SEARCH ENGINES AND ONLINE SELLING:
STIMULATING INCREMENTAL DEMAND

Course Description

Today’s consumers rely less upon traditional travel agents and more on web-based research when booking travel. In this online course you’ll learn to develop online strategies designed to improve your standing in Internet search results, called Search Engine Optimization (SEO), and increase your visibility to target customers.

Learn how to optimize your position on Internet search results and increase conversions: the moment when a search becomes a purchase. Online travel agencies are especially popular because they provide one-stop convenience and notifications for consumers searching for deals and promotional opportunities. The success of online travel agencies is largely attributable to their marriage of leading-edge technology and a keen insight into consumer behavior patterns.

Who Should Take this Course?

This course is designed for general managers, revenue and finance managers, operations, sales, marketing and other hospitality professionals who are responsible for the financial performance of their organization. Professionals with at least 3 years of experience in their industry will see the greatest benefits. This course provides advanced instruction in revenue management and teaches the industry-critical skills and advanced techniques used by top performers the world over.

Course Benefits

After completing this course, participants will be able to:

• Employ search engine marketing techniques through paid and organic search optimization techniques.
• Recognize the role and opportunities of online travel agencies in demand stimulation and management.
• Stay current and ahead of the competition with the newest, most effective ways to sell online.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6 - 12

This course is part of an online certificate:
Advanced Hospitality Revenue Management: Pricing and Demand Strategies

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