



Take Your Business Online:

Killer Guide to Build a Hotel Website

Take Your Business Online:

Killer Guide to Build a Hotel Website

The life is changing so fast so it's almost impossible to keep up with the latest trends. If you run a hotel business, you should be quite modern and unique to get your customers. Thus, you definitely need a posh-looking website with perfect functionality. In modern world, when online presence means everything for small and local businesses, having a website for a hotel allows an owner getting more customers and building a global brand awareness.

One of the biggest advantages of running a hotel website is that you can focus pretty all your marketing efforts on your website. In a mobile era, when most people use smartphones and tablets for most activities, a website makes you more available for clients. More and more young people and older ones provide search and book hotel rooms the last moment right from the Internet. The more recognizable and easy-of-access you will be for them - the more chances you have to get your clients.

How to make your website draw attention and sell? It's the main question that most business owners ask. In this comprehensive guidance we will try to set you the right direction and show what elements are essential for your hotel website design.

MotoCMS Team

Disclaimer

You can freely share this eBook if any of its contents underwent no changes. The information below is the author's opinion at the time of writing this guide. The author disclaims any liability for any possible losses, mishaps whatsoever that may occur due to use of the information in this guide, including real or perceived losses, as well as financial, emotional, physical, or other kinds, regardless of whether they are caused incidentally or by negligence.

Reading this eBook you understand and accept the above terms.

Contents

Three Pillars of a Good website

Design and Layout

- Color Palette
- Home Page Essentials
- Photos and Videos
- Multi- or Single Page?

Functionality and Usability

- Information Architecture and Navigation
- Mobile Friendliness
- Multilingual Access
- Booking
- Website Forms

Hotel Website SEO

Social Networking

7 “Don’t”s of a Hotel Website

Conclusion

Three Pillars of a Good Website

Before choosing a platform for creating your website and even before you start choosing a domain name for it, you should clearly set up your goals and understand what audience will you target. People may come to your place in business trip or for vacation. But each one comes to your website to solve one issue - find a comfortable room to stay. And it depends on you to persuade a visitor to book a suit in your hotel.

There are a few moments that you should carefully consider while creating your website to get client:

- **Attraction.** A website should be nice-looking but extremely user-friendly. It should be well-optimized to get traffic from search engines and other sources;
- **Motivation.** Since a user is already on your website, you should provide one with arguments to explore it and discover far more things than the Home page offers;
- **Conversion.** It's no secret that hotel websites are created to get clients. You need your visitors to turn into customers, so your website should be a revenue source for your hotel business.

These three steps should be closely interconnected to provide a good website performance and conversions. Without discoverability your website will not drive leads, without usability your visitors will leave your website frustrated and you will lose your money. So think carefully on how to make your website well-balanced as well as user- and conversion-friendly.



Design and Layout

Visual appeal is essential for any website. Despite the old saying that states you should never judge a book by its cover, the website design and its attractiveness is half the battle. People are assessing your website by its look from the first seconds of their visit. And your goal is to make people stay on it as long as you need.

That doesn't mean your website should sparkle and dazzle with multiple decorations. It's a big "no-no" for modern web design. Make a website that is full of harmony and subtle charms. Its design shouldn't bounce out and oppress the visitor. Clean and simple layout with clever accents will work much better for user's attraction.

