



Sunrise

NETWORKING



Website Design & Online Booking Systems



OUR HOTEL

WEBSITE DESIGNERS

Sunrise Networking offer award winning hotel website design—based on industry expertise and experience our team has created unique websites that generate real results for clients across the sector.

We are market leaders in both the design and development of creative bespoke hotel & B&B websites that produce meaningful results. Many of our clients have seen exceptional booking figures on completion of their site, our focus on clear design and thorough SEO tactics have generated increased traffic and subsequent conversion rates.

We know that marketing your hotel effectively in a rapidly changing industry can be a challenge which is why we have worked on creating a success toolkit to ensure your hotel website design showcases your facilities and boosts occupancy rates through direct online bookings.

What Sunrise can do for your website

Unique and eye-catching Website Designs that inspire, engage and deliver results.

Before starting any website design project our team will take the time to fully understand your hotel business. We need to discover your brand, business model, objectives, USPs, services and most importantly your target markets which will allow us to create an individual, bespoke concept.

Analysis

If you already have a website design then our team can analyse your statistics and add tracking software to your website that will allow us to advise you on what elements are currently working and, more importantly, what needs to be improved.

This will then allow us to really think about a design that allows your website to stand out in today's competitive market. It must engage with your audience groups and position your services in a way that generates bookings and enquiries.

Bespoke Service

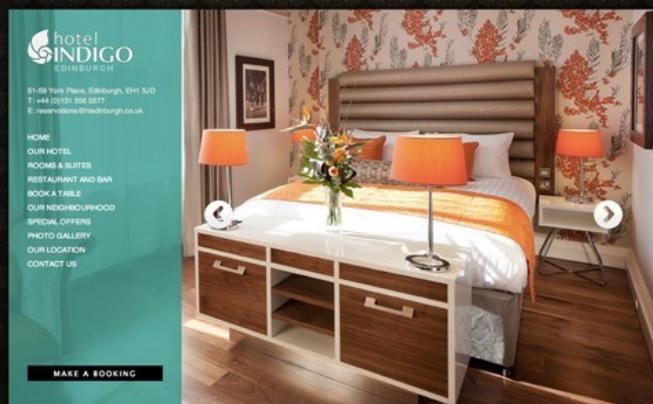
Our website designers based in Welwyn Garden City use the latest technology and create bespoke website designs that are fully tailored to your business needs.

With the rise of mobile and tablet browsing it is important that your website design adapts to what device it is being viewed on. Our website designers use responsive design techniques to ensure that it looks good and performs on all devices. We use the latest front-end technology of HTML5 and CSS3.

Responsive Web Design

Increasingly your guests will want mobility, flexibility and easy access to information across multiple platforms. How does your website perform on mobile and tablet? Is your site user friendly with an optimised, booking process which delivers results?

We are experts in responsive web design and conversion optimisation, our team can work with you to ensure that your website focuses on showcasing your fantastic facilities alongside generating bookings across multiple platforms.



WEBSITE

COMPONENTS

- Dynamic Content Management
- E-commerce type website
- Hosting
- Email Accounts
- Photo Gallery
- Booking E-form
- Contact/Enquiry E-form
- Logo Design
- Booking Engine Integration
- Customer Database
- Reporting Tool
- Payments System
- Local Amenities Page
- Search Engine Optimisation (SEO)

BOOKING INTEGRATION SYSTEM



Should you choose, we can also provide your individual hotel or B&B with a proprietary booking system to give real time room rates and availability on your website(s).

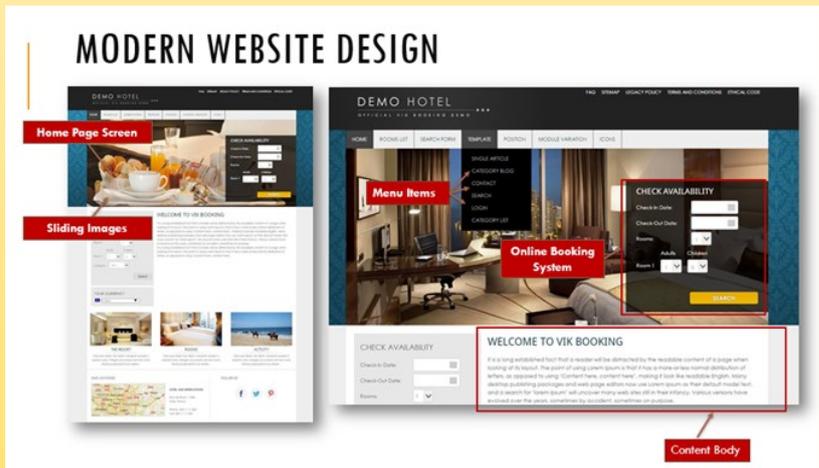
The booking system can be integrated into the following booking search engines and more: -



This allows you to build a database of customers and attract customers you otherwise would not be able to reach, it also acts as free advertising for your business!

COMPLETE WITH OTAs TO WIN YOUR BOOKING BACK

The latest industry research shows that up to 76% of your guests may have booked their stay through an online travel agent (OTA) rather than directly through your website. With OTA commission rates sometimes reaching as high as 30%, can you be sure that your increased occupancy rates really are boosting revenue?



With a marked shift in guest reservations now leaning towards OTAs, it has never been more important that your website effectively converts your traffic into your bookings – not onto a third party.

We know that your sales and marketing strategy will be based on multiple factors and a successful mix of booking sources, which may well include OTAs and flash deal websites – but we want to show you how your website can be the last step in the booking process, rather than the first.

We have various packages to suit your business needs and requirements.

If you would like a brand new bespoke design we can do that too!

New website design Website Upgrade Online booking system

Prices starting from £399+ VAT

Call us today for an informal chat and lets talk about what we can for your Hotel or B&B!

QUICK SUMMARY

All details of your website (what information should go where) can be discussed in detail after the design is confirmed.



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