The Smart Innkeeper (to be) Series

Presented by: Lisa Kolb
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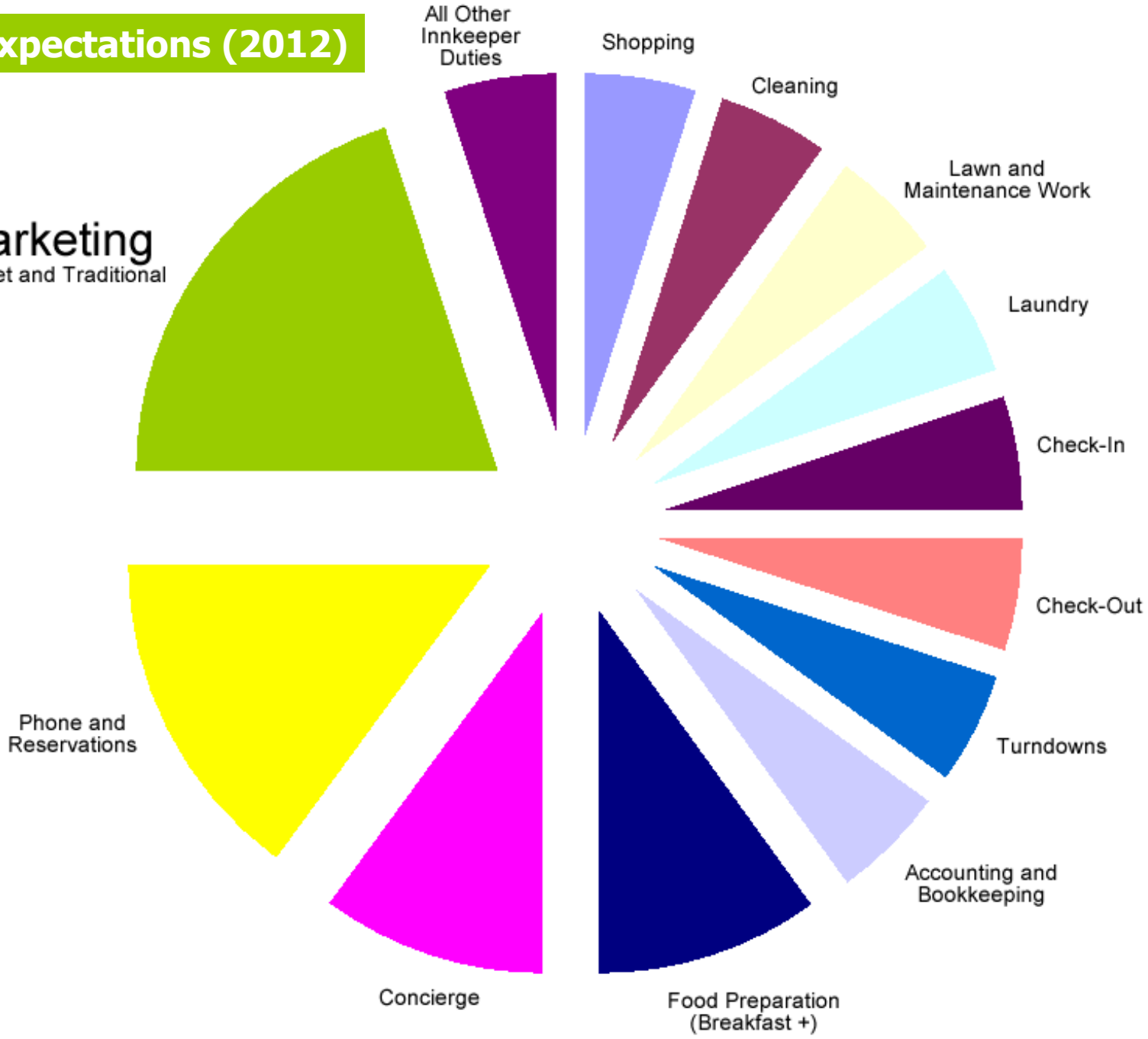
President and Co-Founder and

Setting Expectations (2012)



A Fairy Tale Classic

Ever so slightly modified!

www.acorn-is.com → Free Education → Just for Fun Videos

The 3 Little … Innkeepers?

