hebsdigital

HEBS Digital Proposal

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Prepared For: Sherry Chaudhry
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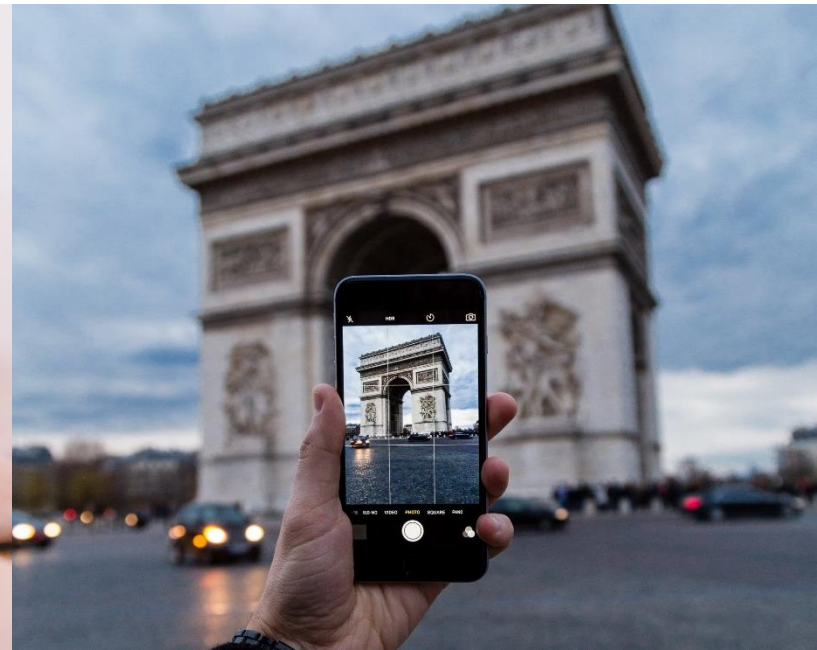
505 Live Oak Street
San Antonio, TX 78202

Our partnership **mission** with Alamo Riverwalk

To help you **acquire**, **engage and retain** your best guests throughout the travel planning journey.

The objective? To drastically increase **direct bookings and customer loyalty at lower acquisition costs.**



THE INDUSTRY'S 1ST
FULLY-INTEGRATED **GUEST ENGAGEMENT, ACQUISITION, RETENTION AND MARKETING PLATFORM**

hebsdigital nextguest TECHNOLOGIES serenataCRM

Focused exclusively on hospitality and the direct online channel

150+ employees, all technology and services in-house

Over 2,000 clients in 40+ countries

Global offices in New York, Las Vegas, Europe & Auckland

World Travel Awards Winner 2016 · 2017 Stevie Bronze Winner American Business Awards · Ecole Hoteliere Lausanne · Hermes Creative Awards 2017 Platinum Winner · hsmai Asia Pacific · IAC Internet Advertising Competition Best of Industry Winner 2017 · NYU · IMA Winner 2017

20+ years **experience** driving direct bookings

500 AWARDS	Major Industry Awards	Average Return-On-Investment	22x1 RETURN
1,500 PROPERTIES	Hotel, resort & casino clients worldwide	Average Direct Distribution Cost	4.5% COST
150 Experts	In-House hospitality industry focused experts	From Indirect to Direct Bookings	25% SHIFT

Google Premier

Our in-house team **has your back.**

ACCOUNT MGMT / **CONSULTING**	**WEBSITE** DEVELOPMENT	PAID SEARCH/ **SEM**	COPYWRITING & **SEO**
WEB **ANALYTICS**	**PROJECT** MANAGEMENT	DIGITAL **CREATIVE** SERVICES	DIGITAL **MEDIA** &STRATEGY
FRONT-END DEVELOPMENT	WEB APPLICATIONS/ **PROGRAMMING**	**CRM** IMPLEMENTATION & CONSULTING	SALES & **MARKETING**

We also have valued **Integration Business Partners**.

PMS

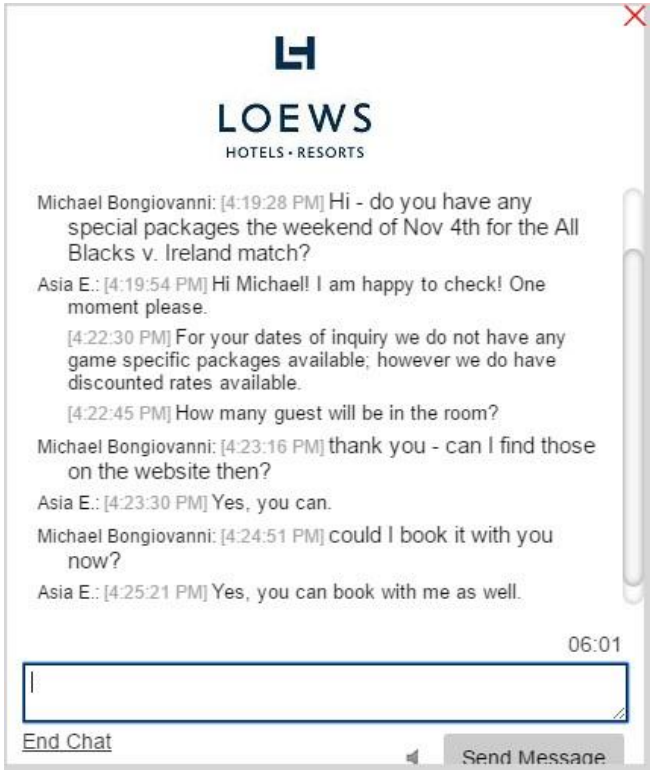
CRS

ORM

MARKETING

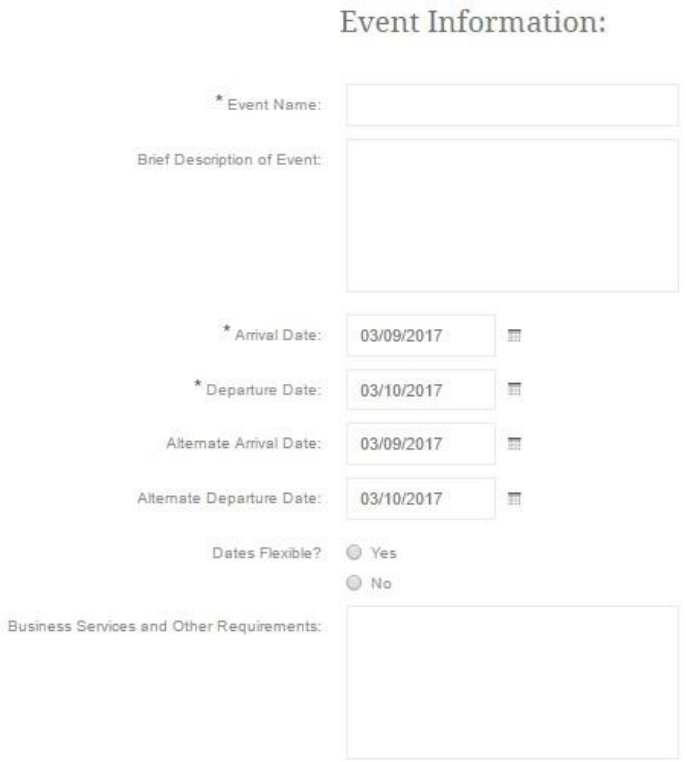
Integration with 3rd Party Systems

Live Chat



UGC/Reviews

Forms

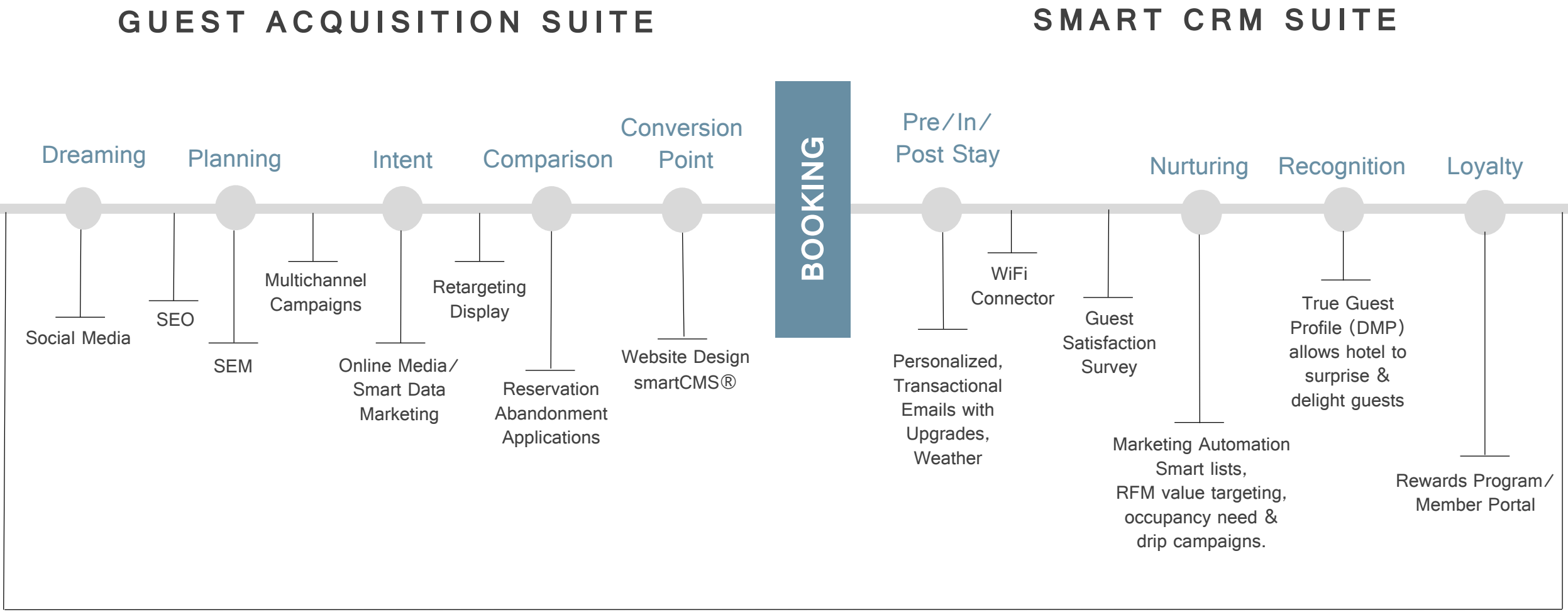


Weather Widget

Rate Comparison

TRIPTEASE

We will be there for **every** step of **Alamo Riverwalk guest** lifecycle.



THE CUSTOMER JOURNEY COMES **FULL** CIRCLE

Alamo Riverwalk Website Redesign

The Beauty: Website Design & Best Practices

RIGHT MIX OF BEAUTY + SCIENCE

Inspirational and impactful, prominent Unique Selling Proposition (USP) sparks users to complete bookings with visually pleasing content while CMS uses data-drive science to drive conversions.

FULL-SCREEN FORMS

Immersive, visually appealing and fully-responsive booking and RFP experiences are imperative.

DESTINATION CONTENT

Information about hotel destination, making it effortless for potential guests to plan their trip.

MOBILE-FIRST

Reach the customer at every touchpoint with cohesive brand presence and content.

STREAMLINED & VISUAL NAVIGATION

Use of hamburger navigation and visual cards in sub-navigation plays a strong role in creating a user experience across devices.

VISUAL CONTENT CARDS

A way for hotels to tell their story and make the guest experience come to life with a series of lifestyle images.

Good

What's included:

- 2 mock ups from design library of full-responsive website designs for 2018
- Page design with client's logo, color scheme, photography
- 2 ROR (round of revision)
- Up to 20 pages of professional on-page SEO and copy enhancements (including technical SEO)

- Modules included:
  - Special Offers CMS Module
  - Calendar of Events CMS Module
  - Q2 Promotion: Must Sign by 6/20/2018
    - Smart Personalization ~~($3995)~~

