SEO scores, organic traffic, keyword ranking, backlinks, and technical performance. The results identify wide SEO performance discrepancies, with some sites registering excellent practices and others with critical errors that impair the sites' online recognizability. In particular, low word count, absent meta description, and loading speed issues are very much present. The research emphasizes the need for effective SEO methods, such as on-page maintenance, content creation, and link building, to advance search engine ranking and end-user experience. Moreover, the study emphasizes the necessity for rural tourism businesses to evolve and adapt to current SEO trends, i.e., voice search optimization and local SEO, in the changing digital business environment. The results provide recommendations for rural tourism businesses to develop their digital marketing activities and make progress online.

Ahmad et al (2022) in a paper titled implementation of on-page and off page SEO to improve tourism promotion websites provides a thorough analysis of On-Page and Off-Page SEO Optimization Techniques to Improve Tourism Promotion for Kota Pari Village. The research examined the strategic implementation of on-page SEO, with a focus on keyword research, content quality, page optimization, mobile-friendliness, and internal linking. In addition, the

paper examined the off-page SEO techniques, such as link building, local citations, social media marketing, online reviews, guest blogging, and local collaborations. The study findings revealed that by employing a combination of these techniques, tourism stakeholders in Kota Pari Village could effectively market their attractions, events, and experiences, ultimately driving organic traffic and fostering the tourism industry's sustainable growth

Nektarios (2024) research paper on SEO mix 6 O's model and categorization of search engine marketing factors for websites ranking on search engine result pages provided a comprehensive review of search engine optimization. The study focused on theoretical framework and conducted a meta-analysis of SEO ranking factors, and identified patterns that define effective strategies for optimizing website on search engines. The research methodology was based on literature review and meta-analysis. The research categorized and created a model of SEO factors, contributing to a deeper understanding of the interconnected nature of SEO elements. The main findings of the study are that SEO factors for website ranking are varied and belong to categories of on-page, off-page, on-site technical, optimized user experience, online content and organic local SEO factors. Moreover, the finding established that within new 6 O's SEO mix there are factors that are known and adopted by the majority of researchers, others less known. In addition, there are not only positive SEO factors but also negatives that rank lower websites on search engine result pages.

2.3.4 Technical Search Engine Optimization Marketing Strategy and Brand Visibility

Al-Haraizah, et al (2025) study aimed at exploring how search engine optimization (SEO), website interaction and the moderating influence of customer relationship management impact customer purchasing behaviour. Statistical software was used to analyse the data collected

through a questionnaire and descriptively analyse the participant's demographics. Variables were examined via partial least squares (PLS) algorithm and bootstrapping using PLS statistical software. The key findings underscore the significance of optimizing search engines and engaging website visitors, which can impact purchasing decisions. In addition, evidence shows that SCRM plays a moderating role, in SEO, website engagement and customer purchasing behaviour. Optimizing search engines and engaging website visitors are key marketing elements that can enhance a company's website visibility and rankings, attract more online visitors who position the company as an industry leader and ultimately boost its return on investment.

Hefnawy, et al., (2023) in their study focused on analysing the role of search engine optimization (SEO), as an e-marketing supportive tool, for tourism companies' websites and their effect on their sales volume and their brand awareness. It also aimed at examining the extent to which Egyptian tourism companies were promoting their services via search engines. Finally, it explored the mechanism of successful SEO and its algorithm. The study adopted a quantitative research approach by deploying a survey method to collect and analyze the pertinent primary data. It also analysed data collected about tourism companies' websites afterwards applying a google query of "Egypt Tours" to explore SEO mechanism to fulfil the study objectives. The results of the study established a significant effect of using search engine-marketing on increasing website traffic, brand awareness and sales volumes. It is also revealed that, within Egyptian tourism companies, search engine marketing could play a key role as an effective marketing tool

In their study Mladenović et al (2023) examined search engine optimization (SEO) for digital marketers: exploring determinants of online search visibility for blood bank service. this study aimed at investigating the major predictors of online search visibility in the context of blood

banks. The study was anchored on activity theory, while it quantifies online visibility using the search engine optimization (SEO) Index, ranking, and a number of visitors. The examined model included ten hypotheses and was tested on data from 57 blood banks. Results established that the major predictors of online search visibility are Alternative Text Attribute (ALT) text, backlinks, robots, domain authority (DA) and bounce rate (BR). The issues are related to the number of backlinks, social score, and DA. Polarized utilization of SEO techniques is evident.

Sechele, et al., (2024) systematic review on SEO and digital marketing strategies for enhancing retail SMEs' performance aimed to evaluate the impact of various SEO tactics on small and medium-sized enterprises (SMEs) in the retail sector, focusing on key performance metrics such as website traffic, search engine rankings, conversion rates, and overall business growth. A comprehensive search was conducted across major academic databases, including Google Scholar, Scopus, and Web of Science, resulting in 102 studies published between 2014 and 2024. The methodological approach utilized both narrative synthesis and quantitative analysis to evaluate the quality and findings of the selected studies, following PRISMA2020 guidelines. The analysis shows that effective SEO practices, such as robust content marketing, technical SEO enhancements, and precise keyword optimization, lead to significant improvements in digital performance metrics. Specifically, up to a 30% increase in website traffic was observed, and keyword optimization improved click-through rates by 20% to 40%. The impact on conversion rates was more variable, with improvements ranging from 10% to 25%, influenced by factors like SEO quality and market conditions. Furthermore, integrating SEO with digital marketing strategies within e-business models enhanced operational efficiency by up to 15% and increased revenue growth by 25%. However, biases in the literature, such as the selective reporting of positive outcomes, may affect the overall reliability of these findings. While SEO strategies

effectively drive website traffic and improve search engine rankings, their direct influence on conversion rates is less consistent. A balanced approach, combining SEO practices with strategic IT alignment, is crucial for sustained business success in the retail industry. Future research should address the variability in conversion outcomes and investigate the conditions under which SEO tactics are most effective.

Karol and Dariusz (2020) in their study on the quality of local government websites from the technical SEO perspective purposed to assess the degree of search engine optimisation of local government websites in Lesser Poland. The research covered 182 websites. The website quality was measured with selected automatic testing tools. Each test gave a final synthetic score. The scores were aggregated with zero unitarisation. The investigated websites scored 1,007.5 technical SEO points in total, which is about 55% of the available points. The websites demonstrated a significant potential for search engine optimisation (in the employed research design). A significant variance in technical SEO attribute scores urges in-depth analysis of results offered by each tool. The synthetic technical SEO score identifies websites in need of in-depth quality analysis or an SEO audit. Such an analysis will pinpoint trouble attributes requiring optimisation. A large number of relatively easy to fix errors and technical flaws suggests that municipalities do not audit their websites. Insufficient knowledge regarding weak points of municipal websites can hinder the development of e-administration. The research approached the websites from two browsing perspectives, desktop and mobile. Such a design facilitated a comprehensive investigation of technical attributes of the websites. The results were presented as statistics and in spatial terms.

Deepak (2024) in the article titled: how SEO Makes website loads faster and helps in user engagement delves into the profound influence exerted by SEO techniques on website

performance metrics, particularly focusing on loading speeds, and their consequential impact on user engagement. The way search algorithms are always changing, with a focus on mobile-first indexing and user experience signals, highlights the mutually beneficial link that exists between SEO, website performance, and user pleasure. This paper explains how well-implemented SEO methods immediately improve website performance and foster more engaged users by closely examining and analysing technical SEO optimisations, mobile responsiveness strategies, and UX design concepts. For both web developers and digital marketers, the research's insights provide a useful framework. It emphasizes how crucial it is to have a user-centric approach to maximize beneficial user interactions and strengthen online presence. Stakeholders may create enduring relationships with their audience and traverse the competitive digital landscape with effectiveness by giving priority to SEO techniques that improve website efficiency and increase UX standards.

2.3.5 Content Search Engine Optimization Marketing strategy and Tour and Travel Companies' Brand Visibility

Niranjika and Samarasighe (2019) in a study titled exploring the effectiveness of search engine optimization tactics for dynamic websites in Sri Lanka sought to explore SEO tactics for dynamic websites in Sri Lankan context & evaluating its effectiveness over international SEO practices in terms of Google.lk. The study used questionnaires which were distributed to 20 SEO experts & 100 internet users. The research used simple random sampling technique to obtain the study sample and SPSS software used to analyze the data. Based on the SEO checklist on the experimental website. The findings of the study showed that content optimization from on-page factors and backlinks from off-page factors were the underlying factors to rank in Google.lk.

Silalahi and Guna (2024) in their research explored content marketing strategies aimed at increasing brand awareness in the digital landscape. By analyzing existing literature, theoretical frameworks, and empirical studies, the study identifies key components of effective content marketing strategies and their impact on brand awareness. The research employs a mixed-methods approach, combining quantitative surveys with qualitative case studies, to provide a comprehensive understanding of content marketing practices and their effectiveness. Findings reveal the importance of clear objectives, audience research, diversified content types, strategic distribution, search engine optimization, engagement, measurement, and continuous improvement in content marketing strategies. Despite the potential benefits of content marketing, challenges such as content overload, audience fragmentation, measurement difficulties, and resource constraints persist. However, by integrating research findings into their strategies, businesses can overcome these challenges and maximize the impact of their content marketing efforts.

Sakas, et al, (2023) study examined the influence of content marketing on digital literacy, social media marketing on digital literacy, search engine optimization (SEO) on digital literacy and digital literacy on business performance among MSMEs in the city of Cirebon. This research was conducted on micro, small and medium enterprises (MSMEs) in the Cirebon City area by giving questionnaires to business owners and MSME managers. The West Java Cooperatives and UMKM Service said that there were 21,939 MSMEs in Cirebon City. The Slovin formula was used to determine the sample size for this study. The sampling limit percentage that can still be tolerated is (0.1). So there were at least 96 people who answered the survey. Partial Least Square (PLS) model analysis was used in this research. The results of this research are that content marketing has no effect on MSME business performance, digital literacy has an effect on MSME

business performance, social media marketing has an effect on MSME business performance and search engine optimization has an effect on MSME business performance

Novi, et al., (2023) in their study focused on the influence of social media, search engine optimization, content strategy, and financial report quality on business growth with particular focus on Micro-Enterprises in Lamongan Regency, involving 99 micro-enterprise owners throughout as respondents. The quantitative study employed multiple linear regression The inter-correlation model between the four variables in the study revealed that social media, content strategy, and financial report quality had a significant correlation with business growth; however, the search engine optimization variable did not have a significant correlation with business growth

Ngozi, et al (2025) review paper explores the essential elements of successful content marketing strategies: target audience analysis, diverse content creation, strategic distribution, engagement metrics, interactive content, personalization, user-generated content, and community building. The findings of the study revealed that by aligning content with the sale funnel and continuously optimizing performance based on data analysis, digital brands can effectively convert engagement into sales. The paper suggested areas for future research, including the impact of emerging

technologies, new content formats, cultural contexts, and long-term effects on brand loyalty

Zidnal (2025), research aimed to analyze how the implementation of data-driven content marketing combined with SEO can increase audience engagement, as well as identify supporting and inhibiting factors in its implementation. The research method used is descriptive qualitative, with data collection techniques in the form of in-depth interviews, observation, and

documentation of digital marketing practitioners in the creative industry and e-commerce sectors. The results showed that the data-based content marketing strategy integrated with SEO was able to significantly increase engagement, as shown by the increase in likes, comments, shares, and saves on social media. The main supporting factors are the use of data analytics and managerial support, while inhibiting factors include changes in social media algorithms and limited human resources. In conclusion, the integration of data-driven content marketing and SEO is an effective strategy in increasing digital audience engagement. The implication of the research emphasizes the importance of technological adaptation and strengthening team capacity in the face of evolving digital platform dynamics.

2.4 Summary and Research Gaps to be filled

The review of empirical literature yielded the research gaps discussed herein below which this study seeks to fill

2.4.1 Contextual Research Gaps

Most SEO research is based in developed countries (Karol & Dariusz, 2020; Kovalenko & Kuzmenko, 2020; Zidnal ,2025; Morais, et al., 2025). Thus there's little context-specific research focusing on how SEO impacts brand visibility in emerging tourism markets such as Tanzania and Kenya. Contextual study would bring into focus the cirmcustances that would affect SEO marketing strategy implementation and brand visibility outcomes.

