

Tourism is dominated by the internet from small B&Bs to the giant online travel agents and hospitality professionals of all sizes now understand the need for a more co-ordinated approach to the online marketing of their business.

Open Rooms ^{XVI}

Site • Relationship • Conversion



It's not easy however and an online strategy has to be so much more than just a nice looking website. The challenge of starting to claw back that lower cost direct business needs a whole lot of wheels and small cogs working together.

Strong relationships power websites; a well-designed site drives higher conversion; without conversion even the best site and most positive relationships have reduced value.

The three cogs of Site, Relationship and Conversion need to fit closely and drive business together, If one gets neglected it can be no surprise that your online business will slowly grind to a halt.

Open Rooms XVI Sites packages have been designed to ensure that you can keep these cogs turning regardless of the size of your business.

All of our website packages are accompanied by a full online health check and thirty point action plan that helps to identify how your business is performing online.

Open Rooms Site Views

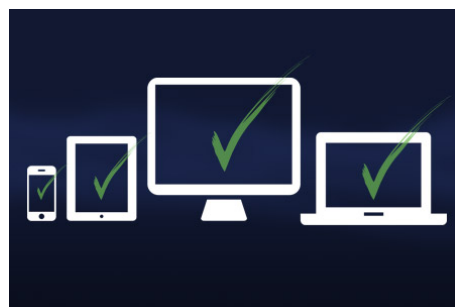
We have launched a suite of new Open Rooms' Views – website designs offering a range of styles and structures all powered by Claymore, our own Content and Destination Management System. Open Rooms XVI Themes have been designed for, and with, tourism professionals and allow the hospitality business more control of site and page content than ever before including Claymore Together which allows businesses to share and publish information from local hospitality partners.

All Claymore Sites are fully responsive for use on mobile devices and easily integrate your preferred booking technology into the site.

Open Rooms XVI - Website as a Service!

The ongoing monthly contract ensures that your website stays future proof with continuous management and upgrading of servers and systems. The direct debit payments ensure you're spreading your online marketing investment evenly through the year – and you'll be offered a free design change every 24 months.

We have simplified our online packages for 2016 and given them an "a la carte" feel with your website being seen as a fully managed service. It is a bit like a flexible mobile phone contract - you can take the package that suits you best and add bolts when you need them and leave when you want to!



	Single	Standard	Suite
Initial Set Up Costs from	£240.00	£480.00	£1200.00
Monthly Payments	£24.00	£48.00	£120.00

Open Rooms 
Open Rooms Single
 Visual Single Page Site | Choice of Designs
 Mobile Ready | Fully Content Managed
From only £24 per month

Open Rooms 
Open Rooms Standard
 Visual Multiple Page Site | Choice of Designs
 Mobile Ready | Integrated Functions
 Fully Content Managed
From only £48 per month

Open Rooms 
Open Rooms Suite
 Visual Unlimited Page Site | Choice of Designs
 Mobile Ready | Integrated Functions
 Fully Content Managed | Social Media Solutions
 Account Management Support
From only £120 per month

Single page responsive and highly visual website Ideal for basic presence with updateable areas and images.

£24 per month

Set up from £240 + VAT

Single Page Site

Header and Feature Box management

Advanced Content Management

Easy to manage features

Singe Image Gallery

Google Map

Secure Contact Form

Online Account Support

Ten page responsive website with choice of design themes and ideal for the smaller independent operator.

£48 per month

Set up from £480 + VAT

Fixed Pages – Managed Content

Single Level Drag & Drop Navigation

Full Content Management

Set up and integration of Blog

In-Page Image Galleries

Google Map

Secure Contact Form

½ hour/month maintenance support

Unlimited content managed pages with drag and drop navigation offering a full online marketing solution.

£120 per month

Set up from £1200 + VAT

Unlimited Page Creation

Multiple Level Drag & Drop Navigation

Advanced Content Management

Set up and integration of Blog

Unlimited In-Page Galleries

Google Map with Pol

Secure Contact Form

1 hour/month maintenance support

All Open Rooms sites benefit from the following services as standard

Online Healthcheck & Audit

Expanding range of Open Rooms website themes

Full hospitality designed Content Management System

Responsive design and mobile and tablet Ready

Integration of client accommodation booking engine

Google Translate integration

Secure customer contact Form

Secure and fast Cloud based hosting package

Social Media Integration and Share Functions

Email Marketing Integration

Document and Brochure Download Functions

Easy upload of documents & images

Legal data & Privacy Statements

Google Mail or E-mail forwarding

Our accommodation websites have been built with the independent operator in mind and as a direct result all Open Rooms sites have certain functions as standard.

