

# Frommer's® Unlimited

One source. Endless possibilities.

Frommers.biz



**A practical guide to creating  
high quality content**

# Introduction to Frommer's Unlimited

## Frommer's:

One of the **most trusted** names in travel publishing for over 50 years

## Unlimited:

A one-stop, **full-service travel** content and delivery platform, specifically designed to help businesses attract new prospects and convert them to high-value customers.

### Service menu

- Custom SEO destination guides & lifestyle content
- Off-the-shelf destination guides & points of interest
- Global events database
- Hosted Private label websites or custom XML feeds
- Social media Services
- Translation services
- SEO Consultancy
- Mobile Applications
- Innovative travel tools
- Custom publishing

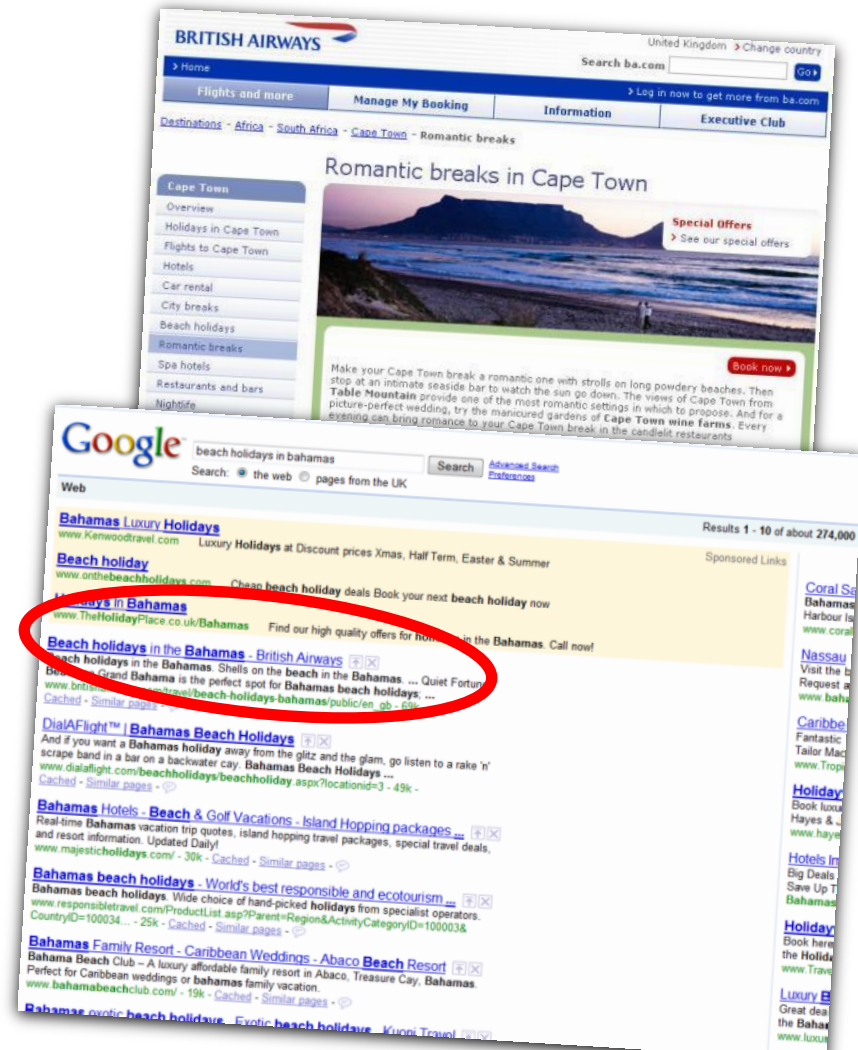


# Trusted Partner to the World's Leading Brands

Airlines & Transport	Travel Agents/Metasearch	Hotels	Media/Retail/Financial
      	    	        	    

# Why is high quality content important?

- ➔ Allows companies to talk to customers throughout the booking cycle
- ➔ Drives organic search
- ➔ Reduces bounce rate
- ➔ Increases conversion
- ➔ Increases the average booking value or basket size
- ➔ Increases engagement with your audience through social media
- ➔ Increases customer retention



# How to create good content – Internal planning

## Step 1: Objectives / resource / budget

- ➔ Review existing content
- ➔ Define objectives for new content
- ➔ Who is the audience / markets?
- ➔ What budget is available?
- ➔ Creation in-house or outsource?
- ➔ Which languages?

