

# GET MORE BOOKINGS WITH YOUR HOTEL'S WEBSITE

A step-by-step approach  
to increase your hotel's revenue.



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# In this E-book you will discover what you need to increase your hotels revenue with your website

- The 3 hidden secrets to make your hotel website convert.
- The 3 hidden secrets to make your hotel website rank high on Google.
- The most important but commonly mishandled element on a hotel website
- The 3 step formular for mobile friendly websites
- 2 important contents you must have on your hotel's website

## Did you know...

your hotel's website is the only way to make the online appearance of your hotel more appealing to generate more direct bookings

# The 3 hidden secrets to increase your hotel *website conversion*

## 1. Simple and direct homepage

As part of a recent study, most first-time buyers depend solely on the website's homepage design, content and navigation to determine what type of products or services you offer. To make your website a conversion machine, it should address a variety of customers' interests within three to five seconds.

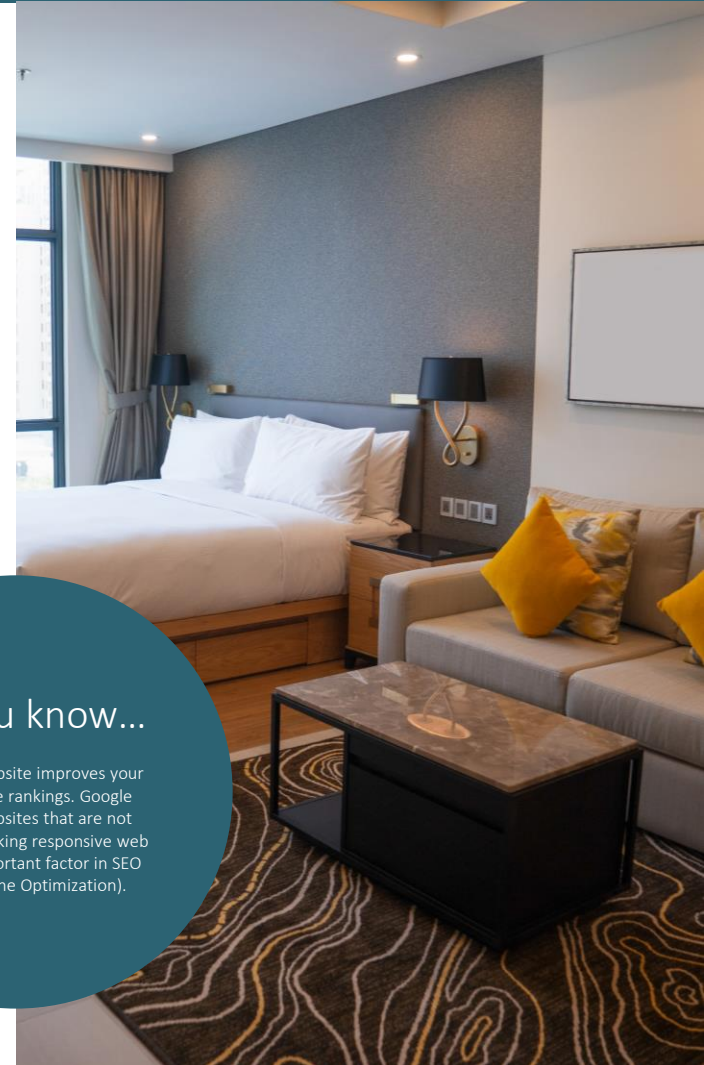
## 2. Easy booking system

Remember you are competing with the third-party booking agents who may be having simple websites. You should ensure your booking process is quick and easy to complete.

## 3. Responsive Website

Websites are visited on different screen sizes across different devices. [Responsive web design](#) allows a website to provide a great user-experience across different devices i.e., mobile, tablet and desktop. [Google Search Console](#) tool helps you to check how responsive your website is on mobile devices. Here is the link to run the test: <https://search.google.com/test/mobile-friendly>

