

Total Solutions Program



VIZERGY Search Engine Optimization Packages

Search engine marketing is an ongoing process involving continuous research and adjustments to ensure that your property's Web presence remains strong. With 85 percent of all consumers shopping online for hotel options by utilizing a search engine, successfully capturing the online market is critical to your overall bookings and profits. As your potential customers are conducting their online searches for hotels, the sites listed most prominently in the search results are the sites they are most likely to visit. Thus, the initial visibility of your Web site directly impacts the amount of traffic to your site and ultimately, your online revenue.

What is the Total Solutions Program?

At VIZERGY, we offer our clients the Total Solutions Program for Search Engine Optimization (SEO) to maximize your Web site's visibility with the usage of popular keywords and phrases. A comprehensive program of proven methods, strategies and proprietary tools, Total Solutions provides an exceptional means to improve your site's page positioning in search results.

Within the Total Solutions Program, we offer clients three package options to best fit their needs: SEO only, Total Solutions Premium and the Enterprise Package.

Benefits to You

- Higher visibility in major search engines for relevant key search terms
- Increased traffic to your Web site for greater booking potential
- Ability to measure and adjust your SEO campaign according to tracking results
- Additional increased online visibility through paid advertising campaign
- Ability to reach potential customers directly and build ongoing relationships through an e-mail database
- Seamless reservations and packaging options with the VIZERGY Internet Booking Engine

How Does It Work?

VIZERGY combines target keywords with the use of powerful software applications, such as our SEO Super Reporter[®], to dramatically increase your Web site's visibility in major search engines like Google, Yahoo!, MSN and Ask. All Total Solutions packages include:

- Site hosting with updates
- RFP or CMP page – for lead generation and capture of valuable e-mail addresses
- Pay-per-click advertising management
- Search engine optimization
- VIZERGY's powerful Internet Booking Engine with a package module