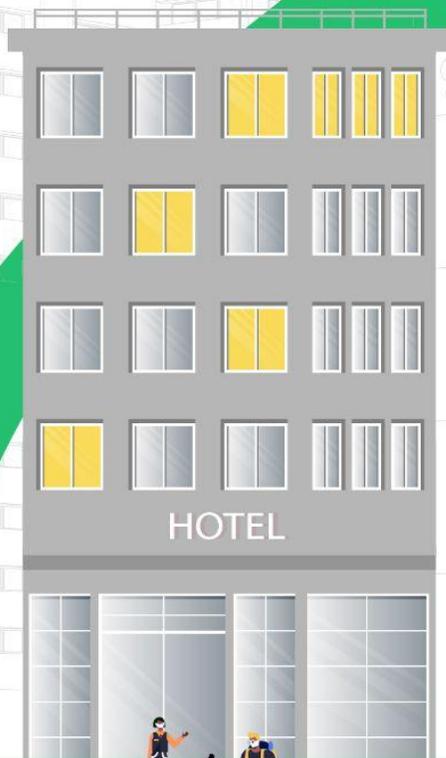


# Visibility Booster & Visibility Booster + Services

We make your property visible online



# Why do properties need to optimize their online visibility?

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Hotels often struggle to maintain their OTA listings and ensure their optimum yield.

However, as facts stand, over **66%** of the total online hotel bookings are done on OTAs.

For that reason, the overall online visibility of any property is vastly dependent on the OTA listings.

**eZee's Visibility Booster and Visibility Booster+ Services** help you with your property's online presence; rebuilding and improving it for more bookings and better reach.





## What happens in **Visibility Booster & Visibility Booster+ services?**

Over the past decade, we have delved into the what impacts property's online visibility. That and our experience of over a decade has helped us devise a comprehensive and effective package of activities as a part of Visibility Booster and Visibility Booster+ Services.

## I. Property Assessment & Onboarding

As your revenue advisor, we analyse your property's presence on various OTAs and perform a thorough assessment on several parameters like:

- ❖ Hotel Profile Audit on OTAs
- ❖ Hotel Website Audit
- ❖ Booking Engine Audit
- ❖ Due Diligence

## II. Hotel Visibility Optimisation

We follow industry best practices and OTA recommendations to optimize your profiles, in addition to performing compset identification along with rates and availability updates.

- ❖ OTA Recommended Content Optimization
- ❖ Google My Business Profile Listing and Optimization
- ❖ Google's Free Booking Link Program
- ❖ Metasearch Engine Listing Optimisation
- ❖ Future Rates and Availability Updates for 365 Days
- ❖ Competition Identification
- ❖ Facebook Integration with Booking Engine
- ❖ Insights and Guidance for OTA Promotions
- ❖ Counsel to Boost Direct Bookings
- ❖ Negative Review Alerts

# Visibility Booster Plus

We offer an additional Visibility Booster Plus (VB+) Program that starts on completion of Visibility Booster. In this program, we provide certain add-on services such as:

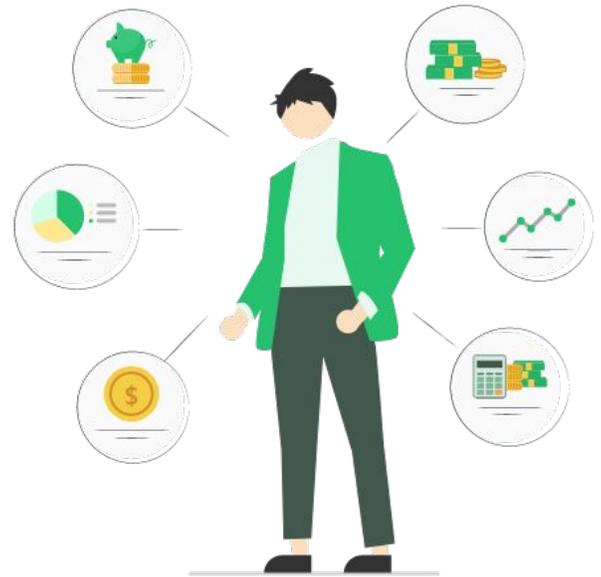
- ❖ **Weekly Rate Parity Check**
- ❖ **Monthly Upselling Strategies**
- ❖ **Monthly Guidance and Insights on OTA Promotions**
- ❖ **Events and Festivals for Upcoming Days**
- ❖ **New OTA Contracting (Subject to feasibility)**
- ❖ **New Metasearch Contracting (Subject to Feasibility)**
- ❖ **One-time Commission Rationalization**
- ❖ **Half Yearly Training to The Staff on SOPS ( if any)**
- ❖ **Bi-weekly Communications with OTAs**
- ❖ **Weekly Revenue Report**

# How do these services work?

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We start with auditing your property's online hygiene and analysing the scope of improvement.