Much SEO research (Ologunebi & Taiwo, 2023; Al-Haraizah, et al, 2025; Jaykumar & Anushree, 2025) focuses on e-commerce, education, or tech. Few studies (Hefnawy, et al., 2023, Ahmad et al,2022) examine SEO strategies tailored for tour and travel companies, in Africa and specifically in Tanzania whose business heavily depends on online visibility. There is need for a

study that examines the unique SEO marketing strategies of travel businesses, such as optimizing for destination keywords, travel guides, seasonal trends, and user-generated content.

2.4.2 Conceptual Research Gaps

While general digital marketing studies exist (Zidnal, 2025; Silalahi & Guna, 2024; L'Abate, et al,2024), there's a lack of in-depth research specifically analyzing the effectiveness of various SEO techniques (e.g., on-page optimization, off-page SEO, technical SEO, local SEO) for tour and travel companies. There is a theoretical link between SEO and brand visibility (Ologunebi, & Taiwo 2023; Al-Haraizah, et al), but limited empirical research specifically quantifies or models this relationship in the tourism sector. There is need for a research study that focus on developing models to measure how SEO marketing elements (keyword optimization, backlinking, technical SEO) affect brand visibility –awareness, recall, positioning

While SEO often focuses on driving traffic (Deepak,2024; Karol & Dariusz,2020; Al-Haraizah, et al,2025), research should explore how SEO contributes to broader brand visibility, such as increased social media engagement, direct inquiries, and word-of-mouth referrals, specifically in the Arusha tourism context. Thus this study seeks to examine search engine optimization marketing strategy and brand visibility of tour and travel companies The study will examine the effect of on-page SEO, off-page SEO, technical SEO, and content SEO marketing on brand visibility

2.4.3 Methodological Research Gaps

Most existing studies discuss SEO and brand visibility qualitatively (Kondipati, 2025; Nektarios 2024; Setiawan, et al,2020; Jusuf, 2023). There's a need for research that develops and applies quantitative metrics to measure brand visibility for tour and travel companies, specifically

linking these metrics to SEO efforts. This could include organic search impressions, brand mentions online and website traffic from branded searches. This study aims at using mixed research methodology so as to be able to triangulate the research findings from quantitative analysis with those from qualitative analysis

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology employed to achieve the general and specific objectives of the study. The chapter begins by discussing the research philosophy and design that guided the study, ensuring alignment with the objectives. It then identifies the target population and explains the process for determining the sample size. The data collection methods are described in detail, including the instruments and procedures used to gather relevant information. Ethical considerations crucial to the integrity of the research are also highlighted. Finally, the chapter concludes with a discussion on data analysis and presentation techniques, ensuring the findings are systematically and accurately reported.

3.2 Research Design

Research design refers to the strategic plan or blueprint for conducting research. It is a vital component of the research process, as it determines how the research question will be addressed, what data will be collected, how it will be gathered, and how the results will be analyzed (Arvind, 2010). This study will adopt explanatory research design. Explanatory research design is suitable for studies that aim to establish cause-and-effect relationships by exploring how one or more variables influence another (Saunders, Lewis, & Thornhill, 2016). Explanatory research is concerned with understanding the underlying mechanisms and identifying the factors that contribute to observed outcomes (Babbie, 2017). In the context of this study, an explanatory design deemed appropriate for examining the relationship between search engine optimization marketing strategy and brand visibility of tour and travel companies.

3.3 Research Site

The study will be conducted in Arusha region in Tanzania as many tour and travel companies are located within the region because it’s a global tourist destination and is the center of the northern Tanzania safari circuit and offers a diverse range of attractions. It's known for its proximity to iconic national parks like Serengeti, Ngorongoro, and Kilimanjaro, the Loliondo Game Controlled Area, and part of Lake Manyara National Park as well as its own Arusha National Park. Beyond wildlife, Arusha boasts cultural experiences, historical sites, and vibrant markets, making it a popular destination for both safari-goers and those interested in Tanzanian culture and history. The region is one of Tanzania's 31 administrative regions and consist of seven districts: Arusha, city, Arush rural, Karatu, Longido, Meru, Monduli and Ngorongoro. Its capital and largest city is the city of Arusha. The region is bordered by Kajiado County and Narok County in Kenya to the north, the Kilimanjaro Region to the east, the Manyara and Singida regions to the south, and the Mara and Simiyu regions to the west.

3.4 Target Population

The target population refers to the specific group of individuals, objects, or elements that a researcher intends to study or from which they aim to draw conclusions (Asiamah et al., 2019). It is the population to which the research findings will be generalized and applied (Spake, 2021). In this study, the target population will comprise of twenty-four (24) tour and travel companies in Arusha Region, who either currently have active websites and are involved in Search Engine Marketing (See appendix V). The unit of observation will consist of Managers and Marketing Officers as shown on tale 3.1 below.

Table 3.0.1 Target Population

S/NO	Population Category	Frequency	Percentage
1	Managers	200	50%
2	Marketing Officers	200	50%
	Totals	**400**	**100%**

Source: Tourism Board (2025)

3.5 Sampling Technique

The sampling technique refers to the method used to select individuals or elements from the target population for inclusion in the study. It was a crucial aspect of the research design as it will affect the generalizability, validity, and accuracy of the study's findings (Asiamah et al., 2019). The study will stratify the sampling frame of 400 into strata consisting of Tour and Travel General Managers and Marketing Managers/ Officers. Then, simple random sampling will be used to choose the final respondents from each stratum by obtaining 30% of the sampling frame from each stratum as recommended by Mugenda and Mugenda (2023) that 10-30% of the target population is appropriate for social sciences quantitative research studies. The final sample size will be 120 respondents as shown on table 3.2 below. This sample is considered representative of the target population and economically appropriate in terms of time and resources

Table 3.2 Sample Population

S/NO	Population Category	Pop. Frequency	Sample Pop	Percentage
1	Managers	200	60	50%
2	Marketing Officers	200	60	50%
	Totals	**400**	**120**	**100%**

Source: Author, (2025)

3.6 Data Collection Tools/Instruments

For this study, data was collected through a combination of structured questionnaires and secondary data sources to ensure a thorough examination of the relationship between search engine optimization marketing strategy and brand visibility of tour and travel companies. The primary data will be obtained using a well-designed structured questionnaire. This instrument included a mix of closed-ended and Likert-scale questions, tailored to capture detailed information on the effect of on-page SEO, off-page SEO, technical SEO, and content marketing on brand visibility. The structured format of the questionnaire will facilitate the efficient collection of standardized data from a large sample of respondents, ensuring consistency and comparability across different tour and travel companies/operators.

In addition to the primary data, secondary data will be collected from existing records and reports on digital marketing by tour and travel companies. This secondary data will provide valuable contextual information and support the primary findings by offering insights into the search engine marketing and tour and travel brand visibility trends in the global markets. The integration of primary and secondary data ensured a comprehensive analysis, enriching the study with both quantitative and contextual information. This approach helped achieve a well-rounded understanding of how on-page SEO, off-page SEO, technical SEO, and content marketing influence brand visibility in global markets, ultimately providing a robust foundation for addressing the research objectives.

3.7 Piloting of Research Instruments

Pilot study serves as the preliminary stage of the research process which typically involves a smaller-scale study aimed at refining and adjusting data collection tools (Teresi, Yu, Stewart &

Hays, 2022). The pilot study will be conducted in Kilwa, Kilwa Kivinje and Pangani towns in the eastern tourist circuit which have substantial tour and travel companies and which are not part of the study population. The objective of undertaking pilot study will be to assess the clarity and comprehensibility of the research statements, allow participants to provide feedback on any ambiguous or confusing items hence ensuring that the questions are easily understood and directly relevant to the research objectives

The researcher will randomly administer 12 questionnaires to the pilot study respondents. This conforms to Teresi, *et al*., (2022) recommendations that 10% of the sample size for the study is enough for conducting a pilot study. Furthermore, the pilot study identified any potential issues related to the administration of the research instrument, such as the length of the survey, the appropriateness of the response options, or any technical difficulties encountered during data collection. Based on the feedback and data collected during the pilot study, necessary adjustments will be made to the research instrument. Any unclear, unreliable, or invalid questions will be revised or removed to ensure that the final version of the instrument is well-suited for the main study.

3.8 Reliability and Validity of Research instruments

Reliability and validity are essential for ensuring the credibility of research instruments. Reliability refers to the consistency of the instrument's results over time, with methods like test-retest reliability, internal consistency (measured by Cronbach’s alpha), and inter-rater reliability used to assess it. Validity concerns the accuracy of the instrument in measuring what it is intended to measure, and includes content validity (ensuring comprehensive coverage of the construct), construct validity (confirming alignment with theoretical frameworks through factor

analysis), and criterion validity (correlating with established benchmarks). Addressing both reliability and validity will ensure that the research instruments will provide dependable and accurate data

3.8.1 Reliability of the Research instrument

Ensuring the reliability and validity of the research instruments is essential for the credibility of this study. To test reliability, the internal consistency of the research instruments will be evaluated using Cronbach's alpha, a statistical measure that determines how well a set of items measures a single construct. A Cronbach's alpha value of 0.7 or higher indicated acceptable reliability. Additionally, the test-retest method will be employed, where the same instrument will be administered to the same sample at two different points in time. The consistency of responses over these two administrations was analyzed to assess the stability of the instrument over time. Inconsistencies identified during this process lead to necessary revisions of the instrument to enhance its reliability.

3.8.2 Validity of the Research instrument

For validity testing, multiple approaches will be applied. Content validity will be ensured by having experts in tourism and marketing review the research instruments. These experts will assess whether the questions comprehensively cover the constructs and objectives of the study. Their feedback will guide any revisions needed to ensure that the instrument accurately captures all relevant aspects of the research topic. Construct validity will be tested using factor analysis, which will determine whether the items within the instrument group together in a manner consistent with theoretical expectations, confirming that the instrument reflect the constructs it is

intended to measure. Additionally, criterion validity will be assessed by comparing the results obtained from the research instrument with established measures or outcomes, such as correlating findings with secondary data or benchmark studies. This will ensure that the instrument accurately measures the intended constructs.

3.9 Data Collection Procedure

The primary data collection will involve administering questionnaires to general managers and marketing managers of tour and travel companies in Arusha region. The structured questionnaires will be personally administered directly to the respondents, ensuring that all questions ae fully understood and appropriately answered. This approach will allow for the collection of in-depth qualitative data, providing insights into the SEM and the brand visibility of Tour and Travel Companies.

Additionally, secondary data will be systematically extracted from documented records to complement and validate the findings from the primary data. This data will obtain from various documented sources, including tour companies' records, travel and tourism destination and hospitality magazines, and records from relevant tourism board and other local authorities and institutions that monitor tourism activities. This combination of primary and secondary data collection methods will ensure a comprehensive and robust data set, enabling a thorough analysis of the effect of SEM on global brand visibility

3.10 Data Analysis and Presentation

The analysis will be structured into three levels. Initially, data will be screened and cleaned to identify and address any missing values, outliers, or inconsistencies that could affect the validity of the results. Following data preparation, descriptive statistics such as mean, median, standard

deviation, and frequency distributions be used to establish the characteristics of the variables under study, enabling a clearer understanding of the data distribution and patterns. Inferential statistics will be employed to explore the relationships between the independent variables and the dependent variable. Specifically, the study will use multiple regression analysis to evaluate the influence of independent variables on the dependent variable. The regression model will be represented as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where; Y = Brand Visibility

α = the constant (intercept)

$\beta_{(1,2,3,4)}$ = Coefficient of the independent variables

X_1 = On Page SEO Marketing Strategy

X_2 = Off-page SEO Marketing Strategy

X_3 = Technical SEO Marketing Strategy

X_4= Content SEO Marketing Strategy

ε = Error value

The results will be presented through a combination of tables, charts, and graphs, which clearly communicate the key findings. These visual aids will be designed to illustrate the significant trends, patterns, and relationships identified during the analysis, making the data more accessible and easier to interpret. The presentation of the findings will be structured to align with the research objectives, providing a comprehensive understanding of the relationship between search engine optimization marketing strategy and brand visibility of tour and travel companies in Tanzainia

3.11 Test of Assumptions of Regression

The assumptions of regression that will be conducted in this study include test for independence, homoscedasticity test, normality test and test for multicollinearity.

