

Your web site is the most important tool at your disposal for marketing your establishment. Every visit to your web site is a potential booking. Yet maintaining and promoting your web site to get maximum visibility of your establishment is a chore: either paying a web master to make changes, or managing your site yourself with tools that force you to manage design as well as the content.

Inkandescence is excited to bring to Bed & Breakfast/Country Inn owners the **Inn-Site web package** that gives you the power of managing your web site with a content management system.

No more calls to the web master to change pictures or text on your site. No more having to remember to update links on your site in Frontpage when you add a new page for promotions for the summer. No uploading pages via FTP. No knowledge of HTML required! Inn-Site is powered by the award winning MODx content management framework- and as your web site needs change, you can **update your site in minutes** directly from the internet.

Search engine results are key to getting guests to your site. One way to improve results is to update your site regularly. With Inn-Site, changes are simple: your entire site is managed like files on your computer. As well, managing those hidden meta tags and keywords for search engines is simple with Inn-Site!

The **ambiance** and character of your establishment must be reflected in your web site design. The Inn-Site package offers **custom graphic design** for your site- either a completely new design or an update and refresh of your current design to better represent your establishment. Thinking of a site update? Why not move to a system to **manage your site** and **promote** your establishment, instead of just changing graphics and layout!

Inn-Site gives you the power to spend your marketing budget wisely. The package offers the foundation for managing and presenting your establishment in the most effective manner possible.



Inn-Site

the package

- custom graphic design for your site
- custom site layout and configuration
- information request page that sends requests to an email account you specify.
- web based photo gallery management system: no extra software needed.
- guest book/comments page.
- creation of a Google account to promote your website with sitemaps and a Google analytics page to track your web site stats

**One year free web site hosting- with a complete hosting plan that includes:**

- 750mb of storage- plenty of space for those all-important photos!
- 7.5Gb of transfer bandwidth per month.
- unlimited email accounts
- statistics and tracking tools for your site
- free domain registration

**As well, the following services are offered at discount package rates:**

- on-site photography of your establishment with high quality digital SLR equipment
- translation services: English to French and French to English

**Please contact us for more details on the Inn-Site package pricing- we want to provide the best solution to promote your establishment that fits your budget!**