MIDSCALE BRAND PROPERTIES
MICROSITE CONTENT BY ENVERITAS

EnVeritas Group has been AccorHotels' content partner since 2010. Quality content copywriting, multilingual localisation and user-focused optimisation are our specialities.

Midscale offer

- **Research + questionnaire sent to hotel**

- **Standard optimisation** (audience keyword research study, meta data creation, internal links)

- **Copywriting to the brand's style and D-EDGE's matrix guidelines** (up to 3,500 words = up to 3 F&B outlets, no spa or chef section)

        From €2,465

NOVOTEL
HOTELS, SUITES & RESORTS

Mercure
HOTELS

Premium Options Available

- **Additional content creation** (€600)
  Benefits: up to 1,500-word extra copywriting to cover spa and more F&B outlet sections

- **Optimised localisation of the content in up to 35 languages** (from €1,157)

- **One-hour phone interview or on-site visit** (from €130)
  Benefits: discuss USPs and grasp all details that make the experience unique

CONTENT CREATION STANDARD PROCESS

1   ## Gather information

Provide EVG with any useful documentation about your property (factsheet, brochure, F&B menus, pictures, etc). Our team will study the documentation shared to create unique content for your property. The more information, the better. A questionnaire will be submitted to clarify any missing details.

2   ## Optimised content creation

Based on your property's positioning and the above research, we carry out keyword research to maximise the content's relevancy (10 to 12 working days).

3   ## Collaborative review

we share the content created on our platform for you to review and ask you to inform us of any necessary amends (3 working days)

4   ## Delivery

Once your validation is confirmed, we share the content directly with D-EDGE for the integration. Further languages require an extra 8-10 working days.
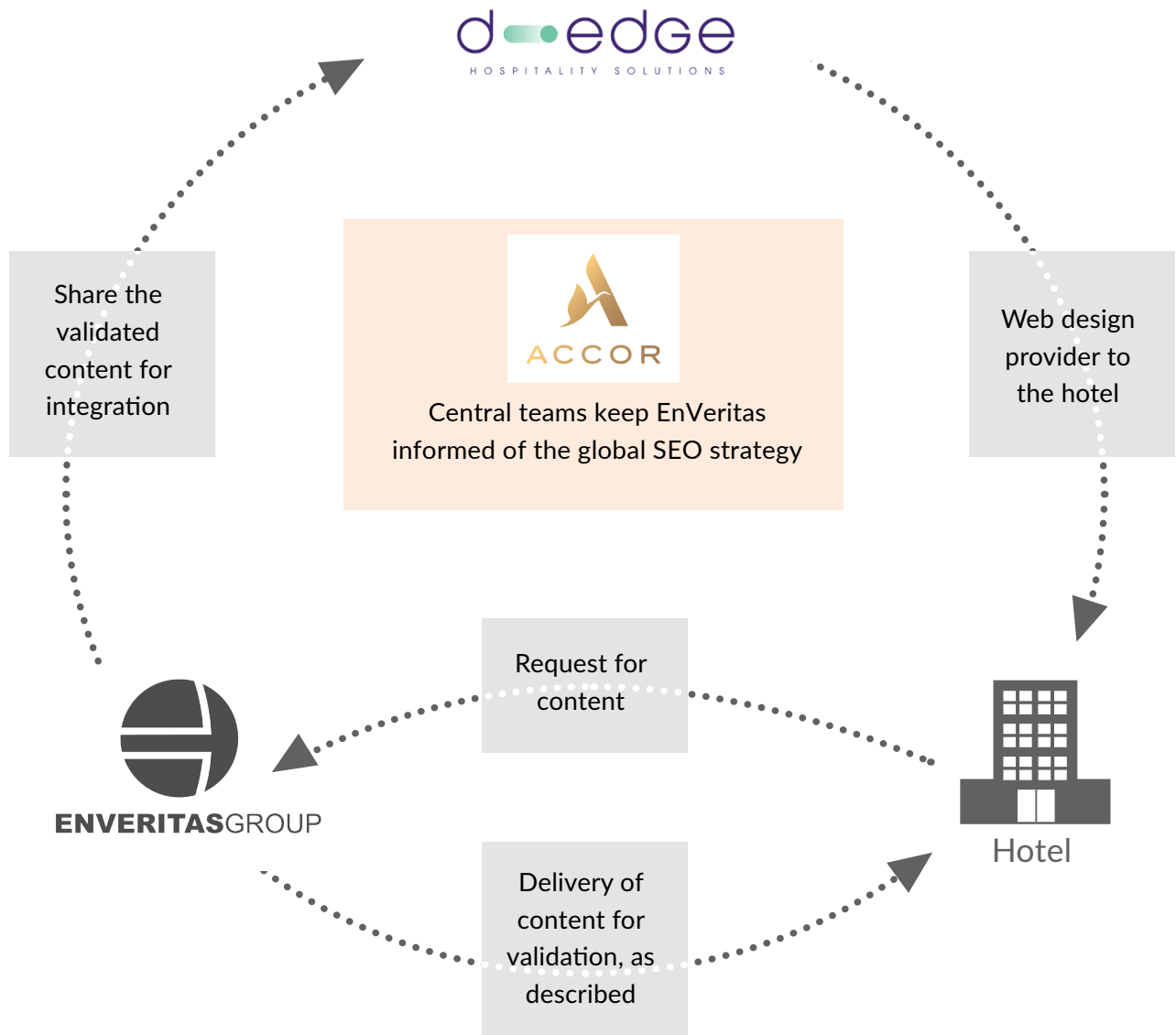
DAY 1	DAY 6	DAY 21	DAY 25
SOW Signature	**All questions answered**	**Content ready for review**	**Content delivered**