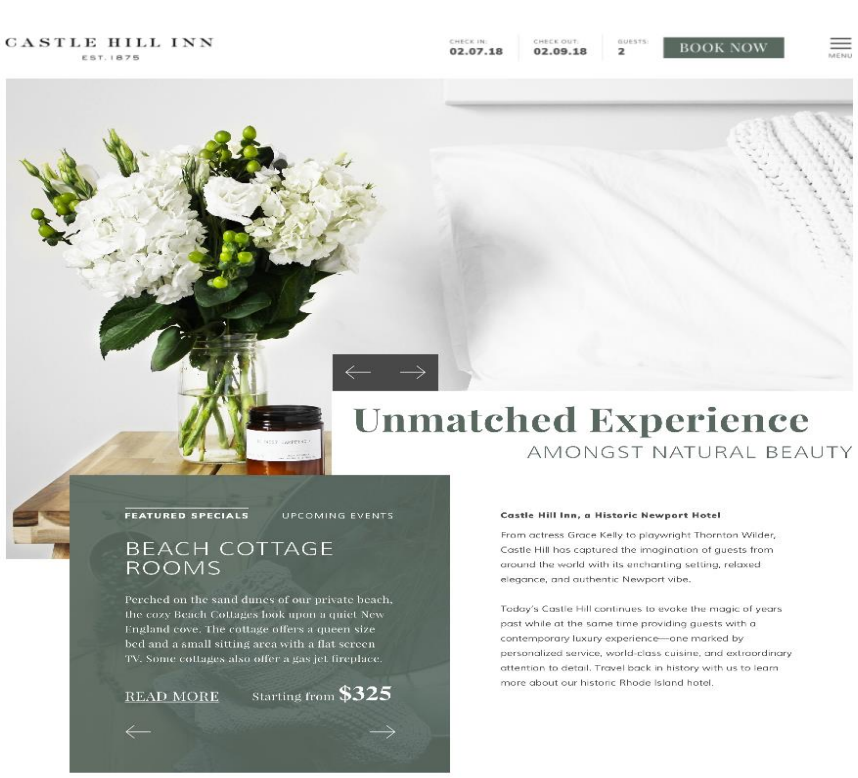
$20,895 + hosting

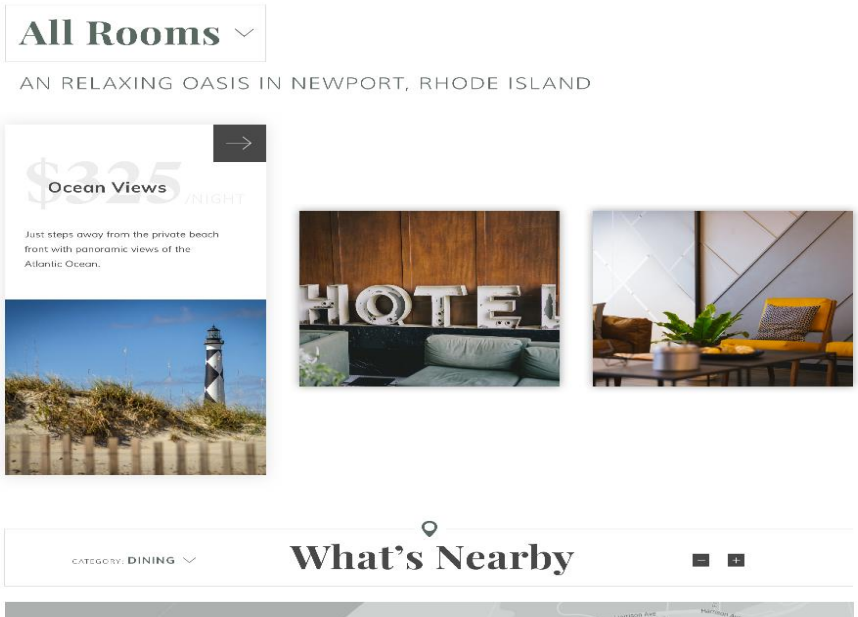
24 months payment plan $1,044.00

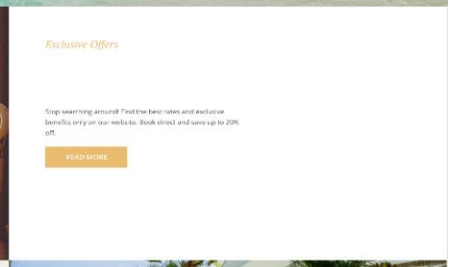
36 months payment plan $754.59

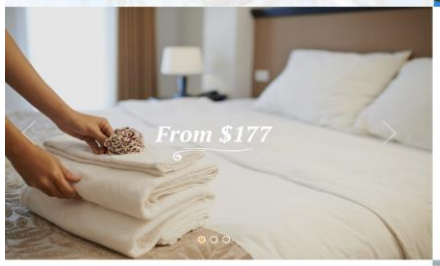
Click Here Option 1

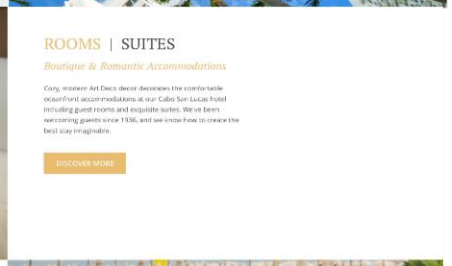
Click Here Option 2



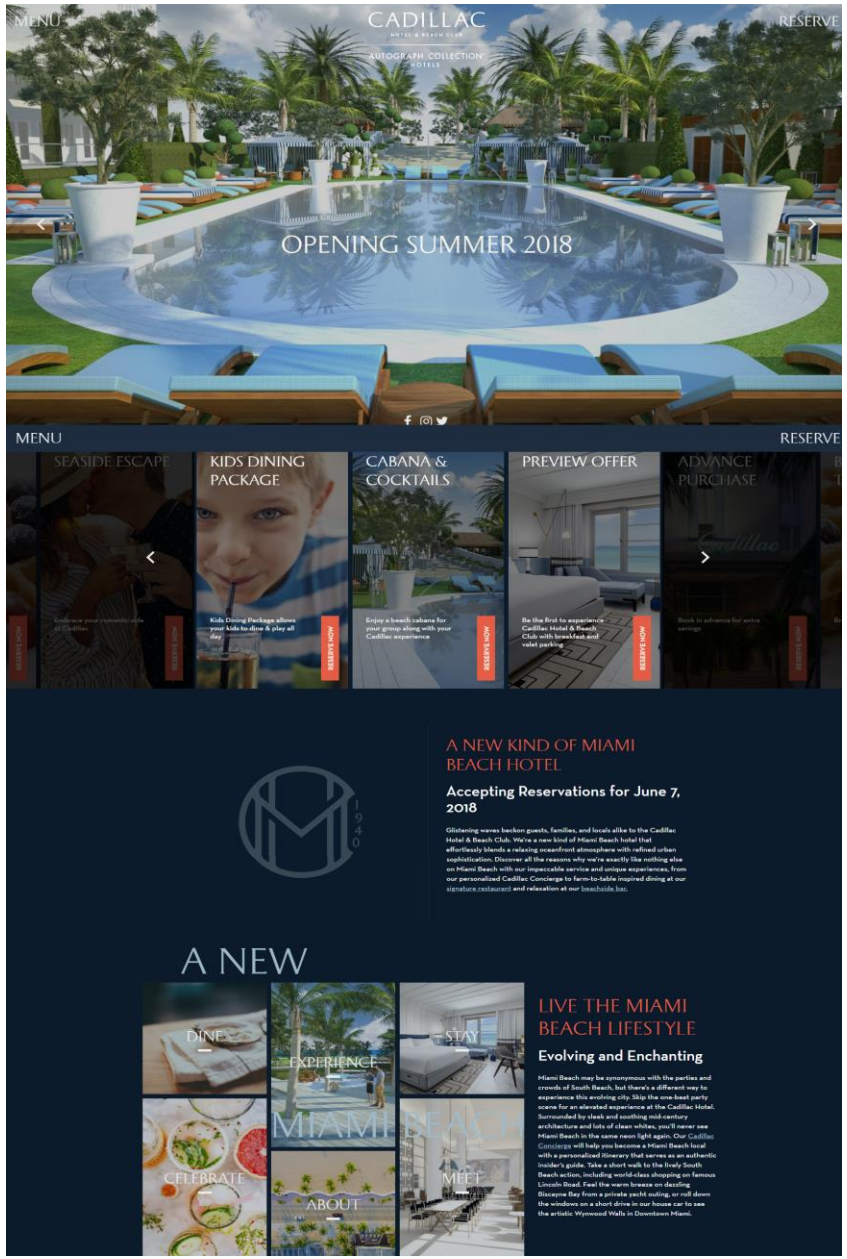








Better



What's included:

- Custom full-responsive website design
- 2 custom design mock up based on
  - Creative Brief
  - Discovery Call
- 2 custom pages based on approved design mockup
- Up to 10 hours for revision
- Up to 30 professional on-page SEO and Copy Enhancement (includes technical SEO)

- Modules Include:
  - Rooms Showcase
  - Calendar of Events
  - Special Offers
  - Q2 Promotion: Must Sign by 6/20/2018
    - Smart Personalization ~~($3995)~~

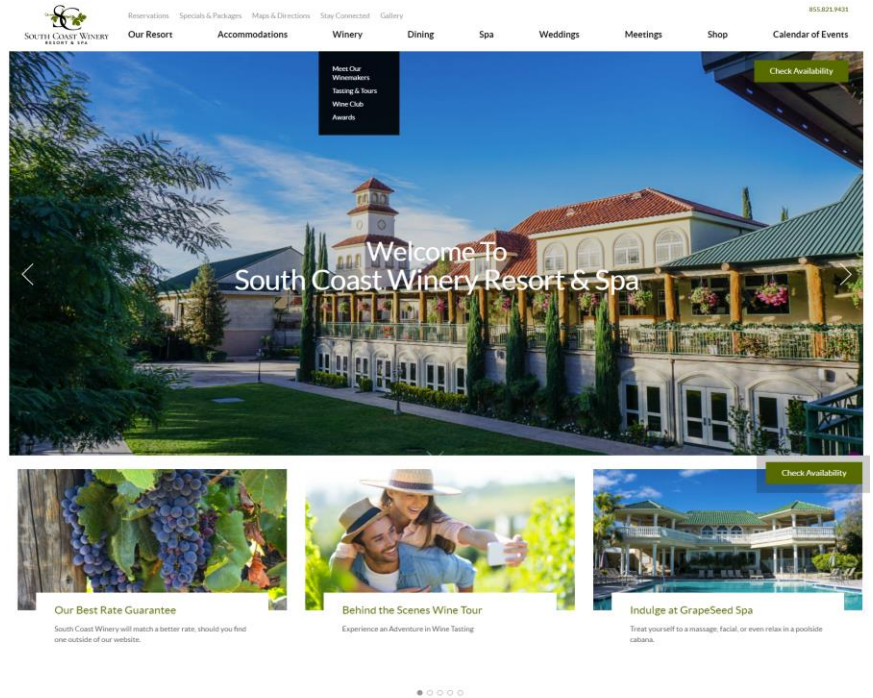
$30,145 + hosting

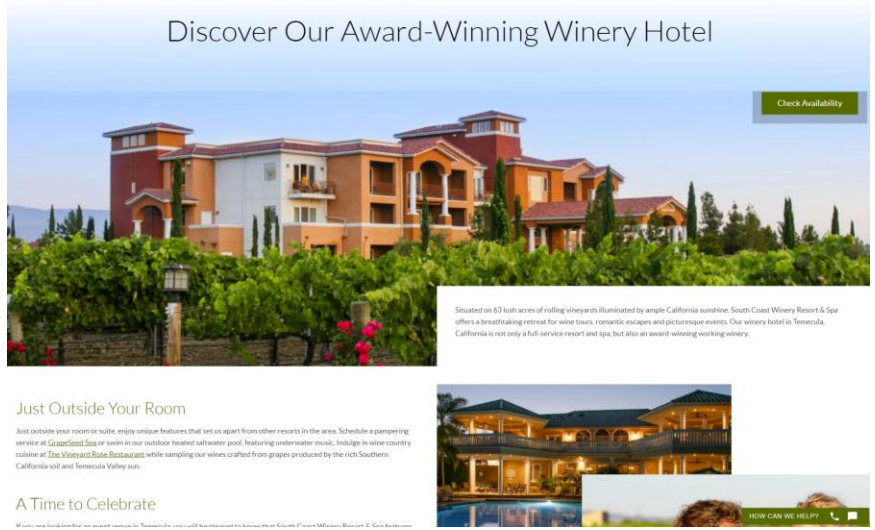
24 months payment plan $1,507.25

36 months payment plan $1,088.57

[Click Here Link to The Cadillac Hotel]

[Click Here Link to South Coast Winery]

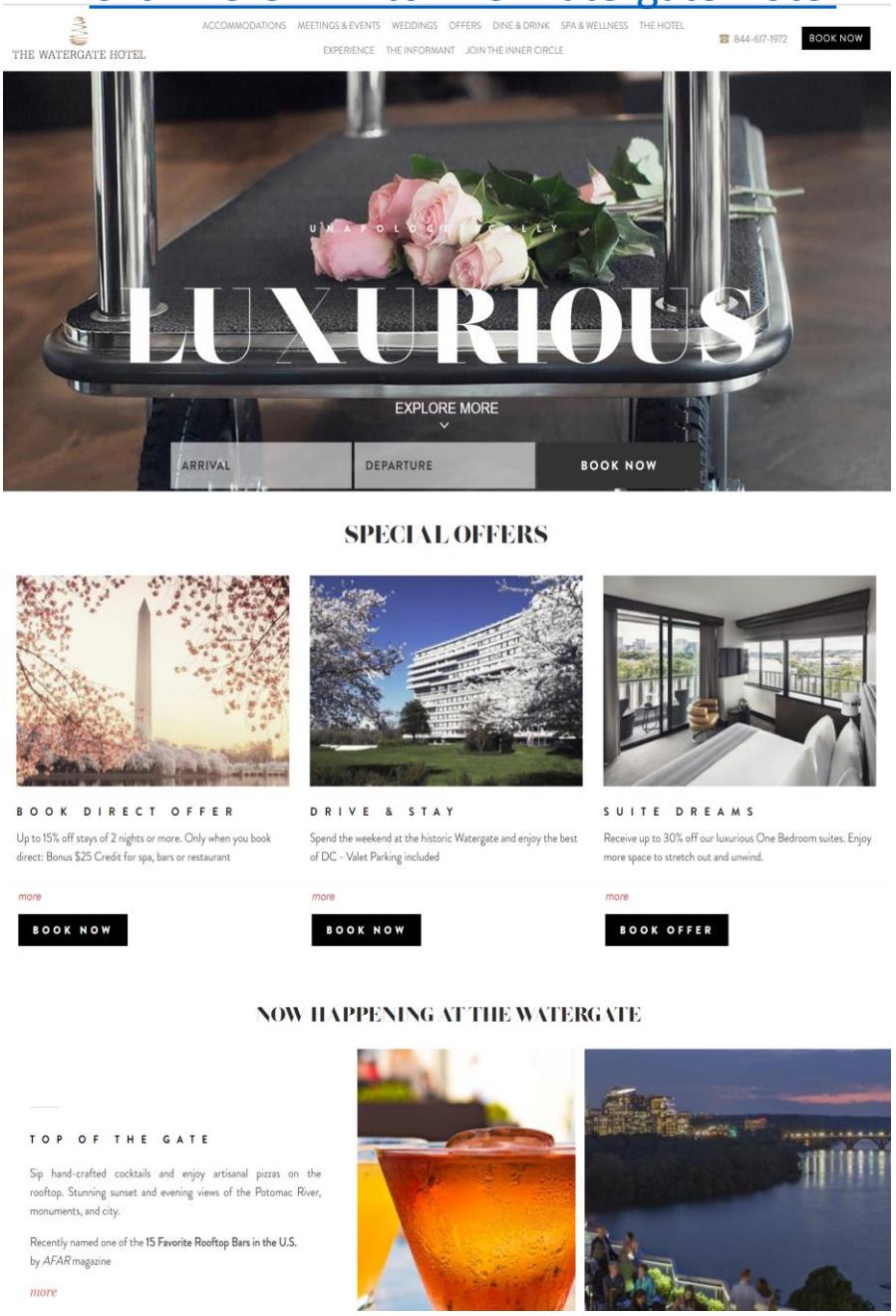




[Click Here Link to The Watergate Hotel]

