SEM Disrupted

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VRM Intel – Destin, Florida

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Topics

Google Travel Overview

Integration Options

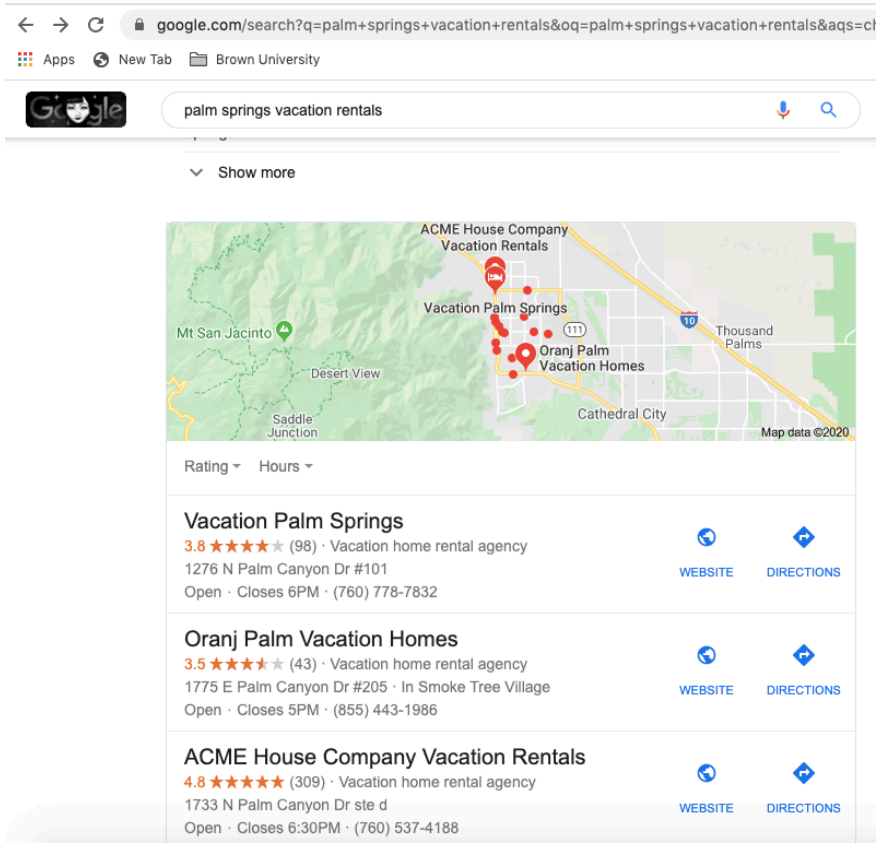
PPC Prep

Google Travel Benefits

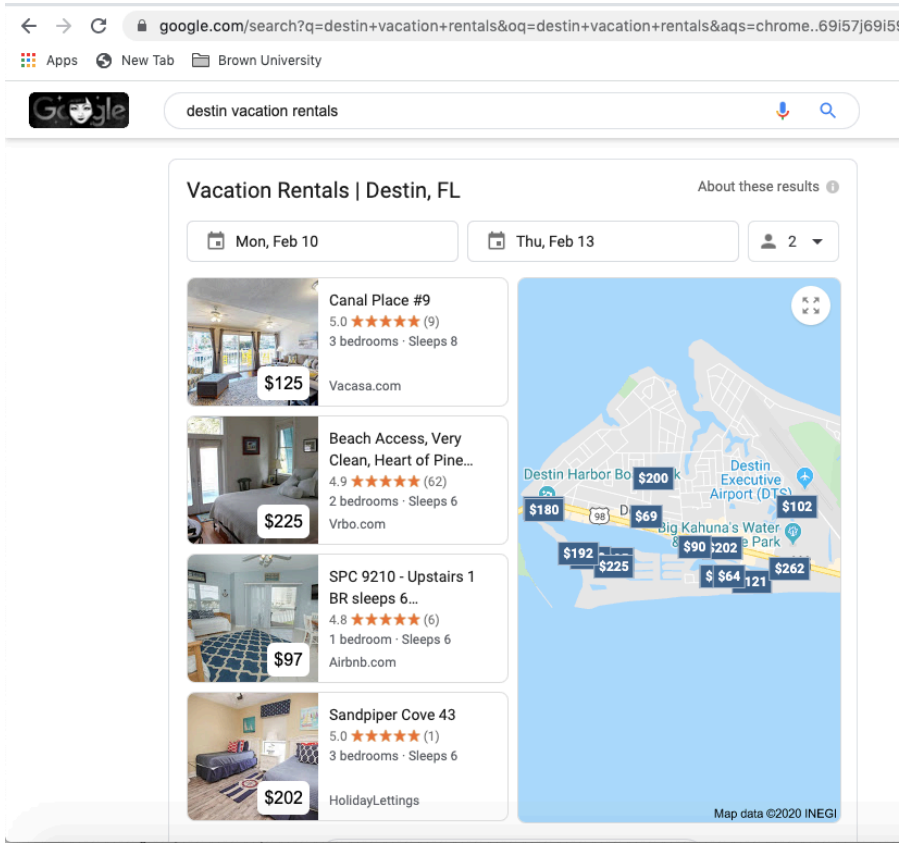
- Direct traffic to your website (high traffic)
- You remain the merchant of record
- The guests books with you directly (Guest Data is Yours)
- Multi-experience (Search, Maps, Google Assistant)
- Currently – No Cost/Future – Cost-Per-Click Model

