

Resource Guide

Triptease and Siteminder webinar on Buyer Personas

<https://www.youtube.com/watch?v=ijjWTccAFag&feature=youtu.be>

Ipsos

<https://www.ipsos.com/en-us>

Google SEO tips

<https://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>

Research social media influencers

<https://klear.com/profile/MySOdotCom#/overview>

To check the download speed of your website, try this free tool

<https://www.uptrends.com/tools/website-speed-test>

Web Accessibility Initiative website

<https://www.w3.org/WAI/>

For more on ADA web design compliance

<http://blog.milestoneinternet.com/web-design-promotion/ada-conformity-its-more-than-just-lawsuits/>

Mastering metasearch

<http://www.traveltripper.com/blog/5-tips-for-mastering-hotel-metasearch-advertising/>

Facebook advertising help

<https://www.facebook.com/business/help>

Multichannel marketing hotel case studies

<http://blog.hebsdigital.com/top-five-secrets-to-hotel-multichannel-marketing/>

Navis Whitepaper on Lift and Shift

http://go.thenavisway.com/rs/488-IMJ-509/images/Lift-Shift-White-Paper.pdf?_ga=1.72086611.1199544891.1493565310

Top 25 Website Converters

<http://www.tambourine.com/blog/the-25-most-important-features-of-your-hotel-website/>

Podcasts we love

- [The Science of Social Media by Buffer](#)
- [Online Marketing Made Easy with Amy Porterfield](#)
- [Social Media Social Hour with Tyler Anderson](#)
- [Why I Social by Chris Barrows](#)
- [Fuel Travel Hotel Marketing Simplified](#)

Blogs we love

- [Buffer Social Media Blog](#)
- [Content Marketing Institute](#)
- [HubSpot Marketing Blog](#)
- <http://blog.hebsdigital.com/>
- [Tambourine](#)
- [Milestone Internet Marketing](#)

Email Newsletters we love

- [Convince and Convert ON](#)

Weekly Video Livecast on Hospitality Digital Marketing

<https://www.hospitalitydigitalmarketing.com/live/>

Special thanks for their insights and contributions:

Kayla Collier
South Seas Island Resort

Shawn Rorick
Eldorado Resorts

Carolina Ousley
Reunion Resort

Ellen Grinsfelder
Inn & Spa at Cedar Falls

Adele Gutman
Library Hotel Collection

Max Starkov
HeBS Digital

Dave Spector
Tambourine

Anil Aggarwal
Milestone Internet Marketing

Jason Winberg,
Winberg Hospitality

Alex Husner
Condo-World Resort
Properties

Sue Edinger
Inns of Aurora

Loren Gray
Hospitality Digital Marketing

Edward St Onge
Flip.to

Various staffers from:
Greystone Hotels
Triumph Hotels
The Grove Hotel