

Website Design & Development

ATH combines website architecture expertise with over 20 years hospitality experience to design and develop websites that perform.

Quick Deploy Website

Out of the box mobile-friendly responsive designs with customization options for your property and brand.

- Up to ten (10) page web site
- Easy-to-use CMS
- Two payment options
- Google Analytics & Social Integration

Custom Design Website

Custom website to meet your property's specific needs

- Custom design, up to 20 pages
- Mobile-friendly responsive design
- Consultation with design team
- Booking engine integration
- Professional graphics assistance
- CMS Integration available
- Social integration
- Google Analytics and Webmaster setup
- Two payment options

Payment Options

One-time Payment - Pay at time of development - 50% due at signing, balance due upon launch. No long term contract required

Monthly Payment - Professional, affordable website development with low monthly payments. Set up fee due on project launch. Twenty four (24) monthly payments. 24-month agreement required.

Quick Deploy

Visit AllThingsHospitality.com for pricing

Custom

Visit AllThingsHospitality.com for pricing

Website Hosting - ATH offers full service hosting regardless of your website's origin.

Standard Hosting - Visit AllThingsHospitality.com for pricing

- Single domain hosted on secure Linux servers
- Routine back up of website files
- Website statistics tracking via AW Stats
- Google Analytics and Webmaster integration (set up fee applies)
- Up to 2 web forms, 5 GB of storage, and 5 Gb of transfer
- Quarterly or annual billing

Premium Hosting - Visit AllThingsHospitality.com for pricing

- All Standard services
- Hosted webmail (up to 10 accounts)
- Two (2) additional hosted forms
- CPanel Access
- Quarterly or annual billing

Contact Sales at **817.225.2980** or sales@allthingshospitality.com

See our portfolio and full list of services at AllThingsHospitality.com

Search Engine Optimization

Professional search engine optimization ensures optimal visibility and search engine rank. ATH utilizes industry best practices alongside proprietary techniques to make your website your most profitable distribution channel.

SEO SERVICES

CORE PREMIUM

On-page Optimization Tactics

| | | |
|--|---|---|
| Meta tags, Image Alt Text, Header Tags | ✓ | ✓ |
| Internal Link Restructuring | ✓ | ✓ |
| Schema HTML Tags | ✓ | ✓ |
| Rel="publisher" | ✓ | ✓ |
| Duplicate Content Analysis | ✓ | ✓ |
| Search Optimized Copywriting | ✓ | ✓ |
| Earned Media "Citation" Building | | ✓ |
| Website Design Analysis | | ✓ |

External Optimization Tactics

| | | |
|--|---|---|
| Optimize robots.txt and GoogleBot Crawls | ✓ | ✓ |
| Creation & registration of sitemap.xml | ✓ | ✓ |
| Google My Business Profile Optimization | ✓ | ✓ |
| Google Analytics Set Up | ✓ | ✓ |
| Google Analytics Conversion Tracking | ✓ | ✓ |
| Link Audit - Redirect / Reclamation | ✓ | ✓ |
| Google Data Highlights | ✓ | ✓ |
| Creation of video & image xml sitemaps | | ✓ |
| Web server analysis | | ✓ |

Strategy / Research / Analysis

| | | |
|--|---|---|
| Keyword Research | ✓ | ✓ |
| Monthly Reporting: Keyword, Traffic & Goal | ✓ | ✓ |
| Canonicalization Analysis | ✓ | ✓ |
| Website Usability Analysis | | ✓ |
| Searcher Experience Analysis | | ✓ |
| Dedicated Account Representative | | ✓ |
| Google Analytics Traffic Analysis | | ✓ |
| Competitor Intelligence Report | | ✓ |
| Information Architecture Audit | | ✓ |
| Predictive Keyword Analysis | | ✓ |



SEO Package Pricing

A solid SEO program includes short-term, mid-term and long-term strategies to gain visibility on highly competitive hospitality-related terms.

Core SEO Service

Initial investment - two month duration:

Monthly fee - ten month duration:

Premium SEO Service

Initial investment - two month duration:

Monthly fee - ten month duration:

SEO packages require a 12-month commitment.