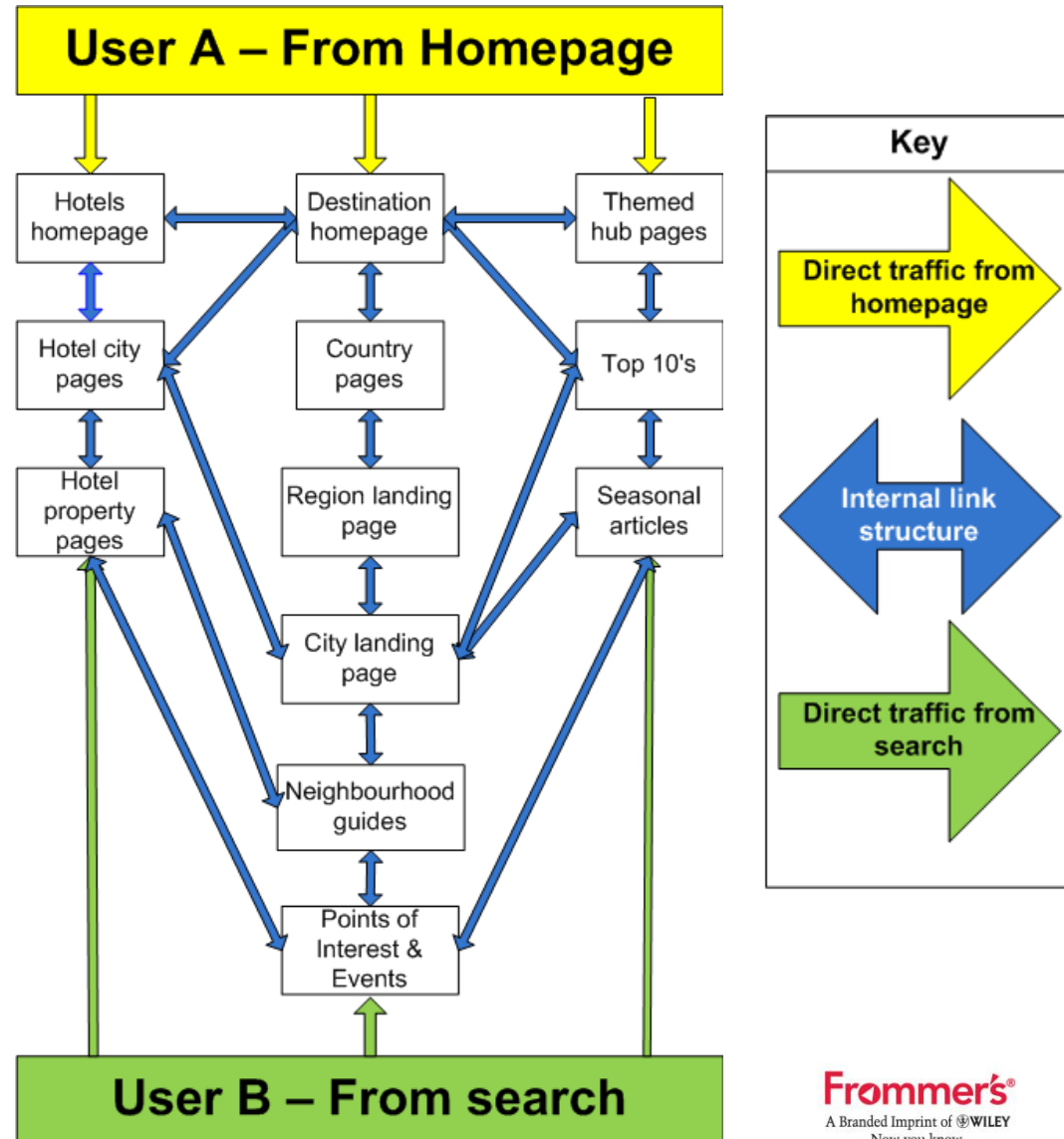




# How to create good content – Internal planning

## Step 2: Information Architecture

- ➔ Importance of both user journeys
- ➔ Content types to suit your audience and match your products
- ➔ Interlinking to avoid silos



