



## Hotel Traffic Builders' Analytic Information

### Hotel Traffic Builder's - Client Web Tracking

HTB Real-Time comprehensive web-reporting - Your personal secure HTB Reporting Center delivers information as it happens. Watch your visitors' behavior while they are interacting with your Website!  
On-demand, real time, right now, with incredible visual presentations!

HTB takes precision to a whole new level with our ability to drive data driven results. Traditional static web stat solutions that only report on the basics such as traffic volumes don't come close to providing the data needed to shape and drive e-Marketing decisions.

### HTB Client Web Tracking Features

**HTB Live Page Monitoring** – “We see who is on your site in real time!” You too can take a peak at your page visits in live time! Drill down to see their entire click paths. Great for instant feedback on target marketing and to learn more about your visitors' habits.

**HTB SEO Analyzer** – See how we evaluate and improve your site's Meta tags and keywords, page by page! The HTB SEO Analyzer tools expand on our Search Engine reports, offering even more control over your site's keywords and keyword performance. HTB provides visual guidance and immediate, accurate feedback on your website's keyword usage and Meta tags.

**HTB Advertising Campaign Manager** – HTB knows *every time someone responds to your advertising* and whether it's effective or not - in real time! HTB manages your online advertising with precision data driven success tracked factors. HTB saves client money by putting your ad dollars where they are most effective. We know down to the exact keyword when your PPC dollars are paying off, we monitor conversions, and specific web site activity down to the individual visitor click path. Additionally the HTB PPC keyword click tracking provides an effective tool in identifying any click fraud activity.

**HTB Touch Map Reporting-** An amazing visual report, HTB touch mapping provides a heat visual overlay of your web pages so you can see *everywhere your visitors click* and learn how they interact with your Website! See exactly where they "touch" your site, page by page. HTB touch mapping is one of the fastest, most accurate ways to see exactly what links, products and information your visitors are interested in!

**HTB Visitor Identity Labels-** Custom label your visitors and link track them

**HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.**



by tagging select visitors with a specific descriptive label. With HTB Visitor Identity Labels, you have the ability to track page views by specific identity, for example, a username, customer name, or any database criteria! HTB can help you customize *your reports with incredibly precise data tracking!*

**Keyword Analysis** - See deeper into your keywords with a granular breakdown of exact *search engine words and terms used to find your site!* Through various keyword reports available in HTB's Search Engine reporting area, you can view Keyword Trending reports for a historical side-by-side look at your keyword usage month by month, or, try Custom Keyword reporting for specific word tracking. Plus in our SEO reporting center you can track keyword ranking by term by search engine and even head to head competitor comparisons including month to month performance trend analysis.

**Activity Alerts** - Receive HTB e-mail or text message notices from HTB when specified activities occur on your Website. For example, if you want to know when a Web page is viewed, or when your page views exceed a certain number, HTB can deliver real time alerts with an e-mail notice the moment anyone clicks on your chosen page or your page views reach your designated number. A great way to know when things happen as they happen.

**HTB Website Up-time Monitor: Page Alarm** – HTB knows whenever there is a problem with your website before your customers do! The HTB Page Alarm automatically monitors your Website 24/7 and immediately alerts us if your site becomes unavailable for any reason. This is an indispensable feature that helps us ensure that your online business tool is functioning properly around the clock.

**Live Desktop Report: HTB Stat Feed Casting** - With a click you can have a small window open on your desktop with a live data stream that allows you to view your visitor page views and geographic locations throughout the day - as they happen. Great for those resort operators who want instant direct marketing feedback on advertising effectiveness, without logging into the full HTB reporting center!

And if that is not enough, you can also access your hotel's HTB web reports in real time right on your PDA cell phone!

### **Hotel Traffic Builder's – Advanced SEO Solutions**

**HTB Client Hotel Dashboard** – Our extremely user friendly Easy-to-use private and secure client Hotel Dashboards provides HTB with the best in class e-Marketing tools and shared information for hotels. HTB generated very powerful and granular reports and then packages them in stunning simple to

**HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.**



understand visual presentation for ease of understanding and quick marketing actions.

**HTB Search Engine Site Saturation Reporting:** Gain insight into how much of your content (and your main competitors') is being published by the leading search engines. See deeper into your keywords with a granular breakdown of exact *search engine words and terms used to find your site!* Through various keyword reports available in HTB's Search Engine reporting area, you can view Keyword Trending reports for a historical side-by-side look at your keyword usage month by month, or, try Custom Keyword reporting for specific word tracking.

**HTB's Improved Organic Keyword Visibility:** HTB delivers actionable data in a visual reporting environment which includes: keyword trend graphing, Keyword Visibility Index trending, enabling HTB to generate improved search engine visibility.

**HTB's Link Defender:** To maximize your site's visibility with the search engines, you need to ensure your most relevant content is indexed. Link Defender provides assurance that your links are working so an engine's spider will not drop your important pages.

