



Ocean View Farm House Hotel

Marketing Report

By James Farrington

Table of Contents

Executive Summary	3
About the Company and its Surrounding Areas	4
Competitor Research.....	4
Competitor Sites Research.....	5
Analysis of Competitor Research.....	10
Searching and Searches	10
Content Strategy	11
Technology solution / CMS.....	12
Internet marketing plan.....	13
Domain Name Selection	13
Viral Marketing.....	14
Email Marketing	14
Really Simple Syndication (RSS)	15
Search Engine Optimization.....	15
Links	15
Affiliations with other company's and Links from others.....	15
Google Keywords.....	16
Google Places Listings.....	17
Inbound links,	18
Keyword Strategy.....	18
Keyword Research.....	18
Keyword Mind Map.....	19
Google Keywords.....	19
Recommended Keywords.....	21
Keyword Density	22
Site Structure	22
Directory Services and Listings.....	23
Revenue generation.....	24
AdSense	24
Progress reviews	25
Meeting 1: 2 Weeks Prior to the Live Launch	25
Meeting 2: 3 Months from the Live Launch	25
Meeting 3: 6 Months from the Live Launch	25
Google Analytics	26
Complete Costing Breakdown.....	27

Mr & Mrs Smith
Ocean View Farmhouse
Padstow
Cornwall ,
UK

Website Management Strategy Report

Executive Summary

Web pages design and marketing strategy for Ocean View Farmhouse

When looking at promoting your business you cannot go wrong by creating a web presence, this presence on the web will allow greater exposure to your business brand and promotion of the products and resources that you have to offer.

Creating a website for your company will enable your business to reach a larger geographic target audience than you will ever have been able to through your original traditional marketing methodology's. The ability to reach further afield will enable your business to compete with the larger corporate hoteliers whilst keeping the traditional and contemporary feel of the business.

In this report I will outline my proposals for your company's web marketing model and I will look at the following areas of importance;

- Competitor Research
- Content Strategy
- Technology solution / CMS
- Internet marketing plan
- Revenue generation
- Progress reviews

Through a thorough investigation of these areas I will illustrate to you that through the use of strategic marketing the web presence that the website will have will be significantly improved enabling your company to promote its self though the site and act as an additional source of income through strategic positioning of marketing tools and keyword in your site.

James Farrington

About the Company and its Surrounding Areas

Ocean View Farmhouse is an 18th century farmhouse located on the outskirts of Padstow with panoramic views of the north Cornwall coast and Atlantic Ocean. Renovation of the farmhouse has just been completed and it will welcome its first guests in the 2012 summer season.

The guesthouse is for adults only. Mr. and Mrs. Smith have described the Ocean View Farmhouse as "boutique", "luxurious", "relaxing", "quiet"; and its out of town, hill top location is desirable for those seeking a relaxing getaway yet within a short walk of Padstow town center.

Padstow is a small town with a big reputation. In recent years it has become famous for its Rick Stein Seafood Restaurant along with other attractions such as The Camel Trail and the Eden Project.

Competitor Research

Before we can even begin the creation of your site it is important that we look at the competition, why? You may ask? In order to maximise the reach of your site we must first look at what is being offered in the surrounding areas of your "bricks" business. This research is very important.

There are at least 100 guesthouses and hotels in Padstow and its surrounding areas, and this is easily found out by undertaking a simple Google search for "Hotels in Padstow". This is one part of understanding the competition that you will have once your site goes live. However these search results are only based on the criteria that was searched for originally, this is a rather general search and will require months if not years worth of work on the keywords used within the site itself and the marketing strategies incorporated by the company.

However as mentioned the results generated were based on a general search, but what about the more unique things that Ocean View Farmhouse has to offer. Understanding the selling points and the unique points of the company will enable more opportunities for success when creating a web presence.

After finding the major competitors within your niche area it is important to review the content of the websites and of it's intentions to encourage potential customers to book a stay, or at least make an enquiry at the hotel. This sort of research will enable the creation of a comparative chart to ascertain the commonality's between sites and to "Cherry Pick" the areas of good practice and initiative and to set a benchmark on those that would be unfavourable.

In the table below I have selected a number of competitor sites that offer similar services to the hotel. These results where also found from selected search criteria relating to Padstow.

Competitor Sites Research

There are many sites that you are directly in competition with and each one of these offer a number of different design ideas to attract potential clients to take up business with them. A selection of hotel sites have been sampled and are listed in the table below these are based on the search criteria of “Padstow hotels”.

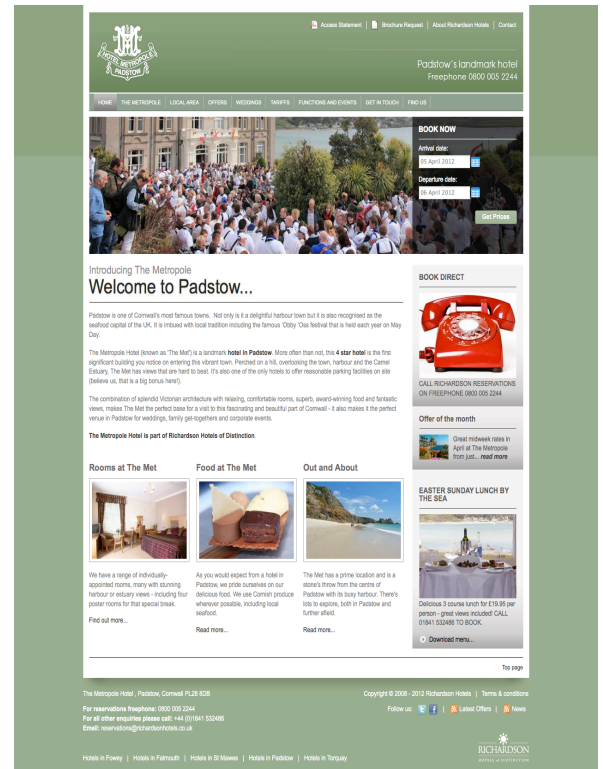
Hotel Name: Hotel Metropole

URL: <http://www.the-metropole.co.uk>.

Keywords:

- hotels in Padstow
- padstow hotels
- the metropole
- the met
- cornish holidays Padstow
- 4 star hotels
- award-winning food
- Camel Estuary
- harbour town
- seafood
- May Day

Description: Padstow is one of Cornwall’s most famous towns. Not only is it a delightful harbour town but it is also recognised as the seafood capital of the UK. It is imbued with local tradition including the famous ‘Obby ‘Oss festival that is held each year on May Day.