Google Travel – Search Results

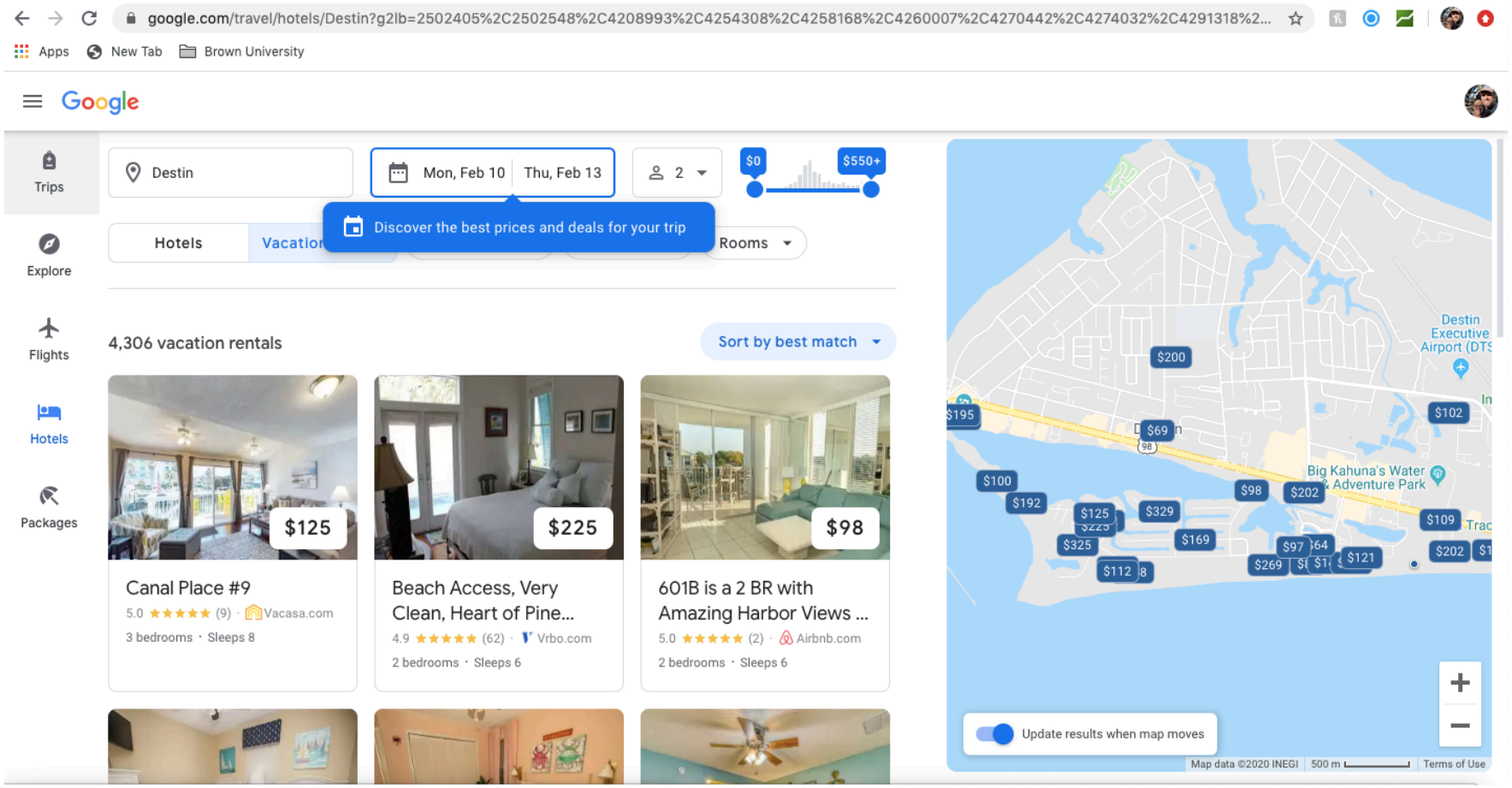
Google Business Results



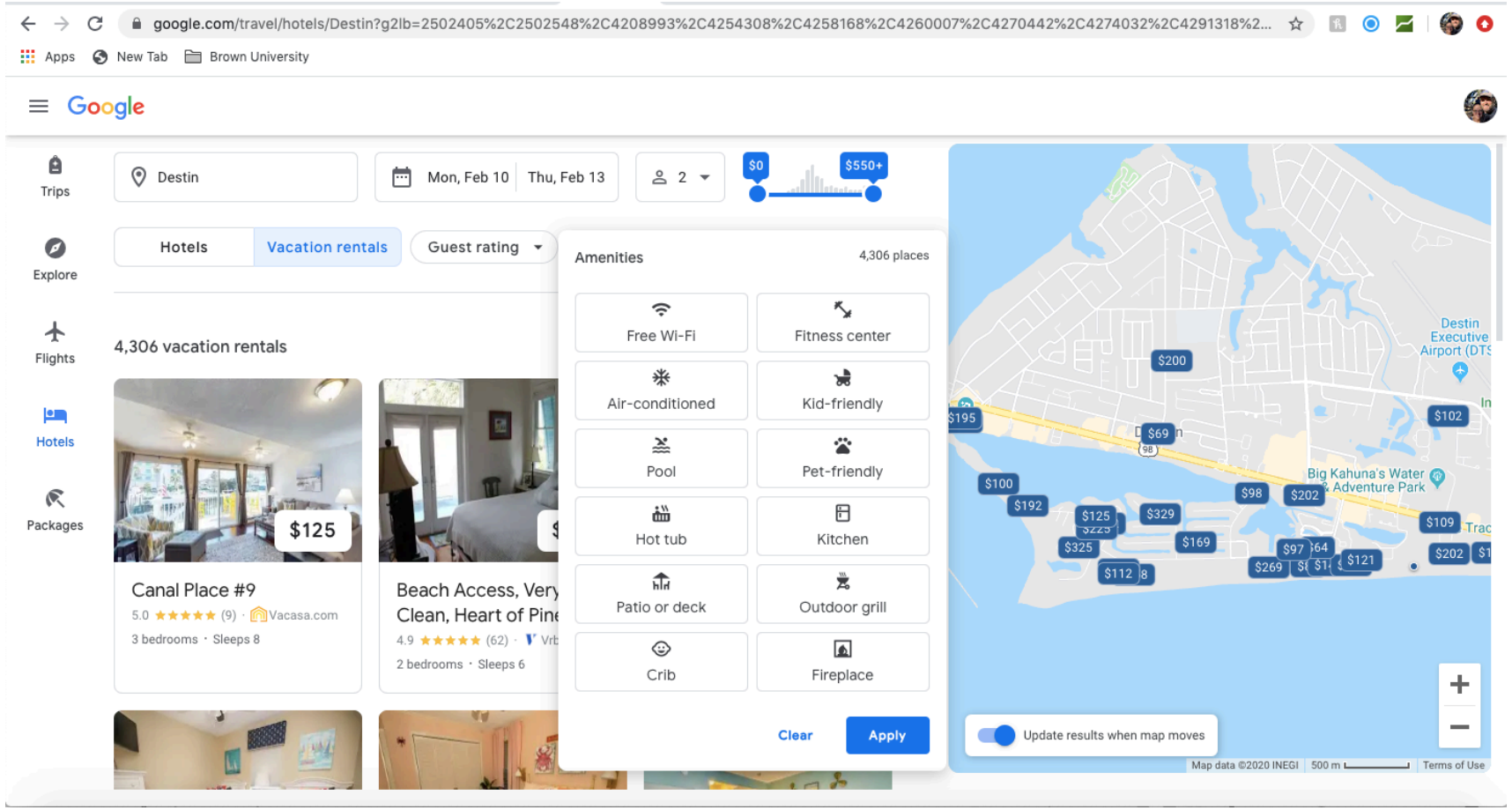
Google Travel Results



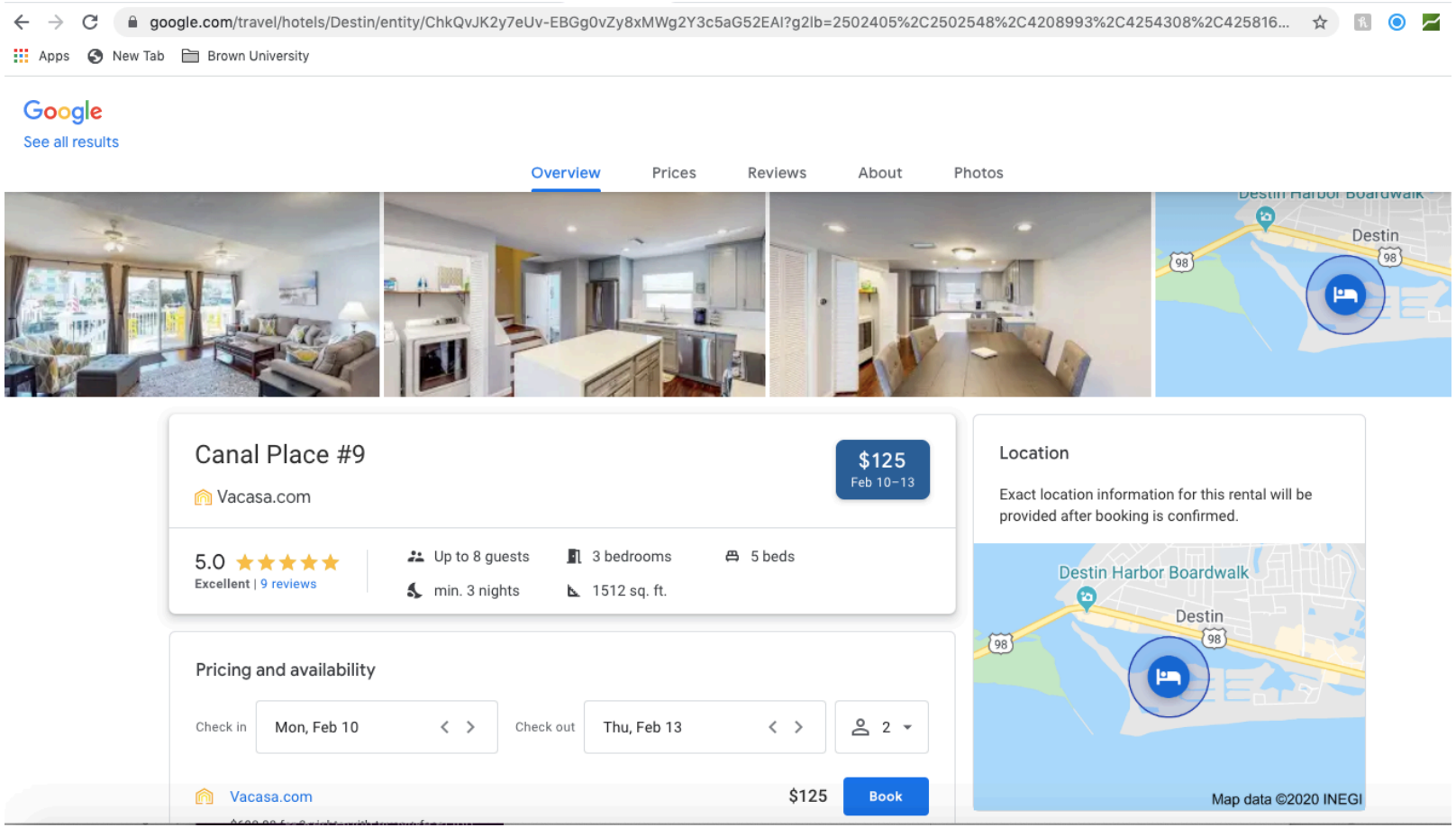
Google Travel Portal



Google Travel - Amenity Filter



Google Travel – Property Details Page



Google Travel – Integration Differences

Google Travel – Integration Steps/Reqs

Google Hotel Ads direct integration request

Before filling this form, we recommend you to review this integration guide (https://support.google.com/hotelprices/answer/7049843?hl=en&ref_topic=7544923&visit_id=636723614686860355-115934051&rd=1) carefully and determine your needs and capability for direct integration due to the level of technical complexity involved at this time. Please contact our approved integration partners (https://www.google.com/intl/en/ads/hotels/find-a-partner/) if you deem it as a better fit. If you would like to continue your direct integration request, please answer the following questions so we can evaluate.

Next

Never submit passwords through Google Forms.

