

SEO Audit Report for Horizontas

Webpage URL: <https://horizontas.com/>

Targeted Location: New York, California, USA

Primary keyword: [Costa Rica Vacation Packages & Tours](#)

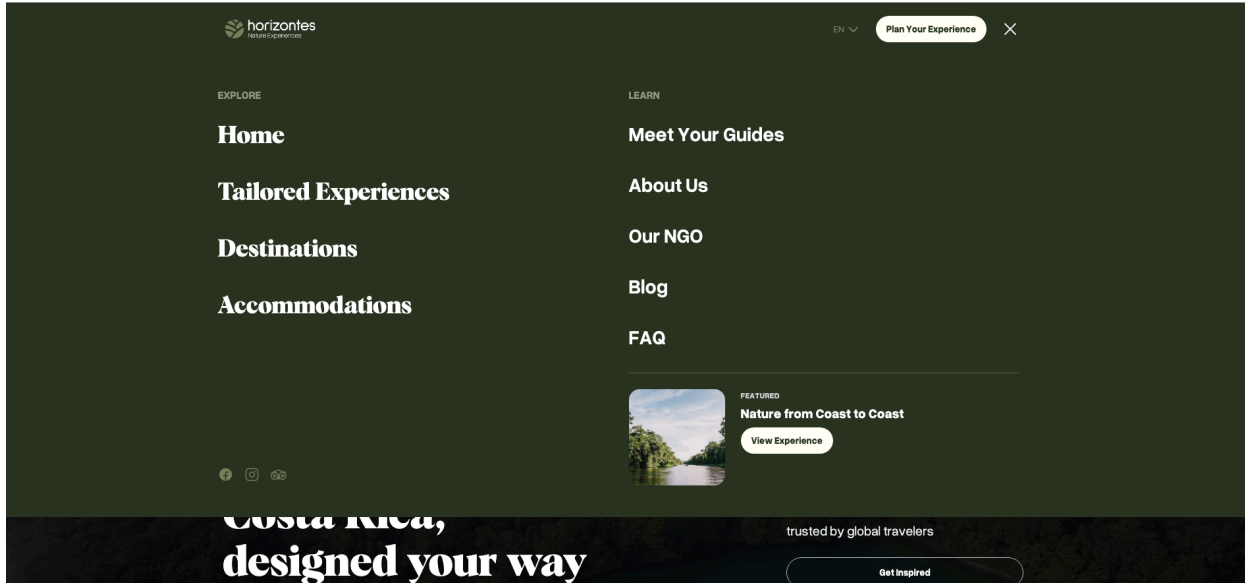
Prepared by: Abdullah Masud, SEO Expert

Date: 26 Dec, 2025

Some recommendations on the user interface: When I explored the website on both my laptop and mobile, the user interface was rough. The homepage, in particular, could benefit from better navigation and a smoother scrolling experience.

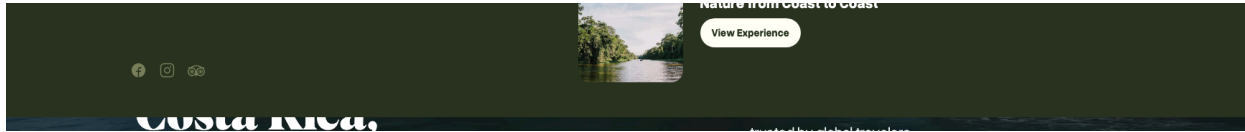
I have some recommendations for a smoother user interface:

1. The Header navigation menubar

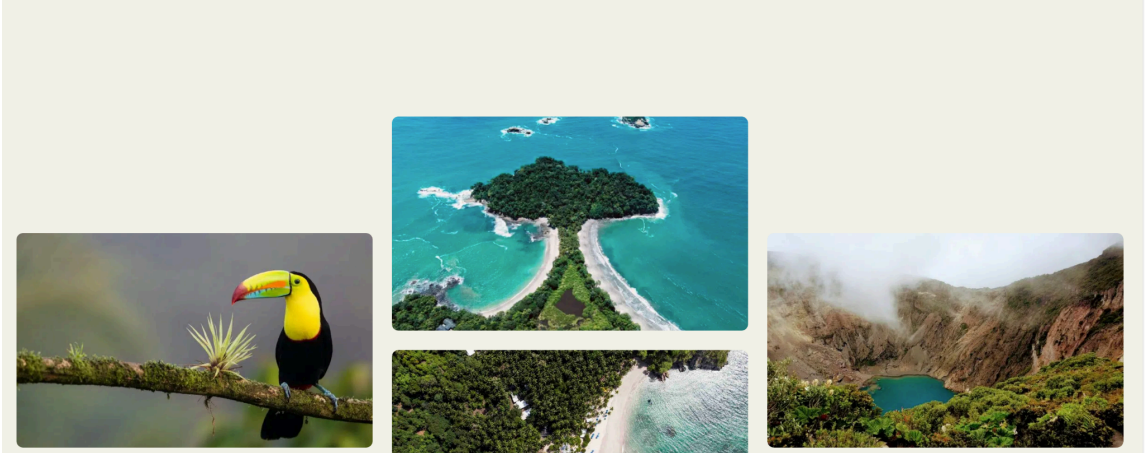


Instead of making the menubar like the mobile, we can stack them in the header so that the user can browse the service pages directly.

2. If the social navigator icons appear directly on the header or footer, users can easily find out the social appearance of the brand from the homepage.

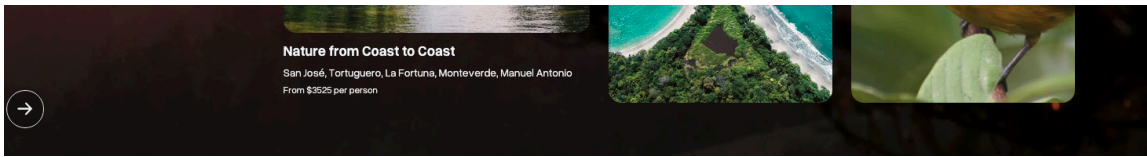


3. The image groups in the middle of the homepage have a zoom-in effect, distract the smooth flow of the user interface of the home page. We can use a slider image carousel instead.