# How to create great content - set-up and delivery

## Step 3: Set-up

- ➔ Discussion of aims, audience and content structure between stakeholders
- ➔ Appointment of project manager
- ➔ Create samples for discussion and approval
- ➔ Create master schedule, define approval process
- ➔ Creation of unique editorial brief and brand guidelines
- ➔ Assemble and train editorial team

## Step 4: Content creation

- ➔ New content created in Word files, xml or within custom CMS
- ➔ Subedit and quality control to ensure content meets requirements; structure, tone, SEO and is factually correct

## Step 5: Testing & approval

- ➔ Approval & go-live



# Good vs. Bad content – The question of quality

<b>Business strategy</b>	
<b><u>High Quality</u></b>	<b>Low Quality</b>
✓ Has an clear focus linked to company strategy	Lacks purpose
✓ Consistency of branding and structure	Confusing mishmash of styles and formats



# Good vs. Bad content – The question of quality

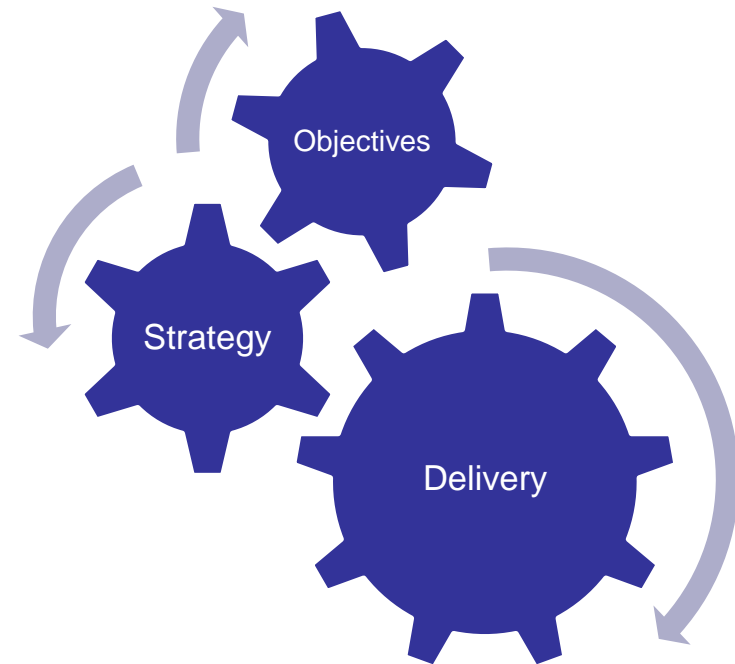
<b>Content strategy</b>	
<b><u>High Quality</u></b>	<b>Low Quality</b>
✓ Clear structure with user signposts	Long unbroken narrative
✓ Strong, unique style and tone of voice	Could be written by or for anyone
✓ Inspires readers to book	Bland, generic information
✓ Engaging, insider information	Regurgitates blockbuster attractions
✓ Reads like genuine travel journalism	Reads like marketing copy
✓ Dynamic content	Out of date with no defined refresh cycle
✓ Defined SEO strategy, naturally implemented	Poorly planned SEO strategy

# Good vs. Bad content – The question of quality

Content taxonomy	
<u>High Quality</u>	Low Quality
✓ Well integrated, relevant images and video	No or poor quality images and video
✓ Internal links to deeper content	Flat copy that ends the user journey
✓ Call to action, links through to product pages	Content buried in a separate silo

# Why do companies end up with poor quality content?

- ➔ Poorly defined goals
- ➔ No sampling phase
- ➔ No predefined structure
- ➔ No editorial brief
- ➔ Writers who haven't visited the destination
- ➔ Poorly trained writers
- ➔ No editing or final quality control
- ➔ Lack of integration with technical delivery



# Examples of good and bad content

# Confusing structure

Cramped layout

Excessive use of  
bolding

Unnecessary bullet  
pointed structure

Mixes inspirational  
content and sales  
speak

## Sharm el Sheikh - Egypt Travel Guide

Enjoy! For Top Tips on the **best beaches**, **local culture** & the **great restaurant** you normally find just as you're going home, dig in. And then check the best prices to **Sharm el Sheikh - Egypt**.



