



# BEST PRACTICES *for a* HIGH-CONVERTING WEBSITE

*A Look Book for Hoteliers*

[www.vizlly.com](http://www.vizlly.com)

03

## Your Hotel Website is Your Digital Storefront

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## Ready To Drive More Bookings?

# Your Hotel Website is Your Digital Storefront

Today's travel market is highly fragmented. Travel shoppers can research and book hotels through a countless number of channels. But none is more powerful (or more profitable) than your hotel website.

In fact, a [2017 Travel Website Behavior Study](#) found that your hotel website is THE MOST influential factor when researching and booking a hotel – more influential than Word of Mouth, OTAs, Search Engines and Review Sites. Your website is your digital storefront; the place people come to for more information about your property and to decipher if it can meet their needs. For branded properties especially, a standalone website is your opportunity to stand out from others under the same umbrella.

Driving Direct Bookings Boils Down to 3 Critical Elements:



Driving Traffic



Conversion-Driven Website



Booking Engine Integration

In this Look Book, we focus on stage 2 - creating a hotel website that converts. Read on to see our **5 best practices for a conversion-driven website**, along with practical examples from real hotels reaping the rewards!



# 1 Tell Your Story

To drive more direct bookings, you should distinguish what makes your hotel better than any other in your comp set. And your hotel website is the perfect place to do this! For branded properties especially, this is something that won't be done on your brand's website.

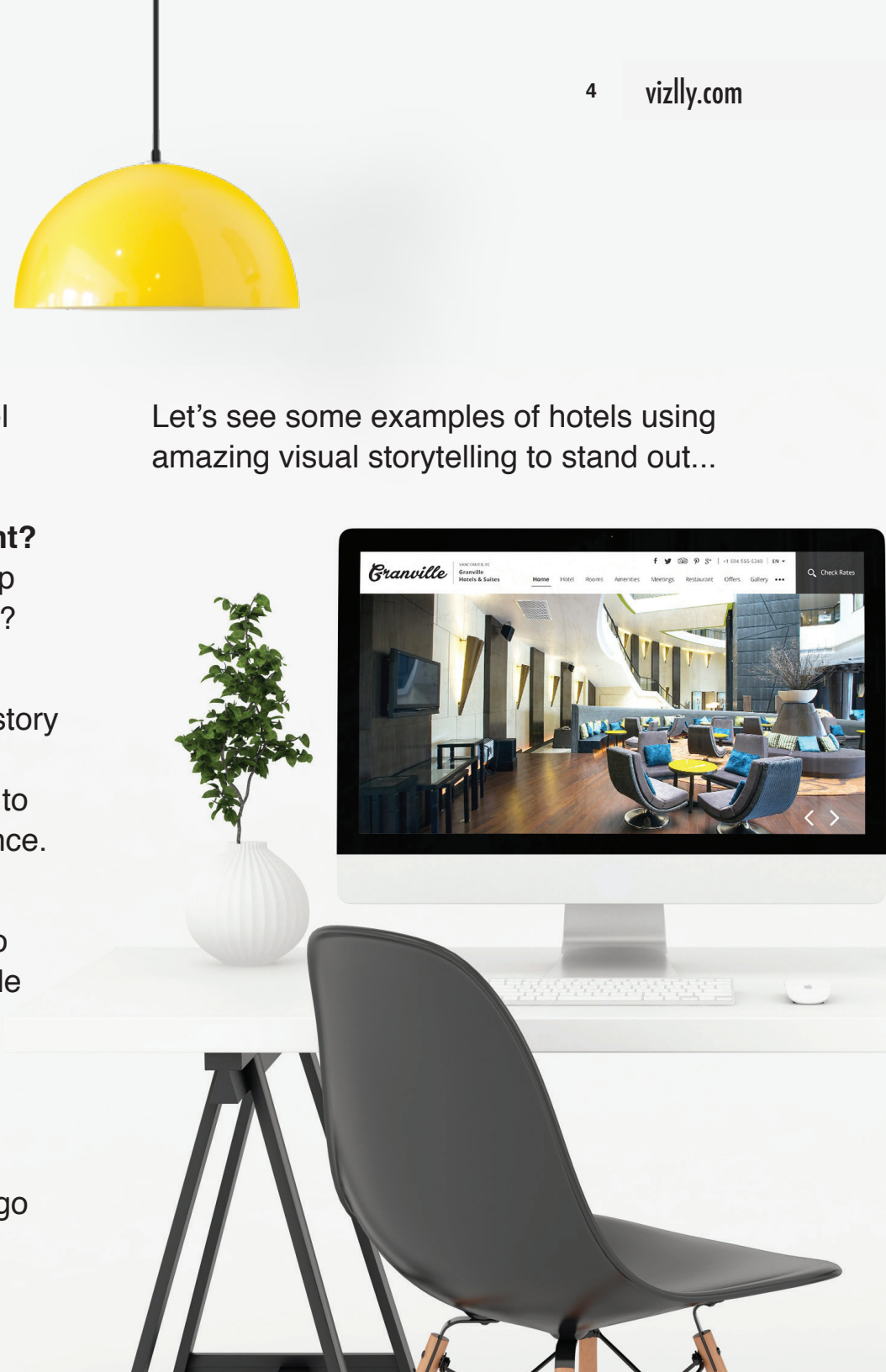
Your hotel website should be engaging, using a blend of words, images, captions, videos, and virtual tours to showcase what makes you unique. We call this **visual storytelling**.

Visual storytelling works because we as humans love stories! We connect with stories. And we remember stories. Stories conjure up memories and create an emotional connection, which is important because this has been found to influence purchase intent.

Your story should focus on what travel shoppers want to know:

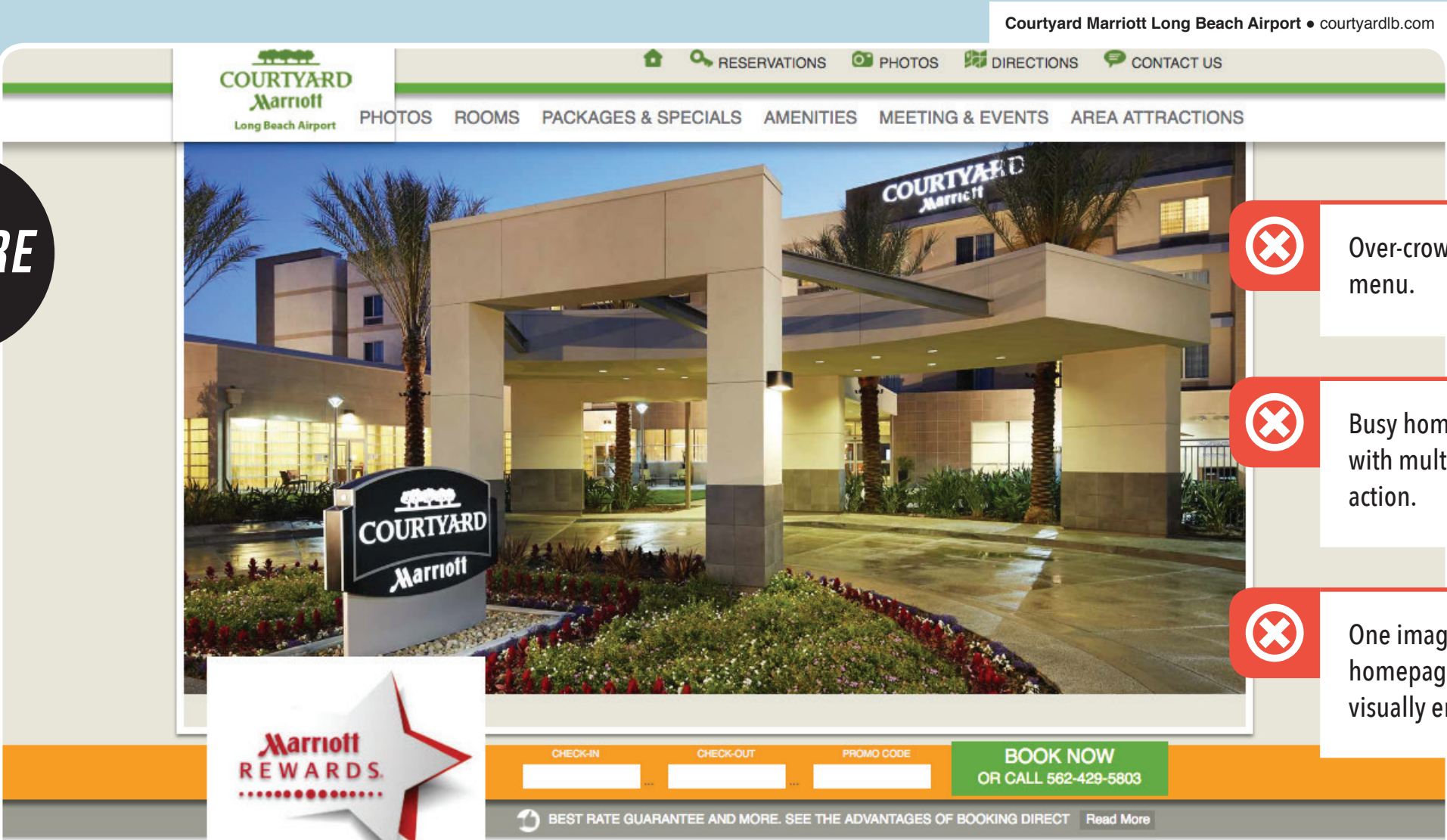
- 1. What makes your hotel different?**  
How will you make a traveler's trip more fun, comfortable or efficient?
- 2. What do your rooms look like?**  
Travel shoppers want the whole story - images of the bed, desk, sitting area, washroom, amenities, etc., to help them visualize their experience.
- 3. Can they get a deal?**  
Travel shoppers need a reason to book now and book direct. Provide some special offers that motivate them to take action.
- 4. What do other people think?**  
Include reviews on your website, so travel shoppers don't have to go looking for them elsewhere.