This is followed by executing the optimization activities suited best for your property.



With eZee's Visibility Booster services, you will gradually witness an **improvement in OTA rankings as well as booking engine performance (if you have), thus increasing your bookings.**

# How did Hotel Skyard, Rishikesh benefit from VB services?

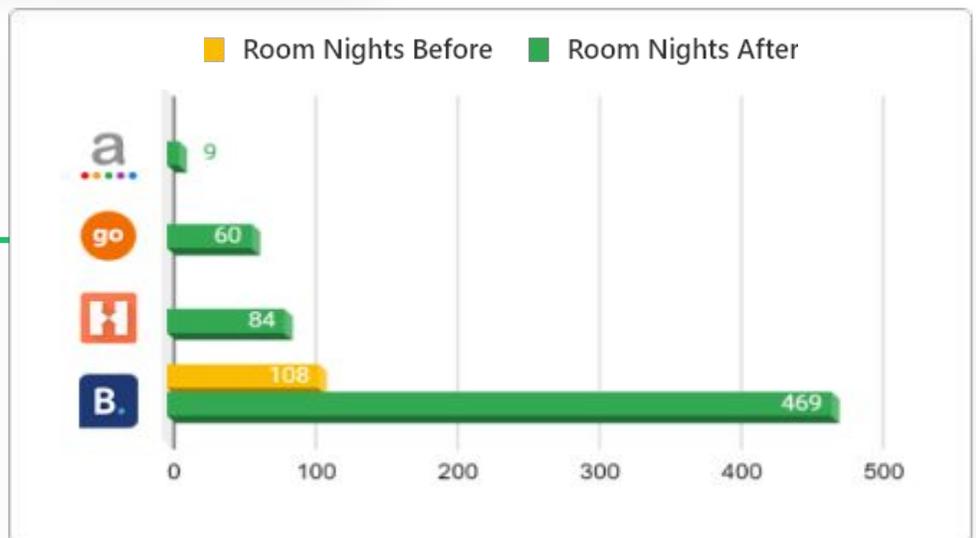


## Improved OTA Rankings

Getting listed on more relevant OTAs & improved content score boosted their ranking on the booking sites.

## More Room Nights Booked

Stronger online visibility earned them more bookings.



**Revenue Before** (Yellow dots) | **Revenue After** (Green dots)



## Enhanced Revenue

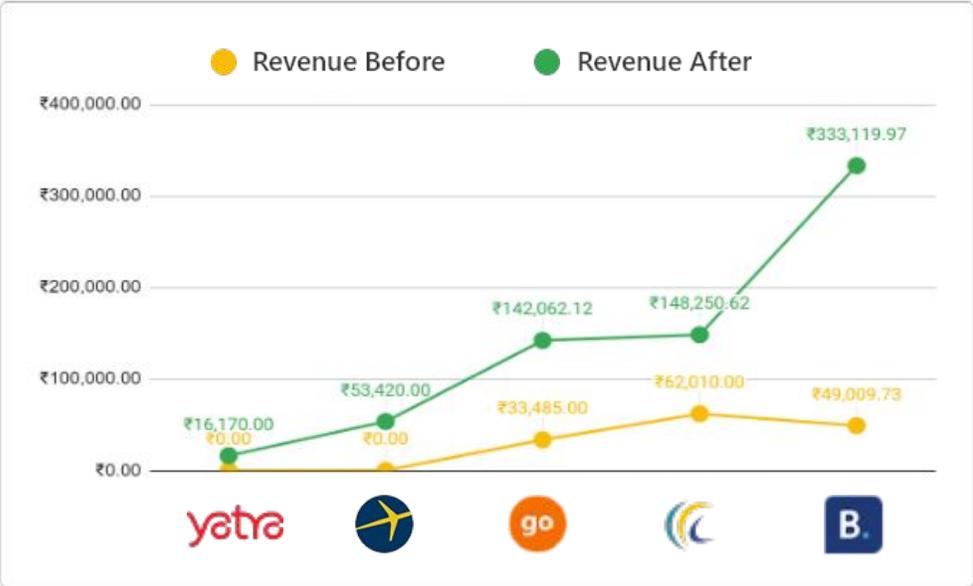
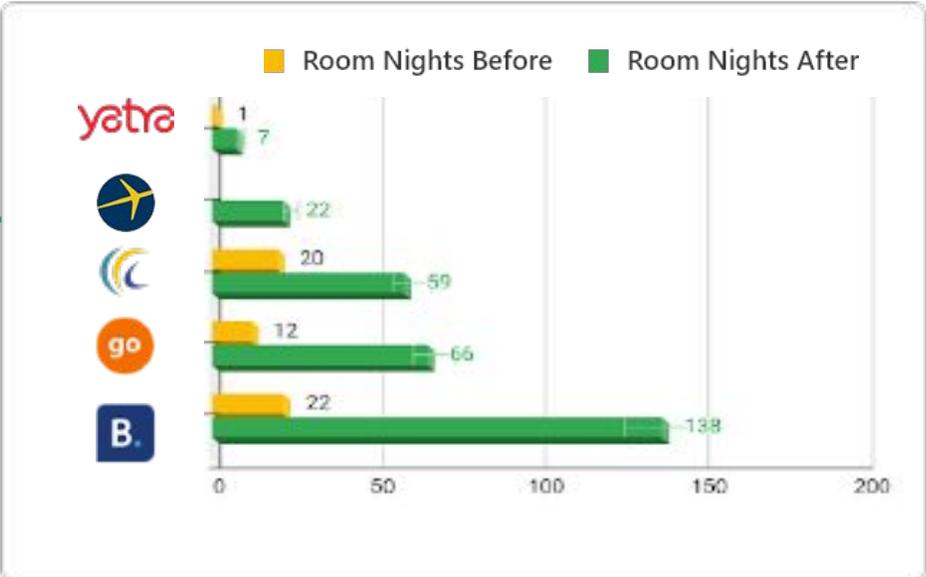
After implementing VB services, the property recorded a revenue growth by 4x from OTAs.

