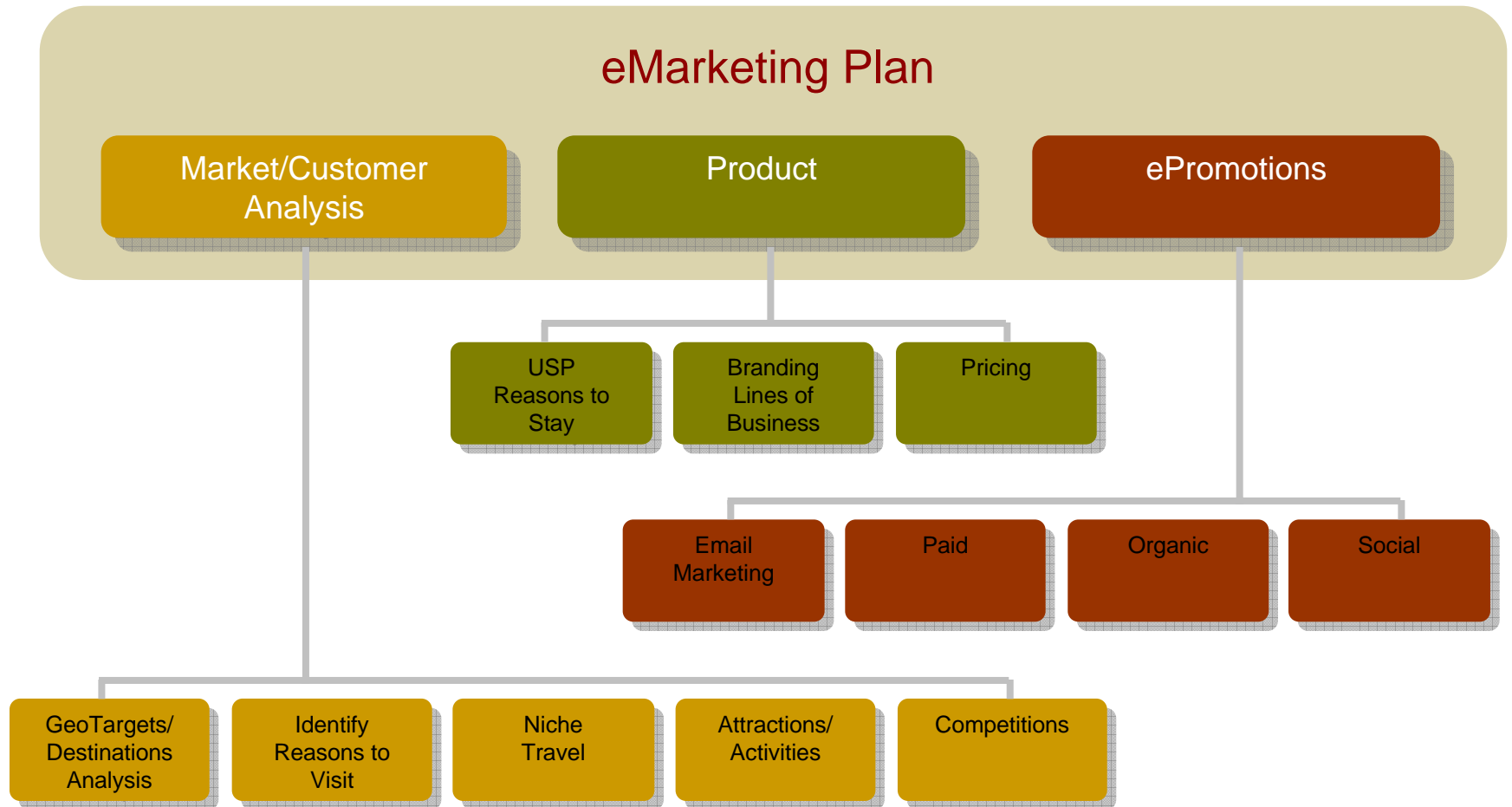


# Four Paths to Success in a Tough Travel Economy



- **Create Comprehensive / Cohesive eMarketing plan**
- **Keyword research**
  - Focus on reasons why people travel to that area?
- **Site Architecture and Site Conversion Factors**
- **Holistic Organic Promotion Strategy**
- **Tips for Building Strong Organic Presence**