Let's see some examples of hotels using amazing visual storytelling to stand out...





BEFORE



Over-crowded main menu.



Busy homepage with multiple calls to action.



One image on homepage, not visually engaging.

## MARRIOTT REWARDS

Earn rewards during your stay and get access to exclusive member privileges. As a member of the Marriott Rewards program, you can earn points toward a free hotel stay and even airline miles.

[MORE INFO »](#)

## COURTYARD BY MARRIOTT LONG BEACH AIRPORT

Traveling is a breeze at the all new Courtyard by Marriott Long Beach Airport. Modern guest rooms, advanced technology and an unbeatable location makes Courtyard by Marriott Long Beach Airport the smart choice of savvy business and leisure travelers visiting Long Beach, Los Angeles or Orange County. These facilities are without a parallel among hotels near Long Beach airport. We offer a free, convenient, and reliable **Long Beach Airport shuttle**. The Long Beach Airport shuttle operates from 5:30am to 10:30pm, and runs every half hour between Long Beach Airport (LGB) and our hotel.

### CONVENIENT LONG BEACH AIRPORT HOTEL

Conveniently located next to the newly renovated **Long Beach Airport** – the ideal alternative to LAX or John Wayne Airport, Long Beach Airport Courtyard by Marriott puts you in the hub of the action, not the center of chaos.



Courtyard Marriott Long Beach Airport • courtyardlb.com



RESERVATIONS  
1 562 429-5803

BOOK TODAY ▾

Home

Rooms

Photos

Packages & Specials

Dining

Amenities

Meetings & Events

Area Attractions



Clear and prominent  
call to action.



Multiple images  
slide across  
homepage, with  
guest rooms shown  
front and center.



Special offers easy to  
find.

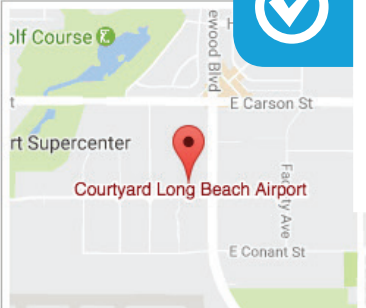


Visually-stunning  
homepage  
that captures  
imagination.


## CONVENIENT LONG BEACH AIRPORT HOTEL

Traveling is a breeze at the beautiful **Courtyard by Marriott Long Beach Airport**. Only 3 1/2 years old, our hotel's modern **guest rooms**, advanced technology and an unbeatable **location** makes Courtyard by Marriott Long Beach Airport *the smart choice of savvy business and leisure travelers*. Book your stay and enjoy a **free shuttle** from **Long Beach Airport (LGB)**, located less than 2 miles away!

Modern Guest Rooms, Suites and Amenities Galore



BEFORE



EMBASSY SUITES  
HOTELS®

Anchorage - Alaska

Home

Anchorage Hotel Rooms

Photo Gallery

Dining

Groups+Meetings

Anchorage Area

Information

Special Offers

Contact Us


Travel Professionals


Arrival Date:


Departure Date:


RESERVE NOW

Embassy Suites Anchorage  
600 East Benson Boulevard  
Anchorage, Alaska, 99503  
Call Us Today: 907.332.7000









### Anchorage Hotel Rooms Suites

Home / Anchorage Hotel Rooms Suites

Arrival

Departure

Adults

Rooms

Book Now

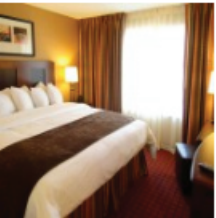
1

▼

1

▼


## Anchorage Hotel Rooms & Suites



When looking for Anchorage hotel rooms in our Anchorage, Alaska hotel you can expect to find well-appointed, exquisite two-room suites with hotel room amenities that are designed to ensure comfort during your stay. Our Anchorage hotel suites ensure that you're well-connected, with free high-speed Internet access and two telephones with voicemail available for your convenience. You'll also enjoy the luxury of two high-definition 32 Flat Screen televisions in your hotel accommodations, with satellite, pay-per-view and premium channels like HBO®, CNN and ESPN.

#### Hotel Suites

1 Bedroom - 1 Bath Hotel Suite with 1 King and 2 Queens




1 King Bed & 2 Queen Beds Available

HDTV, Microwave, Refrigerator

#### Premium Hotel Suites

2 Bedroom - 2 Bath Hotel Suite with 1 King and 2 Queens




1 King Bed & 2 Queen Beds Available

Dual HDTV, Microwave,


#### Accessible Hotel Suites

1 Bedroom - 1 Bath Hotel Suite with 1 King or 2 Queens




Mobility & Hearing Accessible Available

Roll-In Showers & Accessible





Enjoy a dinner with family, the traditional favorites served: turkey, potatoe dressing, ham, cranberry sauce, and much more, including local dishes and veget...


See our f Menu!



Limited photos of guest rooms, don't tell the whole story.







60°

Rain Showers

Humidity is 87%

Wind is N 6 mph

Visibility is 10.00 mi

Pressure is 29.65 inHg

#### Hotel Information

Check-in: 3:00 pm

Check-out: 12:00 pm

Smoking: Available

Parking: Self parking: (Parking Lot)

Valet: Not Available

Pets: Service animals allowed: Yes

Pets allowed: No



# AFTER



ANCHORAGE, Alaska  
**Embassy Suites Anchorage**

Embassy Suites Anchorage • [embassysuitesanchorage.com](http://embassysuitesanchorage.com)

| (907) 332-7000

## Rooms

## Photos

## Offers

## Dining

## Meetings & Events

Local Area

### Amenities

## Book Your Stay

09 Jun 2017 - 10 Jun 2017 

02 Adults - +

01 Rooms

**Book Now**

## A luxurious suite – just for you

Enjoy all the trappings of a luxury hotel in our inviting, midtown Anchorage location. From **high-definition TV** (with premium channels like HBO, CNN and ESPN) and **free wireless internet** to sumptuous beds and all the comforts of home, spend a refreshing night living the suite life. All of our suites feature one or two bedrooms with separate living rooms.

