

# What's In Your Website?



## Dare to Compare!

[BlizzardInternet.com](http://BlizzardInternet.com)

[RedAwningGroup.com](http://RedAwningGroup.com)

	Blizzard Gold Standard Website	Your Website	Notes
<b>INTEGRATION</b>			
Complete integration to your software	✓		
Direct Bookings	✓		
Live, up-to-date availability calendars and rates	✓		
<b>CONTENT</b>			
Display Real Estate listings and connect to MLS	✓		
Manage Long Term Rentals	✓		
Your Branding	✓		
Extensive Options to Customize Search, Booking & Branding	✓		
Event Calendar	✓		
Google map property display	✓		
On map, ability to easily drag and drop the map location of each property, updating the latitude and longitude	✓		
Homepage Videos	✓		
Homepage Slideshow	✓		
Share Branded Emails	✓		
Highly Customizable	✓		
Unlimited Pages	✓		
Social media icons and links	✓		
Live Chat	✓		
Email Newsletter sign up	✓		
<b>YOUR EASE OF USE</b>			
Ability for you to change text & colors, add images and upload your logo	✓		
Content Management System (CMS) is SEO friendly, and completely customizable	✓		
<a href="#">Built in WordPress, allowing you to easily add plug-ins for tens of thousands of complex functions that you may want to have on your website</a>	✓		
Blog included	✓		
Easily embed virtual tours and videos to be displayed on the property pages	✓		
Change layouts of pages yourself	✓		
Professional design team that works closely with you to customize the theme based on your identity and brand	✓		
Dedicated customer support team, and 24-hour on call support	✓		
<b>BUILT FOR MORE BOOKINGS</b>			
Mobile-Friendly (responsive)	✓		
Simple, one-step booking process done in real-time, and fully secure environment	✓		
Ability to Sort and Filter Properties in a clean display	✓		
Ability to utilize promotion codes for special offers	✓		
Activity Concierge Area	✓		
Accept Reviews On Website	✓		
Glad to Have You, Escapia and Flipkey review integration	✓		
Save favorites on a page in on a banner display	✓		
Email Favorites (and capture Lead Emails)	✓		
Landing page for Marketing campaigns for certain groups of properties - Pet Friendly Properties, Beachfront, Ski In/Ski Out, Weddings, any group you desire)	✓		
One-click sharing of properties or content to Social Networks	✓		
Custom banners highlighting new properties, special deals, or even pet friendly to call attention to specific properties	✓		
Real time viewing creates a sense of urgency to book, as people can view how many people are viewing the property now	✓		
Google Analytics with ecommerce tracking, or choose to use Google Tag Manager	✓		
Built with love over the past 10 years, with major enhancements from the largest Vacation Rental Managers in the industry	✓		
Offer guests alternative stay dates by incorporating the Flex Stay feature	✓		
Highlight a complex by grouping units within a complex or community together	✓		
Allow users to keep track of the properties that have been viewed with the Recently Viewed feature	✓		
Highlight Your Local Knowledge	✓		
Explain Your Fees in the Cost Breakdown in a Traveler Friendly Way	✓		
<b>BUILT TO ATTRACT MORE HOMEOWNERS</b>			
Highlight Your Property Management's Unique Selling Proposition to Owners	✓		

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<b>ADDITIONAL INCOME</b>			
Travel Insurance	✓		
Ability to add Pet Fees and other Fees in Booking Process	✓		
<b>LEAD CAPTURE</b>			
Ability to gather emails from multiple inquiry forms on website	✓		
<b>SEO FRIENDLY</b>			
Structured Data for Search Engines (Schema, Microdata)	✓		Put your website into Google Search Console to evaluate how well the data is showing on your website.
Provide UNIQUE property descriptions for original content- No Duplicate Content Issues	✓		<a href="https://moz.com/learn/seo/duplicate-content">https://moz.com/learn/seo/duplicate-content</a>
Advanced SEO Elements Available - change the URLs, Schema, Google Tag Manager, Meta Data	✓		
Optimized for Great Page Speed through image optimization and management and caching	✓		
Ability to have Accelerated Mobile Pages (AMP)	✓		
Proven Usability - Travelers Agree this is Easy to Locate Properties to Book	✓		
SEO Plan Included - including researched Keywords for your Area	✓		
<b>DOES YOUR WEBSITE COMPANY RUN PAID ADS</b>			
Create Custom Landing Pages of Properties for Last Minute Bookings?	✓		
Increase Ad Quality (and Reduce Ad Cost) By Creating Custom Landing Pages?	✓		
<b>READY FOR GOOGLE</b>			
Clean URL? (Not dirty like this: domain.com/unit33300/?ad;alksjd;faldsj;lfkjfs!@@#!)	✓		
<b>SECURE</b>			
PCI Compliant	✓		
HTTPS Secure	✓		
<b>EXTERNAL MARKETING</b>			
Easy integration to every major OTA channel: Expedia, Booking.com, Airbnb, VRBO, Tripadvisor and more	✓		
Property manager app	✓		
Guest mobile app	✓		