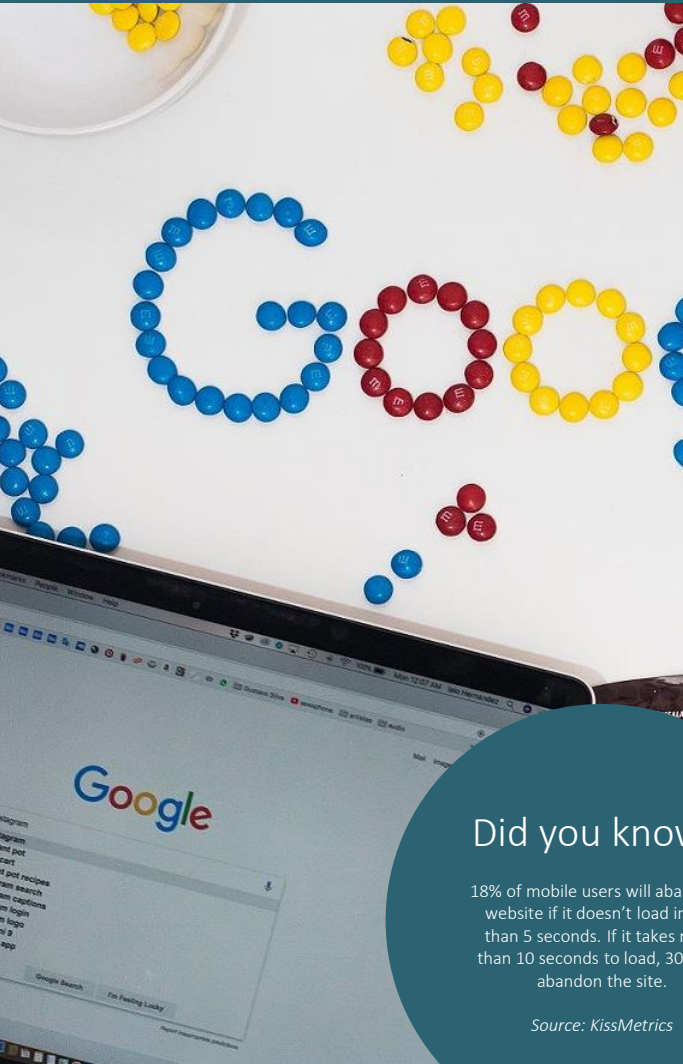
A responsive website is easier to manage as compared to separate websites for desktop displays and mobile-only.



### Did you know...

responsive website improves your search engine rankings. Google penalizes websites that are not responsive, making responsive web design an important factor in SEO (Search Engine Optimization).

# The 3 hidden secrets to make your hotel website *rank high on Google*



## Did you know...

18% of mobile users will abandon a website if it doesn't load in less than 5 seconds. If it takes more than 10 seconds to load, 30% will abandon the site.

Source: KissMetrics

## 1. On-page SEO

On-page SEO is one of the fast ways to improve your Google search rankings. Perform a quick SEO audit on your hotel's website to improve your Google ranking. SEMRUSH tool will help you perform on-page SEO for your website.

## 2. Right and targeted Keywords

A successful hotel SEO strategy starts with the right keywords. You need to research extensively on what keywords or phrases are used by your target audience especially when they want to make hotel reservations. Google Keyword Planner tool will help you find the keywords that are most relevant for your business.

## 3. Page Speed

The faster your website loads, the better your SEO ranking. Google's most important objective is to provide the right results in record time. Using optimized pictures of your luxury hotel will speed up your pages. Check your website Page Speed Insights here.

# The most important but commonly mishandled *element on a hotel website*

## 1. Contact form and details

*What kind of business does not want to hear from their current and potential clients?*

For some businesses that do not have online booking yet, your contact form is your online booking. You must make sure your contact section or page contains the necessary and alternative contact methods. You should make sure all your contacts details are up to date and your contact form is working.

## 2. Website content

If you want people to read your content, it will be important to avoid loading them with too many words.

Instead of using too many words that do not add value to your website, you can use logos, images, or maps appropriately to make reading your content easy. When you bore the reader with too many words, they might end up leaving your website.

## 3. Booking process

Ensure your booking process is easy for visitors to book their rooms. A complex process might put visitors off, lowering your conversion rate. Your direct hotel booking should be as simple as possible.

## 4. Search Engine Optimization (SEO)

It is a mistake to focus so much on SEO and forget that your website is supposed to be human-friendly. Many people run after obtaining a high ranking for their websites and fail to make them user friendly.

You should also know that you will be penalized by search engines and your website might not show in search results when you over stuff them with same keywords.

