

DIGITAL MATURITY

REPORT

ON

No.

08



HOTEL

I N D U S T R Y

2021-2022



A The Digital Fellow Initiative

FOREWORD

This report is absolutely free for you to access. There are no strings attached. It hasn't been commissioned by anyone, so it isn't biased towards any brand.

Dive into the report and get an idea about what the big and small brands everywhere are up to. It will help you understand:

01 What are the best practices to follow for establishing your digital presence?

02 What can you learn about your own digital presence on the basis of these best practices?

03 What questions should you ask your digital marketing team regarding your months' and years' long investment into your website, social media accounts ?

As a brand custodian, you want to do your best to protect your brand's identity and your organization's chances of survival and growth.

But there is a lot unoptimized on various fronts: finances, operations, supply chain, human resources, customer service and so on.

And you don't know where to start. **Begin with Digital. That's where everything converges. But how do you know if you're doing the right thing or taking the right decisions?**

The Digital Fellow brings to you a report on basic digital health of various industries. Whether you are from this industry or not, it'll help you understand the eco system and provide you a checklist of items you can use to do a self-diagnosis.

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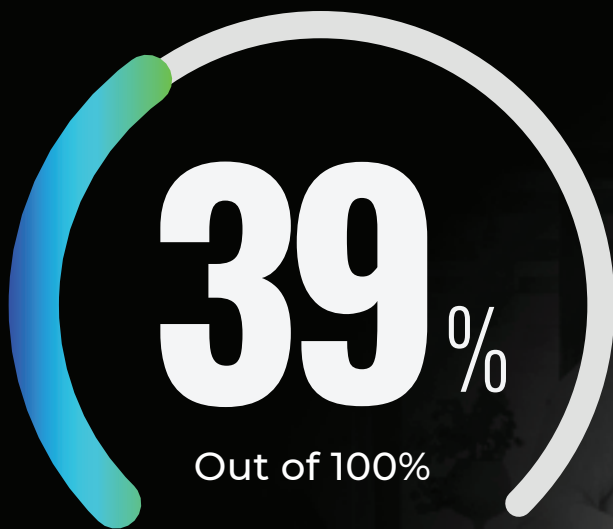
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OVERALL AUDIT REPORT



Industry Score: **39%**

Benchmark: 80%

The value is based on the following Audits:

