

Clean Up Audit



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Content - Start by telling a consistent story that defines your unique selling propositions. Strong, accurate content highlighting what makes your hotel and location unique is the foundation. Includes package review and writing and updating of your website.

Search Engine Optimization - Research keywords best for your hotel and market for on-site SEO. Incorporate keyword strategy into the title tags and header tags (if applicable). Meta descriptions will be written to achieve a higher click through rate by highlighting your unique selling propositions. Insert keywords into content as needed.

Local - Optimize and audit the primary local listings manually. Includes Google My Business, Apple, Bing, Tripadvisor and Yext, if applicable.

Social - Optimize your Facebook page and merge of any duplicate pages. Includes creating a parent/child relationship with the brand, if applicable, and scheduling out 4 posts.

Images - Ensure imagery meets brand standards and there are multiple images displayed per room type. Continue consistent storytelling via images on Expedia, Booking.com and local and supplemental channels. Research where rogue images are pulling from on maps channels.

OTA - The majority of OTAs feed from the Expedia and Booking.com platform. Includes getting content score to 90% or higher and cross checking hotel and room amenities.

Collateral - Tell the same story offline by choosing (2) of the following: custom fact sheet, rack card, review solicitation cards or diagram of meeting space.

Reputation Management - Suggest ways to increase reviews on low volume channels to further assist exposure and SEO. Complete sentiment analysis to get General Manager log ins to all channels.

Competitive Audit - Review top 3 competitors from an online standpoint against your hotel. Include backlink and domain analysis to identify opportunities for sales team. This helps drive referrals but also help increase off-site SEO.

Reports - Analyze reports and identify irregularities. Includes website traffic trends, channel mix analysis, referring domains and usage of group/LNR booking tools, as applicable.

Brand.com - Review of marketing opportunities that are brand specific to maximize brand contribution.

Link All the Cogs - Find opportunities to direct as much traffic and revenue to your lowest cost of sales, your website.