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The travel guide created by You!

Sunshine, snorkelling and luxurious resorts.

*And probably the best diving in the world. You'd be mad not to go.*

- Sharm el Sheikh is **Egypt's top holiday destination** and rated highly by our travellers.
- **Diving in Sharm el Sheikh:** The Red Sea is one of the **world's top dive and snorkelling destinations**.
- The desert forms a dramatic backdrop to our superb resorts by the Red Sea.
- **Perfect for snorkelling**, scuba, quad bike safaris, golf and shopping.
- Superb diving on ten mile stretch from Sharm el Sheikh to Ras Nusrani.
- Shark's Bay is a growing resort with several diving centres.
- Ideal for **families**, **scuba divers** and **snorkellers** and **sun worshippers**.
- **Nightlife In Sharm el Sheikh.** Most of the nightlife in Sharm is in the Na'ama Bay area. There are numerous bustling bazaars, trendy bars, restaurants and a few clubs. Egypt's number one nightclub, Pacha is at the Sanafir Hotel in Sharm El Sheikh. **The Pacha club** has a good list of visiting UK DJs including Pete Tong and Judge Jules. The glamorous venue has cocktail bars, outdoor pools and private VIP rooms and terraces. And it even hosts its own New Year's Eve party. As the party ends and the New Year starts you can take a ride on the Pacha boat, drink cocktails and dance as you cruise the Red Sea.
- **Excursions in Sharm el Sheikh:** Camel riding, desert safaris, quad biking, boat tours and bedouin nights.
- **Tipping in Sharm el Sheikh:** Tipping is widely expected for all tourism staff. And be prepared to haggle over prices. Always agree a fixed price in advance.
- **When is the best time to visit Sharm el Sheikh?** October to May.
- **Holidays to Sharm el Sheikh:** We have an excellent choice of holidays in Sharm el Sheikh.
- **Hotels in Sharm el Sheikh:** We have excellent hotels in Sharm el Sheikh, all with our lowest prices guaranteed including many luxury 5\* resorts. Most hotels at Na'ama Bay have private pontoons, spas and great restaurants.
- **Cheap Flights to Sharm el Sheikh:** We have cheap flights to Sharm el Sheikh.
- The flight takes just over 5 and a quarter hours from UK airports.
- **Car hire in Sharm el Sheikh:** There's so much to explore, you would be wise to hire a car. Travel Republic can offer great deals on car hire in Sharm el Sheikh so check us out when completing your holiday booking.
- **Transfers to your hotel in Sharm el Sheikh:** We can book your transfers from the airport to your hotel in Sharm El Sheikh. Transfers are about 20-40 minutes by taxi. We can also book UK airport car parks online, plus travel insurance and currency exchange for your holiday.
- **Sharm el Sheikh Hotel Reviews:** Written exclusively by genuine customers who have booked and stayed in the hotel.





## Poor structure

**No structure – content meanders aimlessly**

**Long paragraphs with nothing to lead the eye**

**No sub-headings to help navigation**

**No bolding to aid skimming**

**Oh, and it's also bland and generic**

### London Travel Guide

Vast, vibrant and truly multicultural, London is one of the world's great cities. Located in the southeast of England, on the River Thames, it is the capital of the United Kingdom and has been the heart of its political, cultural and business life for centuries

Nowadays, the sheer scale of Greater London can be daunting at first, although it is a city that is surprisingly easy to get around with the comprehensive and easily navigated London Underground or 'Tube'. The twin axis on which London rests is the Houses of Parliament to the west and the City of London to the east. The seat of government (not far from the home of the royal family) is connected to the City (the financial engine room of London and the whole of the UK) by the River Thames. In between lie most of the tourist attractions and the busiest, liveliest different entertainment areas, such as Knightsbridge and Soho.

