

## E COMMERCE HOTEL AUDIT - ASIA

**This audit document is designed to be used by hotels sales to assist in the implementation of E-Commerce strategy into your hotel. This document comes together with the E-Commerce toolkit.**

This document will provide internal audit on the status of the E-Commerce strategy in your hotel. The outcome should be included in the Sales & Marketing plan.

**This document consists of:**

- **Annual hotel review:** for initial implementation of E-Commerce in your hotel, and then as a comprehensive annual review
- **Quarterly hotel check list:** used every 3 months, in conjunction with the monthly check list + a focus on imagery
- **Monthly hotel check list:** a quick check list on activities to review all areas of E-Commerce
- **Monthly competitive review:** a monthly comparison of your main competitors in all areas of E-Commerce
- **Need period strategy:** a list of ideas to implement during your need periods (not exhaustive)

### COMPETITORS

Hotel Name  
Competitor 1  
Competitor 2  
Competitor 3  
Competitor 4



### SELECTED 3RD PARTY SITES

Target 3rd party site 1  
Target 3rd party site 2  
Target 3rd party site 3  
Target 3rd party site 4  
Target 3rd party site 5



### SELECTED SEARCH ENGINES

Target Search Engine 1  
Target Search Engine 2  
Target Search Engine 3



### SELECTED KEYWORDS

Key word/s 1  
Key word/s 2  
Key word/s 3  
Key word/s 4  
Key word/s 5



**E-Commerce Hotel Self Audit**

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GENERAL	COMMENTS	
Who is responsible for e-commerce in your hotel		
Do you regularly review e-commerce for your hotel		
Do you regularly review e-commerce for your competitors		
Has your hotel been reviewed by the Regional team in the last 6 months		
Does your e-commerce strategy form part of your overall formal S&M plan		
Have you budgeted for e-commerce as part of your overall S&M budget		
Is your e-commerce activity reported as part of your S&M report		
	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
HOTEL WEBSITE		
Do you have your own hotel website		
Do you use one of the group approved contractors to develop your hotel website		
Is your site brand compliant with corporate office approval		
Is your website in your local language		
Do you review your site's copy content monthly		
Do you translate your site's copy content monthly		
Do you review your site's image content every three months		
Do you have copyright approval for use of all images on your site		
Do your room descriptions provide an appropriate SALES description of your product		
Do you have a location map provided showing major attractions around your hotel		
Does your site have up to date contact details		
Does your site have a link to the rates display page of your hotel on the local corporate site		
If your hotel has conference facilities does it provide: floor plans to download		
If your hotel has conference facilities does it provide:RFP forms that can be completed on line		
If your hotel has conference facilities does it provide:images of past events/customer testimonials		
Does your site have up-to-date F&B information including menus		
Do you have information provided on your leisure and ancillary facilities		
Do you provide information and links on nearby attractions		
Do you have links to information websites relevant to your hotel's region		
Do these links open a new window leaving your site still open		
Are these linked sites providing links back to your site		
Does all your printed collateral include your hotel website as the call to action		
Do your res, conference and sales team actively refer guests to your site for more information		
Do you receive analysis reports on the performance and use of your website monthly		
Do you review these reports monthly as part of your overall S&M monthly review		
Are the outcomes of these reviews actioned regularly to keep your site current		
	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
INTERNATIONAL WEBSITE (.com)		
Do you review the corporate site's copy content - is your hotel description updated in TARS		
Do you review the corporate site's image content every three months		
Does your hotel description provide an appropriate SALES description of your hotel to group standard		
Do your room types have appropriate names relating to COMFORT LEVEL		
Do your room descriptions provide an appropriate SALES description of your product		
Do you have good quality images posted for all room types in the correct format		
Do you have good quality images posted of your hotel, map and conference facilities in the correct formats		
Do you have a location map provided showing major attractions around your hotel		
Does the corporate site have up to date contact details		

Do you have information provided on your leisure and ancillary facilities		
Do you provide information on nearby attractions		
Have you advised regional revenue manager/e-marketing of need times to gain additional on-site promotions		
Does the reservation manager of your hotel manage pricing and availability daily		
Do you maintain rate parity		
Is this site the last to be closed out to assist in maximising revenues through this site		
Do you know your hotel's "friendly" URL for the corporate site		
Do you load a RELEVANT package that is clear and simple to understand		
Have you provided your accounts with links to their contracted rates online		