1 Bedroom Suite – 1  
King Bed

Book



### One Bedroom Suite King



Multiple guest room images, including this 3D rendering of room layout.



Easy to get to the  
booking engine.



Detailed image descriptions provide more context.

Our one bedroom, one bathroom suite with a separate living room offers all the amenities you need to unwind in a spacious, luxurious suite. Rest well in a sumptuous king-size bed, the perfect spot for a refreshing sleep. Stay connected with free high-speed internet access and two telephones with voicemail available for your convenience. You'll also enjoy the luxury of two high-definition 32" Flat Screen televisions in this suite, which include access to satellite and premium channels like HBO, CNN & ESPN.



# 2

## Lead with Your Guest Rooms

Your hotel website is your one shot to make a great first impression. You've only got a few seconds to captivate someone before they leave, so you need to answer their questions fast.

When someone visits your website, they aren't shopping for a hotel per se; they're searching for a good night's sleep. Can your hotel deliver that? Let them know by leading with images of your Guest Rooms!

We analyzed more than 500 million pieces of media to find that **Guest Rooms are the #1 most viewed image by travel shoppers**. So, unless your building is of historical importance, don't lead with exterior shots of your hotel on the homepage. Travel shoppers don't care. They want to see your guest rooms front and center.

See what a difference it makes for these hotels...





BEFORE



WELCOME RESERVATIONS NEARBY AMENITIES DIRECTIONS



⊗ Not leading with guest room images.

⊗ Website not optimized for full screen viewing.

RESERVATIONS

Check-In: 09/09/2015

Check-Out: 09/10/2015

Adult: 1

Child: 0

Rooms: 1

CHECK RATES

⊗ No dedicated page to view rooms.

WELCOME TO COMFORT INN & SUITES

The Comfort Inn & Suites is conveniently located in Lexington, KY off Interstate 75, offering easy access to Hamburg Mall, Rupp Arena, The Kentucky Horse Park and a variety of additional attractions.

Get work done in the business center and meeting room that can accommodate 60 people for conferences, relax in the indoor heated pool, utilize guest laundry services and work out in the exercise room. Other amenities include

GUEST AMENITIES

- Free wireless high-speed Internet access
- Flat-Screen Television
- Cable Television

NEARBY

- Ashland - 12 minutes
- Kentucky Theater - 12 minutes
- Whitaker Bank Ballpark - 12 minutes

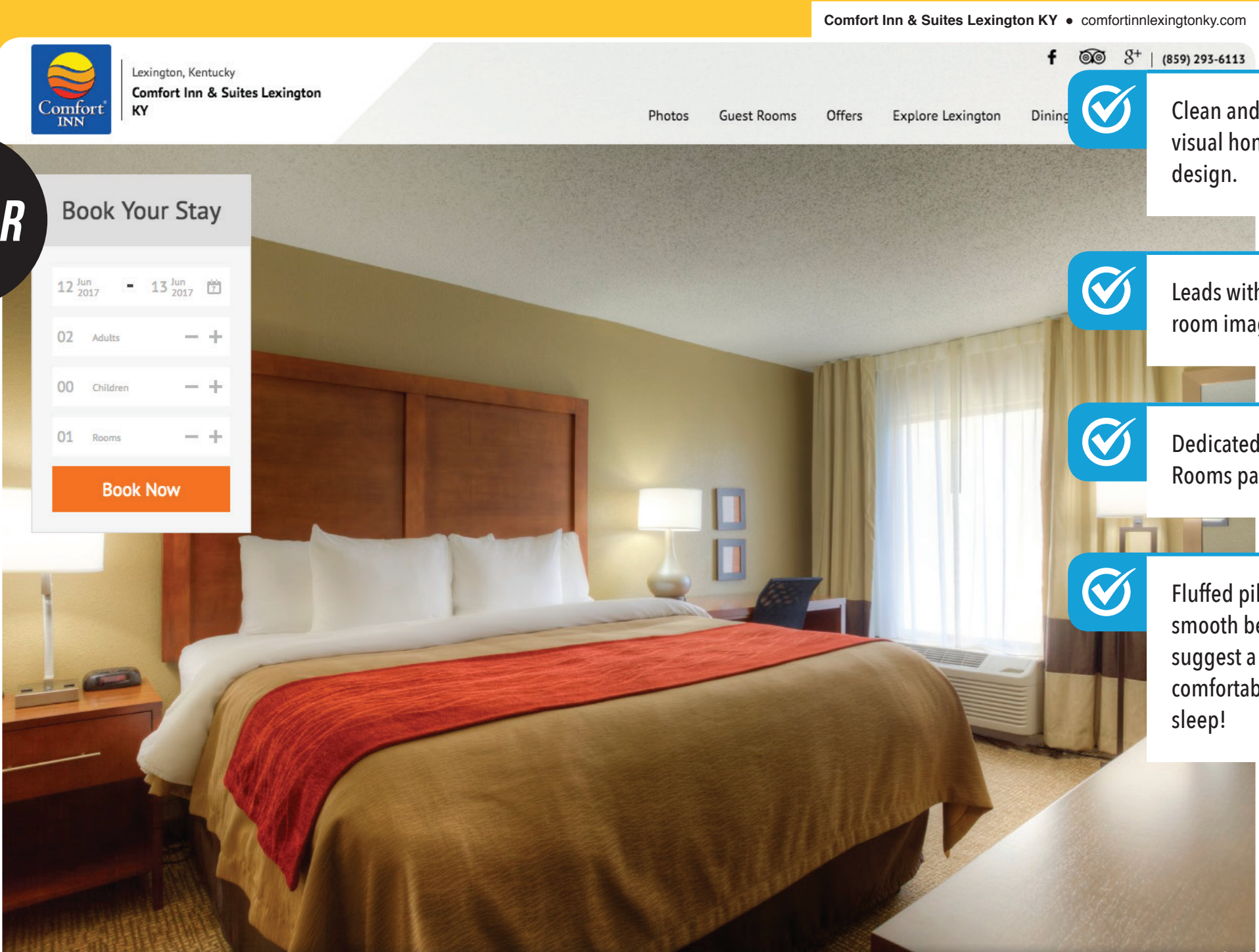
Lexington  
SUN AUG 02 2015  
3:36 PM EDT SUN

Monday  
Chance Of Showers  
Hi 89°F Lo 69°F

Tuesday  
Chance Of



AFTER



Clean and highly visual homepage design.



Leads with guest room images.



Dedicated Guest Rooms page.



Fluffed pillows & smooth bedsheets suggest a comfortable night's sleep!



**Glasbern Country Inn • [glasbern.com](http://glasbern.com)**

***BEFORE***



## Glasbern

[ROOMS SUITES](#) [SPECIALS PACKAGES](#) [DINING](#) [GATHERINGS](#) [WEDDINGS](#) [PLAN YOUR STAY](#) [ABOUT](#) [THE FARM](#)

(610) 285-4723   [Home](#) [Check Availability](#) [Directions](#) [Gifts](#) [Blog](#)



Che

## Link Availability

### Directions

[Gifts](#) [Blog](#)

### Luxurious Rooms

## Farm Fresh Dining

## Country Weddings

Discover Eastern Pennsylvania at our Historic Lehigh Valley Inn

**Book Now**

## Welcome to Glasbern Inn

*A quaint country inn located near Allentown, Bethlehem, and Fogelsville Pennsylvania*



We Grow Our Own...

Glasbern is a quintessential **historic Pennsylvania country hotel** and **restaurant** tucked away on a peaceful and secluded 150-acre, 19th-Century farm located in Fogelsville, just west of Allentown and Bethlehem in Pennsylvanias Lehigh Valley. Whether you are traveling for business or leisure in Pennsylvania Wine Country, the personal and impeccable service of our **Lehigh Valley Hotel** is guaranteed to satisfy the most discerning traveler. At Glasbern we have

taken great care in preserving our history while providing the comforts you expect from a hotel when traveling. So if your passion is reading by an open fire or working late into the night, our

Statement regarding  
former employee lawsuit

The latest from our blog:

## Glasbern Inn Announces New Executive Chef





Glasbern Country Inn • glasbern.com



Rooms & Suites

Packages

Weddings

Dining

Meetings

Photos

...