Integration of your preferred booking engine, secure customer contact forms and complementary blog are built on the understanding of your customers' needs.

Sharing pages, social media feeds, set up of Google Mail services and email capture tools are critical to growing your relationships.

Uploading destination and hotel brochures increase the effectiveness of your content.

And, as you grow your online presence, your site can grow with you moving easily between options and no need to relearn new content systems.



Build your site; Develop your relationships; Maximise your conversion™

First, build your site...

All our sites are built using our own advanced but easy to use content and Destination management system. All our designs and websites – we call them Themes - are fully responsive and work on desktop, tablet and mobile. Using our own Content Management System which has been custom built for the small and medium business owner offers maximum functionality with ease of use.

Open Rooms ^{XVI}

Site • Relationship • Conversion

	Single	Standard	Suite
Online Healthcheck & Audit	●	●	●
Updateable Pages	Single Page Site	Up to 12 pages	Unlimited
Navigation Levels	Single	Two	Unlimited
Designs	Themes	Themes	Themes
Content Management	●	●	●
Responsive Design	●	●	●
Image Galleries	Singe Gallery	All pages	All Pages
Language Options	One	One	One
Google Translate Integration	●	●	●
Interactive Map	Google	Google	Google
Secure Contact Form	●	●	●
Digital Brochure Rack		Bolt On	●
Cloud Based Hosting Package	●	●	●
Account Support	Online	½ Hour/month	1 Hour/month
Integrated Blog	No	Yes	Yes
News Hub	●	●	●
Social Media Share Buttons	●	●	●
Email Marketing Integration	●	●	●
Upload Documents & Images	●	●	●
Legal data & Privacy Statements	●	●	●
E-mail accounts Set Up	Google Mail	Google Mail	Google Mail
Navigation	Fixed	Drag and Drop	Drag and Drop
In-Page search tags and titles	●	●	●
Image Galleries	Single	Single	All Pages
Page Headers/Carousel	Single	Limited	Unlimited
Full screen images	Single	Single	Unlimited
Promotional/Feature Boxes	Limited	Limited	Unlimited
User Access	Single	Single	Multiple
Itinerary Creator	Bolt On	Bolt On	●
Secure Customer/Guest area	Bolt On	Bolt On	●
Destination Pol Content	Bolt On	Bolt On	●
Video Uploads and Feeds	●	●	●



Then, develop your relationships...

Building your site is only the first step in developing your online marketing strategy – you now need to engage more effectively with your audience.

We will assist you in getting the most from your social media and other online communications and help you develop your relationships.



	Single	Standard	Suite
Google Account Set Up/Edit	●	●	●
Google My Business Set Up/Edit	Bolt On	Bolt On	●
Google Analytics & Goals Set Up	●	●	●
Google Images Account Set Up	Bolt On	Bolt On	●
Search Engine Submissions	●	●	●
You Tube Account Set Up/Edit	Bolt On	Bolt On	●
Facebook Account Set Up/Edit	Bolt On	Bolt On	●
QR Codes Created	Bolt On	One	One
Twitter Account Edit/Set Up	Bolt On	Bolt On	●
Pinterest Page Edit/Set Up	●	●	●
Email Marketing Set Up	Bolt On	Bolt On	Bolt On
Content Blocks	Bolt On	Bolt On	Bolt On
Mobile Booking App	●	●	●
	●	●	●



and maximise your conversion...

An online strategy without direct sales is incomplete. We can integrate or link to your preferred booking engine or ecommerce application in all of our sites – we can integrate ANY booking engine allowing you maximum choice. We have a wide range of bolt on services that can help you maximise your conversion rates from Pay Per Click, TripAdvisor Connect, OTA management and booking engine integration.

	Single	Standard	Suite
Online Reservations Integration	●	●	●
Integrate e-commerce store	Bolt On	Bolt On	●
Mobile Booking Applications	Bolt On	Bolt On	Bolt On
Pay per Click Campaigns	Bolt On	Bolt On	Bolt On
Revenue Management Support	Bolt On	Bolt On	Bolt On



