



Checklist



Hotel Website Conversion Checklist

Optimization ideas to grow direct bookings

Website conversion optimization

Usually, hotel websites operate with a conversion rate of about 2%. This means that for every 100 visitors who arrive on your website, 98 of them are likely to leave without making a reservation. Whilst this may be scary, it also presents a huge opportunity to improve.

That's why we've compiled the definitive website optimization checklist for hoteliers:

- Complete the short quiz to evaluate how your hotel brand is performing today in terms of website optimization.
- Use any unanswered questions as active inspiration to improve your future website strategy and watch as those direct bookings fly in!



About the checklist

The hotel website optimization checklist is divided into 5 sections.



Creating the right brand image



Improving usability



Providing context through content



Personalizing the user experience



Analyzing, testing & optimizing

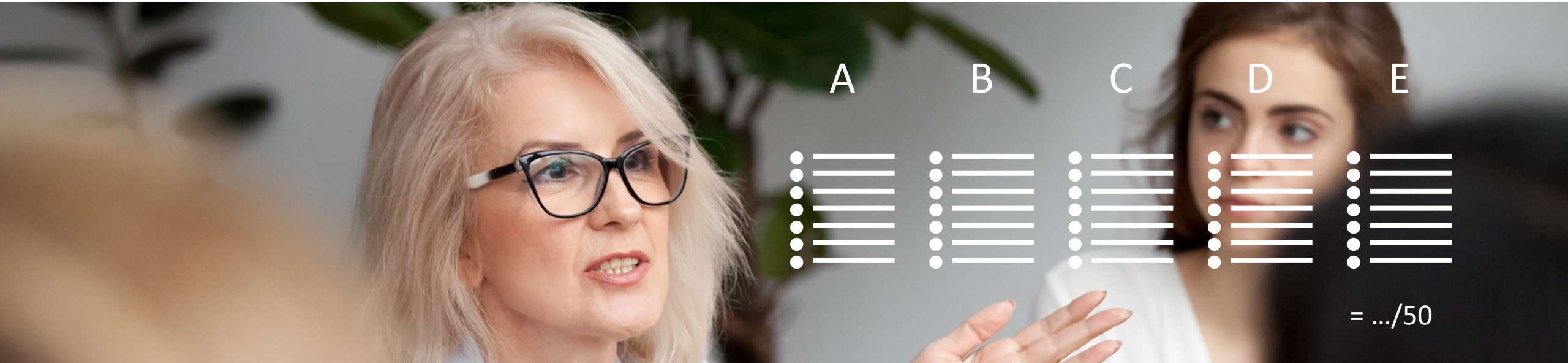
How it works

Take the short quiz where you will be presented with a series of 50 questions.

- You score 1 point for every question where you answer “yes”.
- Questions where you answer “no” are worth 0.

Calculate your score by adding up the number of points gained in each section. Are you a Novice, Beginner, Specialist, Pro or Master?

Based on your score, we will share some additional resources that could be relevant to help you turn more lookers into bookers.



Creating the right brand image

In hospitality the importance of brand image is paramount, especially when considering the impact this has on potential bookers. Your identity is the foundation of interest that builds the desire of a traveler to book and this desire is nurtured on your website.

Once potential guests enter your website, they need to be made to feel the personality of your brand through visually stimulating imagery and words that resonate.



Creating the right brand image Checklist

1. Do you have a clear picture of who your target audience is?
2. Do you know what guests love best about staying at your properties?
3. Do you have your own, regularly updated hotel website?
4. Do you communicate effectively your USPs (Unique Selling Points) to differentiate your brand from competitors?
5. Do you have recent, good quality imagery on your website?
6. Is the aesthetic of your properties translated onto your website?
7. Are the colors and fonts used in line with your brand's graphic identity?
8. Is the website copy representative of your brand voice and how your target audience would talk with you?
9. Is the tone of voice used consistent throughout your website?
10. Overall, does your website accurately reflect the brand image you want to portray?



