# CLAYMORE ROOMS

SITE • RELATIONSHIP • CONVERSION

COVID 19 has hit the tourism and hospitality sector in a way that no crisis has ever hit the sector before and we have brought forward our 2021 updates to tie in with the recently announced Digital Boost Development Grant – you can find out more and apply here

The independent operator is going to have to review their products, pricing and markets like never before and be ready to renew their marketing activities now to ensure that they can take maximum benefit of the recovery when it comes.

More than ever tourism and hospitality businesses are recognising the need for a more integrated approach to the online marketing of their business and a clear aim of increasing DIRECT booked business and the new Digital Boost Campaign has been designed to support this.
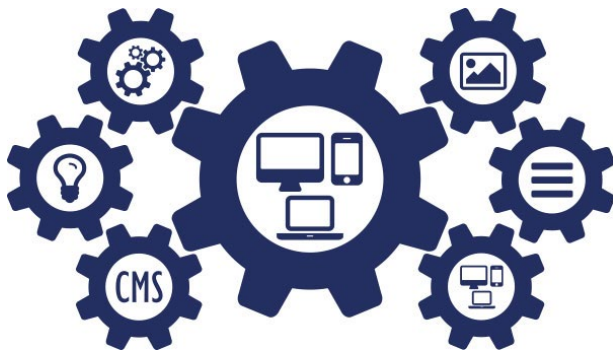
It's not easy however and an online strategy has to be so much more than just a nice-looking website. The challenge of starting to claw back that lower cost direct business needs a whole lot of wheels and small cogs working together.

Strong relationships power websites: a well-designed site drives higher conversion; without conversion even the best site and most positive relationships have reduced value.

The three cogs of Site, Relationship and Conversion need to fit closely and drive business together, If one gets neglected it can be no surprise that your online business will slowly grind to a halt. **Claymore Rooms** packages have been designed to ensure that you can keep these cogs turning regardless of the size of your business.

And your business is different from the next; so all of our website packages are accompanied by a full online health check and thirty point action plan that helps to identify how your business is performing online.

Claymore Rooms Site Themes

We have launched a suite of new Claymore Rooms' Themes – website designs offering a range of styles and structures all powered by our own Content and Destination Management System. Claymore Rooms Themes have been designed for, and with, tourism professionals and allow the hospitality business more control of site and page content than ever before including Claymore Together which allows businesses to share and publish information from local tourism partners.

All Claymore Sites are designed first for use on mobile devices and easily integrate your preferred booking technology into the site.

Claymore Rooms – Keeping your website up to date – always!

The ongoing monthly support ensures that your website stays future proof with continuous management and upgrading of servers, security, and systems. The packages highlighted are priced to include all costs for the first two years of the contract with a free redesign at the end of twenty four months and a move to a monthly payment.

A Claymore Site is a bit like a flexible mobile phone contract - you can take the package that suits you best and add bolt-ons when you need them and leave when you want to.

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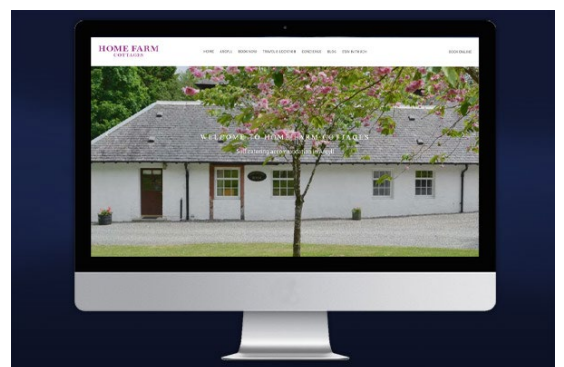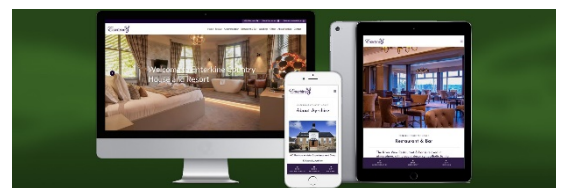
Single Site
**Visual Single Page Site
Mobile Ready | Content Managed**

CLAYMORE ROOMS ✓

Standard
**Visual Multiple Page Site
Mobile Ready | Content Managed**

CLAYMORE ROOMS ✓

Suite
**Visual Unlimited Page Site
Mobile Ready | Content Managed**

Single page responsive and highly visual website ideal for a strong presence

Ten-page responsive website with choice of design themes and ideal for the smaller independent operator.

Unlimited content managed pages with drag and drop navigation offering a full online marketing solution.

