

Title:

Great Hotel Marketing Starts with Hotel Website Design

Word Count:

534

Summary:

In this day and age, the most critical component of hotel marketing is great hotel website des

Keywords:

hotel marketing, internet, website design, search engine optimization, hotel website design, h

Article Body:

You may have the most wonderful hotel in the world, with gorgeous landscaping, comfortable roo

Why Hotel Website Design?

The numbers say it all. During 2007, almost a third of all hotel revenues will be generated by

Without great hotel web site design, it's as if you printed 1,000 beautiful, four-color, ten-p

Hotel Search Engine Optimization

Even if you have a wonderful hotel web site design, if no one can find your website when they

The way that potential guests will find your hotel web site is through search engine optimizat

Factors to Consider

When choosing a marketing company for your hotel website design, make sure that they understand

- \* Generating qualified, quality visitor traffic
- \* Motivating visitors to delve deeper into your hotel website
- \* Converting visitors into online hotel revenues

Too often, hotel websites are developed in reverse, placing the emphasis on design rather than

Find a Hotel Website Design Company

Today, Internet design and marketing companies have specializations. In order to get the best

- \* Identify your visitors' expectations and intentions
- \* Work with you to clarify your own objectives
- \* Develop a hotel website revenue conversion strategy
- \* Determine site components that satisfy both design and search engine optimization goals
- \* Map our "click paths" that will lead to conversion

Your hotel website design and search engine optimization are the two keys to generating the ki

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