

Title:

Great Hotel Marketing Starts with Hotel Website Design

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Summary:

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

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Article Body:

You may have the most wonderful hotel in the world, with gorgeous landscaping, comfortable rooms, and impeccable service, but if guests don't know about it, your occupancy rates will be a continual disappointment. In this day and age, the most critical component of hotel marketing is great hotel website design.

Why Hotel Website Design?

The numbers say it all. During 2007, almost a third of all hotel revenues will be generated by online channels. Moreover, over half of your target audience's decision-making is influenced by the Internet. Over a third of hotel guests choose their hotel based on online research, but book through another channel. The remainder researched their choices through an Internet portal, but then tried to book directly with the travel provider.

Without great hotel web site design, it's as if you printed 1,000 beautiful, four-color, ten-page brochures that stunningly captured the unique nature of your hotel at ten dollars apiece, and then locked them away in a cupboard. How effective would they be? The "look and feel" is vitally important in motivating visitors to explore your hotel product, and in guiding them to buy, but without the right technology, site structure, and navigation methods, you will only have marginal online revenues.

Hotel Search Engine Optimization

Even if you have a wonderful hotel web site design, if no one can find your website when they are searching online for that "luxury San Diego hotel," that

"romantic B&B outside Paris," or that "adventure scuba holiday in the Maldives," it's as though you didn't have a website at all.

The way that potential guests will find your hotel web site is through search engine optimization. Search engine optimization is both an art and a science - and shouldn't be left to amateurs. Search engine optimization techniques will enable your hotel website to be returned high in the rankings of search engine results - a critical element of effective online hotel marketing.

Factors to Consider

When choosing a marketing company for your hotel website design, make sure that they understand and meet these goals:

- * 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 on generating website traffic. The key is to balance traffic generation effectiveness, the site's "look and feel," and conversion techniques to produce a hotel web site that looks great, gets plenty of traffic that converts into bookings.

Find a Hotel Website Design Company

Today, Internet design and marketing companies have specializations. In order to get the best return on investment, it's best to choose a website design company that specializes in hotel website design. Make sure that their approach adheres to the following guidelines - otherwise, keep shopping. The company should:

- * 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 out "click paths" that will lead to conversion

Your hotel website design and search engine optimization are the two keys to generating the kind of traffic that will keep your occupancy rates in the stratosphere!