The Moral of the Story…

- Everyone wants to be like the 3rd Little Innkeeper, whose Web site has withstood all the huffing and puffing of the "big, bad, search engine wolf".

But that's where we find New Innkeepers can so easily get STUCK!

ONE

• You might determine you need a new Web site design once you purchase your Inn.

• But you might not realize the necessity of including On-Page SEO (Search Engine Optimization) as part of the Design Process.

• And you may not be familiar with how to begin interviewing potential companies to request a bid for a New Design.

But that's where we find New Innkeepers can so easily get STUCK!

TWO

- In fact, most new Innkeepers simply have never even heard of SEO or its impact on their potential online placement and ultimately their revenue.

But that's where we find New Innkeepers can so easily get STUCK!

THREE

- Most New Innkeepers do not realize the necessity for an Ongoing SEO and Marketing Plan to support your Web site placement and grow their businesses into the future.

So…

- Where does a New Innkeeper begin to create the best Online Presence possible?

With Education and Knowledge

The successful Innkeeper spends approximately 1 hour a day on On-Going Marketing!

You have 2 choices…

- **1) You Pay a Professional**
  - **Average Fees are 75$ an hour and up**
- **2) You DIY**
  - **Do-It-Yourself**

Today's Lunch Round Tables

http://youtu.be/0CLG1ho9n0A

Or search for the video on our YouTube Channel

http://www.youtube.com/acorninternet

A Day in the Life of a Marketing Innkeeper

A One Man Show (8 rooms + 1 housekeeper and 1 laundry person)

Up at 7:30
7:43 Start the oven
7:44 Start coffee pot #1
7:50 Go back upstairs, get dressed and ready for the day
7:55 Back to the kitchen to put the breakfast dishes in the oven
7:56 Turn lights on breakfast porch
8:00 Put heating tray out with mugs on it, to be warmed by the time guests get coffee
8:03 Put hot water in carafes to warm them before coffee
8:05 Put coffee in carafes and put on porch
8:06 Start next pot of coffee–
8:07 Make scones or muffins or sweet bread (If not made already)
8:18 Get breakfast meat of the day ready. Sausage in pan or get bacon ready
8:20 Put butter and jam on tables so butter will not be hard
8:22 Get fruit dishes out and put fruit in and cut kiwi or something for decorating the fruit cups
8:23 Start decaf coffee
8:30 Put 2nd pot of coffee out in second carafe
8:31 Start the laundry (which was filled the night before)
8:35 Turn computer on and check email from overnight
8:40 Get glass carafes out for juice
8:43 Put decaf in carafes on porch
8:45 Check on sweet bread to see if warm enough
8:50 Take breakfast out of the oven
8:52 Put juice out on all tables and fill water glasses
8:55 Cut breakfast and start plating up the breakfast
8:58 Start serving guests that have arrived
Sometimes guests come down early and want to talk–then you have to keep an eye on time while not being rude.
9:05 Once everyone is down for breakfast, all plates should be plated and served.
9:10 Back out to check juice, water and coffee
9:15 Check computer and daily duties for the day
9:15 Switch laundry from washer to dryer and refill the washers
9:20 Check on guests and start taking plates away that are finished
9:25 Visit with guests to see what they are doing for the day and if they need help for anything. Most guests will now ask "How did you get started with the B&B" I have separate tables for each couple so I try and get to all tables to ask about their dinner last night and what they are doing for the day and if they need suggestions.
10:00 If all guests have left, I clean everything off all tables and fill both dishwashers and put special items away.
10:15 Strip any rooms that guests have checked out, to get more laundry started.
10:30 Usually guests are checking out and you have to stop and chat with them
11:00 Finish check outs
11:05 Check E-Mail again and see if anything needs responding to
11:10 Finish stripping the remaining rooms
11:15 Hopefully, if everything is going well (which is rare), I should be done cleaning the kitchen
11:15 Try to make some lunch (since I don't get time to eat breakfast)
11:20 Write a Blog Post every other day if possible but at least 3 times a week while eating lunch
11:30 – 1:30 (Mon-Wed-Fri) Gym time and any errands Lowes, Walmart
11:30 – 1:30 (Tues) Mow the lawn and yard work, house maintenance
11:30 – 2:30 (Thurs) Grocery shopping, Sam's and Costco's
2:45 Make double batch sweet breads for the weekend and the next week and make brownies or cookies for the evening snack.
3:30 Take a shower and get ready for incoming guests
4:00 Check-ins start and run until 7-10pm
5:00 Empty both dishwashers, if I didn't get a chance earlier; get place mats and napkins ready
6:00 – 8:00 Start preparing breakfast for next morning (making main dish, cutting fruit, getting breakfast meat ready)
8:00 Try and make some dinner or run out and get some if all guests are checked in
9:00 – 10:00 Finish anything that didn't get done during the day
10:00 – 11:00 Computer Work: Stats, E-Mails, Letters, Follow ups. This is my 1 hour a day of Internet Marketing Work
11:00 Shower, if I never got one
12:00 Get in Bed.....

