Vanity Sites White Paper

WHY ARE VANITY SITES FOR HOTELS AND RESTAURANTS IMPORTANT?
Website development is a critical aspect of establishing a strong online presence for hotels and restaurants. It provides businesses with the opportunity to create unique, user-friendly, and appealing websites that set them apart from the competition. The objective is to engage and attract visitors, turning them into satisfied customers.

Getting it right can lead to increased online visibility, customer engagement, and additional revenue. Getting it wrong may result in an underperforming website that fails to capture the attention of potential customers.

BUT, WHAT IS WEBSITE DEVELOPMENT?
Website development is the process of designing, building, and maintaining a website that caters specifically to the needs of hotels and restaurants. It involves creating a digital platform that effectively showcases the property's features, services, and amenities, providing visitors with a seamless and enjoyable online experience.

This website becomes a crucial tool for marketing and customer engagement, serving as the primary point of interaction between the business and its online audience.

WHY SHOULD A HOTEL CHOOSE SECOND WAVE OVER A CHEAPER OPTION?
- **Holistic View:** Second Wave offers a comprehensive understanding, ensuring that the website is not just a standalone entity but integrates seamlessly with all other aspects of hotel management and marketing strategies.
- **Value for Money:** Second Wave offers a combination of industry expertise, tailored solutions, and a holistic approach ensures that clients receive maximum value for their investment.
- **Reputation and Trust:** Second Wave's established reputation in the industry and strong relationships within the hospitality sector mean that clients can trust them to deliver a website that stands out and meets industry standards.
- **Tailored Solutions:** Second Wave's emphasis on tailored service means that the website will be customized to the specific needs and brand identity of the client, rather than a one-size-fits-all solution.
- **WCAG (ADA) Compliance:** We make every reasonable effort to ensure the site is ADA compliant – both at site launch and ongoing as the site is updated. We also leverage technology to yield better ADA compliance scores, which decreases the chance for lawsuits.

WHO IS THIS FOR?
- Hotel Websites are for soft-branded and independent hotels
- Restaurants websites are allowed by all brands.

WHEN SHOULD A HOTEL OR RESTAURANT CONSIDER A VANITY SITE

- When they are launching a new brand – the website should match the branding to ensure a seamless guest experience.
- When they have a bigger story to tell than the brand.com site will allow – calendar of events, history, celebrity chef, etc.
- When the site begins to age. According to Forbes.com the average life span of a website is now 2.8 years – due to rapid changes in technology and use preferences.
- If the site is built on WordPress. It's the most hacked CMS platform, making the site vulnerable to attacks.
- If the site is not ADA compliant.

BENEFITS OF A VANITY SITE:
- They typically drive a higher ADR due to customization and ability to tell the brand story better.
- With a vanity site, there is opportunity to capture more traffic – we can promote different items than brand.com and bid on different key words, thereby capturing a different audience.
- They can enhance the user experience, immerse guests in the brand narrative and improve linking strategy with more content options.

ADDITIONAL RESOURCES:
- [Your Website's Lifespan Might be Shorter Than You Think](), Forbes.com
- [Top 10 Reasons Why You Should Update Your Site Now](), Savvycom Communication Intelligence
- [Roles of a Website in the Hospitality Industry](), LinkedIn.com

WEBSITE DEVELOPMENT PROCESS AND DELIVERABLES

1. **DISCOVERY**
   a. Property marketing profile
   b. Kickoff call
   c. Proposed sitemap
   d. Review site layout

2. **DEVELOPMENT**
   a. Development of sitemap with up to 15 pages
   b. Development of up to two forms
   c. Design mock-up of one page. Two rounds of revisions allowed.
   d. Development of responsive website based on theme selected. Two rounds of revisions allowed.
   e. Development of copy (or review of copy provided by Client) that is optimized for SEO.
   f. Craft title tags and meta descriptions that include target keywords
   g. Install analytics with revenue tracking for known booking engines (based on access)
   h. Submit sitemap to Google Search Console
   i. Site built to CCPA and GDPR best practices

3. **DEPLOYMENT**
   a. Launch site (with DNS record updates, if needed).

b. Monitor for errors for 15 days.