01 Content Audit

- A. Blogs
- B. Content Creation Strategy
- C. Content Distribution Strategy

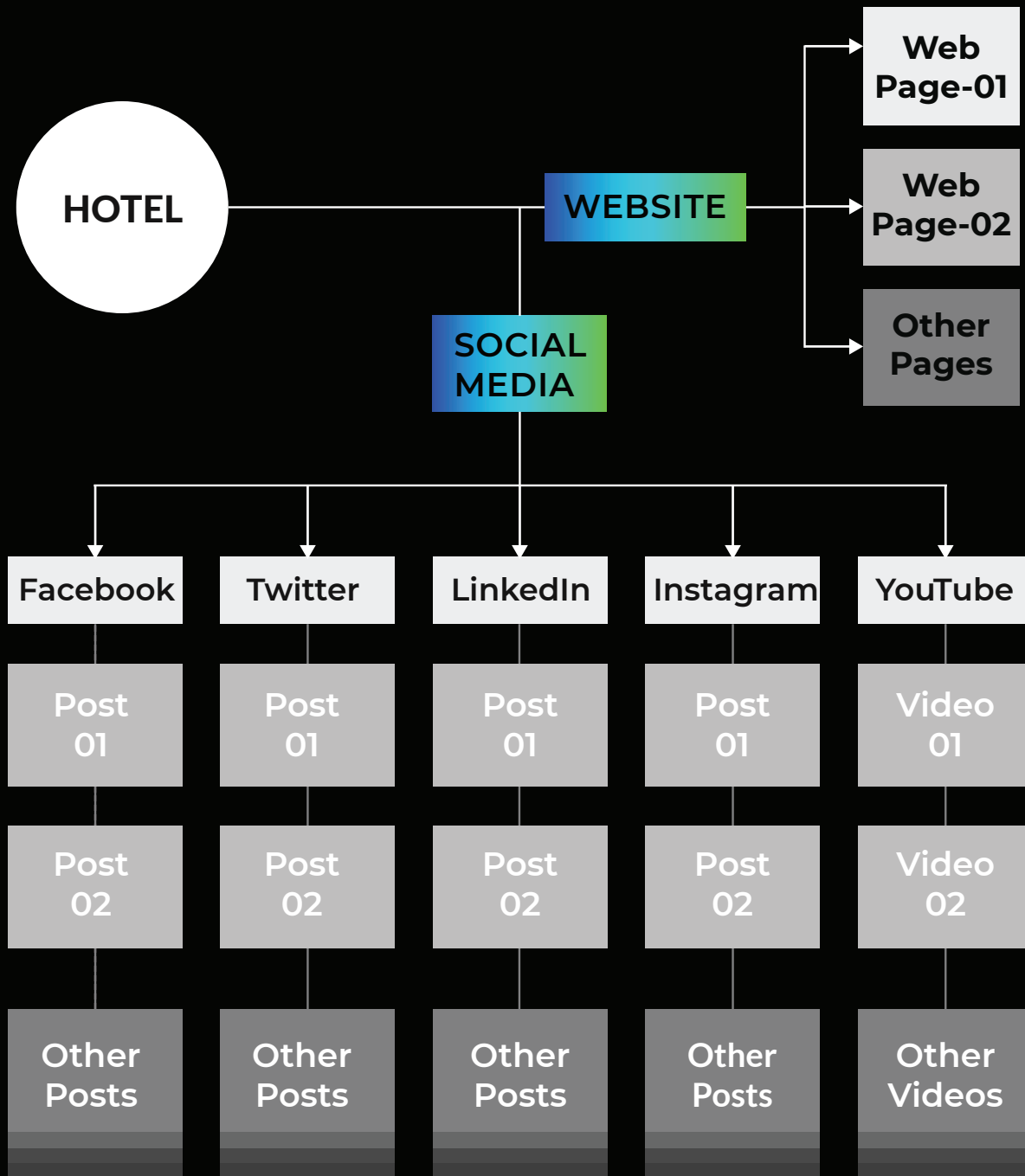
02 Digital Assets Audit

- A- Website Audit (Home Page)
- B- Social Media

03 SEO Audit

The industry benchmark is very low. Few or none of the above parameters are followed.

TOUCHPOINTS CONSIDERED



RANDOM SAMPLING OF 6 MONTHS DATA

CONTENT AUDIT

A. Blog Audit Report



Industry Score: **13%**

Benchmark: 80%



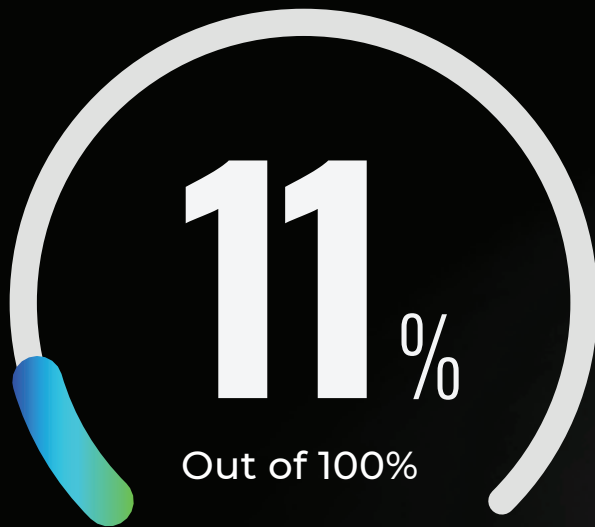
Parameters Considered

- ⦿ Buyers' Journey followed
- ⦿ Length of Headline
- ⦿ Best Practices of writing a headline
- ⦿ Best practices for Introduction
- ⦿ Sub-headings
- ⦿ Visual Elements
- ⦿ Trigger words used (e.g. why, how)
- ⦿ Keywords Best Practices
- ⦿ Bullet Points
- ⦿ Highlighted Sections
- ⦿ Images every 250 Words
- ⦿ Relevant Images
- ⦿ Keywords in Title
- ⦿ CTA
- ⦿ Sharing elements

The industry benchmark is very low. Few or none of the above parameters are followed.