# Comprehensive eMarketing Plan



# Setting Internet Strategy: Identify Reasons Why People Travel?



# Relevant Buckets – Long Tail Keyword Phrases

Geo-Targets	Lines of Business	USP's (adj)	Niche Travel Words	Attractions
Las Vegas	Hotel	Luxury	Conventions	Madame Tussauds
Nevada / NV	Casino	Romantic	Entertainment	Canal Gondola Rides
The Strip	Resort	All-Suite	Attractions	Treasure Island Pirate Show
Vegas	Meeting	5 Diamond	Wedding	Las Vegas Airport (LAS)
	Restaurant	4 Star	Corporate / Business	Monorail
	Nightclub	Best	Weekend Getaway	Lamborghini
	Spa	Largest	Gaming	Mirage Volcano Show
	Shopping	Award Winning	Race & Sportsbook	Bellagio Fountain Show
		Green	Players Club	Palazzo Shoppes Living Garden Show
		Boutique	Shopping	Stratosphere
		Modern	Poker	Liberace Museum/Foundation
		European	Dining / Chef	Paris' Eiffel Tower
		Elegant	Packages	Skydiving
		Full Service	Vacation	Air Tour / Helicopter Flight

# Bundle it with your product/service

## Create Package with Local Attraction

The screenshot shows the Sheraton Philadelphia Zoo website. The header includes the Sheraton logo and contact information for Philadelphia, PA. The main content area features a large image of a tiger with the text 'PHILADELPHIA ZOO Wild Adventure!'. Below this, there are links for 'Specials & Packages at Sheraton Philadelphia University City Hotel' and 'PHILADELPHIA'S CULTURAL CROSSINGS'. A sidebar on the left contains a 'RESERVATIONS' form with check-in and check-out dates, and a 'SEASONAL & SPECIAL OFFERS' section with a 'Best Rates Guaranteed' badge. A 'SPECIALS & PACKAGES' section lists various offers like 'Philadelphia Zoo Package' and 'VIP Experiences at The Franklin'.

## Amazing Success – Featured Package on AOL Travel Deals

The screenshot shows the AOL Travel Deals website. The navigation bar includes links for 'MAIN | DEALS | FLIGHTS | HOTELS | CARS | CRUISES | VACATIONS | TRAVEL IDEAS'. Below the navigation, there is a breadcrumb trail: 'You are here: Travel Main » Travel Deals » Hot 5 Deals'. The main content area is titled 'Hot 5 Deals & Discount Travel' with a 'hot deals' badge. A featured deal is titled 'No. 1 Top Pick! Family Getaways' and includes a photo of a family with a giraffe. The deal description mentions 'San Antonio Sea World's Kids Stay & Play Free Package, Sheraton's Philadelphia Zoo's 150th Anniversary deal or stay a FREE 3rd night at Atwood Lake Resort in Ohio's Amish country.' The deal is highlighted with a red box and includes links for 'Travel Deals: Sea World Kids Stay Free | Lake Atwood Stays | Sheraton Philadelphia Zoo Deal' and 'More: All Travel Deals'. Below the deal, there is a 'Provider: Sea World | Sheraton' and 'Expiration: Varies' section. At the bottom, there are links for 'See If You're Getting a Deal: Compare & Save on All Family Deals' and 'Travel Guides: Cruise | Disney | International | Honeymoon'.

Package Links back to Site

# Site Conversion Factors

- **Offer Exceptional Value packages**
  - Local attractions and things to do
- **Lowest rates guaranteed**
  - Win customer confidence to book on your site
- **Customer reviews**
  - Helps drive conversion. Offer ability to leave reviews, read other people reviews by providing link to trip advisor feed, yelp etc.
- **Maps and directions**
  - Map directions to and from attractions and local businesses
- **Blog featuring local information**
  - Local attractions, things to do, events, specials, deals
- **Ad Promotion on Social Media Networks**





