

FAQ HOTEL WEBEXTRA PROGRAMME 2017/2018

Q: WHAT IS THE 'HOTEL WEBEXTRA PROGRAMME'?

A: The WebExtra programme is a service for updates and corrections on the WebExtra (hotel) pages. Carlson Rezidor's in-house digital team, The Content Lab, is managing the content for the hotel websites upon requests from the hotels. The annual hotel WebExtra programme is mandatory.

Q: WHAT WILL THE CONTENT LAB TEAM DO?

A: Content Lab will manage all upload of content updates e.g. text, images, offers, pdf brochures, new pages etc. to the WebExtra hotel sites. Content Lab will validate the content request to ensure that items on the WebExtra sites are consistent within the Guidelines, supplied by the Digital Content Team. Content Lab will also implement manual translations sent by the hotels (for an annual fee – see details below).

The Content Lab team will work together with your area/hotel to improve the WebExtra sites. The programme includes an annual review where content is re-evaluated and edited to enhance visitor appeal as well as search engine rankings. When it is time for the annual review, Content Lab will contact the hotel by email to begin the process, sending out a checklist for hotels to fill out.

Q: HOW DO I UPLOAD A WEBEXTRA REQUEST?

A: Hotels can login to the WebExtra Update System ([click here](#)) and follow the online instructions.

If you are experiencing any issues logging in, please contact Content Lab at webextraupdate@carlsonrezidor.com

For any small updates, e.g. a word or phone number change, Content Lab will notify the hotels when this is live. For larger updates, an approval is required by Content Lab and a preview is sent before going live.

Important: In the event a hotel does not approve or respond within 10 business days, Content Lab will proceed and push the update live. Always check your updates live.

Q: HOW DOES A NEW PROPERTY SIGN-UP?

A: New hotels needs to sign-up by the WebExtra sign-up page ([click here](#))

Q: WHAT ARE THE TURNAROUND TIMES?

A: Content Lab will update general content change requests within 3-5 business days, after updates are submitted. Content Lab will update existing Hotel Deals within 3-5 business days, after updates are submitted.

For new Hotel Deals*, Content Lab will complete within 5 business days, after updates are submitted.

For a new page creation, Content Lab will complete within 10 business days of the original request and delivery from the hotel of necessary content for creation.

* For 'Hotel Deals', the hotel can ask for a rush fee and will be charged 5 additional credits for the completion within 24 hours from Content Lab receiving the request.



Q: WHAT DOES THE 'ANNUAL REVIEW' INCLUDE?

A: The Content Lab offers a complimentary Annual Review included in the WebExtra programme. The Annual Review is an audit process where the Content Lab revises the copy, imagery and functionalities of the WebExtra sites.

The purpose of the content audit:

- Determine which pages need updating – copywriting / editing
- Improve the overall user experience
- Explore content marketing opportunities

The hotel's main WebExtra pages, appearing in the navigation bar, and up to 5 subpages will be reviewed:

- Front Page
- Map
- Location Page + Nearby Attractions Page (Intro texts only, excluding SEO optimized subpages)
- Rooms Page
- Restaurant Page
- Bars Page
- Services Page
- Meetings & Events Page
- Hotel Deals Main Page (Intro text only)
- Contact page
- Review – (Intro text and whether the reviews are pulling correctly)
- Additional Pages in the navigation bar – e.g. Residence, Spa, Activities, Wedding, Golf, Responsible Business, etc.
- Subpages – up to 5

The following aspects will be revised on the WebExtra pages:

- Overall writing style (in English)
- Grammatical correctness (in English)
- Clarity, accuracy
- Web formatting
- Imagery
 - Evaluation of the quality and relevancy of the three marquees on front page and half marquees according to style guidelines
 - Imagery used in throughout the pages
- Functionality check
 - Including Click to Action (CTA) buttons, Social media links, check Featured Content Pods (FCPs)
 - Fixing broken images and links
- Checking and comparing English page to local language pages from a functionality, translation and content volume/discrepancy point of view (Has all copy been translated; Is there copy missing on the local languages...)



After the revision, each hotel/ASO content coordinators will receive an Editor's Checklist with the proposed minor alterations such as image updates, fixing broken links, etc. After that, the hotel will be required to either approve the proposed changes or provide desired variation within 10 business days. In case the hotel does not return to Content Lab, the silent consent clause will apply and the suggested updates will be implemented by Content Lab.

