WEBSITE CONVERSION CHECKLIST FOR DIRECT BOOKINGS

HOTELIERHELPCAST.COM

Above-the-fold (critical)

- Headline: Clear promise (benefit + destination) within 8–12 words
- Subheadline: 1–2 outcomes (comfort, location, perks)
- Primary CTA: “Book Now” (high contrast, visible on first screen)
- Supporting image: Real room/hero shot; compress for speed

Trust drivers (near first CTA)

- Review snippet or badge (e.g., “4.6/5 from 1,200 guests”)
- Best-rate promise + “why book direct” (3 bullets)
- Flexible cancellation (e.g., free cancel until 6 pm day prior)
- Security/trust badges (SSL, payment logos if applicable)

Offer clarity

- Rate/package names clear and unambiguous
- Avoid jargon; show key inclusions (parking, breakfast, Wi-Fi)
- Show total price or clear “+ taxes” note; no surprises

Navigation & friction

- One primary goal per page: Book Now
- Remove competing CTAs near hero (avoid too many buttons)
- Sticky header with single “Book Now” button

Speed & mobile

- Load time target: <2.5s on mobile
- Compress images (WebP), lazy-load below the fold
- Tap targets ≥44px; form fields large and auto-capitalize off for emails

Booking flow (handoff to engine)

- Consistent styling and copy from site to engine
- Preserve dates and occupancy on handoff
- Minimize steps; clear progress indicator
- Visible refund/cancellation policy before payment

Why book direct panel (place near first CTA)

- Best rate guaranteed (or value-add like free parking)
- Priority support (direct help if plans change)
- Flexible cancellation window

Footer trust

- Address, phone, email
- FAQs, policies, and accessibility link
- Social proof (awards, associations if relevant)

Optional checks

- A/B test headlines and hero images
- Track micro-conversions (CTA clicks) and funnel drop-offs
- Add exit intent for cart abandonment recovery

Notes

- Start at the top of the page; fix hero + trust first
- Make one change at a time and measure for a week