CONTENT AUDIT

B. Content Creation Strategy



Industry Score: **11%**

Benchmark: 80%

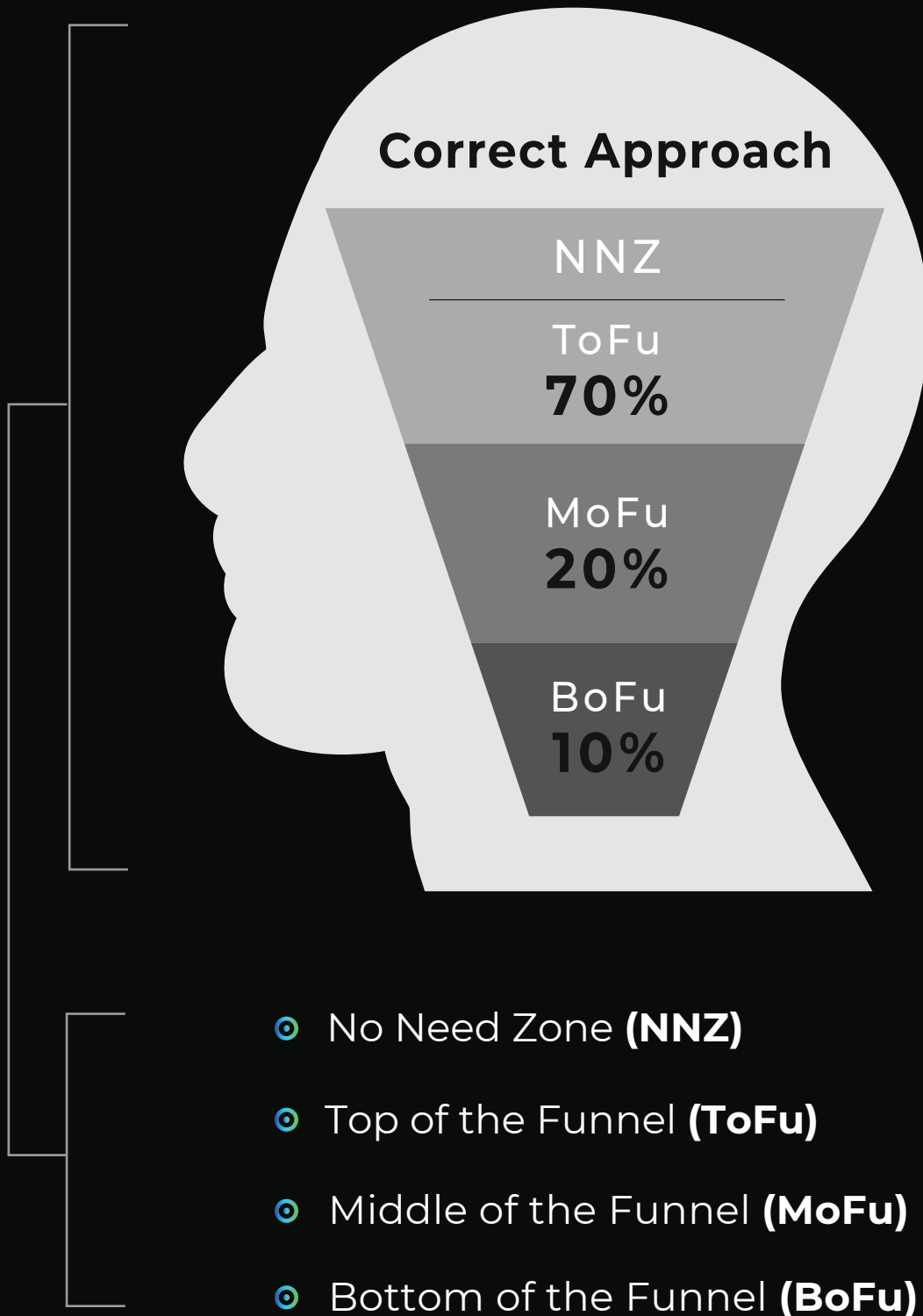
Content covers blogs, videos, podcasts as well as posts made exclusively for the social media. A strategy that does not address the buyers' journey, best blogging practices, or addressing the buyer personas' needs leads to inaccurate content pieces.

Parameters Considered

- ⦿ Buyers' Persona
- ⦿ Buyers' Journey
- ⦿ Topic addressing pain area
- ⦿ SEO Guidelines
- ⦿ Blog Guideline
- ⦿ Content on Product
- ⦿ Content on Market
- ⦿ Content on Value Proposition

The industry benchmark is very low. Few or none of the above parameters are followed.