But London's vivacity and charm stretches far beyond the Circle Line - the Underground route that rings the inner city. Residential areas outside the city centre, such as leafy Richmond (southwest) or Hampstead (north), trendy Hoxton (east) or Notting Hill (west), each have their own charm and identity.

London's very real multiculturalism is evident on every street (and many restaurant plates) and is one reason why people love the city. Tourists come for London's history or royal pageantry but they return for all the charms of the modern city, not least the extraordinary breadth of London's cultural life, with world-class art galleries and theatres, buzzing nightlife, film, music, culinary and fashion scenes.

# Generic, bland writing

Empty adjectives – give detail to show the reader what's incredible

Could be anywhere, says nothing about what's unique to the destination

Focuses on the blockbuster attractions everyone knows, with no insider insight

## Overview

Whether you arrive in London via the underground or inside one of the city's ubiquitous black taxicabs, you will immediately be greeted by a deep sense of history and met with the unique vibrancy of this incredible destination.

In its dark and troubled past, the city of London has survived Roman occupancy, sackings from the Celts, Romans, Vikings and Saxons, a Norman invasion, two great fires, the bubonic plague, Nazi bombings, the Spice Girls and Damien Hirst.

But the London of today promises something for everyone. The London Eye lifts visitors high above the river into vistas that stretch tight across the fading skies. Further down on the South Bank, the Tate Modern contains one of the world's most incredible collections of Modern Art, while the city's 30,000 stores and boutiques will exhaust even the most avid shopper, and its 6,000 restaurants are only too eager to demonstrate why Britons revere their chefs as celebrities.

For those interested in exploring the country's heritage, the Tower of London is an excellent starting point. First constructed in the 11th century, the Tower has been rebuilt several times as later monarchs have left their mark. Still one of London's biggest attractions, and a great celebration of pomp that is free to all visitors is the Changing of the Guard at Buckingham Palace, which happens daily.

As the great dome of St Paul's reflects the colours of the setting sun, London comes alive with an unrivalled nightlife. For those up for something more thrilling than dinner and the theatre, London has a vast number of bars and nightclubs catering to all tastes.

# Well structured – Introduction

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## Where to stay in Berlin – a travel guide to Berlin's neighbourhoods

Published 12/05/2009

Whether you fancy boutique shopping or palaces and parks, choose where to stay in Berlin wisely to get the most from your break. Use this guide to the city's key neighbourhoods to find the right Berlin hotel.

### Mitte

Right in the city centre, Mitte is the Berlin of a million postcards. Horses clip-clop, buskers serenade and crowds snap the **Brandenburg Gate** on Prussian boulevard **Unter den Linden**. Its stately backstreets hide Michelin-starred restaurants, belle-époque Berlin hotels and graceful theatres. Culture buffs cross to the island in the River Spree for the **MuseumsQuartier**, bulging with treasure-filled art galleries and museums. North of the river and still in Mitte, the gold-ribbed dome of the **New Synagogue** glints above the Jewish quarter, **Scheunenviertel**, the place for falafel, courtyard boutiques and upbeat bars. Slightly east lies grandiose Communist-era **Alexanderplatz** square and the quaintly restored **Nikolaiviertel**, the medieval core of Berlin.



© Andy Christian

# Sub-headers and bolding

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See all [hotels in Mitte](#)

**Tiergarten & Potsdamer Platz**

Sidling up to Mitte's western flank is Berlin's green lung, Tiergarten, laced with canals and bordered by the River Spree. There's a relaxed vibe with **beer gardens**, flea markets and the **Berlin Zoo**. Stride east through serene parkland to the sculpture-strewn **Government quarter**, where the German parliament sits in the crystal-domed **Reichstag**. Just south, major hotels cluster in skyscraper-dotted **Potsdamer Platz** square, which buzzes with commerce. Stay here for smart dining, classical concerts at **Berlin Philharmonie** and the **Kulturforum**'s top-drawer art galleries.

