

Preferred Paid Package



Paid Search Marketing, also known as Pay-Per-Click or PPC, is one of the most efficient and quick ways to generate traffic to your property's Web site. VIZERGY's Preferred Paid Package is the perfect solution for hotels and resorts which already have a Web site and now need to promote it. It's hard to beat paid search in terms of immediate results, but the tricky part is choosing the most productive keywords and phrases to generate conversions. VIZERGY has a dedicated team whose only job is to monitor and make continual updates, ensuring that your Paid Search campaign is profitable for you.

Preferred Paid Package Features:

- Monthly analytical reporting
- Keyword research
- Management and reporting of monthly keyword budget for paid search
- Dynamic combination of software technologies & industry knowledge to identify highly productive keywords
- Exposure for top producing keywords
- Access to My Web World™
- Hosting services and 10 email addresses
- Semi-annual account manager reviews

Preferred Paid Package Benefits:

- Exceptional, profitable results due to specific industry focus
- Connection with customers at point of purchase
- Improved lead development and revenue
- Customized campaign development for low occupancy months
- Ability for real time monitor, measure and adjustment of campaign parameters
- Improved ability to compete with online campaigns of third party Web sites through location-based keywords

Something as important as your Web site's traffic and the bookings that it generates should only be trusted to a team of professionals. Our Paid Search Analysts are certified as Yahoo! Ambassadors and are Google AdWord Qualified, so you know you're getting the most professional Internet marketing services available in the industry.