# How did Hotel Sai Towers benefit from VB services?



**Improved OTA Rankings**  
 Listing on relevant OTAs and optimized OTA listings resulted in better rankings on connected channels.

**More Room Nights Booked**  
 Better online visibility enabled them to receive a higher bookings from OTAs.



**Enhanced Revenue**  
 The property recorded revenue growth of 3x from OTAs, through VB services.

# What benefits did Hotel La Casa Cielo get from VB services?

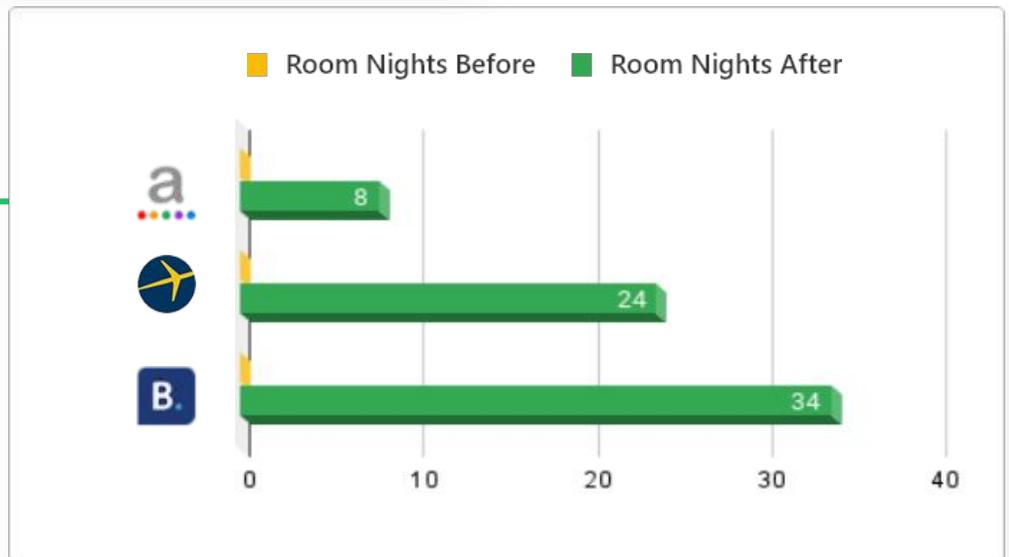


## Improved OTA Rankings

Got registered on suitable OTAs, optimized content score, and experienced an increase in rankings.

## More Room Nights Booked

A push towards online visibility helped in receiving higher bookings.



## Enhanced Revenue

With VB services, the property reported revenue growth of €3500 on OTAs approximately.

# How to enrol for Visibility Booster or Visibility Booster+ services?

You can avail the Visibility Booster services if you are an active customer of any eZee solution viz. eZee Absolute, eZee Reservation, eZee Centrix, eZee Panorama or eZee FrontDesk.

However, if you wish to upgrade to Visibility Booster+, please contact our sales representative.

## Contact Us

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