See all [hotels in Tiergarten & Potsdamer Platz](#)

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### More about Berlin

- [Top 10 cultural things to do in Berlin](#)
- [Winter breaks in Berlin](#)
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- [A Berlin travel guide – historic journeys, speciality shopping and fizzing nightlife](#)

### Related articles



# Interlinking and keyword integration

## Mitte

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**Anchor text links to product pages**



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## Related articles

[Where to stay in Amsterdam - a travel guide to Amsterdam's neighbourhoods](#)


**relevant content**



# Insider information

Detailed knowledge  
inspires the reader  
from all the angles,  
sightseeing, music,  
dining etc

Timely events provide  
a reason to travel


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## Top 10 ways to enjoy Amsterdam's canals

Amsterdam's curved swathe of canals defines the Dutch capital. So it comes as no surprise that the 17<sup>th</sup>-century canal belt in the city centre was awarded UNESCO heritage status just a few weeks ago. And with the annual Canal Festival taking place from the 14<sup>th</sup> to the 22<sup>nd</sup> August this year, it couldn't have come at a better time. Awards and festivals aside, this is the time of the year that residents flock to their favourite spots on the water to dine, dance, cycle and lol about blissfully doing nothing. Book flights to Amsterdam and embrace life on the water. Here are 10 ways for you to do it in style:

### The Western Canal Belt

On the 1<sup>st</sup> of August 2010 Amsterdam's canal district was awarded a place on UNESCO's prestigious World Heritage List. Included in the UNESCO zone are four curved canals that run parallel to each other - the Singel, Herengracht, Keizersgracht and Prinsengracht - and encircle the city centre in a half moon. The best neighbourhood to check them all out is the Western Canal Belt, which straddles all of them.

### Music on the Water

From the 14<sup>th</sup> to the 22<sup>nd</sup> of August, Amsterdam's canals and monuments erupt in a symphony of over 150 classical music concerts set on or around the canals at the Grachtenfestival (Canal Festival). Catch an outdoor show like the famous Prinsengracht concert (21<sup>st</sup> August), when renowned French pianist Jean-Yves Thibaudet headlines from a pontoon boat. ([www.grachtenfestival.nl](http://www.grachtenfestival.nl))

### Grabbing a Bite Canalside

Some canal scenes are all about lingering - over a leisurely meal, for example. At De Belhamel, you can enjoy outstanding French fare and relax on their sublime canalside terrace. But that's only half the allure. From this vantage point diners sit at a T-shaped intersection of canals, where you can watch boats passing by in three directions. (Brouwersgracht 60, tel: +31 (0) 20 622 1095, [www.belhamel.nl](http://www.belhamel.nl)).

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# Dynamic content

Timely reasons to travel

Something for the repeat visitor

## Events in Rome

Follow the torch-lit procession led by the Pope from the Colosseum to the Palatine on Good Friday, then take inspiration and get snap happy at the city's Birthday Celebrations on 21st April and the Photography Festival from late-April into early-May. Attend open-air cultural performances during the Estate Romana summer festival from June to September, stay up eating, drinking and shopping all night in September during Rome's Notte Bianca, and feast on porchetta (spit-roast pork) in Piazza Navona at the Christmas Fair in December.

23  
Oct

### Festival of Sacred Music and Art

23 - 26 Oct 2010 (annual)

Combining glorious architecture with fine classical music, the Festival of Sacred Music and Art brings sacred music to life. Performances take place at a number of opulent basilicas throughout...

[Read more >](#)



## Upcoming Events

[Select Month or Date](#)

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### Festival of Sacred Music and Art

23 - 26 Oct 2010 (annual)

[Show more](#)

Classical Music



### Moa Casa

23 Oct - 1 Nov 2010 (various dates)

[Show more](#)

Kids & Family



### Rome Film Festival

28 Oct - 5 Nov 2010 (annual)

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Arts

# Good use of images

➔ Use images to portray your brand, all about the detail

**AIRFRANCE** 

## Guide de destinations : Mexico

Guide de destinations

**Vue d'ensemble**

Evénements

Météo

Mexico City, Juarez Intl (MEX)

← Retour à la page d'accueil des destinations



Peintures murales éclatantes, histoire aztèque et musique mariachi

Partez à la découverte de l'histoire du pays en allant voir les temples aztèques et les peintures murales multicolores de l'immense place Zócalo. Promenez-vous dans les quartiers coloniaux et faites les boutiques d'artisanat à San Ángel.

