

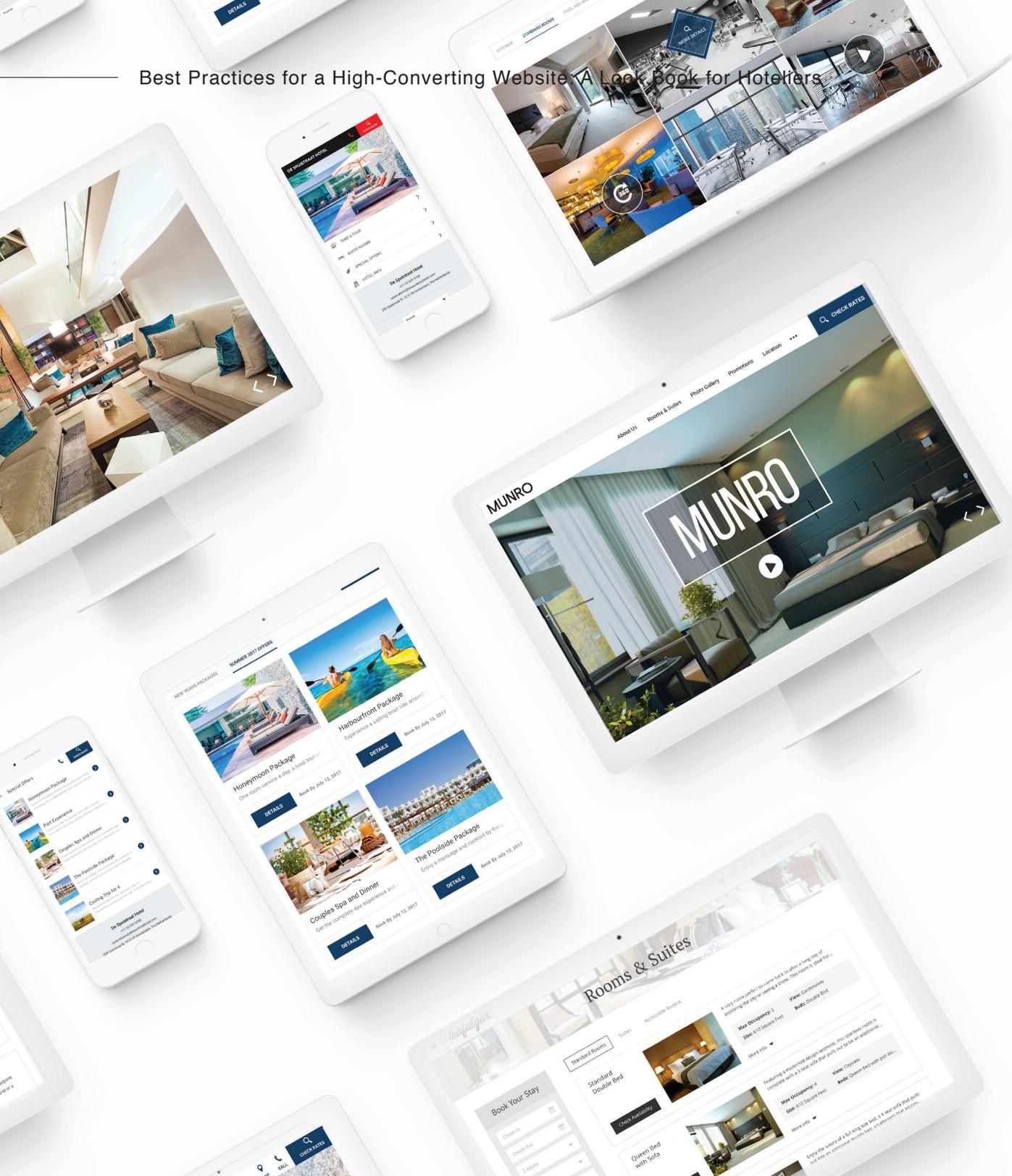


vizlly
by leonardo

BEST PRACTICES *for a* HIGH-CONVERTING WEBSITE

A Look Book for Hoteliers

www.vizlly.com



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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.

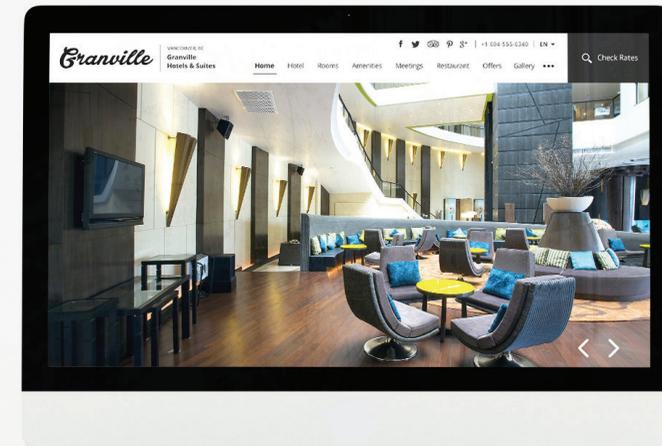
Your hotel website should be engaging, using a blend of words, images, captions, videos, and virtual tours to showcase what makes you unique. We call this **visual storytelling**.

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.

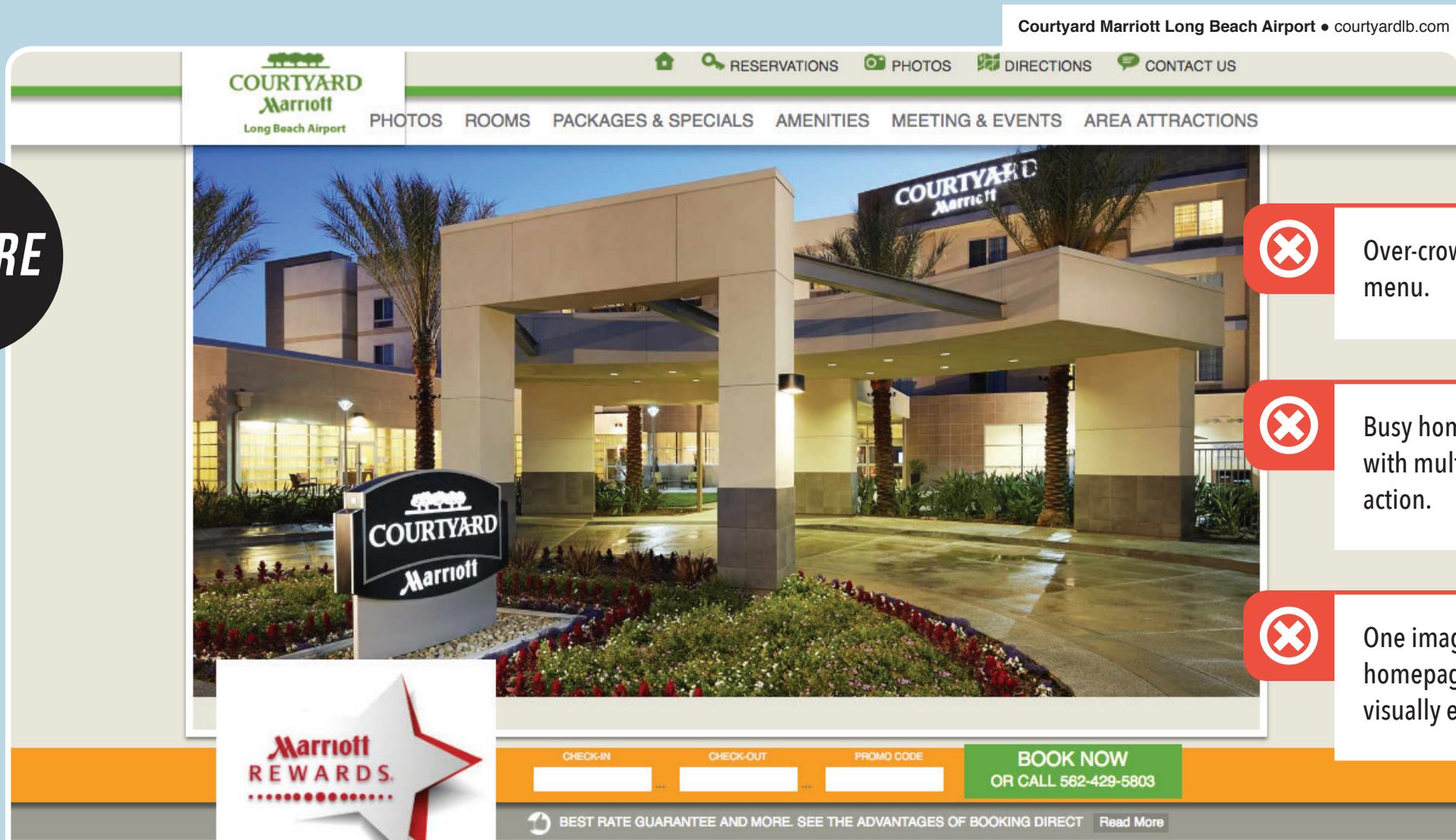
Your story should focus on what travel shoppers want to know:

- 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



X Over-crowded main menu.

X Busy homepage with multiple calls to action.

X One image on homepage, not visually engaging.

COURTYARD
Marriott
Long Beach Airport

RESERVATIONS PHOTOS DIRECTIONS CONTACT US

PHOTOS ROOMS PACKAGES & SPECIALS AMENITIES MEETING & EVENTS AREA ATTRACTIONS



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 »](#)

CHECK-IN CHECK-OUT PROMO CODE **BOOK NOW**
OR CALL 562-429-5803

[BEST RATE GUARANTEE AND MORE. SEE THE ADVANTAGES OF BOOKING DIRECT](#) [Read More](#)

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 ▾

AFTER

- Home
- Rooms
- Photos
- Packages & Specials
- Dining
- Amenities
- Meetings & Events
- Area Attractions



✓ Clear and prominent call to action.

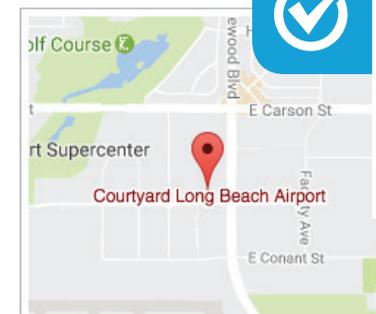
✓ Multiple images slide across homepage, with guest rooms shown front and center.

✓ Special offers easy to find.

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



✓ Visually-stunning homepage that captures imagination.

BEFORE

The screenshot shows the Embassy Suites Anchorage website. At the top, there is a navigation bar with the hotel logo and name, and a breadcrumb trail: Home / Anchorage Hotel Rooms Suites. Below this is a booking form with fields for Arrival, Departure, Adults (set to 1), and Rooms (set to 1), followed by a 'Book Now' button. The main content area features a section titled 'Anchorage Hotel Rooms & Suites' with a photo of a hotel room and a descriptive paragraph. Below this are three room type cards: 'Hotel Suites', 'Premium Hotel Suites', and 'Accessible Hotel Suites', each with a circular placeholder image and a room photo. A sidebar on the left contains a menu with links like Home, Photo Gallery, Dining, and a 'RESERVE NOW' button. At the bottom, there is contact information and social media icons.

Busy webpage with no clear call to action.

Enjoy a d...
with famil...
the tradition...
served: turk...
dressing, ham...
cranberry sa...
and much more...
including local dishes...
and veget...

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

See our f...
Menu!



Basic room type descriptions.

60°
Rain Showers
Humidity is 87%
Wind is N 6 mph
Visibility is 10.00 mi 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

Embassy Suites Anchorage • embassysuitesanchorage.com

ANCHORAGE, Alaska
Embassy Suites Anchorage

f @i Twitter 8+ | (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 2/4

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.

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

Easy to get to the booking engine.

Detailed image descriptions provide more context.

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...



Comfort Inn & Suites Lexington KY • comfortinnlexingtonky.com

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 89F Lo 69F

Tuesday
Chance Of

Comfort Inn & Suites Lexington KY • comfortinnlexingtonky.com

f   | (859) 293-6113



Lexington, Kentucky
**Comfort Inn & Suites Lexington
KY**

Photos Guest Rooms Offers Explore Lexington Dining



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!