# The 3 step formular for *mobile friendly websites*

Smartphones have quickly moved from expensive exciting new technology to a regular part of our everyday life. Today, we find it strange for anyone to leave the house without their phone. From hospitals, waiting rooms to theater lobbies, you will find people on their phones. For website owners, that means it's time for your website to provide a good mobile experience. Here is what you need to do that.

## 1. Responsive website

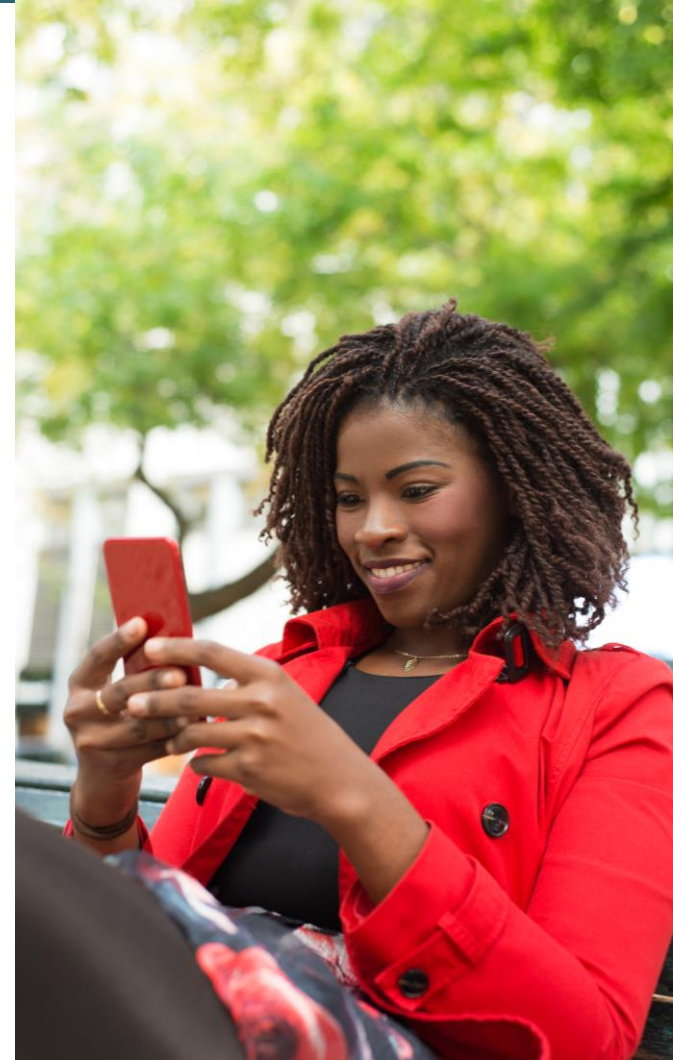
Modern websites need to be mobile-responsive given the huge amount of traffic coming from mobile device browsers. Most hotel customers use their mobile phones to search for options, plan, and make their reservations. A responsive website is one whose format is easy to render on any screen size with proper navigation and without distortions.

## 2. Website speed

Google's recommended page load time is under two seconds. A fast website matters especially when it comes to customer service. A slower website does not only prevent customers from making direct bookings but can also hurt your search engine ranking.

## 3. Simple design

Complicated websites make it difficult for visitors to navigate your site, especially on smaller screens. Avoid clutter and stick to a clean minimalistic design that makes it easy for people to find what they're looking for on your website. A simple design will also contribute to faster load times.



# 2 Powerful contents you must have on your hotel's website

## 1. Great images

Images enable customers to know in detail what they are to pay for. Great photos do not just stay on your website but serves as marketing tools and sales collateral.

## 2. Social proof

Social proof makes your hotel more trustworthy. Your hotel website visitors trust reviews from your customers.

A survey by Trust You indicates that reviews are considered important by 96% of persons researching for hotels.

Let your guests provide you with testimonials and share them directly on your websites.

You can also integrate reviews from your customers on TripAdvisor and Google into your website.



Did you know...

when taking photos at the most attractive angles of your hotel, take photos for location during the day, dusk, and at night (with all lights on).



# Rethink, Restrategize, and Revamp your hotel's website to increase revenue ...

It's not about pretty templates, but about addressing the real marketing challenges for your hotel's website.

Website Design

improve your brand's visibility with search engine optimization, freeing you from other marketing worries.

SEO

optimize your digital exposure and innovation to market your hotel online

Digital Marketing

