



## **Travel Agent – FREE – Promotional Opportunities**

Welcome to ReviewResorts.com a web site dedicated to resort reviews and travel classifieds.

ReviewResorts.com secures resort reviews for all of the popular Hawaii and Mexico hotels and resorts. Reviews are posted from professional travel agents as well as general travelers. Additionally, the site has a module for travel agents to post Travel Classifieds. Traffic to the travel classifieds is provided from links on the hotel review pages.

We have also created a category in the travel classifieds module for travel specialists. This allows agents to easily post a listing detailing their specialties, knowledge and years of experience. Please note ReviewResorts.com requires agents to list their state seller of travel number to post a listing.

Here's a detailed run-down of the three opportunities for Travel Professionals to promote themselves on ReviewResorts.com:

### **1) Submit Hotel Reviews**

While the bulk of the resort reviews are generated from the traveling public, for Professional Travel Agents also have the opportunity to submit reviews as well. The benefit to the travel agent is two-fold:

- Your Resort Review will be published with your name and a link to your agency website. This will provide instant credibility as a travel professional. Your Online Resort Reviews can be used as a resource in the selling process with potential clients viewing your reviews. You will be a "published" destination expert.
- A link to your agency website will be posted at the bottom of your review. This inbound link will help the agency's web site get more traffic. Inbound links to a website are important in achieving higher placement on search engine return listings. This is because search engines like Google give additional ranking to sites that have links from other sites pointing to it. Thus, the link from high traffic site like ReviewResorts.com to your agency website provides the additional benefit of better search engine ranking for your targeted keyword phrases.

### **2) Travel Classifieds.**

ReviewResorts.com has a **Travel Classified** ad section for Travel Agents to post their deals. A key feature of ReviewResorts.com Travel Classifieds ads is that they tend to post well to the major search engines. This creates great possibilities for your travel classified postings.

The posting "headline" is what term is submitted to the search engines. Thus, your classified ad headline should be considered carefully. Try to use a phrase that a consumer might type into Google.

ReviewResorts.com Travel Classifieds are somewhat similar to other travel classified posting sites, however also quite different. ReviewResorts.com Travel Classifieds were created to provide an opportunity for agents to sell the experience. It was NOT created to be a commodity exchange to see how low you can go.

It is our opinion that increased content allows a better opportunity to sell the experience rather just the product and price. Each classified ad has a 1,500 character limit. This is triple the amount on other travel classified sites.

ReviewResorts.com also allows posting of pictures on the classifieds. Pictures help sell the experience. There are two ways to load pictures:

- There is the image upload module as you create the travel classified. You have the ability to load up to 5 images.
- You can also do a simple copy and paste from your web site into the main body of the ad. By using the Copy and Paste function, you can simply paste images onto the main body of the Vacation Classified.

### 3) Travel Specialists

There is a special category in the Travel Classifieds for **Travel Specialists**. This allows agents to "brand themselves" similar to the way the Real Estate industry does with their agents. It is our opinion that travel agents must brand and promote themselves as the leading experts in their field to succeed in today's market.

Keep in mind Travel Specialist postings will place well on Google and other search engines. So this allows you to "Brand Yourself" online as well.

We suggest you put an ad about your "professional self" including:

- Years in the business
- Industry achievements (CTC, MCC, Destination Specialist Course Completions)
- Your area of specialty
- Number of times traveled to the destination or cruises taken.
- Your passion for getting clients the best ....(Experience, Deal, Perfect Hotel, Tour, or...)
- Your contact information.
- Your Picture – Head-shot, desk-shot or on vacation in your specialty destination

Here is the link to post Resort Reviews and Travel Classifieds:

<http://www.reviewresorts.com/TravelAgents.asp>

To eliminate spammers from flooding the site with "bad" ads, we must ask you to create an account with a login password to begin posting the classified ad listings.

Feel free to contact me with any questions or concerns.

My cell-phone is: 408-500-2536 / E-mail: [george@reviewresorts.com](mailto:george@reviewresorts.com)

Go Post !

Regards,  
George Oberle