

Immediate Steps

- Phone/Skype call with Giovanni and key Nayuka personnel about:
 - Long term objectives of each of the 3 properties
 - Current marketing work that is being done both online and offline off the current two hotels
 - Marketing obstacles and goals
 - The relationship of the properties and the local community
 - Digital Hospitality will then be able to start analysing the Nayuka brand and market position
- Domains
 - For the 2 current hotels point their existing domain names to Digital Hospitality's servers in North America
 - Digital Hospitality will create proper welcome page with the hotels name, contact information, images and details on how to make a reservation
 - Figure out the domain name for the new property and register it
 - Also it is important at this time Digital Hospitality makes a welcome page for this hotel even though it does not open well into next year. The importance of doing so now is to establish history with search engines most importantly Google
- Images
 - Nayuka has a professional photographer take high res pictures of the two existing hotels
 - Digital Hospitality can provide guidance to the photographer on exactly which photos to take and how to take them

New Web Development

- Digital Hospitality will build 5 page websites for both hotels
 - At this time neither hotel needs more than the following pages
 - Home
 - Rooms
 - Amenities
 - Local Area
 - Contact/Reservation
 - Brand new, completely customized website (ease of use is critical)
 - Modern code and design but tailored to target specific markets
 - Effectively showcase the property's competitive advantages and unique story
 - Professionally written and optimized text on each page to include keywords designed to boost search rankings and maximize web traffic
 - Digital Hospitality will write all of the website content in English and Nayuka will provide translated text in Portuguese

- So in essence both websites will be 10 pages (5 in English, 5 in Portuguese)
 - Websites will be completely mobile responsive
 - Design and architecture that emphasizes the property's experience
 - Immersive, image-centric design
 - Effective calls to action
 - Facilitates guest engagement
 - Highlights hotel's amenities and guest themes
 - During this development phase Digital Hospitality will work with Nayuka to see if a 3rd party online reservation system is in the best interest of either hotel
 - If so on the websites will be a proper Book Now area
- At site launch Digital Hospitality will place website statistics tracking code on both websites so that detailed information can be gathered
 - These 5 page websites will replace the temporary Welcome pages that Digital Hospitality will build right away on the existing domains
- For the new property it is recommended that Digital Hospitality start the website 3 months prior to the hotel opening
 - Given the larger size of this hotel and that it is in a more urban area the initial site should be 8 pages (8 in English 8 in Portuguese)
- Immediately after site launch Digital Hospitality will assist Nayuka on properly optimizing each hotel's Tripadvisor accounts

6 months after launch

- For the first 6 months after site a launches very little will need to be done to it as it needs to gain history with the search engines
- During this time through the statistics tracker information will be collected on all key website online behaviour. For example information will be gathered on:
 - Average time on site
 - Location people are accessing your website from
 - # of people clicking on Book Now button
 - What pages people visit
 - There will be a lot more information than this
 - This statistical data will then provide invaluable information on what the next steps should be with any of the 3 websites
- If the statistics support increasing the scope of any hotel website Digital Hospitality can do so which could include:
 - Guest engagement and interaction tools
 - Photo galleries on multiple pages of the site
 - Video integration (if applicable)
 - Live weather feeds
 - Interactive maps with directions to property and local area attractions

- User friendly email/newsletter sign up
- Custom built event calendar
- Custom blog integration
- Social media center that integrates and graphically displays content/images from social channels
- Meeting room/Wedding/Corporate retreat online RFP/inquiry form directly integrated on the website
- David and Giovanni will discuss the need for any additional pages/functionality such as the ones listed above for any of the 3 hotel websites. A decision will be made at that time
 - Also at that time it can be discussed that Digital Hospitality can play a larger role in the overall marketing of the hotels. The website statistics will then guide any decision of Digital Hospitality playing a larger role. Some of the services that Digital Hospitality can play a role in:
 - Search Engine Optimization (SEO)
 - Education and consulting
 - Reputation management
 - Ongoing conversion optimization
 - Link building, citations and travel directory submissions
 - Blogging
 - Email marketing
 - Guest engagement tools