# Site Conversion Factors

- **Search Engine Friendly 2-min video**
  - Things to do and hotel USP
- **Offer trackable time-sensitive coupons**
  - Coupons can be customized for different occasions.
- **Phone number, address on every page**
  - Provide easy access to customer to contact
- **Photo-gallery**
  - Make sure you have good photography for your product. Emotionally engage with audience.
- **Practice flat site architecture**
  - Try to keep every page of your site one to two clicks away
- **Reservation menu**
  - Travelers can check rates and make reservations real time



# Site Architecture & Site Conversion Factors

Featured  
Specials

Local  
Favorites

Email  
Offers

Blog

The screenshot shows the website layout for Grand Velas Riviera Maya. At the top, a green banner reads "REASONS TO VISIT" with five image-based categories: GOLF VACATION, SNORKELING TOUR, SCUBA DIVING, SWIM WITH DOLPHINS, and SPA. Below this is a central text area titled "WELCOME TO GRAND VELAS RIVIERA MAYA" and "Riviera Maya, All Inclusive Resort". The main text describes the resort's luxury amenities and location. A sidebar on the left contains sections for "FEATURED SPECIALS & PACKAGES" (highlighted with a red arrow), "LOCAL FAVORITES" (with sub-links for Ancient Mayan World, Playa del Carmen, and Riviera Maya Tours), "EMAIL OFFERS" (with an "Enter Email Address" field), and "VIEW OUR BLOGS" (with a link to "Puerta Vallarta Travel Blog"). A sidebar on the right includes a "RESERVATIONS" section (with arrival date 7/29/2009 and 1 night selected, highlighted with a red arrow), "TRAVEL AGENTS CLICK HERE", "VIDEOS" (with a video player for "RIVIERA MAYA AT IT'S BEST", highlighted with a red arrow), "PHOTO GALLERY VIEW THE PICTURES" (highlighted with a red arrow), "JOIN OUR SOCIAL NETWORKS" (with icons for YouTube, Facebook, and Twitter, highlighted with a red arrow), and "Subscribe to our feeds XML" (highlighted with a red arrow).