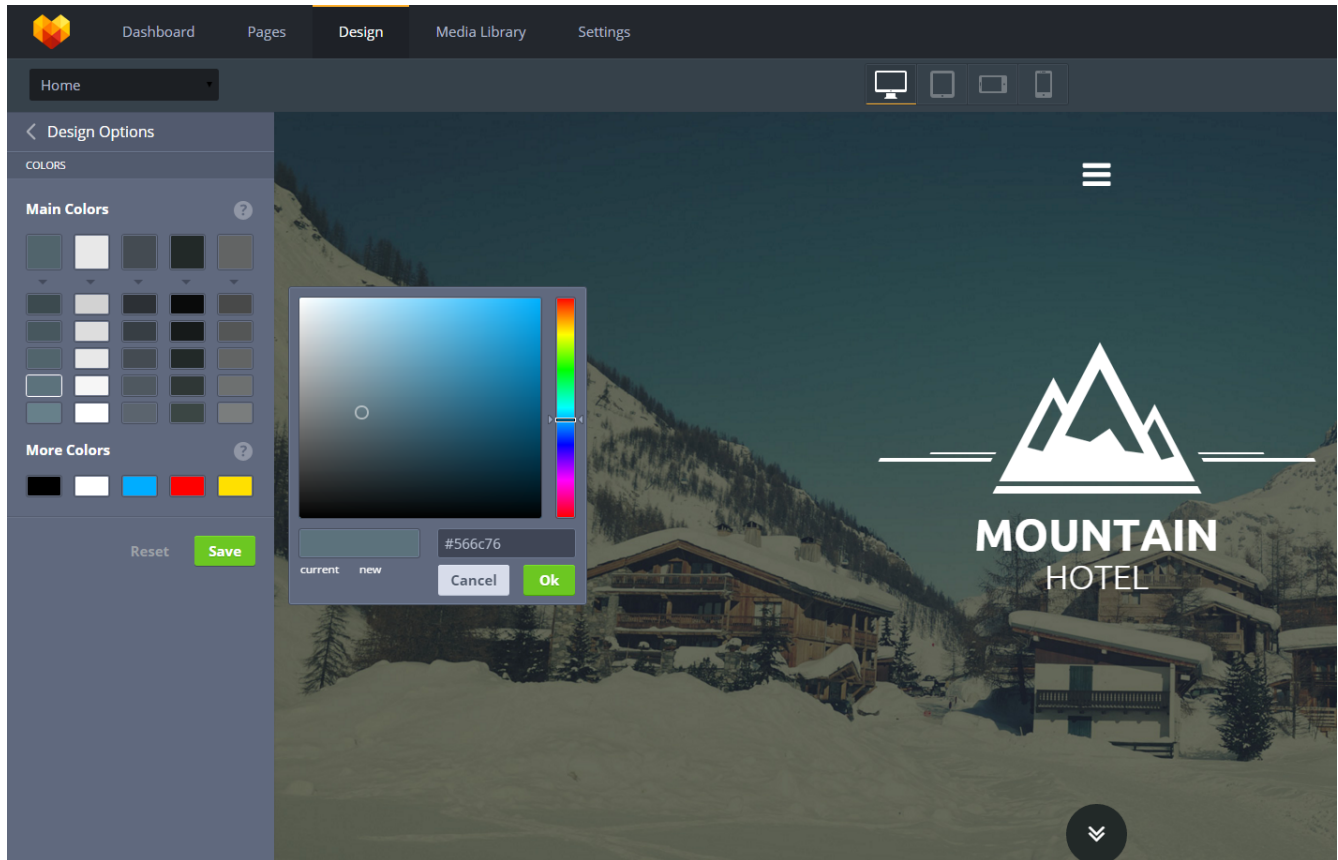
Color Palette

Finding a proper color palette for the website is one of the main tasks for website developer. It allows creating a perfect ambiance for the website and gives users a hint on hotel's interior or main characteristics.

Actually, you can choose for the website the main color palette of your hotel design to create a feeling of harmony. Otherwise, you can go for a contrasting or complementary colors to play with visual appeal of the site.

In general, it's better to choose a neutral colors for your hotel website. Too bright or rich colors won't work here as long as they will distract a user from the main content. And you will definitely wish users to pay attention to content more than to design.

Thus, white, beige, gray, light blue and similar colors are your best friends in hotel website creation. They will help you to show your hotel interior and commodities in the most favorable light. With the use of **MotoCMS** admin panel you can freely choose and combine various colors for your website to create a unique color palette that reflects your hotel style.