£1200 + VAT
£30 per month + VAT
Single Page Managed Site

£2160 plus VAT
£60 per month + VAT
Fixed Pages – Managed Content

£4080 + VAT
£120 per month +VAT
Unlimited Page Creation

All of the site packages are inclusively priced for two years and benefit from the following services as standard

Future proofed support and bi-annual redesign included

Online health check and audit

Fully personalised mobile first website design themes

Secure and fast Cloud CDN based hosting and back up package

Content Functions

Import and set up of initial web content

Full control of all your site content

Flexible Changing of Navigation

Campaign specific landing pages

News Blog and updates section with integrated Facebook comments

Easy to use image management, editing & galleries

Integrated Google Map with points of interest

Digital Concierge Desk

Graphical property amenities Listing

Fullscreen Video Integration and Galleries

Easy to add In-Page Image and Video Galleries

Individual Room Display Platform

Special Offers Area

Secure customer contact form

Integrations and Applications

Document and Brochure Publishing platform

Custom fit of third-party applications

Social Media Integration and Share Functions

Email Marketing Integration

Integration of preferred booking engine

Google Translate integration

Google and Facebook Analytics & E-Commerce Tracking

Legal data & Privacy Statements

Our hospitality websites have been built with the independent operator in mind and as a direct result all Claymore Rooms sites have certain functions as standard.

Integration of your preferred booking engine, secure customer contact forms and complementary blog are built on the understanding of your customers' needs and are powered by our own bespoke solutions.

Sharing pages, social media feeds and email capture tools are critical to growing your relationships and our websites all integrate your third party applications.

And, as you grow your online presence, your site can grow with you moving easily between options and no need to relearn new content systems.
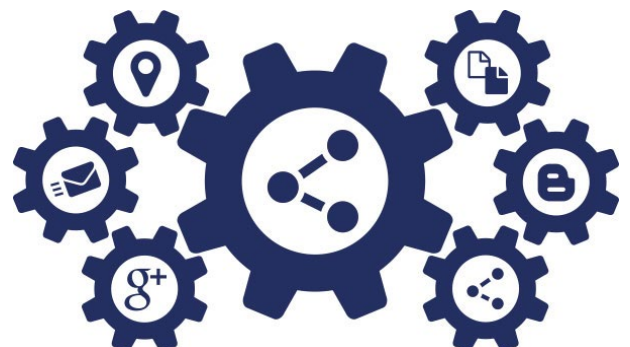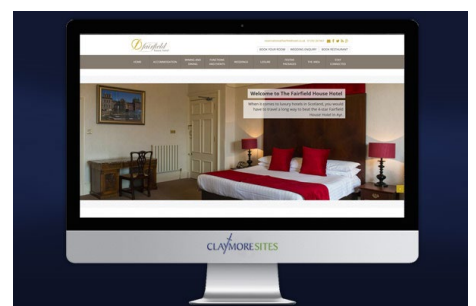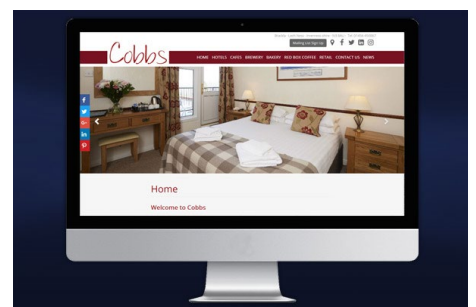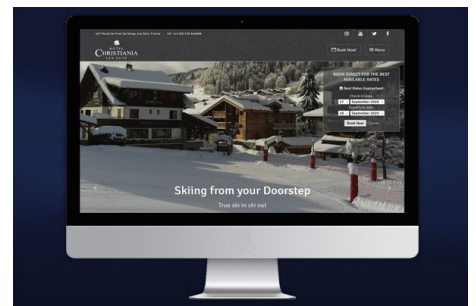
First, build your site…

All our sites are built using our own advanced but easy to use Claymore CMS our bespoke Content Management Solution. All our designs and websites – we call them Themes - are fully responsive and work on desktop, tablet and mobile using our Claymore CMS and APIs which we have developed over the past decade and more to match the needs of the independent business owner combining functionality with ease of use.