Sales & conversion follows a funnel-like shape:



Each of these stages is marked by a distinct stage in the buying journey:

Top of the Funnel (ToFu) – Awareness Stage

Middle of the Funnel (MoFu) – Consideration Stage

Bottom of the Funnel (BoFu) – Decision Stage

The content that a brand develops must be according to the funnel. In addition to these 3 stages, a brand must also develop content for another stage before

Awareness Stage: The No Need Zone.

The funnel principle and metaphor says: the more you help your buyers, the faster you nudge them towards their buying decision.

Content Audit: Content Creation Strategy

In short, develop smart content to address buyers' needs.

Apparel and Textile Approach



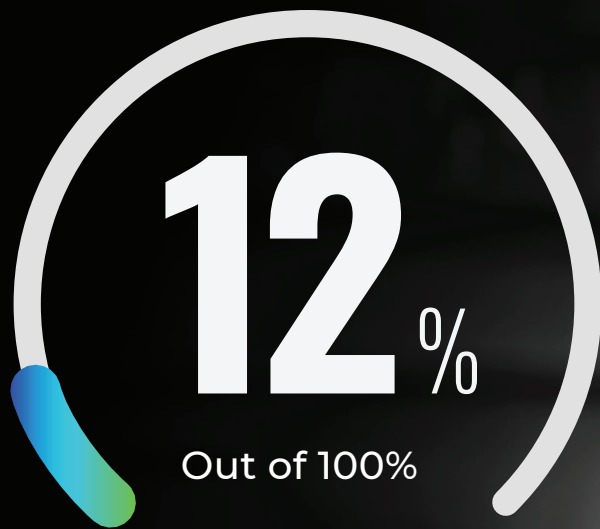
Top of the Funnel (ToFu)	50%
Middle of the Funnel (MoFu)	15%
Bottom of the Funnel (BoFu)	35%

Please note: Though ToFu content is **50%** of the Total, it does not follow the Buyers' Journey (as explained before). Hence, more than 100 blogs are unable to connect with the target audience

Blogs, and content in general, must follow the sales funnel: top of the funnel (ToFu), middle of the funnel (MoFu), and bottom of the funnel (BoFu). When content does not follow the funnel approach, it loses its intentionality & relevance - which is not good from the point of view of content marketing.

CONTENT AUDIT

C. Content Distribution Audit Report



Industry Score: **12%**

Benchmark: 80%

The parameters involved in content distribution determine the success of content strategy. If the content is not distributed as per the users' needs and not made available where the users are, it will not come up on the search engines, and it will not be shared by the community either. If you investing in content, you must distribute it wisely too.

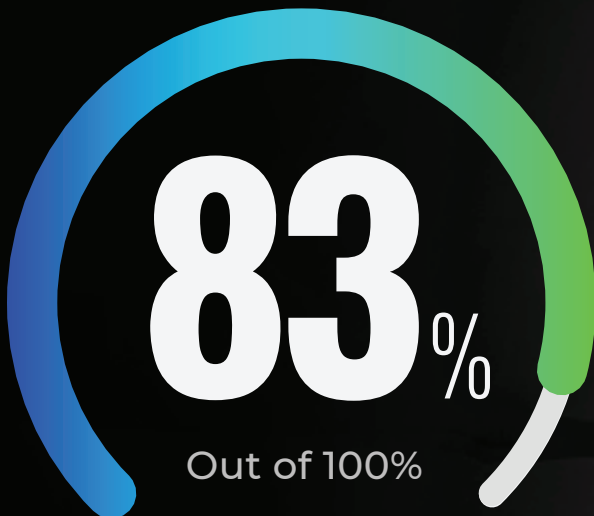
Parameters Considered

CONTENT OBJECTIVE	STAGES
<ul style="list-style-type: none">InformationToday's EducationNews	<ul style="list-style-type: none">No Need StageAwareness StageConsideration StageDecision Stage

The industry benchmark is very low. Few or none of the above parameters are followed.

DIGITAL ASSETS AUDIT

A. Website Home Page



Industry Score: **83%**

Benchmark: 80%

Digital Assets Audit: Website Home Page

The home page of a website is responsible for driving traffic to all its pages. From the logo to the footer, everything matters. Users make up their minds about continuing to browse the website within the first 2 seconds of loading! If your home page does not stick to parameters and best practices of content, you will not benefit from having the website at all!

