

## PROJECT IN SHORT

Content Management, SEO

## PROJECT DESCRIPTION

The rapidly growing hotel-booking company Easytobook.com was founded for Amsterdam hotel bookings in 2004. It now offers 120.000 hotels worldwide and has served over 10 million customers. Due to the high competition in the online hotel booking market, Easytobook.com and IST@ease together develop e-commerce strategies in order to increase the demand on Easytobook.com, which in turn are going to be implemented by a team of IST@ease specialists.