3.11.1 Test of Independence

Independence refers to the assumption that the observations are independent of each other and the residuals (errors) are not be correlated across observations. A test of independence is used in statistics to determine if two variables are independent of each other. The study will conduct chi-square test for testing the independence at 95% level of confidence. The study will test for null hypothesis (H_0): Assumes that the two variables are not independent. In this case, if the p-value is less than 0.05, the null hypothesis will be rejected and conclude that the variables are independent of each other.

3.11.2 Homoscedasticity Test

Homoscedasticity refers to the assumption that the variance of the errors or residuals in a regression model is constant across all levels of the independent variable(s). Homoscedasticity will be tested using white test which checks whether the residual variance is related to the independent variables. In this case, if the p-values are greater than 0.05, the study will conclude that the data is homoscedastic.

3.11.3 Test of Normality

Normality refers to the assumption that the residuals (errors) are normally distributed. Normality test is used to determine whether a set of data follows a normal distribution. The study will use Shapiro-Wilk test for testing normality. Shapiro-Wilk test assesses whether a sample comes from

a normal distribution and is particularly good for small sample sizes. In this test, the study concludes that the data follows a normal distribution if the p-values are greater than 0.05.

3.11.4 Test of Multicollinearity

Multicollinearity refers to the assumption that the independent variables should not be highly correlated with each other. Multicollinearity tests whether two or more predictor variables in a regression model are highly correlated making it difficult to determine the individual effect of each predictor. The study will test for multicollinearity using Variance Inflation Factor (VIF). In this case, if the VIF values less than 10, the study will conclude that there are no multicollinearity issues.

3.12 Test of Study Hypotheses

The hypothesis will be tested at 95% level of confidence using simple regression analysis. The simple regression analysis is used to establish the effect that independent variables have on dependent variable. The null hypothesis will be rejected if the p-values are less than 0.05 and accepted if the p-value is greater than 0.05.

3.13 Ethical Considerations

Observing Legal and ethical considerations is important in ensuring the integrity, safety, and respect for participants and stakeholders involved. First, the researcher will obtain informed consent from participants, ensuring they grasp the study's objectives, methods, potential drawbacks, and advantages prior to agreeing to take part. Further, the researcher will protect the privacy of participants by ensuring confidentiality and anonymity whenever possible. Data collected will be stored securely and identifiable information will be kept separate from research

data. The researcher will also obtain letter of introduction from CUEA and research permit from NACOSTI to meet the legal considerations for data collection. The findings of this thesis will be shared with the participants through journal publications and CUEA university repository

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF THE FINDINGS

4.1 Introduction

This chapter ooutlines the research methodology adopted for the study, detailing the research design, data collection methods, data preparation, and analysis techniques employed. study's analysis, on search engine optimization marketing strategy and visibility of tour and travel companies' brands in global markets focusing on tour and travel brands in Arusha Region, Tanzania.

4.2 Response Rate

The Study sought to analyze response rate of respondents who participated in successfully completing the research questionnaire and returning and those who did not complete and those who returned incomplete questionnaire as shown on table 4.1 below

Table 4.1 Response Rate

Response	Frequency	Percentage
Returned/Complete Questionnaire	73	61
Returned/Incomplète Questionnaire	13	11
Unreturned Questionnaire	34	28
Total	120	100

Source, (Author, 2025)

The analysis's results highlighted on table 4.1 above specifies that out of the 120 questionnaires distributed, 73 respondents successfully filled and returned their questionnaires, resulting in a response rate of 61%. Based on Mugenda and Mugenda (2013), a response rate of 70% and

above is deemed excellent ,50% to 69%.is regarded as good and response rate of 20% to 49% is deemed adequate or acceptable for conducting research. The rate of response obtained in this study can be attributed to the fact that respondents were given time to provide their responses, facilitating their participation.

4.3 Demographic Profile of Respondents

The research sought to analyze the demographic profile of study respondents as shown on table 4.2 below.

Table 4. 1 Demographic Profile of Respondents

Category	Frequency	Percentage
Gender		
Male	40	54.79%
Female	33	45.21%
Age of the respondents		
18 - 25 Years	14	15.2%
26 Years- 35 Years	30	32.6%
36 Years- 40 Years	15	16.3%
41 and above	14	15.2%
Period in current position		
1 to 2 Years	10	13.70%
2 to 4 Years	16	21.92%
4 to 6 Years	13	17.81%
6 and above Years	34	46.58%
Highest education level		
Secondary Level	14	19.18%
College Level	15	20.55%
University Level	44	60.27%

Source: (Author, 2025)

The results shown on Table 4.2 above show that 40 males and 33 females participated in the study representing 54.79% and 45.21% of the total study participants. This indicates a balanced representation of gender in the study. Regarding age demographics, most participants were aged between 26 and 35 years old, comprising 32.6% of the sample, followed closely by those aged 36 to 40 years and 41 and above, each representing 16.3% of the respondents. The younger age group of 18 to 25 years constituted 15.2% of the total respondents. This distribution ensures a diverse range of perspectives across different age cohorts.

respondents with 6 years and above of experience in tours and travel companies constituted the largest group at 46.58%, trailed by 2 to 4 years (21.92%) and 4 to 6 years (17.81%) of experience. Participants with 1 to 2 years of experience comprised the smallest group at 13.70%. This distribution suggests a significant proportion of long-tenured employees, indicating a depth of organizational knowledge among the respondents. Regarding educational experience, the majority of respondents held university-level qualifications, accounting for 60.27% of the sample. College-level respondents represented 20.55%, while those with secondary-level education constituted 19.18%. This indicates a predominantly well-educated respondent pool, likely possessing a diverse range of skills and knowledge relevant to the study topic.

4.4 Descriptive Analysis of Study Variables

To gain more information on the characteristics, patterns and trends the study analyzed study variables using descriptive statistics.

4.4.1 Effect of On-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets

The analysis on table 4.3 sought to establish the Effect of On-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets. The respondents were required to indicate their level of agreement or disagreement based on a scale 1 - 5, with 1 indicating strong disagreement and 5 indicating strong agreement, as shown on Table 4.3 below.

Table 4. 2 On-Page Search Engine Optimization Marketing Strategy & Visibility of Tour and Travel Companies' Brands in Global Markets

Statement	n	Mean	SD
Our potential customers spend a long time actively interacting with our website pages and brand	**73**	4.215	1.1050
Percentage of visitors who leave our website after viewing our pages and brand information have decreased	**73**	4.137	1.1464
Average number of pages our potential customer view during a single visit has increased	**73**	3.749	1.251
There is an increase in brand impressions and clicks in our company website and this has increased our brand visibility in the market	**73**	4.151	1.1864
More potential customers are currently directly searching for our brand name online thus enhancing our brand visibility in the market	**73**	3.881	1.190
Composite	**73**	**4.0266**	**1.0756**

Source: (Author, 2025)

The analysis shown on table 4.3 above indicate that most of the respondents agreed that on-page search engine optimization marketing strategy affect visibility of tour and travel companies' brands in global markets as evidenced by the composite mean score of 4.0266 and standard

deviation of 1.0756. From study findings it can be concluded that the tour and travel companies that have implemented on-page search engine optimization marketing strategy have enhanced the company brand visibility in the global market as they have more customers directly searching for their brands online and actively interact with the companies' website pages and brand information; have experienced average increase in the number of pages and brand information these customer view during a single visit and brand impressions and clicks on company website; and a decrease in percentage of visitors who leave the companies' website after viewing their brand website pages and information . The study findings support those of Jusuf, (2023) in the study on SEO (Search Engine Optimizing) strategy to increase visibility and achievement of marketing goal that showed that implementing an effective SEO strategy significantly increases the visibility and organic traffic of a website, which in turn contribute to increased brand awareness,

4.4.2 **Effect of Off-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets**

The research sought to establish the effect of off-page search engine optimization marketing strategy on visibility of tour and travel companies. Respondents were asked to indicate their agreement or disagreement with the statements relating to the relationship between off-page search engine optimization marketing strategy and visibility of tour and travel companies' brands in global markets based on a rating scale of 1 - 5, where 1 = Strong Disagree and 5= Strong Agreement, as shown on table 4.4 below.

Table 4. 3 Off-Page Search Engine Optimization Marketing Strategy & Visibility of Tour and Travel Companies' Brands in Global Markets

Statement(s)	n	Mean	SD
There are more brand mentions without a direct link back to our website and this has enhanced our brand visibility in the market	**73**	4.260	1.0412
We actively respond to reviews on our website and other linked websites and this has influenced our brand perception and market brand visibility	**73**	4.425	.9416
There is increased referral traffic from high-authority and relevant sources implying enhanced our brand visibility in the market	**73**	4.438	.9572
There has been an increase interest for partnership from global brand influencers on our brand and this has led to increased brand mentions and social shares thus increasing our brand visibility	**73**	4.342	1.0168
Composite		**4.3663**	**.9892**

Source: (Author, 2025)

The results of the analysis on Table 4.4 show that most study respondents agreed that off-page search engine optimization marketing strategy affect visibility of tour and travel companies in Global Markets as indicated by the composite mean of 4.3663 and a standard deviation of 0.9892. From research findings it can be in inferred that Tour and Travel companies that have implemented off-page search engine optimization marketing strategy experience increased companies' brand mentions, social shares and referral traffic without a direct link back to their website; increased interest for partnership from global brand influencers; while their active response to reviews on their website and other linked websites enhance their brand visibility in global markets. The findings align with those of Ahmad et al (2022) in the study on

implementation of on-page and off page SEO to improve tourism promotion websites and Morais, et al., (2025) research that investigated the application of search engine optimization (SEO) in developing the digital image of rural tourism businesses in the Terras de Trás-os-Montes region of Portugal. These studies established Search engine optimization strategy in marketing has become increasingly important for businesses to stay competitive

4.4.3 Effect of Technical Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets

The research analysis shown on table 4.4 below sought establish effect of technical search engine optimization marketing strategy on visibility of tour and travel companies' brands in global markets. The respondents were requested to rate their agreement or disagreement with various statements concerning the effect of technical search engine optimization marketing strategy on visibility of tour and travel companies' brands in global markets based a rating scale of 1 - 5, where 1= strong disagreement and 5= strong agreement.