Note: Attending / watching recorded Marketing Webinars, phone reservations and miscellaneous items handled as they occur.

A Successful Marketing Innkeeper will weave Marketing Activities into every day's activities!

2011 Estimated Yearly Expenditures for Web Marketing

Includes Web Services such as SEO, SEM, PPC, etc.

- **< 4 Room Inns** spend approx. **$82.26**
- **5 to 9 Room Inns** spend approx. **$179.09**
- **10 + Room Inns** spend approx. **$678.58**

Data from 2011 PAII Industry Study
Posted on February 21, 2012
http://blog.acorn-is.com

Note: Small Inns have to exert the same amount of effort as a Large Inns to establish and maintain high placement in the Search Engines.

The Smart Innkeeper Series

Making every penny count!

- Part 1 - Web Site Investment: Site Design
- Part 2 - Web Site Investment: On-Page SEO
- Part 3 - Web Site Marketing Maintenance Ongoing SEO and Marketing Plans

Site Design

1750 Inn at Sandwich Center
Casual elegance in the seaside village of Sandwich, Cape Cod, MA
508-888-6958
check availability | local weather
HOME
ROOMS
SPECIALS & PACKAGES
ABOUT US
CAPE COD
DIRECTIONS
CONTACT US
-What's inn our Sandwich?-
Check Availability
arriving on:
# of nights: 1
# of guests: 2
Submit
A Cape Cod B&B with New England Charm and a touch of Southern Hospitality...
Immerse yourself in history and culture at our Cape Cod bed and breakfast.
Cape Cod's oldest seaside village is home to the 1750 Inn at Sandwich Center. Within walking distance of this quaint

A Few Things to Consider (1)

Web Site Design - Technology

What Technology is BEST for your Needs?

- CSS/HTML Custom Design
- CMS (Content Management Solution)
  - Wordpress
  - Drupal
  - Joomla
- Plug and Play Database System

A Few Things to Consider (2)

Web Site Design - Editor

- What Photo / Text Editor is provided as part of your New Design?
- Is the Editor suitable for your needs?
- Is it skill-level appropriate?

Note: *See if you are able to Test Drive or Learn More about the Editor in advance.*

A Few Things to Consider (3)

Web Site Design – Visual

- What level of Artistic Involvement do you require?
  - Full Creative License?
  - Hands-Off as much as possible throughout the design process?
- Reservation System Software Integration
- Social Media Integration
  - Facebook, Twitter, Google +, Pinterest
- Blogging Platform Choices
  - Will your Blog integrate seamlessly into your new design?
- Professional Photography
- Photo Gallery Options
- Static and / or Interactive Maps Integration

A Few Things to Consider (3)

Web Site Design – Visual Continued

- Tracking and Statistic Software Integration
- Mobile Site Option that is Mobi Compliant
  - Separate / Different Mobile Site Code or Alternate Mobile Display
  - Supported on another Domain
    - Does not support your site presence
- Integrated Video
  - YouTube Channel
- Press Page
  - High Resolution Photos
  - Starter Article Content
  - List of Publications where you've been published
- Newsletter / E-Mail Gathering System

A Few Things to Consider (4)

Web Site Design – On-Page SEO

Don't Forget… On-Page Search Engine Optimization (SEO) integrated as part of your new design!