|	Single	Standard	Suite
Digital Audit and Action Plan	●	●	●
Customised site design from an extensive range of responsive website themes.	●	●	●
Content Management Solution designed specifically for small business users to easily control all elements of the website.	●	●	●
Flexible and expandable site to fit your needs	Single Page Site	Up to 10 pages	Unlimited
Intuitive Drag and drop page navigation		●	●
Integrated and easy to manage news section	●	●	●
Creation of Brand and Digital Promotion Kit	●	●	●
Rooms and Amenities Display Showcase	●	●	●
Set up of digital Concierge	●	●	●
In page video and image galleries	●	●	●
Easy to use SEO tools including page naming and search titles	●	●	●
Review of Digital Relationships including edit and upgrade of social media platforms	Bolt on	●	●
Google Application Integration - Maps, Translate, Mail, My Business and more	Bolt On	Bolt On	●
Easy publication of images, videos, documents & brochures	●	●	●
Professional image management of full screen, page header, promotional features and gallery imagery.	●	●	●
Multiple language options for international facing websites	Bolt On	Bolt On	Bolt On
Enterprise level User Management allowing multiple users and access levels	●	●	●
Customer Contact Package with secure contact form, social media promotion and Google Map solutions.	●	●	●
Account management & online support	●	●	●
Integrated marketing tools including Event Manager, Itinerary Planner, Offers and Vacancies	Bolt on	Bolt on	●
Full integration of third-party applications including booking engines, email marketing and reservation software	●	●	●
Legal Pack with Cookie, Data & Privacy Statements	●	●	●
Pricing (Exc. VAT)	Single	Standard	Suite
All Inclusive Two-Year Managed Site Price	£1200.00	£2160.00	£4080.00
Monthly Payments after year two	£30.00	£60.00	£120.00
Additional requirements and add-ons are quoted separately			

Then, develop your relationships…

Building your site is only the first step in developing your online marketing strategy – you now need to engage more effectively with your audience.

We will assist you in getting the most from your social media and other online communications and help you develop your relationships.

	Single	Standard	Suite
Google Account Set Up/Edit	●	●	●
Google My Business Set Up/Edit	Bolt On	Bolt On	●
Google Analytics & Goals Set Up	●	●	●
Google Drive Set Up	Bolt On	●	●
Digital Concierge Set Up	●	●	●
Digital Destination Content	●	●	●
Search Engine Submissions	●	●	●
You Tube Account Set Up/Edit	●	●	●
Facebook Account Set Up/Edit	●	●	●
Twitter Account Edit/Set Up	●	●	●
Instagram Page Edit/Set Up	●	●	●
Email Marketing Edit/Set Up	Bolt On	Bolt On	Bolt On
Content Building Blocks	Bolt On	Bolt On	Bolt On
Blog and Content Support	●	●	●
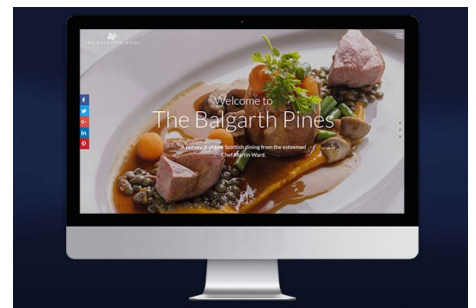
and maximise your conversion…

An online strategy without direct sales is incomplete. We can integrate or link to your preferred booking engine or ecommerce application in all of our sites – we can integrate ANY booking engine allowing you maximum choice. We have a wide range of bolt on services that can help you maximise your conversion rates from Pay Per Click, TripAdvisor Connect, OTA management and booking engine integration.

	Single	Standard	Suite
Online Reservations Integration	●	●	●
Integrate e-commerce store	Bolt On	Bolt On	●
Mobile Booking Applications	Bolt On	Bolt On	●
Digital Marketing Campaigns	Online Support	Online Support	Online Support
Revenue Management Support	Online Support	Online Support	Online Support

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Project Process and Management

A clear road map is agreed for all our sites, regardless of size. This ensures that you know what is required both of us as project managers and yourselves with regards to content and information.

We always start with an online audit and a thirty-point health check of your online strategy which helps sets clear goals for your new online strategy.

We always end with a site completion certificate confirming what we have done at every stage of the process.

	Single	Standard	Suite
Digital Review & Audit	Week 0	Week 0	Week 0
Site Design Layout Approval	Week 1	Week 1	Week 1
Site Structure Approval	Week 1	Week 2	Week 2
Content Management Training	Week 1	Week 2	Week 2
Site Build Process	Week 1 - 2	Week 3	Week 3 - 4
Site Testing	Week 2	Week 3	Week 4
Completion and Site Launch	Week 3	Week 4	Week 5
Search Engine Submissions	Week 3	Week 4	Week 5
Site Snagging and Amends	Week 3 - 4	Week 4 – 5	Week 5 - 6
Site Completion Certificate	Week 4	Week 5	Week 6
Account Management	Ongoing	Ongoing	Ongoing

For more information visit

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