Table 4. 4 Technical Search Engine Optimization Marketing Strategy & Visibility of Tour and Travel Companies' Brands in Global Markets

Statement(s)	n	Mean	SD
Currently a higher number of quality domains/websites have linked to our website in order to access our brand information	73	4.384	0.692
Most of the search engines have successfully indexed most of our website pages containing our brand information	73	3.911	1.089
search engines crawl rate has increased and this has increased our brand visibility in the market	73	4.007	0.993
Our company website pages quickly load for users and this has affected our customer brand experience and visibility within the market	73	3.810	1.190
Our website adapts and displays correctly across various devices and screen sizes efficiently and effectively	73	4.110	0.892
Major companies linked to our website have increased and this has improved our brand visibility in the market	73	3.879	1.122
There is an increase in the number of referring domains to our website which have enhanced our brand visibility in the market	73	4.466	.899
The quality of internal links has enhanced our brand visibility in the market	73	4.370	.965
Our website clear and smooth navigation for our customers has enhanced our brand visibility in the market	73	4.274	.976
Composite	**73**	**4.135**	**0.979**

Source: (Author, 2025)

The results of the analysis on Table 4.4 shows that most study respondents agreed that technical search engine optimization marketing strategy affect the visibility of tour and travel companies' brands in global markets as indicated by the composite mean of 4.135 and a standard deviation of 0.979. From research findings it can be inferred that Tour and Travel companies that have implemented technical search engine optimization marketing strategy have experienced a higher

number of referring domains and quality domains/websites linked to their website in order to access their brand information, number of website linked companies; search engines that have successfully indexed their website pages containing their brand information; while search engines crawl rate has increased; the company website pages' load quickly for users, while website loads, adapts, navigate and displays correctly across various devices and screen sizes efficiently and smoothly. All these have enhanced tour and travel companies brand visibility in global markets. The study findings enrich the study done by Karol and Dariusz (2020) on the quality of local government websites from the technical SEO perspective webites in Lesser Poland that showed that websites demonstrated a significant potential for search engine optimization however with high variance because of the technical nature of the backlinks and platforms

4.4.4 Effect of Content Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets

The research analysis on table 4.6 to establish the effect of content search engine optimization marketing strategy on visibility of tour and travel companies' brands in global markets. Respondents were requested to rate their agreement or disagreement with various statements concerning effect of content search engine optimization marketing strategy on visibility of tour and travel companies' brands in global markets using a scale from 1 - 5, where 1 indicated strong disagreement and 5 indicated strong agreement. The outcomes are depicted below in

Table 4.6. Content Search Engine Optimization Marketing Strategy

Statement(s)	n	Mean	SD
Potential customers/visitors spend more time on our brand pages and hence increasing our brand engagement & visibility in the market	**73**	4.260	1.0412
Currently there is an increase in the average number of pages our current and potential customers view during a single visit implying our brand is more visible in the market	**73**	3.811	1.1890
Potential customers' visitors our company pages scroll down our website pages implying that our brand content is interesting and this enhanced our brand visibility in the market	**73**	4.438	0.9572
Our brand content is widely shared on social media and other digital platforms and this has increased our brand visibility in the market	**73**	4.342	1.0168
Currently there is an increase in download of brand information and this has improved our brand visibility in the market	**73**	3.712	1.2882
Currently there is an increased in our customers comments on our brand blog posts and articles thus increasing our brand visibility in the market.	**73**	4.425	0.9416
Composite	**73**	**4.165**	**1.0723**

Source: (Author, 2025)

The results of the analysis on Table 4.4 shows that most respondents agreed that content search engine optimization marketing strategy affect visibility of tour and travel companies' brands in global markets. as indicated by the composite mean of 4.165 and a standard deviation of 1.072. From research findings it can be inferred that Tour and Travel companies that implement content search engine optimization marketing strategy experience customers/visitors spending more time on their brand pages, increased average number of pages' customers view during a single visit, download of brand information, customer's comments on brand blog posts and articles, scrolling down of company website pages and wide sharing of brand content on social media and other digital platforms; all of which their brand visibility in the global markets. The findings align and

enriches the findings of Zidnal (2025), research that analyzed how the implementation of data-driven content marketing combined with SEO can increase audience engagement and Sakas, et al, (2023 in their research that examined the influence of content marketing on digital literacy, social media marketing on digital literacy, search engine optimization (SEO) on digital literacy and digital literacy on business performance among MSMEs in the city of Cirebon. These studies established data-based content marketing strategy integrated with SEO was able to significantly increase engagement, are that content marketing has no effect on MSME business performance, while search engine optimization has an effect on MSME business performance

4.4.5: **Visibility of Tour and Travel Companies' Brands in Global Markets**

The research sought to analyze visibility of tour and travel companies' brands in global markets. Participants were requested to evaluate their agreement with various statements concerning visibility of tour and travel companies' brands in global markets **using** a scale of 1 - 5, where 1= strong disagreement; 5= Strong Agreement as shown on table 4.7 below

Table 4. 5 Visibility of Tour and Travel Companies' Brands in Global Markets

Statement(s)	n	Mean	SD
The number of visitors who visit our company website to view our brand from unpaid search results have increased	73	4.205	1.1050
Our website and brand has frequently appeared in our customer search results	73	4.137	1.1464
There is increase of percentage of users who click on our website link and offer views on our brand	73	4.274	1.0706
Our brand Search Visibility/Share of Voice appears more in our customer's search results for the keywords.	73	4.151	1.1864
There is a sustained increase in organic traffic who visit our website to view and interact with our brand	73	3.741	1.1490
There is higher brand keyword ranking improvements in search engine implying improved increased brand visibility	73	4.005	0.9950
There is an increase in the rate of customer acquisition, leads, achievement of call to actions generated from organic search traffic.	73	3.960	1.0400
Composite Mean		**4.0676**	**1.0989**

Source: (Author, 2025)

The outcomes of breakdown on Table 4.7 above specify that most of the participants agreed that Tour and Travel companies search engine optimization marketing strategy has increased their brand visibility in global markets as evidenced by their mean score of 4.0676 and a standard deviation of 1.0989. From the study findings, it can be deduced that Tour and Travel companies have an increase in: number of visitors who visit the companies' website to view the brand from unpaid search results, percentage of users who click on our website link and offer views on our brand, organic traffic who visit companies' website to view and interact with their brand; rate of customer acquisition, number of leads, sales, achievement of call to actions all generated from organic search traffic; website and brand have frequently appeared in their customer search

results, regardless of whether their customers have clicked on it; that the companies' Search visibility/share of voice appear more in our customer's search results for the keywords and that there is higher brand keyword ranking improvements in search engine implying they play a significant role in shaping tour and travel companies' brand market visibility with tour and travel brand visibility. These findings aligns with those of Kovalenko and Kuzmenko (2020) in their research on online marketing impact on micro-enterprises: an insight through visibility in search engines that established there is a correlation between the number of applied methods of Internet marketing and the visibility of the websites of small organizations

4.5 Diagnostic Tests

The research conducted diagnostic examinations to confirm the fulfillment of linear regression assumptions. These tests are crucial for assuring the model's reliability and the validity of the study's findings. Diagnostic assessments involved assessing normality through the Shapiro-Wilk test, examining multicollinearity via the Variance Inflation Factor (VIF), and evaluating autocorrelation using the Durbin-Watson statistic.

4.5.1 Normality Test

The normality of data distributions for different variables was evaluated using the Shapiro-Wilk test. The statistic was calculated for each variable, as indicated below.

Table 4. 6 Normality Test

	Shapiro-Wilk		
	Statistic	**df**	**Sig.**
On-Page Search Engine Optimization	.958	58	.242
Off- Page Search Engine Optimization	.940	58	.521
Technical Search Engine Optimization	.939	58	.180
Content Search Engine Optimization	.955	58	.431

Source: (Author, 2025)

The outcomes of Shapiro-Wilk test suggest that all variables are normally distributed, as their p-values are above 0.05.

4.5.2 Multi-Collinearity Test

The study utilized the Variance Inflation Factor (VIF) to explore the potential presence of multi-collinearity amongst independent variables. The aim was to investigate whether there were strong correlations among the predictors, which could affect the accuracy of regression coefficients. A VIF below 5 is considered low, between 5-10 is considered moderate, above 10 is high (Shrestha, 2020). The VIF values for each independent variable were examined as shown below

Table 4. 7 Multi-Collinearity Test

		Collinearity Statistics	
		Tolerance	**VIF**
1	(Constant)		
	On-Page Search Engine Optimization	.211	4.734
	Off-Page Search Engine Optimization	.140	7.127
	Technical Search Engine Optimization	.167	5.999
	Content Search Engine Optimization	.257	3.887

Source: (Author, 2025)

All variables exhibited in Table 4.9 had VIF values below the threshold of 10 which is acceptable.

4.5.3 Autocorrelation Test

The research employed Durbin-Watson statistics to gauge autocorrelation by examining the independence of consecutive residuals. Typically falling within a range of 0 to 4, the Durbin-Watson statistic indicates no autocorrelation when near 2. Values closer to 0 or 4 infer positive or negative autocorrelation, correspondingly (Turner, et al, 2021).

Table 4. 8 Autocorrelation Test Results

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.868[a]	.753	.738	.53755	1.826

Source: (Author, 2025).

The findings displayed in Table 4.10 above reveal a value of 1.826, which falls within an acceptable range. This suggests that there is no notable autocorrelation detected in the residuals

of the regression model. Consequently, the assumption of residual independence is maintained, thereby ensuring the reliability of the regression analysis results.

4.6 Correlation Analysis

The correlation analysis was done to establish the relationship between search engine optimization marketing strategy and tours and travel companies' brand global market visibility brand market visibility as shown in Table 4.13.

Table 4.14 Correlation Analysis

		Brand Visibility	On-Page SEO	Off- Page SEO	Technical SEO	Content SEO
Brand Visibility	Pearson Correlation	1				
On-Page SEO	Pearson Correlation	.613**	1			
	Sig. (2-tailed)	.000				
Off-Page SEO	Pearson Correlation Sig. (2-tailed)	.843**	472** .000	1		
		.000				
Technical SEO	Pearson Correlation Sig. (2-tailed)	.701*	.456**	.595**	1	
		.000	.000	.000		
Content SEO	Pearson Sig	.669**	.392**	.630**	.500**	1
	Correlation Sig. (2-tailed)	.000	.000	.000	.000	

Source: (Author, 2025)

The findings in Table 4.13 reveal the relationship between on-page search engine optimization marketing strategy and tours and travel companies' brand market visibility is positive and

significant (r-613, p-values =0.000); the association between off-page search engine optimization marketing strategy and tour and travel companies' brand market visibility is significant and positive (r-843 and p-values of 0.000); technical search engine optimization marketing strategy and tour and travel companies brand market visibility

is positive and significant (r-701; p-values = 0.000) and content search engine optimization marketing strategy is significant and positively correlated to and tour and travel companies' brand market visibility (r-669; p-values= 0.000). The results categorized as weak they have ranges of from ± 0.10 to ± 0.29, moderate correlation ranges from ± 0.30 to± 0.49 and strong correlation is where r- values range from ± 0.5 to ± 0.9. By following this categorization, the findings show a strong and significant relationship between the study variables.

4.7 Regression Analysis

Regression analysis was undertaken to ascertain if the independent variables had a discernible influence on dependent variable, tour and travel companies' brand market visibility. This segment presents the outcomes for regression analysis, model summary, ANOVA and regression co-efficient.

4.7.1 **On-Page Search Engine Optimization Marketing Strategy and Tours and Travel Companies' Brand Market Visibility**

4.7.1.1 Model Summary

The model summary was a representation of the coefficient of determination as obtained. The model summary demonstrates the R, R-Squared and adjusted R-Squared statistics.

Table 4. 9 Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.742[a]	.551	.544	.55715

Source: (Author, 2025)

The model summary for the regression analysis of on-page search engine optimization marketing strategy and tours and travel companies' brand market visibility indicates that the independent variable, on-page search engine optimization marketing strategy, significantly contributes to the variation in the dependent variable, tours and travel companies' brand market visibility. With an R-squared value of 0.551, it suggests that approximately 55.1% of the variability in on-page search engine optimization marketing strategy can be explained by on-page search engine optimization marketing strategy, indicating a moderately strong relationship between the two variables. The adjusted R-squared value of 0.544 suggests that the model's predictive capability remains relatively stable when considering the number of predictors in the model. The standard error of the estimate (0.55715) represents the average discrepancy between the observed and

predicted values of on-page search engine optimization marketing strategy, indicating the model's predictive accuracy.

4.7.1.2 ANOVA

The Analysis of Variance was incorporated to help understand if there was a regression connection between the study's variables.

Table 4. 10 ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.024	1	27.024	87.056	.000[b]
	Residual	22.040	71	.310		
	Total	49.063	72			

Source: (Author, 2025)

The ANOVA findings reveal that the regression model, on-page search engine optimization marketing strategy as an independent variable and tours and travel companies' brand market visibility as the dependent variable, is statistically significant ($F = 87.056$, $p < 0.001$). This indicates a significant association between on-page search engine optimization marketing strategy. The regression model elucidates a notable portion of the variance in tours and travel companies' brand market visibility, as demonstrated by the considerable sum of squares for the regression (27.024) in contrast to the residual sum of squares (22.040). Consequently, integrating tours and travel companies' brand market visibility into the regression model substantially enhances the predictive capacity for tours and travel companies' brand market visibility.

