



**HotelTravelCheck.com**

# Proposal for Internet Marketing Services

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**Can the World  
find your Hotel  
Online?**



We make sure  
they can!

Results  
guaranteed!

## 1 Introduction

HotelTravelCheck.com is a full service design, support and consulting business offering comprehensive Internet Marketing Solutions for the hospitality industry. We combine our extensive experience and knowledge in Internet marketing techniques and the hospitality industry to create an effective internet presence for our clients that generates a substantial increase in qualified traffic, reservations and revenue for our clients.

## 2 Evolution or Bust

Over the past three years, search engine marketing has become the fastest growing advertising medium in the world. New SEO firms are emerging and established SEO firms are growing rapidly. Website owners and webmasters are advised to shop around before choosing an internet marketing provider. Check out several SEO websites and compare service offerings. Ask serious questions and don't be afraid to challenge an SEO's knowledge of the environment. With change comes confusion and we are noting a number of new firms playing on that confusion in order to see short-term gains. As difficult as it may be to believe, there are still millions who fall for that old, "*better living through automation*" argument. Another pitfall to watch out for is hiring a company that is not prepared to evolve their services to meet new technological innovations. As the search world changes, good, honest SEOs are prepared to adapt and tell their clients exactly how that evolution will take place and why.

## 3 Our Internet Services

Our experienced professionals can create a customized marketing plan to provide your hotel with a powerful Internet presence that meets your needs. We focus on designing websites that perform well in search engines and excel in usability, which leads to increased bookings and revenue for our clients. Make sure your website can be found on the Internet.

We offer Internet marketing plans that include the following services: Search Engine Optimization, Email Management, Internet Reservation Software, Hotel Ratings and Email Survey Tools, Public Relations Services, Website Analysis, Website Hosting, Website Development, Director of Internet Sales & Marketing, and Consulting.

### 3.1 Email List Management & Newsletters

The ability to communicate with your guests, past, present and future is perhaps the most valuable aspect of web based marketing. Spam (unwelcome email) is perhaps the most negative aspect of email based marketing. HotelTravelCheck.com can help you achieve the goal of reaching your guests by establishing an email data capture program that is secure, meets all federal standards and will be welcomed. We can assure that your email correspondence will be welcomed and viewed by the intended recipients by using our double opt in e-mail data capture system.

An email database properly managed is the best and least expensive way to reach your growing customer base. Whether you're sending out a monthly newsletter, special offer, or an update on your hotel notifying your guest via



***Trust a proven  
marketing partner...***

**HotelTravelCheck.com**

email is the quickest, most cost effective environmentally responsible and universal way to stay in contact with your guest.

To demonstrate the potential and magnitude of well managed email capture and an email database management program we present the following example:

If a hotel were to collect 20 email address per day from its guests and an additional 20 per day from potential guests viewing the hotels website you would establish a qualified list of individuals (that wish to be contacted by you) of 14,600 a year or 43,800 in three years. If you were to use this database monthly to notify these guests of a special promotion and only 1% respond to it this would translate into 438 additional reservations each month. Just imagine being able to effect occupancy with a simple e-mail to your past guests.

It is vital that every hotel have a data capture program. If you don't, you need to start one now! HotelTravelCheck.com specializes in email capture, email database management and HTML formatted newsletters and announcements.

## **3.2 RSS Feeds**

HotelTravelCheck.com offers RSS on our site as well as a service to our customers for their newsletters. This service allows our clients to easily circulate information to a wide number of people. RSS is a powerful marketing technique as it gets your message to visitors who have chosen to subscribe to your site. In our experience, we have also found that search engines put a lot of emphasis on fresh content, and the RSS feed is constantly generating new content that is picked up by the search engines, which therefore will increase your ranking.

## **3.3 Hotel ECards**

Your hotel can have custom eCards that any web visitor can send and will lead to future sales for your hotel. These interactive ecards are ideal for online email marketing.

## **3.4 Search Engine Optimization – #1 Requested Service**

### **3.4.1 Initial Web Position “Gold Report”**

The web position “Gold Report” is a multi-industry standard report used to establish your websites current ranking in all search engine friendly categories. The Gold Report is an essential tool in establishing benchmarks based on current keywords and phrases as well as newly selected text. The report is archived monthly upon initiation. The Gold Report is your monthly proof statement with precise data that is easy to understand and easy to evaluate.

