



Dear AutoClerk User,

As a valued AutoClerk/ResOnTheWeb client, we are pleased to be included within the ResOnTheWeb service, **at no additional charge**, Search Engine Optimization (SEO) services from HotelTravelCheck.

HotelTravelCheck is an Internet web marketing company specializing in hotels and an AutoClerk strategic partner. HotelTravelCheck has been working with a variety of AutoClerk hoteliers for many years for the purpose of improving hoteliers Internet web marketing efforts. Improved SEO rankings for your hotel's web site via the major search engines such as Google can greatly improve your hotel's web site visibility to the booking public at large, resulting in higher occupancies.

HotelTravelCheck SEO experts specialize in hotel web site optimization. This is important to note as most SEO experts work across many industries therefore they have no specialized knowledge of the challenges of achieving SEO rankings for a hotel web site. HotelTravelCheck experts can work hand in hand with your current web master, or if you like, HotelTravelCheck can become your web master.

Your AutoClerk/ROTW SEO package includes the following:

- 1) Hosting & email management
- 2) Organic SEO –
 - a) initial creation and implementation of meta tags, alt tags and keywords
 - b) additional meta tags, alt tags and keywords based on site copy & content updates (the copy updates to be submitted by client...we can write/update copy at additional charge)
 - c) monthly analytics report and 1 hour consultation fee which includes review of report, website, marketing ideas and suggestions
 - d) Adding ecommerce tracking when possible
- 3) Monthly monitoring of webmaster tools, sitemaps, etc to check for errors
- 4) Monitoring & Maintaining Google, MSN & Yahoo local business listings
- 5) Placement on the HTC Portal – a valuable inbound link for your SEO
- 6) Email database management

Additional Services that HTC offers Include (appropriate fees apply)

- a) Email newsletter creation & send
- b) Trip Advisor/Yelp/Kayak Owner Center Consultation
- c) Adding Social Media icons & Account Creation ie: facebook, YouTube, Twitter
- d) Marketing Consultation
- e) Custom Blog Design
- f) Blogging
- g) Webmaster time for site updates and changes
- h) Website content re-write
- i) Pay-Per-Click Management