

WHO WE ARE



— EnVeritas Group (EVG) has been AccorHotels' content partner since 2010.

Quality content, copywriting, multilingual localisation and user-focused optimisation are our specialities.

We have project management and editorial teams across North America, EMEA and Asia who are trained extensively in writing on brand and at scale for all Accor brands.

Our strategists, content experts and linguists work in more than 70 countries and 350 cities, covering 35 languages.

WHAT WE DO

— Our service portfolio includes:

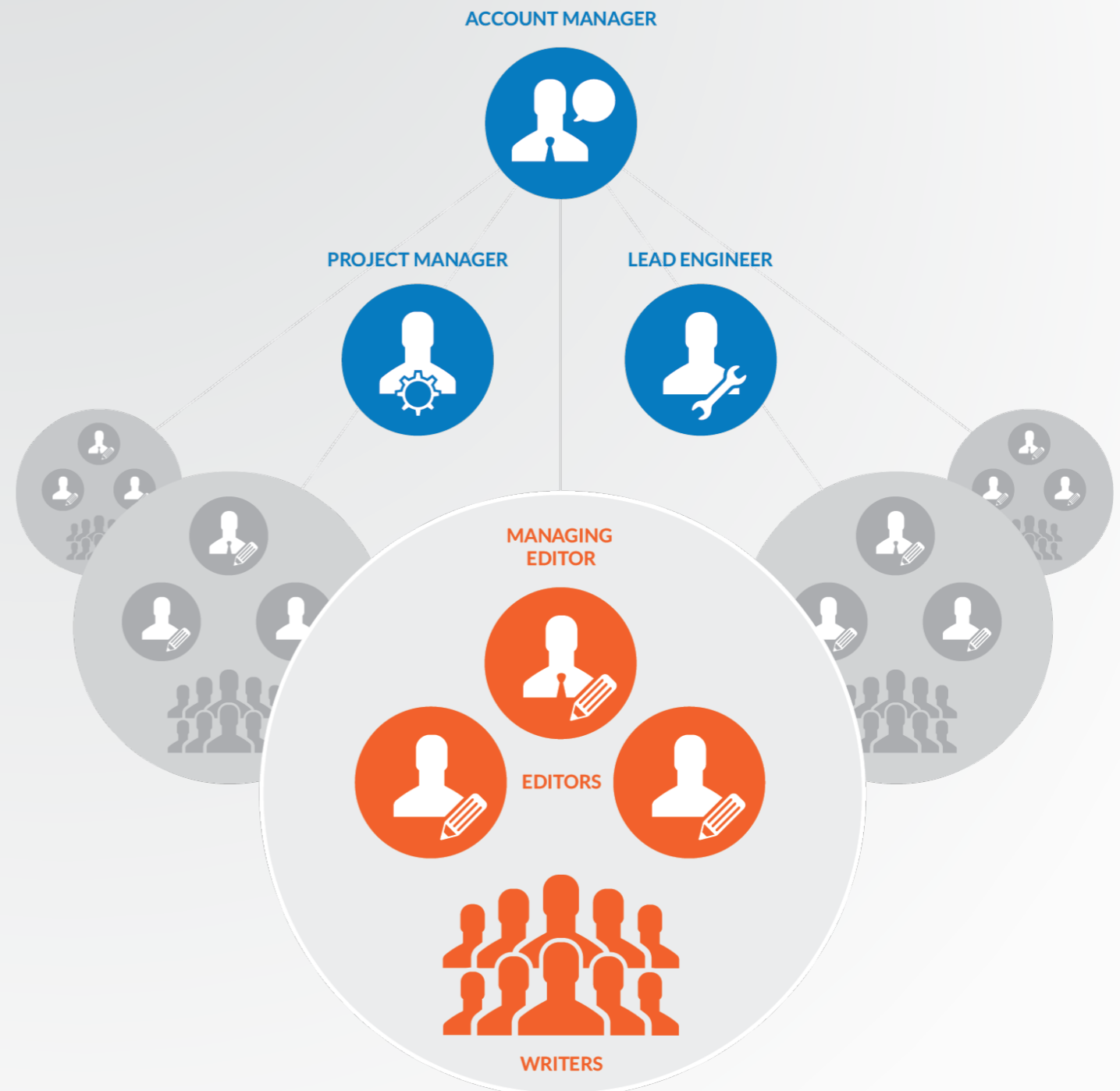
- Content Creation
- SEO, including multilingual
- Localisation
- Audit & Strategy
- Content Management
- Social Media
- Blogger/Vlogger Outreach
- Performance Measurement & Reporting
- Style & Editorial Guides
- Image Provisioning, Retouching, Resizing
- [3D Floor Plans](#)
- Infographics
- Microtargeting

HOW WE WORK

A flexible editorial pod structure formed with an in-house team of content experts, project managers and strategists

A worldwide network of native writers, journalists, translators and linguists.

This gives us the agility to adapt to the size and needs of content projects.



Our hotel microsite services



MICROSITE CONTENT PACKAGES

ASSISTANCE TO PROPERTIES

Editorial content creation

- For new microsites
- 1-hour call with the hotel team or on-site visit
- Content optimisation
- Collaborative revision with the hotel team
- Advise about tone of voice and SEO
- Validation of the content by the hotel team

[From €3,405 for Luxury brands \(up to 5,000 words\)](#)

[From €2,465 for Midscale and Eco \(up to 3,500 words\)](#)

SEO Audit

- For existing microsites
- SEO competitive analysis
- Semantic keyword focus
- Analytics overview
- Optimisation assistance

[From € 2,290](#)

MICROSITE CONTENT

ASSISTANCE TO PROPERTIES

Microsite maintenance case study

- + Performed in December 2014 for Sofitel So Mauritius
- + Results measured 6 months after SEO audit and recommended actions were integrated in the CMS.



+110%

ORGANIC TRAFFIC
OVER 6 MONTHS



+74%

PAGE VIEWS
INCREASED



-17%

BOUNCE RATE
DECREASE



-50%

PAGE LOAD TIME
DECREASED

GENERAL EUR RATE CARD

Please do not hesitate to contact [Emilie Lefeuvre](#) for any bespoke quote.

You can use this grid to have a glimpse of our 2018 prices, as basic indications, not including project management for small volumes. Minimum invoicing amount is 150 EUR.

We only use native writers and editors to create original language content or to localise.

SERVICE	PER WORD
Copywriting	€ 0.40
Editing	€ 0.16
Proofreading	€ 0.10
Localisation Simple languages	€ 0.22
Localisation Complex Languages	€ 0.25
Transcreation	€ 0.36
Blogging	€ 0.40

SERVICE	PER HOUR
Project management	70
Design	90
Desktop publishing	70
Content integration	50

3D IMAGING	PER IMAGE
Six-room floor plan	1500
12-room floor plan	2700
Single room – rotational view	1400
Labels	100

OUR STRENGTHS

- Expertise in **digital content and optimisation best practices**, encompassing **all languages** across Accorhotels tools
- Long-term collaboration with Accorhotels and a unique knowledge of each brand
- **Trusted partner** in many strategic brand content projects.
- Regular planning and collaboration with **global and regional marketing teams** keep us in tune with the global strategy.
- Ensured consistency in respecting editorial guidelines for each brand and **avoiding SEO cannibalisation**. In the vast Accorhotels digital environment, this remains an asset no local agency may have, when performing projects for hotels.
- **Working closely with the hotel teams**, to create immersive, detailed content and ensuring satisfaction, while advising them to fit in the global strategy.

CONTACTS

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