



Spark Digital Marketing Factsheet - Hotel internet marketing

Spark Digital is a small but dedicated agency specialising in hotel web design and hotel internet marketing. We have created websites for some of the country's leading luxury hotels such as Linthwaite House Hotel in Windermere, Ridding Park in Harrogate, Swinside Lodge in Keswick and The Rose and Crown at Romaldkirk. We're also the folks behind Romantic Retreats, a handpicked collection of romantic holiday cottages and hotels in the UK.

Hotel web design approach

Our aim is to create websites that reach their target audience, hold their attention and trigger them to take action. We achieve this by gathering client specific marketing information, creating an attention grabbing design, a user friendly layout and content promoting 'call to action'.

Hotel search engine optimisation and website promotion

Spark Digital specialises in search engine optimisation for hotel websites. For example: Romantic Retreats is on the first page of Google for the phrases 'romantic hotels' and 'romantic cottages'. To complement your website we also provide a professional email newsletter service to encourage previous and potential guests to visit your hotel website.

Hotel website maintenance

All new hotel websites by Spark Digital feature a flexible and easy to use Content Management System (CMS). This enables you to amend copy and images and will even allow you to add or delete pages.

Hotel web design portfolio

- [Linthwaite House Hotel](#) - Design & creation, initial search engine promotion
- [Ridding Park](#) - Design & creation, search engine promotion, monthly maintenance
- [Swinside Lodge Hotel](#) - Design & creation, initial search engine promotion, hotel internet marketing consultancy
- [Romantic Retreats](#) – Concept & branding, design & creation, search engine promotion, sales & marketing, complete management

Contact

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