



# Website Development

## Key Features:

- Extensive research of client's online market, including detailed keyword research
- Identify focus market segments and niches for the client
- Recommend marketing packages based on online research
- Unique, custom website designs that reflect hotel's image and branding
- Unlimited ability to edit and update websites on your own using our search engine friendly content management tool
- Branded hotel websites designed as per brand guidelines
- State-of-the-art hosting services with 100% uptime
- Multiple website design package options to meet your needs

Milestone Internet Marketing, Inc. is a full-service internet marketing company for the travel and hospitality industry. We provide comprehensive solutions for developing powerful internet presence and driving revenue on the internet. Our website design solutions include the following services:

- Online Research and Strategy
- Search Engine Optimized Content
- Website Design
- Content Management Tool
- Website Hosting

## Online Research and Strategy

The foundation of the return on investment of an e-commerce website is based on the online marketing strategy that is applied to the site prior to designing and marketing it. Before Milestone embarks on developing and marketing your website, we conduct a thorough online research of your market and make strategy recommendations. Our strategies are based on several years of practical lodging industry experience in selling and marketing hotels.

## Search Engine Optimized Content

Search engines determine the placement of your website in search results based on the relevance of the keywords within the content on your website. Milestone creates search engine optimized content that describes your property well and sells your key value propositions. Our content strategies for each hotel highlight the best of what the hotel and its market offers. This results in higher search engine positioning for keywords in target markets and a higher conversion of "lookers to bookers."

## Website Design

Milestone designs and develops websites that achieve maximum visibility, ranking, and conversion rates on all major engines. For both independent and brand sites, our website design team creates unique websites that reflect the hotel's image, consumer behavior, and the most relevant search engine criteria. For branded properties, Milestone designs integrate the guidelines and policies established by the hotel chains.

## Content Management Tool

Milestone provides clients with the unlimited ability to edit and update their websites on their own through our easy-to-use, Search Engine Optimized Content Management tool.

## Website Hosting

Milestone provides state-of-the-art managed website hosting solutions with 100% uptime. If a new URL is required, we will obtain the new URL. In case of an existing domain name, Milestone assists in transferring the domain name (URL) from your existing hosting server.

## Website Packages and Options

Milestone offers custom packages to make it easier for you to decide on the features and services of your website and match your budget with your internet marketing goals. Call or contact us today. A Milestone internet marketing strategist will help you choose a promotion plan that fits your budget and online marketing strategy.