



Part 2 of your ResOnTheWeb Interface - The Search Engine Optimization.

The revenue driver !!

Provided by HotelTravelCheck.com in partnership with Auto Clerk and their associated web booking engine.

Search Engine Optimization (S.E.O.)

Can the world find your hotel on-line? We make sure they can. Search Engine Optimization, commonly referred to as SEO, is an internet web marketing service offered by AutoClerk and an important part of us helping you drive revenue to your individual hotel websites.

Please forward the following to your Webmaster and we can get started:

1. We will email unique META TAGS written specifically for each page within your website that need to be implemented. We will also email XML code for Google and Yahoo that need to be added to your server.
2. Please confirm with us once you have uploaded the META TAGS and XML redirecting to your current home page.
3. Having numerous domains point to your main domain can be considered as Search Engine Spam. Please contact us if this is unclear or for a solution in the event that you have numerous domains pointed to your main domain.

Your Contacts are as follows:

Shonda@HotelTravelCheck.com or Gordon@HotelTravelCheck.com

4. Web Statistics such as Urchin are essential and your tool to use so you can monitor current search terms people use to find your website, how many visit you receive per day/month/year, your most frequently visited pages and how effective all your web related programs are. If you are monitoring your web traffic please provide us with a copy of your report. If there are no traffic reports available, contact us at HotelTravelCheck.com as we can generate reports monthly for a fee of \$35/mo. (This fee includes hosting and domain management if you desire.)

As an Auto Clerk client, we at HotelTravelCheck.com look forward to providing you with our white glove service. If you would like more in depth information on how S.E.O. can help drive business to your website please feel free to contact us anytime.

We look forward to working with you.

Shonda Rogers 1-877-877-8771 x 706
Gordon Vasquez 1-877-877-8771 x 709
David Smith 1-877-877-8771 x 707