

Holiday Inn Santa Barbara Hotel Launches New Website, Internet Optimization Partnership

2008-09-02

Management at Holiday Inn Santa Barbara, one of the top Santa Barbara hotels near Goleta, California, is delighted to announce the launch of a new independent website and internet optimization initiative.

The new site will operate separately but in support of the property's "brand" site, which is maintained by the Holiday Inn brand-holder, InterContinental Hotels Group (IHG).

The popular Santa Barbara hotel's new site was conceptualized, designed, written and will be maintained by Worldwide Revenue Solutions (WRS), a Dallas, Texas-based Internet marketing company that specializes in service to the hospitality industry. Launching the site, in fact, represents only a fraction of the committed efforts established in the hotel's partnership with WRS. Search Engine Optimization (SEO), a central tenant of WRS, will now become the ongoing focus as the site steadily improves in search engine placement. SEO involves, among other things, creating written content around niche keywords and increasing the breadth of external links that direct towards the site.

The new site bathes the reader in the tranquil tans and blues of a beach-bound getaway while emphasizing the epicurean liveliness of the region. Sharp photography paints a picture of towering palms and quaint Mission Revival Style architecture while brisk content rounds off the region's gamier exploits - wine tours, whale watching, upscale shopping and more.

The fresh look and feel of the site not only attracts uncommitted visitors but is crafted with the flow of the reader in mind, leading inevitably to the reservation engine no matter where the potential guest lands on the site. The smart design is expected to bridge the all-important gap between site views and qualified bookings.

With the remaining summer and an exciting fall season fast approaching, the Santa Barbara lodging is excited to have an effective new site to show off the hotel and encourages all visitors to take a look at <http://hisantabarbarahotel.com/>.

About Holiday Inn Santa Barbara Hotel

For an affordable and rewarding choice among [Santa Barbara Airport hotels](#), the Holiday Inn Santa Barbara Hotel truly goes beyond. Whether traveling for business or leisure, let this Santa Barbara lodging treat you to the refreshing, laidback lifestyle that Southern California is known for. Enjoy fresh local produce at Remington's, our Santa Barbara restaurant, and host unforgettable receptions at one of the top [California wedding venues](#). From shopping to beach sports to wine tours, there's no shortage of things to do in Santa Barbara, and there's no better Santa Barbara hotel than Holiday Inn, so what are you waiting for? For more information, call 1.805.964.6241 or visit the new site at <http://hisantabarbarahotel.com/>.

About Worldwide Revenue Solutions

WRS is a Search Engine Optimization (SEO) company in Dallas, Texas, founded by Aziz and Linda Ghaffari. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources. WRS offers over 50 years of combined hospitality industry experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit our website at <http://www.wrsol.com/>.

This article comes from Hotel News Resource

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