### ■ Boire et manger

Goûtez les tacos, l'aliment de base national, ou bien des plats de fruits de mer sophistiqués. Découvrez une cuisine mexicaine ou fusion dans les restaurants de Polanco. Ou rassasiez-vous de tortaset de quesadillasproposées dans les stands de rue. Le repas de midi est le plus important de la journée : prenez plaisir à manger des plats locaux dans les lieux appréciés par les habitants du Centre historique. Ou bien contentez-vous d'un en-cas dans les cantinas de Roma.

Météo



26°C

Peu nuageux

Prévisions à 5 jours



DocsDF : Festival International de Cinéma documentaire de Mexico

21 - 31 oct 2010

Le festival DocsDF (festival international de cinéma documentaire de Mexico) organise dans toute la capitale des projections de documentaires espagnols, canadiens, brésiliens, finlandais et autres. Le Cinemania Plaza Loreto et le Cinemex Casa de Arte font partie des salles associées au festival.

# Good use of images

➡ Make your images work harder, part of the user journey and merchandising

The screenshot displays the homepage of the Small Luxury Hotels of the World website. The header features the SLH logo, navigation links for Travel Agents, About Us, and Media Request Form, and a row of flags representing various countries. The main navigation bar includes links for Home, Destinations, Hotel Experiences, Special Offers, The Club, and Club Login. A large banner image shows a coastal town with a red circle highlighting a specific hotel listing for San Giorgio, described as a Ligurian town house in Portofino, with a 'View hotel details' link. On the left, a 'Find a Hotel' search form includes fields for Destination, Optional Information, and Arriving, along with a 'Find' button. Below the banner, the 'Reservations' section offers a toll-free call option and links to change reservations online. The 'Destinations' section lists 'Europe > Italy' with tabs for Overview, Hotels, and Map, followed by a description of luxury hotels in Italy. A 'Places to Stay in Italy' sidebar lists various locations like Agrigento, Benevento, and Polignano a Mare.

**Small Luxury Hotels of the World™**  
EXPERIENCE ANOTHER WORLD

TRAVEL AGENTS | ABOUT US | MEDIA REQUEST FORM

HOME | DESTINATIONS | HOTEL EXPERIENCES | SPECIAL OFFERS | THE CLUB | CLUB LOGIN

**FIND A HOTEL**  
Destination  
Country, City or Hotel  
Optional Information  
Arriving  
dd/mm/yyyy  
I am a Club member  
FIND

**SAN GIORGIO**  
A LIGURIAN TOWN HOUSE IN PORTOFINO  
View hotel details

RESERVATIONS  
CALL US TOLL FREE  
24 hours a day  
7 days a week  
Toll free reservation numbers  
Change an existing reservation online

Destinations > Europe > Italy  
Overview | Hotels | Map  
**LUXURY HOTELS IN ITALY**  
Indulge in a luxury Italian hotel with Small Luxury Hotels of the World to experience Italy in style. Feast your eyes on art and elegant cities built around classical monuments, treat your palette to vibrant regional cuisines, and open your mind to an expressive and flamboyant culture.