Best

[Click Here Link to Bisha Hotel]



What's included:

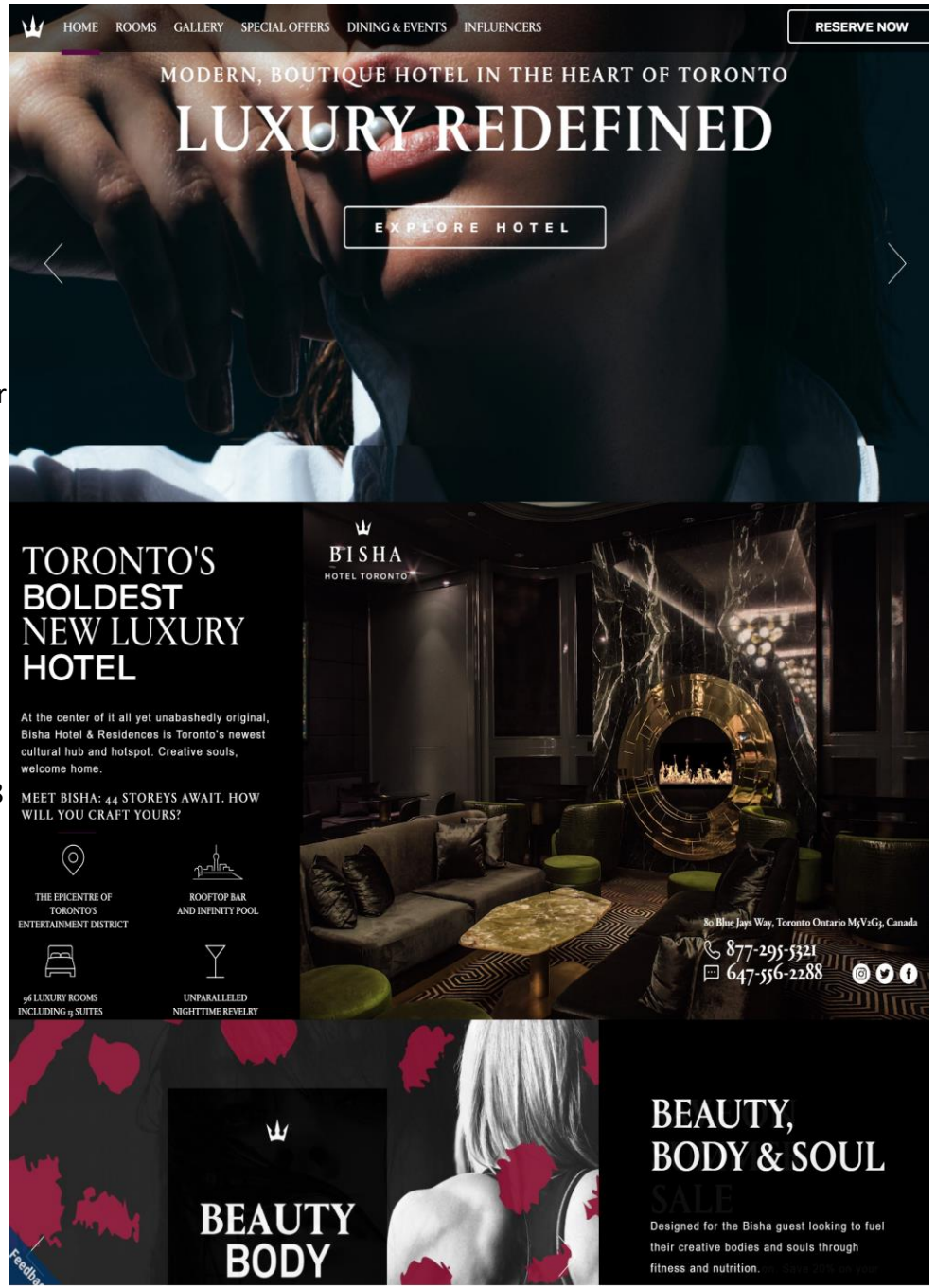
- Custom full-responsive website design
- 2 Custom design mockups
  - Based on Creative Brief
  - Discovery Call
- 4 Custom page design
- 5 Specialty page design with Client's logo, color scheme, photography, etc.
- 20 hrs. ROR (Round of Revision) Professional Technical SEO
- 40 Professional on-page SEO and copy enhancement (includes technical SEO)

- Modules Included:
  - Rooms Showcase
  - Points of Interest
  - Press Room
  - Q2 Promotion: Must Sign by 6/20/2018
    - Smart Personalization ~~($3995)~~

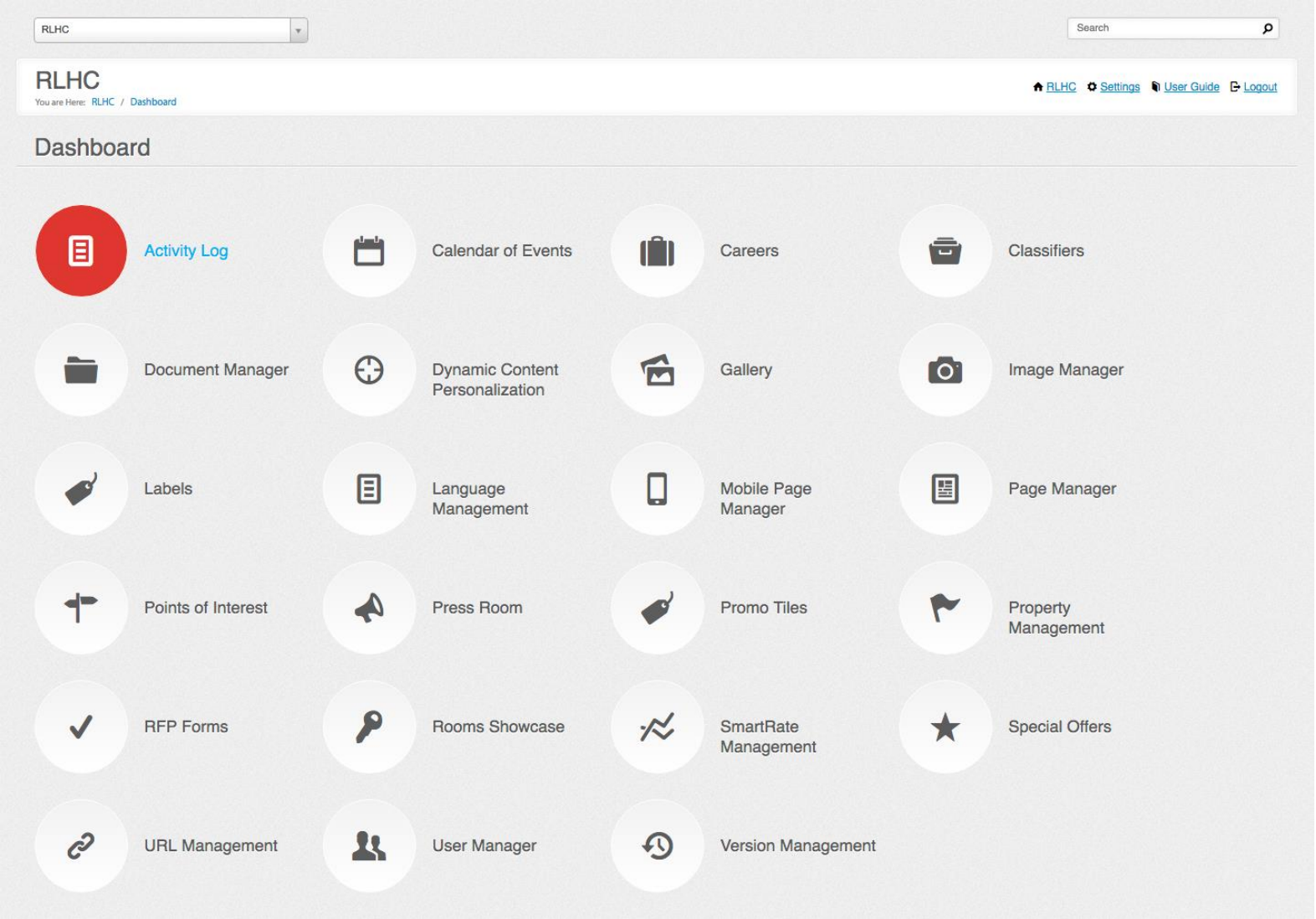
$39,295 + hosting

24 months payment plan $1,964.75

36 months payment plan $1,418.99



The Science: The smartCMS®



- **Ease-of-Use + Intuitive** capabilities built specifically for the hospitality industry.
- **Complete Merchandising Platform** allows you to "sell on value."
- **Sustainable Hospitality Website Technology –** releasing system updates and enhancements every 6 weeks.
- **SEO Optimization** – continuously innovating the smartCMS® for SEO so that hospitality partners continue to have websites that rank in the search engine results pages.
- **Watch the Video –** smartCMS: The Award-Winning Website Technology Platform.

THE AMERICAN BUSINESS AWARDS

WINNER OF THE STEVIE AWARD 5 YEARS IN A ROW

Alamo Riverwalk Website **Revenue Generating Modules**

MERCHANDISING MODULES

SPECIAL OFFERS
Unlimited amount of special offers and packages pages

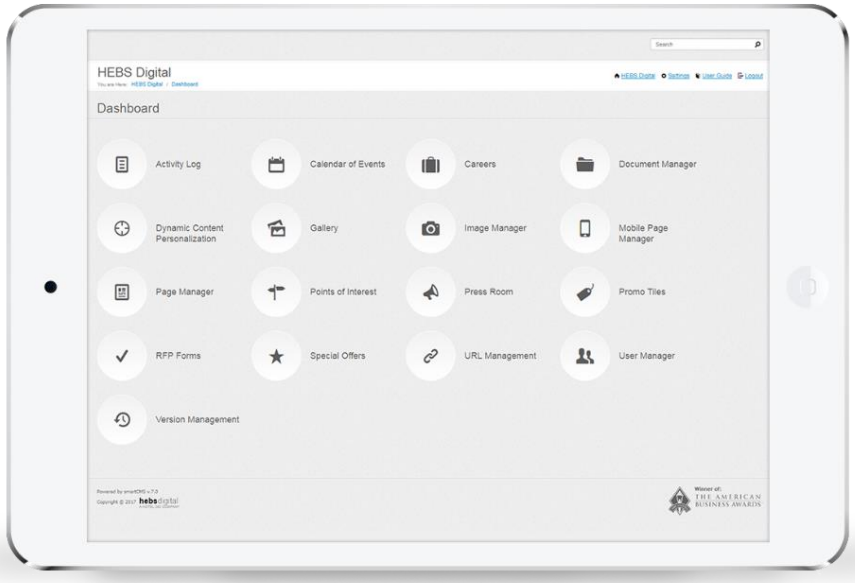
WEB PAGE
Unlimited amount of web pages in a highly visual display

PROMO TILES
Promotional banners and messages on web pages

MODULES BUILT TO DRIVE BOOKINGS

SMART PERSONALIZATION
Target with personalized promos, special offers and content based on location, demographics, loyalty program affiliation, booking history, and more.

EVENTS CALENDAR
Highlight destination events and easily update calendar entries.



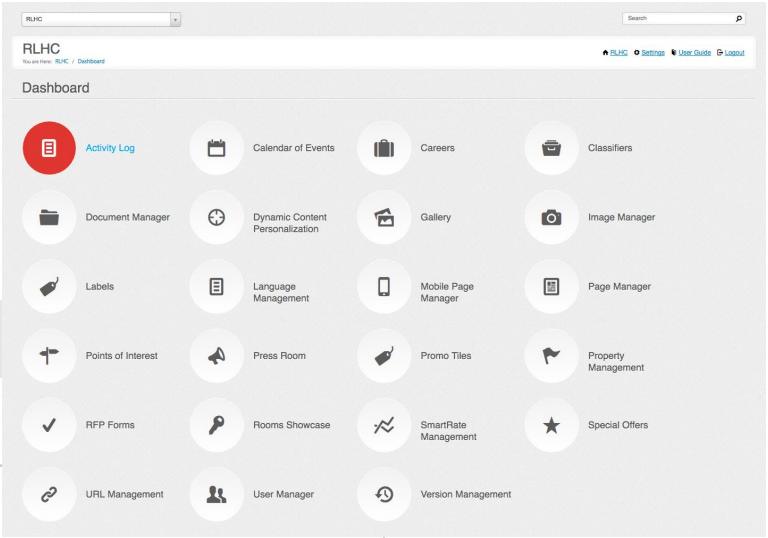
MODULES THAT INCREASE ENGAGEMENT

POINTS OF INTEREST
An interactive app on the website showcasing what's nearby based on different categories.