AFTER

Book Your Stay

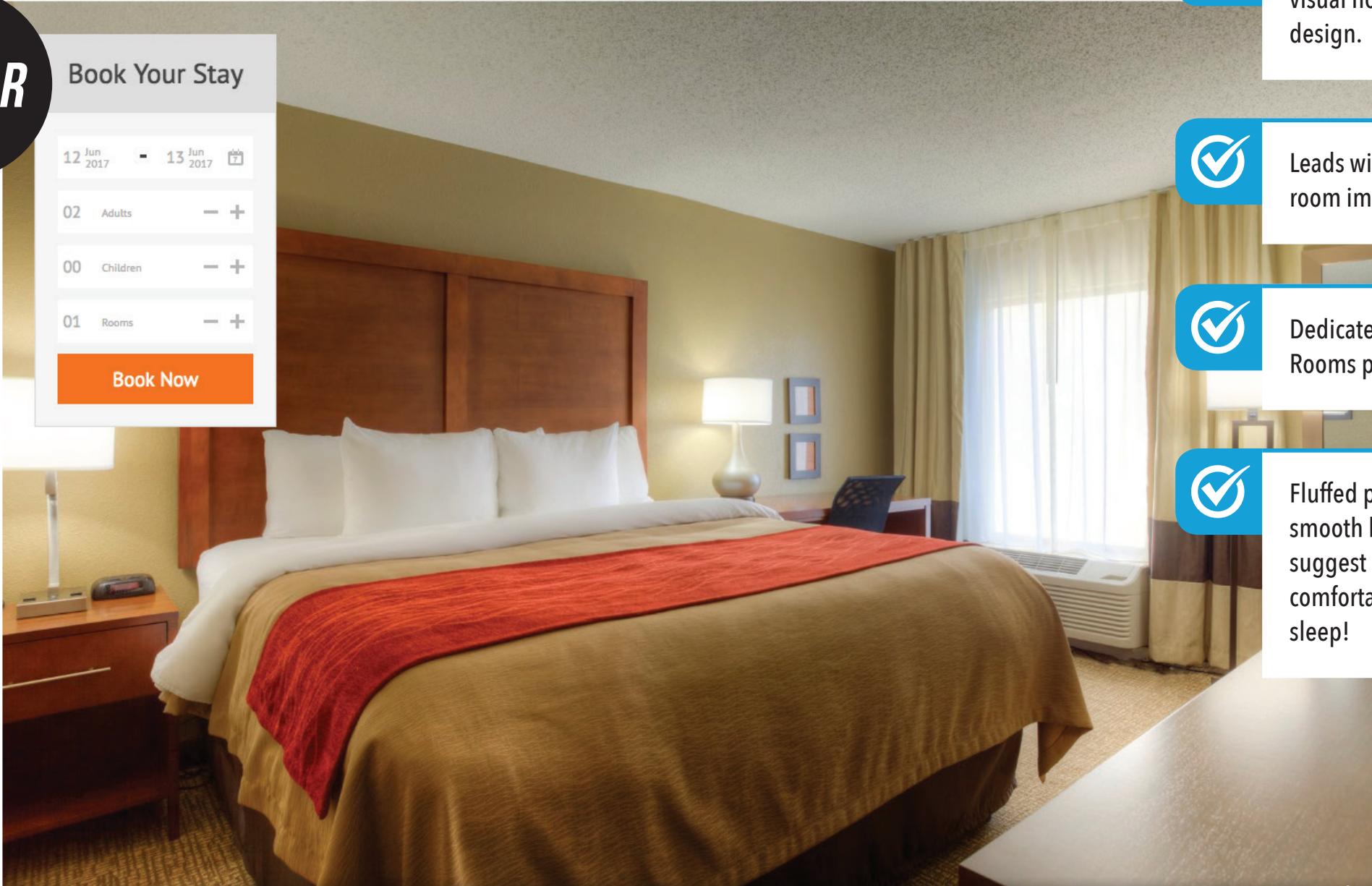
12 Jun 2017 - 13 Jun 2017 

02 Adults - +

00 Children - +

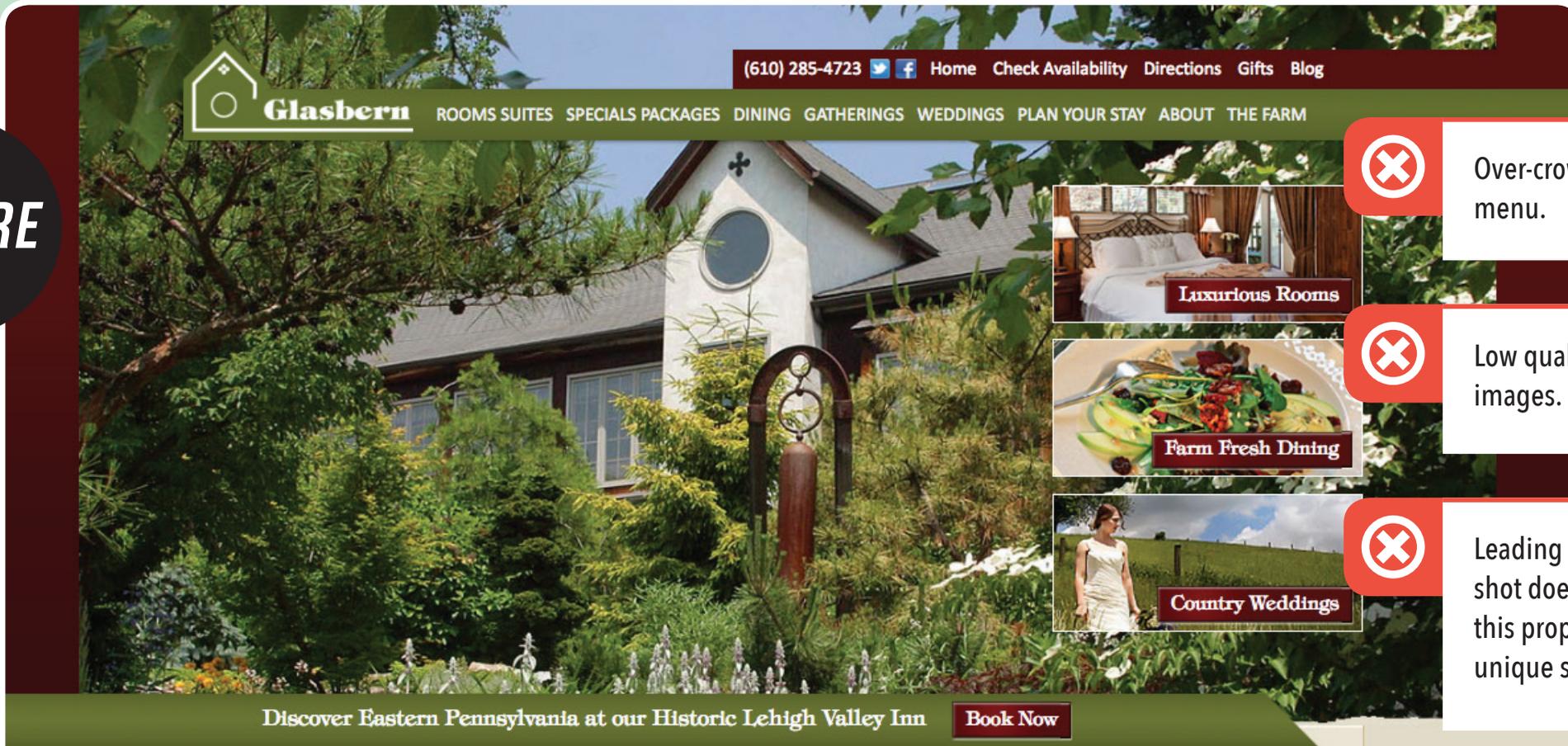
01 Rooms - +

Book Now



Glasbern Country Inn • glasbern.com

BEFORE



Over-crowded main menu.



Low quality pixelated images.



Leading with exterior shot doesn't convey this property's unique story.

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 Pennsylvania's 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



Stunning guest room displayed front and center.



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



A roaring fireplace conveys coziness!

AFTER



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

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

Reservations ↗ Contact Us ↗ BEST WESTERN ↗

Best Western Rewards

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](#)



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!

⊗ No dedicated page for reviews on their website.

⊗ TripAdvisor logo redirects visitors to TripAdvisor.com - not ideal!

Best Western Northgate Inn • bestwesternnorthgate.com



Home

Accommodations

Gallery

Golf Getaway

Reviews

...

BOOK TODAY

AFTER

REVIEWS



Know better. Book better. Go better.

Best Western Northgate Inn

TripAdvisor Traveler Rating



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

○○○○○ (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.

Best Western Edgewater Resort



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



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

BEFORE

Savings alert: 23% below average rate

18/06/2017 19/06/2017

1 room 2 adults 0 children

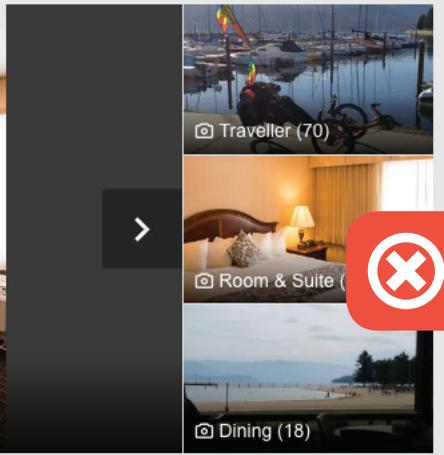
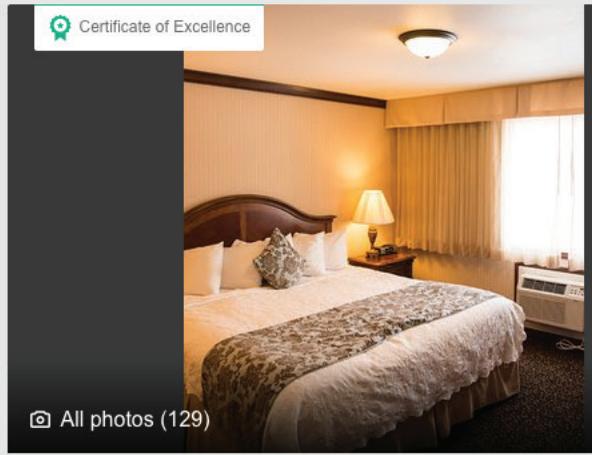
Hotels.com \$216 View Deal

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 ...

