

Total Online Optimization Audit

GOAL

Review the hotel's total online digital presence and identify opportunities on your website, OTAs, local listings and competitive audit.

PROCESS

A discovery call is scheduled with the hotel team. A **30-POINT CHECKLIST IS COMPLETED** to identify gaps and top priorities. The process takes approximately 2 weeks.

DELIVERABLES

Findings are presented to the hotel with a **90-DAY ACTION PLAN**. Subsequent action plans created quarterly to stay agile with hotel's needs and what is happening in the market.

30-POINT CHECKLIST

1. Market Trend Data
2. Content
3. Imagery
4. Unique Selling Propositions
5. Demand Generators
6. Room Types
7. Packages
8. Search Engine Optimization
9. Expedia
10. Booking.com
11. Agoda
12. MetaSearch
13. Covid Protocols
14. UNAP (URL, Name, Address, Phone)
15. TripAdvisor
16. Google My Business
17. Bing
18. GPS
19. Reputation Management
20. Reviews
21. Public Relations
22. Competition
23. Facebook
24. Instagram
25. Paid Media
26. Brand Tools
27. Collateral
28. Reports
29. Channel Mix
30. Segmentation