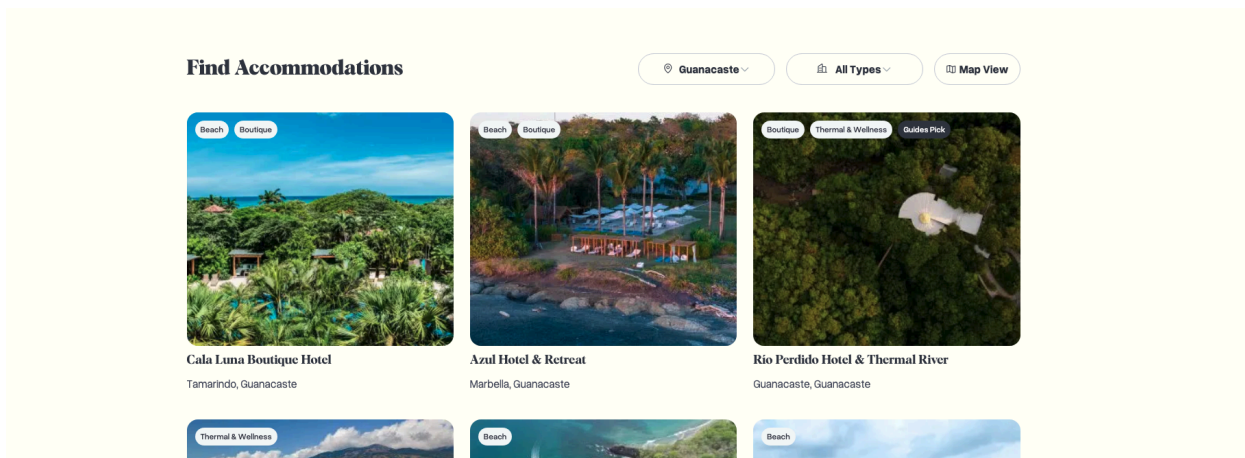
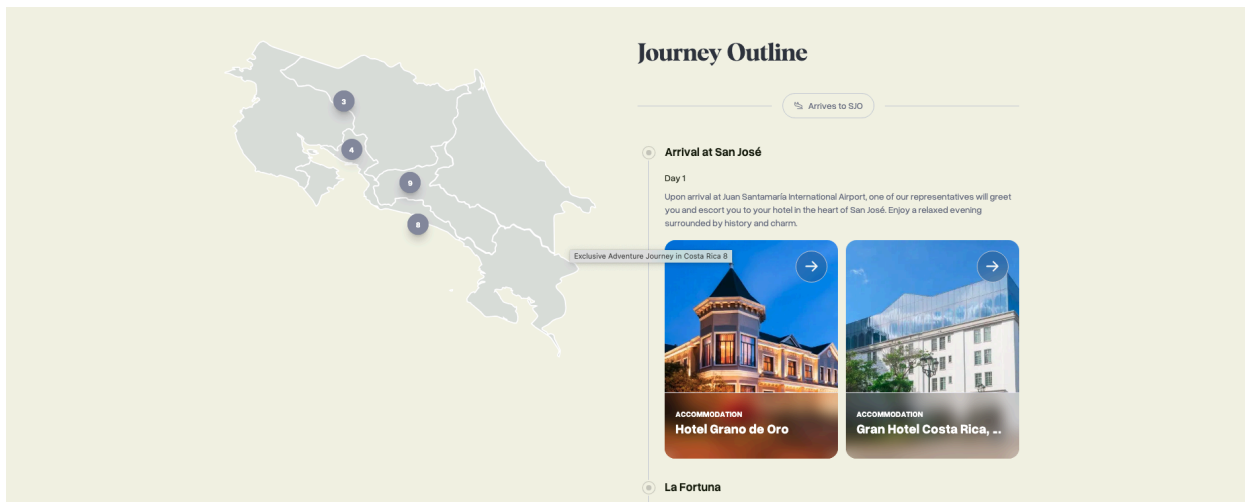


4. The font size of the pricing on the entire website is too small to be noticed. I recommend making it bigger. Also some pricing list with package in the

homepage to engage the customers.



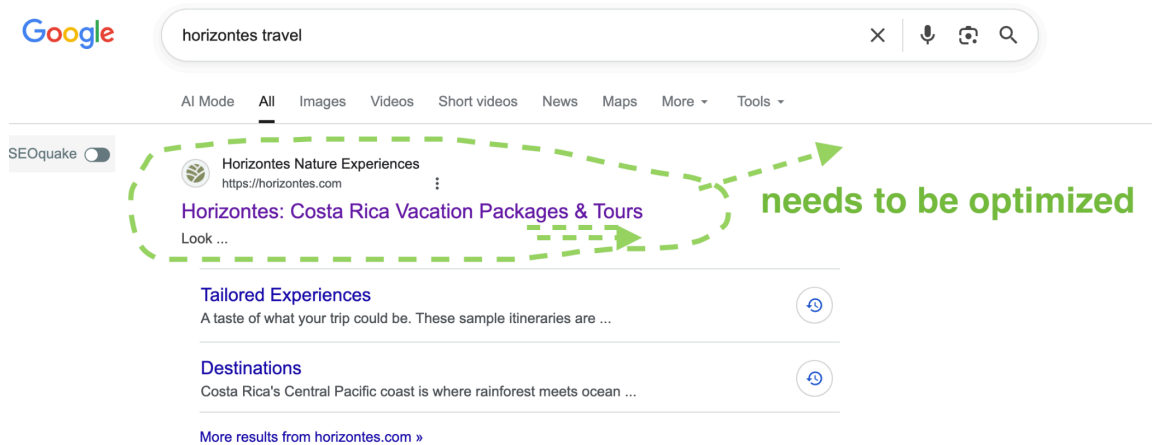
5. In the Accommodation page, the filter does not work on a mobile device.
6. The map is taking up more space on the left side, and the content has less. Also, the map pointer colour is not engaging; I recommend changing it.



