

## **The Smart Innkeeper Series - Part 3**

### **Web Site Marketing Maintenance: Ongoing SEO and Marketing Plans**

Ongoing SEO and Marketing Plan RFP (Request for Proposal) Check List:

<http://www.acorn-is.com/pdf/part-3-rfp-checklist.pdf>

### **The Smart Innkeeper Series Video Access**

**Part 1** - Site Design: <http://www.youtube.com/watch?v=kktzOUmwS0>

**Part 2** - On Page SEO: <http://www.youtube.com/watch?v=rA2SYGes0fY>

**Part 3** - Ongoing SEO and Marketing Plans: <http://www.youtube.com/watch?v=7i6jGoq8ugY>

**Tags:** Bed and Breakfast Marketing, Bed and Breakfast Design, SEO, Search Engine Optimization, Ongoing Marketing Plans

### **Video Transcript**

Ongoing SEO (Search Engine Optimization) Marketing Plans are something that some companies offer as a way to grow and maintain your Web Presence. And as with anything, there are some companies that do this well and others that take your money, but have nothing tangible to prove regarding the work they are doing is of any consequence.

This video is designed to help you understand every possible ongoing marketing item that can be done to support your Web site placement. If you are paying for an ongoing SEO Marketing Plan, and the company is not doing one or more of these things, and you are not receiving ongoing statistics that you can understand and track back to bookings, chances are they are simply taking your money and you are getting nothing in return for it.

In the description area located below this video, we are including an RFP (Request for Proposal) checklist to give you a list of all possible SEO marketing Plan tasks that should be done ongoing into the future, to grow and maintain your online presence. If you plan to pay a company for an ongoing SEO and Marketing plan, you need to ensure they are doing one or more of these things. If you plan to keep up your ongoing SEO Marketing Plan yourself, then you need to make sure YOU yourself are doing these things.

In my past life as an Innkeeper (1996-2005) the concept of Ongoing SEO and Marketing always sounded like pixie dust to me, a way for an internet company to receive ongoing revenue from their clients, but for what ... Exactly? Back then, there was very little work required to stay on page 1 for your desired search phrases, once your design had been made search engine friendly, and you secured a few quality inbound links, your site would typically stay well placed with minimum ongoing effort. But over time, just as Web Design and on-page SEO changed, what must be done to maintain online placement has also changed.

Today, WE KNOW the following items are of value to your online placement, and must be kept up with on a Daily, Weekly, Monthly and Quarterly basis. Our Acorn Internet Services clients who have taken the concept of an ongoing SEO and Marketing plan seriously, know it works. Their business is well indexed, steady and their revenue is up.

So, it's important to realize that you CAN learn to do the ongoing SEO and Marketing work for your site yourself. We teach all these concepts on a weekly basis as part of our Acorn University Webinar Classes and have many, many innkeepers that will tell you they know what we teach works. BUT if you don't want to get involved and do the work yourself, you MUST choose wisely when you hire someone else to do it for you. Be specific, outline exact work criteria, deadlines, and make sure you receive proof that it is working to increase your revenue.

- Blog posts should be written with search engine friendly content at least once a week.
- Your Facebook Business page should be monitored and posted to daily.
- Your Twitter account should be monitored and “Tweeted” on daily.
- Using Google Map Building tools, maps should be created Monthly or Quarterly to provide quality Blog, Facebook and Twitter Content.
- Video Building and loading to YouTube on a Monthly or Quarterly basis will continue to grow your Fresh Online Content and provides topics to Blog, Facebook and Tweet about.
- Web Site Upkeep with fresh content on a weekly or as needed basis.

## 2<sup>nd</sup> – Link and Citation Building on Weekly Basis

Purposely growing in-bound links, also call back-links, where another site connects to your site with an active link, is one way to have the search engines realize you are a quality site. Citations are similar to links as that they help establish your Local Places authority online. Citations may or may not have a link established as part of the citation. Typically Citations include your Inn name, address and phone also called the NAP.

