

Grow Direct Bookings and Event Revenue in 90 Days

Watbridge Hotels & Suites — Uyo, Nigeria

Situation snapshot (today)

- No HTTPS/SSL; trust and conversion risk.
- No live rates/availability or modern booking engine; reliance on OTAs.
- Slow, image-heavy pages; weak Core Web Vitals on mobile.
- Thin SEO and schema; limited visibility for rooms/events.
- Weak CTAs; no WhatsApp click-to-chat; limited analytics/remarketing.

Revenue-focused solution overview

- Mobile-first redesign with upscale hospitality UX and content.
- Booking engine + payments: enable **Pay online & Reserve now, pay at check-in**.
- Events/banquet lead flows with WhatsApp routing and fast response SLAs.
- Speed/SEO upgrades (CDN, image optimization, schema, sitemaps).
- Analytics/remarketing (GA4, Meta Pixel) and CRM handoff for follow-ups.

Technical / Integration plan

- **Booking engine & channel manager:** HotelRunner or BookOne as cost-effective options; Cloudbeds as premium. Final vendor selected during discovery based on fees/integration; billed at cost.
- **Payments:** Paystack + Flutterwave for online prepay/deposits; also support reserve-without-payment. Map front-desk POS posting to PMS folio.
- **SEO/performance targets:** <2s LCP on 4G, <100KB critical CSS/JS, CDN/caching, image optimization, schema.org Hotel/Room/Event markup, XML sitemap.
- **Analytics:** GA4, Meta Pixel; conversion events for bookings, forms, WhatsApp clicks; Looker Studio dashboard monthly.

ROI at a glance (assumptions: 72 rooms, ADR ₦30,000, OTA commission 15%)

- Monthly capacity: $72 \times 30 = 2,160$ room nights.
- Scenario A (65% occupancy, shift 10% of nights from OTAs to direct): $1,404 \times 10\% = 140.4$ nights; savings \square ₦631,800/mo.
- Scenario B (65% occupancy, shift 25%): \square 351 nights; savings \square ₦1,579,500/mo.
- Scenario C (occupancy lift +2pp via CRO/SEO): $2,160 \times 2\% = 43$ nights; incremental revenue \square ₦1,290,000/mo (ex-commission).
- Events uplift example: +6 events/month at ₦200,000 average = ₦1,200,000/mo additional revenue.
- Combined B+C yields \square ₦2,869,500/mo; program pays back in 8–14 months allowing for ramp/seasonality.

Price & terms — All-inclusive 12-month program

- Total professional services: **₦20,000,000.**
- Third-party software (booking engine/PMS/channel manager, email, CDN) billed at cost.
- Includes **₦1,600,000 contingency/software reserve** to cover first-year licenses where possible.
- Payment milestones: **40% deposit, 40% pre-launch, 20% post go-live.**
- **10–12 weeks to launch:** Weeks 1–2 Discovery; 3–5 Design/Content; 5–7 Build/Integrations; 8–9 UAT/Migration; 10 Launch; 11–12 Stabilization.
- **90-day conversion guarantee:** if direct booking conversion doesn't improve vs baseline, one month of growth work free.

Scope checklist (what's included)

- New responsive website (home, rooms, events/banquets, gallery, dining/poolside, pharmacy, blog, contact)
- Real-time rates/availability; coupons/upsells
- WhatsApp click-to-chat, phone CTAs, email capture
- SEO technical foundation and content templates
- Analytics + monthly performance report and review
- Staff training for front desk and marketing

Next steps: Approve proposal □ Sign MSA □ 40% deposit □ Schedule kickoff (within 5 business days). Provide domain, GA, Pixels, and OTA access for discovery.

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