



With 85% of all hotel shoppers using online search engines, it's never been more critical that you focus on capturing this market for your overall bookings and profitability.

To succeed in such a competitive market, you need the most powerful sales tool available—the Signature Preferred Web development and marketing services from VIZERGY<sup>®</sup>. Just as its name implies, VIZERGY'S *Signature Preferred* service is a comprehensive approach to your Internet marketing that is uniquely tailored to address the needs of your specific property.

#### **What is Signature Preferred?**

Beginning with custom high-impact Web design and enhanced hosting and followed by ongoing research and performance calibrations, VIZERGY uses its proven experience to keep your property's Web presence strong. Our Account Managers incorporate your vision and goals into a program that can dramatically improve your Web site's position in the major engines and increase RevPAR. Keeping a strict focus on natural and paid Search Engine Marketing, and adding the critical competencies of social media marketing, VIZERGY alone is the most valuable asset for properties who are serious about profitability.

#### *Signature Preferred* **Features:**

- 10 custom-designed pages including optimized content
- The flexibility of 10 content-managed pages
- Internet Booking Engine with Package Module
- Send to a friend functionality
- Web 2.0 marketing
- Rich Media development
- Monthly analytical reporting
- Supplemental link submission
- Keyword research
- Ongoing Web site optimization
- Access to My Web World™
- Enhanced Web hosting
- Management and reporting of monthly keyword budget for paid search

#### *Signature Preferred* **Benefits:**

- Incorporates advanced technologies to provide the ultimate in flexibility and control
- Creates compelling user experiences
- Provides increased brand and property awareness
- Supports improved search engine performance
- Offers built-in guerilla marketing capabilities and database storage of leads
- Builds ADR and improves conversion rate
- Maximizes revenue, RevPAR and increases market share

VIZERGY *Signature Preferred* service brings powerful design and marketing services to your hotel, inn or resort at prices that ensure a measurably higher return on investment. This powerful tool offers you the industry's ultimate flexibility in Web design and hospitality branding.