4.7.1.3 Coefficients

to understand the influence of on-page search engine optimization marketing strategy on brand market visibility regression coefficients were computed and illustrated in Table 4.14 below

Table 4. 11 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.355	.327		4.146	.000
	On-page SEO Marketing Strategy	.690	.074	.742	9.330	.000

Source: (Author, 2025)

The regression coefficients in Table 4.14 show that both the constant and the coefficient for on-page search engine optimization marketing strategy have significant effects on tours and travel companies' brand market visibility. The constant term (1.355) represents the predicted tours and travel companies' brand market visibility score when on-page search engine optimization marketing strategy is zero. The on-page search engine optimization marketing strategy coefficient of 0.690 suggests that with each one-unit rise in on-page search engine optimization marketing strategy, there's an anticipated increase of 0.690 units in tours and travel companies' brand market visibility. Additionally, the standardized coefficient (Beta = 0.742) indicates a robust positive impact of on-page search engine optimization marketing strategy on tours and travel companies' brand market visibility.

These outcomes suggest that higher levels of on-page search engine optimization marketing strategy lead to significantly better tours and travel companies' brand market visibility, highlighting the importance of on-page search engine optimization marketing strategy in shaping overall tours and travel companies' brand market visibility.

4.7.2 **Off-Page Search Engine Optimization Marketing Strategy** & **Brand Market Visibility**

4.7.2.1 Model Summary

The model summary was a representation of the coefficient of determination as obtained. The model summary demonstrates the R, R-Squared and adjusted R-Squared statistics.

Table 4. 12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847a	.717	.713	.44215

Source: (Author, 2025)

The outcomes presented in Table 4.15 above unveil a robust association between the independent variable, off-page search engine optimization marketing strategy and tour and travel companies' brand market visibility and the dependent variable, brand market visibility. With an R-squared value of 0.717, approximately 71.7% of the variance in brand market visibility is explained by off-page search engine optimization marketing, suggesting its significance as a predictor. The adjusted R-squared value of 0.713 indicates the model's predictive consistency when considering the number of predictors. The standard error of the estimate (0.44215) depicts the average

discrepancy between observed and predicted values of tour and travel companies' brand market visibility, reflecting the model's predictive accuracy.

4.7.2.2 ANOVA

ANOVA was incorporated to help understand if there was a regression connection between the study's variables.

Table 4. 13 ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	35.183	1	35.183	179.968	.000[b]
	Residual	13.880	71	.195		
	Total	49.063	72			

Source: (Author, 2025)

The ANOVA outcomes suggest high statistical significance for the regression model, incorporating Off-page search engine optimization marketing strategy as an independent variable and tour and travel companies' brand market visibility as the dependent variable ($F = 179.968$, $p < 0.001$). This indicates a strong correlation between Off-page search engine optimization marketing strategy and tour and travel companies' brand market visibility. The regression model elucidates a considerable portion of the variance in tour and travel companies' brand market visibility, evident from the substantial sum of squares for the regression (35.183) compared to the residual sum of squares (13.880). Thus, integrating Off-page search engine optimization marketing strategy into the regression model significantly enhances our predictive capability for tour and travel companies' brand market visibility.

4.7.2.3 Coefficients

In understanding the influence of off-page search engine optimization marketing strategy on tour and travel companies' brand market visibility, regression coefficients were computed and illustrated in Table 4.17 below;

Table 4. 14 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	.996	.255		3.908	.000
	Off-page SEO Marketing Strategy	.766	.057	.847	13.415	.000

Source: (Author, 2025)

The regression coefficients in Table 4.17 indicate significant effects of both the constant and the coefficient for Off-page search engine optimization marketing strategy on tour and travel companies' brand market visibility. The coefficient for Off-page search engine optimization marketing strategy (0.766) suggests that for every one-unit increase in Off-page search engine optimization marketing strategy, tour and travel companies' brand market visibility is predicted to increase by 0.766 units. The standardized coefficient (Beta = 0.847; P< .000) indicates a strong positive effect of Off-page search engine optimization marketing strategy on tour and travel companies' brand market visibility.

These findings imply that higher levels of Off-page search engine optimization marketing strategy is associated with significantly better tour and travel companies' brand market visibility.

4.7.3 Technical Search Engine Optimization Marketing Strategy and Tour and Travel Companies' Brand Market Visibility

4.7.3.1 Model Summary

The model summary was a representation of the coefficient of determination as obtained. The model summary demonstrates the R, R-Squared and adjusted R-Squared statistics.

Table 4. 15 technical search engine optimization marketing strategy and tour and travel companies' brand market visibility Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802[a]	.643	.638	.49647

Source: (Author, 2025)

The regression analysis reveals a robust correlation between the independent variable, technical search engine optimization marketing strategy, and the dependent variable, tour and travel companies' brand market visibility. With an R-squared value of 0.643, approximately 64.3% of the variance in tour and travel companies' brand market visibility is accounted for by technical search engine optimization marketing strategy, indicating its significance as a predictor. The adjusted R-squared value of 0.638 suggests the model's predictive consistency when factoring in the number of predictors. The standard error of the estimate (0.49647) illustrates the average deviation between observed and predicted values of tour and travel companies' brand market visibility, reflecting the model's predictive precision.

4.7.3.2 ANOVA

ANOVA was incorporated to help understand if there was a regression connection between the study's variables.

Table 4. 16 ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.563	1	31.563	128.053	.000[b]
	Residual	17.500	71	.246		
	Total	49.063	72			

Source: (Author, 2025)

The ANOVA findings imply high statistical significance for the regression model ($F = 128.053$, $p < 0.001$), indicating a robust association between technical search engine optimization marketing strategy and tour and travel companies' brand market visibility. The regression model accounts for a considerable portion of the variability in tour and travel companies' brand market visibility, as demonstrated by the substantial sum of squares for the regression (31.563) relative to the residual sum of squares (17.500). Consequently, integrating technical search engine optimization marketing strategy into the regression model significantly enhances our predictive capacity for tour and travel companies' brand market visibility.

4.7.3.3 Regression Coefficients

In understanding the influence of off-page search engine optimization marketing strategy on tour and travel companies' brand market visibility, regression coefficients were computed and illustrated in Table 4.20 below;

Table 4. 17 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	1.357	.270		5.022	.000
	Technical SEO Marketing Strategy	.715	.063	.802	11.316	.000

Source: (Author, 2025)

The regression coefficients in Table 4.20 above indicate significant effects of both the constant and the coefficient for technical search engine optimization marketing strategy on tour and travel companies' brand market visibility. The constant term (1.357) represents the predicted tour and travel companies' brand market visibility score when technical search engine optimization marketing strategy is zero, which might not have practical significance. The coefficient for technical search engine optimization marketing strategy (0.715) suggests that for every one-unit increase in technical search engine optimization marketing strategy, tour and travel companies' brand market visibility is predicted to increase by 0.715 units. The standardized coefficient (Beta = 0.802) indicates a strong positive effect of technical search engine optimization marketing strategy on tour and travel companies' brand market visibility.

These findings imply that upper levels of technical search engine optimization marketing strategy is linked to significantly better tour and travel companies' brand market visibility, highlighting the importance of technical search engine optimization marketing strategy in shaping overall tour and travel companies' brand market visibility.

4.7.4 Content Search Engine Optimization Marketing Strategy and Tour and Travel Companies' Brand Market Visibility

4.7.4.1 Model Summary

The model summary was a representation of the coefficient of determination as obtained. The model summary demonstrates the R, R-Squared and adjusted R-Squared statistics.

Table 4. 18 Content search engine optimization marketing strategy and tour and travel companies' brand market visibility Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.636	.631	.50126

Source: (Author, 2025)

The analysis provided on table 4.21 above shows a strong correlation between the independent variable, Content search engine optimization marketing strategy, and the dependent variable, tour and travel companies' brand market visibility. With an R-squared value of 0.636, approximately 63.6% of the variance in tour and travel companies' brand market visibility is accounted for by Content search engine optimization marketing strategy, suggesting its significance as a predictor. The adjusted R-squared value of 0.631 suggests the model's predictive consistency when considering the number of predictors. The standard error of the estimate (0.50126) reflects the average deviation between observed and predicted values of tour and travel companies' brand market visibility, indicating the model's predictive accuracy.

4.7.4.2 ANOVA

ANOVA was incorporated to help understand if there was a regression connection between the study's variables.

Table 4. 19 ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.224	1	31.224	124.271	.000[b]
	Residual	17.839	71	.251		
	Total	49.063	72			

Source: (Author, 2025)

The ANOVA findings presented above indicate high statistical significance for the regression model incorporating both Content search engine optimization marketing strategy and tour and travel companies' brand market visibility ($F = 124.271$, $p < 0.001$), indicating a robust relationship between Content search engine optimization marketing strategy and tour and travel companies' brand market visibility. The regression model makes up a significant portion of the variability in tour and travel companies' brand market visibility, as directed by substantial sum of squares for the regression (31.224) relative to the residual sum of squares (17.839). Therefore, integrating Content search engine optimization marketing strategy into the regression model significantly enhances our predictive capability for tour and travel companies' brand market visibility.

4.7.4.3 Coefficients

In understanding the influence of content search engine optimization marketing strategy on tour and travel companies' brand market visibility, regression coefficients were computed and illustrated below;

Table 4. 20 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	1.342	.276		4.869	.000
	Content SEO optimization marketing strategy	.711	.064	.798	11.148	.000

Source: (Author, 2025)

The regression coefficients in Table 4.23 indicate significant effects of both the constant and the coefficient for Content search engine optimization marketing strategy on tour and travel companies' brand market visibility. The constant term (1.342) represents the predicted tour and travel companies' brand market visibility score when Content search engine optimization marketing strategy is zero, the coefficient for Content search engine optimization marketing strategy (0.711) suggests that for every one-unit rise in Content search engine optimization marketing strategy, tour and travel companies' brand market visibility is predicted to increase by 0.711 units. The standardized coefficient (Beta = 0.798; P=0.00) indicates a strong positive effect of Content search engine optimization marketing strategy on tour and travel companies' brand market visibility. These findings imply that higher levels of Content search engine optimization

marketing strategy are associated with significantly better tour and travel companies' brand market visibility, highlighting the importance of offering a diverse set of features or functionalities to enhance overall tour and travel companies' brand market visibility.

4.7.5 **Multiple Regression analysis**

Multiple regression was conducted to ascertain the combined Effect of On-Page Search Engine Optimization Marketing Strategy, Off-page search engine optimization marketing strategy, technical search engine optimization marketing strategy and Content search engine optimization marketing strategy and tour and travel companies' brand market visibility

4.7.5.1 Model Summary

The model summary was a representation of the coefficient of determination as obtained. The model summary demonstrates the R, R-Squared and adjusted R-Squared statistics.

Table 4. 21 Combined Effect Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881[a]	.776	.762	.40243

Source: (Author, 2025)

The model summary for the regression analysis concerning the combined effect of independent variables on tour and travel companies' brand market visibility suggests a robust association between collective independent variables and the dependent variable. With an R-squared value of 0.776, approximately 77.6% of the variance in tour and travel companies' brand market visibility is accounted for by the combination of On-Page Search Engine Optimization Marketing

Strategy, Off-page search engine optimization marketing strategy, technical search engine optimization marketing strategy, and Content search engine optimization marketing strategy, indicating their collective significance as predictors. The adjusted R-squared value of 0.762 pinpoints the model's predictive consistency when looking at number of predictors. 0.40243, standard error of estimate, reflects the average deviation between observed and predicted values of tour and travel companies' brand market visibility, indicating the accuracy of the model's predictions.

4.7.5.2 ANOVA

ANOVA was incorporated to help understand if there was a regression connection between the study's variables.

Table 4. 22 ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.051	4	9.513	58.740	.000[b]
	Residual	11.012	68	.162		
	Total	49.063	72			

Source: (Author, 2025)

The ANOVA findings presented in Table 4.25 above indicate high statistical significance for the regression model ($F = 58.740$, $p < 0.001$), implying a robust relationship between the combined effect of these variables and tour and travel companies' brand market visibility. The regression model makes up a significant portion of the variability in tour and travel companies' brand market visibility, as demonstrated by the substantial sum of squares for the regression (38.051) compared to the residual sum of squares (11.012). Therefore, integrating On-Page Search Engine

Optimization Marketing Strategy, Off-page search engine optimization marketing strategy, technical search engine optimization marketing strategy, and Content search engine optimization marketing strategy into the regression model significantly enhances our ability to predict tour and travel companies' brand market visibility.