Parameters Considered

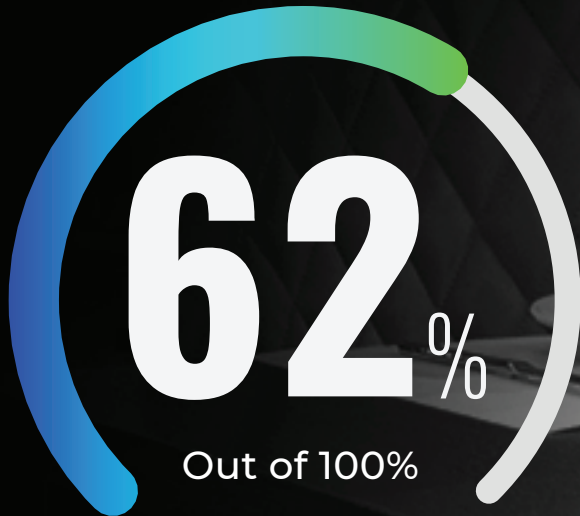
- ⦿ Logo Placement
- ⦿ Text in Logo (Readability)
- ⦿ Header Video Headline
- ⦿ Product offering
- ⦿ Brand USP
- ⦿ Clientele & Testimonials
- ⦿ Rule of Golden Circle followed
- ⦿ Fat Footer with Site Map
- ⦿ Correct Privacy Policy

Parameters Considered (Contd..)

- ⦿ Correct Terms of Use
- ⦿ Social Proof placement
- ⦿ Proper Colour Scheme
- ⦿ Proper Alignment
- ⦿ Consistent Font Family
- ⦿ Optimum Empty Space
- ⦿ Proper placement of Images
- ⦿ Navigation Menu
- ⦿ Personalised Content

DIGITAL ASSETS AUDIT

B. Social Media Audit Report



Industry Score: **62%**

Benchmark: 80%

Social media is your best friend if you know how to build a community and engage with its members. A low score on social media presence is an indication that a brand does not bother with the community at all. Disregarding communities is like disregarding existing and potential customers.

Social Media Considered



Facebook



Twitter



Instagram



LinkedIn



YouTube

SEO AUDIT REPORT



Industry Score: **50%**

Benchmark: 80%



SEO Audit Report

Search engines want to help you by letting you help users and buyers. An organized home page and an organized website, with the right blogging practices will increase your chances of appearing in organic search results. Not just that, you would also end up saving a lot of money on search engine ads too! Cooperate with the search engine crawlers if you really want to show up in the millions of questions people search online everyday!

SEO TECHNICAL AUDIT

- ⦿ Broken Links
absent
- ⦿ Schema
- ⦿ Page Speed
Optimization
- ⦿ Desktop Speed
- ⦿ Mobile Speed
- ⦿ Mobile Friendly
- ⦿ Sitemap.XML/
HTML Sitemap

SEO SITE AUDIT

- ⦿ URL Optimization
- ⦿ Keyword in URL
- ⦿ Keyword in Title
- ⦿ Keyword in Meta Description
- ⦿ Meta Keyword
- ⦿ H1 Tag
- ⦿ Keywords In H1
- ⦿ H2 Tag
- ⦿ Keywords in H2
- ⦿ Alt Text

So how have you been choosing your digital marketing agency?

The 11 brands considered here fall into the top category. Surely, they had the best of the agencies working for them.

Yet, a basic examination reveals that they have been investing into wrong agencies. We do not know what further problems will open up once we sit with these for a formal brand audit.

GET IN TOUCH WITH US TODAY:

- ⦿ If you are a Hotel Industry brand we have examined here and want to know your specific score
- ⦿ If you are an Hotel Industry brand interested in working with us
- ⦿ If you are into a different business and want to avoid investing in wrong digital agencies

DISCLAIMER

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Confidentiality Disclaimer:

For the sake of confidentiality and safety of the reputation of the various brands studied during the preparation of this Industry Report, we choose not to disclose the brand names. We shall never publish/share any competitors’ or brands’ data used for this report. The purpose is to make readers/ brand custodians aware of the best practices that are not being followed by industry leaders in the country. This report does not hold/expect any commercial value.

To get audit score for your brand

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