Review: The visual style of this site instantly purveys the impression of relaxation and elegance. The site cleverly uses the heading “h” tags for it’s SEO (Search Engine Optimisation). This site gives the visitor to the site the ability to check availability of rooms using a well positioned date checking drop down box located in the large sticking image. The site display’s the social media that it offers and includes RSS feeds for its latest promotional offers in addition to its news RSS feed. The site uses clear and specific navigation for investigation purposes and a large call to action image for the purposes of booking a stay at the hotel.

Pros: The site uses text clips that are brief about the areas of the rooms, food and activities in and around the hotel and entices the visitors to continue further in to the site as Jakob Niensens recommendation to ensure that the content is “right for scanability: don’t require users to read long continuous blocks of text”.

Cons: The site has a PDF version of its Access statement, this link is incomplete and doesn’t open in the required and expected way.

Page Authority: 55/100

Domain Authority: 46/100

Inbound Links: 3,611

Google Page Rank: 3/10 (pages with a higher PageRank are more likely to appear at the top of Google search results)

Hotel Name: Mr and Mrs Smith Hotel

URL: <http://www.mrandmrsmith.com/destinations/united-kingdom/cornwall>

Keywords:

- Boutique
- Hotel
- Luxury
- Holiday
- Break
- Romantic
- Stylish
- Intimate
- Destination
- five star
- directory
- guide
- Cornwall
- United Kingdom

Description: With its soft sand beaches, hot summer sun and spectacularly noisy waves, Cornwall is the stuff of perfect childhood...

Review:

This Site was found using “boutique hotel Padstow” search criteria, it is not a specific site for a unique hotel however it is a directory of hotels globally, it deals with top end hotels and gives the impression of chic and elegance which matches the site design appropriately. This site could be considered by the hotel as an additional place to advertise.

Pros: The site has a well-positioned search box that enables the visitor to enter information about the location of their preferred stay and the preferred dates in which they wish to stay. Clever positioning of Google ads within the site that clearly picks up the selected keywords in the site as the ads that are displayed in this instance of visiting the site are the sites own advertisements.

Cons: The site appears blocky, this is partly due to the nature of the sites objectives to advertise the hotels available.

Page Authority: 27/100

Domain Authority: 67/100

Inbound Links: 8

Google Page Rank: 3/10 (pages with a higher PageRank are more likely to appear at the top of Google search results)



Hotel Name: The Old Ship Hotel

URL: <http://www.oldshiphotel-padstow.co.uk/>

Keywords:

- old ship
- hotel
- bed and breakfast accommodation
- padstow
- cornwall
- camel estuary
- Eden project

Description: Perfectly located in the centre of Padstow Cornwall and close to beaches and the famous Camel Estuary, The Old Ship Hotel offers great food, spacious, comfortable bed and breakfast accommodation and a friendly welcome.



Review: This site was found using “relaxing hotel Padstow” in Google search.

Pros: This site has clear thumbnails for the company’s social media, these appear at the top of the page. In addition to the sites social media are intelligible flag links that give the visitor to the site the option to view the page in other languages.

Cons: The social media links whilst a positive move for promotional purposes are intrusive in their size these are comparative to the name of the hotels name. The colour scheme is a little messy and purveys a amateur appearance of the company.

Page Authority: 39/100

Domain Authority: 27/100

Inbound Links: 97

Google Page Rank: 2/10 (pages with a higher PageRank are more likely to appear at the top of Google search results)

Hotel Name: St-Petroc Hotel

URL: <http://www.rickstein.com/St-Petroc%E2%80%99s-Hotel-Accommodation.htm>

Keywords: St Petroc's Hotel - Accommodation in Padstow, Cornwall, rick stein, rick stein recipe, rick stein restaurant, rick stein seafood, rick stein cookery school, seafood restaurant, padstow restaurant, cornwall restaurant, seafood school, cooking school, accommodation in cornwall, accommodation in padstow, hotel in cornwall, hotel in padstow, padstow, cornish gifts, patisserie, delicatessen, rick steins french odyssey, rick stein food heroes, rick steins mediterranean escapes

Description: We've got ten rooms at St Petroc's Hotel all with views either over the estuary or older and more picturesque parts of Padstow like St Petroc's church or the walled kitchen garden belonging to Prideaux Place. A bit small

Review: This hotel was displayed through the Rick Stein Site, this would be an additional way to market the company and link build between the sites.

Pros: Links to other hotels in Padstow, Restaurants and an online shop of food products.

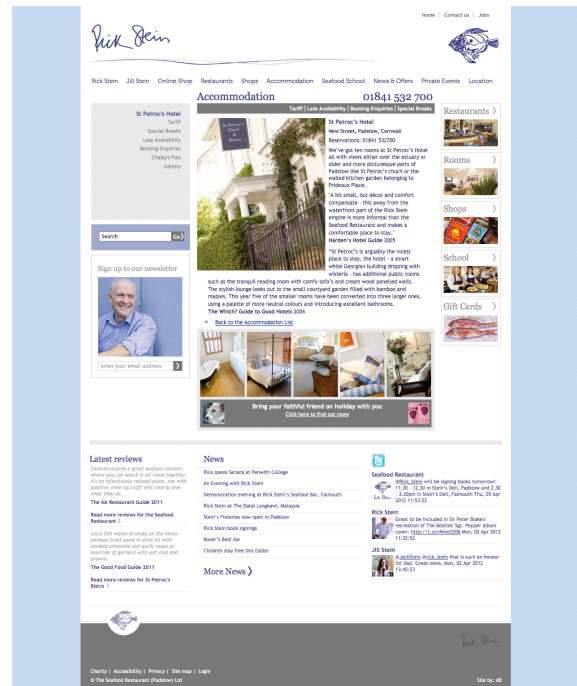
Cons: The site because of its links acts as a form of directory service for the area. If searching for a specific hotel or hotels in Padstow, as was done in this case the site is listed for "St Petroc's Hotel" this could lead to clients misinterpreting what site that they are on.