Another way to choose the website palette is making it fit your target audience. If the hotel you own offers great facilities for family weekends or small company vacations, you can go for traditional beige, green or blue tones in the website design. Choose deeper and calmer colors, like dark blue or pure white, if you offer your rooms mostly for business trips or corporate meetings. And vice versa, if you're oriented to younger audience, you can paint your website with more vivid and lush tones.

Note: Be aware of color meanings in different countries and cultural traditions. Like reversed meanings of black and white in some oriental countries. For the sake of good order, go for calmer tones and a lot of whitespace. Thus, you kill two birds with one stone: escape misconceptions and create a cool design free from visual clutter.

Home Page Essentials

Home page is in most cases the first thing your visitors see. It should appeal to your potential customers with great visuals and valuable content as well as it should make them wish to learn more on your offers and convert.

Well-designed Home page with all necessary elements will bring you more visitors that can soon turn into loyal customers. You just need to know what elements should no doubt be on the Home page and how they should be placed to grab attention.



Most website pages have similar structure: Header, Content section and Footer. Header should be the main attention-seeking element and offer the info a user may need in the first place, like header image or slider, menu, about info or latest news.

Header Images and Slider

Header image is probably the most important and attention-grabbing element of the Home page design. It bears the overall ambiance of your hotel and should make people wish to look inside your residence for more info. So, choose for the Header the most beautiful and

appealing photo that will tell users about your hotel or inn more than thousand words.

There are many considerations about whether to use a slider on a Home page. In many cases it can affect your website UX for the worse. But if used wisely, slider can add a lot to the website design and its informative contents. While static header is limited to just one image, slider can show visitors more views of your hotel and attract with the best apartments showcase.

About Section and Contact Info

There is a vital thing you have to learn about the Home page. Sometimes website owners think that people come to their websites to admire design and beautiful landscapes. It's not true! Most visitors come to your website to find out where your inn or hotel is located, how to get there, and what your services are. So short info about your residence and its facilities is another must-have of a hotel website Home page.

Include in this section your physical address, phone number (so customers could reach you fast and easily), a few words about hotel location and transfer opportunities. You can also make a phone number clickable so mobile devices users could easily call you right from their smartphones.

Call-to-Actions

User experience and conversions are closely connected in website design. But if you're seriously aimed at revenue generation on your website, you should persuade a user to book a room at yours. Call-to-actions (CTAs) are essential elements of a conversion-oriented design. They should appeal to user and be placed in the prominent places.

In case of hotel websites, you may wish to place your CTA next to the booking form (if you add it to the Home page). Otherwise you can create a separate page for booking and place a CTA that will link there from the Home page.

Note: Limit your ambitions to two (in case of one-page website – to three) CTAs on the page. It's annoying when you try to get a customer so hard and may lead to losing clients.

The main thing you should keep in mind about your home page (as well as about the entire website) is that visual clutter makes no good to you, your clients and your conversions. Famous KISS principle works in website design perfectly, so try not to overcomplicate.

Photos and Videos

Both these elements are essential for creating a proper visual appeal on your website. Without colorful photos of hotel exterior, room design and facilities you will not persuade visitors that your hotel is the best place for them to stay.

Again, you can use some of the coolest photos within your Header, but creating a gallery or adding a set of photos to each room page is essential for giving users the idea of how the room or conference hall look like.