BOOK TODAY

AFTER



Stunning guest room displayed front and center.



Travel shoppers don't need to guess how to book.



A roaring fireplace conveys coziness!



# 3 Provide Social Proof

As travel shoppers move further down the booking path, they look for snippets of social proof to validate their purchase decision. Social proof is defined as independent third-party feedback that gives someone the boost of confidence they need to book your hotel. It includes anything generated by someone else – reviews, ratings, awards, etc. – that tells other people about your property.

Social proof is powerfully persuasive. 53% of travelers won't book a hotel without first reading reviews, and 76% will pay more for a hotel with better reviews.

Make sure you embed elements of social proof, like TripAdvisor reviews, directly into your website so travel shoppers don't have to go searching for them elsewhere.

These hotels aren't shy about sharing their social proof...




BEFORE

Best Western Northgate Inn • bestwesternnorthgate.com

Reservations ↗

Contact Us ↗

BEST WESTERN ↗



Welcome to Best Western...  
The World's Largest Hotel Family®

HOME


ROOMS & RATES

GOLF GETAWAY

PACKAGES

ATTRACTIONS

VIRTUAL TOURS




### BEST WESTERN Northgate Inn Nanaimo Hotel

#### Find a Room

Check in:

9


June, 2015



Check out:


9

June, 2015





Find a Room


#### Virtual Tour



#### Ratings







#### BEST WESTERN Northgate Nanaimo Hotel

Experience Nanaimo! Nestled in north Nanaimo, the BEST WESTERN Northgate Inn is a great way to experience Nanaimo, home of the International Bathtub Races, the Save-on Foods Dragon Boat Festival and the Vancouver Island Exhibition. Experience Vancouver Island! Whether day trips or longer visits across the island, The BEST WESTERN Northgate Inn is your gateway to all Vancouver Island has to show you.


Within walking distance of the Woodgrove Centre Mall you can enjoy a full day of shopping, and finish off with a night at the movies. For those feeling like a little bit of culture, there are a variety of highly recommended dining option just steps away from the hotel. Our warm and friendly staff would be happy to make a reservation, just let us know at check in.

A coastal city and the eastern hub of Vancouver Island, Nanaimo has a number of hidden natural attractions for you to experience, such as Ammonite Falls, the historic Colliery Dam Park, and Westwood Lake. If you are looking for advice on what to see and do in Nanaimo, our highly trained staff would be glad to share what we love about Nanaimo, as well can assist you in researching and planning your day's experience.

Experience BEST WESTERN Northgate Inn! With our deluxe complimentary continental breakfast, free parking, local phone calls, wireless internet access and our Fitness & Relaxation facility, the BEST WESTERN Northgate has more of the value added amenities our corporate business travelers and leisure families are looking for. The guest rooms offer a warm, contemporary atmosphere, and many of our rooms include partial kitchens which are ideal for longer stays. Our staff pride themselves on providing a clean and comfortable guest experience.

Make an [online reservation](#) or call us at 1-800-661-0061, and get your BEST WESTERN Northgate Inn experience started today!


AFTER



HomeAccommodationsGalleryGolf GetawayReviews...

BOOK TODAY

REVIEWS



Know better. Book better. Go better.

Best Western Northgate Inn

TripAdvisor Traveler Rating

4.5

Based on 360 traveler reviews

TripAdvisor Ranking

#3 of 19 hotels in Nanaimo

Most Recent Traveler Reviews

Jun 11, 2017: "Great hotel with comfortable beds, renovated rooms and quiet nights. Staff were all very nice and..." [more](#)


Jun 11, 2017: "our stay was great. We checked in late, front desk staff gave us an upgrade because..." [more](#)

Jun 6, 2017: "Highly recommended. Great location for traveling as a tourist Thank you for allowing us to use..." [more](#)

Jun 6, 2017: "Pillows were like concrete. Not sure if I was supposed to step on bath towels ,so..." [more](#)

[Read reviews](#) | [Write a review](#)

© 2017 TripAdvisor LLC



Know better. Book better. Go better.

Review Best Western Northgate Inn

5.0 (Click to rate)

Title your review - Describe your stay in one sentence or less.

Continue

Dedicated Review page, accessible from main menu.

TripAdvisor reviews embedded directly into website.

Easy for past guests to leave reviews.

Prominent call to action to book at any point.



BEFORE

Best Western Edgewater Resort

tripadvisor

Sandpoint

JOIN

About Sandpoint

Hotels

Vacation Rentals

Restaurants

Things to do

Flights

United States > Idaho (ID) > Sandpoint > Sandpoint Hotels

Best Western Edgewater Resort Hotel Reviews & Deals, Sandpoint, Idaho

Best Western Edgewater Resort

426 Reviews

#1 of 6 Hotels in Sandpoint

56 Bridge St, PO Box 128, Sandpoint, ID 83864-1443

1 (855) 628-4645

Hotel website

Savings alert: 23% below average rate

18/06/2017

19/06/2017

1 room

2 adults

0 children

Hotels.com

\$216

View Deal

BW | Best Western

\$215

View Deal

Expedia

\$216

View Deal

Booking.com

\$216

Priceline

\$216

getaroom.com

\$216

View all 9 deals

Prices are the average nightly price provided by our partners ...

Certificate of Excellence

All photos (129)

Traveller (70)

Room & Suite

Dining (18)

Overview

Rooms

Reviews

About

Photos

Nearby

Q&A

Room Tips

Overview

4.0

426 reviews

Excellent

34%

Very good

41%

Average

14%

Poor

5%

Free Wifi

Free Parking

Air Conditioning

Non-Smoking Hotel

Restaurant

3.0 Star Hotel


Sandpoint Ave

Dock St

No reviews on website, so travel shoppers must visit this TripAdvisor page for social proof.

OTA prices tempt travel shoppers to book through a third-party, not direct.

AFTER



Sandpoint, Idaho  
Best Western Edgewater Resort

Rooms

Things To Do


Meetings & Events

Dining

Offers

Photos

BOOK TODAY



Know better. Book better. Go better.

Best Western Edgewater Resort

TripAdvisor Traveler Rating

Based on 428 traveler reviews

TripAdvisor Ranking

#1 of 6 hotels in Sandpoint

Most Recent Traveler Reviews

Jun 10, 2017: "Edgewater experience"

Jun 9, 2017: "Love the Edgewater"


Jun 7, 2017: "Lovely views and friendly staff"

Jun 1, 2017: "Good hotel in Sandpoint"

Read reviews

Write a review

© 2017 TripAdvisor LLC



Know better. Book better. Go better.

Review Best Western Edgewater Resort

(Click to rate)

Title your review - Describe your stay in one sentence or less.

Continue

4.4 Excellent

Summary of 223 verified reviews

All Ian... 100%

All 100%

Couples 57%

Families 35%

Business 8%

Rated 4.4/5 based on reviews from all travelers.

"Excellent lake hotel. Great location."

EXCELLENT Lake Hotel

Top 1% in city

Good to know

Great view

Near city centre

Professional service

Rooms could be larger

Bar and Beverages

5.0/5

7 reviews

"Bar is awesome."

Location

4.9/5

73 reviews

"Great location, close to the train station."

Great shopping at the nearby city centre, and close to the beach.

Wellness Area

4.8/5

10 reviews

"Great wellness & sports facilities."

✓

TripAdvisor reviews and meta-reviews embedded directly into hotel website.

✓

TrustYou widget makes it easy to sort reviews by buying persona.

✓

Prominent call to action to book at any point.



# 4

## Promote Special Offers

45% of travelers worldwide consider special offers important to booking, yet only 4% of hoteliers feel the same way. This suggests a massive disconnect in the industry between what travel shoppers want, and hotels are providing.

A special offer can be the final nudge someone needs to book with you. But it doesn't have to be centered on price. A special offer can be something as simple as a free gift on arrival, faster Wi-Fi connectivity, early check-in, or first pick of the best rooms. Motivating travel shoppers simply comes down to offering them value.

