



“Our advanced Web sites are designed to provide the ultimate in flexibility and content while utilizing a solid modular process as a foundation. This fully integrated use of content-managed components, rich media mapping, e-commerce and more, gives properties an advanced platform for a successful Internet marketing strategy.”

Joel Carver | Senior Vice President of Sales and Marketing
Vizergy

Capture More of the Growing Online Travel Market with VIZERGY

Increase revenue by utilizing a strategically designed site as a powerful sales tool.

VIZERGY offers high-impact, strategic Web site design with a singular focus on the hospitality industry.

At VIZERGY, we know that each client is unique with different needs and budgets. We first identify the specific selling features and location characteristics of a hotel, and then capitalize on those elements, driving qualified traffic to the property’s Web site while meeting the customers’ changing needs.

We offer you options. The Essential Module brings powerful design features at a price that assures an outstanding return on investment. The Power Pack Module is the industry’s ultimate choice in Web site design and incorporates the building blocks of E strategy branding. You choose the right package and price for your property and needs.



Both Packages Feature:

- Proprietary Design Methodology
- Hybrid Web Site Design, focusing on Web 2.0 - advanced graphic components
- Content Managed Application – featuring strong static and content-managed pages
- Customized Listings – local attractions, dining and shopping
- Integrated Application Platform – including Google map integration and send-to-a-friend functionality
- Rich Media Development – offering advanced functionality such as flash headers and button automation



Benefits to You

- Incorporates Advanced Technology to Provide the Ultimate in Flexibility and Content Control
- Creates Compelling Enhanced User Experiences through Attractive Design; Well-Organized Content and Intuitive Navigation
- Builds on an Advanced Platform to Launch an Outstanding Internet Marketing Strategy
- Provides Increased Brand Awareness; Supports Improved Search Engine Performance through Advanced Site Architecture
- Drives High Return On Investment through Improved Reservation Capture
- Offers Built-in Gorilla Marketing Capabilities and Database Storage of Leads
- Utilizes a Solid Modular Process as a Foundation for Customizing a Web Site
- Builds ADR and Improves Conversions – Improved Consumer Direct Revenue = Higher ADR
- Provides Interactive, Engaging Design that Offers Ease of Booking
- Leverages the Most Advanced Technologies to Guide the Customer in Travel Planning
- Customizes Messages to Address Target Audiences – Group, Corporate and Leisure
- Allows Prompt Update of Web Site, Generating Savings by Avoiding High Change Fees
- Offers Advanced Reporting Tools to Track Online Behavior of Customers
- Incorporates In-Depth Understanding of Hospitality Industry Allowing for Merchandising Platforms Customized for Each Client
- Provides the Highest Potential for All Site Pages to be Indexed in the Search Engines
- Ensures Scalability of Site, Allowing Site to Grow as Necessary