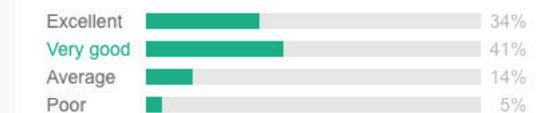


OTA prices tempt travel shoppers to book through a third-party, not direct.

Overview Rooms Reviews About Photos Nearby Q&A Room Tips

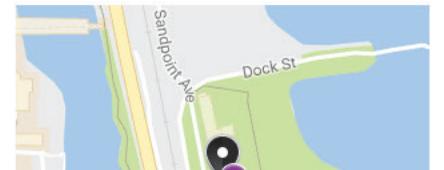
Overview

4.0 426 reviews

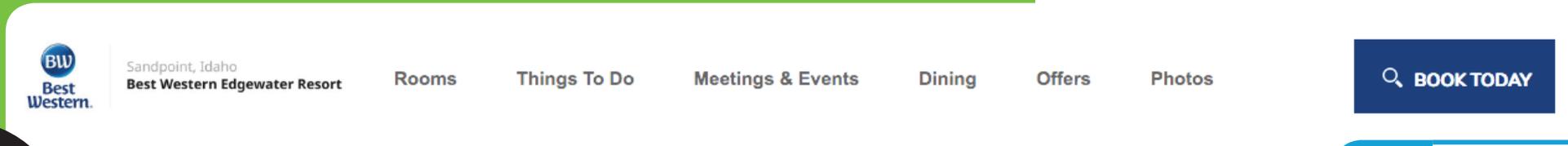


Free Wifi
Free Parking
Air Conditioning

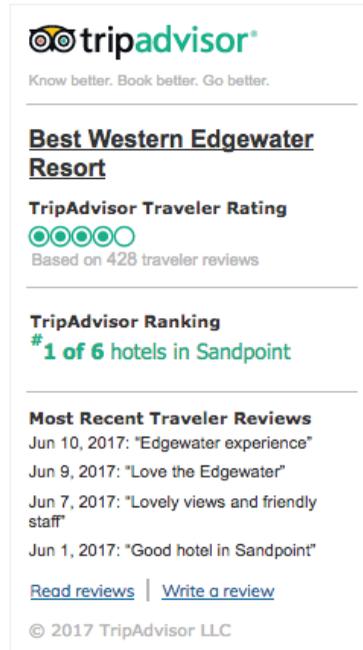
Non-Smoking Hotel
Restaurant
3.0 Star Hotel



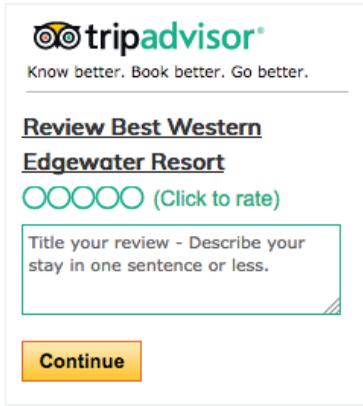
AFTER



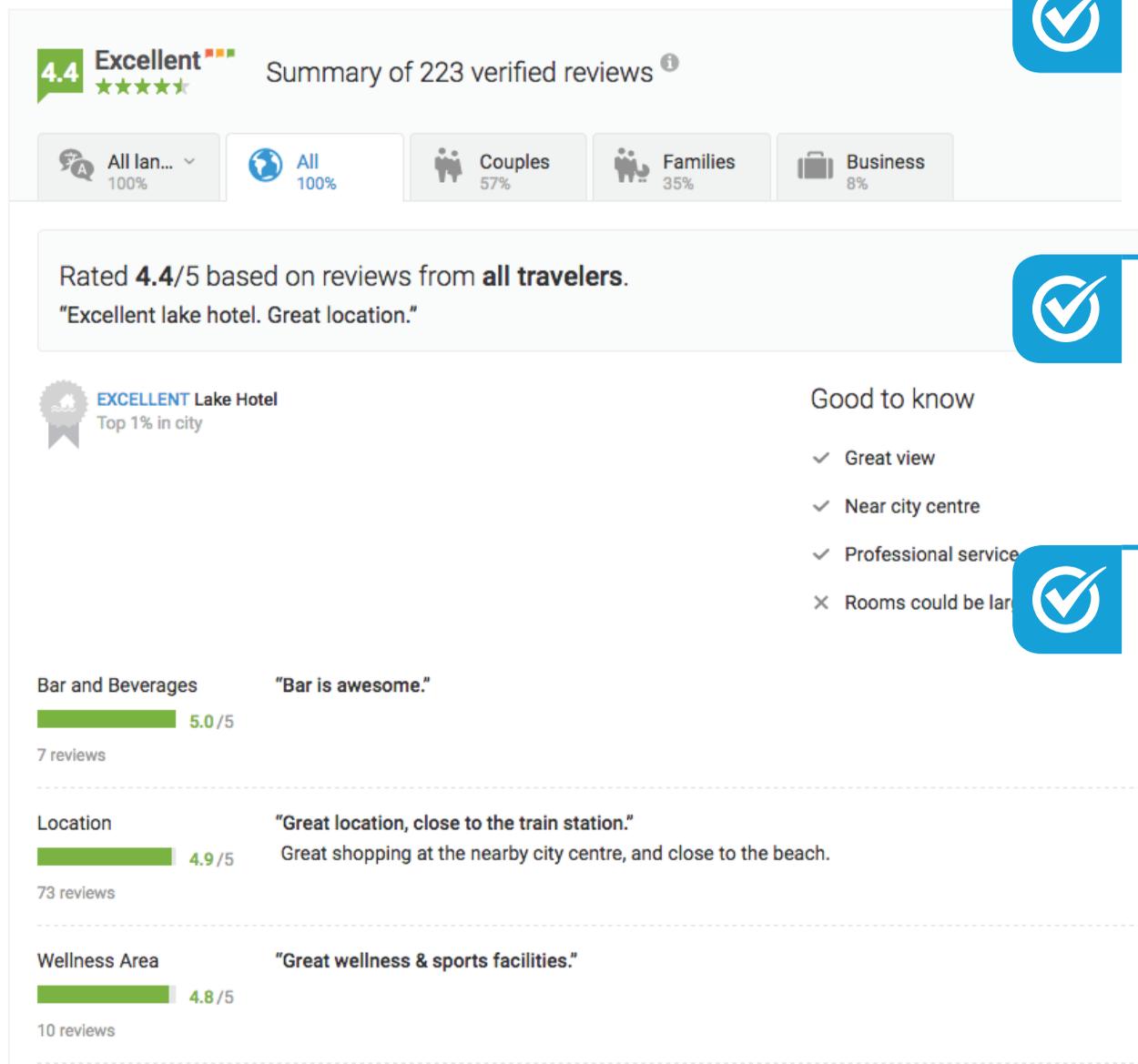
The navigation bar features the Best Western logo on the left, followed by the text "Sandpoint, Idaho Best Western Edgewater Resort". To the right are menu items: "Rooms", "Things To Do", "Meetings & Events", "Dining", "Offers", and "Photos". On the far right is a dark blue button with a magnifying glass icon and the text "BOOK TODAY".



