NEWSLETTER
myfidelio.net

micros | FIDELIO

CONNECTING HOTELS TO CUSTOMERS   **SEPTEMBER 2010**

Dear Customer,

Your Internet booking engine ist the most cost effective distribution channel as no commission is paid to any third party provider. While Internet Portals can help increase your availability in the World Wide Web, your Hotel Booking Engine offers you the most independent, customizable and flexible source of reservations.

To increase your revenue for direct distribution, myfidelio.net has enhanced the customizable booking engine mylink with new features. With this special edition of our newsletter, we wish to share the latest mylink features that are available for your hotel—at no extra cost.

We are pleased to present the following new functionality to you:
- **Fresh mylink design**— state of the art look and feel
- **mylink Basic SEO tool**—Make mylink available for Search engines
- **mylink web analytics**—Monitor where your bookings come from, including look to book ratio and many other useful reports
- **mylink PPC campaign tracking**—track conversion of your Internet Marketing campaigns with mylink

Please find below all details to increase revenue over your Hotel homepage. Feel free to contact your customer service representative for further details.

Kind regards,
myfidelio.net

Fresh mylink design

A selection of new design templates has been created to give your mylink a fresh state of the art look and feel. Available now in blue, beige, silver, red, orange and green.

Click here to view video for more details:

EAME Central Customer Service contact details:
Mon - Fri, 09.00 - 18.00 CET.
E-mail: EAME-IQmyfidelio@micros.com
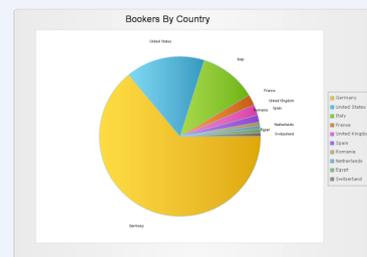Phone: +49 2131 137 113
Fax: +49 2131 137 404

Fresh mylink design

mylink Basic SEO tool

Name	Value
Content Language	EN
Description	mylink is a hotel internet booking engine
Keywords	Luxury demo hotel, Duesseldorf, Rhine, Boutique Hotel, accomodation Neuss, Spa Neuss, Wellness
Robots	INDEX,FOLLOW
Title	mylink demo hotel in downtown Duesseldorf

mylink web analytics

mylink PPC campaign tracking

MICROS-Fidelio Ltd. | Europadamm 2-6 | Neuss 41460 | Germany
www.myfidelio.net | EAME-IQmyfidelio@micros.com

You are receiving this newsletter because you subscribe to the services provided by myfidelio.net
Click here to unsubscribe from our newsletter

● **CONNECTING HOTELS TO CUSTOMERS**   ● **SEPTEMBER 2010**

● **mylink basic Search Engine Optimization (SEO) tool**

Increase your customer touchpoints by adding SEO tags to be found on Search engines!

With this feature you will be able to influence search engine results positively to be showing your booking engine link on the results page. The most important tags for search engines are:

Google

E-Commerce Hotels & Resorts

about 2.380.076 results (0,25 seconds)

Title Tag:
Most relevant tag: Information on this tag will be indexed by Google and other search engines and displayed in the search results. The title tag must be meaningful.

Description Tag:
This tag should contain relevant information for the person searching for the website as engines may display it below the Title in the search results.

myfidelio.net - E-Commerce solutions specially designed for Hotels and Resorts
myfidelio.net provides a single image of your Hotel to multiple channels and increases your business with your website, with travel agents and with Internet portals.
www.myfidelio.net/mf/ - Cached

We also offer entry options for keywords, that Search engines may consider. The use of the Robots tag will enable you to allow or prevent Search engines to index your booking engine link.

Note: Some search engines require additional registration on their Search engine to be found:
Google: http://www.google.com/addurl/ - Bing: http://www.bing.com/webmaster/SubmitSitePage.aspx
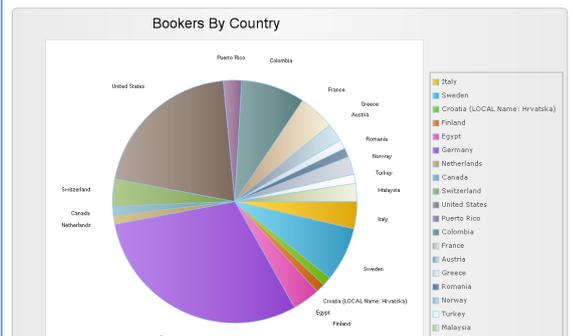

● **mylink web analytics**

Track where your business comes from, when users are shopping your hotel and at what point they might leave your site. The following reports are now available to track important indicators of your booking engine. You can export your reports to PDF, Excel or print the whole page!

- Page views by month, day, week and weekday
  - Page popularity
- Bookers by country
  - Browsers
  - Site Referrals
  - Look to book
- Last page before Break-off
  - Booker Clicks

Page By Weekdays
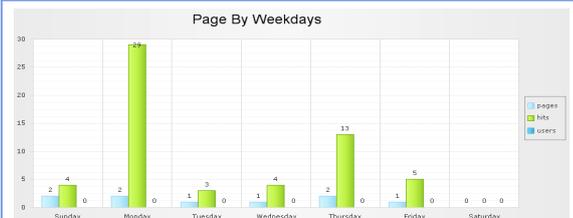
Country	Visits	Pages	Hits	Users
Italy	3	3	25	0
Sweden	6	2	8	0
Croatia (LOCAL Name: Hrvatska)	1	1	2	0
Finland	1	1	1	0
Egypt	3	5	11	0

1 2 3 4
Ready

Export To PDF   Export To Excel   Print

Bookers By Country

MICROS-Fidelio Ltd. | Europadamm 2-6 | Neuss 41460 | Germany
www.myfidelio.net | EAME-IQmyfidelio@micros.com

CONNECTING HOTELS TO CUSTOMERS   **SEPTEMBER 2010**

---

mylink PPC campaign tracking

Online Marketing campaigns for your Hotel can be important to increase your revenue – no matter if you work with your own Marketing company or directly advertise in search engines (e.g. Google AdWords).

As online marketing activities are usually paid per click on your advertisement, it is critical to measure the success of a marketing campaign in actual revenue.

mylink now supports the tracking of marketing campaigns by providing data in terms of conversions and revenue to any third party Marketing company or Search engine that you cooperate with.

As a result you will see which Marketing campaigns really paid off in actual bookings and revenue!

Best practices—How to increase the business over your booking engine

Our industry experts and Usability testing gathered important knowledge about booking behavior. To increase your revenue over mylink we have collected helpful conclusions to help you optimize your web business.

Learn what can be done to make your direct distribution even more efficient than it is today:

Best practices for distribution with mylink

Wish to implement any of the above mentioned features?

Please do not hesitate to contact your local Customer service consultant. For contact information go to:

Your local office