

The Quick Non Techie Guide To Growing Your Hotel Guesthouse Or Business Online

Are you a hotel owner or a guesthouse proprietor looking to expand your business into the digital realm? The online world can be daunting for those who are not tech-savvy, but fear not! This quick guide will walk you through the basics of growing your hotel or guesthouse online, without the need for technical expertise.

1. Create a User-Friendly Website

Your website is your virtual front desk. It's the first impression potential guests will have of your business, so make it count. Focus on creating a user-friendly interface that is easy to navigate. Ensure that your website is mobile-friendly as well, as most travelers rely on their smartphones or tablets to research and book accommodations.

Use clear and high-quality visuals to showcase your property. High-resolution images and virtual tours will give potential guests a taste of what they can expect when they stay with you. Include detailed descriptions of your rooms, amenities, and services to help visitors make an informed decision.



How to Digitally Grow Your Hotel Occupancy: The quick non-techie guide to growing your hotel, guesthouse or B&B business online

by Godfrey Parkin (Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English

File size : 24749 KB

Screen Reader : Supported

Print length : 103 pages

Lending : Enabled



Make sure your website includes an easy-to-use booking system. Online reservations are becoming increasingly popular, and offering this option will make it convenient for guests to secure their bookings directly from your site.

2. Leverage Social Media

Social media is a powerful tool for promoting your hotel or guesthouse. Create profiles on popular platforms like Facebook, Instagram, Twitter, and LinkedIn. Regularly update your accounts with visually appealing content that showcases the uniqueness of your property.

Engage with your audience by responding to comments and messages promptly. Encourage guests to share their experiences on social media and make it easy for them to tag your property. User-generated content can be a valuable marketing asset.

Consider running targeted ads on social media platforms to reach a broader audience. Utilize audience targeting features to ensure your ads are shown to people who fit your target market.

3. Optimize for Search Engines

Search engine optimization (SEO) is crucial for improving your online visibility. Research relevant long-tail keywords for your industry and integrate them into your website's content, titles, meta descriptions, and image alt attributes. For example, if you have a beachfront hotel in Miami, using keywords like "luxury beachfront hotel Miami" can help you attract the right audience.

Regularly publish fresh and engaging content on your website's blog section. This will not only keep your website updated but also provide valuable information to potential guests. Incorporate keywords naturally into your blog posts to boost your search engine rankings.

Seek online directories and platforms where you can list your hotel or guesthouse. This will not only improve your online presence but also help with local SEO. Encourage satisfied guests to leave positive reviews, as this can significantly impact your search engine rankings.

4. Utilize Online Travel Agencies

Online travel agencies (OTAs) like Booking.com, Expedia, and Airbnb can be a valuable channel for reaching a wider audience. List your property on these platforms and ensure that your information, including room types, rates, and availability, is always up to date.

Offer exclusive deals or packages through OTAs to entice potential guests. Collaborate with these platforms to promote your property to their user base.

5. Implement Email Marketing

Collect email addresses from previous guests and potential visitors who have shown interest in your property. Create a mailing list and regularly send out newsletters or promotional emails. Offer exclusive discounts, updates on new amenities, or upcoming events to encourage repeat bookings.

Segment your mailing list based on demographics, interests, or previous stay history. This will allow you to send targeted emails that resonate with specific groups of recipients.

Growing your hotel or guesthouse online doesn't have to be a complicated process. By following these non-techie steps, you can establish a strong online presence, attract more guests, and ultimately boost your revenue. Remember to prioritize user experience, engage with your audience, optimize for search engines, utilize online travel agencies, and implement email marketing. With these strategies in place, you'll be well on your way to online success.



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This awesome step-by-step workbook by two global industry experts gives you the easy-to-apply insider hints and hacks that will get your occupancy rising!

Tired of competing with all the new Airbnbs in your area? Had it with paying exorbitant commissions to OTAs? Get your digital marketing game on – without having to become a geek, or spend a fortune!

Written for non-technical owners or marketers in the hospitality business, this 100-page workbook will take your use of digital to the next level! In over a hundred pages of clear, smart, step-by-step exercises and guides, you'll gain an instant edge over your competitors.

Here's just some of the contents:

- How to use personas for targeting
- How to stand out in search
- How to exploit social media links
- How to exploit social tags for free publicity
- How to exploit Google Ads
- Exploiting the network effect
- 10 keys to posting success
- Own a social community
- Acquiring leads with a chat-bot
- Your insider's social toolkit
- Exploiting ads on Facebook & Instagram
- A fast hack for 10,000 fans
- How to advertise on Twitter
- Build an amazing YouTube channel
- How to get the most out of email
- Website must-do's
- Using lead generation pop-ups
- Converting visitors to customers
- Growth hacking tips
- Create your digital strategy
- Free images and text overlay tools
- Free video editing software

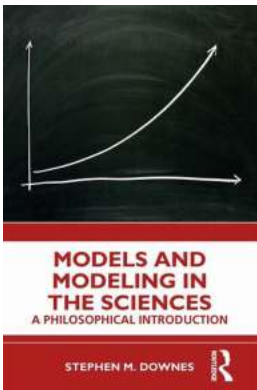
The workbook contains all the insight from the authors' signature seminar, for a fraction of the fee. Add just one bed-night after following this guide, and the book is paid for many times over. The authors have worked with small hotels and guesthouses who rapidly lifted to 95% plus occupancy, while cutting their OTA dependence (and commissions) dramatically.

At the other end of the scale, one of the authors led the digital project to take Marriott into a global, multilingual digital marketing space, building a website which now takes tens of millions per day in online bookings. You may not be able to fly round the world to attend one of her seminars, but you can get all her experience distilled into simple key steps right here in the workbook!



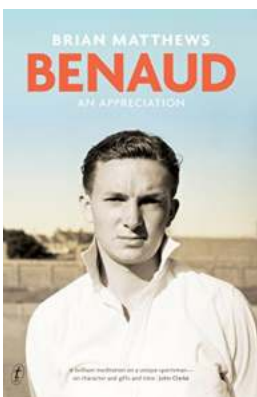
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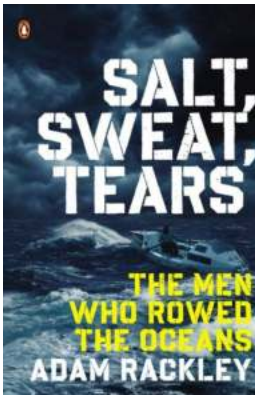
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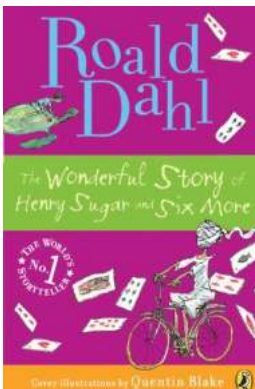
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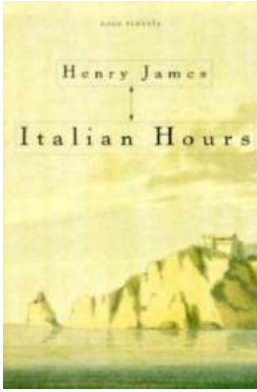
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