Page Authority: 47/100

Domain Authority: 66/100

Inbound Links: 38

Google Page Rank: 3/10 (pages with a higher PageRank are more likely to appear at the top of Google search results)



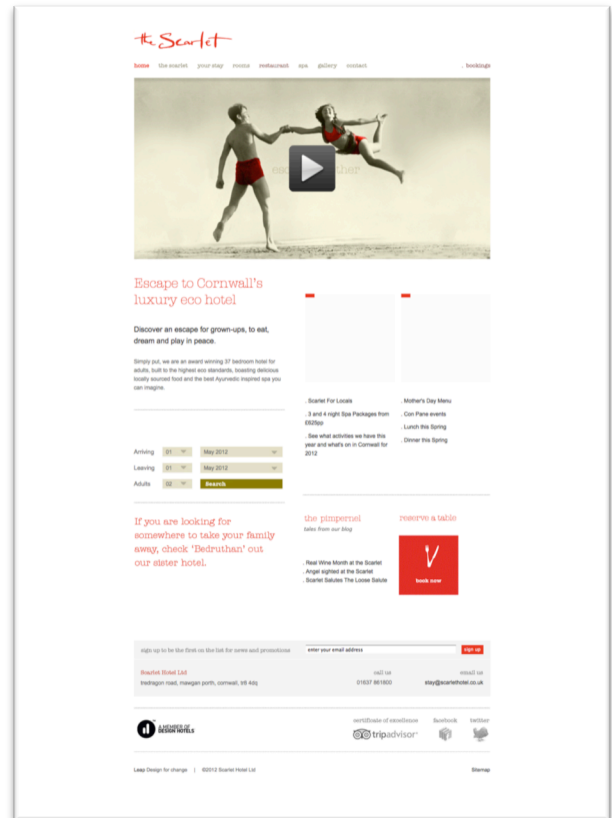
Hotel Name: The Scarlet Hotel

URL: <http://scarlethotel.co.uk/>

Keywords: Scarlet, Cornwall's Luxury eco Hotel

Description: the Scarlet Hotel, Cornwall's Luxury eco Hotel and Ayurvedic spa overlooking the Atlantic Ocean on the North Cornish Coast

Review: This site has adopted a minimalist structure to the site, the information that is contained within the site is very short and to the point. Site offers a number of services on the site such as booking a dinner reservation and spa treatment.



Pros: The site cleverly uses the call to action with the ability for the user to book a table for dinner at the hotel and also the chance to book Spa and beauty treatments.

Cons: This is a very clinical site and is too White, the red text is very slim and end up making the user strain their eyes the longer that they stay on the site. The placement of the "Check Availability" is not in a position that is instantly recognisable to the user and only becomes visible when the user scrolls below the fold.

Page Authority: 55/100

Domain Authority: 49/100

Inbound Links: 290

Google Page Rank: 4/10 (pages with a higher PageRank are more likely to appear at the top of Google search results)

Analysis of Competitor Research

From the research undertaken on a number of sites of which some are discussed above it is clear that they all contain the call to action of the visitor to check the availability of Rooms or services at their establishments, this is something that is also recommended for implementation on the Ocean View Farmhouse website. Areas that were noteworthy on other sites that could be implemented on an within the hotels site would be to sell souvenirs from the local area, this is adopted by the Rick Stein site. Listings of services available in the area for visiting like Hotel Metropole.

Areas from the research that are not recommended for the hotel are oversized social media links, The Old Ship Hotel, poorly designed colour schemes that are clinical and or clash with the content.

Searching and Searches

The screenshot shows a Google search for "adult only b&b Padstow, Cornwall, UK". The search bar is at the top, and the results are displayed below. The search results are organized into sections: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Maldstone, UK", "The web", and "Pages from the UK". The "Everything" section is highlighted, showing several search results. The first result is "B&Bs in Padstow - Book Bed & Breakfast in Padstow" from booking.com, with a 4.5-star rating and 1,019 seller reviews. The second result is "53 B&Bs in Padstow | LateRooms.com" from laterooms.com, with a 4.5-star rating and 75 reviews. The third result is "Cornwall B&B - Stunning Victorian Hotel | camelotcastle.com" from camelotcastle.com. The "Maldstone, UK" section shows "Maldstone, UK" and "Change location". The "The web" section shows "CORNWALL: Adults Only-Friendly & Exclusively for Adults Hotels ..." from friendly-places.com. The "Pages from the UK" section shows "CORNWALL: Doa friendly hotels. B&Bs and accommodation" from friendly-places.com. The "Images" section shows "Guest House Padstow" from bookdirectrooms.com. The "Maps" section shows "10 B&Bs in Padstow" from toprooms.com. The "Videos" section shows "Padstow Bed & Breakfasts" from openroads.com. The "News" section shows "Cornwall Hotels from £9" from travelrepublic.co.uk. The "Shopping" section shows "Cornwall Hotels from £9" from travelrepublic.co.uk. The "More" section shows "Cornwall Hotels from £9" from travelrepublic.co.uk. The "Maldstone, UK" section shows "Maldstone, UK" and "Change location". The "The web" section shows "CORNWALL: Adults Only-Friendly & Exclusively for Adults Hotels ..." from friendly-places.com. The "Pages from the UK" section shows "CORNWALL: Doa friendly hotels. B&Bs and accommodation" from friendly-places.com.

This kind of search is classed as a “generic” search and in most cases will require the web site to be extremely popular in order for it to appear at the top of the “organic” search lists, there are other contributing methods that will increase the opportunity of being listed high on the search engine listings and this will be reviewed later in this document.

As you can see in the Screenshot above the listings/results for the generic search has provided the user with the ability to look through 8.5 million pages on the Internet. This would not enable you to be able to capture many visitors, however if we become more specific in our search results the opportunity of capturing a potential client increases as they have an idea of the exact of the requirements that they have.

As you can see from the screen shot below when a user refines their search and begins to be specific the results start to become smaller. This information is important and must not be overlooked. I will expand on this later in this report.

Content Strategy

The site itself is not only a promotional tool for the hotel it should be a living breathing extension of the hotel itself, requiring frequent updates to the content like regular linen changes and client review information from like the rate your stay cards. Through the constant changes and updates of the content in the site the search engines will look upon the hotel favourably as this is an indication that the content is current and not static. The hotel should adopt a content strategy that will require factoring working hours into the updating of content on the site through the management console on the selected content management system.

The way in which visitors can be converted from visitor to confirmed booking is an area that requires tactical wording to convey a friendly, traditional hotel but with corporate professionalism. Through the use of appropriate language and understanding the audience demographic on the site the conversion rate can be improved significantly.

Site content should be structured in simple coherent way that the tone of voice purveys honesty and informality towards the adult audience that is the demographic that the hotel is aim toward. Through this user centric approach the hotel will be able to appeal to a wider audience than if they used a generic corporate tone.

