







According to several booking engines, the average hotel web site converts only 3.7 % of “lookers into bookers”. By any measure of success, this is pretty anemic. Improving this capture ration is a function of your site’s design marketability. Even a slight improvement in your site’s capture ratio can reap great financial rewards. Combine better conversion with even more visitors, the rewards are obvious.

The first step in the process of promoting your site is making certain that your site is search engine friendly; search engines are the most common way for people to find a hotel; next, what does your site say and how does it say it.

### Is Your Site Ready for Promotion?

Before you begin developing your promotion plan, use this simple list to see if your site is promotion-ready.

- Simple design with easy common-sense hotel navigation theme. People should not have to learn how to move around your site.
- Well thought-out title and description tags tailored for *each* page on your site; a vital component.
- Thoroughly researched search key word phrases; an aid for some search engines.
- Well written sales text which reflects search key word phrases for *each* page on your site; search engines only read text.
- Photo gallery with searchable text content for each photo and well-thought-out “alt tags”.
- Sparing use of flash content; too much can kill your site entirely.
- Page Image density which promotes quick page downloads on anyone’s computer; waiting for a page to download is most annoying.
- Text which reflects your hotel’s location (most important), facilities, and activities.
- Booking engine link to promote online reservations; most important for independent hotels.
- Hotel site designed and conceived by an experienced hotel marketer