Whatever your special offer, be sure to call it out everywhere on your website. The more people can see it, the more likely they are to retain that information as they move through the travel shopping journey, and the more likely they are to return to your website once ready to book.

Read on to see how these two hotels are excelling with special offers...





**BEFORE**

Ramada San Bruno SFO Airport • ramadasanbruno.net

**RAMADA**  
WORLDWIDESan Bruno, CA  
(650) 871 4000

FastReservations

Check-In Date:

Check-Out Date:

Adults:Children:Room:

Select One:

- ☐ Room Only
- ☐ Park & Fly Package

FIND A ROOM

Park and Fly Packages

<< Click Here  
For Details

Low quality visuals that don't inspire or entice.



Only one special offer, and multiple clicks to get details about it.



No prominent call to action on how to book this special offer.

Welcome

Ramada Limited San Francisco Airport West/San Bruno


**Park & Fly Packages:**

Ramada Limited is being just 2 miles away from San Francisco International Airport has Special packages for flyers facing parking dilemma. We provide one of the best **Park & Fly Packages** and value for travelers. Why pay for exorbitant parking fees at the AIRPORT to park your car when you can get the package at affordable rates with exceptional values?

**Ramada Special Park & Fly Package includes:**

- ▶ Complimentary Airport Shuttle - 7 days a week
- ▶ One night stay Ramada in our standard room with all amenities

AFTER



San Bruno, California  
**Ramada San Bruno SFO Airport**

Ramada San Bruno SFO Airport • ramadasanbruno.net

f

📷

1 650-8714000

Guest Rooms & Mini-Suites

Photo Gallery

Area Attractions

**Special Offers**

...

Book Your Stay

Book Now

Look Through Our Discounts and Packages!

Check out the special offers at the Ramada San Bruno SFO Airport, such as the Park & Fly Package and a variety of discounts.



AAA/CAA Members Save 10%

Auto club members are eligible to receive 10% or more off the Best Available Rate.

Click **Book Now**, and then on the left select **Special Rates & Codes**, and choose **AAA**.

**Valid on:**  
Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday



Book Now

Blackout dates and other restrictions may apply; cannot be combined with other offers; and based on availability at participating Ramada® hotels in the United States and Canada. Qualifying auto clubs will vary by property. Best Available Rate means the best, non-qualified, publicly available rate on the Internet for the hotel, date and accommodation requested in the U.S.A. and Canada only. This does not include group rates, packaged rates, negotiated rates, or rates that require membership in any particular group. See [Available Rate](#) for full details and requirements.



Save with Your AARP Membership

We offer AARP members up to 10% off the Best Available Rate!

Click **Book Now**, and then on the left select **Special Rates & Codes**, and choose **AARP**.



Book Now

Special Offers easy to find in Main Menu.

Multiple special offers to choose from.

Special Offer codes and Terms & Conditions provided upfront.

Easy access to booking engine.



BEFORE

Big4 Southwest Rocks • big4southwestrocks.com.au



# BIG Deals 4 Everyone

## •SUNSHINE•

[Home](#) [Deals](#) [Accommodation](#) [Eatery](#) [Sites](#) [Facilities](#) [Activities](#) [Contact](#) [FAQ](#) [Book Now](#)

The Sun is still shining, the water is warm, the food is fantastic!  
**So...stay a little longer on us!!**  
We know that you wont want to go home once you have visited so we are offering you  
1 free night when you stay 3 nights or 2 free nights when you stay 5!!  
Offer availble on sites / ensuites and some cabin accomodation (where there is availability!)

Buy 3  
Enjoy 4



Buy 5  
Enjoy 7

For Stays until 27th March 2016

Terms and Conditions: 1. For Stays from 1/2/16 - 23/3/16. 2. Minimum of 4 nights continuous stay.  
3. New bookings only from 1/2/16 4. Valid for Caravan, Camping, Ensuite, or Cabin Stays.  
5. Pay for 3 nights & receive a further 1 night FREE or pay for 5 Nights & receive a further 2 Nights Stay for FREE.  
6. No further discounts apply. 7. Full payment required at time of booking.

[Book Now](#)



Confusing and busy design distracts from special offer.



Low quality images that don't inspire or excite travelers to book.

### Luxury Saltwater & Lagoon

A truly memorable experience.

[Quick Link](#)

### Kookaburra 2 Bedroom Villas

Ideal for active young Families.

[Quick Link](#)

### Gumnut Hideaway Villas

Ideal for Couples with pre-teens.

[Quick Link](#)

### Open Plan Banksia Studios

Great for overnight or short stays.

[Quick Link](#)

### Spacious Practical Cottages

Suits larger groups or extended families

[Quick Link](#)



Big4 Southwest Rocks • big4southwestrocks.com.au

161 PHILLIP DRIVE, SOUTH WEST ROCKS, NEW SOUTH WALES, NSW 2431, AUSTRALIA



RESERVATIONS  
1300 509 649

BOOK TODAY

AFTER

Home Stay Offers Map & MORE Eatery Shipwreck Island Explore Gallery Review



Multiple special offers to choose from, targeted at different buying personas.

SPECIAL OFFERS BIRTHDAY PACKAGES



BOOK BY SEP 18, 2017

Free Night! Stay a Little Longer on  
Treat yourself to a mini staycation! Everything you need is here for a relaxing, enjoyable, fun

BOOK NOW



BOOK BY DEC 15, 2017

Seniors Special  
After listening to feedback from our guests, we have created a "Seniors Special" that means you

BOOK NOW



BOOK BY SEP 21, 2017

All kids half price on sit  
Happy kids = Happy Parents  
Grandparents! & half price kids prices = happy

BOOK NOW



Bright visuals help travel shoppers visualize their experience.



Easy to book with property and ask questions.



Leave a message



## 5

# Be Mobile

In 2016, 1 in 5 reservations were made on a mobile device; something that's only going to continue to climb. Google also announced it will be switching to a mobile-first index in 2017, penalizing websites not optimized for mobile with lower organic search rankings.

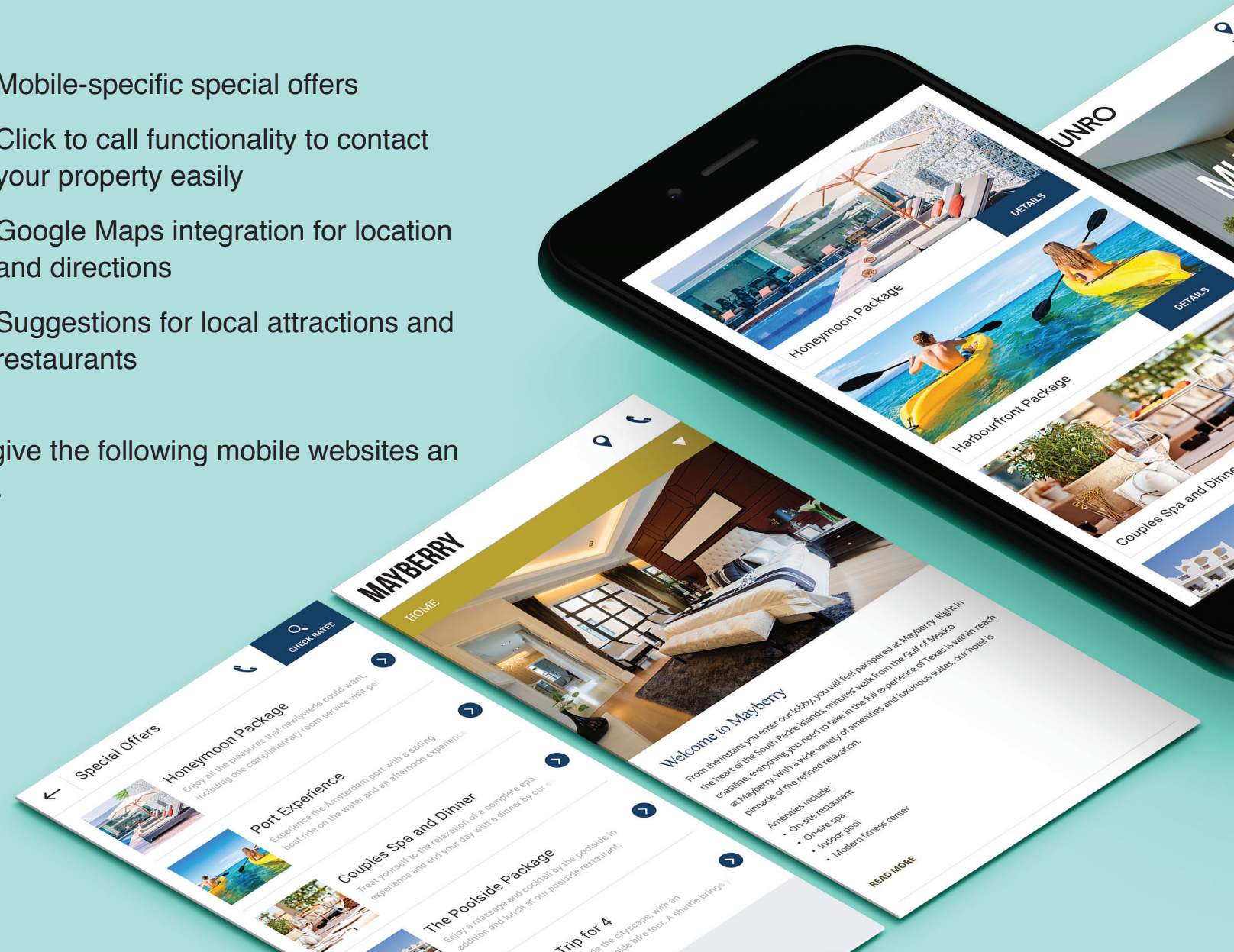
Mobile bookings have a clear and deliberate impact on your bottom line. To drive more of them, your website needs to be optimized for mobile and deliver a great user experience.