SCORE

/10

Improving usability

One of the reasons many guests book on OTAs is because of the smooth user experience, as booking a room is a simple three-step process. Having a fast and responsive website with a clear booking process will enhance the user experience and make it easy for users to find what they are looking for whilst avoiding any confusion during the booking journey. A must-do in modern times.



Improving usability Checklist

11. Do you have a visible “Book Now” button on your website?
12. Does your website have a booking engine?
13. Does your hotel website offer a simple booking process showing availability, alternative dates and immediate booking option?
14. Can your users search for availability and rates on your homepage?
15. Can visitors easily find all the practical information they need?
16. Do you offer the payment methods most commonly used by your target audience?
17. Are users able to purchase additional services directly on your website such as spa treatments, late check-out or airport shuttle?
18. Is your website available in different languages for your most important source markets?
19. Is your website responsive and optimized for mobile traffic?
20. Have you tested if it is really mobile-friendly in [Google’s mobile test](#)?



SCORE

/10



John Guest

★★★★★ 4,8

Amazing hotel & service. Would recommend it for sure. Absolutely loved chilling at the swimming pool...

Providing context through content

As a hotel marketer, one of your main goals should be converting online visitors into guests. From the moment they land on your website, you must provide context to help keep users on your website and avoid them leaving to browse for information on other sites.

Tilt the scales in your favor by highlighting your positive guest reviews and competitive book direct rates (no need to check on Tripadvisor or Booking.com). It's all about inspiring trust and reassuring potential guests that they are making the right choice by booking direct.



Providing context through content Checklist

- 21. Are the rates displayed on your website transparent, without any hidden costs?
- 22. Do you showcase the perks that that only guests who book direct can enjoy?
- 23. Does your website have a *Best Rate Guarantee* that is visible throughout the site?
- 24. Do you have a widget on your website to reassure users by showing direct rate comparisons to OTAs?
- 25. Can you display the price comparison inline, with a responsive design that integrates seamlessly in both desktop and mobile?
- 26. Do you track price disparities on both OTAs and metasearch sites?
- 27. When an OTA undercuts the hotel price, do you automatically present users with a discount or offer to match it?
- 28. Do you have a widget showing a summary of your guest review scores from the most relevant review sites for your target audience?
- 29. Do you display relevant guest reviews on your hotel website (in multiple languages, categorized by travel intent etc.)?
- 30. Do you allow users to save their search so they receive an automatic email with their browsing details and rates?



SCORE

/10



Free Kids Club!



Perfect for bike riders

Bike rental included for all guests!



14:58

You only live once!

Offer only valid for the next 15 minutes!

Personalizing the user experience

Guest expectations have shifted to the point that they expect a personalized experience not only during their stay, but from the moment they enter your website. So, why not offer them that?

Personalize the online experience by displaying engaging and relevant messages at each step of the booking process for every single visitor. It's about seducing users, guiding them to trust you, and then convincing them that your hotel is the right choice.

Personalizing the user experience Checklist

- 31. Do you deliver targeted campaigns depending on the user profile to persuade them to book on your website?
- 32. Do you display personalized activity notifications to nudge visitors towards a booking (e.g. “Our availability is low on your dates, book now”)?
- 33. Are you able to display Inline marketing messages that integrate seamlessly within your website so they look like native content?
- 34. If you have a time-limited offer, do you add a countdown clock to create a sense of urgency?
- 35. Do you show relevant content and offers based on the user’s search query (dates, length of stay, booking value etc.)?
- 36. Do you target specific groups of users by displaying relevant messages on your website based on the visitor’s geolocation or traffic source?
- 37. Do you personalize the website experience using custom targeting based on variables in the URL?
- 38. When a user is about to abandon your website, do you show an exit intent banner with a targeted message to encourage them to stay?
- 39. Are you able to detect returning users and display exclusive messages to them?
- 40. Do you use a tool to predict low/high user purchase intent and automatically personalize content for each and every user?



SCORE

/10

A**1.8%**

● Last-minute deal!
\$20 RESTAURANT
VOUCHER for bookings
over \$300.

