



# HOTEL INTERNET MARKETING PACKAGES

Basic Internet Strategy	Advanced Internet Strategy	Custom Internet Strategy
<p><b>Perfect for the hotel with a limited budget looking to establish general visibility on search engines.</b></p> <p>Setup includes:</p> <ul style="list-style-type: none"> <li>Basic Website Package included</li> <li>Keyword research and analysis</li> <li><b>Basic Optimization of Home Page and 2 Internal pages (up to 10 keywords)</b></li> <li>Implementation of targeted, optimized META tags including titles, keywords and descriptions.</li> <li>Search engine friendly site map development</li> </ul> <p>Monthly support includes:</p> <ul style="list-style-type: none"> <li>Ongoing optimization, monitoring, tracking, and reporting</li> <li>Phone/email support</li> </ul>	<p><b>Perfect for the hotel looking to establish instant visibility with paid advertising and pay-per-click marketing.</b></p> <p>Setup includes:</p> <ul style="list-style-type: none"> <li>Basic Website Package included</li> <li>1 Pay-per-click account setup* including account registration, <b>keyword listings and bids, focused ad copy creation, tracking URL and conversion counter setup</b></li> <li>Website review and recommendations</li> <li><b>Paid Directory Submissions (\$500)</b></li> <li><b>Advanced Site Optimization Included (up to 15 keywords)</b></li> </ul> <p>Monthly support includes:</p> <ul style="list-style-type: none"> <li>Campaign management</li> <li>Campaign tracking and reporting</li> <li>ROI analysis</li> <li>Listings review/updates</li> <li>Phone/email support</li> </ul>	<p><b>Perfect for the hotel looking to generate large volume of reservations online through strategic campaigns</b></p> <p>Setup includes:</p> <ul style="list-style-type: none"> <li><b>Advanced Website Package included</b></li> <li>2 Pay-per-click account setup* including account registration, <b>keyword listings and bids, focused ad copy creation, tracking URL and conversion counter setup</b></li> <li>Website review and recommendations</li> <li><b>Paid Directory Submissions (\$800)</b></li> <li><b>Press Release Marketing</b></li> <li><b>Email Blast Application **</b></li> <li><b>Advanced Site Optimization Included (up to 25 keywords)</b></li> </ul> <p>Monthly support includes:</p> <ul style="list-style-type: none"> <li>Campaign management</li> <li>Campaign tracking and reporting</li> <li>ROI analysis</li> <li>Listings review/updates</li> <li>Phone/email support</li> </ul>
<p><b>Price: \$2400 One-time</b></p>	<p><b>Price: \$4340 One-time</b></p>	<p><b>Price: \$9000 One-time</b></p>
<p>Marketing Support: Starting @ \$120/month</p>	<p>Marketing Support: Starting @ \$300/month</p>	<p>Marketing Support: CUSTOM</p>

\*PPC Advertising with: Google | Yahoo | MSN Enhance | QuePasa | Business.com  
 \*\*Third Party fees may apply

## Add On Features

### Directory Submissions

Yahoo Express  
 Business.com

### Landing Sites

Content Writing Services

\$360/year  
 \$240/year  
 \$500+  
 \$65/hr

**Contact our Sales Team!**

**(623) 572-7725**  
**sales@gatesix.com**

## Notes

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