



Digital marketing tools in hospitality

Match each digital tool with its meaning:

1-A strategy used to increase the visibility of a website in search engine results pages.

SEM

2-Website optimization controlled by quotes from others.

Off-page-SEO

3-The page you see after entering a request into Google, Yahoo, or any other search engine.

SERP

4-A tool allowing the online visitor to stay on the site for long time.

Videos

5-A software which helps in collecting, processing and forwarding the information generated by the guest to Hotel, tour operators.

Amadeus

6-The process works with the key words and about the website frequency in search engine listings.

SEO

7-A self-controlled website optimization.

On-page-SEO