The TripAdvisor widget includes the TripAdvisor logo and tagline "Know better. Book better. Go better." Below this is the hotel name "Best Western Edgewater Resort" and the "TripAdvisor Traveler Rating" of 4.4 stars, based on 428 reviews. It also shows the "TripAdvisor Ranking" as "#1 of 6 hotels in Sandpoint" and a list of "Most Recent Traveler Reviews" with dates and snippets. At the bottom, there are links for "Read reviews" and "Write a review", and a copyright notice for 2017 TripAdvisor LLC.



This is a TripAdvisor review form. It features the TripAdvisor logo and tagline. The title is "Review Best Western Edgewater Resort" with a "(Click to rate)" link. Below the title is a text input field with the placeholder "Title your review - Describe your stay in one sentence or less." and a "Continue" button at the bottom.



The main review section displays a "4.4 Excellent" rating with 5 stars and a "Summary of 223 verified reviews". Below the rating are filters for "All lan... 100%", "All 100%", "Couples 57%", "Families 35%", and "Business 8%". A summary box states "Rated 4.4/5 based on reviews from all travelers." with a quote: "Excellent lake hotel. Great location." Below this is an "EXCELLENT Lake Hotel" badge indicating "Top 1% in city". To the right, under "Good to know", are checkmarks for "Great view", "Near city centre", and "Professional service", and an 'X' for "Rooms could be lar...". The bottom section shows category-specific reviews: "Bar and Beverages" (5.0/5, 7 reviews, quote: "Bar is awesome."), "Location" (4.9/5, 73 reviews, quote: "Great location, close to the train station. Great shopping at the nearby city centre, and close to the beach."), and "Wellness Area" (4.8/5, 10 reviews, quote: "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
WORLDWIDE

San Bruno, CA
(650) 871 4000



Fast Reservations

Check-In Date:

Check-Out Date:

Adults: Children: Room:

Select One:

- Room Only
- Park & Fly Package

FIND A ROOM



High-speed wireless
<<< Internet access

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



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.

Ramada San Bruno SFO Airport • ramadasanbruno.net



San Bruno, California
Ramada San Bruno SFO Airport

f | 1 650-8714000

Guest Rooms & Mini-Suites | Photo Gallery | Area Attractions | **Special Offers** | ...

AFTER

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.

Special Offers easy to find in Main Menu.



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

Multiple special offers to choose from.

Book Now

Special Offer codes and Terms & Conditions provided upfront.

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 only. 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**.

Easy access to booking engine.

Book Now

BEFORE

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 available 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

Book Now

Luxury Saltwater & Lagoon
 A truly memorable experience.

Kookaburra 2 Bedroom Villas
 Ideal for active young Families.

Gumnut Hideaway Villas
 Ideal for Couples with pre-teens.

Open Plan Banksia Studios
 Great for overnight or short stays.

Spacious Practical Cottages
 Suits larger groups or extended families

Quick Link Quick Link Quick Link Quick Link Quick Link

⊗ Confusing and busy design distracts from special offer.

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

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 = ha

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.

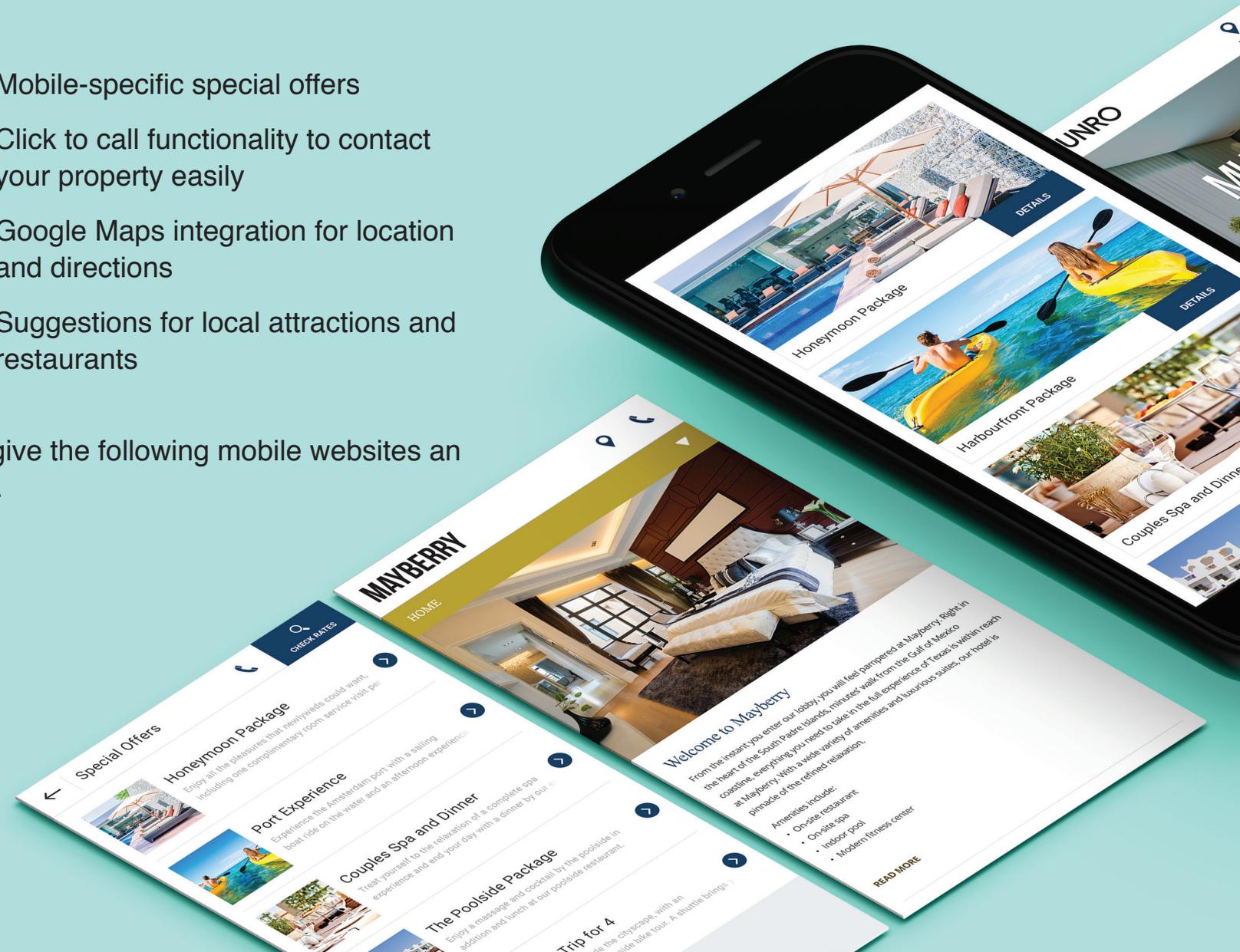
Mobile bookings have a clear and deliberate impact on your bottom line. To drive more of them, your website needs to be optimized for mobile and deliver a great user experience.