Additional areas that are recommended in the content strategy is the use of "Calls to Action", this will draw user interaction to the site, giving the impression of exciting features, offers that will personalise the user experience on the site and raise awareness of possible features and events that may be up and coming.

Therefore the content that is contained must be considered carefully and not rushed in to in its creation. This content will also be read by Google and other search engine web bots and crawlers that will index the site based on the description of the site contained within the HTML mark-up and also the content that is presented on the users page. It is therefore advised that Mr and Mrs Smith employ as part of this project a professional copywriter to create the text that will be contained in the pages of their site in order to have complete impartial content. This impartial content will benefit the hotels website as the uniqueness nature of the text will remove the possibility of repeated content that could have diverse effect on the rankings of the site and its pages. This material will also avoid any potential issues related to copyright. This service can vary in cost and this is related to the number of words contained within the content that is generated, it is presumed that the hotel would want to promote themselves on the website whilst not overselling, therefore it is recommended that there only be a cap of 200 – 300 words per page relating to the page title, this is priced at £5.00 (ex Vat) per article.

Additional to the content that is generated on the pages the hotel will wish to sell themselves graphically using photography, the use of imagery on the site will enable a instant impact on the visitors and this must take as much consideration as the textual content as the old adage states "a picture speaks a thousand words". It is again recommended to Mr and Mrs Smith that the employment of a professional photographer will provide professionalism through the images that mimics there own. The cost associated with the employment of a photographer for taking images of the hotel and surrounding areas with enhancements made would be £300-£500 based on the number of images selected and the copyright ownership purchased (as copyright would remain with the photographer). Once the copyright has been purchased Mr and Mrs Smith will be able to use the pictures taken on promotional leaflets and other physical marketing

media. In addition to this the images will be able to be placed on any social media such as Facebook.

Technology solution / CMS

There are a number of technology solutions available to Mr and Mrs Smith, that will enable them to update the information simply, these systems are Wordpress, Joomla, ModX, Druple, EasyCMS, SEOTOaster each of these systems have their merits however based on the IT knowledge the creation of the web site for the Ocean View hotel will be based on the Wordpress Content Management Platform. This system will enable Mr and Mrs Smith to update information and content regularly through a simple user interface.

It is recommended that Mr and Mrs Smith attend two 1 hour training sessions. These sessions would be based around the following topic areas.

- Training Session 1 - How to use Wordpress (Add and remove textual content, uploading of files and images, blog submission authorisation)
- Training Session 2 - Wordpress maintenance (Updating the Wordpress system and associated plug-ins)

Through the Wordpress management system Mr and Mrs Smith will be able to respond to any comments that are made on the blogging element if this is applied and the ability to update any plugins that have been implemented within the design.

Any content that is added or edited in the Wordpress CMS will automatically generate a new update post that is sent to any user that has signed up to the RSS feed feature that is automatically enabled on the site (Information relating to the RSS feature can be found later in this report).

Internet marketing plan

Domain Name Selection

The hotel currently do not own a domain name and it is strategically important that they select a name that best suits the business and through this it allows for suitable marketing of the brand name. A number of domains were initially searched through, [www.OceanViewHotel.\(Extension\)](http://www.OceanViewHotel.(Extension)) this domain already had a wide selection that were taken, specifically those relating to the UK.

[www.OceanViewPadstow.\(Extension\)](http://www.OceanViewPadstow.(Extension)) this domain had a number of extensions available, however this domain doesn't give any other information relating to the company that it belongs to as it is quite ambiguous.

[www.OceanViewFarmhouse.\(Extension\)](http://www.OceanViewFarmhouse.(Extension)) This is the preferred address that would be suggested for the hotel at present (23/04/2012) all extensions are available as can be seen from the image below.

The screenshot shows the LCN domain registration interface. At the top, there are navigation links: HOME, SUPPORT, CONTACT, SHOW PRICES WITH VAT, LOG IN, and WEBMAIL. A search bar contains the text 'Search for a domain'. Below the search bar, the main heading reads 'oceanviewfarmhousehotelpadstow.co.uk is available!'. A secondary search bar contains 'OceanViewFarmhouseHotelPadstow' and a 'SEARCH AGAIN' button. A table lists various domain extensions with their availability and prices:

Domain	Availability	Buy
oceanviewfarmhousehotelpadstow .co.uk	2 years - £5.98	<input checked="" type="checkbox"/>
oceanviewfarmhousehotelpadstow .com	2 years - £19.98 - Save £1.00	<input checked="" type="checkbox"/>
oceanviewfarmhousehotelpadstow .uk.com	2 years - £54.98 - Save £5.00	<input checked="" type="checkbox"/>
oceanviewfarmhousehotelpadstow .co	2 years - £54.98 - Save £5.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .net	2 years - £19.98 - Save £1.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .org	2 years - £19.98 - Save £1.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .org.uk	2 years - £5.98	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .eu	2 years - £15.00 - Save £0.98	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .me	2 years - £29.98 - Save £1.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .me.uk	2 years - £5.98	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .biz	2 years - £19.98 - Save £1.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .info	2 years - £19.98 - Save £1.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .mobi	2 years - £23.98 - Save £1.00	<input type="checkbox"/>
oceanviewfarmhousehotelpadstow .tel	2 years - £23.48 - Save £0.50	<input type="checkbox"/>

Below the table, there is a note: 'Prices Exclude VAT Show with VAT' and a '+ ADD TO BASKET' button. To the right of the table, there is a section titled 'How to choose a great domain name' with a link to a 'simple guide'. Below that, a section titled 'All these Great Features Absolutely Free:' lists several services: Email Forwarding, Website Forwarding, DNS Management, Personal Control Panel, Nameserver Management, and Friendly Phone Support. At the bottom right, there is a section titled 'Save up to 30% with Multi-Year Registration' with a brief explanation.

At this point the hotel could purchase all these domains and through the customization of the .htaccess web file all requests can be directed through to a single domain such as the globally recognized .com extension.

This is an important area that should not be over looked in the marketing of the hotels site, Google and other search engines do not like content that is repeated and this can have a negative score on the rankings of a site, so if multiple domains are bought the customization of the .htaccess file is vital, this also stands for the canonicalization of domain names for example <http://www.site.com> or <http://site.com> from these amendments the hotels will be able to present its self well on the web.