SEO primary inspection

On-Page Analysis:

1. Is the URL short and User-friendly? Yes
2. Is the page title optimized? **NO**



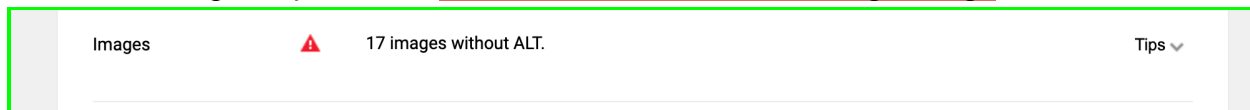
3. Is the meta description optimized? **Yes, but it can be optimized by keeping the primary focus keyword and search intent.**

```
19 <meta property="og:locale" content="en_US" />
20 <meta property="og:type" content="website" />
21 <meta property="og:title" content="Costa Rica Vacation Packages & Tours | Horizontes" />
22 <meta property="og:description" content="Looking for the best Costa Rica Vacations Packages & Tours? Horizontes is the best Costa Rica travel agency with packages & VIP" />
23 <meta property="og:url" content="https://horizontes.com/" />
24 <meta property="og:site_name" content="Horizontes Nature Experiences" />
```

4. Are the H1 tags optimized? Yes

Recommendation: keeping the most focused keywords at least 5-7 times in the homepage in the H1 tag.

5. Are the Images Optimized? **Ans: Some of them are missing alt tags**



6. Is the homepage free of broken links? There are some broken links.

Broken links for https://horizontes.com/

Domain including subdomains

Broken Links on your site ⁱ

0

Broken Links to your site ⁱ

74

93% dofollow

Broken outbound links / [Broken inbound links](#)

DR ⁱ Referring page ⁱ

Anchor and backlink ⁱ

DR ⁱ	Referring page ⁱ	Anchor and backlink ⁱ
97	Kostarika – Wikipedija / Википедија https://sh.wikipedia.org/wiki/Kostarika	„A Brief History of Costa Rica: Colonial Times” . Arhivirano iz originala na datum 2007-09-22 https://horizontes.com/en/history.html 301 http://www.horizontes.com/en/history.html 301 https://www.horizontes.com/en/history.html 404

8. Are there any orphan pages? Ans: We have to check it from the back end.

Technical Analysis:

1. Are the Pages indexed? Ans: Pages are indexed, but some meta descriptions are not optimized properly.

SEOquake

site:horizontes.com

Horizontes Nature Experiences
<https://horizontes.com/guides>
Meet Our Guides
Meet ...

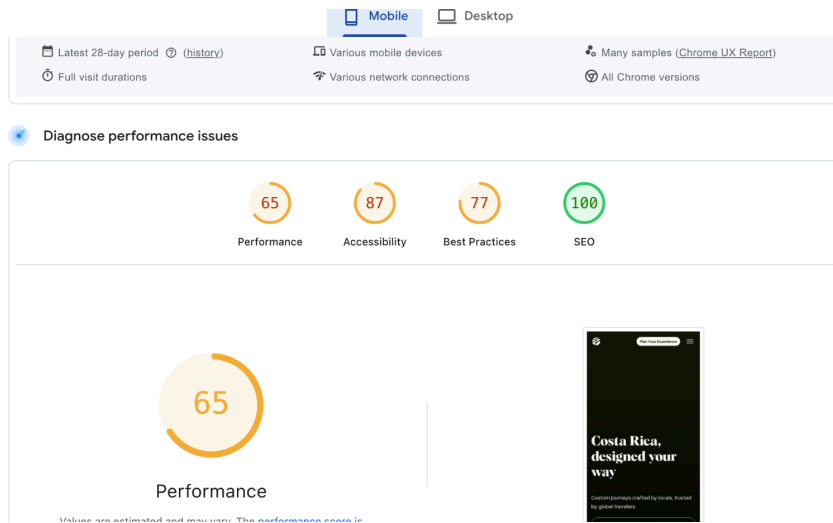
Horizontes Nature Experiences
<https://horizontes.com/faq>
FAQ
What ... [Read more](#)