Booking  
Engine

Online  
Videos

Photo  
Gallery

Social  
Networks

RSS Feeds

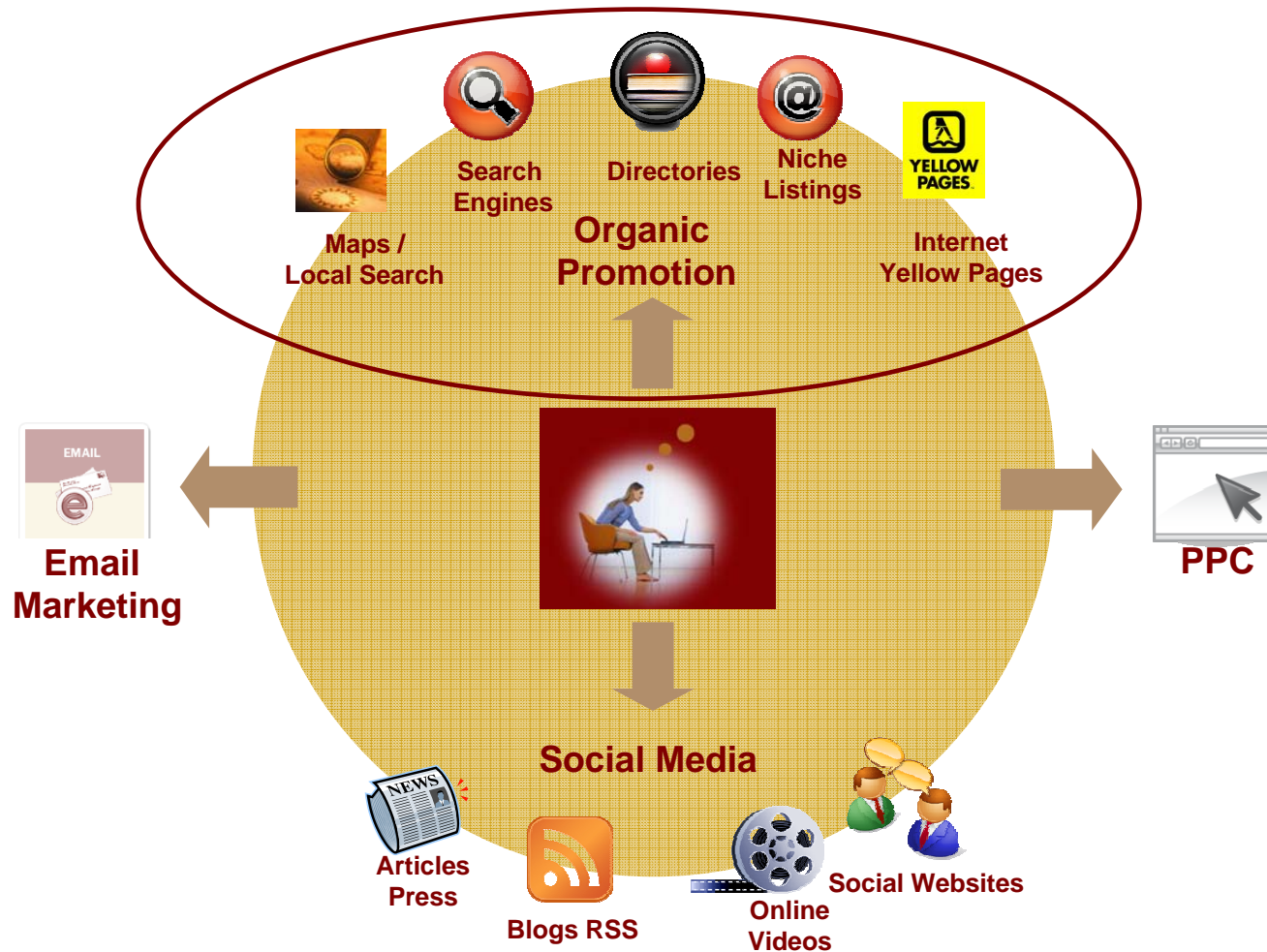


# Site Conversion Factors

- Crawlable Community eMaps
- Printable eBrochure
- User Generated Content
- Trip Advisor Feed
- eCoupons
- Photogallery



# Holistic Organic Promotion Strategy



# Key Elements of Organic Promotion



# Enhanced Results vs. Simple Results

Standard Listing


[Santa Clara Hotel Hotels in Silicon Valley | Best Western Inn ...](#) ✓

The **Best Western Inn Santa Clara** is conveniently located in the heart of California's Silicon Valley nearby the **Santa Clara Convention Center**, ...


[book.bestwestern.com/bestwestern/productInfo.do?propertyCode=05251-80k](http://book.bestwestern.com/bestwestern/productInfo.do?propertyCode=05251-80k) -

[Cached](#) - [Similar pages](#)

Web [Maps](#)



**Best Western River North - Chicago**  
[www.rivernorthhotel.com](http://www.rivernorthhotel.com)

125 West Ohio Street  
Chicago, IL 60610  
 [\(800\) 704-6941](tel:(800)704-6941) ✓  
[Get directions](#)  
[More information »](#) ✓

**Chicago Hotel - Best Western River North in downtown Chicago, IL ...** ✓  
Experience a downtown Chicago hotel, minutes from Chicago attractions, including Navy Pier, Shedd Aquarium, shopping on the Magnificent Mile, ...  
[Show map of 125 West Ohio Street, Chicago, IL 60610](#)  
[www.rivernorthhotel.com/](http://www.rivernorthhotel.com/) - [Similar pages](#)

<a href="#">Reservations</a>	<a href="#">Accommodations</a>
<a href="#">Specials &amp; Packages</a>	<a href="#">Site Map</a>
<a href="#">Location</a>	<a href="#">Our Neighborhood</a>
<a href="#">Best Western River North Hotel ...</a>	<a href="#">Services</a>

[More results from rivernorthhotel.com »](#)

Enhanced Listing



# Local Enhanced Listings and Maps

Google hotel in santa clara ca

**Local Results**

Web **Maps** Results 1 - 10 of about 1,670,000 for **hotel in santa clara ca**. (0.11 seconds)