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

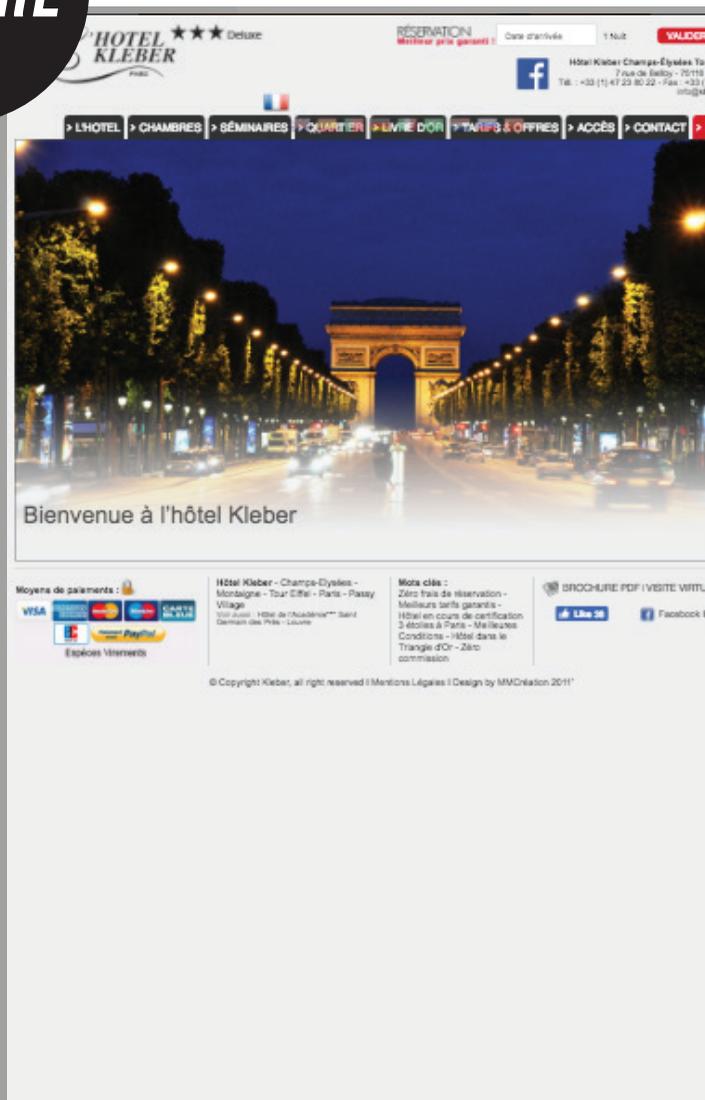
- ▶ Mobile-specific special offers
- ▶ Click to call functionality to contact your property easily
- ▶ Google Maps integration for location and directions
- ▶ Suggestions for local attractions and restaurants

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



Kleber Hotel • kleberhotel.com

BEFORE



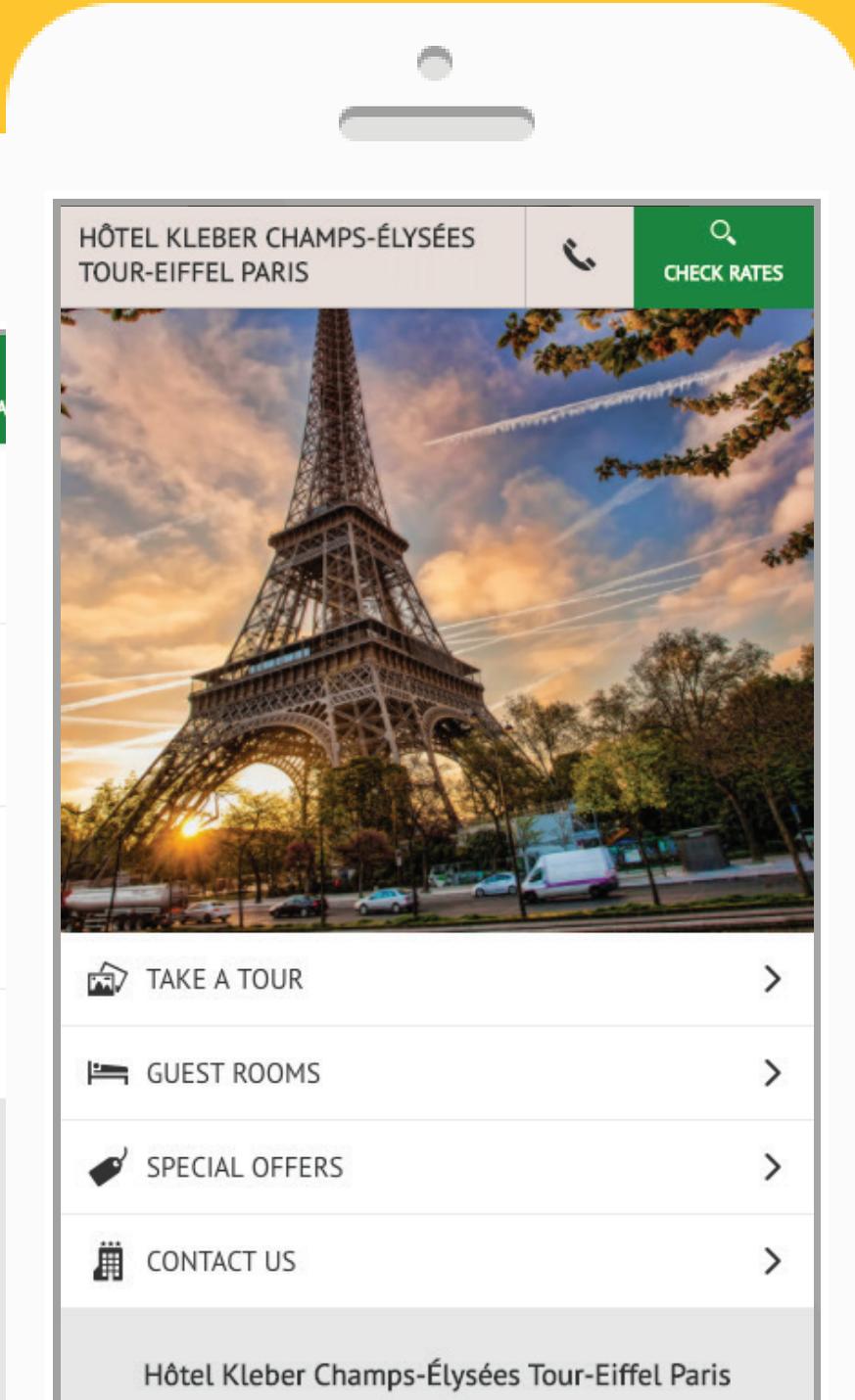
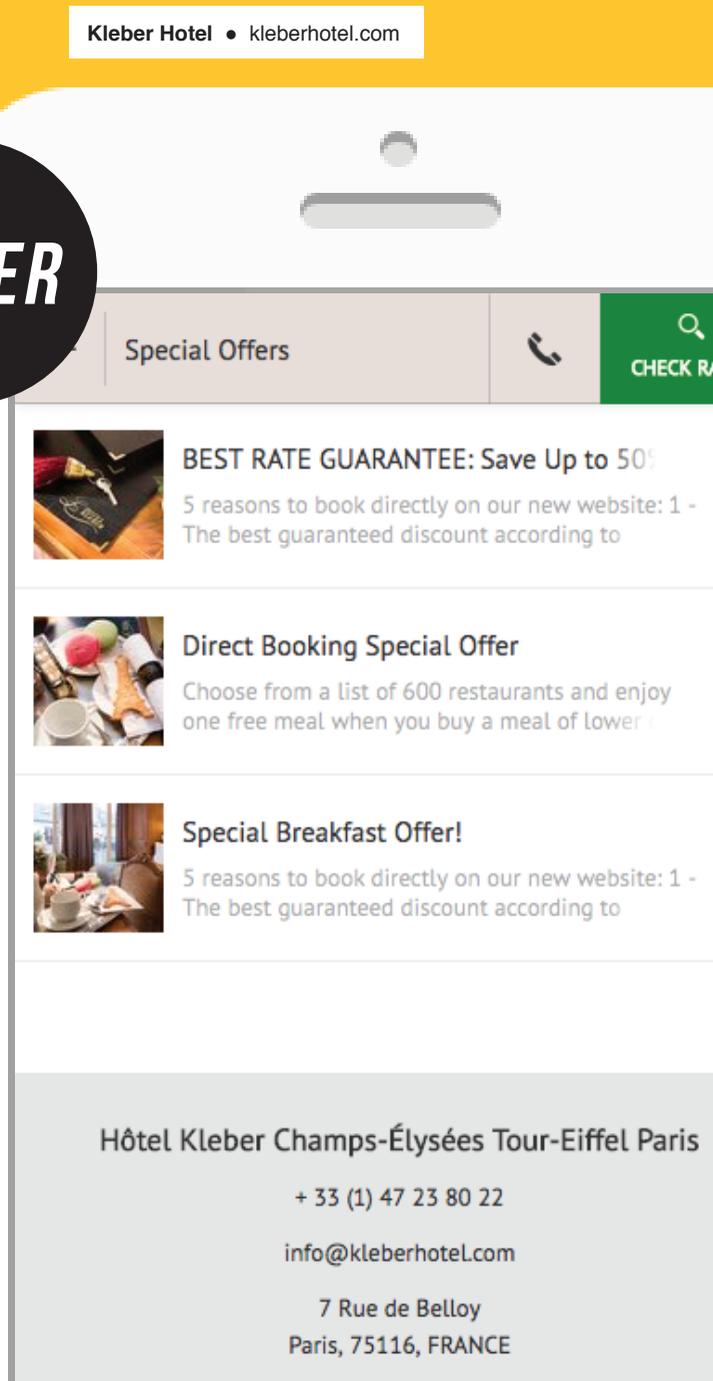
✘ Website not optimized for mobile.