Horizontes Nature Experiences
<https://horizontes.com/package>
Package
3. Get the Best Smoothie of Your Life. With ingredients like the many varied tropical fruits freshly available in Costa Rica, protein shakes, or even bananas ... [Read more](#)

Horizontes Nature Experiences
<https://horizontes.com/test>
Test
When ... [Read more](#)

2. Does the page have enough crawlable content, and is all of it accessible to search engines? Ans: Passed

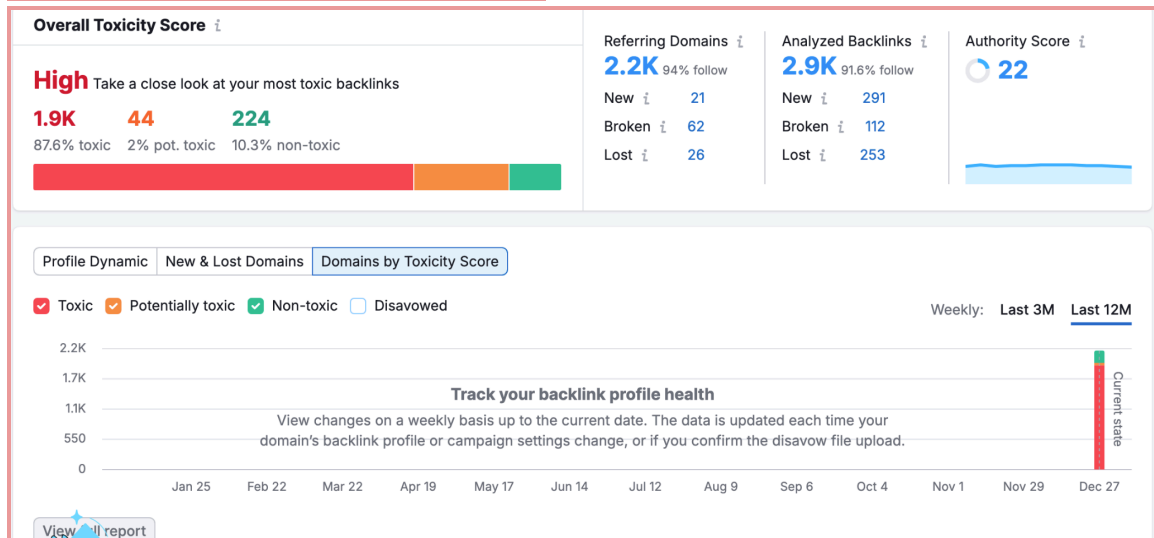
3. Does the page load fast? Ans: Loading speed should be improved.



- 4.
5. Is the page mobile-friendly and responsive? **Ans: Mobile responsiveness needs to be improved**
6. Is the page URL free of redirect issues? **Ans: Yes**
7. Is Google Analytics properly tracking sessions on the page? **Ans: Yes**

Off-page analysis:

1. Do the backlinks come from trustworthy sites? **Ans: NO** **Recommendation: Disavow toxic and irrelevant backlinks**



2. Are the backlinks contextually relevant? **Ans: Some of them are not from relevant sources.**
3. Do the Backlinks have a good DF/NF ratio? **Ans: Ok**
4. Is the anchor text distribution natural? **Ans: A Few of them are coming from Naked Anchor**