RFP MANAGER
Assign RFPs a status, add notes, choose email recipients, and add 'thank you' pages.

smartCMS® Modules

CONTENT CONTROL



Update All Textual, Visual, Promotional Content, No Knowledge of HTML Required		
Page Manager	Create and publish unlimited new pages, update main images, marketing messages, copy, meta data. Can schedule automated publishing and un-publishing of landing pages.	INCLUDED
Image/Gallery Managers	Store and organize photos/videos on the website into categories for the visual gallery/galleries. Includes photo editing features such as cropping tools and image upload requirements for quality assurance.	INCLUDED
Document Manager	Upload and store all PDFs such as menus and floor plans.	INCLUDED
Press Room	Manage press releases on a dedicated, specially designed webpage.	INCLUDED
Calendar of Events	Highlight property and local events, positioning the property as the hero of the destination.	INCLUDED
Interactive What's Nearby Map	Showcase your property as central to local attractions with an interactive map.	INCLUDED IN BETTER & BEST OPTION
Multi-Language Module	Create full website versions in unlimited foreign languages.	$1,500 (PER LANGUAGE, DOES NOT INCLUDE TRANSLATIONS)
Google AMP Enabler Module	Increase content download speeds on mobile devices and enable an unlimited amount of content and promotional pages to advertise hotel amenities and services which will appear in the Google AMP Teaser Section on the mobile SERPs	$2,500/setup

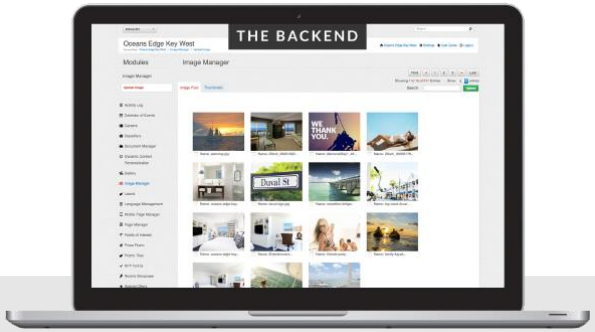
smartCMS® Modules

COMPLETE MERCHANDISING PLATFORM

Turn lookers into bookers by highlighting promotional offers and packages		
Smart Personalization Engine	Target website visitors with personalized promotions, special offers and content based on any of the following: • Feeder Market/Geo Targeting: serve targeted promotions to visitors based on their location (Specific Region and City), (Worldwide, 1,000+), Zip code targeting (US only) • Repeat Visitors Targeting: serve targeted promotions to visitors who have previously visited the site • New Visitors Targeting: serve targeted promotions to visitors who are new to the site • Site Stickiness Targeting: serve targeted promotions to visitors who have browsed through at least 5 pages or spend more than a minute on site • Target Would-Be Bookers: Visitors who initiated a booking but have not converted • Target Would-Be Group Planners: Someone who started an RFP • Someone who has visited Meetings page at least 2 times within the current session • Targeting by household income (US only) • Targeting by gender (Facebook Integration Needed) • Paid search traffic, repeat visitor • Social media and Referrer traffic • Device Type (Tablet, Desktop, Mobile) • Visitors that landed on specific landing page • Mobile Visitors that have abandoned cart • Loyalty/Reward Members: target with member-only rates, promotions, content, visuals (Loyalty Program in place needed) • Non-Loyalty/Reward Members: target with messaging to become loyalty members	INCLUDED AS VALUE ADDED BASED ON CONTRACT SIGNING BEFORE 6/30/2018
Reservation Abandonment Application Suite	Recover abandoned bookings with Email Retargeting and Lightbox Display Banners.	$1,500 SET UP + $595/MONTH
Special Offers Module	Unlimited publishing of special offers and packages landing pages, includes ability to automate scheduling of go-live and expiration dates.	INCLUDED
Marketing Messages & Promo Tiles	Manage promotional banners and messages on any website page, and assign a different share of voice to each. Includes automated scheduling for publish and unpublish dates.	INCLUDED

smartCMS® Modules

DRIVE BOOKINGS



Update All Textual, Visual, Promotional Content, No Knowledge of HTML Required		
Smart Rate Module	Smart Rates dynamically pulls the nightly rate for the closest available, today or tomorrow, or weekend rate of a particular room type. This allows users to see the rate in real time. Smart Rates can aid in moving users through the purchase conversion funnel.	$750/onetime setup, $100/mo
Downloadable File	Users can download PDF files	INCLUDED
Smart Booking Widget	The Smart Booking Widget can pre-populate stay dates from the a previous website visit or the hotel can determine which dates to show based on need periods.	$750 onetime setup
RFP Forms	Assign each RFP a status, add notes, choose email recipients, and add 'thank you' pages.	INCLUDED
Room Showcase	Present your rooms product at its best and feature rooms and suites by category in a highly visual and detailed display.	INCLUDED
Group Showcase	Create unlimited private group landing pages for corporate, wedding and SMERF groups tied to a group block code with stay date restrictions and auto un-publish feature.	$4,500/onetime setup
User Management	Create log-ins with various levels of access to specific sections of the website.	INCLUDED
Technical SEO	Create Unlimited Content Pages, Lightning Page Downloads Speeds, Title Tags, Meta Descriptions and Keywords, Automated XML Sitemap, Canonical Tags, Automated Schema Markup and Google AMP	INCLUDED
URL Mgmt.	Create redirects for any page of the website.	INCLUDED
Version Mgmt. & Activity Log	Save old versions of website updates to revert to when needed. Track updates for any page and on any level.	INCLUDED

Details on some of what’s included

smartCMS® Revenue Generating Functionalities

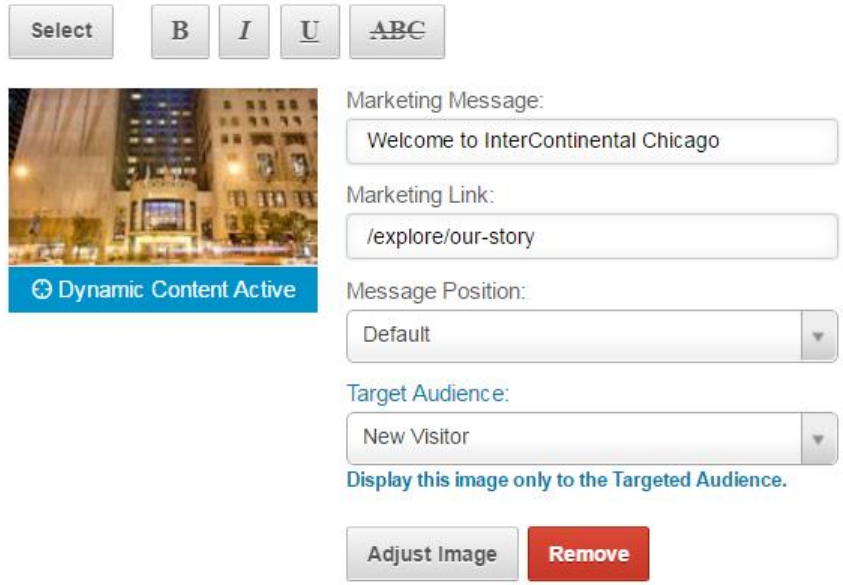
Smart Personalization Engine (Included as added value ~~$6,500~~)

Target website visitors with personalized promotions, special offers and content based on any of the following and more:

- Feeder Market/Geo Targeting: Serve targeted promotions based on location
  - *For Example: Website visitors in Primary Markets such as LA could see on homepage or in promo tiles, landing pages, etc.*
    - *"LA Special Deal, Save up to 50% off, Book Now"*
- Repeat Visitor Targeting
- Group Planners Targeting
- Target by gender (Facebook Integration Needed)
- Social media and Referrer traffic
- And more

Website Home Page

Website Personalization Engine Backend

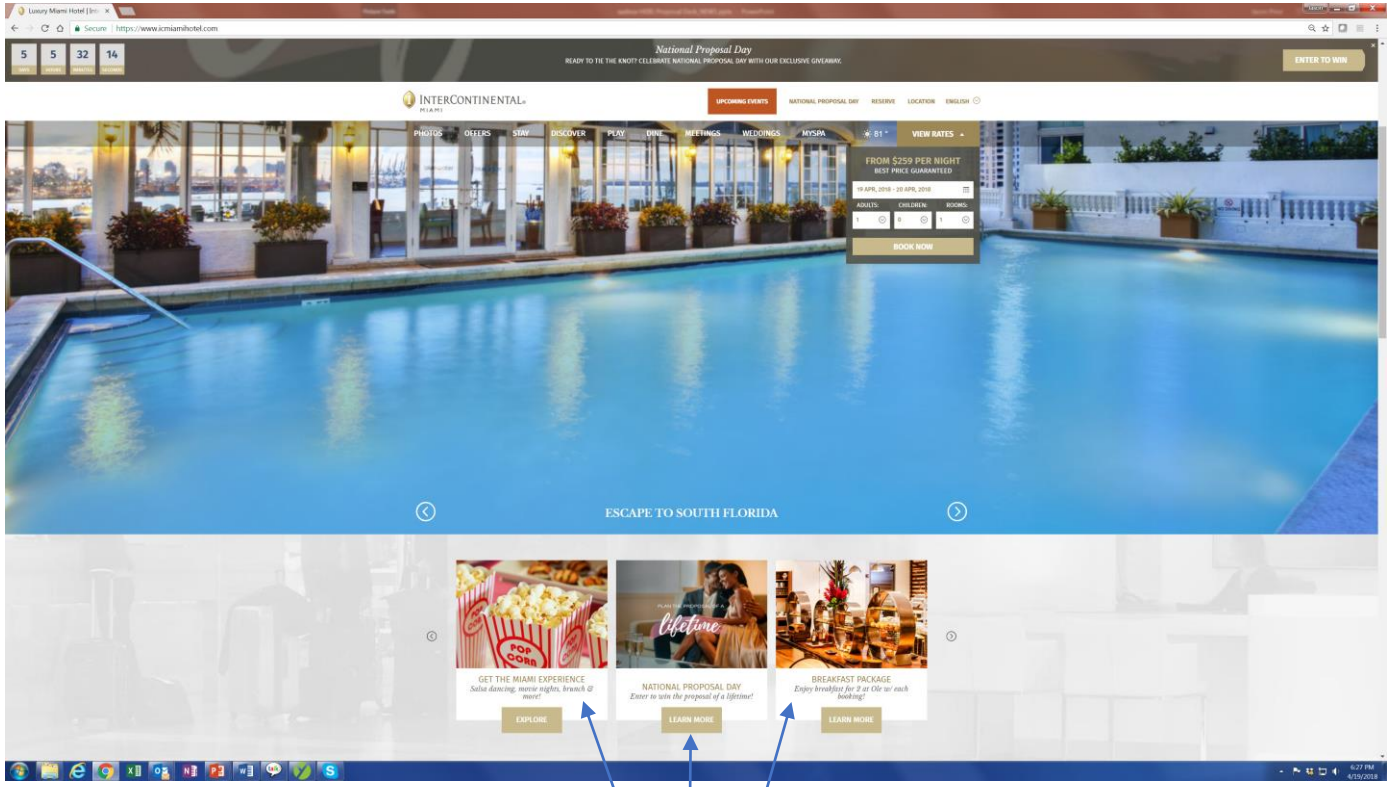


Special Offers Module *(Included)*

Complete merchandising capabilities to create promotional offers on demand:

- Full control over imagery
- Full control over copy
- Include rate code and display special rate
- Customer segment specific targeting
- Tie promotions to calendared dates and events
- Leads to dedicated landing page of the offer

Turn your website into a merchandising machine



Featured Offers on the home page

Social Media Integration

HEBS Digital designs websites with strong calls to action for user-generated content integration and social media engagement. For an example, Lucerne Hotel in NYC. Features a social media feed from Instagram, Facebook, & Twitter as well as icons to inspire people to connect with the brand on social media.

The smartCMS® also offers the ability to share special offers and promotions from the website onto social media platforms.

Available in standard or custom

Calendar of Events *(Included)*

The Interactive Calendar of Events provides hotels a way to inform potential visitors of upcoming events in the area, such as concerts, exhibitions or sporting events.

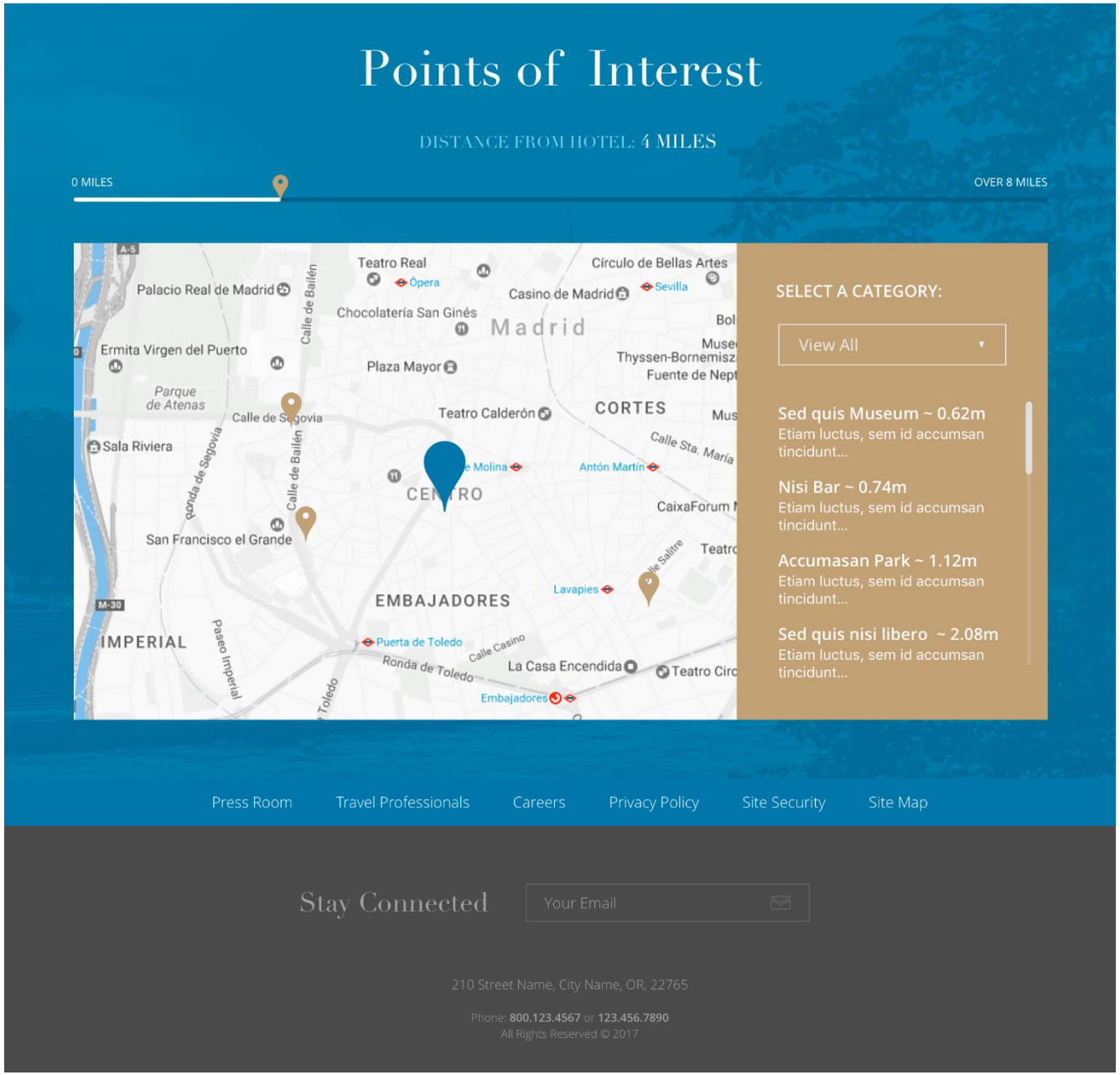
The Calendar of Events page helps destination-oriented travelers get the most out of their vacations. Once users have viewed the Calendar, they tend to return the site, and then either go on to view more information about the area or begin checking rates.