## 3<sup>rd</sup> – Maintain Local Listings on an as needed or minimum monthly basis

Google places and your local listing should be monitored and updated for any changes including new offerings or coupons that need to display on your Local Listing Accounts. Google has recently begun to make changes to your local listing account on their own, and will be soliciting your approval or disapproval for these changes. So, it’s important to stay on top of any Local Listing changes for best possible Local placement.

## 4<sup>th</sup> – Establish a Newsletter Program to Send Correspondence to your Past and Future Guests on Monthly or Quarterly Basis

Not all of your guests are using Social Media. You must keep in touch with them via a Monthly or Quarterly Newsletter. If you try sending out bulk E-Mails from your E-Mail account, you’ll get tagged as a spammer. Some type of Newsletter Tool must be used to handle the bulk E-Mail sends. Newsletters are just one more way to increase you online bookings.

## 5<sup>th</sup> – At a minimum, you want to be SEEN in the Press on Monthly or Quarterly basis

Getting good Press can trump all the other marketing work you do put together. And though the hub-bub of a well written article may only last for a few days or weeks, the revenue you will generate will be well worth the effort. And the name recognition references will be there as long as the article resides online! On a smaller scale, any mentions you may receive from “Friends in the Press” are recognized by Google and help increase your brand.

## 6<sup>th</sup> – Online Review Awareness and Maintenance should be monitored as they happen

Guests care a great deal about your online reputation. They want to know what other people are saying about your business. Online Reputation is when people comment online regarding your business for the whole world to see. It’s imperative that your marketing plan include the ability to monitor everything being written about you online, and that there is a process in place to mediate any negative reviews in a professional manner.

## 7<sup>th</sup> – Statistics / Bookings Review (Monthly)

Your marketing plan should include the review of your unique visitors, bounce rates and booking statistics every month as compared to same month last year. Also, your marketing plan should include reviewing top referring sites as compared to your paid directories, search phrases and other various information as

to how your site is being used by your guests. This review will allow you to make “informed” decisions and adjustments to your marketing plan to keep growing your business.

If you choose a company that doesn't commit to doing these 7 items as part of your Ongoing SEO and Marketing maintenance plan, and instead say they will resubmit your listing data or update your original on-page SEO phrases on an ongoing basis, you can pretty much write off increased online placement.

Changing well established on-page SEO is something you want to do for only 1 of 3 reasons.

- 1) The original on-Page SEO is not working as expected, and can be documented via a statistics program. Then it is acceptable to make changes those phrases and content, and again watch the statistics program for validation.
- 2) You have changed what you sell and the Web page needs to reflect those new phrases.
- 3) The phrases that your guests used in the past have changed. This is quite rare. This would include new names being established for cities, regions, attractions, etc.

Anything beyond these 3 reasons for changing well written, integrated on-page SEO is a tactic that you should avoid.

These 7 items have been proven to most definitely support your online placement. But they all take PLANNING and WORK EFFORT. An ongoing SEO and Marketing company will be charging a good amount of money to do this type of work and do it well. None of this is or should be automated; it has to be done by hand and with care, to work properly.

Due Diligence - You should never invest in any company without taking the time for due diligence. You should check at least 3 references. Look online for any praise, comments and or complaints. Take time to review the Blog, Facebook, Twitter and YouTube accounts of the company you are considering. A little up front time can save a lot of headaches down the road.

We encourage you to watch Part 1 and Part 2 of The Smart Innkeeper Series to learn more about Choosing a Web site Designer and Integrated On-Page SEO.

“The only place where success comes before work is in the dictionary.” Donald Kendall

If you have any questions about this or other Smart Innkeeper Series videos, or would like to learn more about how Acorn Internet Services can help you to improve your online presence, please contact us at 877-226-7699 or email us at [sales@acorn-is.com](mailto:sales@acorn-is.com).

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