

# Premium Media NG: Hotel Digital Marketing Audit Worksheet

## 1. Website & Technical Performance

- Mobile Responsiveness: adapt layouts; prominent CTAs
- Page Speed:  $\leq 3$ s load; image compression
- Secure & Accessible: HTTPS; alt text; ARIA labels
- Booking Funnel: Clear 'Check Availability'; minimal fields

## 2. On-Page SEO & Local Search

- Keyword Optimization: titles/meta with city & hotel type
- Local SEO: Google Business Profile; consistent NAP
- Schema Markup: Hotel & Breadcrumb schema

## 3. Content & User Experience

- Pillar Guides: local area & insider tips
- Multimedia: video tours; image galleries with captions
- Social Proof: guest testimonials & badges

## 4. Social Media Presence

- Platform Focus: Instagram, Facebook, LinkedIn
- Content Cadence: 3-5 posts/week; UGC & local events
- Ads: Retargeting; geo-targeting; seasonal promos

## 5. Email & SMS Marketing

- Lead Capture: pop-ups & booking follow-ups
- Segmentation: new leads, past guests, loyalty
- Drip Campaigns: welcome, abandoned carts

## 6. Online Reputation & Reviews

- Review Volume: avg  $\geq 4.2$ ; 10+ new reviews/month
- Response Strategy: acknowledge & resolve
- Showcase Reviews: homepage widgets

## 7. Analytics & Reporting

- Goals: bookings, sign-ups, downloads
- Dashboard: users, conversion rate, revenue
- A/B Testing: CTAs, images, headlines

## 8. Technology & Automation

- Booking Engine: real-time sync; upsells
- Chatbot: FAQs; live support
- CRM: personalized offers; loyalty triggers

## 9. Partnerships & Distribution

- OTA Management: rate parity; direct deals

- Local Collaborations: attractions; influencers

**Ready for a deeper dive? Book your free hotel audit:**

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