

Hotellobi

Ultimate Search Engine Optimization for Hotels (SEO).

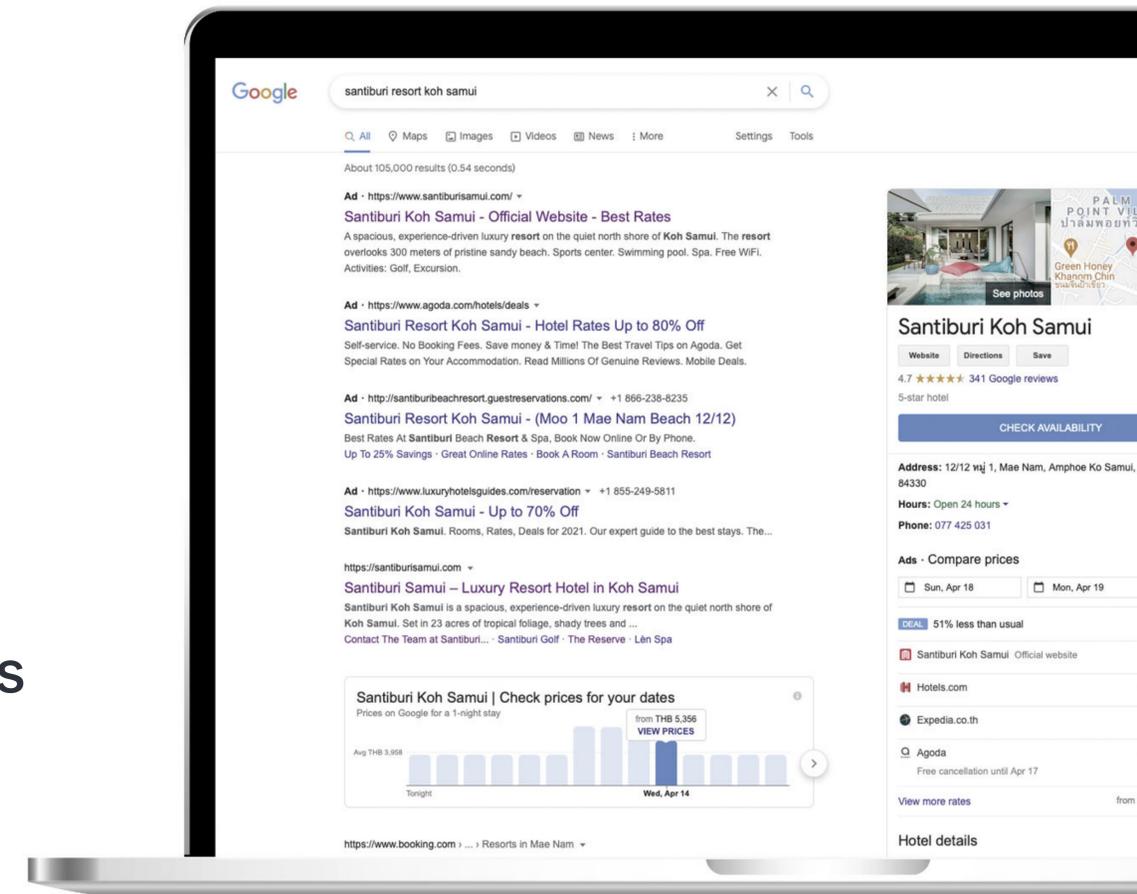
Professional search engine optimization of your hotels website with the goal of increasing the amount of people that search engines such as Google will send to your site, will provide another great revenue channel and is an essential part of your direct digital strategy.



A fantastic channel to drive real value revenue to your hotel

If you want to get bookings on your hotel's website, you need people to visit your site. These people can come from different places, however one of the best sources of website traffic, are search engines. This is because people that find websites through a search engine are much more likely to use their credit card and make a booking.

- ✓ Quality Written Meta Data
- ✓ URL Structuring & Strategy
- ✓ Redirecting Old Pages
- ✓ Fixing Errors
- ✓ Optimizing Keywords
- ✓ Sitemaps & Canonicals



Drive qualified organic search traffic to your hotel website

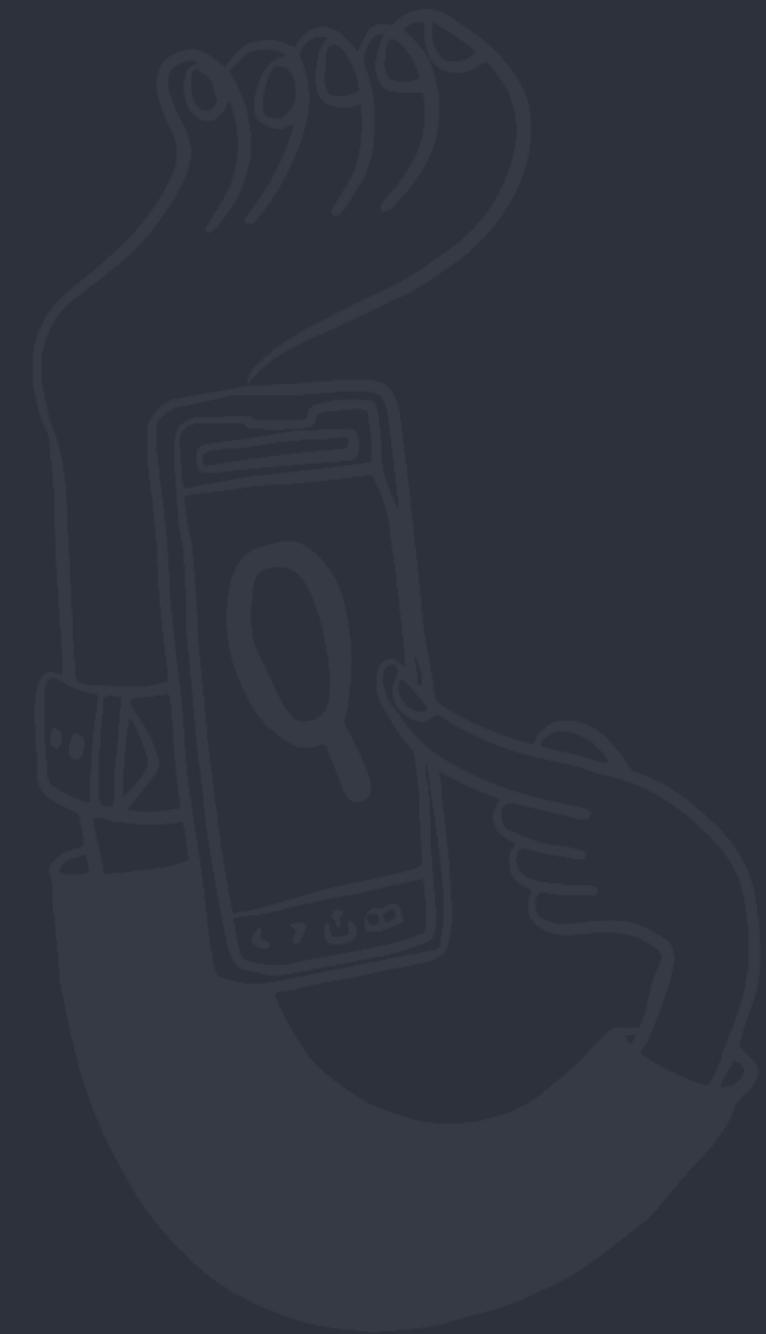
Optimize your website with quality content and keywords, together with professional technical configuration.

Drive ready-to-book traffic

Powerful direct channel

Capture long-tail bookings

Protect your brand in search



**Painless, quick-fire search
returns for your guests to
ease their booking journey**



Our approach to SEO Success

We've engineered our SEO approach into four key steps that will give our hotels the best results when it comes to driving organic growth & revenue.



We Study

1. We study your technical, on-page & content with a full SEO Audit.



We Fix

2. We fix all your technical SEO issues to create a solid foundation for your website.



We Improve

3. We Improve your SEO strength with keyword research & content strategies



We Evaluate

4. We evaluate your progress through monthly reporting and SEO health checks.

Onsite SEO (one time)

One time fee to optimise your hotel website for Google indexing

	Independent Hotel	Small Groups	Medium Groups	Large Groups
	<i>*Per 1 website featuring one or more properties on that website</i>			
No. Hotels	1	2 - 5	6 - 10	10 +
No. Pages Optimized	Up to 20	40 - 100	120 - 200	200+
*One Time Fee	1140 USD	1795 USD	2450 USD	Contact Us

**The fees above are an estimation, quotations will be provided on request after review.*

- Website Layout & Structure
- Content issues
- Page Speed
- Mobile Friendly
- Keyword Mapping
- Page Titles
- Meta Data
- Site Errors (e.g.404)
- Broken Links
- Site Architecture
- Google Analytics Set-up
- Google Tag Manager Set-up
- Redirects From Old Website
- Tracking Code Transfers
- Google Indexing Check

On / Offsite SEO (monthly)

Monthly packages to suit your hotels' requirements

	Independent Hotel	Small Groups	Medium Groups	Large Groups
<i>*Per 1 website featuring one or more properties on that website</i>				
No. Hotels	1	2 - 5	6 - 10	10 +
No. Pages Optimized	Up to 20	40 - 100	120 - 200	200+
*Monthly Management Fee	650 USD	1300 USD	1950 USD	Contact Us

**The fees above are an estimation, quotations will be provided on request after review.*

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- Google Tag Manager Set-up
- Redirects From Old Website
- Tracking Code Transfers
- Google Indexing Check
- Outreach contextual link building
- Monthly Ranking & Analytics Review
- Dedicated Campaign Manager
- UX/UI Strategy for Conversions
- GMB Audit & Optimisation

Join our 120+ Agency Partner Program

As a Hotel Lobi Digital Partner, you will be consolidating your digital services to one vendor, reducing monthly overheads and management time. Your dedicated account manager will be your access point to all our in-house team, covering every aspect of your hotels direct sales performance.

Monthly Reporting on Results

Flexible Subscriptions

Cost effective, flexible digital solutions for your hotel with one vendor.

‘Having a rock-solid Google optimized website has given us a significant increase in bookings and a platform to base our other direct sales channels from’

Sam Bechtold - Mali Resorts



Super-power your hotels revenue today with a high performance direct sales strategy

Bangkok

Hotel Lobi Co., Ltd.

Mint Worklounge, 205/21 Thong Lo,

Sukhumvit 55, Klong Tan Nuea,

Bangkok 10110

+66 (0) 8965 98794

hello@hotel-lobi.com

HotelLobi/