During the audit recommendations for substantial improvements such as gallery updates, lengthening the copy, collecting missing translations, changing PDF information into a web-page, etc. will be listed.

However, these more extensive updates are NOT included in the program, thus will be sent to ASO content coordinators/Hotels for consideration who could request these changes to be implemented via the Message Board.

What is not included in the Annual Review?

SEO subpages added by Digitas LBi in conjunction with the Search Contribution Model will NOT be reviewed by Content Lab. Should any change be required on these pages, please contact digital-content@carlsonrezidor.com and digital-acquisition@calrsonrezidor.com.

The creation of new hotel deals and new pages are not included in the Annual Review.

During each property's Annual Content Review, no text based content updates will be taken from the hotel's 150 message board requests. Photo and PDF updates (up to a total of 10) will also not be taken from the 150 message board requests.

Q: WHAT IS THE COST?

A: The Annual Service Plan (ASP) for English is: EUR 1760

Optional service includes:

25 additional Credits EUR 100

50 additional Credits EUR 200

Manual Translation upload per language EUR 280

For new hotels without a WebExtra site there is a onetime development fee and an ASP fee:

Pre-opening site build (3 pages): EUR 280

Full site build incl. Annual Service Plan (English) EUR 3520

Q: WHAT DO SPECIFIC UPDATES COST?

A: The Annual Service Plan (ASP) includes an amount of 150 credits for each hotel. Each request is equal to one credit, e.g. one photo = 1 credit, one text insertion = 1 credit, one pdf = 1 credit. Creating a new page will count as one request plus each additional component on the page.

Q: WHAT IS THE DIFFERENCE BETWEEN A STANDARD PAGE AND A CUSTOM PAGE?

A: A standard page utilizes text and photos, e.g. location, rooms, restaurants, bars, services, offers, contact, nearby attractions, and responsible business pages.

A custom page is defined as a page with content that exceeds the standard page definition.

Typically, (although not always) custom pages include multiple widgets, with optional links, differently constructed, numerous photos and/or PDFs. These types of pages will be scoped and priced separately, which in turn will be approved by the hotel and an invoice sent upon completion. Updates made to a custom page will be counted normally, as per updates to a standard page.



Q: WHAT ABOUT TRANSLATIONS?

A: All hotel WebExtra sites, including all sections, must appear in English and the local country language. For hotels wanting to have their WebExtra sites in additional languages, the cost depends on the translation method.

1. For manual upload translations (meaning the hotel provides the translated text to Content Lab), the cost is EUR 280 per language per year (including requests). This requires additional work to be carried out by Content Lab to input the languages on the WebExtra sites, which therefore leads to this cost.
2. For multi-lingual web translations (meaning the English content is translated by the global translation agency), the cost amounts to the number of words translated. An invoice will be sent directly to the hotel by the translation agency. Content Lab does not have any additional charge for automated languages.

Q: HOW DO I UPDATE SEO PAGES?

A: Search Engine Optimization (SEO) is the activity that attempts to improve search engine rankings of the hotel websites. SEO subpages added by DigitasLBI in conjunction with the Search Contribution Model will NOT be reviewed by Content Lab. Should any change be required on these pages, please contact your Area E-Commerce Manager.

Q: WHEN IS THE CONTRACT RENEWED?

A: The contract is renewed every 1st of April. Each hotel will be contacted 1st of February.

Q: HOW DO I RENEW MY CONTRACT?

A: Hotels must renew their contract by digitally signing up on the WebExtra Update System.

Q: HOW CAN I CHECK THE NUMBER OF REMAINING REQUEST UPDATES?

A: The status for remaining requests are available on the WebExtra Update System under “My account” site that will keep track on how many updates you have left.

Q: WHO CAN I CONTACT IF I HAVE ANY QUESTIONS?

A: For questions relating to:

1. For general questions related to the WebExtra Programme (programme details, translation sign ups,..) contact your Regional E-commerce Manager.
2. For content updates on hotel WebExtra pages and technical questions related to the WebExtra Update System, contact Content Lab at webextraupdate@carlsonrezidor.com
3. For SEO related questions, contact the Area E-commerce Managers.

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4. Curtis C, HDM or CHW Express, contact your Services Supervisor.