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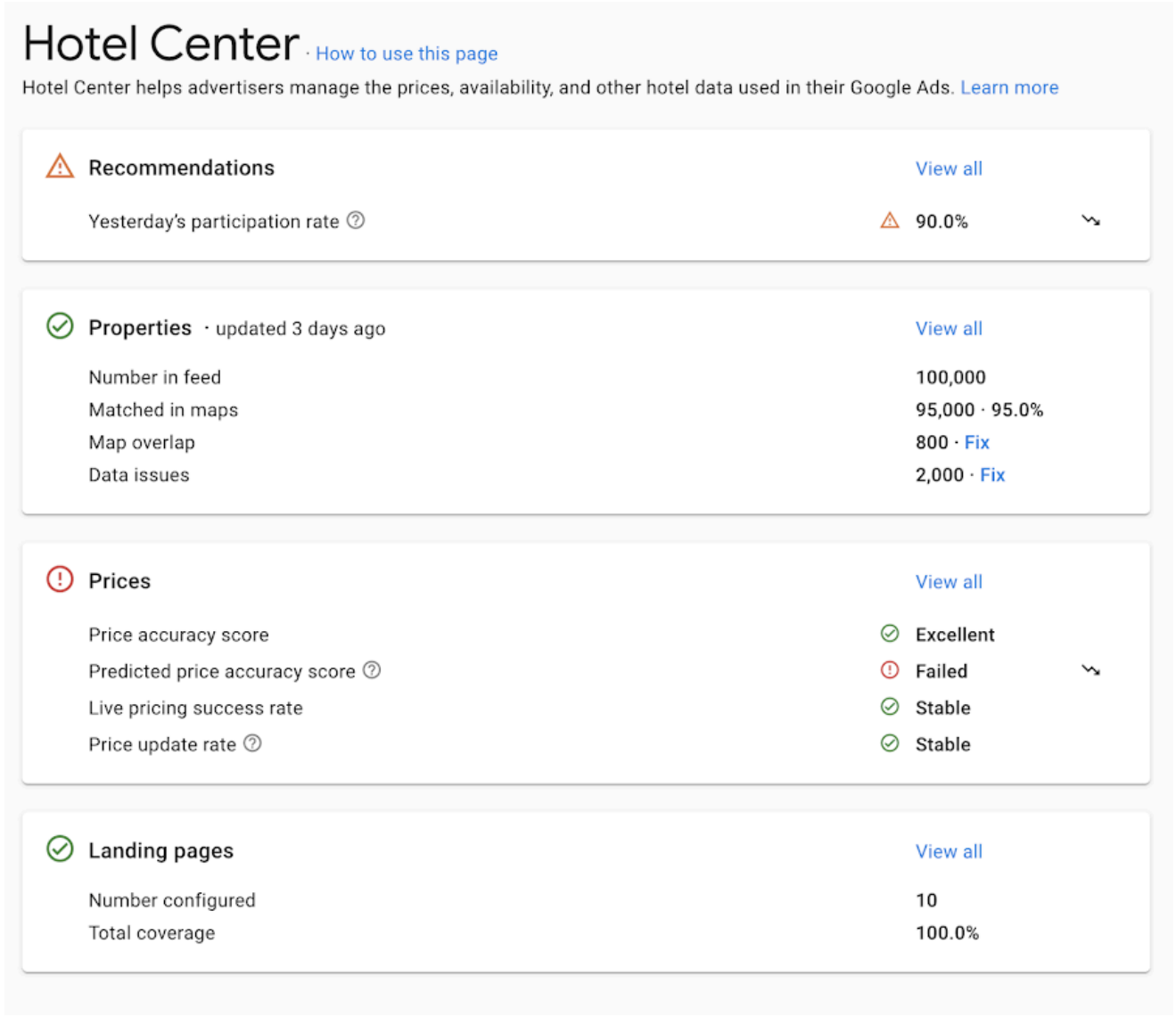
Google Forms

Google Hotel Center + Adwords

- Hotel Center is where your data feed is managed
- Adwords is where you manage the bids per property/landing page



Google Hotel Center – Pricing Accuracy

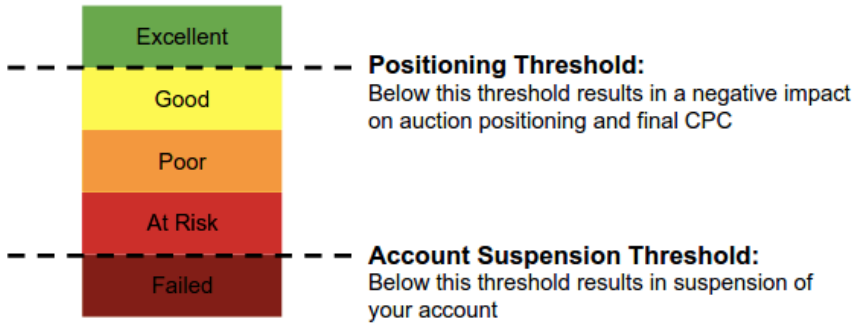
Hotel Center Help

Describe your issue

What a Price Accuracy Score is

Google computes a score for each partner based on how often prices are compliant with our policy. This Price Accuracy score is meant both to inform partners about whether their prices are considered accurate, and as a basis for potential rewards/penalties Google may give to partners. Your overall Average Score can range from Failed to Excellent.

