

GM's eCommerce Checklist

ITEM NAME	COMPLETED	HOW OFTEN
<p>Online Inventory & Rate Parity:</p> <ul style="list-style-type: none"> • Rate Parity – Check rates on all channels, including your own vanity website. • Check inventory on all channels. • Check how competition looks on different channels. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Weekly
<p>CRO (Conversion Rate Optimization):</p> <ul style="list-style-type: none"> • Include unique selling propositions of your property. • Ensure packages and specials that are offered are up-to-date and feature “book now” buttons. • Make sure website content is original and does not violate any duplicate content guidelines. • Website describes local attractions and things to do in the area. • Hotel Information is accurate and easy to find – phone, fax, email, address, etc. • Specials and Packages are current, easy to find, and can be booked online. • Calls to actions and booking mask should be above the fold. • Email offers can be easily found and are easy to sign up for. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Monthly
<p>Site Architecture/Perfect Index:</p> <ul style="list-style-type: none"> • Website is easy to navigate and every page is one or two clicks away. • Primary and secondary navigation should be clearly visible and above the fold. • Minimize download time and scrolling. • No indexing and crawling errors. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Monthly
<p>UNAP (URL, Name, Address, Phone Number):</p> <ul style="list-style-type: none"> • Ensure your UNAP (URL, Name, Address, Phone Number) is consistent across all channels. • Create and enhance your database. 	<input type="checkbox"/> <input type="checkbox"/>	Monthly
<p>Images:</p> <ul style="list-style-type: none"> • Website features good quality hotel and destination images. • Ensure same images are featured across all channels, not just website. 	<input type="checkbox"/> <input type="checkbox"/>	Monthly

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<p>Citations/Quality Links:</p> <ul style="list-style-type: none"> • Check competition and local sites to define backlinks. Do backlink research. • Build at least 1 link per week from relevant websites. • Hotel should secure listings from IYPs, local niche directories, social media sites. • Ensure that local listings for hotel accurate and enhanced information about hotel. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Monthly</p>
<p>Mobile:</p> <ul style="list-style-type: none"> • Build out a mobile PPC campaign. • Create mobile-friendly coupons and offers for guests. • Manage and maintain mobile site content and images. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Monthly</p>
<p>Validation:</p> <ul style="list-style-type: none"> • Website works properly on all major internet browsers such as Firefox, Safari, Internet Explorer, Google Chrome, etc. 	<input type="checkbox"/>	<p>Monthly</p>
<p>Online Reputation Management:</p> <ul style="list-style-type: none"> • Monitor online reputation and have an action plan for responding to criticism honestly. Include review channels (Trip Advisor, Yelp, Google+), blogs, Facebook, etc. 	<input type="checkbox"/>	<p>Weekly</p>
<p>Social Media:</p> <ul style="list-style-type: none"> • Upload and tag videos on sites such as YouTube. • Upload and tag photos on photo-sharing sites such as Flickr. • Create social networking profiles for the hotel on sites such as Facebook, Twitter, etc. • Connect with new groups in local area to enhance your hotel's reach. • Use social media to communicate what is happening at your hotel, business, and particular location. • Create engaging, socially relevant content 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Weekly</p>

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<p>Blogs:</p> <ul style="list-style-type: none"> • Blog about local area, trends and any special offers in your location. • Encourage customers to engage and interact by sharing their interests/comments/reviews about the hotel and surrounding areas. 	<input type="checkbox"/> <input type="checkbox"/>	Weekly
<p>Fresh & Trending Content:</p> <ul style="list-style-type: none"> • Add user-generated content to build trust. • Include social signals for increased sharing and visibility. 	<input type="checkbox"/> <input type="checkbox"/>	Weekly
<p>Paid Marketing:</p> <ul style="list-style-type: none"> • Landing Page is specifically catered to PPC traffic, includes clear call to actions, selling points, bulleted points, book now button, and trust indicator logos above the fold line. • Make sure geo-targeting is set up. 	<input type="checkbox"/> <input type="checkbox"/>	Monthly
<p>Email Marketing:</p> <ul style="list-style-type: none"> • Send monthly special offers and newsletters to guests with web/online opt-in. 	<input type="checkbox"/>	Monthly
<p>Analytics:</p> <ul style="list-style-type: none"> • Check your website Google Analytics data, to check how many unique visitors, search engine referrals, page views, clicks on the booking engine page, and the total ROI produced through your website. • Review reservations and packages booked through the booking engine. • Listen to phone calls to understand contribution through channels. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Monthly