Available in standard or custom (shown)

Points of Interest – *(Included)*

- **Points of Interest:** has a drop down that allows the user to select different categories of interest. There's a scrolling mileage bar that enables the user to change the distance and see more or less of the map. A large blue map marker indicates the hotel's location, while the smaller tan map markers indicate points of interest. When you click on a point of interest, the address and phone number pop up.

- Footer: nice and simple. It contains a few navigation items, but most of the navigation is found in the hamburger menu. There's an email widget to stay connected and basic contact information.



Rooms Showcase – (*Included)*

- **Rooms module:** features one room with arrows to rotate through all of the rooms selections. The background is a subtle transparent image with a color overlay, so it's still easy to read the copy on top of it. Each room has a price and a button to learn more.
- Press Room: contains four small thumbnail images with links that allow to to read more or download the press release. The white background makes things feel clean and modern.

Available in standard or custom

Create an interactive and visual experience to showcase your meeting & event spaces.

Website accessibility **disability** compliance.

WEB CONTENT ACESSIBILITY GUIDELINES (WCAG) 2.0 INCLUDED

- Make it easier for users to see and hear content
- Make all functionality available from a keyboard
- Give users enough time to read and use content
- Provide text alternatives for non-text content
- Provide captions and other alternatives for multimedia
- Create content that can be presented in different ways, including by assistive technologies, without losing meaning
- Maximize compatibility with current and future user tools

Automated & Custom Schema Ready for Voice Search

Auto-Coded Modules

Calendar of Events

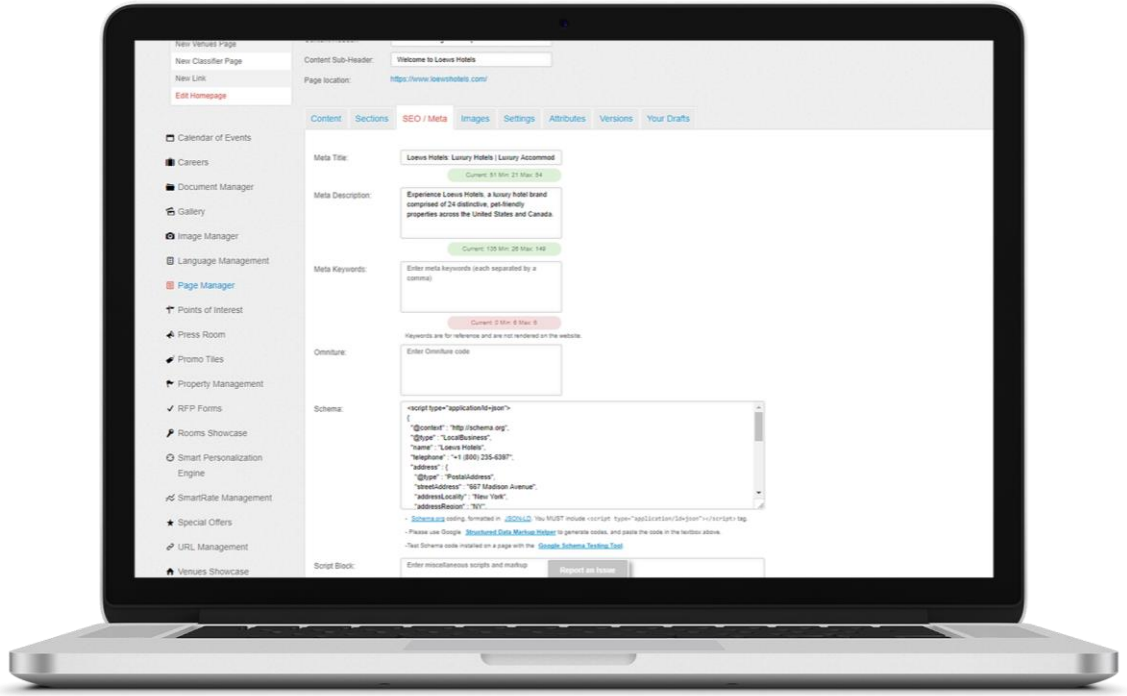
Home Pages

Special Offers

Rooms Showcase

Voice Search Optimized

Your entire website is coded in schema seamlessly throughout our CMS platform to ensure your website is present in voice search results on platforms like Siri, Alexa, Google Home, etc.



hebsdigital
A NEXTGUEST COMPANY

GDPR Compliancy

On May 25th 2018, a new framework for data protection laws - the General Data Protection Regulation (GDPR) - will come into effect. HEBS Digital is prepared to take the necessary steps to ensure that all brand websites are compliant with the GDPR.

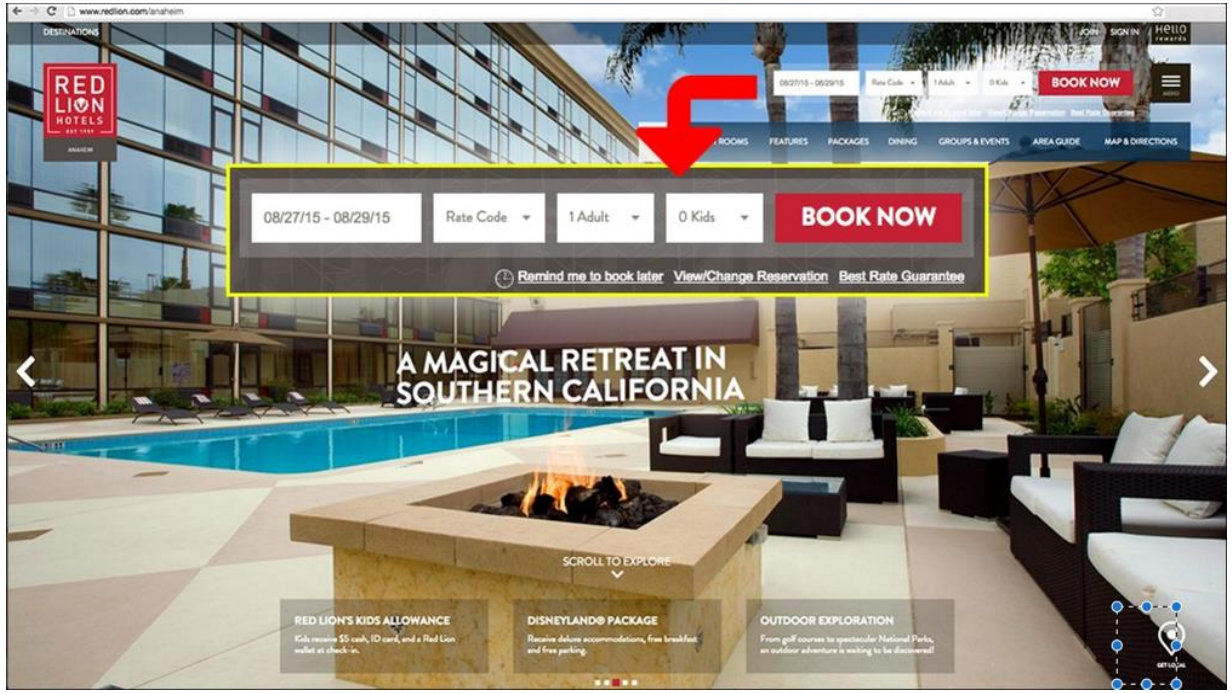
GDPR REQUIREMENT	OUR APPROACH
Consent Tracking Tools: When landing on a website, any user located in the EU will need to be served the option to opt-in to either fire advertising cookies, or opt-out to navigate through the website with the use of functional and required cookies only.	HEBS has vetted a number of service providers for Consent Tracking, and can provide pricing models. A client may also choose to work with a supplier of their choice, however they will need to provide details for HEBS Digital to scope out any development/integration work needed as soon as possible.
Right to be Forgotten: Users will need to be served an option for the Controller to delete their data completely from any records and confirm once they've done so.	We are working on developing dynamic tools to offer the 'right to be forgotten' for any services that involve data protection offered by HEBS Digital (i.e. RAAS). 'Right to be forgotten' for any 3rd party data collection tools will need to be managed by the client and the relevant suppliers.
Privacy Policy: The website will need to have a clear privacy policy explaining what measures the Controller – and the Processors it contracts – are taking to protect the user's data.	We will recommend any updates needed to the standard Privacy Policy statement on a website, however, the client should consult with their legal team as it relates to 3rd party vendors. RFPs will need to be updated to contain an affirmative action upon submission of the form, stating that the user understands the Hotel's Data Protection Policy. Mailing lists will need to have double opt-in enabled.

Add-On Optional Functionalities

Smart Booking Widget

Simplify the user experience

- Booking widget pre-populates based on property needs or the return visitor's previous selection criteria.
- Improves user experience by displaying information more relevant to them.
- Serves as a strategic merchandising functionality tool to drive business that directly meets your property's needs (seasonality, advanced purchase, length of stay, etc.).
- Through the smartCMS®, property can control Default Booking Window, Default Booking Length, and Default Number of Adults that displays on the website booking widget.



A 'smart' booking widget remembers the dates of stay and number of adults/kids previously input by the user.

Setup: $750 One time fee

Smart Rates/Live Rates (Optional)

With 75% of online travel consumers indicating **price as a primary purchase reason**, it's important for website visitors to be able to quickly and easily find this information. Smart Rate promotion tiles create a shortcut to the booking process by **displaying real-time rates** prominently on the hotel website's homepage.

Smart Rates dynamically pulls the nightly rate for the closest available, today or tomorrow, or weekend rate of a particular room type. This allows users to see the rate in real time. Smart Rates can aid in **moving users through the purchase conversion funnel**.

- Displaying real-time availability and rates decreases reservation abandonment
- Addresses business-needs by communicating either last-minute rates or the rates for dates you need to fill occupancy
- Presents the most relevant information

Setup: $750

Reservation Abandonment Application Suite- recommended

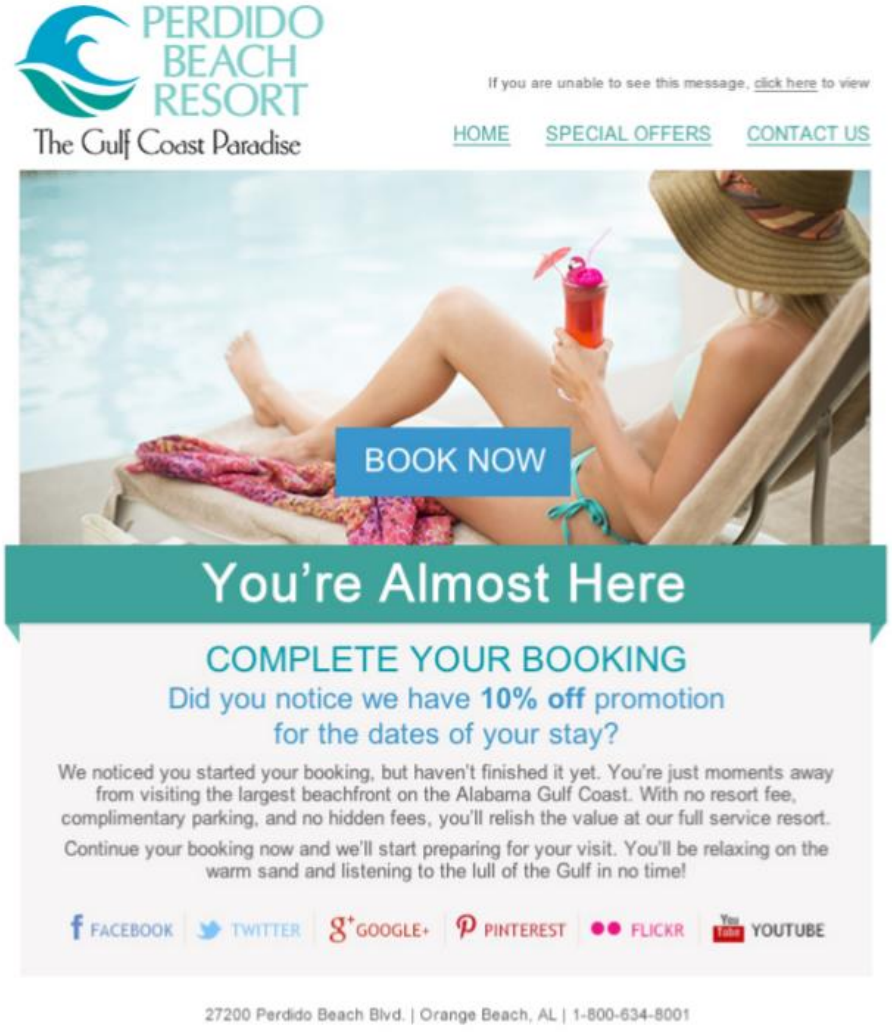
Get a **second chance.**

- Email and lightbox retarget and incentivize website visitors to initiate a booking
- Delivers customized marketing messages or one-to-one promotions
- Creates a “shortcut” to the booking process
- 98% of online traffic leaves a site without filling out a form or completing a purchase – get a second chance.