A Few Things to Consider (5)

Web Site Design – Ownership

- Who retains the legal ownership of the completed design?
- Do you have the authority move the site, easily and in its entirety, to a new hosting company, or are you tied to the company who built your site?

* January 2012 Acorn Internet Services Survey Says…
  97.3% prefer to **OWN**, **2.7%** prefer to **LEASE**
  See full article at: http://blog.acorn-is.com February 9, 2012

A Few Things to Consider (6)

Web Site Design – Pricing

- What are the expected upfront costs?
  - Design
  - On-Site Visits
  - Professional Photography
  - Etc.
- What are the ongoing costs?
  - Hosting
  - E-Mail
  - Ongoing Support
  - Etc.

Reality Check (1)

Custom Designs

5K - 6K upwards to 15K - 20K

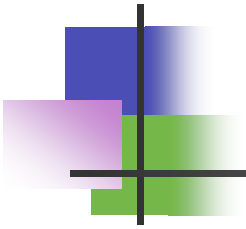
- Dependent on...
  - # of Pages
  - On-Page SEO
  - On Site Consulting
  - Professional Photography
  - Amount of Customer Involvement in Design
  - Etc.

Reality Check (2)

Turnkey / Template Designs

2K - 3K and Up

- Dependent on...
  - # of Pages
  - On-Page SEO
  - Professional Photography
  - Etc.



Reality Check (3)

Plug and Play Database Designs

Typically includes a Setup Fee and an Ongoing Monthly Fee that can start around $90 a month upwards to $1K + a month

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- Watch the Video
- Use the Handout
- Compare multiple Companies side by side
- Check References
- Choose the right Design Company for your Business!

Questions

SEO
Search Engine Optimization

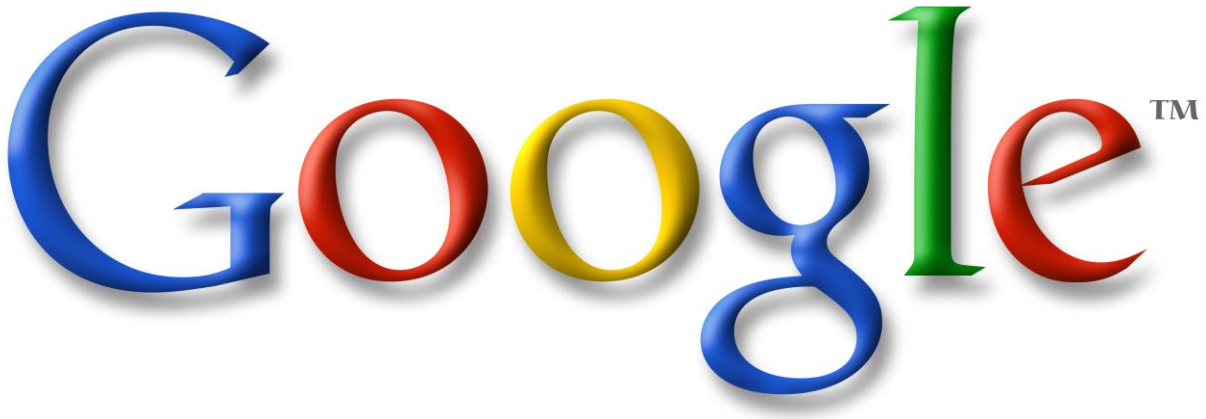
Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results….

…because effective SEO may require changes to the HTML source code of a site and site content, SEO tactics may be incorporated into website development and design.

Search Engines

…Use SEO data to Place Your Site!

