

*Signature  
Preferred Platinum*  
**ViZability  
Package**



Your property's Internet marketing is not something that should be left to chance. The desire to succeed is helpful, but having a plan to get there is even better. That's where we enter the picture. VIZERGY<sup>®</sup> is uniquely qualified in hospitality marketing, with more than a decade of proven experience. We believe that our *Signature Preferred Platinum ViZability Package* is the solution for your Internet marketing needs.

 **What is *Signature Preferred Platinum ViZability*?**

*Signature Preferred ViZability* begins with a thorough evaluation of your goals and vision for your property. This comprehensive approach to Internet marketing includes recurring natural search marketing, enhanced hosting services with in-depth reporting and custom Web site development, including Flash and content-managed areas.

*Signature Preferred Platinum ViZability Features:*

- 10 custom-designed pages with optimized content
- 10 content-managed pages
- Send to a friend functionality
- Web 2.0 marketing
- Rich Media development on Squidoo and Flickr
- Monthly analytical reporting
- Social directory link building
- Keyword research
- Ongoing Web site optimization
- Access to My Web World™
- Enhanced Web hosting
- Management and reporting of monthly keyword budget for paid search
- One hour of monthly Web site changes

*Signature Preferred Platinum ViZability Benefits:*

- Incorporates advanced technologies to provide the ultimate in flexibility and control
- Builds ADR and improves conversion rate
- Provides increased brand and property awareness
- Supports improved search engine performance
- Web 2.0 capabilities
- Maximizes revenue and increases market share from your most profitable sales channel

VIZERGY's *Signature Preferred Platinum ViZability Package* offers a robust collection of tools that can increase bookings and boost recognition of your brand. Once implemented, expect an impressive ROI as VIZERGY begins to transform your property's web presence into the powerful sales channel you've always envisioned.