Your mobile website should include the following features to help users on-the-go:

- ▶ Clear call-to-action on every page
- ▶ Booking engine integration to support mobile bookings

- ▶ Mobile-specific special offers
- ▶ Click to call functionality to contact your property easily
- ▶ Google Maps integration for location and directions
- ▶ Suggestions for local attractions and restaurants

We give the following mobile websites an A+...





Kleber Hotel • kleberhotel.com

BEFORE



Website not optimized for mobile.



Tiny room type images that don't expand.

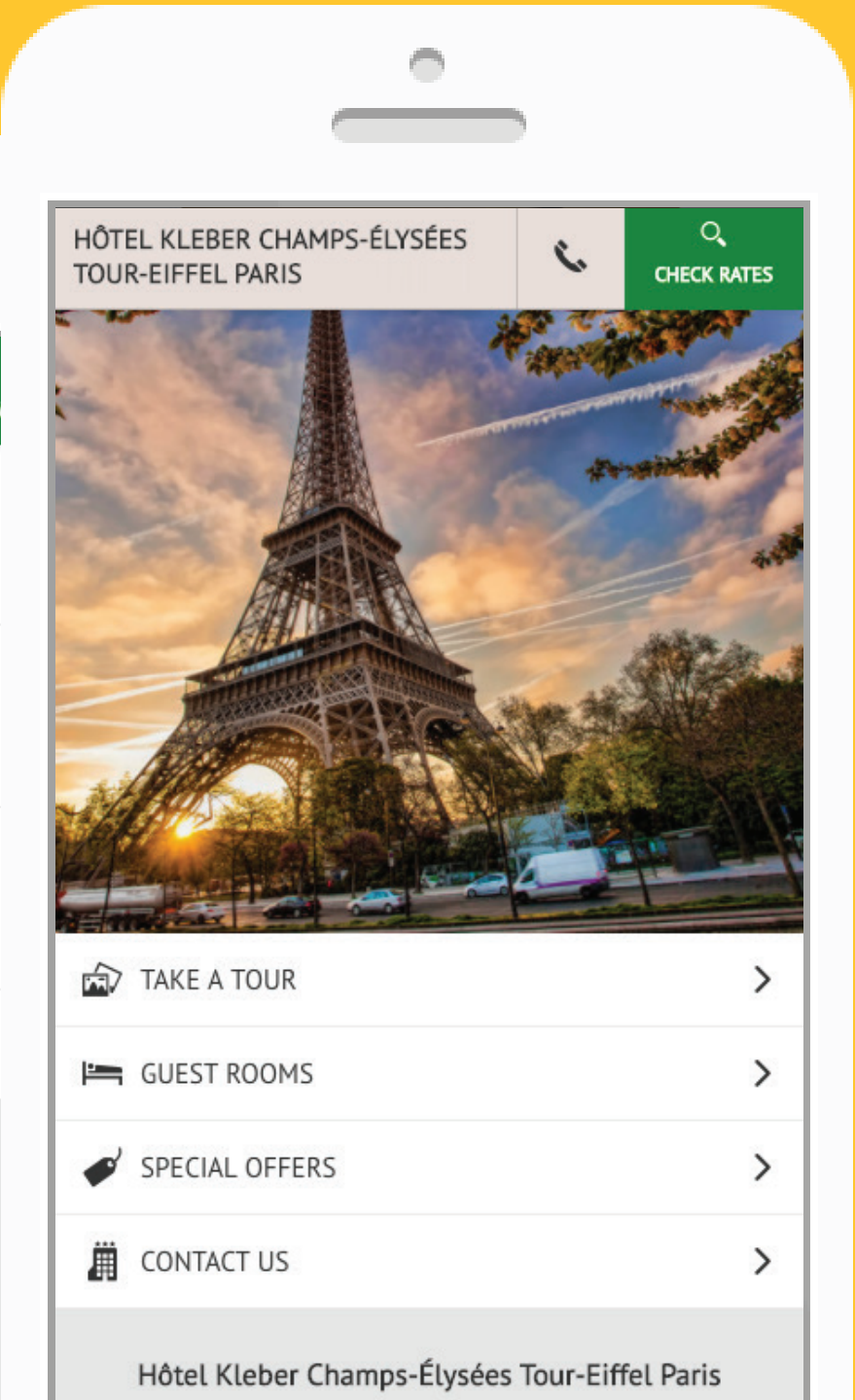
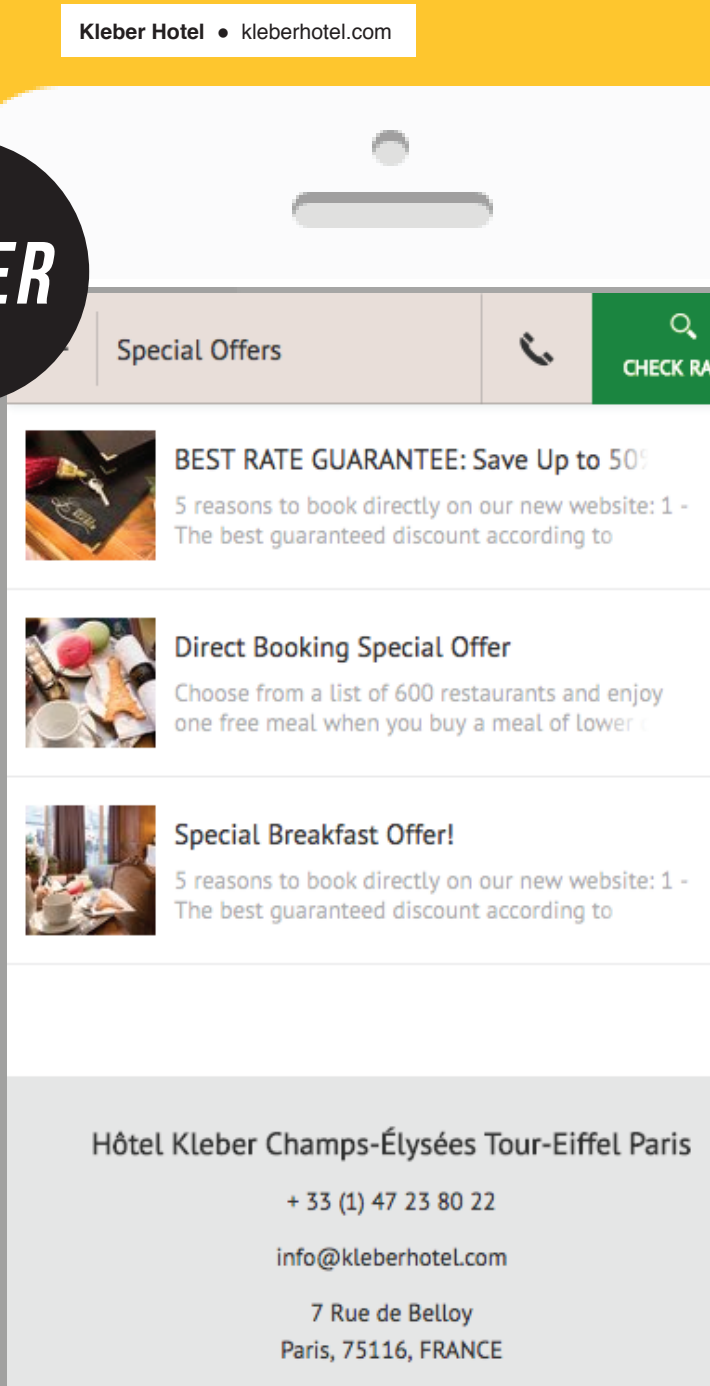