**HTB Keyword Analyzer:** HTB analyzes keyword and phrase usage in your web pages. It calculates the densities of the keywords and phrases and identifies the most commonly searched terms so that you can include them in your web pages. HTB shapes content to be most relevant to search engine shopping hotel guests.

**You can't manage what you don't measure!**

### **HTB's Detailed SEO Monthly Research & Reporting**

**HTB Summary Headlines:** This report provides a high level overview of the metrics of your web site – Key data points!

**HTB Search Engine Visibility:** This report shows how many web pages from your site are published by the leading search engines along with how many links from other sites are pointing at the home page of your site

**HTB Search Engine Details:** This report shows the current rank, previous rank and change in a keyword's position categorized by search engine.

**HTB Keyword Details:** This report displays the current rank, previous rank and change in a keyword's position categorized by keyword for each selected search engine.

**HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.**



**HTB Keyword Listings:** This report shows the position of each keyword found, along with the actual listing text displayed in the search engine results page.

**HTB Competition Comparison By Search Engine:** This report displays the search engine listings for a keyword by search engine providing visibility into your position relative to the competition.

**HTB Keyword Ranking Alerts:** This report shows listings that have dropped in ranking within the past 30 days for immediate attention.

**HTB Keyword Ranking Trend:** This report shows changes in keyword position over time.

**HTB Competitive Hotel Reporting:** This report displays keyword ranking positions in relation to competing hotel web sites by search engine. HTB actually performs as many as 45,000 searches each month for each hotel client to measure competitive comparison results for up to 25 keywords on all top search engines measuring results 10 pages deep.

**HTB URL/Keyword by Search Engine:** This report shows the position of each keyword by URL for each search engine. HTB's focus is to generate search engine visibility beyond a resort's home page.

### **HTB's Detailed SEO Monthly Research & Reporting 10 Ways HTB Web Tracking Analytics will maximize your marketing results & increase resort marketing ROI:**

1. HTB sees exactly which pages are viewed by your site visitors -- and how long your visitors stay on each page – visually understanding your guest's exact activity!
2. HTB captures Search Engine usage by keywords and phrases; see the keywords used to find your Website with the ability to then track activity sourced by individual keywords.
3. HTB optimizes your web site SEO results, as we are able to track all natural search activity coming into your site along with all activity directly related to specific searched keywords. This takes working smart to a new level.
4. HTB uses Keyword trending reports to maximize the effectiveness of pay-per-click spending and monitors exactly what your visitors are searching for. Visually see and understand both the bounce and conversion rates for each and every keyword!

**HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.**



5. HTB identifies how customers found your website, and the specific links used to get them to your site. HTB then monitors activity to know the true value of their source. Building referral traffic is great, but building referral traffic that represents bookings is much better!
6. HTB monitors visitor traffic for specific periods of time: by hour, day, week, month and year so that we can adjust marketing activities correspondingly.
7. HTB delivers visual tracking of your visitors by city, state/region and country in a full-color, detailed geo-mapping report area – The HTB informational foundation to run and effectively manage/monitor ad campaigns at the regional / target market level!
8. HTB can track your secure booking engine pages with our SSL snippet script codes
9. HTB monitors your website up-time and are notified of any down-time instantly, preventing loss of customers because of unavailability
10. Access your HTB web marketing reports from any PC browser, or even your PDA cell phone or have them streamed to in a live to your desktop via HTB's Live Stat Feed Casting technology.  
(*Caution: this feature can be addicting!*)

###

**About Hotel Traffic Builders (HTB):**

We are a full-service digital marketing agency dedicated to the boutique hotel & residential resort industry.

Our mission is very simple: ***"To maximize sales success by providing our clients with exceptional internet marketing results"***.

Our clients consistently enjoy industry leading success because of our dedicated focus and experience. Our use of state-of-the art tools, best in class technology and wealth of industry experience enable us to provide full solution applications. We recognize that our clients are experts at running their hotels, and our role is to develop and maintain online marketing leadership for our client hotels.

We differentiate ourselves through:

**Industry Expertise**

We have a singular specialized focus on boutique hotel, resort and vacation home e-Marketing. Our sole goal is to be the best at what we do by ensuring maximum success for all of your e-marketing activities. Our 52 person design and development technology team delivers unparalleled quality and results. Our sole focus is resort marketing.

**Individual Customized Creative Approach & Solutions**

Every client has unique needs, opportunities and priorities, our e-Marketing plans are always custom built and based on in-depth research of your specific hotel.

**Cutting Edge Technology**

We use proprietary state of the art tools and applications that enable project efficiency, measurability and success of your e-marketing. We not only promise success, we document it in a 24/7 real-time secured private reporting platform that we create for every hotel client. Our clients never wonder about how hard

**HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.**



their marketing dollars are working because they always know!

**Return On Investment**

The true measurement of our success is our proven ability to deliver reservation bookings. We grow booking results year over year, and we grow advance bookings, which result in higher occupancy levels and ADRs.

**Contact us at:** [www.HotelTrafficBuilders.com](http://www.HotelTrafficBuilders.com) or call us  
**954- 421-6399**