



HISTORIC HOTELS

THE NEW DYNAMICS & OPPORTUNITIES IN SEARCH MARKETING

GCOMMERCE



RENOWNED DIGITAL MARKETING AGENCY

GCommerce is a renowned digital marketing agency focused exclusively on the hospitality industry. With over 100 years of hospitality experience in-house, we partner with clients to generate incremental results. The GCommerce team, 16 years in the making, is capable of handling any and all of your digital marketing needs.

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claim your share™

HISTORIC HOTELS 2018 CONFERENCE





Industry Trends from an Online Perspective

CPA's Rising

The cost to acquire new customers is increasing faster than demand growth

Voice Search

Voice Search is expected to grow by 129% in 2018. 20% of mobile queries are now activated through voice.

Organic Traffic Is Shrinking

SERP's are changing. Organic placement takes many different forms.

GDPR – The Privacy Paradox

GDPR is making it harder to effectively market using personal data constrictions

Social Media Driving Discovery & Purchases

Share of eCommerce referrals rose from 2% in 2015 to 6% in 2017.

Mobile First World

Google announced a very important algorithm change in July. It's all about mobile and page speed.

Structured Data Markup Schema

Structured data allows search engines to not only crawl your website but truly understand it to properly index it.

Enhance your organic listings with Rich Snippets.

Without rich snippets

[Luxury Hotels in Bristol City Centre - Hotel du Vin Bristol](#)
www.hotelduvin.com/locations/bristol/ ▼
Discover our luxury hotel in Bristol, a magnificently restored Sugar House now Hotel du Vin Bristol offering luxurious rooms, loft suites, fine dining, bar and more.

Example with rich snippets
(Rating, reviews, breadcrumbs, price range)

[Hotel du Vin & Bistro \(Bristol\) - Hotel Reviews - TripAdvisor](#)
www.tripadvisor.co.uk > ... > England > Bristol > Bristol hotels ▼
★★★★★ Rating: 4 - 405 reviews - Price range: ££
Hotel du Vin & Bistro, Bristol: See 405 traveller reviews, 69 candid photos, and great deals for Hotel du Vin & Bistro, ranked #7 of 90 hotels in Bristol and rated 4 ...

GOOGLE MOBILE FIRST INDEX & PAGE SPEED OPTIMIZATION

The mobile version of your website becomes the starting point for what Google includes in their index, and the baseline for how they determine rankings.

Our Google representative informed us that rank could be affected for pages that load slower than 3-4 seconds (3G connection speed)

How Mobile First Indexing & Page Speed Optimization are Inherently Linked & What to Do About It?

- Google's Objective: Fast and relevant search returns
- Must have responsive designed website
- Here are some website speed evaluation tools:
<https://www.thinkwithgoogle.com/feature/mobile/>
<https://developers.google.com/speed/pagespeed/insights/>
- Implement Structured Data Markup
- Server response time.
- Image optimization and compression.
- Browser caching.
- Render blocking Javascript & CSS above the fold.

VOICE SEARCH

Two Types of "Voice Search"

- Screen-less Voice Assistant Search (think Google Home, which provides responses to your questions)
- Dictated Search provides voice command to pull up search engine results on a screen (think Siri)

**Don't Forget About
Chat Bots**

Optimization for Voice Search

- Well Built Out & Optimized FAQ's Pages
- Include Long-Tail Voice Oriented Keywords
- Target Question Keywords & Near Search Terms
- Local Search Optimization (Local Listings/GMB/Reviews)
- More Focus on Tracking Calls as Conversions (call tracking solution)
- Make Your Site Secure (HTTPS) and Mobile Friendly
- Implement Schema – Structured Data Markup



ORGANIC SEARCH ENGINE OPTIMIZATION

Is your organic traffic and subsequently organic sourced revenue dropping?

SEO isn't dead, but it is evolving and if your not keeping up with the latest changes and techniques, then your organic production will drop.