Visit AllThingsHospitality.com for pricing

A la Carte Services

- Channel specific call tracking
- Blog content development 12 post package
- Website content copy writing, per page
- Link baiting and content development

Visit AllThingsHospitality.com for pricing

Contact Sales at **817.225.2980** or **sales@allthingshospitality.com**

See our full list of services and portfolio at AllThingsHospitality.com

Email Marketing

Professional email marketing campaign development

Quick Campaign

Choice of multiple design templates to quickly deploy your campaign

Custom Campaign

Custom campaign design to match your website, print marketing or other campaign

Packages Include

- Professional graphics
- Social media integration
- HTML programming
- Send to up to 5,000 recipients
- CAN-Spam compliance
- Standard reporting
- Contact list management

Enhanced Reporting

Detailed reporting including opens, link clicks, bounces, and Google Analytics integration

***Visit AllThingsHospitality.com for pricing**

List Development

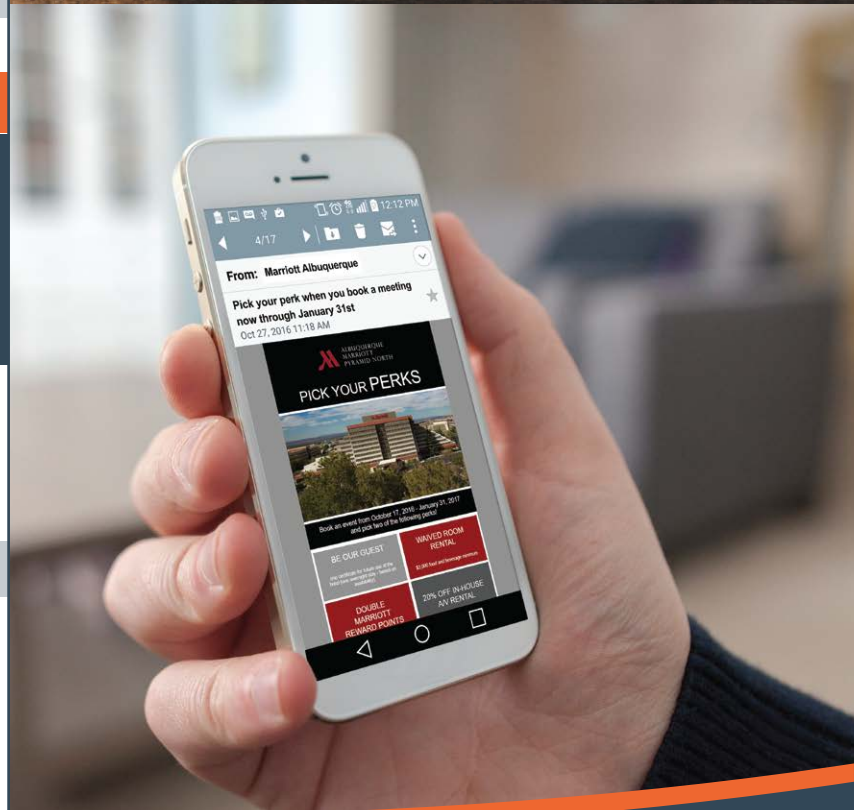
At ATH, we believe your message is only as good as the relevance to the recipient. Targeted recipient list development is critical to maximizing your campaign ROI. ATH email marketing experts help develop your targeted list based on your campaign goals and target audience.

Consumer Targeted

- Pay per CPM
- 20,000 minimum list size

Travel Industry Vertical Targeted

- Pay per open
- 5,000 minimum list size
- Visit AllThingsHospitality.com for pricing



Contact Sales at **817.225.2980** or **sales@allthingshospitality.com**

See our full list of services and portfolio at AllThingsHospitality.com



Social Media Management

| Service | Core | Premium |
|---|------|---------|
| Social Media Manager Dedicated social media specialist | ✓ | ✓ |
| Professional Graphics Up to 2 hours of professional graphic design services | ✓ | ✓ |
| ATH Social Marketing Platform Access Access to platform for additional posts or comments | ✓ | ✓ |
| Social Content Publishing Core - 2 selected platforms/2 weekly posts Premium - 4 selected platforms/4 weekly posts | ✓ | ✓ |
| Community Engagement Interaction between brand and community pages - 4 hours monthly | ✓ | ✓ |
| Basic Monthly Reporting Latest activity from all selected social channels | ✓ | ✓ |
| User Comment and Review Response Respond to comments, messages and reviews on selected social platforms | | ✓ |
| Enhanced Monthly Reporting Analytics from all social channels displayed in intuitive dashboard | | ✓ |
| Quarterly Social Media Strategy Call and Content Calendar Preview Consultation and review of results and best practices <small>*Additional hours can be purchased</small> | | ✓ |
| Advertising Campaign Management Dedicated expert to develop and manage paid social campaigns for optimal performance. Four (4) campaigns quarterly included - ad spend additional <small>*Additional can be purchased at \$125 per campaign</small> | | ✓ |

Visit AllThingsHospitality.com for pricing

Al a Carte Services

Social Profile Setup Platforms: Facebook, Twitter, Pinterest, Google+ and LinkedIn.

Visit AllThingsHospitality.com for pricing

Contact Sales at **817.225.2980** or **sales@allthingshospitality.com**

See our full list of services and portfolio at AllThingsHospitality.com