

# A Study of Website Optimization Strategy and Implementation

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## Abstract

Internet users will usually use search engine to find the relevant traveling information before planning the trip, and search for suitable hotels and book hotel accommodation rooms in advance through the internet reservation system. The hotel website search engine marketing strategy has become an important part of the hotel marketing management. The study found that "research and implementation methods have obvious actual benefit", "recommend to conduct some of the implementation methods prior to the building of Web site", "in Blog Article Marketing, 'Sina Blog' import flow is high", "in Free Platform And BBS marketing, 'PChome & ebay' import flow is high etc; Researchers suggest the hotel sites operators continue to implement the hotel Web sites search marketing in the future through methods such as "assist with paying keyword advertising marketing" and "add more links to external website", "set up their own official blog" and "and 'conduct Facebook, Plurk Twitter marketing' and etc.

Keyword : Search Engine Marketing, Search Engine Optimization, Website Optimization