

San Antonio Airport Hotel Launches New Web Site, Internet Optimization Partnership

2008-10-16

Management and staff at Microtel Inn & Suites San Antonio Airport / North, a leading choice of discount hotels in San Antonio, are excited to announce the launch of their new independent web site and Internet optimization initiative.

This new site will assume the online responsibilities of the property's "brand" site which is maintained by the brand-holder U.S. Franchise Systems, Inc., itself a wholly-owned subsidiary of the Wyndham Hotel Group which operates partner brands Wyndham, Ramada, Days Inn, Super 8, Travelodge, Knights Inn and others.

To establish their leg up on competing San Antonio Airport hotels, Microtel has partnered with Texas-based Worldwide Revenue Solutions (WRS), an Internet marketing company that specializes in service to the hospitality industry. With input from the property, web designers and content specialists for WRS employed their segment-focused strategy towards conceptualizing, designing and writing the new site. Site maintenance will also be handled in-house at WRS.

The new site emphasizes the unique strengths of the brand as well as the property's ideal location in San Antonio, one of Texas's most eclectic cities. Leisure readers quickly pick up on the hotel's proximity to top attractions including the historic Alamo and famous San Antonio River Walk while business travelers clue in to the convenient selection of amenities including complimentary breakfasts and Internet access. Meanwhile, the site is expertly crafted to funnel readers towards the reservation engine, bridging the all-important gap between uncommitted browsers and qualified bookings.

However, the new site is just the first step in the hotel's partnership with WRS. With the site completed and launched, the focus now moves to Search Engine Optimization (SEO), another central tenant of WRS. SEO involves, among other things, creating written content around niche keywords to increase the search engine presence and performance of a webpage. The ongoing task of WRS will be to monitor the property's search engine performance and to make changes to improve it when necessary.

WRS is delighted to add to the already sterling reputation of Microtel Inn & Suites. Ranked the highest in guest satisfaction among economy hotel chains by J.D. Power & Associates for seven years running, Microtel has a history of raising the standard for budget accommodations. Microtel was the first economy brand to provide complimentary high-speed Internet access and free local and long distance calls, and it is also leading the way in ADA-accessible accommodations by guaranteeing accessible rooms at every property and offering disability etiquette training to all employees.

Microtel Inn & Suites San Antonio Airport Hotel / North invites all comers to visit their new web site at <http://www.microtelsanantoniopairport.com/index.html>

About Microtel Inn & Suites San Antonio Airport / North

Budget doesn't have to mean cheap. As one of the top discount hotels in San Antonio, Microtel San Antonio Airport Hotel / North offers a lodging experience that is truly as rewarding as it is budget-friendly. Enjoy complimentary high-speed Internet access, free local and long distance calls, a satisfying continental breakfast, free airport shuttle and so much more at an economy-minded price. Explore the many [things to do in San Antonio](#), or make us your home away from home for extended stay business trips. For more information, contact the hotel at 210-404-1900.

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, web site 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 web site at <http://www.wrsol.com/>.

This article comes from Hotel News Resource

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