No prominent call to action.



Text-heavy descriptions of room types.

AFTER



Mobile friendly menu options.



Click to call functionality.



Google Maps integration.

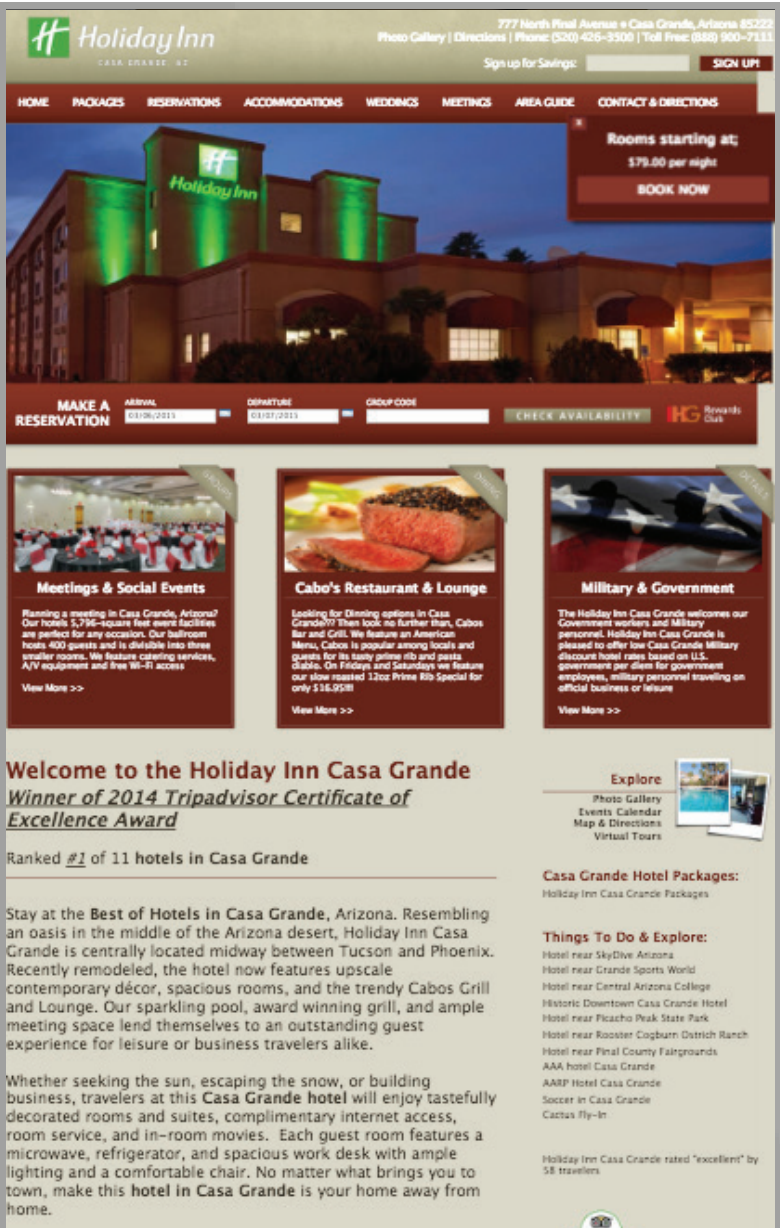
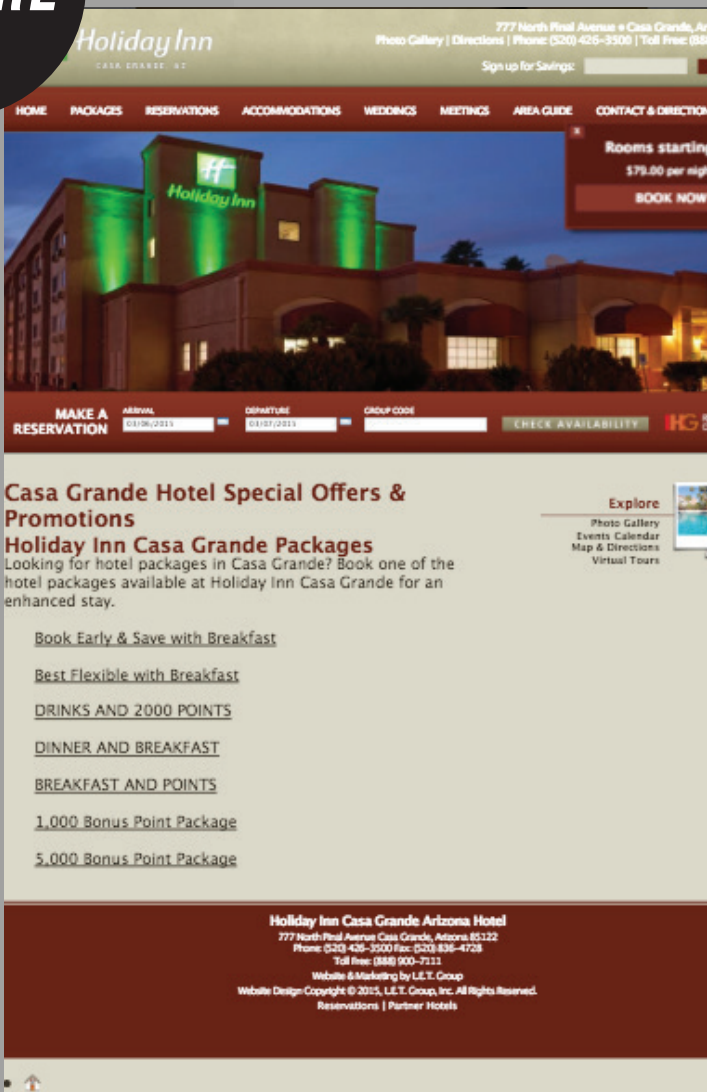


Address and phone number easy to spot.



BEFORE

Holiday Inn Casa Grande • holidayinncasagrande.com



Busy homepage, not optimized for mobile viewing.



No clear call to action.



Images don't captivate and inspire travel shoppers.

