

Milestone

Internet Marketing, Inc.

Internet Marketing Checklist

Weekly

- Discuss New Link Potential
 - New Attractions in Your Destination
 - Shift in Demand
- Look at Local Reviews on Trip Advisor, Yahoo!, Google, etc.
- Check Competitors Links
- Rate Shop on Extranets to Ensure Inventory is Loaded and Best Rate Guarantee is Maintained

Monthly

- Measure Website ROI
- Analyze Sources of Reservations
- Analyze Keywords People are Using to Find You
- Submit Package URL's to Applicable Directories
- Send out Email Blasts—Coordinate with Corporate

Quarterly

- Check for Broken Links
- Research New Directories for Enrollment
- Check Page Rank
- Update Brand Content
- Update Packages Based on Demand (Keyword Research)

Yearly

- Set Website Revenue Goals
- Update Major Directories
- Educate Your Team on the Latest Hospitality Technology
- Attend at Least One Hospitality Technology Conference
 - HEDNA
 - HITEC

E-mail Newsletters

Hotel Marketing

<http://www.hotelmarketing.com/>

eMarketer

<http://www.emarketer.com>

Milestone Internet Marketing

<http://www.milestoneinternet.com>

Tools

Link Checker

<http://linkpopularity.com/>

Keyword Tracker

<http://freekeywords.wordtracker.com/>

Keyword Spy

<http://www.keywordspy.com/>

For more information contact:

Kimberly Ehrlich

(408) 200-2213 – Office

(607) 592-1938 - Cell

kehrlich@milestoneinternet.com

Notes: _____
