

GM's eCommerce Checklist

Milestone Internet Marketing, Inc. recommends that GMs and DOSs look at the following key items on a regular basis. Monitoring these items will enhance the eCommerce productivity of your hotel.

Website Design	Who	When
<p>Architecture:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Every page is one or two clicks away <input type="checkbox"/> Easy to navigate <input type="checkbox"/> Primary and secondary navigation should be clearly visible and above the fold <input type="checkbox"/> Make sure that the website has a sitemap.xml feed set up and verified by Google <input type="checkbox"/> Make sure that the robot.txt file is not blocking any part of the website that you want to be crawled by search engines <input type="checkbox"/> Website downloads quickly (less than 20 sec on a 56k modem connection) 		
<p>Content:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Includes unique selling propositions <input type="checkbox"/> To avoid duplicate content penalty, there should only be one main URL for a domain. All other URLs should be redirected to the main website. <input type="checkbox"/> Make sure website content is not violating any duplicate content guidelines <input type="checkbox"/> Website describes local attractions and things to do 		
<p>Multimedia:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website features good quality hotel and destination images <input type="checkbox"/> The hotel has copyrights to all the pictures used on the site <input type="checkbox"/> If you use Flash, it should be used in moderation and should be optimized 		
<p>Conversion Factors:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hotel Information is accurate and easy to find – phone, fax, email, address, etc. <input type="checkbox"/> Specials and Packages are current, easy to find, and can be booked online. <input type="checkbox"/> Calls to actions and booking mask should be above the fold <input type="checkbox"/> Email offers can be easily found and are easy to sign up for 		
<p>Validation:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website works properly on all major internet browsers such as Firefox, Safari, Internet Explorer, Google Chrome, etc. 		
<p>Brand Compliance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website follows all the brand compliance guidelines such as logo, links, trademarks, and privacy policies. 		
Search Engine Optimization (SEO)	Who	When
<p>Meta-Tags, Sitemap, Robots</p> <ul style="list-style-type: none"> <input type="checkbox"/> Keyword-rich meta-tags are present – Title, Description, Key-Tags, Alt-Tags <input type="checkbox"/> Body copy should be optimized for search engines – H1, H2, anchor tags, etc. 		
<p>Page Rank:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Check if homepage and internal pages are ranked by Google 		
<p>Link-Building :</p> <ul style="list-style-type: none"> <input type="checkbox"/> Check competition and local sites to define backlinks. Do a backlink research by using our tool: link.milestoneinternet.com <input type="checkbox"/> Build at least 1 link per week from relevant websites only 		
Website Promotion	Who	When
<p>Local and Organic Search :</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website shows up organically and in local search when searched by name <input type="checkbox"/> Check if your site is ranking high for desired KWPs <input type="checkbox"/> Hotel should secure listings from search engines, IYPs, local & niche 		

<input type="checkbox"/> directories, social media sites, etc. <input type="checkbox"/> Ensure that local listing for hotel accurate and enhanced information about hotel.		
Email Marketing <input type="checkbox"/> Email addresses collected online and at front desk <input type="checkbox"/> Send monthly special offers and newsletters to guests		
Paid Marketing (Pay-per-click) <input type="checkbox"/> Landing Page is specifically catered to the PPC traffic, includes clear call to actions, selling points, bulleted points, book now button, and trust indicator logos above the fold line. <input type="checkbox"/> Make sure geo-targeting is set up		
OTA and 3rd Party Sites	Who	When
Online Inventory and Rate Parity <input type="checkbox"/> Rate Parity – Check rates on all channels <input type="checkbox"/> Check Inventory on all channels <input type="checkbox"/> Check how competition looks on different channels		
Social Media	Who	When
Online Reputation Management: <input type="checkbox"/> Monitor online reputation and have an action plan for responding to criticism honestly. Include review channels, blogs, twitter, etc.		
Blogs: <input type="checkbox"/> Blog about local area, business drivers of consumer interest, and any special offers in your location <input type="checkbox"/> Encourage customers to engage and interact by sharing interests/comments/reviews about the hotel and surrounding areas		
Social Media Optimization: <input type="checkbox"/> Upload and tag videos on sites such as YouTube <input type="checkbox"/> Upload and tag photos on sites such as Flickr <input type="checkbox"/> Create social networking profiles for the hotel on sites such as Facebook, MySpace, Twitter, etc. <input type="checkbox"/> Use social media to communicate what is happening at your hotel, business, and particular location		
ROI Tracking	Who	When
Website Tracking <input type="checkbox"/> Check your website tracking report, check how many unique visitors, search engine referrals, page views, clicks on the booking engine page, and the total ROI Produced through your website <input type="checkbox"/> Review reservations and packages booked through the booking engine <input type="checkbox"/> Track phone calls to understand your complete conversion from internet marketing and ecommerce activities		

About Milestone

Milestone Internet Marketing, Inc. is a leading provider of Internet marketing solutions for the lodging industry. Milestone's portfolio of services included [Website Design](#), [Search Engine Optimization](#), [Pay-per-Click marketing](#), [Email marketing](#), and several [Social Media Optimization](#) initiatives like [Online Videos](#), [Blogs](#), [RSS](#), etc. Milestone currently works with over 700 hotels and drives over \$150M in annual revenue for its clients. Milestone is a preferred vendor for several major lodging industry brands and works with some of the leading management companies in the US. Milestone is also well known as a lodging industry educator for its [Hotels to HTMLs](#) internet marketing [workshops](#) and book. For more information on our products and services, please visit www.milestoneinternet.com or email sales@milestoneinternet.com or call (888) 350-8396.