Note: *SEO data alone is no longer enough for placement, but is still a must have.*



On-Page vs. Off-Page

- **On-Page SEO** includes elements that are actually built INTO your Web site when it is developed.
  - On-Page SEO is typically done 1 time, and reviewed every year, or when what you are selling changes, or the search engines changes their rules.

- **Off-Page SEO** includes everything else!
  - Off-Page is work you or a Paid Professional does on a Day-to-Day basis to support your On-Page SEO which supports your Search Engine Placement.

On-Page SEO

- Usually Performed by SEO Experts and Technical Writers.
- Not all Design Companies offer this service.
- You must ASK!
- You can expect On-Page SEO to increase your Design Bid 20%-30% over a Design Bid without On-Page SEO.

On-Page SEO

As Dictated by Google Guidelines http://bit.ly/d29DIe

- Unique <title> Tag included in the <head> section of each Web page
- Unique <description> Tag included in the <head> section of each Web page
- Search Engine Friendly Navigation and File Structure
- HTML and XML Sitemaps
- WORDS or TEXT that support the <title> and <description> tags per page
- Social Media, Video and Blog Call-to-Actions
- Use of Anchor Text
- Image Alt Tags
- Heading Tags
- Integration of your correct local NAP (Name + Address + Phone) as per Schema.org documentation

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- Watch the Video
- Use the Handout
- Compare multiple Companies side by side
- Check References
- Choose the right SEO Company for your Business!

Questions

Off-Page SEO

Including Ongoing Marketing Work

- Fresh Online Content
- Link and Citation Building
- Establish and Maintain Local Places Listings
- Newsletter Program
- BE SEEN in the Press
- Monitor your Online Reviews and Reputation
- Statistics and/or Booking Tracking Monitoring

Fresh Online Content

- You need to schedule time to provide Fresh Online Content on a Daily, Weekly and Monthly Basis
  - Blog *(SEO Friendly Posts)*
  - Facebook *(Start Conversation, Ask Question, Post Survey)*
  - Twitter *(Write quality Tweets http://bit.ly/v3nOoE)*
  - YouTube Video *(Post and Share, Share, Share!)*
  - LinkedIn *(Connect with Others)*
  - Google + *(Business Accounts now Available!)*
  - Pinterest *(New, but gaining leverage!)*
  - Google Maps (Dining, Trails, Area Attractions, etc. and Share!)
  - Web Site Updates
    - Innkeeper's Corner (Last Minute Deals, Area Information, etc.)
    - Pricing, Specials and Packages, etc.

Link and Citation Building

- Back Links or In-Bound Links are Links from other Web sites to yours.
  - Anchor Text matters
  - Don’t participate in Link Farms
  - Choose quality companies, related to your business, to link to you!
- Citations may or may not include a Link, but are believed to be used as part of Local Placement Algorithms.

Local Places Listings

- Claim your Local Listings
  - Google
  - Bing
- Update Monthly
  - Notes
  - Coupons
  - New Videos
  - Changed Content
- Verify your NAP (Name + Address + Phone) is accurate EVERYWHERE online

Newsletter Program

- Choose a Newsletter Program
  - Examples
    - Constant Contact
    - Your Mailing List Provider (YMLP.com)
- Customize a Newsletter Template with your Branding
- Send Monthly or Quarterly Newsletters
- Include a Subscription option on your Web site, Blog, Facebook Page, etc.
- Encourage Social Media Involvement on all Newsletters
- DO NOT send Bulk E-mail from you E-mail account!

BE SEEN in the Press

- Being SEEN is a matter of watching for and acting on opportunities for Writers to WRITE About Your Inn!

Reviews and Reputation

- Monitor your Online Reviews and Reputation daily.
- Respond Appropriately when Needed.

Statistics

- Review Statistics and/or Booking Tracking Data Monthly (bare minimum)
  - Google Analytics
  - SuperStatz
  - Intell-a-Keeper
- Track and record search engine placement for key search phrases
- Monitor…
  - Visitors
  - Bounce Rates
  - Top Referring Sites
  - Paid Directories
  - Search Phrases
  - Bookings
  - Other various tracking data required to enable “informed” decisions regarding your online presence.

