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# Creating Content – At Scale

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Director, eCommerce

The leading industry event by digital marketers for digital ma



# About Best Western

- Over 4,000 hotels and resorts globally
- Over 2,000 properties in North America
- All hotels are independently owned and operated



EXECUTIVE  
RESIDENCY

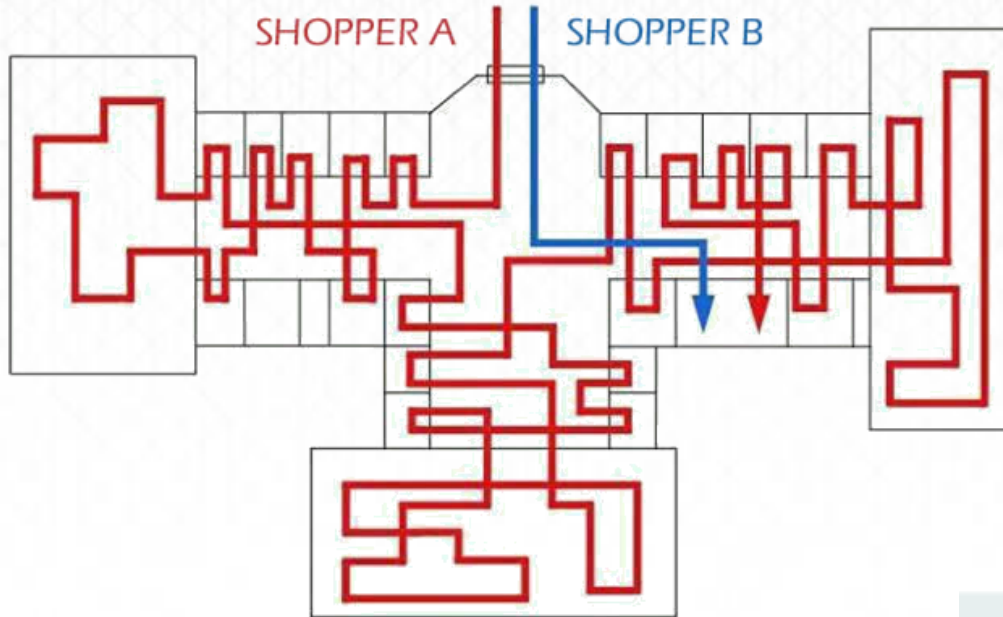


BW Premier  
COLLECTION<sup>SM</sup>

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# A Problem to Solve



- Browsers vs. Buyers
- A Story to Tell



A FILM BY STANLEY KUBRICK



# *THE* **SHiNiNG**





Book Now!



Great Northern Hotel

# Solution – Individual Property Websites

- Extensions of bestwestern.com
- Responsive design for all devices
- Expanded and enriched content
- 2,056 property sites activated over 4 months

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# BrightEdge and Adobe and Best Western

Best Western Rewards  
14801 994-4170 • (800) 780-7234  
7320 E. Camelback Road • Scottsdale, Arizona

Best Western Rewards  
Sundial  
PLUS

HOME ROOMS MAPS & DIRECTIONS

LATEST NEWS

Check in  
Check out  
ROOMS  
CHILDREN  
BOOK NOW

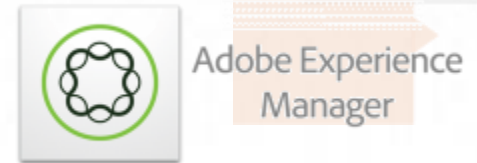
What's Happening Near Us  
What's H

Pro Bowl Coming to Phoenix  
Super Bowl 2015

SEO Checklist  
9/10 Completed  
Create content with content that is well optimized for SEO to boost your search.