AI & SEO Growth Summary

1. Keyword & Content Opportunities

Instead of broad tourism keywords, the biggest opportunity lies in **intent-rich phrases**, such as:

- Custom Costa Rica tours*
- Tailor-made Costa Rica vacations*
- Costa Rica travel planner*
- Private Costa Rica tours*
- Sustainable travel Costa Rica*
- Costa Rica nature-focused itineraries*
- Local tour operator Costa Rica*

Supporting Content Clusters:

To capture and convert this intent, content should be grouped into clusters such as:

- **Custom Trip Planning**
 - “How to plan a custom Costa Rica itinerary.”
 - “Why choose a local Costa Rica travel agency?”
- **Experience-Based Travel**
 - Wildlife-focused trips
 - Family & multigenerational travel

- Adventure + soft adventure itineraries
 - **Trust & Expertise Signals**
 - “What makes Horizontes different?”
 - Local knowledge, sustainability, years of experience
-

2. Content Gaps & Opportunities (Target Market Focus)

Key Gaps:

1. Decision-Stage Content

- Users close to booking need reassurance:
 - Why choose Horizontes vs. larger OTAs?
 - What the planning process looks like
 - What happens after submitting the form

2. Clear Positioning Pages

- Strong destination pages exist, but fewer pages explicitly answer:
 - “Who is Horizontes best for?”
 - “What type of traveller is this ideal for?”

3. FAQ Content for Buyers

- Many booking objections can be pre-answered:
 - Pricing expectations

- Customization level
- Sustainability practices
- Safety and logistics

Opportunities

- Create **conversion-focused landing pages** for:
 - Custom trips
 - Private tours
 - Nature & sustainability-focused travel
 - Expand FAQs into **structured, searchable content**
 - Add internal links from informational pages → booking forms
-

3. Optimizing for AI-Driven Search (Google AI Overviews, ChatGPT, Perplexity)

How AI Systems Evaluate Sites

AI tools prioritize:

- Clear explanations of *what the company does*
- Structured, scannable content
- Strong topical authority
- Trust and expertise signals

Optimization Strategy

1. Answer-Based Content

- Add clear Q&A sections:
 - “What does a custom Costa Rica trip cost?”
 - “Is Horizontes a local tour operator?”
 - “How does the planning process work?”

2. Structured Content

- Use FAQ-style formatting (even without visible FAQs)
- Clear H1/H2 hierarchy answering real traveller questions

3. Entity & Brand Clarity

- Make it extremely obvious:
 - Who Horizontes is
 - What it specializes in
 - Why it’s different from OTAs or mass-tourism companies

4. Trust Signals for AI

- Sustainability credentials
- Years of experience
- Local expertise
- Reviews and testimonials (summarized clearly)

This increases the chance that Horizontes is **recommended directly** in AI-generated travel answers.

4. Quick Wins & Priorities (First 30–60 Days)

First 30 Days — High Impact, Low Effort

1. Optimize Core Conversion Pages

- Improve headlines to reflect:
 - Custom, private, local expertise
- Strengthen CTAs around planning and inquiry forms

2. Expand & Structure FAQs

- Turn common booking questions into structured content
- Reduce friction before form submission

3. Improve Internal Linking

- Guide users from blog/destination content → booking pages
- Make the planning journey clearer

Days 30–60 — Strategic Improvements

4. Create 1–2 High-Intent Landing Pages

Examples:

- “Custom Costa Rica Travel Planning”
- “Private & Sustainable Costa Rica Tours”

5. AI-Readiness Enhancements

- Optimize page structure for AI summaries
- Clarify brand positioning for AI-driven recommendations

6. Conversion Optimization

- Review form placement, copy, and trust signals
 - Reinforce what happens *after* users submit an inquiry
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Monthly Pricing for SEO: \$400 (including Monthly Report)

Access needed: WP-admin access, Google Search Console, Google Analytics, Google My Business profile (if there is any)

Recommendation for social media profile: Adding more detailed videos explaining tour plans and guides.

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