



**3 Quick Wins**

- 1 Remove typos on home page - they give the impression that this hotel is a little amateur.
- 2 Fix Broken Link to Interactive Map - without the map it is difficult to understand just how central your position is
- 3 Introduce quick site map on the homepage so that customers can easily find different pages. The navigation is problematic, but this is a quick and easy solution to getting around the website

Key Findings	Scores	Weighted
Functionality Value	1.0	<b>3.0</b>
Search Engine Positioning	4.3	<b>4.0</b>
Brand Communication Value	7.3	<b>2.0</b>
Operational Information Value	5.0	<b>2.0</b>
Price and Tactical Marketing Value	0.7	<b>3.0</b>
Data Capture & Marketing Information Value	1.0	<b>2.0</b>
<b>Overall Score (weighted on 0-10 scale)</b>		<b>3.4</b>

*Scores are based on a 10 point scale, are treated as a relatively objective measurement against our ideal or perfect internet presence. There is no average score, as it depends on your competitive sector – see next section & please discuss relative performance with your customer liaison.*

**Our Recommendations**

A couple of years ago this website would have been perfect for a hotel of your size. I feel that you have been overtaken by other lesser hotels whose communications are that much more slick and effective.

There are three key areas to address:

- communication of quality and benefits
- putting in place a system for managing negotiated rates and transactions
- developing a distinctive position within your market, effected through more coherent branding and through the support of innovative products.

These programmes are designed to address mid-week occupancy problems and help protect margins throughout the year.

In the comments below we have identified areas that need addressing either for competitive reasons, ie they fall below standards benchmark qualities, or because they present potential customers with major barriers to purchasing your services.



## PART 2: COMPETITIVE POSITIONING

Your company has been placed in a competitive category. This is our classification of the company which helps us to assess its competitive performance. We also analyse your position in terms of destination marketing – where are you in comparison to others competing in the same destination?

Edinburgh

Independent small luxury city hotel

4/5\* hotel with less than 100 rooms independently owned and operated, servicing an urban destination

### Strategy Assessment

Competition is expected to be high in this category for any reasonable destination, and the search engines will be polluted with numerous hotel directory services which will obfuscate a typical hotel web site.

the chief competition here is not other hotels but the directory services which may favour a competitor or at least give the customer a chance to shop around

Our strategy with these hotels is to go for the 'quick kill' – leave the customer with no reason to say 'no'

Critical success factors are:

1/ good search engine positioning for a niche market/query (typically "luxury hotel Edinburgh" or "luxury weekend break edinburgh" or "luxury hotel near Tate Gallery") – will almost certainly need some keyword purchase.

2/ compelling offer for the market - has to be a 'no brainer' proposition – good value leaving customer confident they won't do much better elsewhere

3/ A unique positioning – need to close out competition by offering something that can't be had elsewhere. Proximity to a major

### Your Competitors

Our comments on competitive positioning overall:



## PART 3: DETAILED NOTES

### FUNCTIONALITY

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scores maximum 10

#### Online Availability

Uses All-Hotels Booking Engine. Availability for all queries returned a no rooms available, this included single rooms in Feb, May, Nov-04, Nov-05. This was frustrating as the user had to wait for system response only to be told none available.

#### Online Booking

Yes uses All-Hotels Booking Engine.

#### Option Booking

Yes uses All-Hotels Booking Engine but was unable to determine if this allowed extras because no availability was being shown.

#### Map Search

Fixed Map of area. Link to an interactive map is there but link was broken. <http://mqdirect.mapquest.co.uk/map.adp?venue=>

#### Image Panoramas

Images of most rooms. Many of the images on the home page are good but it would be nice if these took you through to larger images or product pages. No Panoramic images

#### Credit Card Payment

Yes All-Hotels



### SEARCH ENGINE POSITIONING

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positioning for product name

Not in top 30 for hotelname hotel

0

positioning for location/destination

Number One for hotelname hotel edinburgh

10

positioning for main keywords

Not in top 30 for hotel edinburgh scotland

0

text for local destination

Too few occurrences for destination keywords in main text, too many in the image alt text. This will lead to being marked down.

4

use of Title tag in browser

mot being used correctly

3

outbound links

Has links page with 10 links on it, mainly general information on Scotland, not really Edinburgh specific, or local attraction specific.

6

Inbound Links

10 Links but of mainly low quality

4

overall design for search engine optimisation

poor

6

text design and layout

too adjectival and not enough keywords

6



### BRAND VALUE

Scores are based on a 100 point scale, are treated as a relatively objective measurement against our ideal or perfect internet presence. There is no average score, as it depends on your competitive sector – please discuss relative performance with your customer liaison.

#### brand\_design

8

Warm and welcoming initial impact. The design serves its purpose, it makes you feel warm, shows imagery of good food. All images are warm colours, pink, orange, red, yellow. Colour and fonts fit in well.

#### brand\_imagery

5

Image file sizes seem okay but there are rather a lot on the home page which may make it slow to load on a modem. This does give the site warmth. Fuzzy images and wording let it down. Looks like it has been done by a webdesigner with limited graphics skills. Could be smartened up.

#### brand\_descriptions

Technical quality and overall descriptions are good and the material provides good incentives.

9

#### brand\_usability

Navigation is simple as there are not that many pages but as a result navigation is easy. Has obvious links, links at footer as well. Architecture good.

8

#### brand\_personality

Generally very good, it does portray a very prestigious Edinburgh New Town, look. Good warm connection between customer and brand. Overall a good experience.

8

#### brand\_integrity

No customer quotations.

Scottish Tourist Board Four Stars Prominent on all pages.

Web standard good but only let down by its graphics.

6



## OPERATIONAL INFORMATIONAL

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### legal information

Terms and conditions on All-Hotels site, these are never very obvious. Would be good to have on the main site as well. No copyright, no privacy policy

3

### contact information

Good contact information but no named contacts. Also has a contact form, includes letter details.

8

### operational information

None

0

### info\_directions

Has all but no bus information

9

### payment information

Not on main site but probably on All-Hotels Booking Engine

5



## TACTICAL MARKETING & PRICE CONTROL

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mkt\_seasonal\_pricing

None - only uses one season

0

price discrimination

none

0

travel agency support

No

0

gds integration

No

0

mkt\_discounts

No

0

special deals

In some respects, Only states that there can be offers and give price but you have to call up for this.

4



## DATA CAPTURE RESULTS

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data\_collection

Has response form which could be used to collect information, but no other means. Does not have e-mail opt in or brochure request.

5

data\_analysis

does not know

0

data\_newsletter

None

0

local\_links

Provides links to sites that could provide more information on local links but does not actually provide this itself.

0

multichannel\_support

No

0