**Local business results for hotel near Santa Clara, CA**

**A Hawthorn Suites - www.hawthorn.com**  
2455 El Camino Real, Santa Clara - (800) 527-1133  
★★★★★ 75 reviews, directions, and more >

**B Marriott-Santa Clara**  
2700 Mission College Blvd, Santa Clara - (408) 988-1500 - ★★★★★

**C Hilton Santa Clara**  
Across from the Convention Center, 4949 Great America Parkway, Santa Clara, CA (408) 330-0001 - ★★★★★

**More results >**

**Sponsored Links**

**Hotels.com Official Site**  
Hotels.com Low Rates Guaranteed!  
Call a **Hotel Expert** 1-800-449-4167  
Saved Locations | Sign in | Help

Google Maps e.g., "10 market st, san francisco" or "hotels near lax"  
hotel in santa clara ca Search Maps

Search the map Find businesses Get directions

Search Results My Maps

Results 1-10 of about 21,597 for **hotel near Santa Clara, CA** - [Modify search](#)  
Categories: [Motels & Hotels](#), [Motels & Hotels](#)

**A Marriott-Santa Clara - more info >**  
2700 Mission College Blvd, Santa Clara, CA (408) 988-1500 - ★★★★★

**B Hilton Santa Clara - more info >**  
Across from the Convention Center, 4949 Great America Parkway, Santa Clara, CA (408) 330-0001 - ★★★★★

**C Hawthorn Suites - more info >**  
2455 El Camino Real, Santa Clara, CA (800) 527-1133 - ★★★★★

**D Hyatt Regency Santa Clara - more info >**  
5101 Great America Parkway, Santa Clara, CA (408) 200-1234 - ★★★★★

**E Plaza Suites - more info >**  
3100 Lakeside Dr, Santa Clara, CA (408) 748-9800 - ★★★★★

**Hawthorn Suites**  
★★★★★ 75 reviews - [more info >](#)  
2455 El Camino Real  
Santa Clara, CA 95051  
(800) 527-1133  
[hawthorn.com](#)  
[Get directions](#) - [Search nearby](#)  
[Save to My Maps](#) - [Send to phone](#)

## Local Search Engines

- Google Local & Maps
- Yahoo Local, Travel
- MSN/Live
- Ask City



# Tips for Building Strong Organic Presence

- **Create Comprehensive eMarketing Plane**
- **Identify long tail keyword phrases and bundle it up**
- **Add conversion factors on your site**
- **Add coupons, time sensitive value added offers**
- **Track online and offline conversions such as calls, coupons etc.**
- **Focus on enhancing and verifying local profiles, validating feeds**
- **Get links from authoritative local site in that area**
- **Identify relevant Niche Markets and create strategies to convert those**
- **Make sure key IYP's has accurate information**



**Thank You  
Questions?**

**Benu Aggarwal**

**[benu@milestoneinternet.com](mailto:benu@milestoneinternet.com)**

**[www.milestoneinternet.com](http://www.milestoneinternet.com)**

**<http://twitter.com/milestonemktg>**

**DOWNLOAD PPT at**

**<http://blog.milestoneinternet.com/sessanjose09>**

# Step by Step Process



# Local Search Engines, IYP, Reviews Site, Business Listing etc.



# Track ROI



What e.g., "pizza"

hotels

Where e.g., "san francisco" or "94131"

santa clara

Search Coupons

Search Maps

## Printable Coupons

Subscribe



### Quality Inn Sunnyvale Civic Center

852 West El Camino Real  
Sunnyvale CA 94087  
United States  
(408) 773-1234

Print this coupon



PRINTABLE COUPON

Good until Mar 31, 2008

Quality Inn Sunnyvale Civic Center

**Quality Inn Sunnyvale Civ**



Rooms From \$59.99 and \$84.99

\$59.99+tax, 1 Person, Queen Bed, Fri & Sat OR \$84.99+tax, 1 Person, Queen Bed, Sun-Thurs Must present coupon at check-in. Based on availability. Not valid with other offers. Rates may be higher Mon-Wed, during events, and holidays. Existing Reservations.



1UZVT7WK7DQDD

[HotelCoupons](#)

**Search Engine**  
**STRATEGIES**  
CONFERENCE & EXPO.