Setup: $950
$295/month

What’s Included:
• Reservation Abandonment Emailer: Client chooses emailer template from library.
• We customize for logo, photo and message. Up to 2 versions with different message, appearing in random order (A/B testing).

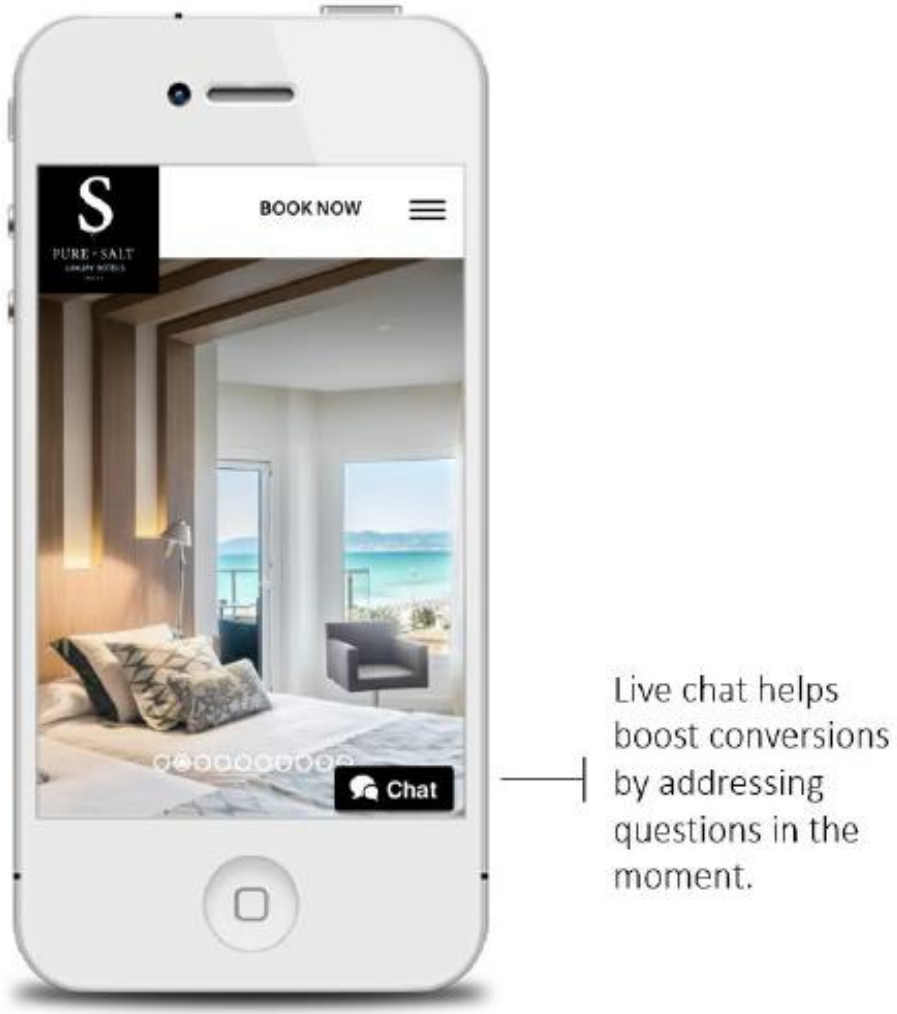
Reservation Abandonment Lightbox Displays: Client chooses 1 lightbox display template from library.
•We customize for logo, photo and message. Up to 4 versions with different message, appearing in random order (A/B testing)
•Unlimited Impressions
•Up to 500 reservation abandonment emailers, conversion tracking, monthly Reporting



Live Chat

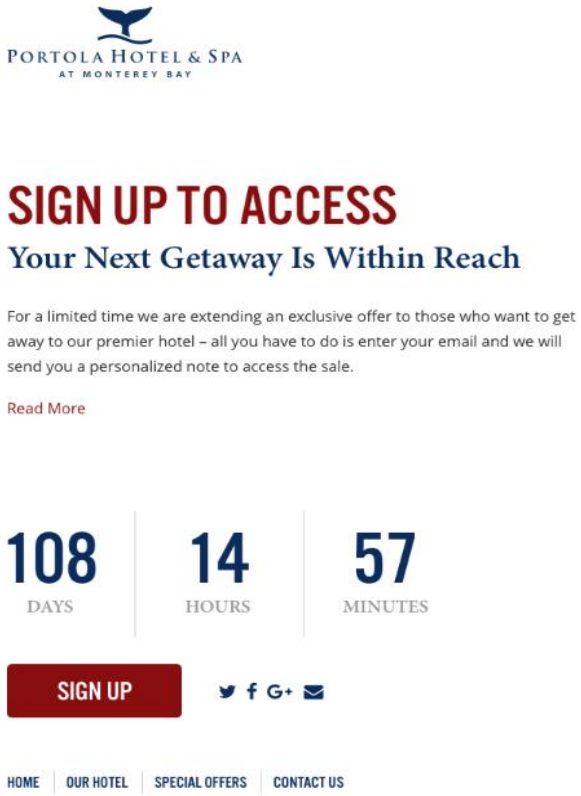
- Live Chat allows hotels to build and maintain relationships with customers by providing website visitors with the opportunity to chat with a representative in real time.
- Not only is the Live Chat functionality available on the website, it can be implemented on Facebook, Twitter, emailers, banners and the mobile site, making it a true multi-channel marketing tool.

Setup: $750
$70/month/2 seats



Limited-Time Offer (Optional)

A Limited-Time Offer is a great way to increase hotel awareness, build the email opt-in list, drive traffic to your website, and boost destination revenue during specific need periods. Designed to match the look and feel of the website, HEBS Digital's Limited-Time Offer microsite includes a countdown ticker, sign-up form, login capabilities for daily entries, email confirmation with booking link, and a "Forward to a Friend" functionality.

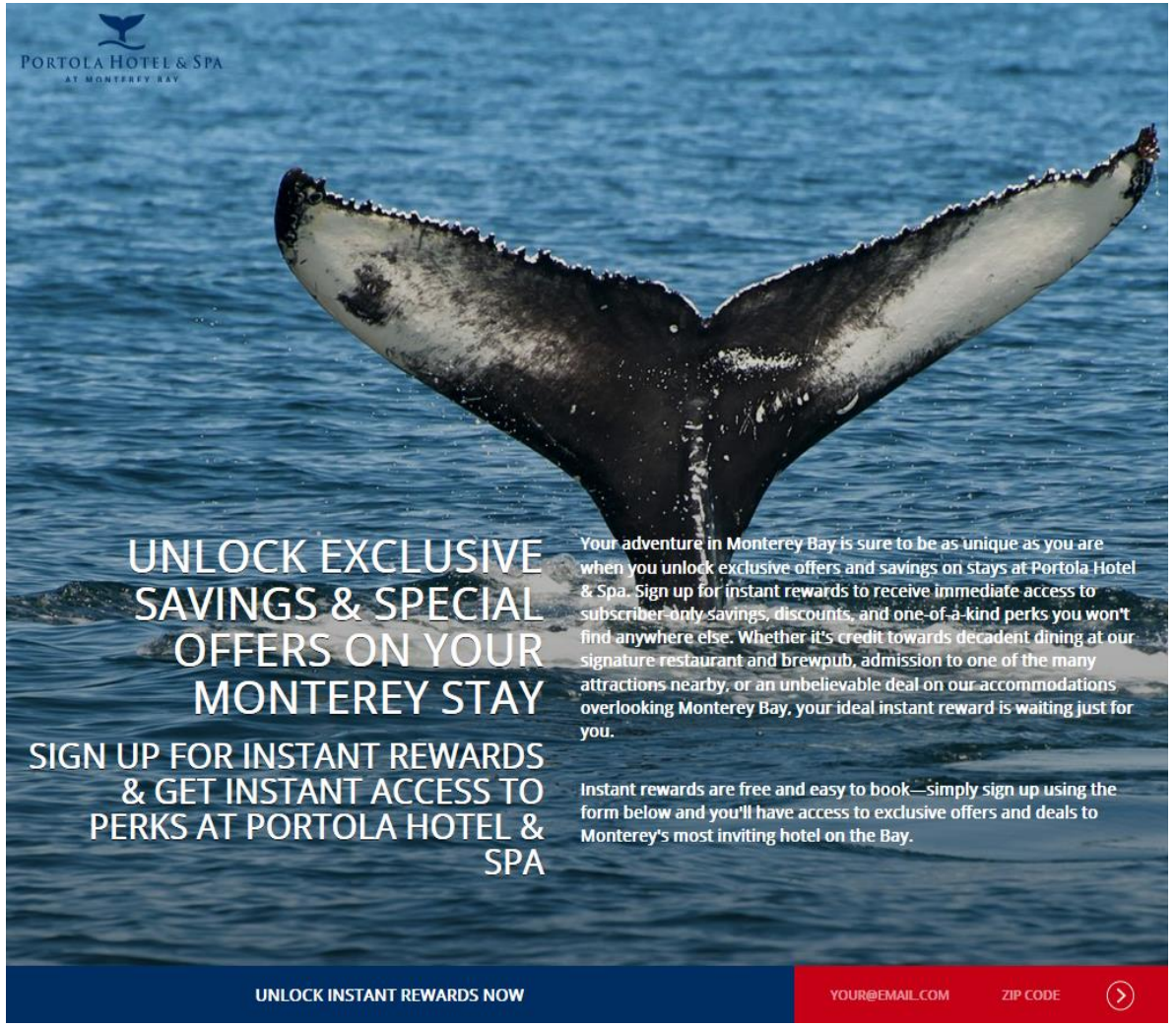


Examples

$4,500/onetime setup

Instant Rewards (optional)

Instant Rewards will help increase direct website referrals and members bookings and guarantee that the best available rates and offers will be found only on your hotel website. With Instant Rewards, website visitors unlock members exclusive rates and promotions in real time through a private page only accessible after the user enters their email.



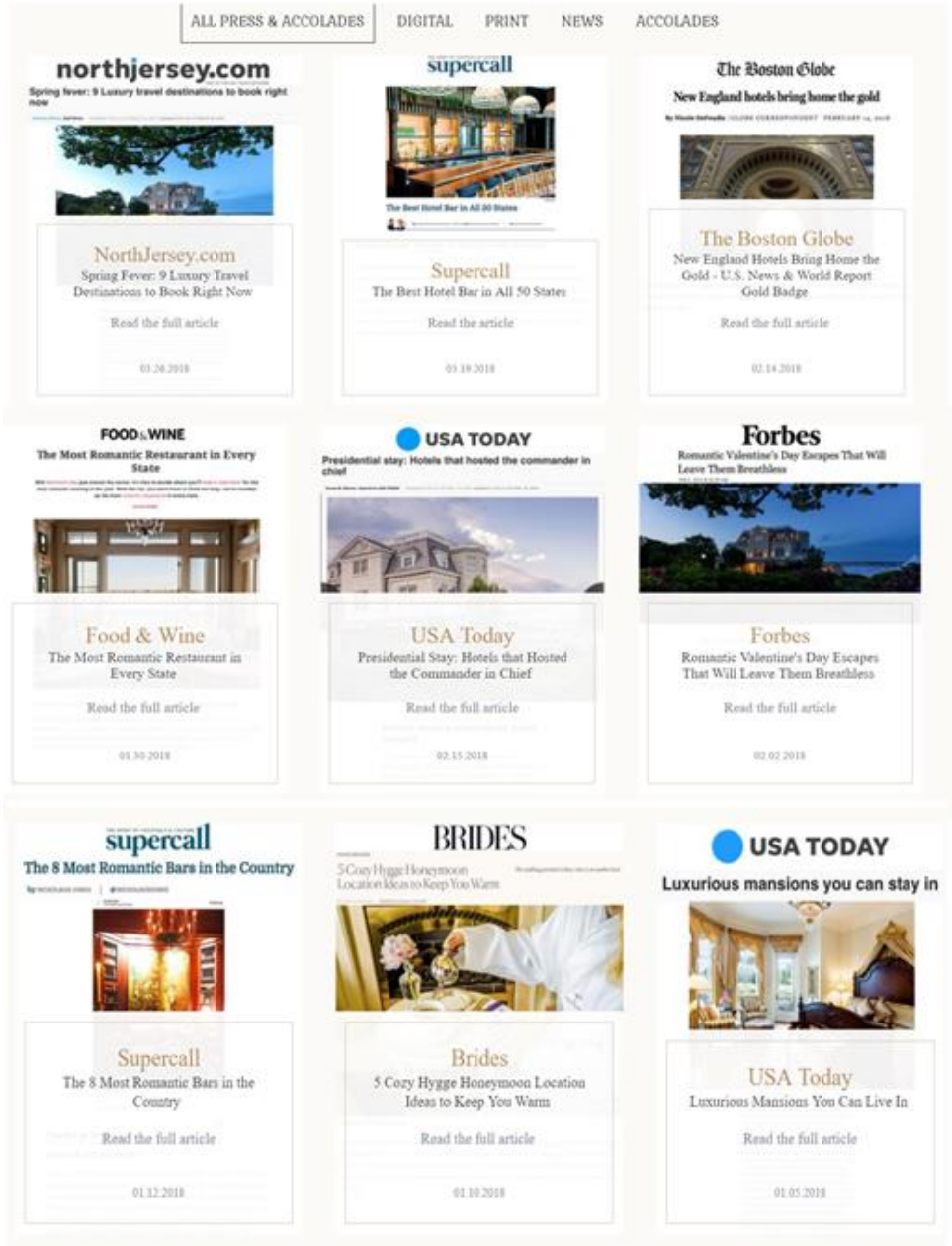
$1500/one time setup

Enhanced Press Room (Optional)

Feature accolades from press and media publications to communicate their exclusive guest experience. The smartCMS provides the functionality to easily update featured press coverage while the enhanced design creates a seamless user experience. Linking to high-valued press influences the website's overall Google Quality Score, enhancing both organic and paid search initiatives.