4.7.5.3 Coefficients

In understanding the influence of combined effect on tour and travel companies' brand market visibility, regression coefficients were computed and illustrated below;

Table 4. 23 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.837	.244		3.426	.001
	Off-page SEO Marketing strategy	.540	.113	.597	4.789	.000
	On-Page SEO Marketing Strategy	.602	.123	.218	1.641	.002
	Technical SEO Marketing strategy	.588	.113	.323	1.852	.000
	Content SEO Marketing strategy	.293	.104	.217	2.536	.004

Source: (Author, 2025)

The regression coefficients in Table 4.26 shows a positive effect of On-Page Search Engine Optimization Marketing Strategy, Off-page search engine optimization marketing strategy, technical search engine optimization marketing strategy, and Content search engine optimization marketing strategy on tour and travel companies' brand market visibility. Off-page search engine

optimization marketing strategy demonstrates a significant positive effect (B = 0.540, Beta=.597; P < 0.001), indicating that an increase in Off-page search engine optimization marketing strategy corresponds to an increase in tour and travel companies' brand market visibility. On-Page Search Engine Optimization Marketing Strategy (B = 0.602, Beta = .218, P < 0.002) and Technical search engine optimization marketing strategy (B =0.588, Beta = .323; P< 0.000) were significant implying that On-page and technical search engine optimization marketing strategies influence tour and travel companies' brand market visibility. Content search engine optimization marketing strategy exhibits a significant positive effect (B = 0.293, Beta = .217, P<0.004), indicating a statistically significant effect on tour and travel companies' brand market visibility but its contribution was weak/minimal. These results put emphasis on the importance of factors like higher On-page, Off-page content search engine optimization marketing strategy and Content search engine optimization marketing strategy in enhancing overall tour and travel companies' brand market visibility

The regression model is derived from Table 4.15 is as follows:

$Y=0.837+.0.540X_1+0.602X_2+0.588X_3+-0.293X_4+\varepsilon$

The above regression model provided an excellent statistical control through which the study established the influence of each predictor variable. Holding all variables at zero will result in a positive brand visibility of tours and travel companies equal to 0.837. Similarly, reducing all other independent variables to zero, a unit change in on-page search engine optimization will result in 0.602 increment in positive brand visibility of tours and travel companies. The findings further indicate 0.540 increments in brand visibility of tours and travel companies' brands when all other independent variables except off- page search engine optimization are reduced to zero. In addition, a unit increase in technical search engine optimization while holding the rest of

independent variables constant would lead to 0.588 increments in favorable brand visibility of tours and travel companies' brands. Finally, a unit change in content search engine optimization will yield 0.295 increase in brand visibility of tours and travel companies when all other predictor variables are held constant at zero. The results also show that the coefficients for each variable are non-zero. This therefore means that all the independent variables strongly influence the tour and travel companies' brand visibility with the exception of content search engine optimization which has weak effect on the tour and travel companies' brand visibility.

The study supports the findings of Ologunebi, and Taiwo (2023) in their research study on significance of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) in enhancing brand visibility within the context of the E-commerce industry that showed that the combination of SEO and SEM creates a comprehensive digital marketing strategy that increases brand visibility and boosts online conversions. However, the study adds to the findings of Setiawan, et al (2020) in their study on the optimization of website visibility and traffic by implementing Search Engine Optimization (SEO) in Palembang Polytechnic of Tourism that show that the most important thing in making SEO plans is to increase visibility and branding on search engines (Google) by developing website content and setting keywords as backlinks. The study findings do not completely align with those of Novi, et al., (2023) in their study focused on the influence of social media, search engine optimization, content strategy, and financial report quality on business growth with particular focus on Micro-Enterprises in Lamongan Regency, that revealed that, content strategy has significant correlation with business growth

4.8 Hypothesis Testing

The study undertook the following hypothesis testing using regression results. The acceptance or rejection criterion was based on P value. The H_0 was rejected when reported P value <0.05 and accepted when p value >0.05.

1.1 Table 4.25: Hypotheses Testing

Code	Hypothesis	P- Values	Conclusion
$H0_1$	There is no statistically significant relationship between on-page SEO marketing strategy and travel companies' brand market visibility in Tanzania	P < 0.001	Reject Null Hypothesis
$H0_2$	There is no statistically significant relationship between Off-page SEO marketing strategy and travel companies' brand market visibility in Tanzania	P < 0.002)	Reject Null Hypothesis
$H0_3$	There is no statistically significant relationship between technical search engine optimization (SEO) marketing strategy and travel companies' brand visibility in markets.	P < 0.000	Reject Null Hypothesis
$H0_4$	There is no statistically significant relationship between content search engine optimization marketing strategy and travel companies' brand visibility in markets.	, P<0.004	Reject Null Hypothesis

Source: (Author, 2025)

H_{0I}: On-Page Search Engine Optimization Marketing Strategy has no significant effect on tour and travel companies' brand market visibility in the global market.

Based on the regression analysis results, (B = 0.540, Beta=.597; P < 0.001) reject the null hypothesis (H0I) that On-Page Search Engine Optimization Marketing Strategy has no significant effect on tour and travel companies' brand market visibility in the global market. This indicates that On-Page Search Engine Optimization Marketing Strategy significantly influence tour and travel companies' brand market visibility.

H_{0II}: Off-page search engine optimization marketing strategy has no significant effect on tour and travel companies' brand market visibility in the global market

According to the outcomes of the regression analysis, (B = 0.602, Beta = .218, P < 0.002) we reject the null hypothesis (H_{0II}) stating that off-page search engine optimization marketing strategy does not significantly influence tour and travel companies' brand market visibility. This suggests that increases in off-page search engine optimization marketing strategy are associated with higher levels of tour and travel companies' brand market visibility.

H_{0III}: Technical search engine optimization marketing strategy has no significant effect on tour and travel companies' brand market visibility.

According to the regression analysis findings, (B =0.588, Beta = .323; P< 0.000) we reject the null hypothesis ($H0_{III}$) suggesting that technical search engine optimization marketing strategy has a significant impact on tour and travel companies' brand market visibility. This indicates that technical search engine optimization marketing strategy significantly influence tour and travel companies' brand market visibility.

H_{0IV}: Content search engine optimization marketing strategy has no significant effect on tour and travel companies' brand market visibility

According to the findings of the regression analysis, (B = 0.293, Beta = .217, P<0.004), we reject the null hypothesis positing that content search engine optimization marketing strategy significant influence on tour and travel companies' brand market visibility, however that effect is minimal.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of findings, discussion, conclusion, and recommendations for the study. The summary of findings, discussion, conclusion and recommendations were focused on the four objectives of the study. These were: establishing the effect of on-page search engine optimization, off- page search engine optimization, technical search engine optimization and content search engine optimization on tours and travel companies' brand market visibility in Arusha Tanzania.

5.2 Summary of Study Findings

In this section, a summary of findings follows the order of research objectives and data, as presented in chapter four. The purpose of the study is to determine the effect of search engine optimization marketing strategy on tours and travel companies' brand market visibility.

5.2.1 Effect of On-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets

The study established that on-page search engine optimization marketing strategy affect visibility of tour and travel companies' brands in global markets as evidenced by the composite mean score of 4.0266 and standard deviation of 1.0756 and inferential statistics which also showed that On-page search engine optimization marketing strategy demonstrates a significant positive effect on tour and travel companies' brand visibility in global markets

5.2.2 Effect of Off-Page Search Engine Optimization Marketing Strategy on Visibility of Tour and Travel Companies' Brands in Global Markets

The study found that off-page search engine optimization marketing strategy affect visibility of tour and travel companies in Global Markets as indicated by the composite mean of 4.3663 and a standard deviation of 0.9892. This was supported by inferential statistics (B = 0.540, Beta=.597; P < 0.001), which indicated that Off-page search engine optimization marketing strategy had a strong positive significant effect on tour and travel companies' brand visibility in global markets

5.2.3 Effect of technical search engine optimization marketing strategy & visibility of tour and travel companies' brands in global markets

The study results revealed that technical search engine optimization marketing strategy affect the visibility of tour and travel companies' brands in global markets as indicated by the composite mean of 4.135 and a standard deviation of 0.979 and inferential statistics (B =0.588, Beta = .323; P< 0.000) that showed that technical search engine optimization marketing strategy has a strong influence on tour and travel companies' brand market visibility

5.2.4 Effect of Content Search Engine Optimization Marketing Strategy& Visibility of Tour and Travel Companies' Brands in Global Markets

The study established that content search engine optimization marketing strategy affect visibility of tour and travel companies' brands in global markets. as indicated by the composite mean of 4.165 and a standard deviation of 1.072. This is also supported by inferential statistics (B = 0.293, Beta = .217, P<0.004) that showed that content search engine optimization marketing strategy affect visibility of tour and travel companies' brands in global markets. In spite of the

positive effect on tour and travel companies' brand market visibility content search engine optimization marketing strategy contribution was/is weak/minimal

5.2 Conclusion of the Study

From the study results, it can be concluded that: On-page search engine optimization marketing strategy affect visibility of tour and travel companies' in global markets as it enables more customers to directly search for their brands online and actively interact with the companies' website pages and brand information; experience average increase in the number of pages and brand information these customer view during a single visit and brand impressions and clicks on company website. Off-page search engine optimization marketing strategy affect visibility of tour and travel companies in global Markets as this can lead to these companies to experience increase in brand mentions, social shares and referral traffic without a direct link back to their website; increased interest for partnership from global brand influencers. Technical search engine optimization marketing strategy affect the visibility of tour and travel companies' brands in global markets as this results in a higher number of referring domains and quality domains/websites link to their website in order to access their brand information, increase in number of companies' website and website linked companies; increase in search engines crawl rate. Content search engine optimization marketing strategy affect visibility of tour and travel companies' brands in global markets as this can results in increase in customers/visitors spending more time on their brand pages, increased average number of pages' customers view during a single visit, download of brand information, customer's comments on brand blog posts and articles, scrolling down of company website pages and wide sharing of brand content on social media and other digital platforms

5.3 Recommendations of the Study

Building up on main outcomes, the research recommends:

5.3.1 Recommendation for policy

Given the significant impact of Search engine optimization marketing Strategy on tour and travel companies' brand market visibility, it's recommended that the regulating authorities in Tanzania develop and enforce comprehensive ethical guidelines for Search engine optimization marketing Strategy. These guidelines should outline standards for Search Engine Optimization Marketing Strategy to ensure compliance with digital ethical practices so that companies can harness the potential of SEO to strengthen their position in an increasingly competitive digital marketplace,

5.3.2 Recommendation for practice

The study recommends that tours and travel companies invest in enhancing Search Engine Marketing to increasing their exposure on search engine results pages' effective keywords, content, improving the technical aspects of their websites and. Similarly, the study recommends that tour companies have a high number of quality domains/websites linking to their website in order to access their brand information and increase brand visibility in the market. The study further suggests local tours and travel companies in Tanzania partner with global brand influencers to increasing brand mentions and social media shares and thus brand visibility. Develop websites that adapts and displays correctly across various devices and screen sizes efficiently and effectively improving the quality and variety of digital content in their websites so to ensure that content SEO strategy is effectively strengthened

5.4 Recommendations for further research

The study recommends that future studies can carry out studies on individual study variables as the influence of on page SEO marketing strategies on tours on travel companies' brand market visibility, off page SEO marketing strategies on tours and travel companies' brand market visibility; technical SEO marketing strategies on tours and travel companies' brand market visibility and; content SEO marketing strategies on tours and travel companies' brand market visibility to ascertain the extent of their individual contribution. This study is contextualized in Tanzania hence researchers could also consider investigating the effect of Search Engine Marketing on tours and travel companies' brand market visibility in other global context such Kenya, Congo

5.5 Contribution of the study.

This study has made a significant contribution to knowledge by establishing that content search engine optimization marketing strategy contribution to market visibility of tour and travel companies' is weak/minimal

REFERENCES

Ahmad Akbar1, Indri Sulistianingsih2, Fariz Harindra Syam3, Bagus Kurniawan (2022). Implementation of On-Page and Off Page SEO to Improve Tourism Promotion Websites *International Conference on Sciences Development and Technology*, Vol. 2, No. 1, November 2022

Al-Haraizah, A., Abdelfattah, F.A., Rehman, S.U., Ismaeel, B., Mufleh, M. and Omeish, F.Y. (2025), "The impact of search engine optimization and website engagement towards customer buying behaviour", *Global Knowledge, Memory and Communication*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/GKMC-06-2024-0347

Deepak B., (2024). How SEO Makes Website Loads Faster and Helps in User Engagement. *International Journal for Multidisciplinary Research* · March 2024. DOI: 10.36948/ijfmr.2024.v06i02.15291

Hefnawy, A. S. A., Rouby, I., & Morsy, N. (2023). Analyzing the Role of Search Engine Optimization (SEO) as An E-Marketing Supportive Tool (Tourism Companies' Websites). The *Scientific Journal of the Faculty of Tourism and Hotels*, Alexandria University, 20(1), 114-134. doi: 10.21608/thalexu.2023.220090.1102

Jaykumar P & Anushree M (2025) Understanding The Brand Visibility of Proctor & Gamble: Retailer's Perspective. *International Journal of Management, Public Policy and Research*, 4(2), 178-185.