The following image illustrates the values and thresholds:



The following table describes the possible values for your average Price Accuracy Score:

- Pricing Issues increase CPC
- Pricing Accuracy & Consistency is KEY
- Policies MUST match

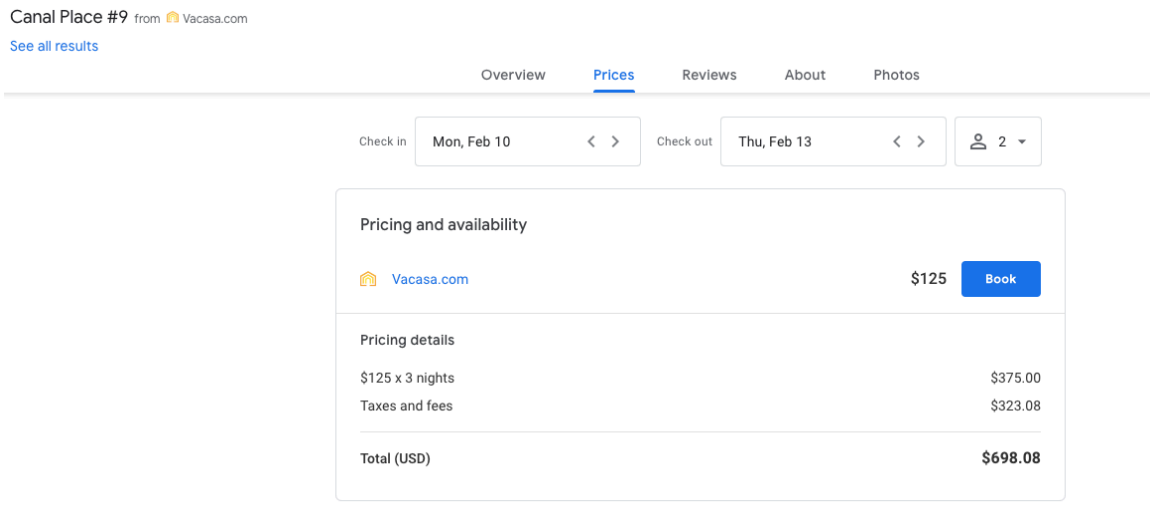
Google Hotel Center – Taxes & Fees Policy

What taxes and fees should be included in the price?

The price that you provide must include the base room rate, and all taxes and fees that are required to book and stay. This applies to hotels, vacation rentals, or any other lodging options you send. Transaction messages must include taxes and fees that apply to most users, and the taxes and fees that cannot be reasonably avoided. This pertains to not only taxes and fees collected by the booking partner, but also those collected at the time of the stay. Examples of taxes and fees you must disclose include but are not limited to:

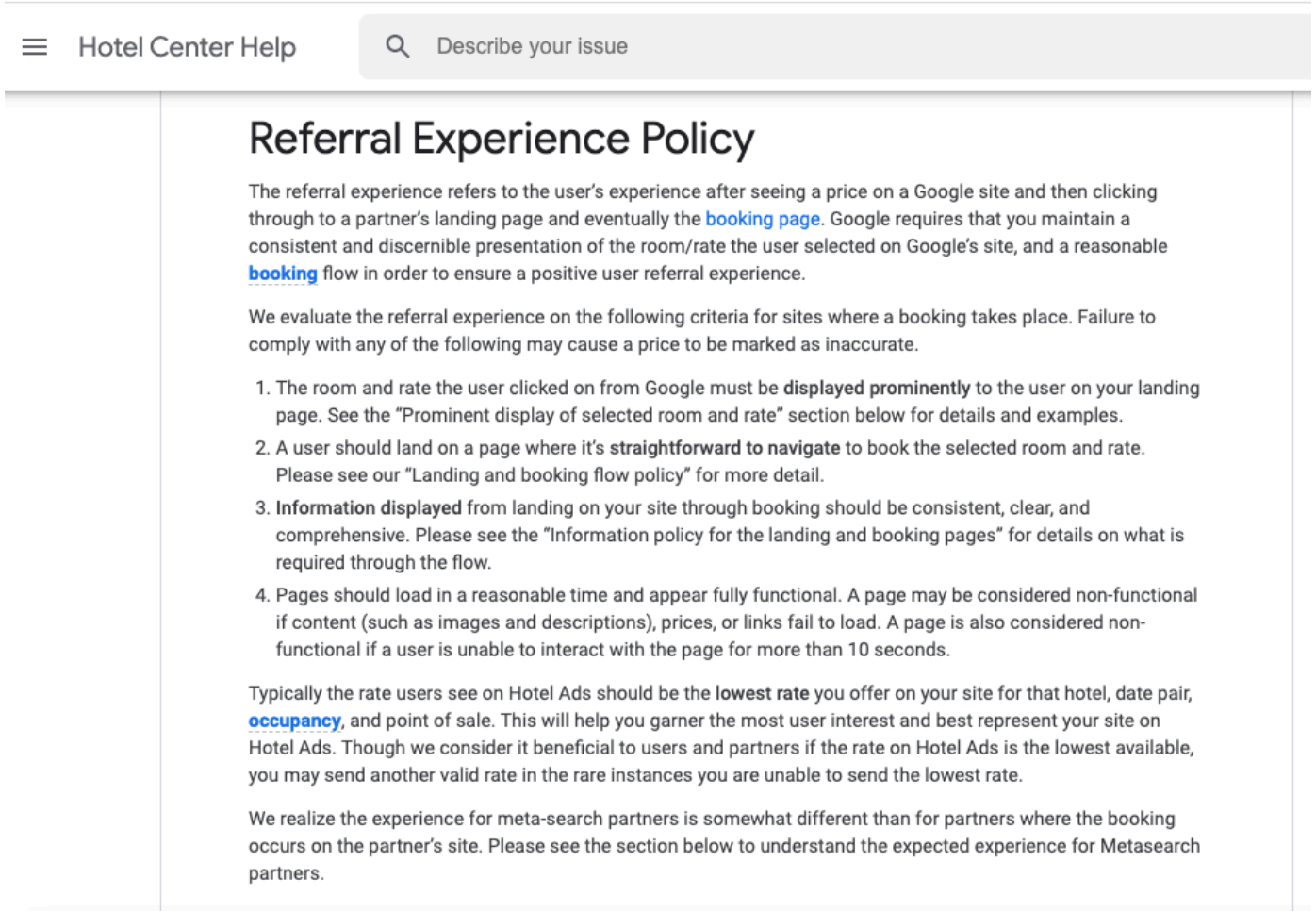
- Occupancy Tax
- County Tax
- City Tax
- Value Added Tax
- Tourism Tax
- Resort Fees
- Registration Fees
- Service Fees
- Transfer Fees
- Cleaning Fees (for vacation rentals)

These taxes and fees must not only be disclosed to Google. They also are recommended to be shown on your landing page (if the landing page isn't the **booking** page) and **must** be shown on your booking page(s). See the Referral Experience Policy for more detail.



Google Hotel Center – Referral Policy

- Pricing must match exactly
- Navigation must be clear and simple
- Pre-populated data on Google Travel should flow to your landing page
- Booking Funnel Pages Must Load in <10 Seconds



Hotel Center Help

Describe your issue

Referral Experience Policy

The referral experience refers to the user's experience after seeing a price on a Google site and then clicking through to a partner's landing page and eventually the booking page. Google requires that you maintain a consistent and discernible presentation of the room/rate the user selected on Google's site, and a reasonable booking flow in order to ensure a positive user referral experience.

