

*Signature  
Preferred Plus*  
**Paid  
Package**



There is no denying the importance of paid search advertising on the major search engines in the highly competitive hospitality industry. It's not enough to simply be in the search engines—you've got to stand out from the crowd of properties. Paid search can do this for you, increasing your bookings with the click of a mouse.

VIZERGY's *Signature Preferred Plus* for Paid Search is an intense approach to paid search, resulting in measurable improvements in market share and profitability. All of our Paid Search Analysts are certified as Yahoo! Ambassadors and Google AdWord Qualified.

*Signature Preferred Plus* **Paid Package Features:**

- 10 custom-designed pages with optimized content
- 10 content-managed pages
- Internet Booking Engine with Package Module
- Send to a friend functionality
- 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
- Major exposure for top producing keywords
- Access to My Web World™
- Enhanced Web hosting

*Signature Preferred Plus* **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
- Measurable ROI; 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
- Easy access for customers to locate your site with property-based keywords
- Costs control – only pay when consumers click on your site

Now is the time to take a bold action and differentiate your property from others. The *Signature Preferred Plus* Paid Package offered by VIZERGY is proven to bring the results you demand in an increasingly competitive market.