



Website Design

Websites

Take control of your hotel website. Change the content, advertise promotions and specials to drive bookings around low periods, add or remove pages and update your branding at any time without relying on a web designer! HiRUM's modern, conversion optimised websites are built using the world's most popular content management system (CMS).

Our design services are completely tailored to meet your needs, resulting in a personalised website which reflects your brand and image. HiRUM also offers hosting and monthly analytic reports to help you understand your audience.



Increase Direct Bookings

Our booking form is fully responsive and offers a simple customer experience, leading to an increase in direct bookings.

Google Approved

Our team will ensure that your website is logically laid out and flows in a way that is easy to navigate and Google friendly.

Responsive Design

Our team of experts use responsive web design to ensure your website is optimised for all visitors using a mobile, tablet or PC.

Full Support & Guidance

Receive full support and guidance from our design department throughout the process of building your new website.

Control of Your Website

You have direct control to update your website content, without having to wait (or pay) for a web designer to make simple changes.

Payment Plans Available

Your website goes live as soon as it is ready, so it's producing a cash flow for your business while repayments are made.

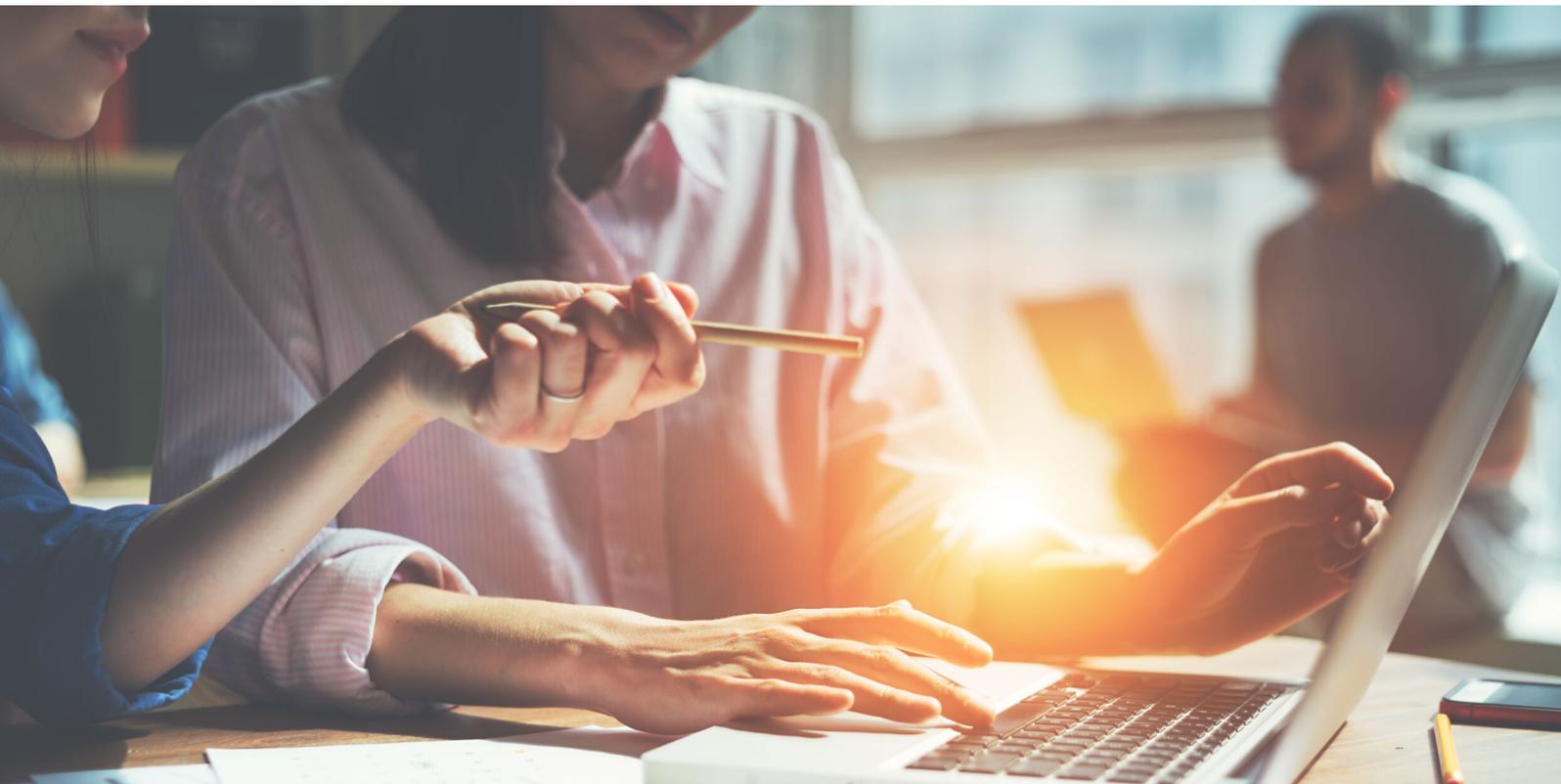
Increase your search engine visibility
Attract more people to your website
Drive engagement with your property



Marketing Reach Program

Marketing

The HiRUM Marketing Reach program assists you with increasing the visibility of your property in Google search results, enabling you to extend your marketing reach and attract additional traffic to your website. This initiative also helps drive engagement with your target audience via Facebook, ultimately generating brand awareness and increasing your direct bookings!



What does the Marketing Reach Program include?

Set-up and management of Google My Business

Ensure your property displays correctly and frequently in Google search results and Google Maps across all devices.

Management of Google Reviews

It is critical to manage and respond to reviews in a timely manner. We ensure reviews are responded to appropriately, optimising your digital reputation.

Regular performance reports

Quality reports provide you with the latest analytics on your HiRUM Marketing Program activities to encourage better understanding of performance.

Facebook set-up and curated content posting

Facebook is one of the strongest digital platforms for a business. Generate engagement with your target audience through high quality scheduled content posting, including time sensitive promotions and local events.