Press release summaries displayed with thumbnail images of publication automatically inserted above copy as a default.

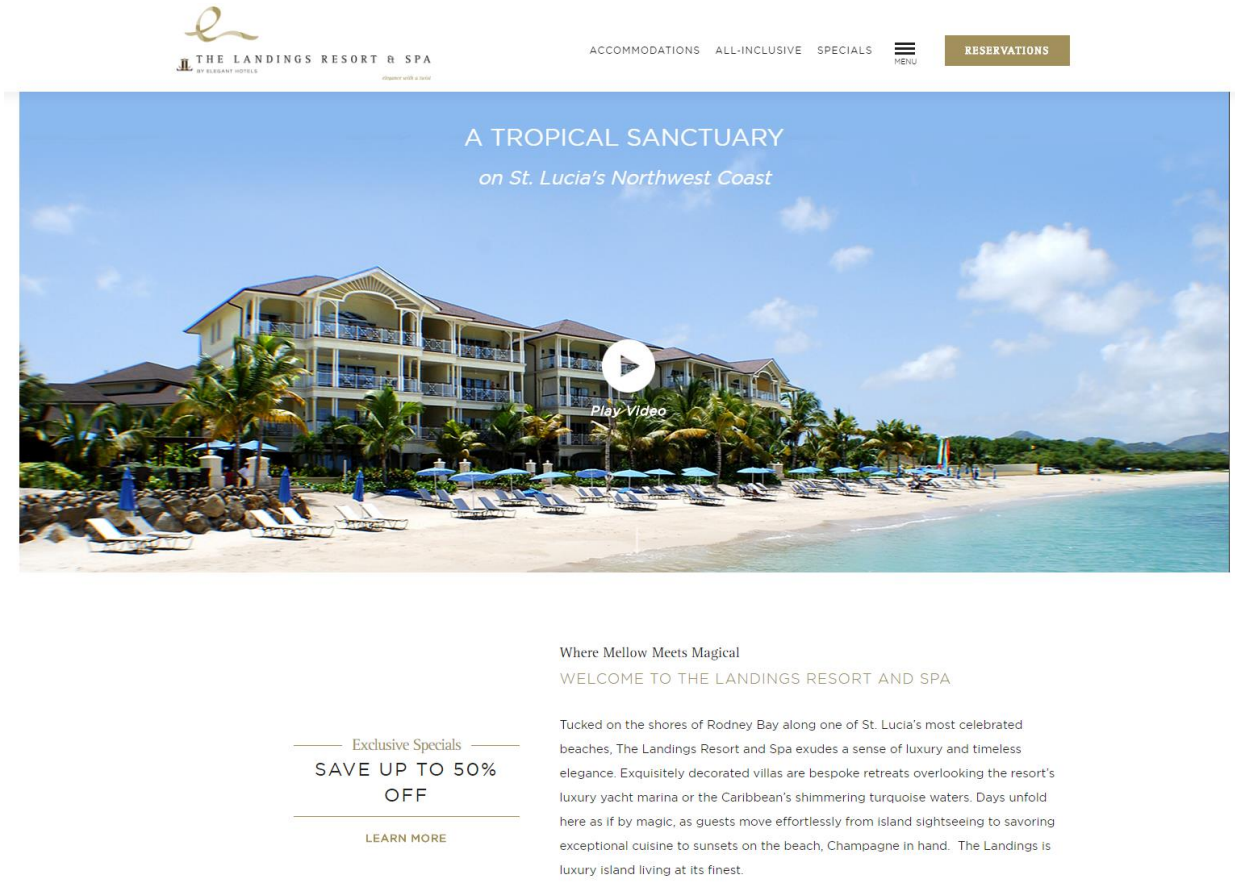
$975/One time setup



SEO/MAINTAINANCE

Strategy & Account Management Consulting

JUMPSTART WEBSITE SEO PACKAGE (Optional)



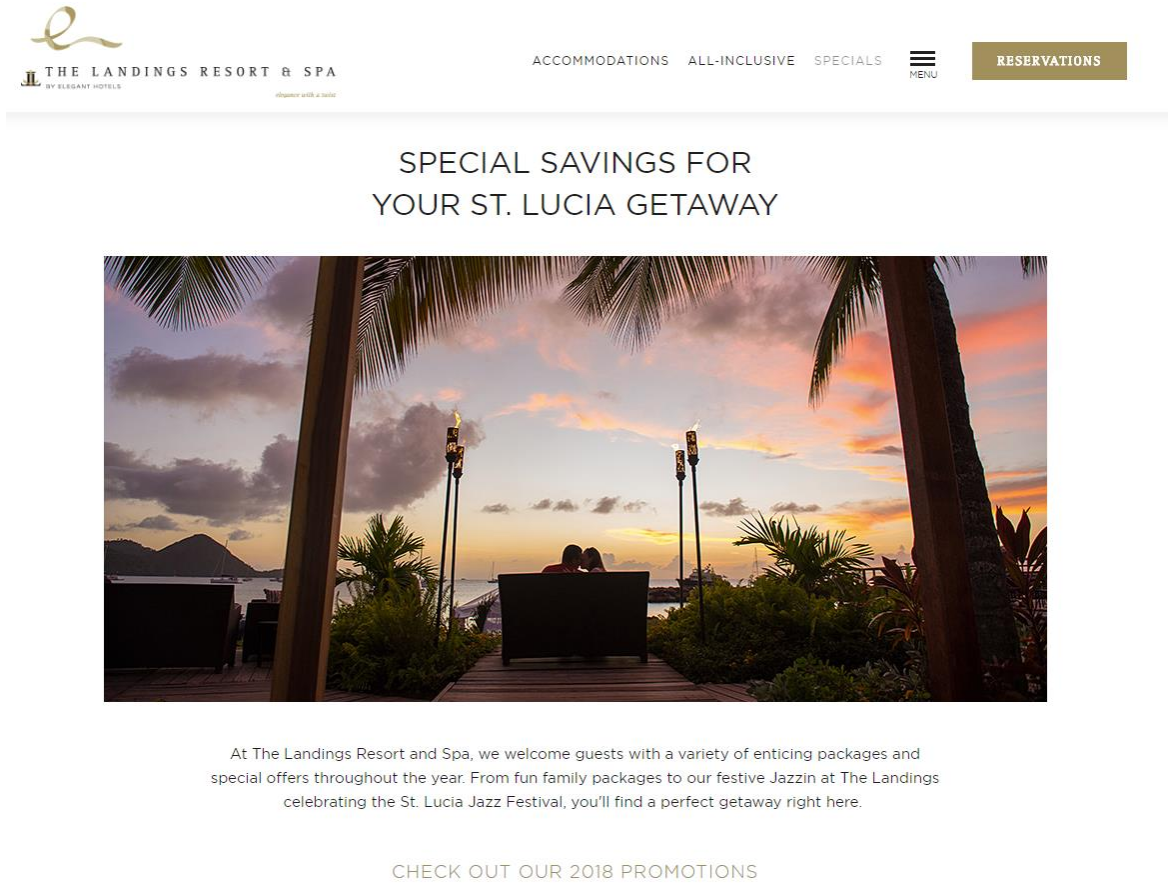
What's Included:

- Jumpstart SEO Package (up to 20 pages website copy): meta data, on-page SEO, H1 and H2 headers, summary paragraph for responsive design

One Time Fee: $1,700

ACQUIRE NEW GUESTS

ONGOING SEARCH ENGINE OPTIMIZATION | Maintain visibility & drive organic traffic



$695/month + $499/one time setup

WHY YOU NEED IT

- Proactive SEO and content marketing improves organic placement in the search engine results pages and increases bookings

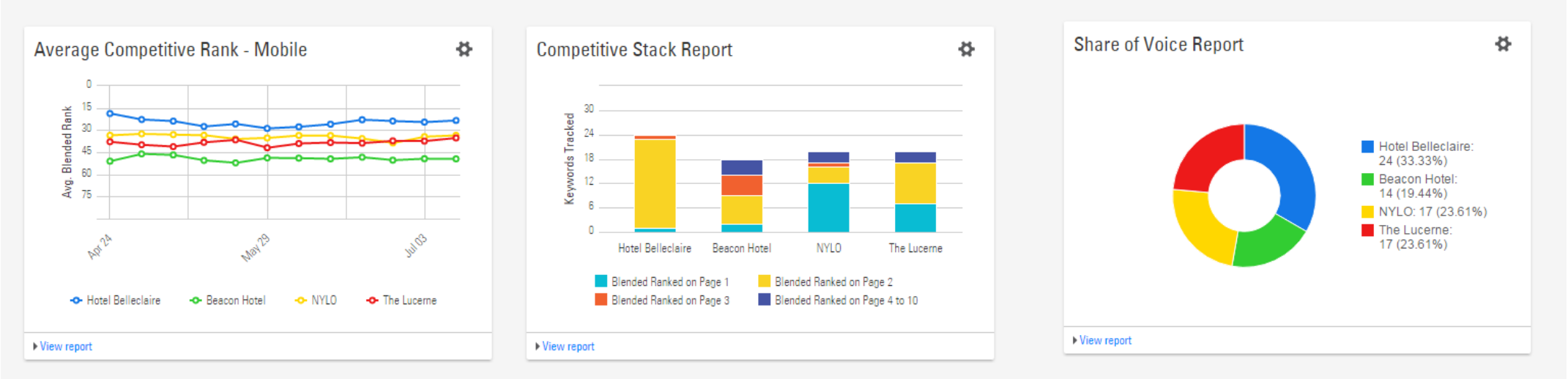
- Creating quality SEO-optimized content, refreshing website content regularly, claiming/optimizing local listings, and maintaining a spam-free inbound link portfolio are the pillars of a successful SEO & content strategy.

What's Included:

- Ranking & Reporting via BrightEdge
  - **25 desktop** keywords (additional 50 Keywords: $125/month
  - **25 mobile** keywords
  - **3 competitors** (additional 3 Competitors: $50/month)
- **BrightEdge + Adobe Analytics** integration
- **Ongoing SEO action** items to ensure top ranking
- Monthly **performance reporting**
- Expert **SEO consultation** services**, 3 hours/monthly of SEO** expert consultation services

BrightEdge SEO Analytics and Benchmarking

We have a strategic partnership with BrightEdge, the most advanced tool for SEO analytics and benchmarking, which allows for ongoing optimization based on real-time performance. We leverage BrightEdge to conduct keyword research, establish benchmarks, and create detailed reports.



Website Operations, Maintenance & Account Management

Website Operations Package

- **Hosting package includes:**
    1. AWS Website Hosting: State-of-the-art cloud hosting and CDN (Content Delivery Network)
    2. SSL Certification (2 years)
    3. Up to 60 GB / month
    4. Email Capture Functionality
    5. Adobe Analytics (Omniture) (up to 60,000 Primary Server Calls/Month)
    6. SmartCMS Software Application Usage Fee

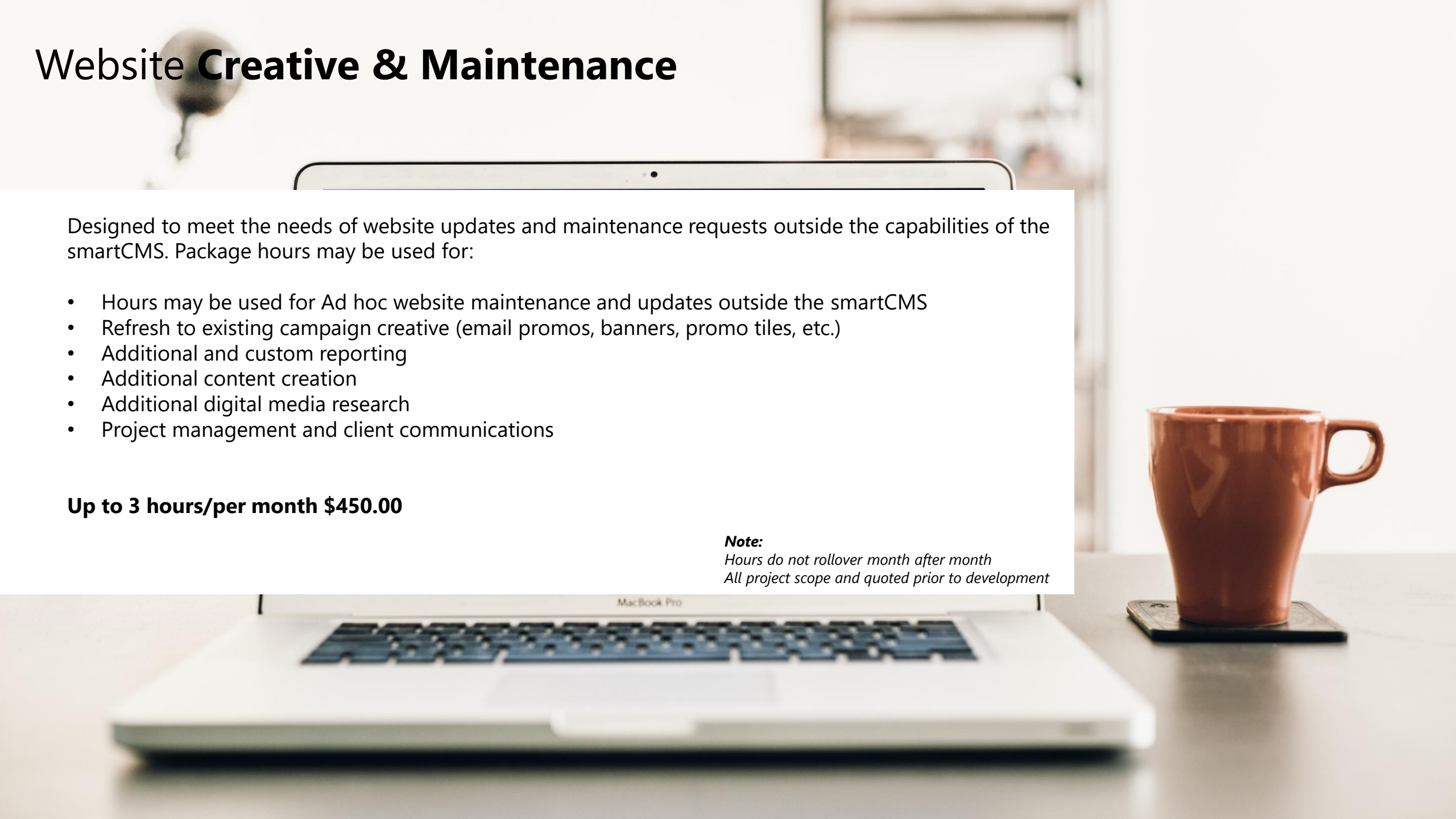
Website Operation Fee:

- **Professional website design/per website: $950 set up and $295/month/Professional Design**

Benefits:

- ✓ "Elastic" disk space to host large format images and videos.
- ✓ Flexible bandwidth accommodates spikes in web traffic due to seasonality & promotions.
- ✓ CDN (Content Delivery Network) + State-of-the-art CMS technology = 2.5 -3x faster download speeds, a major factor in search engine rankings.
- ✓ 99.95% Monthly Availability Service Commitment Guarantee.
- ✓ No downtime due to physical server or datacenter maintenance and upkeep.
- ✓ Provides liquid –virtually unlimited –secure storage space to turn the CMS backend into the hotel's digital asset library, storing all photography, PDF brochures, etc.
- ✓ High availability by deploying multiple servers in different physical locations, supported by automatic fail-over and dynamic traffic load balancing.