*Approximate timeline based on average project

OUR LOOP OF COMMUNICATION

d••edge HOSPITALITY SOLUTIONS

ACCOR

Central teams keep EnVeritas informed of the global SEO strategy

Share the validated content for integration

Web design provider to the hotel

ENVERITASGROUP

Request for content

Delivery of content for validation, as described

Hotel

STATEMENT OF WORK

This Statement of Work (SOW) is subject to and governed by the Master Services Agreement (MSA) dated 27 August 2012, as amended by and between EnVeritas Group (EVG) and Accor SA, customer. All capitalised terms not defined herein shall be as defined in the MSA. In the event of any inconsistency between this SOW and the MSA, the terms of the MSA shall prevail.

Date: ....

Project — Midscale Microsite Optimised Content Creation for:

Customer Contact:

Name ....

Title ....

Tel. ....Mobile ....

Email ....

Property Name:

Invoicing Address:

Lisa Plumridge

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Projects Director

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ENVERITASGROUP
Contacts

PROJECT OVERVIEW

EnVeritas Group will create the content for the microsites as per the shared brand guidelines and work to the templates created with the set volume of words and pages.

Research phase: source quality information about the experience offered

Highlighting key property features and bringing them to life through effective storytelling can make a big difference to the connection you make with your audience. To be able to convey through writing the most accurate, lively and senses-engaging experience, we need to be fully immersed in the unique hotel atmosphere of your property. Both editorial and optimisation processes benefit from this in-depth work about your property. The master language will be English.

Upon signing the SOW, the property team should share with the EnVeritas Project Manager all necessary documentation about the hotel - this can include: design brief, brand or style guides, hotel features list, location, USPs, press releases, pictures of hotel/area, F&B menus, Spa menus, etc.

EnVeritas team will carefully study the shared documentation to reflect the hotel's unique selling points and provide an appealing and accurate service description. A questionnaire to clarify missing information will be submitted to the property team during the research phase. Answers to the copywriting team's questions should be provided within 3 working days.