### **3.4.2 Website / URL Structure/ Website Information Critique**

An audit of your current website is conducted. We review your current meta-tags and meta-tag placement to assist in your website search engine placement. Search engines have developed very sophisticated software that searches the content of the World Wide Web on a daily basis. This software is commonly referred to as search engine spiders because of the way they search out and capture information. If your meta-tags are not optimized, the search engine spiders will not find your pages. If this happens, they then fail to index or rank thus making it almost impossible for your information to be

Search Engine  
Optimization  
Your Hotel Listed  
TOP Targeted  
Get an Edge Visitors  
on your Competition

reached and reviewed during a search. As more and more information is created more and more users are deferring their initial inquiries to the major search engines as a way to retrieve information as well as understand website relevance based on the desired and sought information.

### **3.4.3 Key Phrases & Key Word Identification for your Specific Market**

A complete and comprehensive review of key phrases and key words as it pertains to your revenue market is conducted. This survey constitutes the basis for new webpage development as well as reorganization of your current webpage text. We will consult with you to select and rank a list of search phrases that are most applicable to the target pages and your targeted demographic.

### **3.4.4 Metatags Creation for the Homepage & up to Seven Sub Pages**

Meta-tags will be written for your homepage and seven sub pages within your site. We will write the meta-tags and suggest ideas for new copy on the seven additional pages. Each page must have fresh, relevant meta-tags that work together as well as satisfy the local market's desire for information..

### **3.4.5 Open Directory Submission**

The Open Directory Project is managed by organic data rescuers or "human" editors as opposed to search engine spiders. Each site submitted to DMOZ needs to have the precise keywords and copy for editors to approve. DMOZ (Open Directory) is another part to great rankings and has remained an integral part of rankings. DMOZ adds balance to website propagation and assures that websites can be reviewed in the same format a web surfer might. With the addition of new information daily the DMOZ insists that submission is done correctly and in a precise format. We will make sure this aspect of submission is not overlooked.

## **3.5 Custom Hotel Ratings & Email Survey Tools**

Some say free advice is worth what you pay for it. Your guest feedback is a vital part of a hotel's continuous quality improvement plan. This free advice is worth more than gold. HotelTravelCheck.com provides a custom web based comment card that is both easy to complete by the guest and even easier to compile and evaluate by the hotel. We provide a customer comment card that can be filled out by your guests during their stay, after their stay or anytime they desire. This information is tabulated so you can evaluate and respond to any input both positive and negative that you receive from your guest. It is accurate, up to date, and easy to utilize.

## **3.6 Director of Internet Sales & Marketing**

Statistics indicate the fastest growing segment in any service, sales, or information based organization is internet sales. Many companies employ a Chief Information Officer (CIO) which in many cases receives a salary in the mid six figure range. This is in addition to a support staff, specialized equipment and software. HotelTravelCheck.com provides these services so you can rest assured your internet and web program is current and in keeping with all current standards and technology, completely up to date.



Discover your full online  
potential!

Become a member of  
HotelTravelCheck.com

The Director of Internet Sales and Marketing provides the first point of contact as it relates to all your internet sales and data capture strategies. We provide reporting issued directly to the hotel General Manager with full accounting sent to the hotel and all hotel decision makers monthly. The Director of Internet Sales will handle all internet related activities daily, such as competitive research and answer all internet related questions as they relate to marketing and sales for your staff, owners and investors. In addition, we will review your guests log activity in an effort to create awareness and establish criteria useful in trend management optimization and provide an introduction to other hotels that are interested in information exchange programs. We also will initiate dialog and site authorization for hotel approved link partners as well as handle any internet related business development questions and proposals you wish to have us review for you.

### 3.7 MySpace Web Design and Wikipedia Services

These two services offered with our Platinum package provide you with more ways to increase exposure for your site. More and more businesses from around the world are setting up a site on MySpace.com to stay in touch with their customers and prospects, to promote local events, and to drive traffic to their sites. Our experienced designers will create a custom MySpace site for your business.

The HotelTravelCheck.com Wikipedia Listing Service will get your business listed on Wikipedia. The experienced editors at HTC will write a factual article about your hotel and post it to the Wikipedia site for you.