Product	Description	Cost
---------	-------------	------

Domain Name	OceanViewFarmhouseHotelPadstow.tel (Two Years)	£23.48
Domain Name	OceanViewFarmhouseHotelPadstow.mobi (Two Years)	£23.98
Domain Name	OceanViewFarmhouseHotelPadstow.info (Two Years)	£19.98
Domain Name	OceanViewFarmhouseHotelPadstow.biz (Two Years)	£19.98
Domain Name	OceanViewFarmhouseHotelPadstow.me.uk (Two Years)	£5.98
Domain Name	OceanViewFarmhouseHotelPadstow.me (Two Years)	£29.98
Domain Name	OceanViewFarmhouseHotelPadstow.eu (Two Years)	£15.00
Domain Name	OceanViewFarmhouseHotelPadstow.org.uk (Two Years)	£5.98
Domain Name	OceanViewFarmhouseHotelPadstow.org (Two Years)	£19.98
Domain Name	OceanViewFarmhouseHotelPadstow.net (Two Years)	£19.98
Domain Name	OceanViewFarmhouseHotelPadstow.co (Two Year)	£54.98
Domain Name	OceanViewFarmhouseHotelPadstow.uk.com (Two Years)	£54.98
Domain Name	OceanViewFarmhouseHotelPadstow.co.uk (Two Years)	£5.98
Domain Name	OceanViewFarmhouseHotelPadstow.com (Two Years)	£19.98
	Sub Total	£320.24
	VAT	£64.05
	Grand Total	£384.29

As a marketing strategy it is recommended that where possible the purchase of all of the domain names that are best suited to the company are purchased, this will significantly reduce the possibility of rival hotels purchasing these domains and therefore leading to potential loss of clientele.

Viral Marketing

It is recommended that Ocean View adopt the additional marketing of the hotel through viral marketing. Ocean View should create a presence on Facebook, this will enable tactical marketing of special offers, client reviews and potential clientele of billions. This additionally can serve as a bonus section to the hotel such as videos of clients participating in events and activities that the hotel have to offer. Through this type of marketing clients can “Like” things that are posted if they are “friends” of the Facebook profile, if they “Like” anything this will automatically post a notification on their homepages and their friends can see this information thus extending the profile on to potentially hundreds more. This is effective viral marketing. This has been proven to work as Sainsbury’s supermarkets had a young girl write in to them regarding their so called “Tiger Bread” and why it was actually called this when the bread looks more like Giraffe skin. This was taken further by the company who replied to the little girl in a friendly and age appropriate level informing her that she did indeed have a valid point, and gave her a gift certificate and as well as this they renamed the bread to “Giraffe Bread” this was picked up by Facebook fans and other social media and acted as a very good piece of marketing for the company. Therefore this is a particularly vital FREE piece of marketing that the company should adopt.

Email Marketing

The hotel should consider additional marketing, it is vital for the hotel to create a brand allegiance as this can in itself act as viral marketing. However, other than memories of the clients stay acting as a prompt, the use of tactical email marketing can act as a reminder and promotional tool to persuade return business. Clients could sign up

though an online form for special offer coupons and or hotel events and activities. This type of marketing can be classed by some as spam (email of insignificance and nascence information) therefore the hotel if they adopt this type of marketing should ensure that the emails that are sent offer those on the email list the ability to opt out of the newsletter/special offer coupon emails.

It is important that the emails that are sent cover the numerous email clients that are available today as these can render the emails differently, the best way to send information to the client is graphically, through the use of HTML tables in the email the hotel can add images and clips of information in an appealing way.

Really Simple Syndication (RSS)

The Use of RSS for the hotel is an additional way to link the website and the hotel with clients that have visited the hotel and to those that are prospective clients. The information that can be contained within these feeds can relate to the events and activities that are scheduled at the hotel to information on special offers that can be redeemed on the clients next visit. These feeds can be subscribed to by clicking on a RSS icon located on the website which will intern create an entry in the visitors email program that will update with any new information as soon as it is published through the RSS channel.

These can be split in to separate channels as has been done on the reviewed site earlier in this report, so as the visitor can keep up to date on specific material that is applicable to their information needs.

Search Engine Optimization

Links

Through link sharing the Padstow hotel will be able to increase its presence on the internet searches, increasing the links between the Padstow hotel site and others will enable the website to move up through the organic search criteria. This form of linking between sites is a free way of moving up the pages on search engines, however this must be approached with some caution as there are a number of services that promote the ability to move sites up through the pages by using their link exchange facility, this is looked upon by search engines and can lead to negative results as the “bots” will analyze this data and could determine that the user is “cheating” their way up.

However, there are a number of trusted services on the web that allows you to add your sites to their directors of sites.

Affiliations with other company's and Links from others

It is important to consider the use of sharing links between other businesses in and around the Padstow area, visitors to this area will not only be looking for a hotel to stay in but for attractions and interesting sites that they would think of going to on there stay with you, this is where link sharing comes in. Through strategic selection of businesses and attractions that would be of interest to the visitor you can place links from your website to there's and through doing this raise the market presence of the hotel and the attractions, as this would be reciprocal by the other sites traffic from there site may find

their way on to the hotels site. This sort of link exchange is liked by Google's search engine bots, and will increase the score of the site and move it up further in the search rankings.

Within the Padstow area there are a number of attractions and business that should be considered when looking to do a link exchange. These would be the likes of the Rick Stein website, this site markets the local hotels in the area and would give the hotel a massive potential audience as this site belongs to a world-renowned chef.

Additional to the exchange of links between sites the hotel should also look to the services of other sites that are specialist in the logging and documenting of business's such as Yell and 192. It is also recommended that the hotel include the hotel listings in the commonly used holiday agents and advisory sites such as Trip Advisor, Lastminuet.com and Expedia. The hotel would also benefit from promotional offer placement on Groupon.

Google Keywords

Using the Google Keyword tool it is possible to find the keywords that relate to the rankings for those related to the site and this gives the information of the keywords used and their frequency of these on their usage, this also outlines there competitiveness in their use. Where the Competition is high, this word or collection of words may not be a wise choice of keywords in and on your site as you will be up against many other sites. As you can see from the image below, the results from searching a competitors site.

