

## Ski Resorts Landing Pages

In anticipation of 2019–2020 ski season, the ski team at Booking.com decided to update its highest-ranking landing pages for ski resorts and destinations with inspirational, keyword-rich descriptions. These pages were created to help the user browse and filter ski resorts in one place, before viewing properties in that location.

The goal of these descriptions was to:

- **Help** ski travellers who were **undecided** or **destination flexible** find a ski resort to satisfy their needs, whilst also matching their skill level and travel group.
  - Provide essential information about the **slopes**, **atmosphere** and **alternative activities** to skiing.
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### **Task**

To write **153 ski resort descriptions** and **four ski country descriptions**, with each description between 70 and 90 words.

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### **Tone**

In line with Booking.com's general ToV guidelines, the tone needed to be **conversational, helpful and authoritative yet not bossy**.

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### **Examples**

The links below will lead you to examples of my work. On each landing page, you can navigate between resorts to see the content produced for each one.

Please note, if you are using mobile and have downloaded the Booking.com App, tapping these links will cause the App to automatically open and the browser will default to the home page. Therefore, it's better to view this work on desktop.

[Skiing in Austria](#)

[Skiing in France](#)

[Skiing in Italy](#)

[Skiing in Switzerland](#)