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Focus on this URGENTLY!!**

**E-MARKETING**

Do you have a marketing plan and schedule that includes e-marketing		
Do you communicate to your email databases monthly		
Does your email marketing comply with Group standards on SPAM and privacy.		
Does your email marketing have active opt in rather than opt out		
Does your email marketing have an active unsubscribe link		
Does your email marketing ensure relevance of contact to information being sent e.g. F&B Local		
Do you use the Group approved supplier for email marketing activity		
Do you avoid using the hotel's standard domain for email marketing to prevent blacklisting of that domain as SPAM		
Do you have a strategy for acquiring new subscribers		
Do you review reports on all email marketing campaigns to measure success		
Do you schedule e-marketing activity in need times with e-marketing/regional revenue manager		
Do you have planned and budgeted commercial emarketing campaigns scheduled		
Are these campaigns coordinated with the assistance of regional e-marketing		
Do you use the Group preferred supplier for commercial campaigns		
Do you have a professional campaign brief created before commencing any action		
Are these campaigns linked to the Group or Hotel (pending campaign) website to enable ROI tracking of the campaign		
Are reports of the campaign reviewed regularly during and after the campaign		
Is the ROI of the activity reviewed against the targets set in the brief		

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**SEARCH ENGINE MARKETING**

Do you have a planned and budgeted campaign for SEM		
If using PPC campaigns is it coordinated with the Group e-marketing team & Group approved supplier		
Do you have a professional campaign brief created before commencing any action		
Are these campaigns linked to the rates display page on Group website to track ROI of the campaign		
Are reports of the campaign reviewed regularly during and after the campaign		
Is the ROI of the activity reviewed against the targets set in the brief		
Do you review the paid rankings of your competitor hotels on search engines using an appropriate list of key words		

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**SEARCH ENGINE OPTIMISATION**

Is your website optimised for search engines		
Do you use an Group approved supplier to provide SEO for your site		
Is your website regularly reviewed for optimisation by your supplier		
Do you regularly review your site's natural search engine ranking		
Do you review the rankings of your competitor hotels on search engines using an appropriate list of key words		
Is SEO budgeted in your total S&M spend		
Is SEO listed in your overall S&M plan		

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**AFFILATE PROGRAM**

Is your hotel participating in any affiliate program		
Do your competitors participate in any affiliate program		
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<b>ADVANTAGE PLUS</b>		
Is availability managed by your reservation team to ensure availability of rooms for members		
Is the FOC allocation increased when your hotel is not planning to be full		
Do you provide appropriate DSO rates during need periods		
Do you have e-marketing planned for Advantage Plus for need periods		
	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>INDIRECT CHANNELS</b>		
Is your hotel listed on all approved 3rd party websites		
Does your res team review rates and availability daily on all these sites		
Do you review 3rd party sites in your regular sales meetings		
Do you review your competitor offers and rankings in yeild meetings		
Do you actively maintain strict adherence to rate parity across ALL channels		
Do you review content and images every three months in a sales forum		
Do you have an S&M plan that utilises promotional opportunities in need periods on 3rd party sites		
Do you advise e-commerce of need periods to gain promotional opportunities on 3rd party sites		
Do you advise e-commerce of increased availability on TARS to gain promotional opportunities on online 3rd party sites		
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<b>CUSTOMER GENERATED MARKETING (CGM)</b>		
Are you reviewing 3rd party customer blog content driven sites such as TripAdvisor for reviews of your hotel		
Do you have an action plan to combat negative written content?		
Is your hotel reviewed on 3rd party customer video content driven sites such as YouTube for reviews of your hotel		
Do you have an action plan to combat negative video content?		
	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>ANNUAL REVIEW SUMMARY</b>		
	<b>0</b>	
<b>GENERAL</b>		
<b>HOTEL WEBSITE</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>INTERNATIONAL WEBSITE (.com)</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>#REF!</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>E-MARKETING</b>		
<b>SEARCH ENGINE MARKETING</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>SEARCH ENGINE OPTIMISATION</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>AFFILATE PROGRAM</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>ADVANTAGE PLUS</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>INDIRECT CHANNELS</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>
<b>CUSTOMER GENERATED MARKETING (CGM)</b>	<b>0%</b>	<b>Focus on this URGENTLY!!</b>