**PLACES TO STAY IN ITALY**  
• Agrigento • Pievescola  
• Benevento • Pisa  
• Benevento • Polignano a Mare  
• Bologna



# Good use of images

➔ Make your images work harder, part of the user journey and merchandising

The screenshot displays the Frommer's Unlimited website layout. At the top, a navigation bar includes the 'START EXPLORING' text, a search input field, and a red 'SEARCH' button. Below this, the main content area is divided into several sections. On the left, there is a world map with red highlights and labels for various regions: North America, Europe, Asia, Caribbean & Atlantic, Middle East & Africa, Central & South America, and Australia & South Pacific. Below the map is a 'SWEEPSTAKES' section featuring a photo of a beach with colorful umbrellas and the text 'Win a Trip for Two to Myrtle Beach!'. To the right of the sweepstakes is a 'DEALS' section with a large image of 'THE TEMPLE BAR' in Dublin. A red circle highlights the deal text: 'Fly & Drive Trip to Ireland for \$399' and the photo credit 'Photo: Dublin's Temple Bar district/James Horan'. Below the main content area, there are two more sections: 'Photo Slideshows' with a small image of a church spire and the text 'Frommer's 5 Deals for October 20, 2010', and 'Deals & News' with a list of recent articles. The 'Deals & News' section includes tabs for 'MOST RECENT', 'MOST COMMENTED', 'MOST RECOMMENDED', and 'ARTHUR'S BLOG'. The first two articles listed are 'Airfare Deals and News for the Week of October 22, 2010' and 'Believe It or Not, the Travel Industry Still Cares About You'.

START EXPLORING

SEARCH

World Map Regions: North America, Europe, Asia, Caribbean & Atlantic, Middle East & Africa, Central & South America, Australia & South Pacific

SWEEPSTAKES  
Win a Trip for Two to Myrtle Beach!  
Sponsored by  
visit MYRTLE BEACH SOUTH CAROLINA

DEALS  
Fly & Drive Trip to Ireland for \$399  
Photo: Dublin's Temple Bar district/James Horan

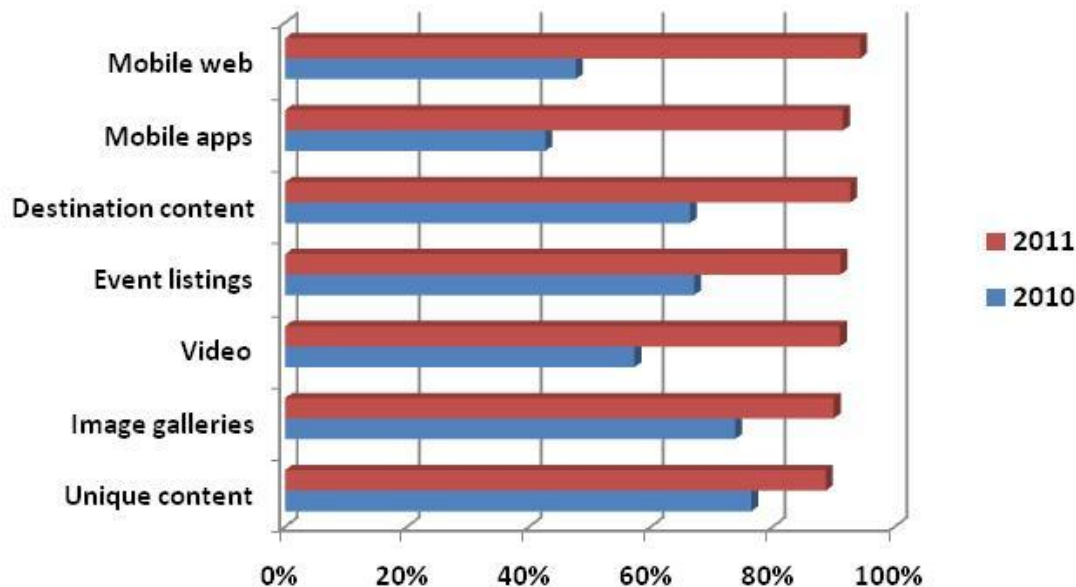
Photo Slideshows  
Frommer's 5 Deals for October 20, 2010

Deals & News  
MOST RECENT MOST COMMENTED MOST RECOMMENDED ARTHUR'S BLOG  
➔ Airfare Deals and News for the Week of October 22, 2010  
➔ Believe It or Not, the Travel Industry Still Cares About You



# And where will the budgets be focused in 2011?

Digital content budget spend 2010 vs 2011



## Key shifts

- 105% year over year increase in demand for Mobile content
- Over 35% increase in requirements for Destination and Events content
- Video growing rapidly with over 58% increase

# Frommer's® Unlimited

One source. Endless possibilities.

Frommers.biz



## Thank You

## Giles Longhurst

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