Content creation and optimisation phase in one simple language: write appealing and optimised content

Our most experienced writers, all of whom are native speakers of the requested language will create unique and bespoke content based on the research phase of work. Standard volume of content on microsites is around 3,000 words (includes general sections, room descriptions, up to 3 Restaurant and/or Bar descriptions and a MICE section). You can also opt for Premium content volume (around 5,000 words), to include a spa section, showcase Chef's profile in Restaurant pages and to create more than 3 Restaurant and Bar outlet pages.

If you wish to consider having a news or blog section on your microsite, we can create a separate SOW specific to the blog/news content creation required which can be in one or several languages - and customised to your specific needs.

Optimisation includes metadata creation for all pages of the site, quick research about keywords competition and users reviews/experience to shape the site's copy and internal site linking. These techniques are defined at the end of this document in the service definition section.

Localisation phase in other languages: talk to your local audience in their language

Our experienced native translators, trained in transcreation and optimisation, will localise the validated copy for the local target audience.

List of simple languages:

Bahasa (Malay & Indonesia), Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, English (US, UK, Australian, etc), Estonian, Finnish, Flemish, French, German, Greek, Hungarian, Icelandic, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese (European, Brazilian, 'International'), Romanian, Serbian, Slovak, Slovenian, Spanish (Castilian, Mexican, 'International'), Swedish, Turkish.

List of complex languages:

Arabic, Cambodian, Chinese, Hindi, Japanese, Korean, Russian, Thai, Ukrainian, Vietnamese.

PRICING SUMMARY

Please indicate the options required.

⊠	**Content creation** (mandatory) project management, content matrix specifications respect and delivery in the given matrix	€2,465
	Additional content creation up to 1,500 words extra copywriting to cover spa and more F&B outlets section €600	....
	Optimised localisation of the content (optional) For the standard content creation (up to 3,500 words): • €1,157 per simple language (see list above) • €1,262 per complex language (see list above) If option for additional content creation (up to 5,000 words): • €1,487 per simple language (see list above) • €1,592 per complex language (see list above Please specify the languages requested: ┌─────────────────────────┐ │ │ └─────────────────────────┘	....
	1-hour phone interview or on-site visit (optional) To discuss USPs and better grasp all details that make the experience unique. €130 for the phone interview, ask for a bespoke quote for on-site visit.	....
	TOTAL	....

SERVICE DEFINITION

Optimisation: Includes basic keyword research, keyword incorporation, metadata creation for all pages of the site and internal site linking for up to 20 pages following the SEO governance provided by the relevant brand.

Multilingual optimisation: includes in-culture search pattern research. Search engine specificities per country are monitored and researched prior to multilingual optimisation work, metadata creation, keyword integration and internal site linking.

Web mapping: EVG will insert links to relevant pages within the microsite, connecting pages of optimised text.

Localisation: EVG's localisation work is undertaken by native speaker translators ONLY and proofed by a further native speaker in each case. This means content will be of the highest quality and sufficiently localised for local readers. Localisation services include native speaker translation, native speaker professional editing and per-language style guide/glossary. Content will be created in English and localised into French.

Content integration: EVG is not responsible for the full integration of the content in all languages. EVG will deliver the content in the Excel spreadsheets or similar content matrix provided by the concerned hotel.

TIMELINE

The property marketing team will have three working days to approve the English content before the localisation is carried out. One round of changes and corrections is included in the fee for each language.

All content will be delivered in the content matrix provided by the client or D-EDGE. Each microsite content creation project can be finalised within four or five weeks.

Accor's marketing team or D-EDGE will undertake the final web content integration.

PAYMENT

Payment of the full service is required before EnVeritas Group starts the work. EnVeritas Group will send an invoice after the signature of the property specific SOW.

SIGNATURE

Customer:

Vendor:

    EnVeritas Group

Signature:

Signature:

Print Name:

Print Name:

Title:

Title:

Date:

Date: