

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.



WHAT WE DO

— Our service portfolio includes:

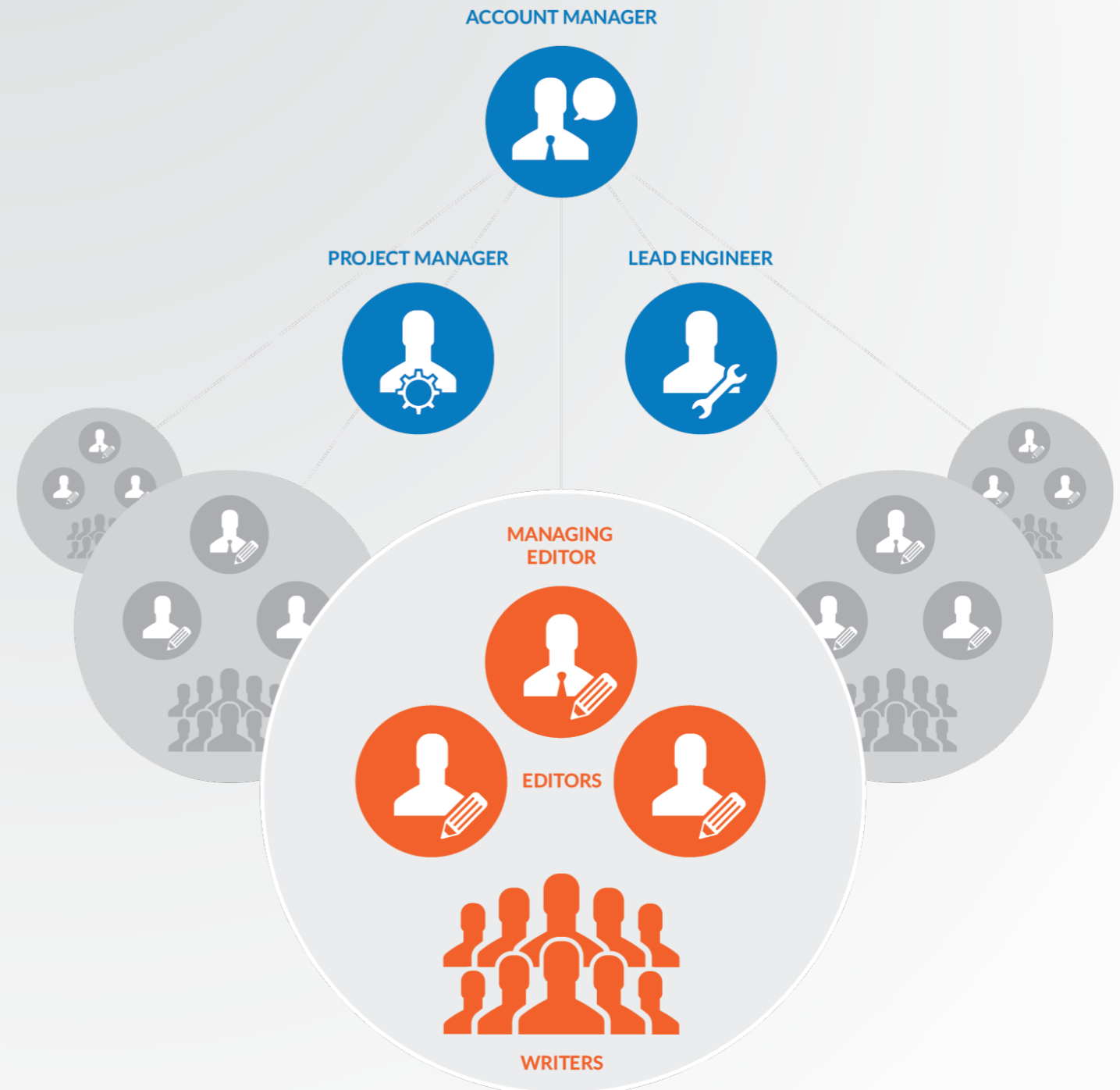
- Content Creation
- SEO, including multilingual
- Localisation
- Content Management
- Social Media
- Audit & Strategy
- Performance Measurement & Reporting
- Style & Editorial Guides
- Image Provisioning, Retouching, Resizing
- [3D Floor Plans](#)
- Licensing

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 dedicated services



MICROSITE CONTENT PACKAGES

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](#)

HOTEL CONTENT ON ALL.COM

Content creation or optimisation

- For new or existing pages
- Questionnaire to the hotel team
- Content optimisation & creation
- Collaborative revision with the hotel team
- Delivery to the hotel team
- Bespoke quote for the tightest pricing: specific to the number of outlets in your hotel

Did you know?

- We can replicate this work for brand platforms
- We created the basis for most central guidelines for hotel page content optimisation on all.com and some brand.com websites

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 2021 prices (minimum invoicing: 150 EUR)

We only use native writers and editors to create unique content or to localise in other languages.

ACCOR - CREDIT SYSTEM RATES - 2021	
SERVICE	PER WORD (Standard copy)
Copywriting	€ 0.44
Editing	€ 0.17
Proofing	€ 0.11
Localisation in a simple language	€ 0.25
Localisation in a complex language	€ 0.27
Transcreation	€ 0.40
Blogging	€ 0.44
SERVICE	PER HOUR
Project Management	€ 75
Optimisation	€ 75
Content integration (upload)	€ 65
Design/Desktop publishing	€ 90
Website audit/strategy	€ 90
Style creation	specific quote
3D floor plan	specific quote
Motion design video	specific quote

OUR STRENGTHS

- Expertise in **digital content and optimisation best practices**, encompassing **all languages across Accor tools**
- Long-term collaboration with Accor 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 Accor 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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