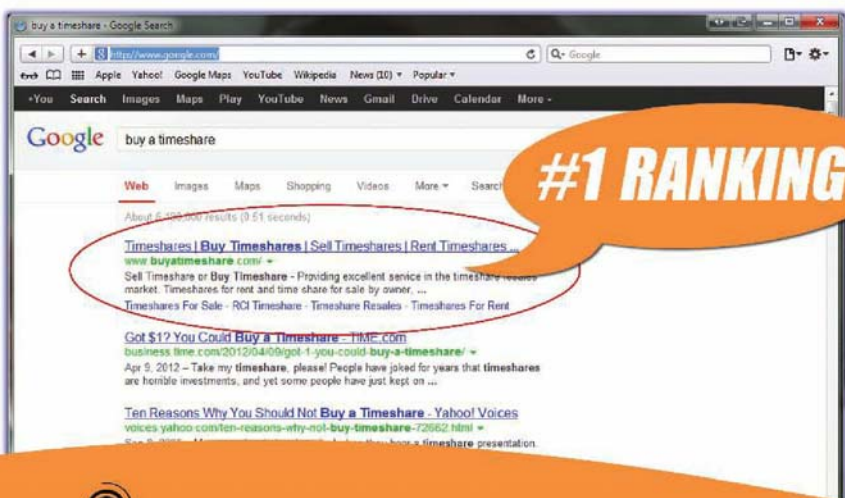


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ADVERTORIAL

The Key To Powering Your Online Presence

Advanced Internet Management has been powering BuyaTimeshare.com to the top of search results and is ready to drive online traffic to your website

by Steve Luba

For years, timeshare industry executives and resort managers have been grappling with ways to tap into the enormous potential of the Internet to drive visitors to their websites – and boost profits in the process.

Year after year, industry pros have been going to conferences, attending webinars, reading how-to books and articles; and yet, we are still discussing this topic and no one seems to have a clear-cut strategy for achieving success on the Internet. Until now.

Anyone who has conducted a Google search for timeshare-related search terms such as “buy timeshare,” “timeshares for sale” or “timeshare resales” has seen that BuyaTimeshare.com consistently places on page one for these and many other search terms. This is crucial, as nearly 70 percent of people searching online never make it beyond page one for any search term.

If you're not on page one – forget about it. This critical fact has propelled BuyaTimeshare.com into the lead as the most trusted online company currently operating in the timeshare secondary market, according to third party monitoring websites Ranking.com and Alexa.com.

But this strategic placement doesn't come by accident. Advanced Internet Management (AIM) has hit the target for BuyaTimeshare.com and several other companies by designing websites and implementing search engine optimization techniques imperative to the success of any corporate online presence.

The fact that BuyaTimeshare.com has been so successful in connecting timeshare owners with buyers and renters over the past 14 years speaks to the reliability of the online tactics implemented by AIM executives on behalf of the company.

“Search engine techniques are at the heart of the success of any website, and we have been very fortunate to have AIM

executives as the driving force behind our online success,” said Wesley Kogelman, president and CEO, BuyaTimeshare.com.

“With the way the travel marketplace has changed, especially after 2008 with the effects of the recession, maintaining a strong online presence is vital for companies looking to gain an edge on their competition.”

“Over 90 percent of consumers do their initial research on the Internet for travel products. This is where the new Generation X and Y buyers are looking for travel products, not through traditional marketing methods, and why it is so important to have a proper Web strategy in place,” added Kogelman.

AIM's ability to target key timeshare industry-specific search data and formulate a strategy to maintain BuyaTimeshare.com's momentum comes at an important time for the industry. According to Google's own numbers, 18,000 people a month enter the search term “buy timeshare,” with another 49,000 using “timeshare resale” and 74,000 placing “timeshare for sale” into its search field.

These are people surfing the Web with a definite buyer intent to search for timeshares for sale on the market. Such numbers are supported by recent studies conducted by the ARDA International Foundation (AIF), which stated in its 2012 Shared Vacation Ownership Owners Report that resales now accounts for 32 percent of timeshare sales and the most popular resale channel is now “an online timeshare resales listing company.”

Because of AIM's experience within the timeshare industry, the company is uniquely positioned to help resorts and developers design an online plan to place resorts right where people are searching on the Internet, creating an opportunity for resorts to leverage this experience to boost their sales.

“There are several steps to take in laying out a comprehensive online program for a company, especially when it comes to a travel-related company such as a timeshare resort,” said Jason

Dobbins, president, AIM. “It's not just about creating a great-looking website, but all of the backend work that is required to get Google, Bing, Yahoo and others to notice you.

“Search engine optimization is now more of a science. And with the way Google constantly adjusts its algorithms, it takes specialists to achieve the kind of results that companies are looking for. Not just building pages on a website, but the way those pages are written can make the difference between success and failure.

“Keyword research is important to make sure we are aligning the site with the company's target market. Depending on the goals and objectives of the company, we may suggest they start a blog as a way to connect with their owners. Plus, integrating social media outreach outlets such as Facebook, Twitter and LinkedIn into the mix makes a difference,” Dobbins added.

With the way the online world continues to evolve and, in many instances, fragment, it is more important than ever to have a group of online professionals onboard who can navigate these changes and build a cohesive plan for companies to market their products and services to consumers on the internet. The timeshare industry needs a company such as AIM to fill the void and create a pathway for success for businesses marketing to the travelling public.

Steve Luba is chief communications officer for BuyATimeshare.com, where he manages the public relations, social media and industry relations efforts of the company. He has 27 years' experience in various roles in radio and television, sales and marketing, public relations, media and government liaison initiatives. Steve is a member of the ARDA Communications Committee, the CRDA Conference Planning Committee, the Public Relations Society of America and holds a Bachelor of Arts degree from the University of Central Florida. He is married to his wife Rosanne and has a “furry” family with dog Muffin and cat Speckles.