The screenshot shows the Google Keyword Planner interface. On the left, there are filters for 'Include terms (0)', 'Exclude terms (0)', and 'Match types' (Broad, Exact, Phrase). The main search area shows the website 'http://www.chycor.co.uk/wadebridge.htm' and category 'Apparel'. Below the search bar, there are filters for 'Locations: United Kingdom', 'Languages: English', and 'Devices: Desktops and laptops'. A 'Search' button is present, along with a link to 'Sign in with your AdWords login information to see the full set of ideas for this search.' Below the search results, there are options to 'Download', 'View as text', and 'More like these'. The results are sorted by 'Relevance' and shown in a table with columns for 'Keyword', 'Competition', 'Global Monthly Searches', and 'Local Monthly Searches'.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
self catering accommodation	High	450,000	301,000
self catering accommodation cornwall	High	9,900	9,900
cornwall holiday cottages	High	165,000	135,000
self catering hotels	High	165,000	74,000
self catering villas	High	14,800	12,100
self catering cheap	High	22,200	14,800
wadebridge self catering	High	260	260
self catering apartments	High	368,000	165,000
self catering	High	1,220,000	1,000,000
self catering lodges	High	60,500	60,500

Google Places Listings

It is recommended that the hotel sign up to Google Places and add the information about the Hotel to this service. This service would then enable the business to appear on Google maps and the native search listings like the illustration below.

Using this service will also enable the hotel to use a rating and reviews element that will

The screenshot shows a Google search for "hotels padstow". The search results include several listings with ratings and addresses:

- 10 Hotels in Padstow - Lowest price guarantee | booking.com**
www.booking.com/Padstow-Hotels - ★★★★★ 1,429 seller reviews
- Hotels in Padstow | LateRooms.com**
www.laterooms.com/Padstow
- Hotels in Padstow - Book Online and Save Up to 80% Now.**
www.hotelscombined.co.uk/Padstow
- Hotels in Padstow | Padstow Hotels | The Metropole**
www.the-metropole.co.uk/
- Welcome to Rick Stein's Seafood Restaur...**
www.rickstein.com/
- Tregea Hotel Padstow Cornwall**
www.tregea.co.uk/
- The Old Ship Hotel - hotel & public house...**
www.oldshiphotel-padstow.co.uk/
- Old Custom House**
www.oldcustomhousepadstow.co.uk/
- The Cross House Hotel**
www.crosshouse.co.uk/
- The Harlyn Inn**
www.harlyn-inn.com/

Each listing includes a star rating, the number of Google reviews, and the address. A map on the right shows the location of Padstow in Cornwall, UK.

again allow the hotel and its visitors to sell its self to a potential market, it must be noted at this point also, that it is not necessarily detrimental to the company if they receive any negative feed back through these systems, how the hotel responds to these will help, as it shows that this may have been a mishap.

Other way to promote the business through the Google Places service is by adding new and fresh content in the updates area, this will enable the business to promote offers and events that could drive more business towards the hotel. Refer to image below.

The screenshot shows a "Share an update on your place page" interface. It includes a "Share" button, an expiration timer of "Expires in 30 days", and a counter of "160". The update text reads: "Share an update about events, special offers and more. Example: 'Live music tonight at 7p.m!'".

Inbound links,

As mentioned previously Links are important when it comes to the indexing of sites on Google, links between sites are important, however inward bound links carry more significance. These come as one way links, this sort of link can be as blog posts talking about the site and displaying the sites URL, as a review about the hotel on other sites, links from Facebook, twitter and other social media.

Keyword Strategy

The most popular keywords make up approximately 30% of those entered in to search engines, the temptation is to go with the most popular words that used however these words in upmarket area are quite crowded for example the standard search for “hotels” to “hotels in (wherever)”. It is advised that users use the long tail keywords, as these are more likely to display your site, as there will not be as much competition on these as they become more specific. However this is more the trend of users today as they are becoming more specific in their search, the reward for sites using longer tail keywords is worth the investment and purely the short tail words.

I.E

Hotels

Hotels in Cornwall

Hotels in Cornwall Padstow

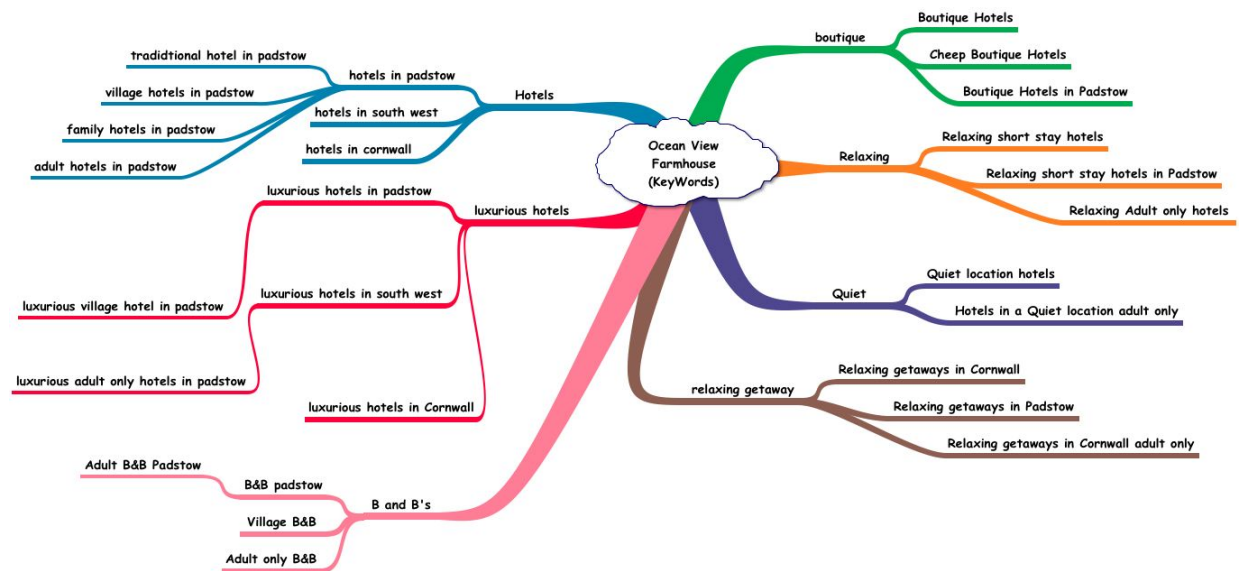
Hotels in Cornwall Padstow Adult only.

Keyword Research

Keywords are words of significance to and meaningful related to the site or information requirements, this could be to enable someone to find a specified piece of information. It is recommended that Mr. and Mrs. Smith employ a market researcher to question a number of individuals randomly on the types of information that they would enter in to a search engine when looking for a hotel in Padstow.

