



**LiveEdit™ Hotel  
Hotel Website Solution**

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# LiveEdit™ Hotel - The complete Website Package for Hotels

## Hotel Website, Online Reservation System and Search Engine Marketing

Webtrade's LiveEdit™ Hotel website package is a complete web-marketing solution for hotels. The package includes:

### 1. Hotel website

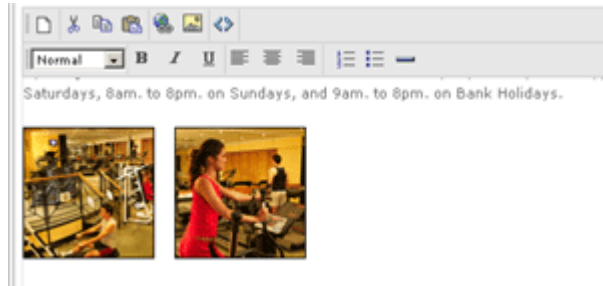
- **Hotel website design**

Webtrade has a selection of Hotel-specific Design Templates that it will customise to include the Hotel's logo, colour scheme, photos and content. The Navigation will consist of a series of links which are customisable. The logo and branding/colour scheme will be integrated into the design template.



- **Website Content Management System**

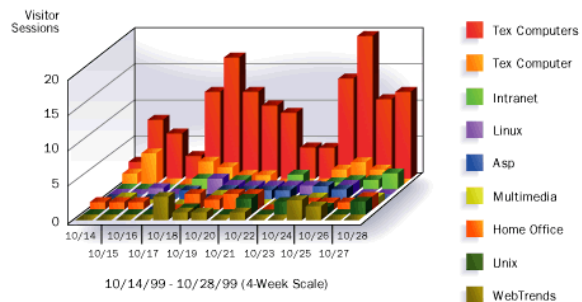
All of the hotel description text and graphics can be edited using the site content management system. The order and titles of the buttons can be edited by hotel staff using our LiveEdit™ Hotel Software. Webtrade will provide telephone support and training in how to use this system, estimated at less than 1 hour. The LiveEdit™ Hotel software is designed so that a user with very basic IT knowledge can edit and update the hotel website – all they need is Internet access.



- **Website Hosting, E-mail and Website Statistics**

Webtrade will host the site and content management system. This is necessary as the LiveEdit™ Hotel software is hosted on Webtrade's own servers and all software updates and support will be administered centrally by Webtrade.

Webtrade will provide up to 10 e-mail addresses at the hotel's own domain name. Website statistics will also be provided which will allow the hotel view details of site traffic and usage. Webtrade can provide anti-spam and anti-virus services for email as an additional option if required.



## 2. Online Reservation System

- Webtrade will integrate the Website with any of a number of the leading web-based hotel booking systems. In the event that the hotel already has an existing online booking system, we will endeavour to integrate with this.

### Features of booking systems that we typically integrate with include:

- Hotels can manage their room rates and availability online
- Customers can view rates and availability in real-time
- Customers book online and pay a deposit using a secure payment system.
- The hotel and the customer receive instant confirmation by e-mail of the booking and the availability is updated in real-time.
- The hotel can view and manage all bookings online.

#### Credit Card Payment

Card Type: \*

Card Number: \*

Expiration Date: \*

Cardholder's Name: \*



**Make a Reservation**

Check-in Date

Check-out Date

**Check Availability**

## 3. Search Engine Promotion

The best way to increase bookings via your hotel's website is to increase your website's visibility on the major search engines.



Webtrade will identify the relevant keywords that the site should be optimised for such as the hotel name and for other accommodation related phrases. The site will be manually submitted to the main search engines including Google, Yahoo, MSN and Alta Vista by Webtrade. The minimum objective is to get a high ranking within Google for your hotel name. Webtrade can provide further Online Marketing services if required.

### Sample LiveEdit™ Hotels:

The North Star Hotel, Dublin  
 The Royal Hotel, Bray  
 The Eyre Square Hotel, Galway  
 The Victoria Hotel, Galway  
 The Kingston Hotel, Dublin

[www.northstarhotel.ie](http://www.northstarhotel.ie)  
[www.royalhotel.ie](http://www.royalhotel.ie)  
[www.eyresquarehotel.com](http://www.eyresquarehotel.com)  
[www.victoriahotelgalway.com](http://www.victoriahotelgalway.com)  
[www.kingstonhotel.com](http://www.kingstonhotel.com)

## Costs

<b>LiveEdit™ Hotel Software Deliverables</b>	<b>Year 1 Cost</b>	<b>Year 2 ongoing costs</b>
Customise hotel website template to meet your Hotel's brand requirements		
Load hotel specific content – text, graphics etc		
Search engine optimisation and submission		
Integration with Booking Engine*		
Project Management		
Website hosting, e-mail hosting and statistics		
Annual Licence Fee to include hosting, email, statistics and use of LiveEdit™ Hotel Software (€1,000 per annum)	Included in package in year one	€1,000
<b>Hotel website package cost (excluding domain name charge)</b>	<b>€2,500</b>	<b>€1,000</b>
Domain Name Registration and hosting fee		
.IE Domain = €79 per annum by direct debit .COM Domain = €35 per annum by direct debit		

Note – All costs above are subject to VAT @ 21%

\*Webtrade will integrate the website with any of a number of leading hotel booking systems. If non-standard integration work is required, this may need to be quoted for separately.

### About Webtrade

Established in 1998, Webtrade is one of Ireland's top Web Development and Online Marketing companies. The company has delivered eBusiness solutions for over 300 of Ireland's leading companies and government agencies.

In the last 12 months, Webtrade has won contracts to build travel portals and booking systems for JetGreen Airways, The Regency Hotel Group and Dream Ireland Holiday Homes.

Additional company information is available at: [www.webtrade.ie](http://www.webtrade.ie)

**For further details or a full demonstration of** Webtrade's LiveEdit™ Hotel Package please contact Dan Murray, Sales Director, Webtrade Ltd. T +353-1-2990394 E: dan@webtrade.ie

## Case Study

### North Star Hotel Dublin |



The North Star Hotel Dublin, part of the Regency Hotel Group, has chosen Webtrade's LiveEdit™ Hotel package for its new website [www.northstarhotel.ie](http://www.northstarhotel.ie)

Speaking at the Website launch, James McGettigan, Marketing Manager of the Regency Group said "The Web is our most important sales channel and we now have a Website that makes it easy for us to sell rooms directly to our customers. Referral business from travel portals and online travel agents is always welcome, but the aim of this project is to increase sales directly through our own website.

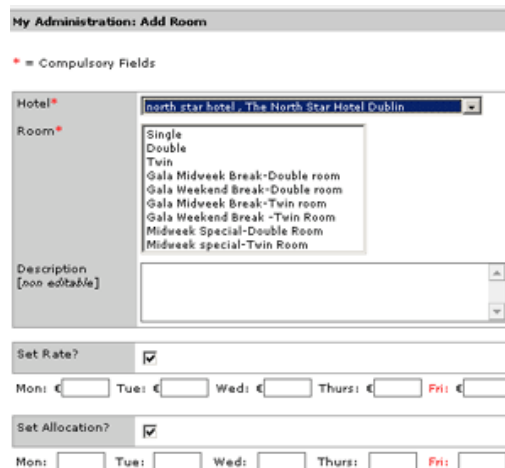
To build our online brand we have to pay as much attention to the user experience online as we do when the customer arrives at our hotel. The site has to be attractive, easy to use and make the customer feel good about using the site and dealing with the North Star at all times.

First the site has to be easy to find. To this end, Webtrade is conducting an online marketing campaign to improve our ranking on the search engines, such as Google and Yahoo!

Next the site has to be easy to use. The customer has to be able to search for room rates, availability and book online. Once the customer is ready to pay their booking deposit online, website security is vital for our customers' peace of mind. We have to guarantee that the site is secure and the card-details are not being stored on our site. The customer receives instant confirmation, with a booking reference and our contact details.

**"The Web is our most important sales channel and we now have a Website that makes it easy for us to sell rooms directly to our customers"**

From our own point of view, The North Star can update our online stock and manage all our bookings in real-time via the booking management software, which is fully integrated with our site".



*Screenshot of the room availability admin system used to update hotel stock by the North Star Hotel*

#### Website Features:

- Online Reservation System
- Real-time payment and booking confirmation
- Secure Payment System
- Web-based stock administration
- Special Offer and Promotion section
- Website Content fully updateable by hotel
- Site optimised and submitted to search engines

#### For more information about Webtrade's LiveEdit™ Hotel Package please contact

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