Website **Creative & Maintenance**



Designed to meet the needs of website updates and maintenance requests outside the capabilities of the smartCMS. Package hours may be used for:

- Hours may be used for Ad hoc website maintenance and updates outside the smartCMS
- Refresh to existing campaign creative (email promos, banners, promo tiles, etc.)
- Additional and custom reporting
- Additional content creation
- Additional digital media research
- Project management and client communications

Up to 3 hours/per month $450.00

Note:
Hours do not rollover month after month
All project scope and quoted prior to development

Account Management Strategy & Consulting

DRIVE DIRECT REVENUE

SMARTER STRATEGY

LOWER DISTRIBUTION COST

BOOST CONVERSIONS

ADDRESS BUSINESS NEEDS

Dedicated Website Revenue Optimization Manager

Alamo Riverwalk Marketing Team

Website Revenue Optimization Consultant
Account Manager

SEO & SEM Specialists

Interactive Media, Online Media, Social Media, Analytics, etc. Specialists

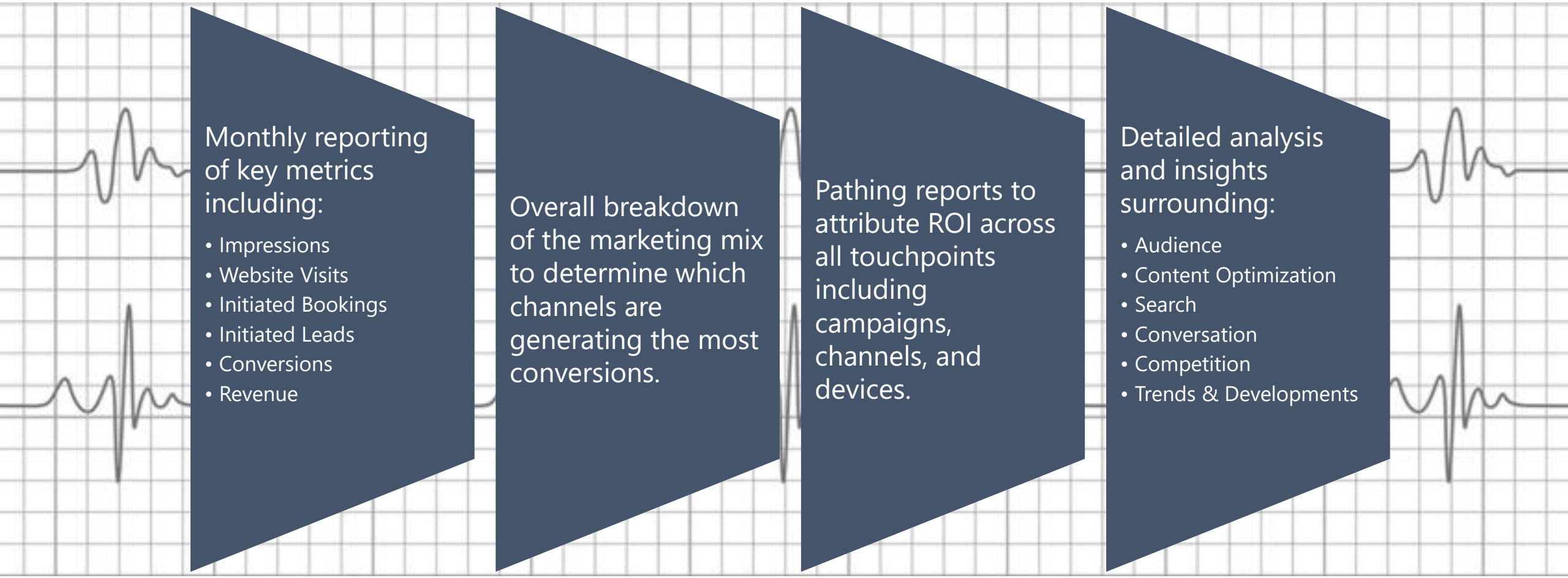
Work closely with you and functions as **an extension of the hotel marketing team** and focuses on proactively helping the hotel address key occupancy needs, lower distribution costs, boost direct bookings, keep on top of comp set, keep you updated on best practices & performance, market parity, rate parity, & more. This service is the backbone of ROI-focused partnerships.

At any given time there is a team of 15-20 experts supporting your Website Revenue Optimization Consultant involved in various campaign and creative projects.

Post Site Launch

Monthly: 5 hours @$150/hr

Analytics & Reporting



Monthly reporting of key metrics including:

- Impressions
- Website Visits
- Initiated Bookings
- Initiated Leads
- Conversions
- Revenue

Overall breakdown of the marketing mix to determine which channels are generating the most conversions.

Pathing reports to attribute ROI across all touchpoints including campaigns, channels, and devices.

Detailed analysis and insights surrounding:

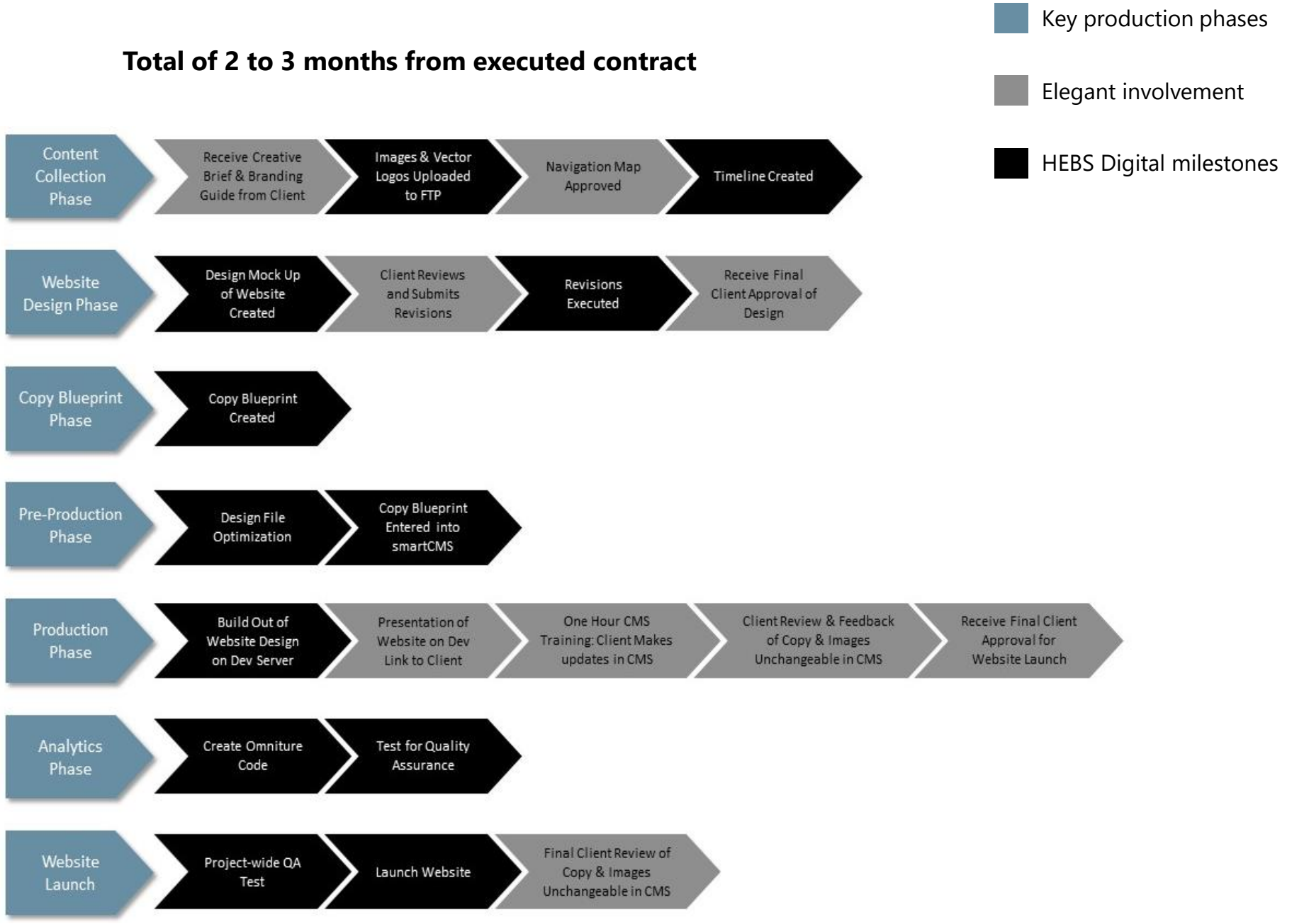
- Audience
- Content Optimization
- Search
- Conversation
- Competition
- Trends & Developments

Development Timeline

Development Timeline:

Total of 2 to 3 months from executed contract

Once a contract is signed and all of the necessary items for production have been provided (i.e. logo, images, font files, etc.), HEBS Digital will provide a timeline, similar to this one after our kick-off call.



WHAT'S THE RESULT OF AN INVESTMENT WITH HEBS DIGITAL?

The expected monthly ROI from a website relaunch on the **HEBS Digital platform.**

Conversion Rate Increase:	Avg. Conversion Rate	Monthly Website Bookings	Projected YEARLY Website Revenues	$ Increase vs. Current
Currently	0.66%	208	$2,431,757	0
15%	0.76%	239	$2,796,521	$364,764
25%	0.83%	260	$3,039,697	$607,939
50%	0.99%	312	$3,647,636	$1,215,879
75%	1.16%	364	$4,255,576	$1,823,818

HOTEL ZAZA'S SEARCH ENGINE OPTIMIZED WEBSITE INCREASED DIRECT ONLINE BOOKINGS BY 301%

HEBS Digital redesigned the multi-property website for Hotel ZaZa, using SEO in order to drive traffic and increase direct website revenue.

Hotel ZaZa, a multi-property hotel brand located in Texas, partnered with HEBS Digital to launch their new responsive website, powered by the award-winning smartCMS® Website Technology Platform. The site utilizes an extensive marketing plan which includes search engine optimization (SEO), improving the online presence of Hotel ZaZa.

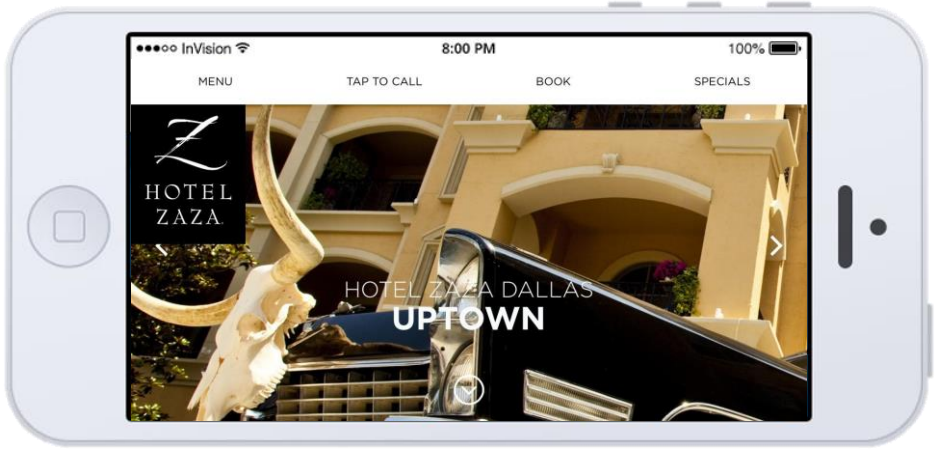
The SEO copy on the website allowed for Hotel ZaZa to increase their visibility on search engine results pages (SERPs), contributing to an increase in website traffic and direct bookings.

513%

Increase in Website Page Views YoY

312%

Increase in Direct Website Bookings YoY



CHALLENGE

Hotel ZaZa was in need of a user-friendly, responsive website in order to highlight their properties in Dallas and Houston. They also needed search-engine optimized copy in order to stand out in SERPs.

GOALS

- Increase traffic and unique website visitors
- Improve website user experience
- Increase bookings and direct online revenue
- Lower the cost of sale

EXECUTION

HEBS Digital made key improvements to Hotel ZaZa's website, utilizing search-engine optimized copy and destination specific guides that highlighted the unique features of the properties in both Dallas and Houston as well as showcasing local attractions and activities within easy reach of the hotels. With these improvements to their website they were able to improve their rankings in search engines leading to an increase in website page views by 513% for Dallas and 388% for Houston. Those increases lead to a rise in revenue by 312% for Dallas and 233% for Houston YoY as well as a 73% decrease in their cost of sale.

hebsdigital

HEBS Digital

Thank you.

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