

# HOTEL INTERNET MARKETING PACKAGES

Basic Internet Strategy	Advanced Internet Strategy	Custom Internet Strategy
<p><b>Perfect for the hotel with a limited budget looking to establish general visibility on search engines.</b></p> <p><b>Setup includes:</b></p> <ul style="list-style-type: none"> <li>- <b>Basic Website Package included</b></li> <li>- Keyword research and analysis</li> <li>- <b>Basic Optimization of Home Page and 2 Internal pages (up to 10 keywords)</b></li> <li>- Implementation of targeted, optimized META tags including titles, keywords and descriptions.</li> <li>- Search engine friendly site map development</li> </ul> <p><b>Monthly support includes:</b></p> <ul style="list-style-type: none"> <li>- Ongoing optimization, monitoring, tracking, and reporting</li> <li>- Phone/email support</li> </ul>	<p><b>Perfect for the hotel looking to establish instant visibility with paid advertising and pay-per-click marketing.</b></p> <p><b>Setup includes:</b></p> <ul style="list-style-type: none"> <li>- <b>Basic Website Package included</b></li> <li>- 1 Pay-per-click account setup* including account registration, <b>keyword listings and bids, focused ad copy creation, tracking URL and conversion counter setup</b></li> <li>- Website review and recommendations</li> <li>- <b>Paid Directory Submissions (\$500)</b></li> <li>- <b>Advanced Site Optimization Included (up to 15 keywords)</b></li> </ul> <p><b>Monthly support includes:</b></p> <ul style="list-style-type: none"> <li>- Campaign management</li> <li>- Campaign tracking and reporting</li> <li>- ROI analysis</li> <li>- Listings review/updates</li> <li>- Phone/email support</li> </ul>	<p><b>Perfect for the hotel looking to generate large volume of reservations online through strategic campaigns</b></p> <p><b>Setup includes:</b></p> <ul style="list-style-type: none"> <li>- <b>Advanced Website Package included</b></li> <li>- 2 Pay-per-click account setup* including account registration, <b>keyword listings and bids, focused ad copy creation, tracking URL and conversion counter setup</b></li> <li>- Website review and recommendations</li> <li>- <b>Paid Directory Submissions (\$800)</b></li> <li>- <b>Press Release Marketing</b></li> <li>- <b>Email Blast Application **</b></li> <li>- <b>Advanced Site Optimization Included (up to 25 keywords)</b></li> </ul> <p><b>Monthly support includes:</b></p> <ul style="list-style-type: none"> <li>- Campaign management</li> <li>- Campaign tracking and reporting</li> <li>- ROI analysis</li> <li>- Listings review/updates</li> <li>- Phone/email support</li> </ul>
<p><b>Price: \$2625 One-time</b></p>	<p><b>Price: \$4500 One-time</b></p>	<p><b>Price: \$9000 One-time</b></p>
<p><b>Marketing Support: Starting @ \$900/month</b></p>	<p><b>Marketing Support: Starting @ \$1800/month</b></p>	<p><b>Marketing Support: CUSTOM</b></p>

\*PPC Advertising with: Google | Yahoo | MSN Enhance | QuePasa | Business.com

\*\*Third Party fees may apply

## Add On Features

### Directory Submissions

Yahoo Express

\$360/year

Business.com

\$240/year

### Landing Sites

\$500+

Content Writing Services

\$65/hr

**Contact our Sales Team!**

**(623) 572-7725**

**sales@gatesix.com**

## Notes

- Package details/prices are subject to change without notice. This is not a contractual agreement and your signed contract will supersede any information presented in this document.
- Additional design, development, and internet marketing services are available at the rate of \$60 - \$95/hour based on resource type.