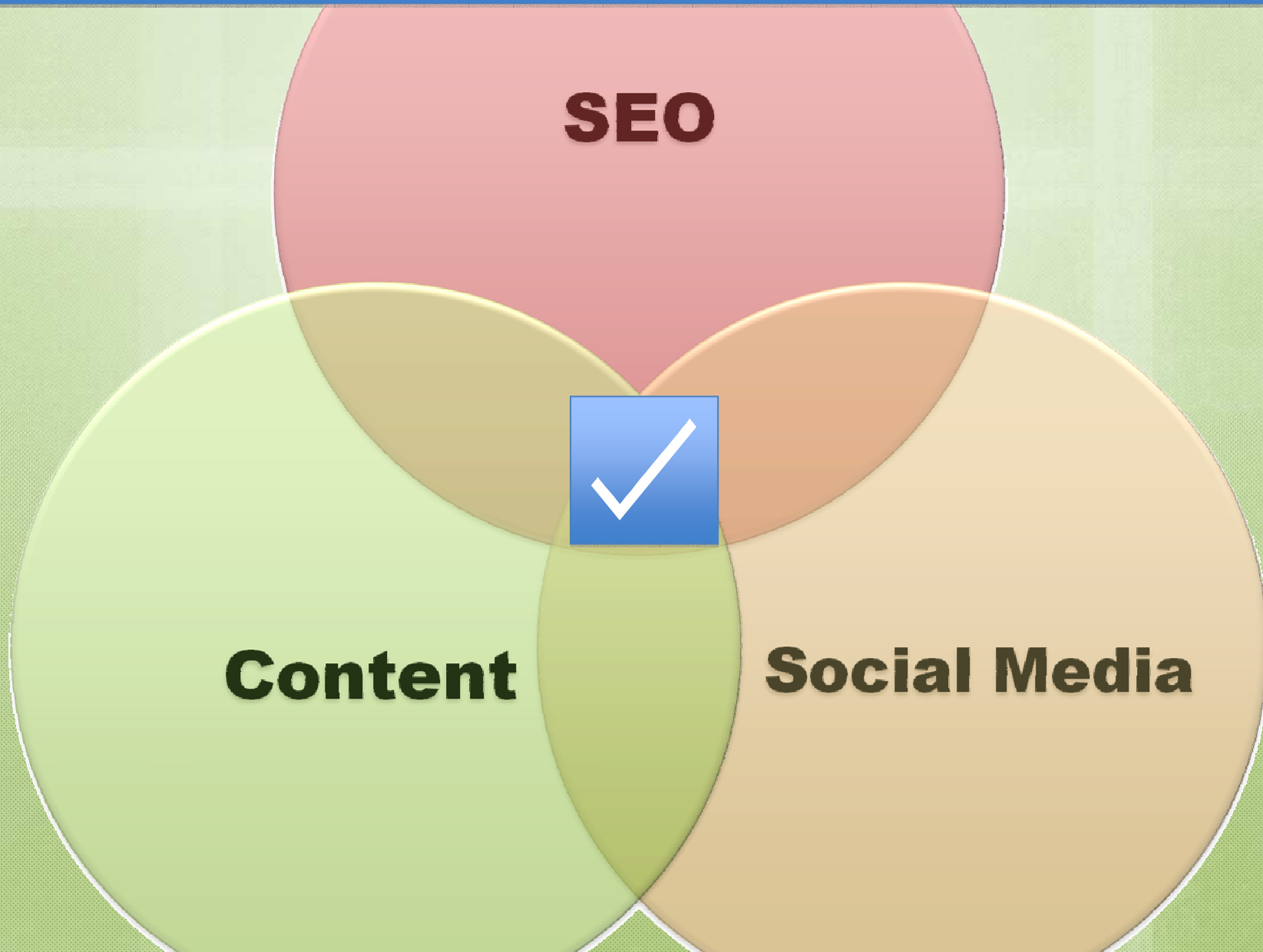


MANAGING YOUR
ONLINE
IMAGE

The Importance of **CONTENT**

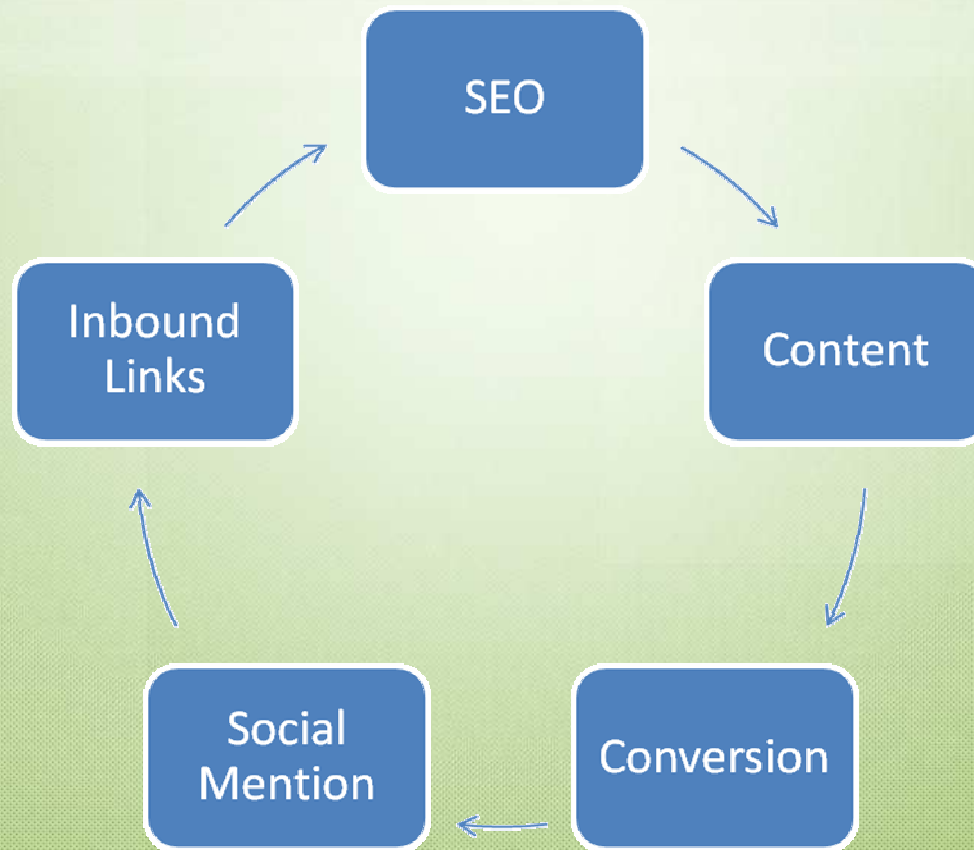
WITH **10BEST**
SOLUTIONS

A SUCCESSFUL WEBSITE NEEDS:

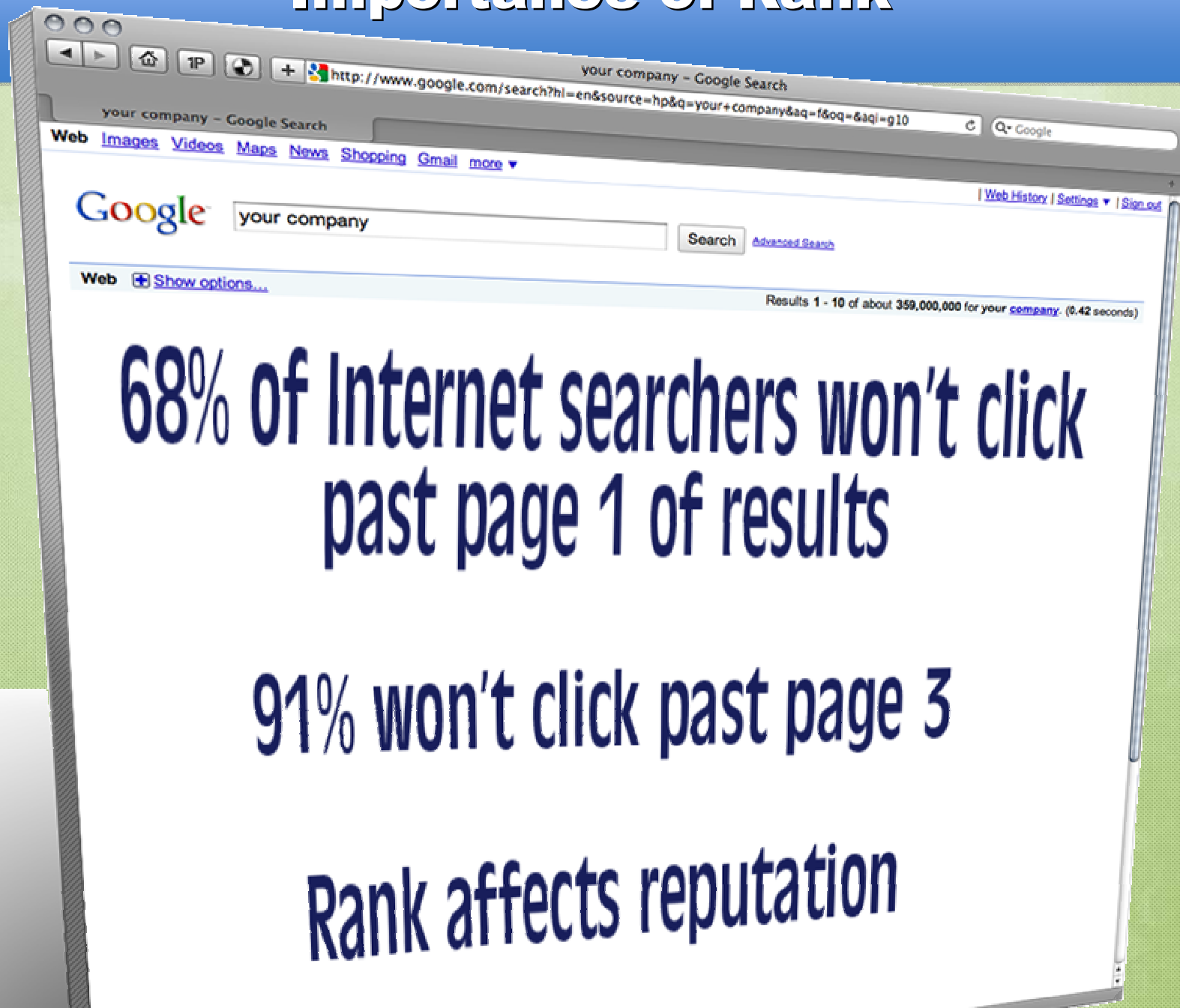


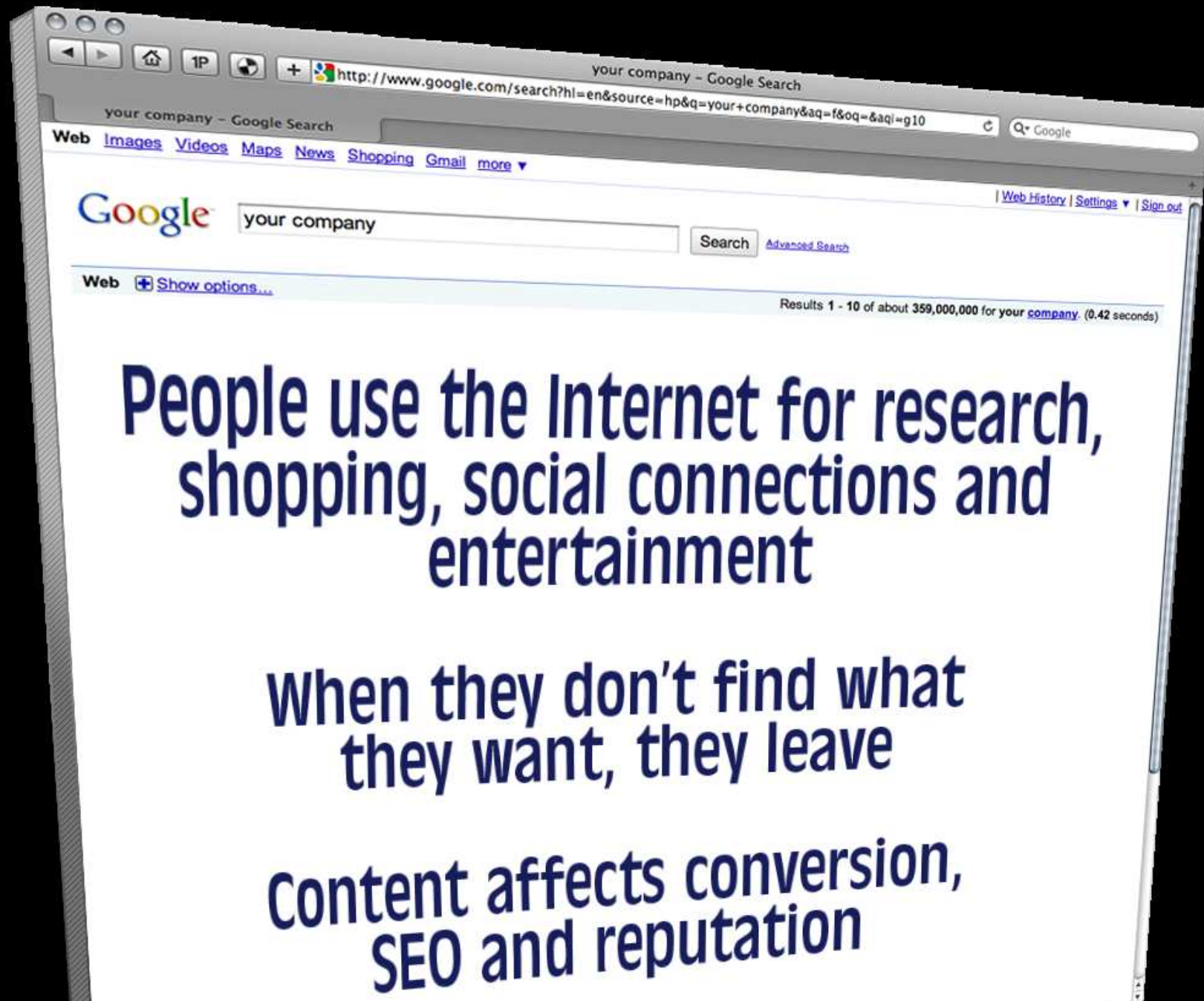
THE CYCLE

Traffic. Conversion. Conversation.



