

# 5 Tips To Boost ROI With Metasearch Advertising

You have industry giants like Bookings.com and Expedia compete on Metasearch, but the good thing is that you can get better off them with proper strategy and planning.

Here we share five tips to help you derive more profitable returns from travel metasearch marketing.

## 1. Identify the goal, and define budget

First, determine what you expect from this channel and where you want to go. Once you have a clearer expectation and a penetrable goalpost, the journey to achieve digital marketing objectives becomes easier. Then, look at the financial bandwidth you can allocate to metasearch marketing and optimize your bidding strategy to your goal to derive better returns on investment.

## 2. Leverage local SEO

Google Hotel Ads is the market leader in the hospitality meta engines. So, just advertising on Google would not be enough, and you will also have to leverage Google's Local SEO.

There are two ways you can optimize Local SEO, first, by using branded keywords that exactly match the hotel names. Your hotel would easily rank for branded keywords unless there's something seriously wrong with your google business profile. Second, by using non-branded keywords - these keywords are generic, like "Hotels with pool," and have high keyword volume. If you understand your market and research well, you can gain a competitive advantage by ranking your hotels on google with non-branded keywords.

## 3. Narrow down your funnel

For metasearch marketing, getting impressions and clicks on your ads should not be your priority because you pay per click, but you don't gain per click. So, it would help if you narrowed down your funnel for conversion. How?

Set realistic prices, display accurate locations, and, most importantly, list actual amenities; visitors must feel cheated after reaching your website.

## 4. Adapt to rule

You have to admit all marketing channels have their own feel, and not all strategies work everywhere. You must adapt to the platform's feel. When you talk about search engines, the first thing that catches the eye of visitors is the rate. If the rate parity is on their side, they will be interested in you. It does not mean you should offer the lowest rates all the time. You can create event-specific campaigns, such as new year, and play with volume. Or list the same hotel rooms on multiple websites to generate a rate parity and get conversions from there.

## 5. Be available, and embrace consistency

The gap between promise and delivery might not hurt much in conventional marketing, but it hurts you most in digital marketing. Here you get instant rewards and instant setbacks. To get instant rewards, you must be available when visitors click your ad - keep your room availability updated, rates revised, and offers visible. Also, be consistent with it to keep reaping the rewards.