



Website Promotion

Key Features:

- Integrated Marketing approach including Search Engine Optimization, Strategic Link Building, and Pay-per-Click marketing
- Hand-submissions to major search engines and directories with meta-tags, titles, descriptions and other relevant information
- XML site map feeds to major search engines
- Strategic link building from lodging websites and directories at local, regional, and national level
- Extensive link building from lodging specific niche directories such as golfing, weddings, meeting planners, pet friendly, etc.
- Pay-per-click campaigns with focused keyword strategies and ongoing management
- Multiple website promotion package options to meet client needs and budgets

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. Milestone delivers a complete package of internet marketing strategies, including website optimization and web promotions that drive quality traffic to your site and generate bookings. Our integrated marketing plans put your hotel listings at the top of search engines and directories when people search for things relevant to your market. Milestone's proven web promotions are a mix of the following strategies:

- Search Engine Optimization
- Search Engine and Directory Submissions
- Strategic Link Building
- Pay-Per-Click

Search Engine Optimization

Search engine optimization entails writing keyword-rich meta tags and enhanced content for your website based on targeted online research. Milestone does extensive keyword research and embeds keywords in the content of the website to drive relevance on the search engines. Several unique strategies are used to develop keyword-rich meta-tags, titles, and description for all the pages of the website. These strategies also result in high-conversion snippets in the search engine results pages.

Search Engine Submissions

Once the SEO is implemented on the site, we enroll the website into different search engines, such as Google, Yahoo!, MSN, and other major engines including local search engines. Websites are hand-submitted to each of the engines with uniquely written titles,

descriptions, and keywords tailored for each search engine's criteria. XML feeds of site maps are submitted to all the major search engines such as Google, Yahoo, and MSN. Milestone monitors the XML feeds on a regular basis to ensure that sites are being indexed by search engines.

Strategic Link Building

Strategic Link Building is one of the key elements of securing relevance for a website and driving higher placements organically. The core of your site's link building success is securing links from relevant high-quality directories. Milestone develops in-bound links to our client's websites from relevant third party and expert sites. The sites that we obtain links to can be distributed into 4 major categories - local links, regional, national, and niche directories. Milestone maintains a very large database of directories in each of these categories, and brings in links to a website depending on the client's marketing strategy.

Pay-per-Click Campaigns

Milestone conducts extensive pay-per-click campaigns for our clients. The return on investment on pay-per-click campaigns is determined by two main factors - choice of keywords and ongoing management. An inappropriate choice of keywords results in a significant number of clicks but poor conversion. Milestone uses experience in the lodging industry to carefully select the most relevant keywords for our client's market. Milestone provides closely monitored campaign management to make sure that our established goals are being achieved and the client is getting a high return on their investment. Clients are able to access their return on investment reports to determine the effectiveness of their campaigns.