Importance of Rank





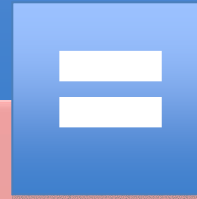
Impact of Content



GOOD CONTENT



BABADORANKIT



**NEGATIVE USER
EXPERIENCE**

What do travelers want online?



Expert Advice

Relevant Information

Straightforward Pricing

What do travelers *get* online?



Misleading Content

Outdated Information

Confusing Pricing

	Sun	Mon	Tue	Wed	Thu
Guest Room w/High Speed net and Balcony	\$144.00 USD	\$154.00 USD	\$154.00 USD	\$154.00 USD	\$144.00 USD
Guest Room	\$158.40 USD	\$169.40 USD	\$169.40 USD	\$169.40 USD	\$158.40 USD
Guest Room Dinner Package King + Sofa	\$175.00 USD	\$185.00 USD	\$185.00 USD	\$185.00 USD	\$175.00 USD
Guest Room Dinner Package King + Sofa	\$144.00 USD	\$154.00 USD	\$154.00 USD	\$154.00 USD	\$144.00 USD
Guest Room High Speed Internet Balcony	\$158.40 USD	\$169.40 USD	\$169.40 USD	\$169.40 USD	\$158.40 USD
Double Room	\$150.00 USD	\$160.00 USD	\$160.00 USD	\$160.00 USD	\$150.00 USD
Guest Room Sofabed High Speed Internet	\$150.00 USD	\$160.00 USD	\$160.00 USD	\$160.00 USD	\$150.00 USD
Parking Special Guest Room	\$184.00 USD	\$194.00 USD	\$194.00 USD	\$194.00 USD	\$184.00 USD
Parking Special Guest Room Sofabed	\$190.00 USD	\$200.00 USD	\$200.00 USD	\$200.00 USD	\$190.00 USD
Parking Special King Guest Room Sofabed	\$184.00 USD	\$194.00 USD	\$194.00 USD	\$194.00 USD	\$184.00 USD
Parking Special Guest Room Sofabed	\$190.00 USD	\$200.00 USD	\$200.00 USD	\$200.00 USD	\$190.00 USD
Bed and Breakfast Special	\$154.00 USD	\$164.00 USD	\$164.00 USD	\$164.00 USD	\$154.00 USD
????????????????????????????	\$169.00 USD	\$179.00 USD	\$179.00 USD	\$179.00 USD	\$169.00 USD
????????????????????????????	\$154.00 USD	\$164.00 USD	\$164.00 USD	\$164.00 USD	\$154.00 USD
????????????????????????????	\$154.00 USD	\$164.00 USD	\$164.00 USD	\$164.00 USD	\$154.00 USD

(And this is only what would fit on one slide...)

WORD OF MOUSE

The viral spread of opinions online



Harnessing the power of free positive publicity



WYSIWYG

What You See Is What You Get

TRUTH



See



Get

IDEAS IN PRACTICE

CONTENT

Inform the User, Encourage Conversion

Provide useful information

Paint an accurate picture

Create an emotional tie

USEFUL INFORMATION

Inform the User, Encourage Conversion

Destination guides

Upcoming events

Travel and safety tips

PAINT AN ACCURATE PICTURE

Inform the User, Encourage Conversion

Updated photos

Timely information

Include everything

CREATE AN EMOTIONAL TIE

Inform the User, Encourage Conversion

Remember your target

Sell an experience

Create an emotional response

HOW MUCH IS TOO MUCH?

Helping hand or information overload?

Spread the Word

Ensure accuracy across all sales channels

multi^{map}
by ^{bing}
bing
MAPQUEST.
Google maps
YAHOO! LOCAL

MAPPING
SERVICES

ONLINE
TRAVEL
AGENCIES

tripadvisor
priceline.com
ORBITZ.com
travelocity
Expedia

Your Site

SEARCH
ENGINES

LOCAL
BUSINESS
LISTINGS

Google
bing
YAHOO!

YAHOO! LOCAL
Citysearch
YELLOWPAGES.COM

ABOUT 10BEST SOLUTIONS

INTERNATIONAL REACH



Greenville, SC
London, England
Nice, France

CLIENT PORTFOLIO



THANK YOU