



Look. It Works.

Texican Court
The events calendar

NOW ON
PAGE 1

Texican Court added our calendar with key phrases/words related to their live music events embedded. They now appear on page 1 of searches for “*music in Irving TX*”. That’s hundreds of searches per month. And they are there. Click!

The Elms Hotel
The Special Offer

The Elms introduced a special offers landing pages and soon enjoyed a 45% increase in visits to the booking engine. Book it!

VISITS
45%↑

Be seen online when it matters most with Vizergy’s Search Visibility Booster. Let’s talk SEO to increase your presence, your clicks and your conversions. Starting now.

800.201.1949

Call your Account Manager or Sales

[Contact us](#)

 **vizergy**
digital marketing

Search Visibility Booster

**Give your SEO Strategy a little more UMPH.
Get a lot more conversions.**

Make it easy for people who want what you have, to find *your* hotel online, instead of others nearby – and better compete.

Do it with an expanded, branded, online footprint that puts you in step with precisely what hotel searchers seek – be it a specific amenity, event, special offer or guest viewpoint.

Build up your web visibility, and they will click. Here’s how:

Four Strategies. One Package. Oodles of Direct Bookings.

1. The FAQ. Stake your claim on Google Answers from all searches including voice and long tail searches that fall in line with your site’s backend schema. Give seekers instant answers and earn their respect and their reservations.

2. The Events Calendar. Get out front when Jazz festivals, sporting events, art shows, stargazing or anything of the like is going on at or near your property. Our events calendars and schemas are always current, so seekers find you, and they know you’re near what they dig.

3. The Special Offer. Make it an offer they can’t resist and place the details on a custom landing pages that convert. Try a personalized popup for a weekend getaway. Put your offers out there and keep your booking engine an easy click away.

4. The Review. Here is your instant credibility. In fact, “your hotel” + “reviews”, is a top search term. Plus, reading your reviews gives guests confidence in their decision to book. So, if they’re looking, they’re probably booking.