

bazaarvoice: Spotlights for Hotels



Help consumers find the top-rated hotels in each geography where you do business. Use Spotlights to show off the locations loved by your guests.

Spotlights for Hotels improves where your hotels rank in location searches, driving you up in rank for the keywords that matter. Effectively compete and show off your best hotels in every search.



Improve Search Rank

Use rich, fresh, social content on category-level pages to improve page quality and search rank.



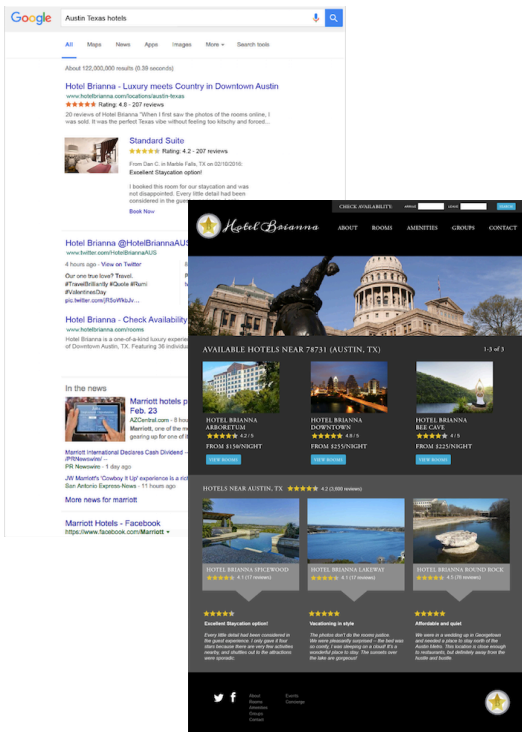
Convert more consumers

Highlight the hotels most liked by your guests. The most relevant reviews across properties in one geography are used to show consumers why to choose you.



Target Keywords

Understand which keywords perform the best and target these keywords in review content. Pull through those reviews that align with the keywords consumers are searching for.



Unlike other solutions designed solely for SEO, Spotlights puts the user experience first, while still providing the content that Google loves. Customize the look. Define eligible locales. See fresh content on your category pages.

Contact Bazaarvoice Client Care today to learn more.

