

eCommerce Services

1. Paid Search Management and Optimization

- 1.1. Work with Hilton Worldwide's PPC vendor, to analyze and adjust keyword campaigns
- 1.2. Analyze data to keyword level to ensure maximum and ongoing optimization
- 1.3. Implement learnings and BDP from other eCommerce Manager s/ hotels / regions
- 1.4. Add lead prices to all high volume keywords
- 1.5. Review with Revenue Management and update lead rates in Paid Search ads as rates / demand changes
- 1.6. Buy selected CPC placements, track and optimize to drive demand to the hotel pages at maximum ROI

2. Search Engine Optimization

- 2.1. Use Google (and other) query volume tools to determine high volume queries and identify proposed new keywords for the hotel campaign to test / optimize
- 2.2. Prepare linking strategy among directories & affiliate websites (CVB, etc)
- 2.3. Remove duplicate listings for our property in key web directories
- 2.4. Ensure domain ownership in Google Local Business listings is accurate and claimed by the hotel
- 2.5. Ensure maximum distribution across content networks and send hotel data to key travel and web directories, including local directories
- 2.6. Monitor rankings and positioning for all top keywords



3. Lead Rates

- 3.1. Update lead rates on local hotel site (where appropriate), every 4 weeks
- 3.2. Update lead rates in Paid Search adverts for the hotel, every 4 weeks



4. Content

- 4.1. Process enhanced content updates to content team through WebForms – manage and close off and report to hotels when item is published and QA'd
- 4.2. Perform regular audits of hotel pages for accuracy and completeness, pages are tagged for SEO, all links are working and hotel special offers are current and available
- 4.3. Ensure all online opps are maximized |(as measured by Hampton's Online Opps Scorecard)

5. Local Hotel Sites

- 5.1. Create, design and optimize local hotel site
- 5.2. Create strategy to ensure ongoing optimization of traffic and conversion on brand.com and hotel site

6. Reporting and Analytics

- 6.1. Ensure all key spots on brand.com pages are tagged using appropriate tracking tools and provide reports
- 6.2. Track all banner ads, clicks, conversion revenue, room nights on local hotel sites
- 6.3. Monthly eCommerce report – provide analysis of (all) channel performance, online breakdown, PPC results and SEO positioning, keyword reports, top referring domains, and progress on activities to drive performance