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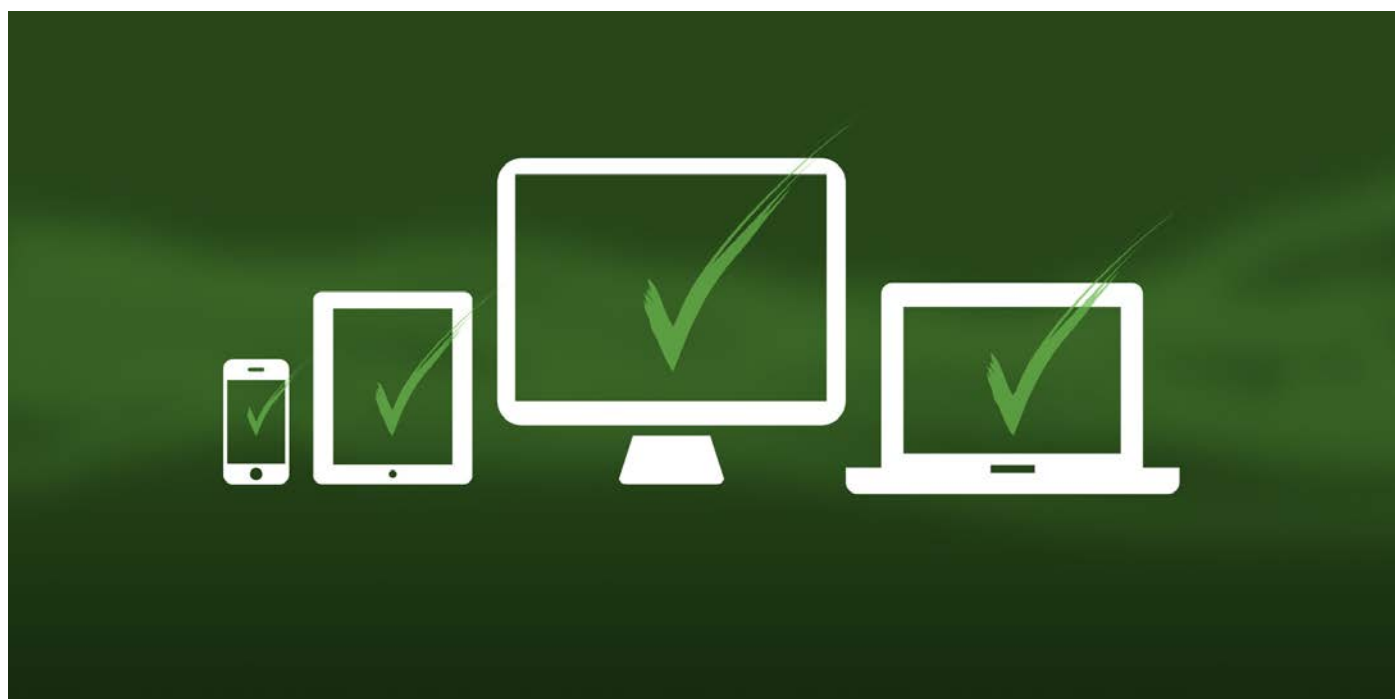
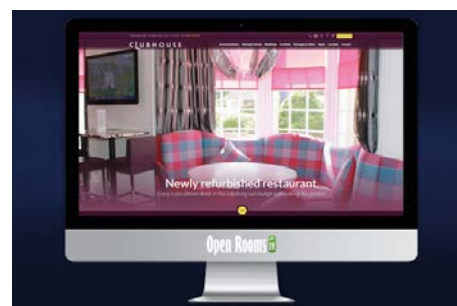
Project Process and Management

A clear road map is agreed for all of our sites, regardless of size. This ensures that you know what is required both of us as project managers and yourselves with regards to content and information.

We always start with an online audit and a thirty point health check of your online strategy which helps sets clear goals for your new online strategy. We always end with a site completion certificate confirming what we have done at every stage of the process.



	Single	Standard	Suite
Online Healthcheck & Audit	Week 0	Week 0	Week 0
Site Design Layout Approval	Week 1	Week 1	Week 1
Site Structure Approval	Week 1	Week 2	Week 2
Content Management Training	Week 1	Week 2	Week 2
Site Build Process	Week 1 - 2	Week 3 - 4	Week 3 - 5
Site Testing	Week 2	Week 4	Week 5
Completion and Site Launch	Week 3	Week 5	Week 6
Search Engine Submissions	Week 3	Week 5	Week 6
Site Snagging and Amends	Week 3 - 4	Week 5 - 6	Week 6 - 8
Site Completion Certificate	Week 4	Week 6	Week 8



Bookassist*



Tourism matters



Plan B Suite 10 Ayrshire Innovation Centre 2 Cockburn Place Riverside Business Park Irvine Scotland KA11 5DA

+44(0)1294 233 713 www.planbonline.co.uk info@planbonline.co.uk