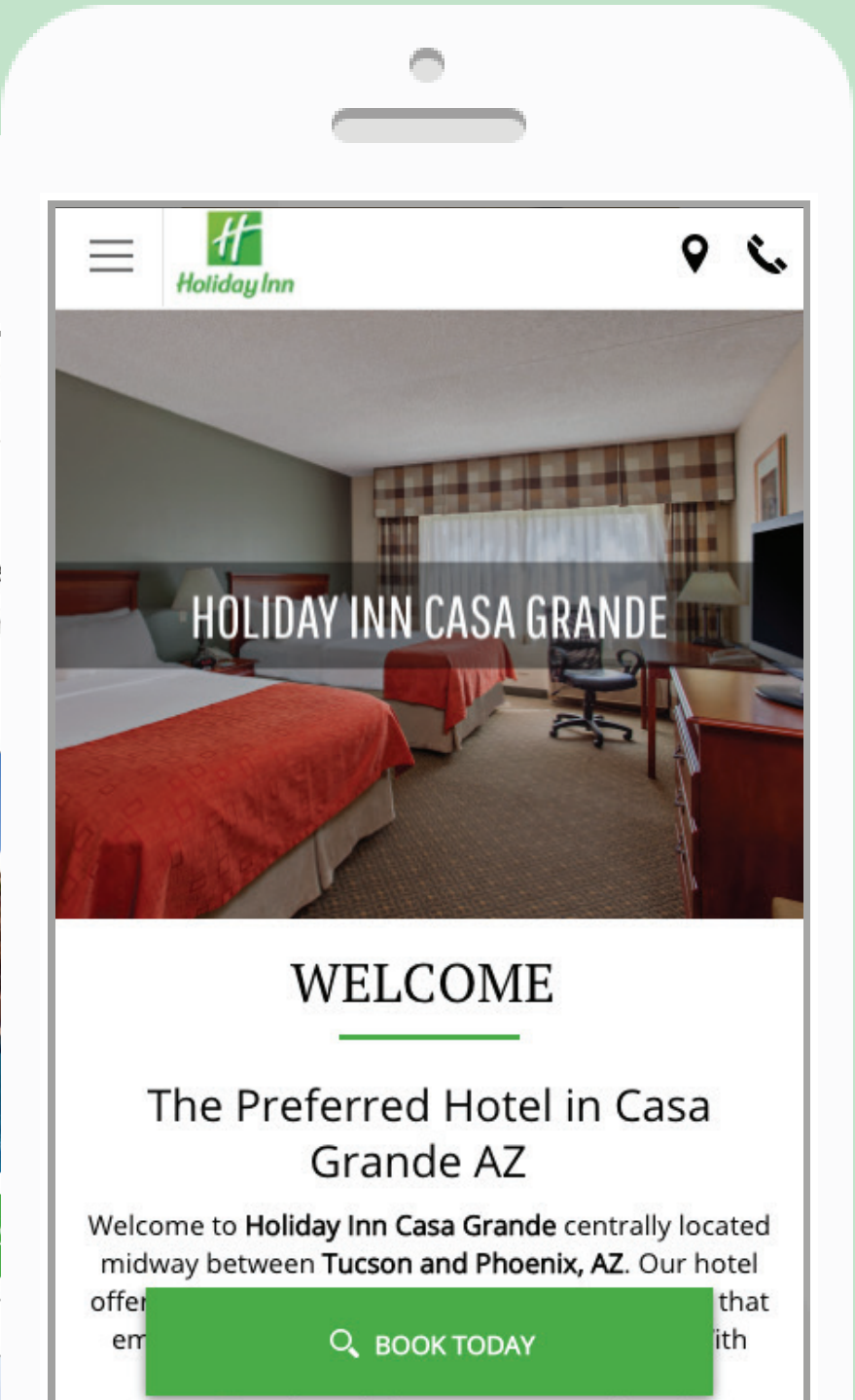
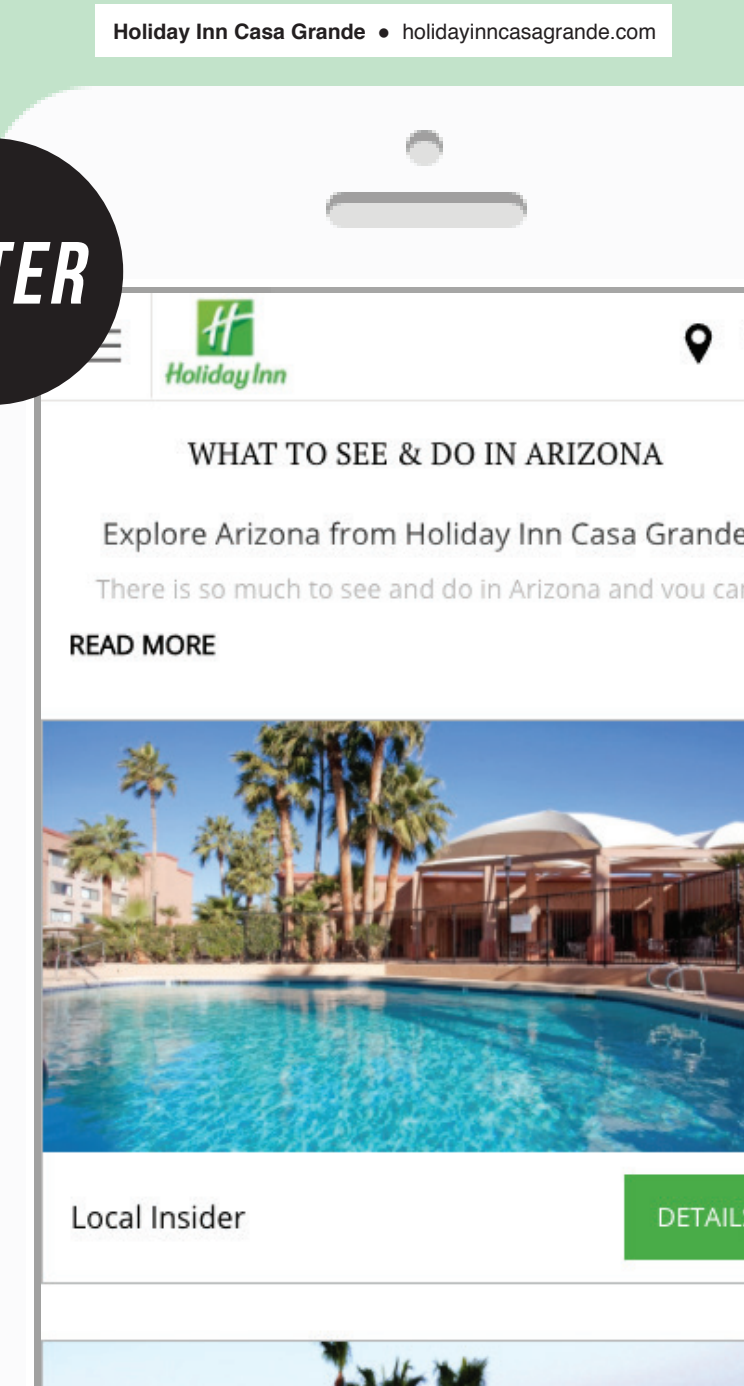


No Click to Call functionality or Google Maps integration.



Minimal description of special offers, buried Book Now button.

AFTER



Mobile optimized site that matches corporate branding.



Google Maps integration and Click to Call functionality.



Prominent call to action to Book Today.



Suggestions for local attractions accompanied by high-impact visuals.



# Let's Recap

Your hotel website is your most profitable booking channel. Make sure it gives the right impression about your property and can convert travel shoppers by following our 5 best practices:

1. Tell your unique story
2. Lead with Guest Room images
3. Provide social proof
4. Promote special offers
5. Be mobile optimized

By following these best practices, you'll be well on your way to driving more direct bookings and revenue for your hotel.





# Ready to Drive More Direct Bookings?

Each one of the examples used in this Look Book are using Vizlly, our digital marketing solution, to drive more direct bookings at a lower cost.

Vizlly comes with:

- ▶ Professional SEO Marketing Services
- ▶ Conversion-driven hotel website
- ▶ Mobile website
- ▶ Facebook Apps
- ▶ Digital brochures for third-party channels

Over 3,000+ hotels are using Vizlly to drive more direct bookings at a lower cost and are seeing results fast!  
Get started today.

REQUEST A DEMO OF VIZLLY







Leonardo is a technology company serving the global hospitality industry. We provide hospitality professionals at Hotels, Management Companies, Hotel Chains and Travel Websites with technology solutions that improve the way they present their properties online to travel shoppers.

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