### 3.8 Website Development

Design and function of your website are critical. Designers must create an aesthetically pleasing website that reflects the individual character of your facility as well as appealing to the customer. Once the visitor clicks on the homepage it is important they continue to visit and navigate through the different pages and that the most important pages, the pages that convert to a sale are easy to find. HotelTravelCheck.com, working closely with the website designers will create a search engine friendly hotel website. HotelTravelCheck.com can make changes quickly thus allowing your hotel the ability to react to local, regional and national changes in business and leisure traffic. We understand it is important that your website represent your vision and organization in a manner consistent with the hotel's individual and corporate identity. We can assure that the data structure of the website supports search engine friendly protocol, hence the website looks as good as it works.

### 3.9 Consulting

HotelTravelCheck.com consulting provides proven hotel management techniques with global technology and web based sales and marketing in order to properly position the hotel at forefront of customer. HotelTravelCheck.com senior staff has over 60 years of combined service experience with over 40 years of hotel development, management experience. Our consulting services were created to assist with all aspects of hotel management and development. HotelTravelCheck.com consulting is dedicated exclusively to help owners of independent hotels and small hotel companies develop a hotel that meets the requirements of our growing global economy by providing all the essential elements associated with a high end "boutique hotels. By adhering to proven hospitality standards and years of



hotel experience HotelTravelCheck.com is able to equip the hotel with the proper technology, procedures and guidance to assure it can compete in any market place both functionally and competitively. HotelTravelCheck.com consulting provides each hotel with the following advantages:

- A partner with hands on experience in the development process of these specialized hotel properties.
- Assurance through oversight that the property is maintained consistently with the expectable standards of service and guest satisfaction.
- Management and auditing of service standards that exceeds the competition.
- Management of hotel rates, occupancy and yield in order to help return the maximum revenue to ownership.
- Global web based sales and marketing support.
- The most current technology for reservations, distribution, process and guest services.

### 3.10 Additional Services

HotelTravelCheck.com offers additional services that can be implemented separately or in conjunction with your Internet Marketing package. See the complete list in section 4.

#### 3.10.1 Hotel Phone Tracking – HTC Voice Systems

The HTC Voice Systems (telephone trafficking reports) include voice response services, call measurement reports and call monitoring through delivery of call data via the internet with respect to calls initiated using our assigned numbers. We provide updated data on call traffic generated directly as a result of your website. Reporting and access are made available via private log in numbers and be access anytime you or your client wish to run reports, monitor calls or evaluate traffic. This combined with our monthly SEO services provides definitive reporting thus answering the question; *How much internet and telephone traffic am I receiving as a result of the website?*

## 4 Costs



Products	Standard Package	Premium Package	Platinum Package
<a href="#">Email List Management</a>	✓	✓	✓
<a href="#">Hotel Newsletters</a>	✓	✓	✓
<a href="#">RSS Feeds</a>		✓	✓
<a href="#">Hotel eCards</a>		✓	✓
<a href="#">Search Engine Optimization</a>		✓	✓
<a href="#">Custom Hotel Ratings</a>			✓
<a href="#">Director of Internet Sales</a>			✓
<a href="#">MySpace.com Web Page Design</a>			✓
<a href="#">Wikipedia Listing Service</a>			✓
<b>Monthly Prices</b>			
	<b>\$250</b>	<b>\$550</b>	<b>\$1250</b>

### Web Marketing and Web Development Services

1. Website Development – **Revamp** website \$1,500 – one-time
2. Website Development – **New** website \$2,500 – one-time
3. Website Development – **New** website \$7,500 HTML with Flash Features – one-time
4. Search Engine Optimization - \$250 monthly
5. Hosting and Domain Management - \$45 monthly
6. HTML or Text Newsletters - \$250 monthly
7. Pay per Click Plus - \$500 one-time cost, plus \$50 monthly fee

### Additional Services

[Annual Marketing Plan Development](#)

[Custom Surveys](#)

[Google Analytics](#)

[Hotel Consulting](#)

[Hotel Phone Tracking](#)





**HotelTravelCheck.com**

**877.877.8771**

<a href="#">Hotel Public Relations</a>
<a href="#">Online Booking Engine</a>
<a href="#">Web Site Development</a>
<a href="#">Web Site Hosting</a>
<a href="#">Website Analysis</a>

## 5 Contact Information

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