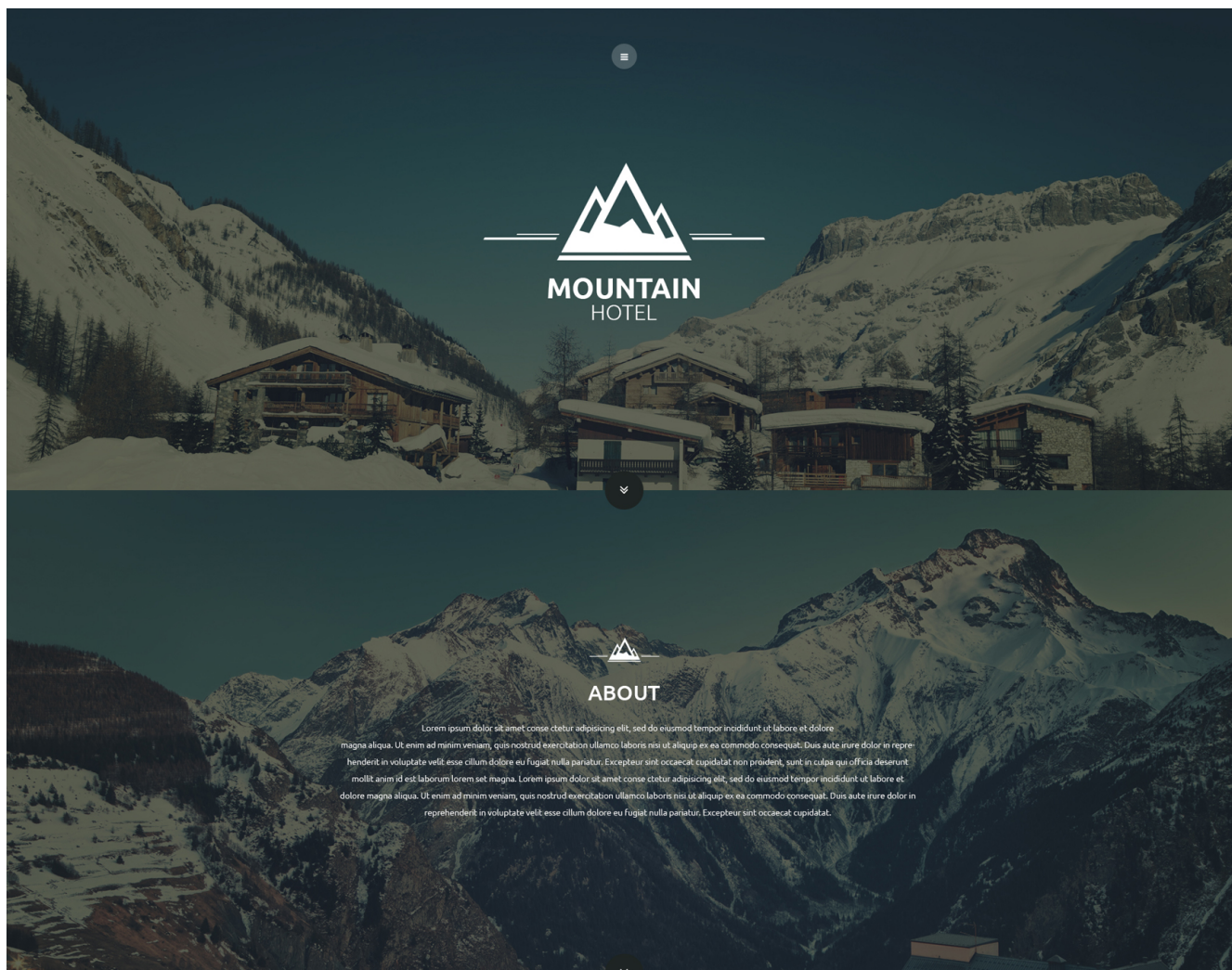
Use high-quality photos that can be enlarged in lightbox or opened in a new window to allow potential customers to take a good look at all details. Presenting a photo to a user is a whole science. Images should appeal to customer, show your hotel and its environment to the best advantage. Here are a few tips on how to do it:

- **Organize your photos.** Create separate galleries for different types of rooms and facilities you want to show. Thus, you can have “Rooms” gallery, “Conference hall” gallery, “Restaurant” gallery, “Landscapes” gallery etc.;
- **Go for Lightbox.** Use “Open via lightbox” feature that is available within most website builders to open your photos in larger size. It helps you to save space on the page, showing smaller thumbnails. And you will let users to see larger photos without leaving the page;
- **When the less is the better.** Of course, you may feel sorely tempted to post the whole bunch of your hotel photos to the website. Don’t do that! Choose only the best photos to show your residence. People won’t trudge through hundreds of images, they wish to see photos that show the clean room with necessary conveniences;
- **Update regularly.** Times are changing, your hotel interior or facilities may change too. Share only fresh photos that represent the latest state of hotel and its rooms.

You can also add videos to the website, if you like. Show the interior and hotel environment in action that many users can appreciate. But make sure the videos don't overload your pages and don't affect the website speed.

Multi- or Single-Page?

It's a good question for website owner to ask before creating website. Both designs have their advantages and drawbacks that may impact a hotel website in different ways. Technically, hotel website can benefit from a single-page design if implemented wisely.



Single-page hotel website has the form of a one large Home page, so you should carefully think of its layout to avoid clutter. Place the most important content within the reading path of

users so to motivate them to order services from you. Add enough white space around those elements and make sure the navigation is clear and easy. And, of course watch for loading speed and responsiveness.

Multi-page design is much more common for hotel websites. Thus, you can create separate pages for galleries and various showcases, for booking or contacts as well as for reviews and testimonials.

Traditional multi-page design offers more opportunities for large hotels and residences that offer many different services - from booking a room to organizing conferences, weddings etc. Moreover, it's considered to be more SEO-friendly what is really essential for local business owners.



Functionality and Usability

Beautiful design is just a first step for winning clients to your website. You have to give a user and his needs priority to other goals. In modern web a good website means a user-friendly website. If it performs well to all users allowing them find what they need without puzzling their heads. Design should help improving users experience, not ruining it. Let's check out what a good website should offer its visitors in terms of functionality and user experience to get the most wide and loyal audience.

Information Architecture and Navigation

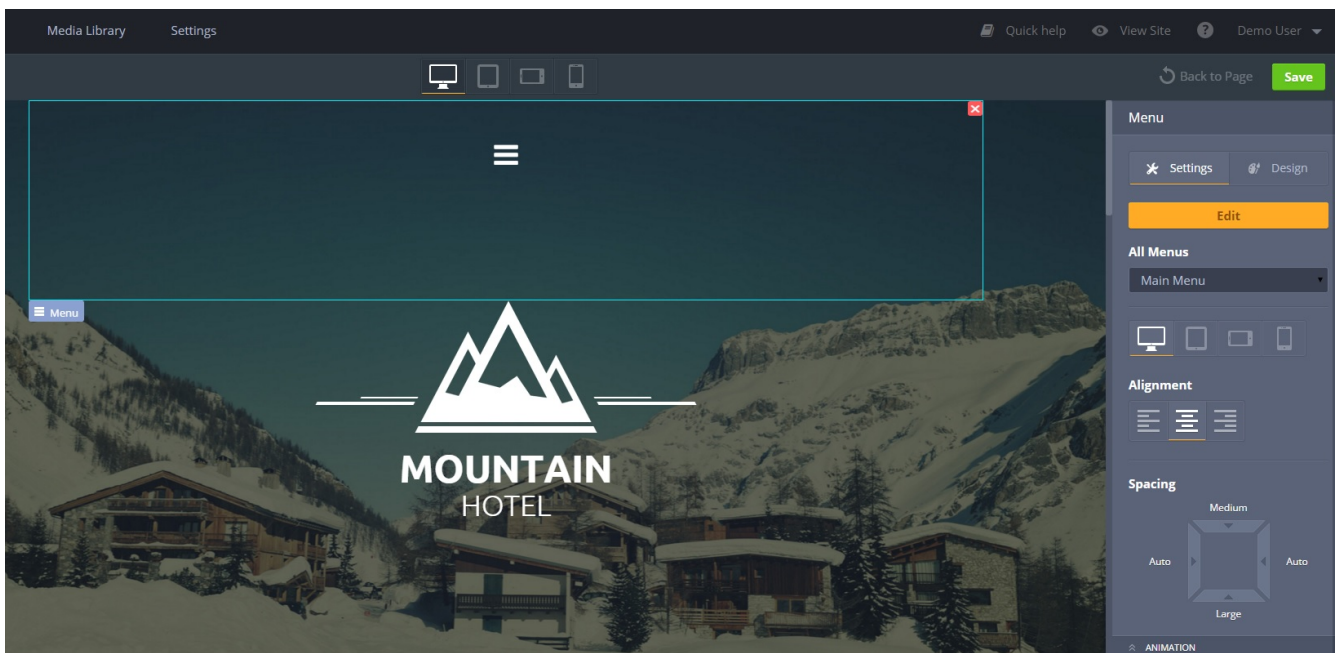
Like we said, user-friendly website lets users find answers to their issues in seconds and without making a deep search across the entire website. The most vital info should be available to visitors in an instant.