Keyword Mind Map

In the image below is a simple mind map has been created from the select keywords provided by Mr. and Mrs. Smith relating to the hotel and its statute in their eyes. This mapping will enable the creation of keywords that are to be considered for the inclusion within the description Meta tag contained within the HTML mark-up as previously mentioned. These keywords will also be significant in the selection of key words and phrases for selection as part of the Google AdSense campaigns.



Google Keywords

Using the free keyword service provided by Google a search was created based around the phrase “adult only hotels in Padstow” in order to understand the competition in relation to the other websites that are currently including this phrase and or words within their keyword strategy’s. The selection of keywords in relation to the site is paramount, as this will enable the hotel to extend its reach to more clients searching for content on the web. As can be seen below the results for the initial search phrase has offered suggestions for alternative keywords, these are indexed according to there popularity, starting at 0.1 which relates to low levels of competition relating to this words usage up to and 1 which is very highly competitive. The higher end of the key word popularity would not be recommended as this would be like finding a grain of sand in the Sahara, Mr. and Mrs. Smith should look to the medium to low level keywords and phrases. This should be take with caution as it is not only about finding the correct keywords relating to the hotel and that the competition is low the importance of the number of monthly searches done using these terms. Therefore the following words have been selected and recommend for inclusion within the site and towards the AdSense campaign.

Keyword	Competition 0.1-0.33 being low 0.34-0.70 Medium 0.71-1 High	Global Monthly Searches	Local Monthly Searches (United Kingdom)	Approximate CPC (Search AdWords) - £
wadebridge to padstow	0.1	2400	1900	£0.52
padstow photos	0.12	590	480	£0.27
photos of padstow	0.12	590	480	£0.28
padstow pictures	0.19	320	260	£0.30
pictures of padstow	0.19	320	260	£0.33
padstow parking	0.25	390	390	£0.61
parking padstow	0.25	390	390	£0.62
parking in padstow	0.25	390	390	£0.61
padstow car parks	0.26	260	210	£0.69
find 4 star hotels	0.29	170	58	£1.16
padstow golf	0.29	260	210	£0.57
b & bs	0.3	2240000	165000	£0.51
padstow walks	0.33	320	320	£0.18
best hotel booking	0.34	12100	1000	£0.92
best loved hotel	0.34	1600	1000	£1.03
newquay to padstow	0.35	480	480	£0.51
padstow to newquay	0.35	480	480	£0.50
book cheapest hotels	0.4	1900	1300	£1.11
travel best hotels	0.4	5400	480	£0.68
best hotels travel	0.4	5400	480	£0.68
luxury hotel offer	0.43	2900	2400	£1.56
find luxury hotels	0.45	590	170	£1.29
padstow bay	0.46	720	720	£0.46
book a b&b	0.47	33100	3600	£0.57
treglos hotel reviews	0.49	36	36	£0.31
best hotel in	0.53	2740000	450000	£0.91
find hotel online	0.53	590	36	£1.36
book b and b online	0.53	1900	170	£0.57
save on hotels	0.55	8100	590	£0.86
save hotels	0.55	8100	590	£0.89
sunday cottage padstow	0.59	46	46	£0.70
accommodation on line	0.59	135000	12100	£0.92
top hotels in	0.59	1500000	246000	£1.26

accommodation online	0.59	135000	9900	£1.02
padstow house	0.61	6600	5400	£0.49
the best hotels	0.61	2740000	368000	£0.98
best hotels	0.61	2740000	368000	£1.01
hotels best	0.61	2740000	368000	£0.93
best of hotels	0.61	2740000	368000	£0.97
hotels in best	0.61	2740000	368000	£0.94
hotel in the country	0.63	450000	246000	£0.51
4 star hotel offers	0.63	1600	1000	£1.79
best hotels sites	0.64	8100	880	£1.16
padstow rental	0.65	1600	1300	£0.72
padstow rentals	0.66	1300	1000	£0.77
great hotel offers	0.66	14800	5400	£1.63
romantic b & b	0.67	6600	880	£0.67
house newquay	0.67	14800	14800	£0.65
book hotel deals	0.68	1300	320	£1.13
find best hotels	0.69	3600	320	£0.96
padstow in cornwall	0.71	9900	9900	£0.76
hotel with cottages	0.73	90500	18100	£0.65
hotel cottages	0.73	90500	18100	£0.65
flights to padstow	0.74	36	36	£0.54
high class hotels	0.74	3600	390	£1.61
most romantic places to stay	0.74	720	91	£0.61
luxury hotel offers	0.75	8100	5400	£1.68
b&b in	0.76	20400000	2240000	£0.70
hotel only	0.77	60500	18100	£0.91

Recommended Keywords

Below is a list taken from the mindmap create with consideration to the recommended keywords for use within the hotels website mark-up meta information and content that is contained within the site.

best hotel booking, book a b&b, great hotel offers, hotel cottages, Ocean View Farmhouse, Relaxing, Relaxing short stay hotels, Relaxing short stay hotels in Padstow, Relaxing Adult only hotels, luxurious hotels, luxurious hotels in padstow, luxurious village hotel in padstow, luxurious hotels in south west, luxurious adult only hotels in padstow, luxurious hotels in Cornwall, Hotels, hotels in padstow, traditional hotel in padstow, village hotels in padstow, family hotels in padstow, adult hotels in padstow, hotels in south west, hotels in Cornwall, Quiet, Quiet location hotels, Hotels in a Quiet location adult only, Boutique, Boutique Hotels, Cheep Boutique Hotels, Boutique Hotels in Padstow, relaxing getaway, Relaxing getaways in Cornwall, Relaxing getaways in Padstow, Relaxing getaways in Cornwall adult only, B and B's, B&B padstow, Adult B&B Padstow, Village B&B, Adult only B&B

Keyword Density

The frequency that keywords appear in body of text is recommended to have a frequency of 2-4% therefore for every 100 words written the targeted keyword should appear 3 times, if the focused keyword appears more than 2-4% this is looked upon as trying to cheat the site up the ranking on the results pages, so particular caution should be taken when writing articles for the site. However as mentioned in this report it is recommended that this type of content that is used is written by professional article writers.

Site Structure

The information that is displayed on the site is often styled in a manner to look visually appealing however the mark-up underneath the presentation of the site should be structured in a way as to improve the sites "Findability" it is therefore important that the information contained within the header tags be relevant to the site and its services. It is recommended that the Ocean View Farmhouse Hotel use the following approach in the HTML Mark-up.

H1 – This is recommended to display the services as the search engines will look at this first,

H2 – This is where the Company title is recommended to be placed.

