



Hotel Traffic Builders Business Builder Program

A comprehensive & affordable solution focused on generating incremental bookings via local marketing. Choice Hotels International® properties have a great brand, and now the “Hotel Traffic Builders Choice Advantage Program” will fully leverage the Choice brands at the local / property level for your benefit.

Choice Hotels International® properties will receive:

A Best in Class Property Website:

- Complete local property website with dedicated search friendly domain name
- Fully Branded design and operational integration (*meeting Choice International Hotels® brand standards*)
- Full booking engine integration –sole focus is on driving bookings
- Flash animated website main image panel – for best consumer presentation
- Integration with ChoicePrivileges® directly from the property website
- Consumer friendly photo gallery –featuring all hotel offerings
- Simple to use content management system (*text and image updating at no additional cost*)
- Integrated Property specific PDF brochure
- Full map and directions integration
- Local area guide integration (*Activities, Attractions, Dining, Night Life & Shopping, plus listings of what is nearby*)
- Social network integration (*Facebook, LinkedIn, Twitter, MySpace, Facebook, Digg, Stubleupon, MySpace and more....*)

Extensive Local e-Marketing Services & Tools:

- Comprehensive Search Marketing Services (SEO)- Include SEO marketing plan, Ongoing SEO Optimization, and manual search engine submissions
- Google friendly page web addresses (URLs), Google site map, including local search engine registration
- Comprehensive Google PPC campaign management
- Ongoing e-Marketing services –Posting/sharing special offers/ content, Link development, increased web visibility, directory submissions, reciprocal link support (*w/local businesses*), cross linking with partner sites
- Simple to use content management system (*text and image updating at additional cost*)
- Web 2.0 marketing integration for any existing – Local blog capable, social networking integration on Facebook, LinkedIn, Twitter, MySpace, Digg, Stubleupon, Delicious, Readdit, and more...,
- Classified listings – Ability to add hotel/property help wanted / staffing position postings
- Website analytic tools & reports
- SEO analytic and direct local property competitor (*up to 3competing hotels*) search engine tracking reports – measure keyword specific search engine rankings for your site and 3 competitors

Convenient & Secure Administration:

- Domain registration & management
- Full property profile and storage of required digital assets
- HTB Dashboard – secure reporting center
- Secure Data Center website hosting with Help and Online support
- Nightly website back-up for added security and reliability
- Auto monthly account payment
- E-mail accounts w/webmail (*up to 10*)

Special Choice Pricing:

- Website \$2,800
- Dedicated Hosting \$25 Mo.
- Monthly E-Mktg Fee- \$1,000

Visit us for more information: www.HotelTrafficBuilders.com