The info that user may need on a hotel website in general includes its contacts and location, with clear and short instructions on how to get there; room size, conditions and facilities. Info may also include a list of activities and various services that your residence offers - like ski and skiing gear for mountain resort or restaurant and wine locations nearby. This kind of info is really easy to include on a home page.

But some users can have more wide range questions that may require more specific answers. Thus, those who travel with little kids may look for info about child's bed in a suit, kid's food availability or toy stores nearby. Couples on vacation or newlyweds (or those who plan to marry in your hotel) may ask of various entertainment locations, shops or florists services etc. Many questions can concern in-room appliance (a number and location of plugs or lighting conditions), furniture, Wi-Fi connection etc.

Of course, you cannot predict and answer in advance each of those multiple questions. But knowing well your target audience and its needs in general can help you including the information that answers most of those questions on your website. The main thing here is to organize your website so the user could easily get the right answer in the right section of a website, without providing heavy research.

The best way of making a website structure clean and comprehensive for users is including neat and simple navigation into your website's design. Don't make it too complicated with hundreds of levels and ways to go. Three-four levels menu is enough for hotel website. Avoid massive megamenus as they frustrate users, especially mobile devices owners. Despite there are many considerations on hamburger menu use, it's the best option for now to use in responsive design to save space on touchscreens. Try various menu styles (on a screenshot below MotoCMS template contains a hamburger menu for desktop version too) and chose the one that fits your website the most.



The main reason for simplifying your website structure is the human psychology peculiarities. The researchers show that narrower choices lead to higher conversions. Thus, showing all your hotel rooms on one page may result in users leaving your website without making any order. Break your content into smaller chunks, e.g. distribute rooms into categories (number of beds, class or purpose) with a smaller number of items in each category. It will allow your users to get more detailed look into each room and makes their choice easier.

After all, offer a search option to your users. It will give them more opportunities to get what they really need. Try to simplify your users' visit to your website as much as you can and they won't leave your website without booking a room or at least they will return to you later to make a reservation.

Mobile Friendliness

It's one of the most important things about modern user-friendly website. Every year mobile devices market grows and makes various activities more available from smaller screens. [Statistics](#) show that people use smartphones and tablets for browsing the Internet and performing various actions almost as often as they use desktops for the same purpose.

Another reason why you should definitely go mobile is the fact that Google [included](#) mobile-friendliness in its ranking algorithm. From now all websites that don't have a mobile-friendly version will suffer significant lowering in SERPs.



Responsive design means the same site that “responds” to various screen sizes and redistributes content the way to make it look perfect on smaller screen. Changes usually concern not just a layout, but all elements: images, fonts (size and type), buttons, contact forms etc.

