

# Motel Directory Fact Sheet

## ★ Premium Ranking

This gives your listing priority 1 ranking on the Jasons and Holiday Guide websites. Your listing will rotate at the top of the accommodation page and will be highlighted in yellow.

## Web Listing

Power Boost - Placement of the power boost is on the listing page appearing on both Jasons and Holiday Guide websites. The power boost adverts look like sponsored links or adwords.

## #1 30 Day Exclusive

Your listing will be highlighted and will appear at the top of the categories you are listed in for 30 Days.

## Online Inventory

If you wish to place your inventory online you can. This will feature your availability on both the Jasons and Holiday Guide websites. This integrates with most property management systems and channel managers.

## Commission Free Widget

You are free to utilise the Jasons booking widget (button) on your site to encourage potential clients to book off your own website.

## Duty Motel

Duty Motel is available to MANZ members. This links in with Jasons Holiday Guide online inventory updating.

## Smartphone App

The Jasons smartphone application will allow your potential clients to use the Accommodation Directory. Customers will be able to book accommodation using their smartphone.

## Listing SEO

Search Engine Optimisation. Jasons will ensure your listing is Search Engine friendly. So you are more likely to be found via search engines such as Google, Bing and Yahoo.

## Print Advert

Your template or display advertisement in the Jasons Motel Accommodation Directory.

## Bold Listing

4 lines of text with your contact details.

## Text to Check

Your advertisement in the Jasons Motel Directory will receive a unique text code. Your potential clients will be able to text this code to check your availability with an automated response (you must have online booking for this to work).

## E-Cademy

6 topics relevant to your business will be chosen. Experts in these particular fields will run online seminars to help you up-skill in appropriate areas.

## Hosted Website with Google Analytics

We will host your website for you, depending on the Package you purchase, at no charge! You will also receive a monthly explanation of how your website is performing with Google analytics.

## Hot Deals

Enhance your listing by offering potential customers a package or special offer to attract them to your listing. Your listing will be tagged in the search results and will appear in the "hot deal" section.

## Explore E-Mail Newsletter

This e-newsletter is sent to over 120,000 subscribers monthly, you can target these potential customers by being featured in it.

## Virtual Video

The Virtual Video will highlight your property by bringing your images to life with music and voice. These are just like a 30 second advert.