



Bring in the  
professionals.  
Drive traffic  
to your website.

Starting right is winning half the battle. A majority of FIT customers use a search engine to look for hotel accommodation. Those who are familiar with your brand do it by just hunting for your hotel name. But largely, people hunt for a hotel by typing in parameters such as location, budget, star category, type of property etc.

To be really successful in building your hotel brand online, the trick is to be right there on the top of the list in terms of search results in popular search engines such as Google, Yahoo, MSN etc. This will help drive quality traffic to your branded website effectively. Then offer them all the information and tools they require to make an easy decision to reserve a room online. That's how you convert 'lookers into bookers'.

There are a lot of other tools available to drive traffic to your website, but all these require extensive research, tracking different audiences, market niches and Search Engine usage patterns. Such immersion into the subject is not possible for the online marketing team of a hotel brand. You need the expertise of people who do this for a living.

**eBrandz™** is a Search Engine Marketing (SEM) company with vast experience of over 500 successful Search Engine Marketing campaigns. Some of these campaigns have worked well for customers who are major international brand names. Citibank, Card Service International, Choice – Comfort, Quality Inn, Sleep Inn and Clarion brands are a few.

**ResAvenue™** in conjunction with **eBrandz™** brings special packages for the hospitality industry. These special packages are designed to drive quality traffic to the hotel website and will deliver great value for your hotel property.

#### UNBEATABLE OFFERS FROM EBRANDZ™

##### Offer 1: ResVALUE (Start Up) PACK. For FREE!

Kick-start your online presence with our ResValue Pack. Available free for all ResAvenue approved hotel merchants, the ResValue Pack offers a free submission of your brand website to 40 top search engines and directories.

##### Offer 2: ResSILVER PACK (Intermediate Pack) at USD 150 per month (Actual Value: USD 250)

Ramp up your online visibility with our ResSilver Pack. Available for all ResAvenue approved hotel merchants at a discounted fee of USD 150 per month, it is the ideal package for single property hotel websites who intend to push the results achieved from a limited budget to the max.

#### FEATURES OF THE ResSILVER PACK :

- Initial search engine optimization report. (worth US \$250)
- In depth keyword research.
- Professionally written SEO content pages.
- Optimized content with correct keyword density.
- Working on title, Meta tags and <Hx> tags.
- Other "on page" optimization (e.g. Image optimization, Alt tags, etc)
- Creation of links directory for maintaining reciprocal links.
- Sending manual link requests (Minimum 100 per month)
- Getting one way links to increase link popularity.
- Manual submission to various search engines and targeted directories.

- Log file analysis (If you are given access to raw log files)
- Fortnightly updates of Search Engine related news.
- Informal weekly reports once we start link development work.
- Formal monthly reports which will overview the work done in the current month along with website statistics.
- Email support (we generally respond to all client queries within 24 hours, on week days)
- SEO Account Manager to manage your account.

**Offer 3: ResGOLD PACK (Advanced Pack) at USD 275 per month: (Actual Value: USD 500)**

#### **FEATURES OF THE ResGOLD PACK :**

All the features included in the SILVER PACK. In addition, the following features are available:

- Keyword research specific for PPC Engines like Google Adwords.
- Competitive analysis.
- Attractive ad copy.
- Pre-qualifying the visitors.
- Ad optimization.
- A/B testing.
- Weekly report.
- Monthly analysis report.
- Email support.
- Recommendations on the ongoing campaign. Ongoing tweaks to improve the performance of the campaign.
- Bid management.
- ROI calculations report.
- Campaign tweaking.
- Conversion tracking.
- Minimum 30 hours of work per month.
- Adwords Account Manager.
- Unlimited number of keywords.

We also have customized solutions for multiple properties. Get in touch with us for details.

#### **WHY OUTSOURCE SEO SERVICES?**

As with any business investment, in order to gain a high return, you must generate a yield that is more than what you have spent. Search Engine Optimization campaigns that offer this type of success consist of several factors including:

- Detailed keyword marketing research report
- Pre-optimization ranking report
- Title tags
- Description tags
- Keyword tags
- Alt tags
- Comment tags
- H1 – H2 tags
- Search engine submissions to 50 search engines that include major search engines and directories such as Google, Yahoo, AOL and many more
- Free one way links
- Creation of themed link pages
- Manual link requests to related websites
- Proper use of Robots.txt file
- W3c validations for home page
- Image optimization
- On page optimization
- Key phrases optimization
- Email support

When all of these elements aren't in sync, your search engine placement can suffer. **eBrandz™** offers several placement options that work within your marketing agenda and budget. We also offer our unique insights into the best online branding practices to help you catapult your hotel to the top of the engine results pages; and to the forefront of your customers' minds.

We also provide Pay Per Click campaign management for Google Adwords, Overture and Findwhat.