



## ***Using Effective Keyword Strategies***

### **❖ Internet e-marketing planning for hotels**

Resort and hotel advertiser's keyword list will determine the cost, size and reach of his advertising account. However, many new online marketers are unsure where to start when selecting an effective list. Will very broad keywords bring too many untargeted customers to the site? Will keywords that are too specific not bring in enough traffic? Unfortunately, there is no rule book for selecting the most effective keywords, but thoughtful selection and ad creation can help to develop a cost-effective campaign.

To explaining keyword selection to Hotel Traffic Builder (HTB) clients, I find it helpful to use a real-life example. If a boutique resort simply focuses "**<destination Name> resorts**" the results will be too broad, too expensive and simply not qualified enough to generate effective ROI results meaning that the resort will simply waste a lot of their ad budget. Now if the resort focuses on more targeted keywords, such as "Luxury cottage resort **<destination Name>**" the cost per click will drop dramatically, and the quality of click through response will substantially increase, thus enabling far greater results from the same ad dollars. HTB develops literally hundreds of these highly targeted type keyword strings and similar custom ad word text descriptions and then measures and adjusts each one based upon results in a real time mode. The end results can have a staggering impact on increasing occupancy rates.

This is a great example of how using smarter more targeted keyword selections can significantly grow any resorts booking results very cost effectively. Too often hoteliers and hospitality marketers focus on just improving click through rates and how many clicks they can generate without factoring in the quality of each click as it relates to driving actual bookings.



This same logic hold true for selection of keyword positioning, as the 1<sup>st</sup> position will always outperform the 3<sup>rd</sup> position, but that may be totally irrelevant if the 1<sup>st</sup> position costs as much as 2 times more but only generates a 15% higher click through rate. When this is the case, a resort mad a bad business decision to buy the 1<sup>st</sup> position over the 3<sup>rd</sup> position from a pure business perspective.

Very well thought through keyword selection based upon highly effective testing and continuous measurement and adjustment will always be the best approach that will deliver cost effective bookings for any hotel.

It's all about smart resort marketing and very effective ROI advertising!

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**About Hotel Traffic Builders (HTB):**

We are a full-service digital marketing agency dedicated to the boutique hotel & residential resort industry.

Our mission is very simple: *"To maximize sales success by providing our clients with exceptional internet marketing results"*.

Our clients consistently enjoy industry leading success because of our dedicated focus and experience. Our use of state-of-the art tools, best in class technology and wealth of industry experience enable us to provide full solution applications. We recognize that our clients are experts at running their hotels, and our role is to develop and maintain online marketing leadership for our client hotels.

We differentiate ourselves through:

**Industry Expertise**

We have a singular specialized focus on boutique hotel, resort and vacation home e-Marketing. Our sole goal is to be the best at what we do by ensuring maximum success for all of your e-marketing activities. Our 52 person design and development technology team delivers unparalleled quality and results. Our sole focus is resort marketing.

**Individual Customized Creative Approach & Solutions**

Every client has unique needs, opportunities and priorities, our e-Marketing plans are always custom built and based on in-depth research of your specific hotel.

**Cutting Edge Technology**

We use proprietary state of the art tools and applications that enable project efficiency, measurability and success of your e-marketing. We not only promise success, we document it in a 24/7 real-time secured private reporting platform that we create for every hotel client. Our clients never wonder about how hard their marketing dollars are working because they always know!

**Return On Investment**

The true measurement of our success is our proven ability to deliver reservation bookings. We grow booking results year over year, and we grow advance bookings, which result in higher occupancy levels and ADRs.

**Contact us at:** [www.HotelTrafficBuilders.com](http://www.HotelTrafficBuilders.com) or call us **954-421-6399**