**B****2.7%**

● Last-minute deal!
\$40 RESTAURANT
VOUCHER for bookings
over \$300.



Analyzing, testing & optimizing

Keeping track of your online activity is essential when looking to optimize your conversion rate. By analyzing the wealth of data available, you can have a clear understanding of what is happening on your hotel website and gain valuable insights enabling smarter decisions.

Don't just rely on HiPPO*. Let the data speak for itself by testing different messages and offers across all pages of your website. By showcasing messages that truly resonate, you will be able to engage with visitors and nudge them towards a booking.

*HiPPO = Highest Paid Person's Opinion

Analyzing, testing & optimizing Checklist

- 41. Do you have a dedicated goal in mind for increasing direct bookings?
- 42. Do you know the level of revenue that you currently generate from direct bookings?
- 43. Do you track the traffic coming to your website on a daily basis?
- 44. Do you analyze the user behavior on your website to better understand your demand (e.g. demand data by country of origin?)
- 45. Do you track your “no availability” results in your booking engine?
- 46. Do you look at past data to predict the future booking intent, demand and sold-out dates?
- 47. Do you monitor your website bounce rate?
- 48. Do you look at both website conversion rates? *Overall website conversion rate* (from visitors to lookers) but also your *booking engine conversion rate* (from lookers to bookers)?
- 49. Do you use A/B testing to gauge how visitors react to different options in order to optimize conversion rate?
- 50. Do you use multivariate testing to compare performance of different messages and offers to determine which works best?



SCORE

/10

Results

Creating the right brand image

/10

Improving usability

/10

Providing context through content

/10

Personalizing the user experience

/10

Analyzing, testing & optimizing

/10

TOTAL SCORE

/50



Conversion Novice (0-10pts)

You have scored between 0-10 points? Do not fear! All this means is that there is a fantastic opportunity to make improvements to your hotel website to create a singular online experience and move visitors down the booking funnel.

The world of website optimization can be confusing for even the most experienced hotel marketer. Why not have a look at our [personalization glossary](#) so you can familiarize yourself with the latest terms and definitions? You'll discover an entire toolbox of powerful techniques to kick-start your website strategy and start boosting your direct bookings today.





Conversion Apprentice (11-20pts)

You have scored between 11-20 points? It's a great start! You already have some good foundations in place for creating an engaging user experience. There is, however, a host of other things that you could try out to drive higher conversion rates.

Have you considered taking advantage of *Dayketing*, the concept of using special events or key dates in your campaigns? It's particularly powerful on your hotel website to promote user engagement and conversions. Have a look at our [best practices guide](#) to discover how to leverage this innovative concept to sell more rooms.

Conversion Specialist (21-30pts)

You have scored between 21-30 points? You are almost there! We would imagine that that your online visitors are reasonably engaged and you're achieving a decent level of direct booking conversions. This said, there is always room for improvement.

We suggest reading our latest [case study](#), a real story about a hotel brand facing challenges around growing their direct booking channel. By simply adding a layer of personalization tools to their website and booking engine, the brand was able to increase direct conversions and boost ADR. Why can't you be next?





Conversion Pro (31-40pts)

You have scored between 31-40 points? Well done, you're clearly on the right track! Your hotel brand most likely already receives relatively high direct conversions and bookings from your website. But maybe it's time to take it to the next level?

Have you considered incorporating [Predictive Personalization](#) as part of your direct booking strategy? Predictive Personalization uses machine learning to enable you to automatically deliver highly targeted campaigns based on user value. Don't hesitate to contact us today to discover more about this revolutionary concept!

Conversion Master (41-50pts)

You have scored between 41-50 points?
Congratulations! You are clearly a knowledgeable digital marketer and your hotel website conversion rates are undoubtedly higher than average.

For your brand, the sky is the limit. Imagine having access to a tool that automatically personalizes the website experience based on a value score for each and every user, powered by a hotel-specific algorithm? It's not the future, it's already a reality.

[Contact us](#) today to find out how offering a unique user experience translates into higher conversion rates.



About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. The company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





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