

Watbridge Hotels & Suites

Grow Direct Bookings and Event Revenue in 90 Days

Uyo, Nigeria

Capy Digital

No HTTPS/SSL; browser warnings reduce trust.

No modern booking engine; no live rates/availability.

Slow, image-heavy pages; poor mobile Core Web Vitals.

Thin SEO; limited schema; under-indexed events and rooms.

Weak CTAs; no WhatsApp click-to-chat; no remarketing/analytics.

Notes: We'll validate this with a formal audit (Lighthouse, crawl, analytics baseline) in Week 1.

Screens & issues

Site screenshots
(placeholder)

SSL off ▪ No booking ▪ Slow pages

Direct booking share: +10–25pp vs OTAs

Event/banquet leads: +30–60/mo

Page speed: LCP <2s on 4G

Occupancy lift: +2pp from CRO/SEO

Review rating: 4.5+ with automation

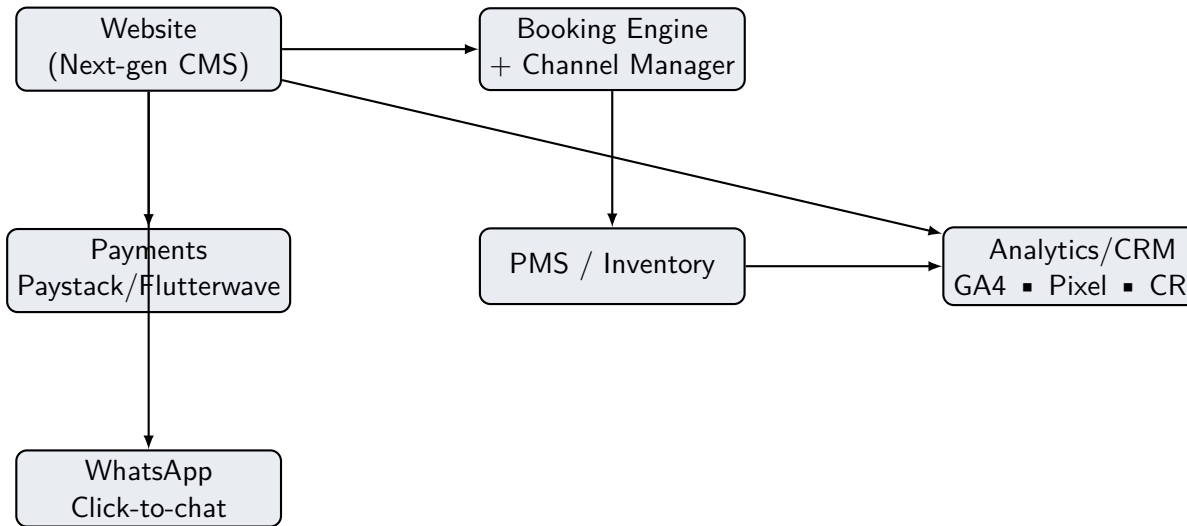
WhatsApp engagement: +20–40/mo

Organic traffic: +40–80% YoY

Remarketing CTR: 2–4%

Dashboarding: monthly board-ready report

Notes: We set a baseline in Week 1 and track weekly in Looker Studio.



Notes: Vendor chosen during discovery: HotelRunner/BookOne (value) or Cloudbeds (premium).

Two clear paths: **Pay online now** (Paystack/Flutterwave) or **Reserve now, pay at check-in**.

Support refundable/non-refundable rates, promo codes, and add-ons (breakfast, airport pickup, late checkout).

Card holds/pre-authorizations for no-show protection where applicable.

Front-desk POS flow: map POS posting to PMS folio; nightly reconciliation.

Secure HTTPS, PCI DSS-aligned practices; no card data on website servers.

Notes: We keep UX simple: one click to pick payment path; WhatsApp assist available.

Banquet/meetings lead forms with required details (date, pax, setup, budget).

Instant WhatsApp routing to sales with SLA and auto-responder.

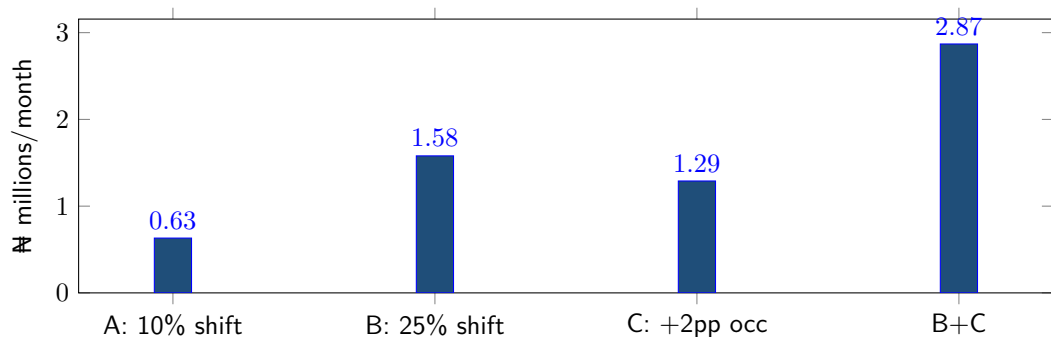
Dining/poolside pages with menus, promos, and reservation CTA.

Photo/video/360 content to showcase spaces and past events.

CRM handoff with tagging; follow-up templates and reminders.

Notes: Goal: shorter lead-to-tour cycle and higher close rate.

Assumptions: 72 rooms; ADR ₦30,000; OTA commission 15%; monthly capacity 2,160 nights; 65% occupancy baseline.



Payback estimate All-inclusive program (₦20,000,000) pays back in 8–14 months under Scenario B+C allowing for ramp/seasonality.

Notes: We will validate baseline OTA mix and occupancy to refine these ranges.

All-inclusive 12-month program — Total ₦20,000,000

Design/build + booking integration + payments
+ SEO/perf: ₦8,000,000

PMS/channel manager selection, setup, mapping,
training: ₦3,000,000

Content: copywriting + photo/video/360
package: ₦2,000,000

12-month growth program (SEO/content, CRO,
reporting, reputation): ₦5,400,000
(₦450,000/mo)

Contingency/software reserve: ₦1,600,000

Timeline (10–12 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, we provide one month of growth work free.

Deliverables: modern site, booking engine integration, payments, analytics, SEO foundation, staff training, monthly reporting.

Next steps: Approve proposal → Sign MSA → 40% deposit → Kickoff in 5 business days.

Access needed for discovery: domain/DNS, GA/Pixel, OTA/PMS/channel manager, brand assets.

Contact ■ proposals@capy.ai ■ +234 (0) 000 0000 *Notes:* We'll schedule a joint working session immediately after deposit to align on content and integrations.

W1: Audit, discovery workshops, KPI baseline

W2: Vendor shortlist (HotelRunner/BookOne/Cloudbeds), contracts

W3: IA, wireframes, content plan, brand polish

W4: Visual design, copy, photo/video shoot

W5: Frontend build, booking engine integration

W6: Payments (Paystack/Flutterwave), WhatsApp, POS mapping

W7: SEO technical setup, schema, performance tuning

W8: GA4/Pixel events, dashboards, UAT

W9: Content migration, bug fixes, training

W10: Launch, monitoring

W11: CRO tweaks, growth program handoff

W12: Board report, roadmap for Q2–Q3

Notes: We maintain weekly stand-ups and a shared dashboard for transparency.