Jusuf, D. I. (2023). Optimizing SEO (Search Engine Optimizing) Strategy to Increase Visibility and Achievement of Marketing Goals. *Lead Journal of Economy and Administration*, 2(2), 98–103. https://doi.org/10.56403/lejea.v2i2.150

Karol K., and Dariusz Z., (2020). "The Quality of Local Government Websites from The Technical SEO Perspective" Proceedings of the 36th *International Business Information Management Association (IBIMA*), ISBN: 978-0-9998551- 5-7, 4-5 November 2020, Granada, Spain.

Kondipati, M., (2025). Evaluating Product Visibility Impact on Consumer Purchasing Decision in Soft Drink Market: *A Conceptual Framework* (January 01, 2025).

.Kovalenko, A. and Kuzmenko, Y. (2020), "Online marketing impact on micro-enterprises: an

insight through visibility in search engines", Management & Marketing. *Knowledge Society*, Vol. 15, No. 1, pp. 38-58. DOI: 10.2478/mmcks-2020-0003.

L'Abate, V., Raimo, N. Rubino, M. and Vitolla, F. (2024), "Social media visibility and intellectual capital disclosure. An empirical analysis in the basketball clubs", *Measuring Business Excellence*, Vol. 28 No. 1, pp. 52-68. https://doi.org/10.1108/MBE-04-2023-0054

Morais, E. P., Esteves, E. T., & Cunha, C. R. (2025). SEO in Rural Tourism: A Case Study of Terras de Trás-os-Montes—Portugal. *Information*, 16(6), 465. https://doi.org/10.3390/info16060465

Mbonigaba C., S. Sujatha, A. Dinesh Kumar & M. Vasuki, (2024) "Leveraging Digital Channels for Customer Engagement and Sales: Evaluating SEO, Content Marketing, and Social Media for Brand Growth", *International Journal of Engineering Research and Modern Education*, Volume 9, Issue 2, July - December, Page Number 32-40, 2024

Mladenović, D., Rajapakse, A., Kožuljević, N. and Shukla, Y. (2023), "Search engine optimization (SEO) for digital marketers: exploring determinants of online search visibility for blood bank service", *Online Information Review*, Vol. 47 No. 4, pp. 661-679. https://doi.org/10.1108/OIR-05-2022-0276

Nektarios M., (2024). SEO mix 6 O's model and categorization of search engine marketing factors for websites ranking on search engine result pages. *International Journal of Research in Marketing Management and Sales* 2024; 6(1): 18-32

Nektarios S M., Dimitris S., and Afroditi L., (2025). Analysis of search engine optimization tactics in the context of digital marketing for enhancing websites ranking and visibility in Generative AI and large language models. *International Journal of Research in Management*; 7(1): 1107-1113

Niranjika U. and Samarasighe D. (2019), "Exploring the Effectiveness of Search Engine Optimization Tactics for Dynamic. Moratuwa *Engineering Research Conference* (MERCon), Moratuwa, Sri Lanka, 2019, pp. 267-272, doi: 10.1109/MERCon.2019.8818903.

Ngozi J. I, Verlinda A., Ifeoluwa O., Damilola C. A, Brenda A.M, Enoch A, Obianuju C.O (2025).

Analyzing Successful Content Marketing Strategies That Enhance Online Engagement and Sales for Digital Brands. *Int. j. adv. multidisc. res. stud.* 2025; 5(2):842-851

Novi D., Abdul M.D, Moh. A.W, Fella I.N, Amirah B.J (2023). The Influence of Social Media, Search Engine Optimization, Content Strategy, And Financial Report Quality On Business Growth. *Jurnal Analisa Akuntansi Dan Perpajakan*, Volume 8, Nomer 2, September 2024 Hlm 216-234

Ologunebi, J., and Taiwo, E., (2023): The Importance of SEO and SEM in improving brand visibility in E-commerce industry; A study of Decathlon, *Amazon and ASOS.*

Setiawan, Z. Harahap, D. Syamsuar, and Y. N. Kunang, (2020) "The Optimization of Website Visibility and Traffic by Implementing Search Engine Optimization (SEO) in Palembang Polytechnic of Tourism. *Journal, of CommIT (Communication and Information Technology)* vol. 14, no. 1, pp. 31–44, May 2020.

Prasad G. N. R. & Poorna Chandrika T. S. (2022). The Role of an On-Page Optimization for an Effective Digital Marketing. *International Journal of Research Publication and Reviews*, Vol 3, no 5, pp 3409-3412, May 2022

Raji, N. M. A., Olodo, N. H. B., Oke, N. T. T., Addy, N. W. A., Ofodile, N. O. C., & Oyewole, N.

a. T. (2024). DIGITAL MARKETING IN TOURISM: A REVIEW OF PRACTICES IN THE USA AND AFRICA. International Journal of Applied Research in Social Sciences, 6(3), 393–408. https://doi.org/10.51594/ijarss.v6i3.896

Rissa Hanny, Heri Nurranto, M. Alimardi Hubeis, Mohamad Rizan, & Setyo Ferry Wibowo.

(2025). The Role of Search Engine Optimization in Influencing Psychological Factors in Purchasing Behavior Consumer. *Journal of International Management*, 4(01), 1–25. https://doi.org/10.62668/jim.v4i01.1450

Silalahi, H., & Guna, S. (2024). Enhancing Brand Awareness through Content Marketing Strategy

Analysis in the Digital Landscape. *Journal on Economics, Management and Business Technology***,** 3(1), 9–18. https://doi.org/10.35335/jembut.v3i1.222

Sudadi Pranataa, Umi Narimawatia, M. Yani Syafeia (2024). Content Marketing, Social Media

Marketing and Search Engine Optimization (SEO) On Successful Business Performance In MSMEs in Cirebon City with Digital Literacy as an Intervening Variable. *Jurnal REKOMEN (Riset Ekonomi Manajemen),* Vol. 7 No. 1, pp. 272 – 283

Sakas, D. P., Giannakopoulos, N. T., Panagiotou, A. G., Kanellos, N., & Christopoulos, C. (2023).

Search Engine Results Optimization for Supply Chain SMEs Through Digital Content Management and Fuzzy Cognitive Models. *Journal of Computational and Cognitive Engineering*, 4(2), 161-172. https://doi.org/10.47852/bonviewJCCE32021763

Sechele, G., Rabedzwa, G., Nongayo, S., & Thango, B. (2024). Systematic Review on SEO and Digital Marketing Strategies for Enhancing Retail SMEs' Performance. *Preprints.* https://doi.org/10.20944/preprints202410.1715.v1

Swasty, W; Mustafa, M. (2022). Color on Food Packaging as Brand Visibility and Value Creation:

A Systematic Review, *GATR-Global J. Bus. Soc. Sci. Review,* 10(4), 267–284. https://doi.org/10.35609/gjbssr.2022.10.4(5

Zidnal, F. (2025). Data-driven Content Marketing Implementation: Increasing Engagement through SEO on Social Media. *Journal of Digital Marketing and Search Engine Optimization*, Volume 1No 2, Oktober2025, pp. (33-49

APPENDICES

Appendix I: Participant Information Sheet

Study Title: Search Engine Optimization Marketing Strategy and Brand Visibility of Tour and Travel Companies in Global Markets: A Case Study of Tour and Travel Brands in Arusha Region, Tanzania.

I would like to invite you to take part in the above research study. Before you decide, it is important that you understand why the research is being done and what it would involve for you. Please take time to read this information and discuss it with others if you wish. If there is anything that is not clear, or if you would like more information, please don't hesitate to request.

Purpose of the study

I am a student at Catholic University of Eastern Africa undertaking a master's degree in partial fulfilment of the requirements for the degree of master's in business administration degree of Catholic University of Eastern Africa

Reason for the Invitation

The reason why you have been invited is because you have relevant information that can aid in the achievement of the research objectives.

Whether to take part

Participation in the study is entirely voluntary and you can withdraw if you later change your mind, without giving a reason.

What happens if a Participant decides to take Part?

You will participate in research study by answering questions contained in the study questionnaire about Search Engine Optimization Marketing Strategy and Brand Visibility of Tour and Travel Companies in Global Markets. Your participation will be scheduled with your consultation in relation to time and location of your convenience.

What the Participant Should Consider

The participant will be excluded if they will be unwilling to take part or to continue taking part in the study.

Possible Disadvantages or Risks in Taking Part in Research Study

There is no risk in taking part in research study.

The Possible Benefits of Taking Part

As a participant, you will benefit from the outcome/findings of the study directly or indirectly through acquisition knowledge and skills, and indirectly by the actions the policy makers will take arising from the finding of the study.

Whether Taking part in Study Will be Kept Confidential

All participants will be identified by study code only hence the researcher will destroy all direct identifiers and store only fully anonymized data. However, if the participant anonymizes their identity during the study, it will not be possible for participants to withdraw their data.

Reimbursement for Taking Part

The participants will not be compensated for their time or inconvenience for taking part in the study.

What Will Happen to the Information Given?

The information given will be kept anonymous and may be used for future research to validate the research obtained in the study.

What will happen if Participants do not want to carry with the study?

Participation is voluntary and participants may change their minds at a later stage and if you withdraw from the study, the study will use the data collected up to your withdrawal.

What will happen to the results of this study?

Potential participants will not be identified from any report or publication placed in the public domain. If they will be (for instance, with images of faces) it will be necessary to obtain specific consent for this.

Complain System and Contact

If the participant wishes to complain, or has any concerns about any aspect of the way the participant has been approached or treated during this study, you should contact my Thesis supervisors on: Phone: +254 Email: or CUEA Graduate Business Studies on email:

Participation in Future Research:

Your contact details would be held separately from this study and that agreeing to be contacted does not oblige you to take part in future research.

Further Information and Contact Details:

Postal Address:
Mobile No:
Email Address:
Thank you for considering taking part.

Sincere Regards

Sia Severin Ndaskoi

Date:

Appendix II: Consent Form

Study Title: Search Engine Optimization Marketing Strategy and Brand Visibility of Tour and Travel Companies in Global Markets: A Case Study of Tour and Travel Brands in Arusha Region, Tanzania.

Name of Researcher: Sia Severin Ndaskoi

If you agree, please initial box.

SN	Stipulations	Initials
1	I confirm that I have read the information sheet dated..... for this study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily	
2	I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, without my legal rights being affected.	
3	I understand that relevant sections of my information and data collected during the study may be looked at by individuals from the university and other parties with interest in the study. I give permission for these individuals to have access to the information.	
4	I agree to provide information as part of my involvement in this study and I understand I will not gain any direct personal or financial benefit from them.	
5	I agree to audio/video recording and the use of anonymized quotes in research reports and publications.	
6	I agree to take part in this study.	
	Additionally:	

7	I agree to be contacted about ethically approved research studies for which I may be suitable. I understand that agreeing to be contacted does not oblige me to participate in any further studies.	
8	I agree for my anonymized information or data to be used in future research,	

Name of Participant …… signature ……Date……

Appendix 1II: Letter to the Respondents

Dear Respondent,

Re: Request to Participate in Data Collection

I hope this letter finds you well. My name is Sia Severin Ndaskoi, a student at Catholic University of Eastern Africa, pursuing Master of Business Administration. I am currently conducting a research study titled " Search Engine Optimization Marketing Strategy and Brand Visibility of Tour and Travel Companies in Global Markets: A Case Study of Tour and Travel Brands in Arusha Region, Tanzania*"* as part of my academic requirements.