Overview	1	2	3	4	5	6	7	8	9	10
✓ Do I have a page title? <a href="#">Tell Me More</a>										
✓ Is my page title length appropriate? <a href="#">Tell Me More</a>										
✓ Do I have a meta description tag for this page? <a href="#">Tell Me More</a>										
✓ Do I have a page heading - H1 tag for this page? <a href="#">Tell Me More</a>										
✓ Do I have 1 or fewer H1 Tags used on this page? <a href="#">Tell Me More</a>										
✓ Do I have a sub heading - H2 tag for this page? <a href="#">Tell Me More</a>										
✗ Do all my image tags have alt tags? <a href="#">Tell Me More</a>										
✓ Is my text to code ratio appropriate? <a href="#">Tell Me More</a>										
✓ Is my page size no more than 500 KB? <a href="#">Tell Me More</a>										
✓ Do I use at least 500 word(s) in the page body? <a href="#">Tell Me More</a>										

Refresh Checklist for this URL last updated Feb 22, 2013 12:11:13 Powered by BRIGHTEDGE



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# Sites Designed With One Objective: \$\$\$

- Domain names
- Page titles
- Linking and navigation
- Image captions
- Consumer-centric amenities
- Reinforcing links to bw.com
- Social links



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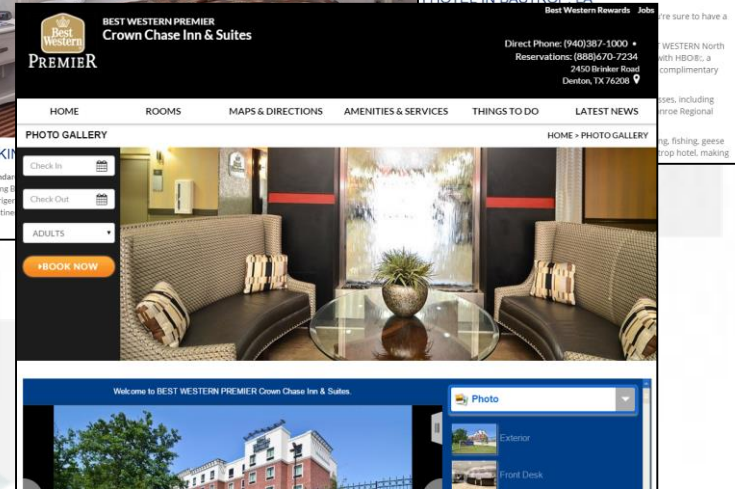
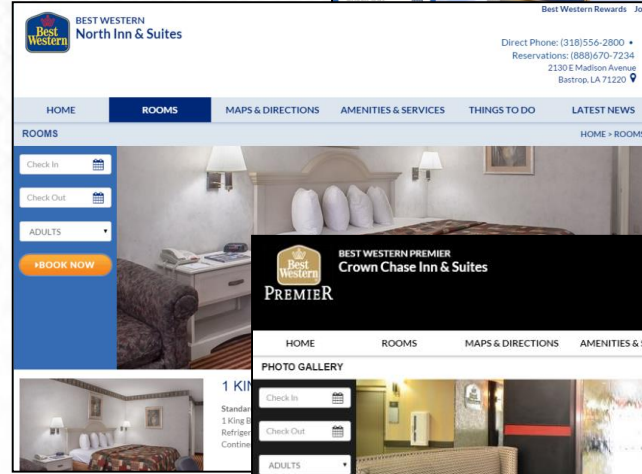
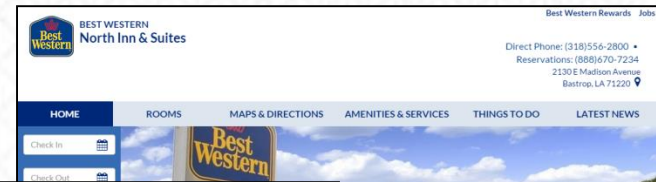
15





# Results

- Over \$400k gross revenue
- No paid marketing or promotion
- Increases in page rank and share of voice



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# Lessons Learned



- One path does not suit all
- Freedom within a framework
- Observe, test, repeat

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# Practical Takeaways

- Quantity of content takes second string to quality of content
- Align content with what the user wants/needs
- Leave no stone unturned