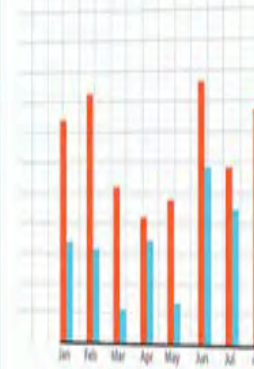
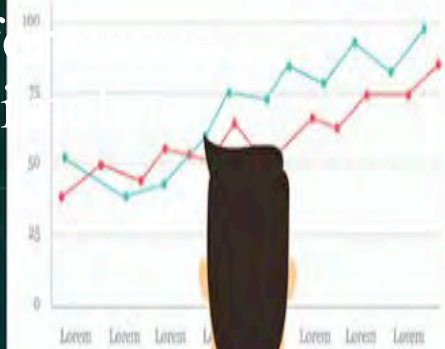
New SEO Changes & Tactics to Consider

- Mobile First Indexing
- Your site must be secure (HTTPS)
- The Google Page Speed Update
- Schema – Structured Data Markup
- Optimize Website Images (title tags, alt tags, file name)
- Fresh Content Every Month - Blog
- Optimize Website Content for Featured Snippets (Video, Recipes, Articles, Images) through Schema
- Make your Content Shareable and Likeable



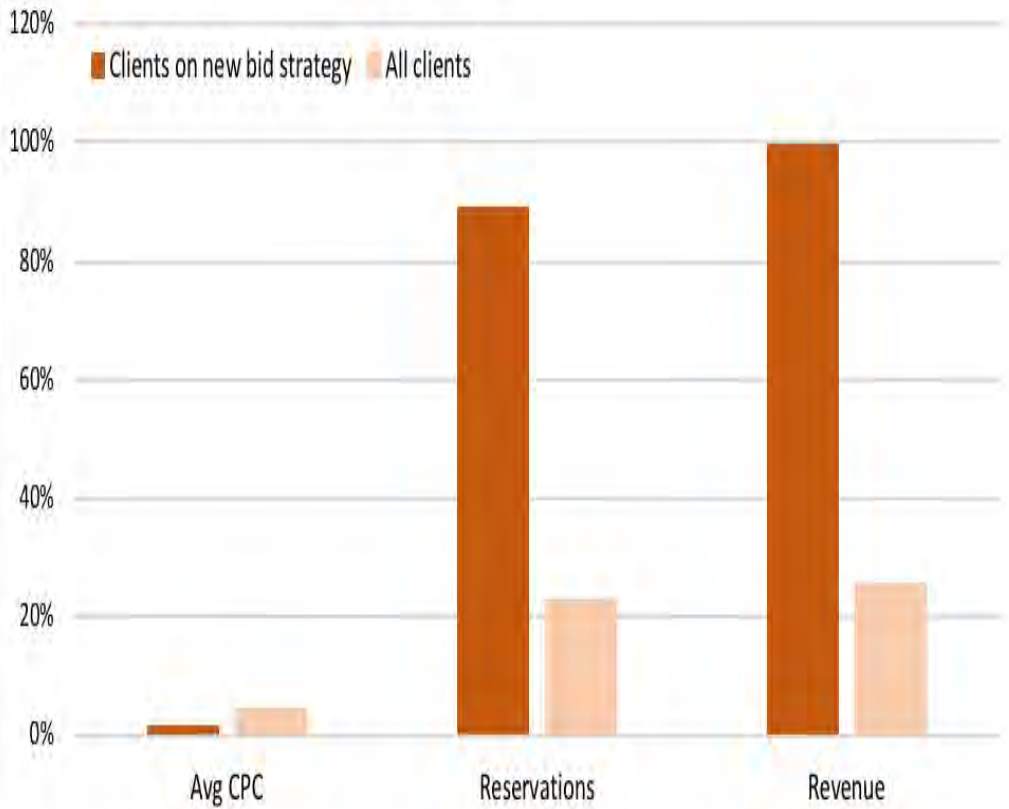
PROGRAMMATIC MEDIA SOLUTION

Web
Performance
85%



YOY Data

■ Clients on new bid strategy ■ All clients



PAID SEARCH MARKETING

Is your paid search campaign CPC's rising and your budget reach and ROAS shrinking?

If your not keeping up with the latest changes and techniques, then your paid search marketing campaign performance will suffer.

Paid Search Tactics to Consider

- Programmatic Media Solution
- Attribution Model Tracking
- Own Your Brand Terms
- Target Demand Drivers
- Target Competition Brand Terms
- Audience Targeting
 - Remarketing Lists for Search Advertising (RLSA)
 - Google Adwords for Customer Match
 - Similar Audiences for Search
- Visual Site Links
- Promotion Extensions





Metasearch Marketing
hotels combined®

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KAYAK™

Why Should Hotels Directly Participate in Metasearch?



Be visible where consumers are researching, from the top of the funnel to the bottom.



Compete with the OTA's and their competition for your direct bookings.



Voice Assistant travel search is currently powered by metasearch.



Local search is moving towards a pay-to-play model. Google shows rate cards directly on the map.





THANK YOU