I am reaching out to request your participation in this study. Your insights and perspectives as a stakeholder involved in tour and travel business, particularly within Arusha region, would be invaluable for enriching the findings of my research. Participation in this study will involve filling in questionnaires and taking part in a short interview which will not take more than 30 minutes of your time. Rest assured that all information provided will be treated with the utmost confidentiality, and your anonymity will be maintained in any reports or publications arising from this research. I am sincerely grateful for your consideration of this request.

Regards,
Sia Severin Ndaskoi,

Catholic University of Eastern Africa

Appendix IV: Questionnaire

This questionnaire is designed to gather data for a study on Search Engine Optimization Marketing Strategy and Brand Visibility of Tour and Travel Companies in Global Markets. Your responses will provide valuable insights into the effect of on-page SEO, off-page SEO, technical SEO, and Content Marketing Strategy on brand visibility. Your participation is voluntary, and all information provided will be kept confidential.

Kindly tick (√) appropriately.

Section A: Background Information

1) Size of Tour Company

Small (1-10 employees) [ ]

Medium (11-50 employees) [ ]

Large (51+ employees) [ ]

2) Years of Operation

Less than 3 years [ ]

3 to 5 years [ ]

6 to 10 years [ ]

More than 10 years [ ]

3) Primary Age Group of Customers Targeted

18 - 25 years [ ]

26 - 35 years [ ]

36 - 45 years [ ]

46 - 55 years [ ]

Above 55 years [ ]

4) Main Types of Tours Offered

Safari Tours [ ]

Cultural Tours [ ]

Adventure Tours [ ]

Beach Holidays [ ]

Other (Please specify) _____[ ]

5) How Often Is Your Website Updated?

Weekly [ ]

Monthly [ ]

Quarterly [ ]

Rarely/Never [ ]

6) Annual Customer Volume

Less than 100 customers [ ]

100 to 500 customers [ ]

501 to 1,000 customers [ ]

More than 1,000 customers [ ]

7) Challenges Faced in Implementing SEOM

Lack of Expertise [ ]

Limited Budget [ ]

Lack of Time [ ]

Difficulty in Measuring Results [ ]

Other (Please specify) _ [ ]

Section B: On-Page Search Engine Optimization Marketing Strategy

1) Kindly state whether you agree or disagree with statements on participatory project needs assessment based on 5-point Likert scale where 1 is strongly disagree, 2 is disagree, 3 is undecided, 4 is agree and 5 is strongly agree.

	Statement(s)	**1**	**2**	**3**	**4**	**5**
1	Our potential customers spend a long time actively interacting with our website pages and brand hence improving our brand visibility in the market					
2	The percentage of visitors who leave our website after viewing our pages and brand information have decreased thus increasing brand visibility in the market					
3	The average number of pages and brand information our potential customer view during a single visit has increased thus enhancing our brand visibility in the market					
4	There is an increase in brand impressions and clicks in our company website and this has increased our brand visibility in the market					
5	More potential customers are currently directly searching for our brand name online thus enhancing our brand visibility in the market					

Section C: Off-Page Search Engine Optimization Marketing Strategy

Please indicate your level of agreement with the following statements based on a 5-point Likert scale where 1 is strongly disagree, 2 is disagree, 3 is undecided, 4 is agree, and 5 is strongly

	Statement(s)	1	2	3	4	5
1	Currently a higher number of quality domains/websites have linked to our website in order to access our brand information and this has enhanced our brand visibility in the market					
2	There is more brand mentions without a direct link back to our website and this has enhanced our brand visibility in the market					
3	We actively respond to reviews on our website and other linked websites and this influence our brand perception and market brand visibility					
4	There is increased referral traffic from high-authority and relevant sources implying enhanced our brand visibility in the market					
5	There has been an increase interest for partnership from global brand influencers on our brand and this has led to increased brand mentions and social shares thus increasing our brand visibility					

Section D: Technical Search Engine Optimization Marketing Strategy

Please indicate your level of agreement with the following statements based on a 5-point Likert scale where 1 is strongly disagree, 2 is disagree, 3 is undecided, 4 is agree, and 5 is strongly agree.

	Statement(s)	1	2	3	4	5
1	Most of the search engines have successfully indexed most of our website pages containing our brand information and this has increased brand visibility in the market					
2	search engines crawl rate has increased and this has increased brand visibility in the market					
3	The company website pages quickly load for users and this has					

	affected our customer brand experience and visibility within the market					
4	Our website adapts and displays correctly across various devices and screen sizes efficiently and effectively and this has affected brand visibility in the market.					
5	The number of quality backlinks has increased our brand visibility in the market					
	The number of referring domains has enhanced our brand visibility in the market					
	The quality of internal links has enhanced our brand visibility in the market					
	Our website clear and smooth navigation for our customers has enhanced our brand visibility in the market					

Section E: Content Search Engine Optimization Marketing Strategy

Please indicate your level of agreement with the following statements based on a 5-point Likert scale where 1 is strongly disagree, 2 is disagree, 3 is undecided, 4 is agree, and 5 is strongly agree.

	Statement(s)	**1**	**2**	**3**	**4**	**5**
1	Potential customer's visitors spend more time on our brand pages and this has increased brand engagement and visibility with our brand in the market					
2	There is an increase in the average number of pages our current and potential customers view during a single visit implying our brand is more visible in the market					
3	Potential customers' visitors to our company pages scroll down our website pages implying that our brand content is interesting and this enhanced our brand visibility in the market					

4	Our brand content is widely shared on social media and other digital platforms and this has increased our brand visibility in the market					
5	There is increase in download of brand information and this has improved our brand visibility in the market					
	There is an increased in our current customers and potential customers' comments on our brand blog posts and articles and this has increased our brand visibility in the market.					

Section F: Brand Visibility

Please indicate your level of agreement with the following statements based on a 5-point Likert scale where 1 is strongly disagree, 2 is disagree, 3 is undecided, 4 is agree, and 5 is strongly agree.

	Statement(s)	**1**	**2**	**3**	**4**	**5**
1	The number of visitors who visit our company website to view our brand from unpaid search results have increased					
2	Our website and brand has frequently appeared in our customer search results, regardless of whether our customers have clicked on it					
3	There is increase of percentage of users who click on our website link and offer views on our brand					
4	Our brand Search Visibility/Share of Voice appears more in our customer's search results for the keywords.					
5	There is a sustained increase in organic traffic who visit our website to view and interact with our brand					
6	There is higher brand keyword ranking improvements in search engine implying improved increased brand visibility					
7	There is an increase in the rate of customer acquisition, number of leads, sales, achievement of call to actions generated from organic search traffic.					

Appendix V: Tour and Travel Companies/Brands in Arusha, Tanzania

1. Easy Travel Tanzania
2. Zara Tanzania Adventures
3. Altezza Travel
4. Lion King Adventures
5. Savannah Explorers Limited
6. Suricata Safaris
7. Nomad Tanzania
8. Gosheni Safaris Africa
9. Meru Slopes Tours & Safaris
10. Roy Safaris
11. Tanzania Specialist
12. Africa Natural Tours
13. G Adventures
14. Intrepid Travel
15. Mufasa Tours and Travels
16. XPATS International Travel
17. Shadows of Africa
18. Discover Africa
19. Thomson Safaris &Beyond
20. Abercrombie and Kent
21. Micato Safaris
22. Sino Africa Safari
23. ZanTours
24. Almighty Kilimanjaro

Appendix VI: Research letter

UNITED REPUBLIC OF TANZANIA

MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

TANZANIA COMMISSION FOR SCIENCE AND TECHNOLOGY

In reply please quote: **CST00001230-2025**

Date 23/05/2025

Permanent Secretary,
President's Office,
Regional Admistration and Local Goverment,
P.O Box 1923,
DODOMA.

Dear Sir/Madam,

INTRODUCTION LETTER ON RESEARCH PERMIT

1. I wish to introduce **SIA SEVERIN NDASKOI (1027781)** , citizen of UNITED REPUBLIC OF TANZANIA who has been granted Research Permit No. CST00001230-2025-2025-00506 dated 23/05/2025.

2. The permit allows him/her to conduct research titled **"SEARCH ENGINE OPTIMIZATION MARKETING STRATEGIES AND BRAND VISIBILITYIG AMONG TOUR & TRAVEL COMPANIES IN TANZANIA: THE CASE OF TOUR AND TRAVEL COMPANIES IN ARUSHA REGION'** TANZANIA" under the terms and conditions as per the National Research Registration and Clearance Guideline of 2022. The research will be conducted in Kilimanjaro.

3. COSTECH is therefore kindly requesting you to introduce the researcher(s) to relevant Regional Admistrative Officer(s) and support with any necessary assistance and guidance under national laws and regulations.

4. Thank you for your cooperation

Dr. Amos Nungu
DIRECTOR GENERAL

CC. Regional Admistrative Secretary:
Kilimanjaro

DOI: 8451 8375

Appendix VII: Letter from School

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA
A.M.E.C.E.A
SCHOOL OF BUSINESS & ECONOMICS
Department of Graduate Business Studies
P.O. BOX 62157 00200 Nairobi – KEN
Tel: 020-2515811-5, 8890023-4,
Email: gbs@cuea.edu or bodabo@cuea.edu
Website: www.cuea.edu

Our Ref: CUEA/SoBE/GBS/JM/mba.rec/400/2025

8th August 2025

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: SIA SEVERIN NDASKOI – REG NO: 1027781

The above named is a student at The Catholic University of Eastern Africa, Nairobi—Kenya, in the School of Business & Economics, Department of Graduate Business Studies. She is pursuing a Master of Business Administration degree (Marketing and Management Option).

As part of the MBA degree requirements, the University expects the student to write a research thesis. Sia requires your assistance in carrying out her research study by providing her with a research permit and/or the necessary information. Her thesis is entitled; ***"Search Engine Optimization Marketing Strategies and Brand Visibility among Tour and Travel Companies in Tanzania: The Case of Tour and travel companies in Arusha region."***

Any assistance accorded to Sia will be highly appreciated. All the information provided will be used purely for academic purposes and will be treated with utmost confidentiality.

Thank you.

Yours faithfully,

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA
H.O.D.
03 AUG 2025
GRADUATE BUSINESS SCHOOL
P. O. BOX 62157 - 00200 NAIROBI

Dr. Joseph Macheru, PhD., CPA-K
HEAD OF DEPARTMENT – GRADUATE BUSINESS STUDIES

Appendix VIII: Plagiarism Certificate

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA
INFORMATION SYSTEMS LIBRARIAN
TURNITIN ORIGINALITY REPORT

REF: PGS/GBS/909/FINAL/LANGATA,

turnitin Page 2 of 89 - Integrity Overview Submission ID trn:oid:::1:3342253491

7% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography
- Quoted Text
- Cited Text
- Internet sources

I HEREBY CONFIRM THAT **SIA SEVERIN NDASKOI** REG NO: **1027781**, SUBMITTED A CHECK OF ANTIPLAGIARISM ON CRITICAL EVALUATION OF **SEARCH ENGINE OPTIMIZATION MARKETING STRATEGIES AND BRAND VISIBILITY AMONG TOUR AND TRAVEL COMPANIES IN TANZANIA: THE CASE OF TOUR AND TRAVEL COMPANIES IN ARUSHA REGION. A THESIS SUBMITTED TO THE SCHOOL OF BUSINESSS IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MARKETING MANAGEMENT OPTION) AT THE CATHOLIC UNIVERSITY OF EASTERN AFRICA.**

Verification by Systems Librarian:

Name: HARUN MAINA ..... Signature: ..... Date: 19/9/2025

The Catholic University of Eastern Africa
INFORMATION SYSTEMS LIBRARIAN
P.O. Box 62157-00200, NAIROBI

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA (CUEA) P.O. BOX 62157 00200 Nairobi – KENYA
Tel: 020-2525811-5, 8890023-4, Fax: 8891084, Email: antiplagiarism@cuea.edu Website: www.cuea.edu
Founded in 1984 by AMECEA (Association of the Member Episcopal Conferences in Eastern Africa)