

Ways to improve your website visibility in local search results

Increase your websites popularity by linking your website to other local websites

- Exposes the property website to incremental traffic and highly qualified potential bookers
- Builds your website's Link Popularity, a crucial criteria used by the search engines to determine how to rank the website in the search engine results (e.g., Google and its PageRank). Link popularity refers to the number and quality of incoming links that are pointing to your website.

Here are a few suggestions of the types of local sites and directories that should be considered by independent hotels. These locally-based sites can boost the Link Popularity of the property website and generate highly relevant traffic and incremental leads and revenues:

- Local content portals and radio station sites
- Local destination & town/city directories
- Regional, County and town/city tourism websites
- Chamber of Commerce sites
- Local events
- Wedding planning sites
- Local sports clubs – golf, rugby, football etc
- Area attractions and theme park sites
- Sporting event and venue sites (stadiums, race tracks etc)
- Local museums

Local Email Marketing to the Hotel's database

Email marketing to the hotel's own opt-in list is one of the most popular Internet marketing formats used by hoteliers today. Today's online travellers subscribe to multiple travel email Newsletters and love receiving relevant email promotions, events and happenings – as long as they relevant to what they subscribed to.

Why is email marketing important and why should it be considered by independent hotels?

- Email marketing to the hotel's own email list is the most cost-effective online advertising format; it costs pennies per email delivered vs. expensive print and display ads
- Your emails "speak" to an audience that already knows your hotel, amenities and services, or is at least familiar with your website
- Creates personalized interactive relationships with locally based customers
- Instantaneous message delivery; thousands of potential customers may be reached within seconds
- Serves as a tool to move distressed inventory
- Serves both as a direct-response vehicle and recognition tool
- Plants seed in the minds of recipients regarding future purchasing plans
- Keeps you in touch with your customers; recruits and retains customers, new and old

Invest in branded emails

Every time an email is sent out by anyone at the hotel it is an opportunity to put your website in front of the recipient. Invest in a branded email solution which will allow you to include interactive sales and marketing banners in the body text of every email that you send, putting your brand and products in front of your target audience using your everyday business email communications. This allows the every recipient to view your outline website content and an easy way to click through.