## Quarterly E-Commerce Checklist

GENERAL	COMMENTS / ACTION ITEMS	
First complete your monthly review!		
Check you have subscribed to your competitor's e-Newsletters		
HOTEL WEBSITE	COMMENTS / ACTION ITEMS	
<i>Review your hotel website's image content</i>		
Are your images up to date		
Do they effectively display you property		
Are your room type images current		
<i>Review your site's downloadable content</i>		
Are seasonal menus updated		
Have you loaded special event content (Xmas etc)		
ACCOR WEBSITE (.com)	COMMENTS / ACTION ITEMS	
<i>Review Grouphotels.com site's image content</i>		
Are your images up to date		
Do they effectively display you property		
Are your room type images current		
Have you provided your accounts with links to their contracted rates online		
INTERNATIONAL WEBSITE (.com)	COMMENTS / ACTION ITEMS	
E-MARKETING		
Check that you are meeting your obligations in respect to the SPAM Act		
Check that you are meeting your obligations in respect to the Privacy Act		
INDIRECT CHANNELS	COMMENTS / ACTION ITEMS	
Review all 3rd party sites' image content		
Are your images up to date		
Do they effectively display you property		
Are your room type images current		

## Monthly E-Commerce Checklist

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GENERAL	COMMENTS / ACTION ITEMS
Do you regularly review e-commerce for your hotel	
Do you regularly review e-commerce for your competitors	
Have you reviewed your DPF for need periods coming up and advised the e-commerce team	
Check that you are providing rate parity across all channels	
Review activity proposed in your S&M plan and check it has been implemented as planned	

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HOTEL WEBSITE	COMMENTS / ACTION ITEMS
<b>Review your site's written content</b>	
Is your content up to date	
Does it effectively describe your property	
Is it written in a way to effectively SELL your property and not just describe it	
Have you added current content for the upcoming month	
Does it highlight your main features of interests to your market	
Do your room descriptions provide an appropriate SALES description of your product	
Do you have a location map provided showing major attractions around your hotel	
Are your map and your address in local language	
Does your site have up to date contact details	
Does your site have a link to the rates display page of your hotel on the local corporate site	
Are all links current and active	

<b>Review your site's downloadable content</b>	
Are menus current	
Are function kits current	
Are wedding kits current	
Do the download functions of all downloadable content work correctly	
Test your RPF form for weddings/functions to ensure it works correctly	

<b>Review your site's performance</b>	
Obtain analysis reports on the performance and use of your website	
Discuss results of performance reports with your Sales, Distribution and Marketing team	
Review volume of downloads and identify main areas of interest in site content	
Review activity in reference to other campaigns that may drive interest in your site's content	
Review visitation and take note of trends	
Review page view activity and take note of the most commonly used pages to ascertain how your site is used	
Review how your site is accessed (referring sites) to give indications of SEO and SEM efficacy	
Create a list of action items from the outcomes of this analysis	
work with your web developer to deliver these actions	

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ACCOR WEBSITE (.com)	COMMENTS / ACTION ITEMS
<b>Review Grouphotels.com site's written content - pulled from TARS</b>	
is it up to date	
does it effectively describe your property	
Is it written in a way to effectively SELL your property and not just describe it	

Does it highlight your main features of interests to your market		
Do your room descriptions provide an appropriate SALES description of your product		
Have you updated your packages to keep them fresh and interesting and meeting your market's needs		
Have you provided your accounts with links to their contracted rates online		

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E-MARKETING	COMMENTS / ACTION ITEMS	
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action items in your S&M plan as required on e-marketing		
What action are you taking to gain new subscribers this month		
How many new subscribers have you added to the database		

<b><i>Review email marketing to databases</i></b>		
Review prior month's communication results		
Review how many emails were sent		
Review how many emails were opened		
Review how many addresses failed (bounced back)		
Review how many unsubscribe requests were made		
Review what was the click through rate		
Review the conversion rate (if campaign was designed to create revenue)		
Review the ROI (if campaign was designed to create revenue)		
Review campaign with your hotel's own website stats if call to action was that site		

<b><i>Review commercial emarketing campaigns from prior month</i></b>		
Review reports from commercial emarketing campaigns		
how many page impressions were generated		
how many clicks where generated on the advertisement		
what was the click through rate (clicks as a percentage of impressions)		
what was the cost per click		
what was the conversion rate		
What was the revenue generated from the campaign		
What was the ROI and how did it match your targets		

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SEARCH ENGINE MARKETING	COMMENTS / ACTION ITEMS	
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Review paid page rankings on main search engines for list of key words		
Have your reviewed your competitors ranking		
Have you reviewed if you need to conduct a PPC campaign to drive business into need times		

<b><i>Review PPC campaigns from prior month</i></b>		
Have you reviewed reports from PPC campaigns		
Have you reviewed how many clicks where generated on the advertisement		
Have you reviewed the cost per click		
Have you reviewed what was the conversion rate		
Have you reviewed the revenue generated from the campaign		
Have you reviewed the ROI and if it matched your targets		