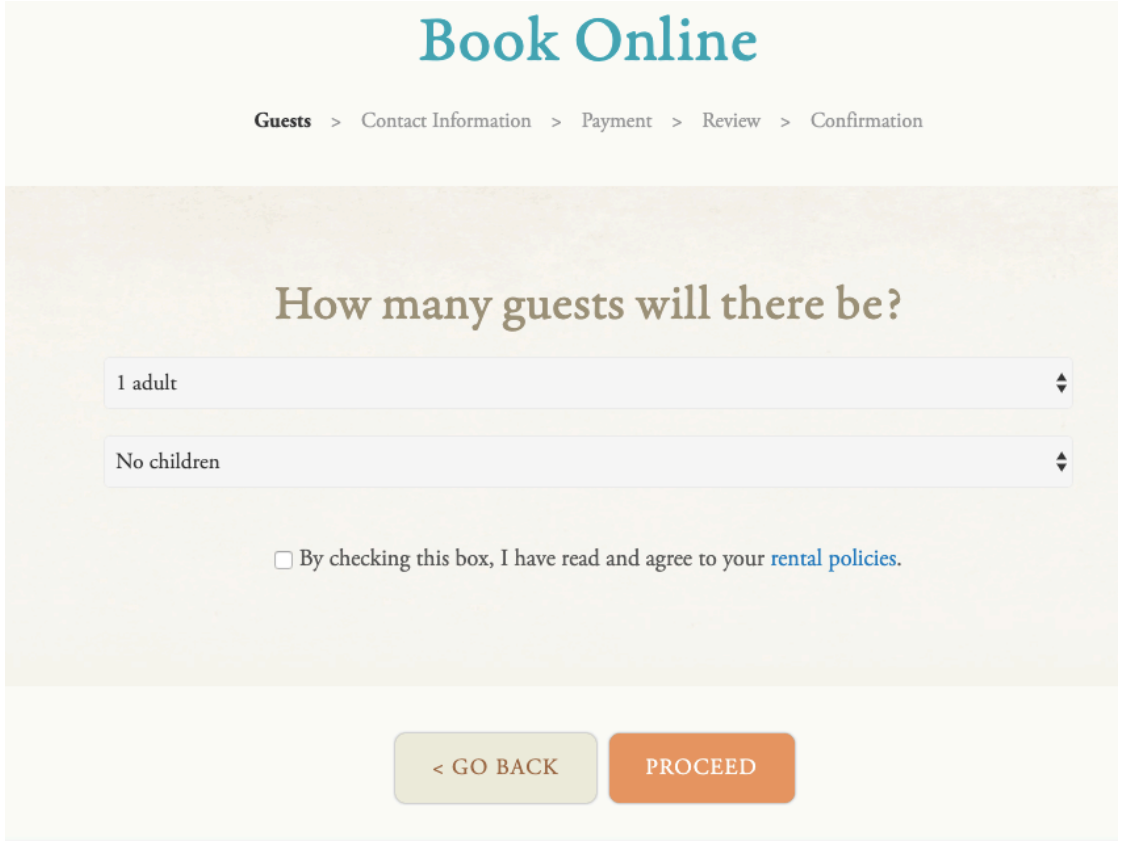
We evaluate the referral experience on the following criteria for sites where a booking takes place. Failure to comply with any of the following may cause a price to be marked as inaccurate.

1. The room and rate the user clicked on from Google must be **displayed prominently** to the user on your landing page. See the "Prominent display of selected room and rate" section below for details and examples.
2. A user should land on a page where it's **straightforward to navigate** to book the selected room and rate. Please see our "Landing and booking flow policy" for more detail.
3. **Information displayed** from landing on your site through booking should be consistent, clear, and comprehensive. Please see the "Information policy for the landing and booking pages" for details on what is required through the flow.
4. Pages should load in a reasonable time and appear fully functional. A page may be considered non-functional if content (such as images and descriptions), prices, or links fail to load. A page is also considered non-functional if a user is unable to interact with the page for more than 10 seconds.

Typically the rate users see on Hotel Ads should be the **lowest rate** you offer on your site for that hotel, date pair, occupancy, and point of sale. This will help you garner the most user interest and best represent your site on Hotel Ads. Though we consider it beneficial to users and partners if the rate on Hotel Ads is the lowest available, you may send another valid rate in the rare instances you are unable to send the lowest rate.

We realize the experience for meta-search partners is somewhat different than for partners where the booking occurs on the partner's site. Please see the section below to understand the expected experience for Metasearch partners.

Google Travel – Landing Page Policy



Information policy for the landing and booking pages

Rates that are offered on your landing page must be identical in inclusions and conditions (e.g. refundability, wi-fi, points, etc.) to rates that are offered to users who begin a search from your booking site directly.

The landing page must:

- Show the name of the hotel.
- Feature the same room type, check-in date, check-out date, occupancy count, language, and base rate that the user selected on Google.

The booking page must:

- Show the name of the hotel.
- Feature the same room type, check-in date, check-out date, occupancy count, language, and base rate that the user selected on Google.
- Include all mandatory taxes fees in addition to the appropriate base rate

Next Steps

Review your landing page/conversion funnel –

- Load Times – **must consistently be less than 10 seconds**
- How many clicks to book?
- What will your booking URLs be that can pass the arrival/departure dates so that the landing page is pre-filled as required by Google?

PPC Strategies

- Who is going to handle your PPC at the individual property level?

Other Considerations

- Cancellations
- Reviews
- Owner Relations

THANK YOU!

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Co-Founder – Gigspace
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Wife
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