



**Contact us at:**  
**902 103 732**

## Online marketing for hotels

Thousands of users come to the internet to make their online hotel. The question is ....

- \* Will they find us?
- \* If they do, will they like our website?
- \* If they like it, will they book on it?
- \* And, most of all, will I have the tools to analyze customer behavior and make the right decisions?

Tradyso's online marketing services for hotels help you answer these questions positively.

## Services

- \* **Assessment** of the shortcomings of your website and coming up with recommendations on where to improve.
- \* **Redesigning your website.**
- \* **Online visibility Strategy** for the best online positioning of your hotel through marketing on search engines (SEM) and web optimization for search engines (SEO)
- \* **SEM campaign management** and keywords selection and buying in multiple markets and most profitable search engines (Google, Yahoo, Bing). Constant update of your marketing messages to optimize the Return of Investment (ROI)
- \* **SEO Experts for hotels**, we can optimize your website to ensure that you appear amongst the first search engine results on selected keywords.
- \* **Long-tail** specialized search strategy application , for the optimization of programming in order to grant indexation and link-building in travel and hotel directories.
- \* **E-mail marketing, online advertising and media plans.**
- \* **2.0 Services** including data RSS feeds for promotion and distribution of your hotel in blogs, podcasts and user-generated content management.
- \* **Reports on your positioning** and review of traffic data to provide recommendations and guarantee ongoing improvement.
- \* **Maintenance** and hosting of your website.

## Online Marketing Benefits

### Be the first in Google

A better visibility in Search Engines, internet and social networks, allows you to get new clients

### More visits More Bookings

Increase the visits to your website and get more bookings for your hotels

### Loyal Clients

Through communication with clients you'll get more loyal clients and reduce your distribution costs.

### Experts hoteliers

Our Hotelier Know-how at the service of your hotel or chain to increase your chances

## Other Tradyso Services

### Motor de Reservas

Turn your website in a sales channel and increase your web bookings.

### Online Marketing

Let your clients find you on the internet and be the first on Google

### GDS/IDS Connectivity

Sell your hotel in the whole world through connections to the main GDS and IDS

### XML Connection

Xml connections with travel agencies, distributors and meta-searchers

### Call Center

Personalized support in the main languages

### CRS

Control 100% of your sales