Any important words like "Free" are Bold Italics

Links must be descriptive with keywords in them

The Title tag is set as – Adult Only, Relaxing boutique Hotel in Padstow – Ocean View Farmhouse (Conforming to the 70 Character rule)

The inclusion of Sitemap documentation that Google bots and Crawlers can access.

Directory Services and Listings

Other Ways to improve the Sites web rankings and presence there are a number of directory services that you can use to list the site within. These are liked by search engines, some of these services have associated fee's attached to them, however there are a number of free directory's, however this must be approached with some caution, as there are some listing sites that are not approved by some search engines and this can lead to negative results in the site rankings. The below image displays one of the free services that is currently liked by Google, DMOZ uses categorization to list sites, currently (as of 18/04/2012) the listings for hotels within the UK stand at 52.

The screenshot shows the DMOZ website interface. At the top, there is a search bar and navigation links. Below the search bar, the category path is displayed: **Top: Regional: Europe: United Kingdom: Travel and Tourism: Accommodation: Hotels: Hotel Chains (52)**. A 'Description' button is visible on the right. Under the heading 'See also:', there is a link to 'Regional: Europe: Travel and Tourism: Lodging: Hotels and Motels: Chains (12)'. The main content area contains a list of 52 hotel chains, each with a brief description. At the bottom, there is a 'Volunteer to edit this category.' link and a 'Become an Editor' button. The footer includes the text 'Visit our sister sites mozilla.org | MusicMoz | Wikipedia' and 'Last update: Saturday, October 9, 2010 6:33:53 AM EDT - edit'.

Revenue generation

Obviously, revenue will be generated by customers making bookings as a result of visiting the website. But Mr and Mrs Smith wonder if their website can be used to sell or advertise other companies goods or services, to generate a little income. Should they? If so how would this be achieved?

AdSense

Through strategic placement of Google AdSense adverts on their websites Mr and Mrs Smith will be able to generate additional income through, Pay Per Click (PPC) links. These links will enable other business to advertise on the site, however this can be tailored to the requirements of the hotel, this could be geared for the hotel to include entertainment and restaurants, the nature of the Google AdSense system will always tailor the adverts to the geographical area that where the web page is being reviewed and can display ads relating to the content within the site.

This is a screen shot of the category's that are available to Mr and Mrs Smith once a Web AdSense account has been setup.

General categories > Product: Content

Use this page to allow or block general categories of ads from appearing on your site.

Search general categories Search

All categories [view blocked categories](#)

Allowed or blocked	Category name	% Ad Impressions (last 30 days)	% Earnings (last 30 days)	Number of Blocked Sub-Categories
<input checked="" type="checkbox"/> Allowed	Apparel (8)	--	--	0 / 8
<input checked="" type="checkbox"/> Allowed	Arts & Entertainment (16)	0.8%	10.3%	0 / 16
<input checked="" type="checkbox"/> Allowed	Beauty & Personal Care (12)	--	--	0 / 12
<input checked="" type="checkbox"/> Allowed	Business & Industrial (21)	--	--	0 / 21
<input checked="" type="checkbox"/> Allowed	Computers & Consumer Electronics (20)	--	--	0 / 20
<input checked="" type="checkbox"/> Allowed	Dining & Nightlife (3)	--	--	0 / 3
<input checked="" type="checkbox"/> Allowed	Family & Community (11)	--	--	0 / 11
<input checked="" type="checkbox"/> Allowed	Finance (44)	12.4%	35.3%	0 / 44
<input checked="" type="checkbox"/> Allowed	Food & Groceries (4)	--	--	0 / 4
<input checked="" type="checkbox"/> Allowed	Health (22)	--	--	0 / 22
<input checked="" type="checkbox"/> Allowed	Hobbies & Leisure (20)	--	--	0 / 20

Progress reviews

As part of the development of the website for the hotel it is recommended that there be meetings between Mr and Mrs Smith and the Web Master, these will be held at a three monthly interval. These meetings will discuss the following aspects and elements relating to the website and where required the implementation of, or adjustment of strategy's that will enable the functioning of a successful site that can generate trade and financial gains.

Meeting 1: 2 Weeks Prior to the Live Launch

Onsite SEO Screening – It is suggested that Mr and Mrs Smith attend a meeting with the Marketing professional 2 week prior to the live launch to review the site with the web developer and designer to ensure that the marketing strategy's have been implemented.

Meeting 2: 3 Months from the Live Launch

Analytics data – Review data collected from the first 3 months of the site being live. This information will be taken from Google Analytics system that links to the embedded tracking code in all HTML pages.

Offsite SEO such as external sites, Facebook, Twitter – Reviewing the progress on the sharing of links and current social media appeal, if this is not achieving good results the creation of an additional marketing campaign through social media linking to a special offer.

Meeting 3: 6 Months from the Live Launch

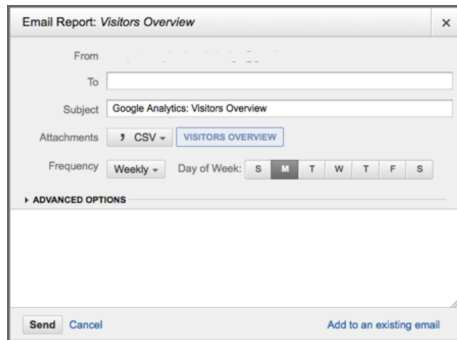
Using analytics data review the success of any campaigns that have been indicated.

Review Marketing expenditure information relating to Google Adwords, this information will enable Mr and Mrs Smith the ability to amend the keywords within the content and META information.

Review the links between the site and external sites and the Facebook, Twitter presence and its associations.

Google Analytics

Ocean View Farmhouse hotel will have weekly automated email notifications from Google Analytics, this information will include the information overview of the visitors to the site, from this information a break down on the visitor information will identify new and returning visitor information along with pages visited and the average duration that the person spent on the site, additional to this information a bounce rate is also presented



The screenshot shows a configuration window titled "Email Report: Visitors Overview". It includes fields for "From", "To", and "Subject" (set to "Google Analytics: Visitors Overview"). The "Attachments" section shows a dropdown menu set to "CSV" and a button labeled "VISITORS OVERVIEW". The "Frequency" is set to "Weekly" and the "Day of Week" is set to "M" (Monday). Below these settings is an "ADVANCED OPTIONS" section which is currently collapsed. At the bottom of the window are buttons for "Send", "Cancel", and "Add to an existing email".