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SEARCH ENGINE OPTIMISATION	COMMENTS / ACTION ITEMS	
Have you reviewed organic page rankings on main search engines for list of key words		
Have you reviewed if competitors out ranking you		
Have you reviewed if you need to conduct a PPC campaign to drive business into need times		
Have you reviewed if you need to update your SEO		
<b>0%</b>		

ADVANTAGE PLUS	COMMENTS / ACTION ITEMS	
Has your Adv+ availabilty been appropriately managed		
Have you planned your Red Hot Room		
Are FOC allocations increased on days where the hotel is not forecasting to be full in the coming month		
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INDIRECT CHANNELS	COMMENTS / ACTION ITEMS	
Have you reviewed your competitors rates and availability		
Have you reviewed your competitors ranking (were 3rd party site ranks properties)		
Have you checked rate parity with all channels		
Have you reviewed if you have a need period coming up that requires 3rd party promotional support		
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CUSTOMER GENERATED MARKETING (CGM)	COMMENTS / ACTION ITEMS	
Are you reviewing 3rd party customer blog content driven sites such as TripAdvisor for reviews of your hotel		
Have you checked if your hotel reviewed on 3rd party customer video content driven sites such as YouTube		
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**E-COMMERCE COMPETITIVE REVIEW**

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Group Site

**SEARCH ENGINE KEY WORD PAGE  
 RANKING**

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PPC activity						
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**3RD PARTY WEBSITE POSITIONING**

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rate parity						
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variability of rate to match demand					
quality and sale based room description					
appropriate and attractive imagery					
special promotions/special packages					
preferred ranking on need days					

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rate parity					
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rate parity					
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quality and sale based room description					
appropriate and attractive imagery					
special promotions/special packages					

preferred ranking on need days					
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**CORPORATE WEBSITE DISPLAY**

rate parity					
rate specials to meet market demand levels					
quality and sale based room description					
relevance of written content					
refreshed imagery					
current information					
seasonal information/whats on/news					

**HOTEL WEBSITE DISPLAY**

rate parity					
rate specials to meet market demand levels					
quality and sale based room description					
current information					
relevance of written content					
refreshed imagery					
seasonal information/whats on/news					
uptodate downloadable information					

**CGM REVIEW**

new content on YouTube					
Hotel rating on TripAdvisor					
new content on TripAdvisor					
new content on PhotoBucket					
new content on Xanga					

**MONTHLY HOTEL REVIEW SUMMARY**

GENERAL	0%
HOTEL WEBSITE	0%
CORPORATE WEBSITE	0%
INTERNATIONAL CORPORATE WEBSITE	0%

E-MARKETING	0%
SEARCH ENGINE MARKETING	0%
SEARCH ENGINE OPTIMISATION	0%
ADVANTAGE PLUS	0%
INDIRECT CHANNELS	0%
CUSTOMER GENERATED MARKETING (C	0%

## Need Period E-Commerce Strategies

### GENERAL

Advise Regional Revenue Manager on need periods identified on DPF (with notice!)

### CORPORATE WEBSITE

create notable package or offer to load - submit to REGIONAL Revenue Manager who will communicate it to e-marketing  
Ensure the package compliments or leverages the global brand packages where applicable

### HOTEL WEBSITE

load special package information on your site - only once loaded in TARS

### E-MARKETING

Promote special offers or packages direct to your database/subscribers

Special offers or packages may be communicated to corporate databases via e-news - request via Regional e-marketing for hotel or destination specific EDM

Create commercial emarketing campaign through preferred supplier

### SEARCH ENGINE MARKETING

Create PPC campaign with preferred supplier

### ADVANTAGE PLUS

Increase availability of FOC allocations

Submit a unique DSO package

Conduct email blast to targeted members

Load Red Hot Rooms and communicate

### INDIRECT CHANNELS

Arrange promotional offers for increased exposure on third party sites via e-commerce team

#### ***Create specials for offline sites***

wotif.com.au - Wots Hot or newsletter

needitnow - newsletter, Today's Specials

ratestogo - newsletter, Today's Hot Deals

quickbeds - newsletter, Last Minute Deals

expedia - rate parity, increased inventory available

#### ***Increase availability and specials for online sites on TARS***

Hotelclub - advise e-commerce of increased inventory availability and special packages

Travelocity/Zuji/Blueholidays - advise e-commerce of increased inventory availability and special packages

lastminute - participate in the Mystery Room program

Checkin.com - advise e-commerce of an exclusive offer, newsletter, Todays Hot Deals

Holidaycity - advise e-commerce of increased inventory availability and special packages