Citations
Link Building
facebook
NEWS
YouTube
LinkedIn

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- Watch the Video
- Use the Handout
- Compare multiple Companies side by side
- Check References
- Choose the right Company for you Ongoing SEO and Marketing Plans…
- OR commit to getting involved in learning how to Do-It-Yourself!

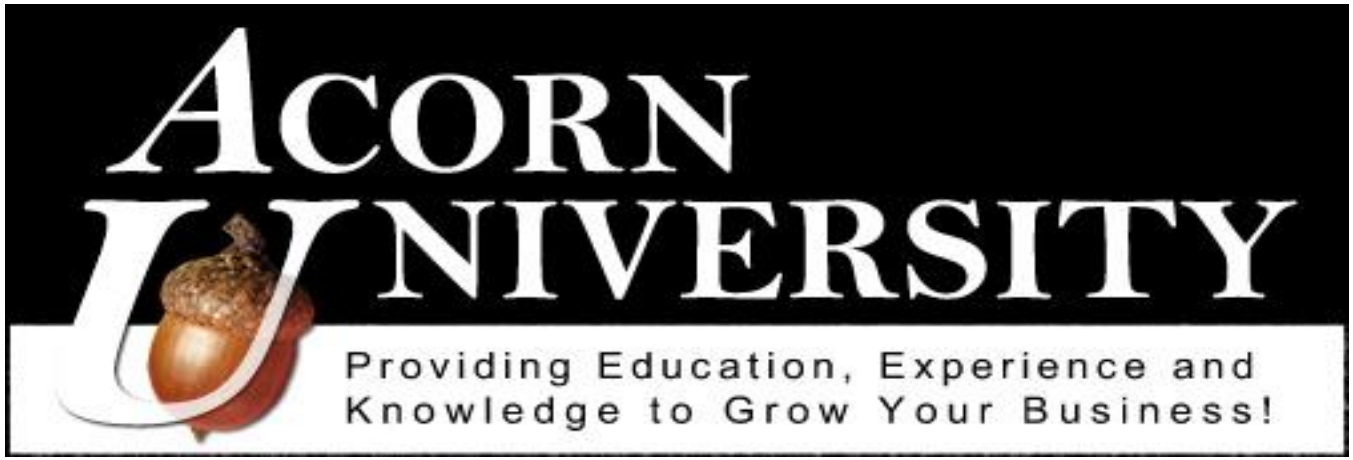
Overwhelmed?

- It's only natural as there is so much involved in Marketing your Inn on the Internet!
- But, Remember! Innkeepers every day do this type of work, and are making more $$$ than ever before!

www.acorn-is.com/gotguests

SEO Monthly Webinar Class

1st Wednesday of Every Month, 11:00 EST



- Acorn University Webinars and After Hour Videos Registration Yearly Fee: **$99** for Hosting Clients, **$249** for Non-Hosting Clients
- As an Aspiring Innkeeper, we invite you to attend this one SEO Acorn University Webinar at no charge.

E-Mail Helena Stamper to register helena@acorn-is.com

Aspiring Innkeeper Webinars
Monthly Classes and Recorded Videos

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      → Class Registration
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      → Aspiring and Newbie Webinars

- **Video**
  - aspiring.acorn-is.com
    - Password Required

Or … Just Sign-Up with us at the Conference and we'll get you Registered!

Password Access Tips

When you purchase a property, make sure to have the previous owners provide you the following accesses…

- Google ***
- Domain Registration ***
- Bing
- Yahoo
- Directories
- Facebook
- Twitter
- E-Mail Access
- FTP to Site
- Newsletter Program Access
- Reservation System Access
- Trip Advisor
- Etc.
  - Update all accounts immediately with your information and change PW's
  - Note: If you wish, Trip Advisor allows you to have all reviews removed as the New Owner.

Questions

Thank You for Attending!

Acorn Internet Services, Inc.
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www.acorn-is.com