

Five Latest Internet Marketing Updates that You Should Know

Digital marketing, also known as internet marketing, plays a significant role to boost hotel website traffic and online bookings significantly. Recently, a lot of big announcements have been made in the digital industry. For example, Facebook introduced a new video format for marketers, Google announced a board core algorithm, etc.



If you are a new hotelier and want to stay ahead in the industry, then you should know what's going on in the hotel digital marketing industry. Here are five things that you should know as a marketer.

Google Search algorithm update for SEO

Though Google updates its algorithm so frequently, it has recently rolled out one of the biggest algorithm updates which is called “a broad core algorithm update”. The update is not based on a single element and therefore, there is no specific way or trick that webmasters can opt to regain their website ranking. But your website must have quality and relevant web content to offer a great experience to the visitors. If you will analyze your Google analytics report, you will notice a drop in ranking of some sections of the website and on the other hand, website content may get higher ranking in SERPs. However, the effect of the August Google update will be totally different on all sites and all webpages.

Ad Strength Indicator by Google Ads

Google has recently launched a tool called Ad Strength Indicator to assist the advertisers in evaluating their ads before publishing. This new tool will measure display ads and responsive search on a ‘Poor’ to ‘Excellent’ scale. It will evaluate the relevancy, diversity and quantity of ad copy in responsive search ads. You will also get suggestions like “add more headlines”. For hotel marketers, it will help in optimizing the performance of responsive text ads.

Display advertising

User-generated content is so regular and frequent in social media marketing. But, the latest trend in display marketing is spinning user-generated content into paid marketing.



You should understand the customers usually do not trust paid advertising. You should take genuine content from your customers to promote them across different channels. This strategy was already adopted by many top brands. You should share your promotional campaign on social media sites like Instagram every day.

Facebook introduces new video ad format

Facebook, the largest social media network, has released new video ad option called In-stream Reserve that will allow you to get more control on where you can show video advertisements. You can pick content packages in different categories like travel, hotel, fashion/beauty, sports, entertainment, etc. With in-stream ad unit, you can include 15 sec pre-roll/mid-roll ad unit throughout video on Facebook with image ads displayed below the video. The feature is the perfect option for hotels with a strong Facebook following and video content. You can use this video add corner to promote your hotel offers, deals and holiday packages.

Use Animated Typography for designing

Animated typography designs combining static text and pictures into enticing and effective videos are gaining huge popularity in today's digital world. With interesting and engaging animation, you can generate good impression on your website visitors. You can use impressive typography designs to highlight the headlines and taglines throughout your hotel website. It will surely attract attention of the people towards your hotel website.

Hope these latest trends in digital marketing will help you make a strong dominance in online hotel industry. For any assistance, just give us a phone call today!!

Learn more at <https://websrefresh.com/>.

