



# ACCOMMODATION GURU.COM

*“Innovation Always Leads”* ©

## Accommodation Guru Site Setup Road Map

<b>Step 1</b>	<p><b>Watch in detail the AccommodationGuru.com - Online Video Tutorials</b> <a href="http://www.licensee.english.accommodationguru.com/help-admin2">http://www.licensee.english.accommodationguru.com/help-admin2</a> Login: agent Password: agent</p> <p><b>Sections:</b></p> <ul style="list-style-type: none"><li>• Consumers</li><li>• Suppliers</li><li>• Administrators/Licensees – Admin Menu &amp; Setup</li><li>• Administrators/Licensees – Supplier Menu</li></ul>
<b>Step 2</b>	<p>Once you have had a chance to look through these Online Tutorials &amp; Training Manuals, <b>please give me a call.</b></p> <p><b>My details are;</b> Dave Upton Ph: +61 2 9437 3347 <a href="mailto:dave@accommodationguru.com">dave@accommodationguru.com</a> Skype: daveupton99</p> <p><b>Local time calculator:</b> <a href="http://www.whitepages.com.au/wp/info/world-time">http://www.whitepages.com.au/wp/info/world-time</a> Please select your own country as the default is Sydney Australia</p> <p>We can then take it to the next step -&gt; <b>Configuration &amp; setting up some example properties.</b></p>
<b>Step 3</b>	<p>I recommend <b>setting up 2 to 3 properties</b> to become familiar with the program.</p> <p><b>Important:</b> Always remember to create a new user, login &amp; password first. (Each property requires its own login &amp; password)</p> <p>I usually recommend using sample data from an existing source as opposed the supplier website as the data tends to be a bit more structured. Eg:</p> <ul style="list-style-type: none"><li>• <a href="http://www.expedia.com">www.expedia.com</a></li><li>• <a href="http://www.travelocity.com">www.travelocity.com</a></li><li>• <a href="http://www.orbitz.com">www.orbitz.com</a></li><li>• <a href="http://www.hotels.com">www.hotels.com</a></li><li>• <a href="http://www.wotif.com">www.wotif.com</a> (Australia)</li></ul>
<b>Step 4</b>	<p>Once you have added a few hotels, <b>please give me a call again</b> to verify that you have everything covered.</p> <p>It will also give you the opportunity to ask any additional questions</p>
<b>Step 5</b>	<p><b>Then continue adding up to 10 properties.</b></p> <p>This will familiarise you fully with the accommodation data entry part of the program</p>

<b>Step 6</b>	<p>Ideally we recommend <b>adding approx 100+ properties</b> so that when you start promoting your site to suppliers, your site is real and not just a 'concept site'.</p> <p><b>Options:</b></p> <ol style="list-style-type: none"> <li>1. Continue adding the data yourself</li> <li>2. Outsource data input – <a href="http://www.elance.com">www.elance.com</a></li> <li>3. Contact Kim or I for people we outsource to (approx cost US\$2.50 per property)</li> </ol>
<b>Step 7</b>	<p><b>Website creation:</b>  Next is to create content on your website.  The Content management System can be used in any language.  (Note: Unlike the Accommodation Data Input part of the system, the Instruction Tabs etc are only in English)</p> <p>Please view the following videos again:</p> <ul style="list-style-type: none"> <li>• Content Management System - AccommodationGuru.com</li> </ul>
<b>Step 8</b>	<p><b>Start adding content.</b>  I would recommend having a look through the sites on:  <a href="http://www.accommodationguru.com">www.accommodationguru.com</a> for examples especially the 2 SEO optimised sites below:</p> <ol style="list-style-type: none"> <li>1. <a href="http://www.bookbarossa.com.au/">http://www.bookbarossa.com.au/</a></li> <li>2. <a href="http://www.bookcorfu.gr/">http://www.bookcorfu.gr/</a></li> </ol> <p><b>Important:</b> When pasting from Microsoft Word, please <b>paste as plain text &amp; 'style'</b> using style sheet dropdown.  (This avoids problems on display)  (I strongly recommend viewing the '<b>Editor Demonstration</b>' again)</p>
<b>Step 9</b>	<p><b>Setup PayPal - Payment Gateway</b></p> <ul style="list-style-type: none"> <li>• <b>PayPal</b> (Business Account recommended with verification option)</li> <li>• <b>Transaction Fees</b> (No Setup Fee - takes 2-3 days for verified account)</li> <li>• Do not have to be a PayPal member to pay with credit card</li> <li>• <b>PayPal Worldwide</b></li> </ul> <p>Once you have a verified account, please advise login &amp; password so that we may integrate your details into the PayPal System</p>
<b>Step 10</b>	<p><b>Start Marketing to properties:</b></p> <ol style="list-style-type: none"> <li>1. Please use the guideline below to best suit your market:  <a href="http://www.accommodationguruinternational.com/guidelines">http://www.accommodationguruinternational.com/guidelines</a></li> <li>2. After sending 2 sets of emails, we then recommend phoning the individual properties</li> <li>3. Once this option is exhausted, the benefit you have of living locally, is just to pay them a visit to demonstrate the benefits of the Accommodation Guru system &amp; multi channel marketing. (Suggest trying to make an appointment first)</li> </ol>
<b>Step 11</b>	<p><b>Search Engine Optimization (SEO)</b>  Please view Search Engine Videos &amp; Manuals <b>Steps 1 to 5</b></p>
<b>Step 12</b>	<p><b>SEO Options:</b>  Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Typically, the earlier a site appears in the search</p>

	<p>results list, the more visitors it will receive from the search engine. (No point having a great site with no visitors)</p> <p>As <b>Search Engine Optimization is very important</b> in striving for a higher ranking on Google, we recommend the following <b>SEO options</b>:</p> <ol style="list-style-type: none"> <li>1. <b>Do-it-yourself</b> – Just follow the video tutorials in the training section mentioned previously <a href="http://www.licensee.english.accommodationguru.com/help-admin2">http://www.licensee.english.accommodationguru.com/help-admin2</a> Login: agent Password: agent</li> <li>2. <b>SEO Companies</b> – Please speak to Dave in regard to the many options available</li> </ol> <p>Over half our live sites are on the first page of Google results in their category. Those that are not are generally either new or have not been optimized. <a href="#">More Details of Sample rankings</a></p>
<b>Step 13</b>	<p><b>Advanced Search Engine Optimization</b> Step 6 - Role of Directories in Link Building Step 7 - iBusinessPromoter (IBP) Step 8 - Advanced Search Engine Optimization Tips Step 9 - Search Engine Marketing / Pay per Click Advertising Step 10 - Blogs Step 11 - Press Releases Step 12 - Widgets</p>
<b>Step 14</b>	<p><b>MailoutGuys.com</b> -&gt; Everything You Need For Email Marketing Success <a href="http://www.licensee.english.accommodationguru.com/help-admin2">http://www.licensee.english.accommodationguru.com/help-admin2</a> Login: agent Password: agent</p> <p><b>Step 1:</b> Read 'Tips' (left hand menu <a href="http://www.mailoutguys.com">www.mailoutguys.com</a> ) <b>Step 2:</b> Watch Training Videos &amp; manuals</p>