✘ Tiny room type images that don't expand.

✘ No prominent call to action.

✘ Text-heavy descriptions of room types.

AFTER



✓ Mobile friendly menu options.

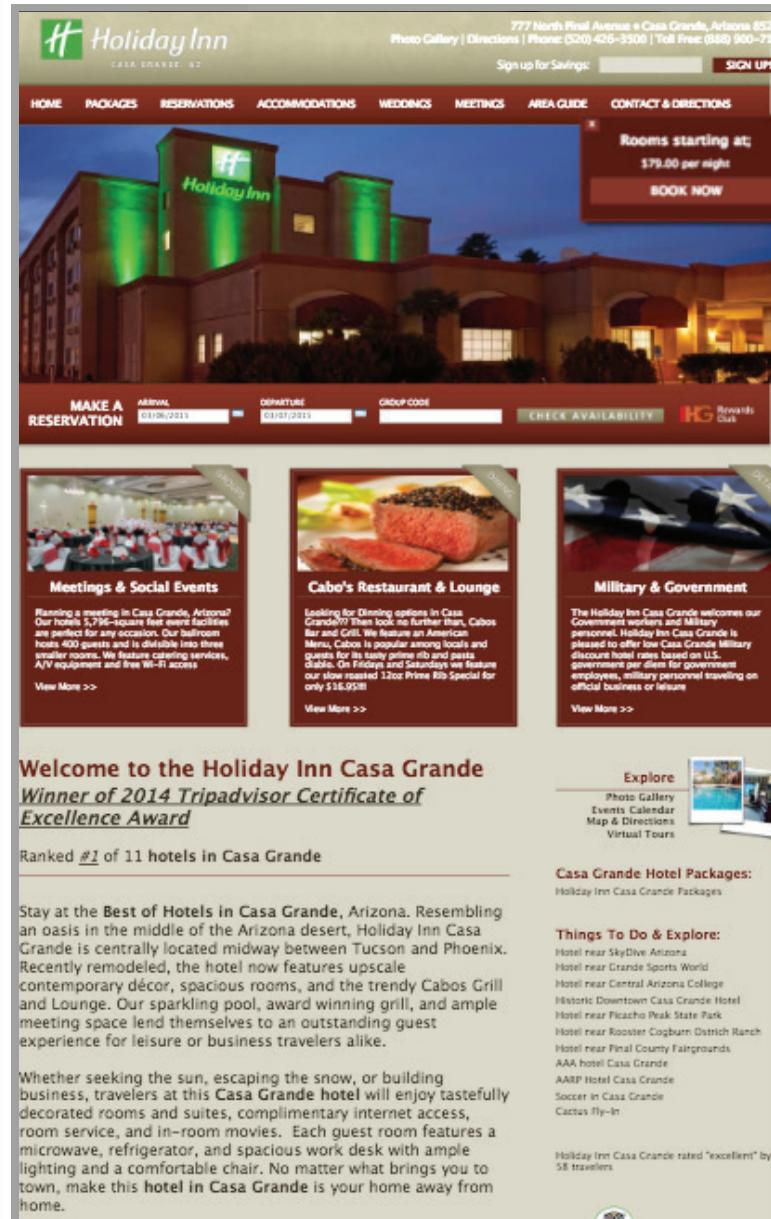
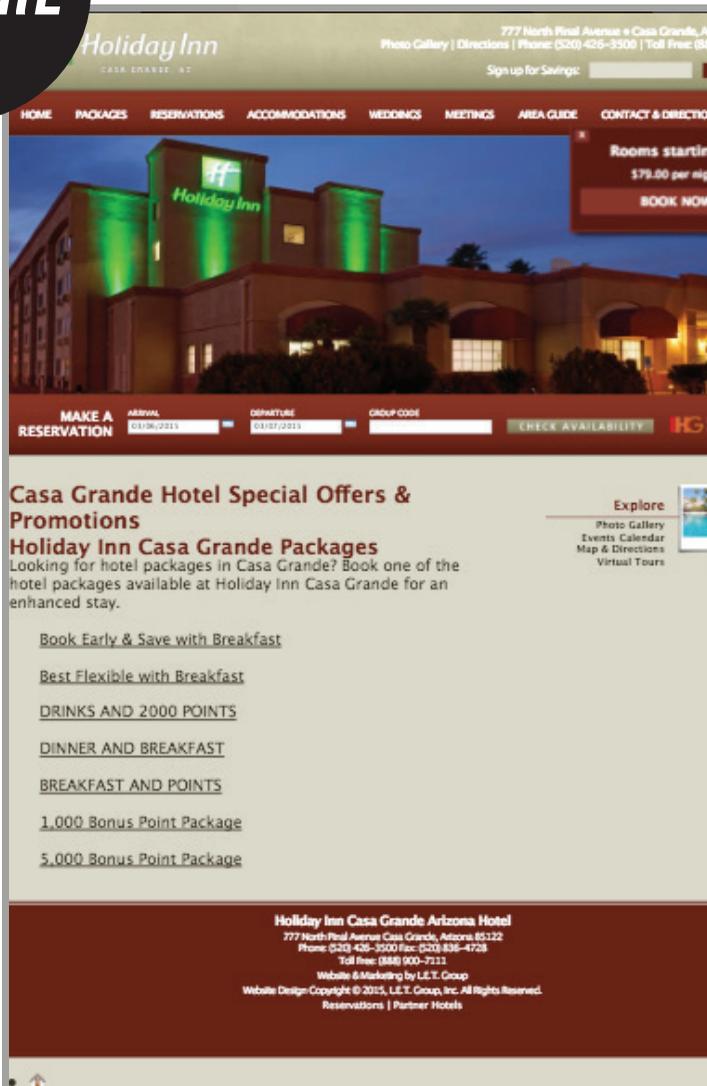
✓ Click to call functionality.

✓ Google Maps integration.

✓ Address and phone number easy to spot.

Holiday Inn Casa Grande • holidayinncasagrande.com

BEFORE



Busy homepage, not optimized for mobile viewing.



No clear call to action.



Images don't captivate and inspire travel shoppers.



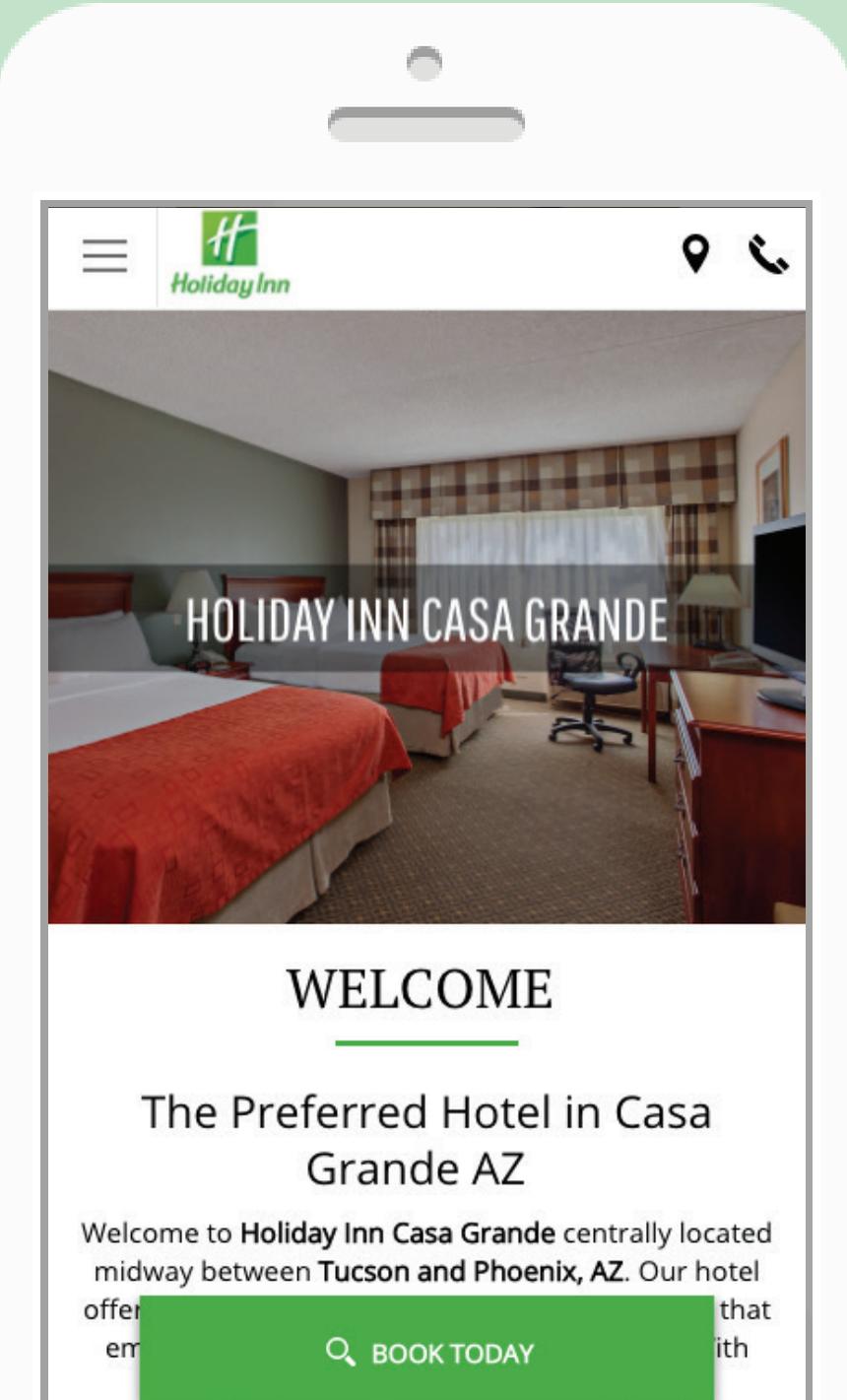
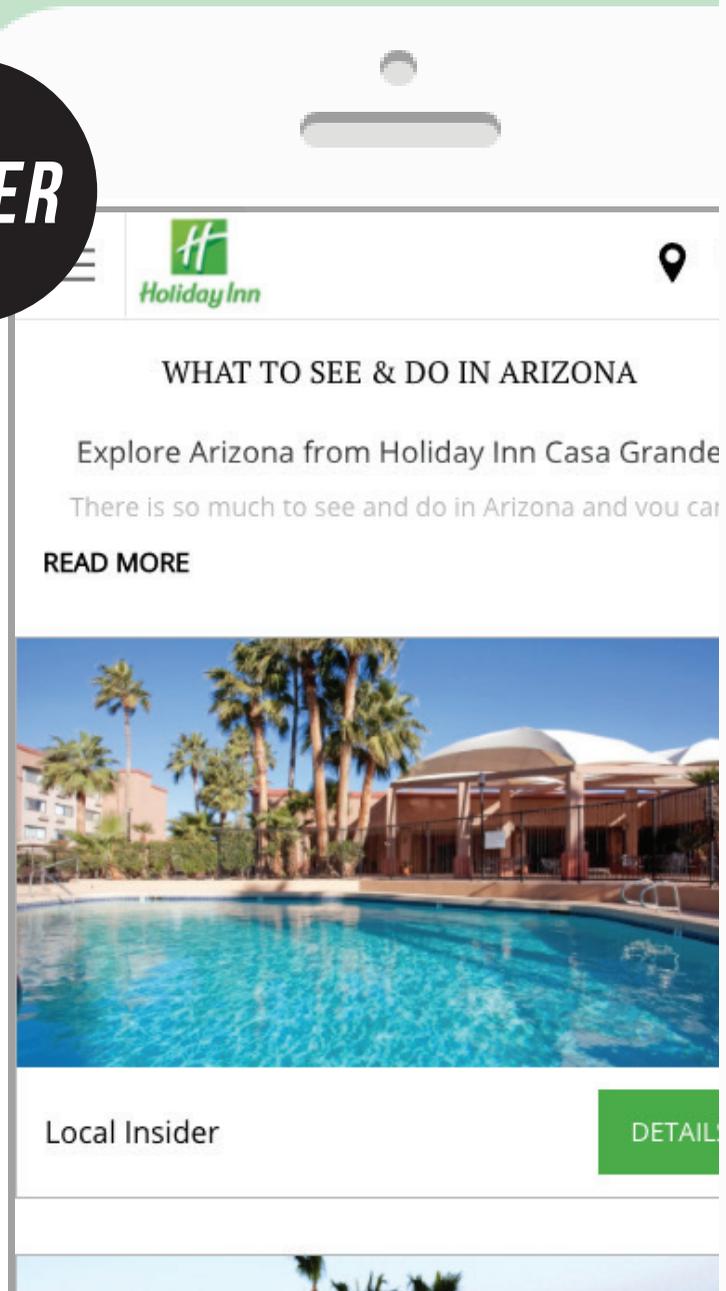
No Click to Call functionality or Google Maps integration.



Minimal description of special offers, buried Book Now button.

AFTER

Holiday Inn Casa Grande • holidayinncasagrande.com



✓ 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](#)



Atrium Inn
Vancouver
*+25% ADR in
3 Months*

Comfort Suite
Alamo/ River Walk
*25 New Direct
Bookings in 1
Month*

Best Western
Naperville Inn
*+10% in ADR
& RevPar in 6
Months*



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.

Leo_Lookbook_Website_17.0320

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