Most of these aspects are similar for all niches. But there are always some peculiarities that should be taken into account when you create a hotel website.

- **Simpler website layout.** Usability of mobile devices is a bit different from that of desktop. Here you should focus on offering readable content, clickable elements that are easy to tap on touchscreen, user-friendly navigation etc.;
- **Easy booking process.** Your customers should have an opportunity to book a room from any device they use. Make sure you can offer different opportunities for booking from various devices in one click like “request a room” or “click-to-call” options;
- **Great loading speed.** Your website should load equally fast on PC, smartphone or tablet. No one will wait until your website loads, especially on the go. So make sure your pages are light and weigh no more than 20 KBs;
- **Use whitespace.** Avoiding visual clutter helps drawing attention to those elements that should be in focus. Room facilities, essential info for booking, CTA - all those elements should be clearly visible and identified, so add more white space around those elements in your responsive versions. Don't be afraid of discarding some blocks or a few images to make your website layout more adapted to smaller devices.

Don't forget that people use and read mobile devices differently than desktop. They use tapping the screen instead of clicking the element. So the area for tapping “clickable” elements should be bigger. Don't place many clickable elements next to each other because there's a risk a user can accidentally tap on a few elements at once.

Multilingual Access

One of the greatest peculiarities of hotel business is that you have to work with different people from different places. Of course, there are many small local hotels that usually focused on in-country audience. But you never know who may need your facilities tomorrow.

Thus, one of the biggest tasks for a hotel website is its multilingual accessibility. If you're aimed at reaching the most of potential customers, your website should better be available in more than one single language. It will greatly increases website UX and your chances of getting clients.

Translations of the content may include the same info as the original text, but remember it should also be adapted to cultural and mindset peculiarities of native speakers. You should

also keep in mind the following aspects:

- **Multilingual website.** Consider what language translations you plan to include on your website and let high-skilled professionals or native speakers to do those translations. Thus, you increase your chances to get a high-quality texts. Native speakers can also help you to drive attention of their fellow-citizens with using culture-specific triggers and cues;
- **Multilingual keywords.** Use country- and language-specific keywords around your website and while planning your PPC ads campaigns. Again native speakers will be extremely useful here;
- **Country-specific SEO.** Aside of multilingual keywords, you should carefully tailor your SEO campaigns to search engines that are used the most in this or that country, like Baidu for China or Yandex for Russia. Despite their similarities, all those search engines may have some peculiarities in their ranking algorithms;
- **Local culture specific.** As we already mentioned above, understanding cultural peculiarities of a certain country can also affect your website's attractiveness for users. Customers' behavior, like cash or credit card use, call or online booking etc., can also differ from country to country. Thus, keeping in mind those peculiarities can save your users from frustration and you from losing customers.

You should carefully examine your target audience as well as your opportunities, and choose what languages you may need to translate your website to get potential customers from other countries.

Booking Systems

Allowing your visitors to book rooms or halls for their events right on your website is one of the most rewarding characteristics of your hotel website. If you're not ready to allow your visitors booking a room online, you may miss out a huge amount of income.

Online booking system is a must-have for small businesses that struggle everyday with answering thousands of people's calls and emails. With online booking you save much of your precious time and money as you don't need to hire more staff to process all those orders.

There are far more benefits that you get from implementing an online booking system to your hotel website:

- As we said earlier, you don't need many operators to receive and process online booking orders. With that, your customers can leave their orders on your website 24/7 what increases the site's UX and attracts more clients;
- Modern online booking systems are either free of charge or very inexpensive. Additionally, they are very easy to manage what makes them extremely convenient for website owners;
- Automated process that excludes the most mistakes and misconceptions;
- You get easier payment checkout straight to your account, what minimizes risks of losing money; and users get faster booking confirmation. By the way, most hotels setup lower prices for online booking comparing to those you get directly within the hotel.

When choosing a booking system for your website you should consider its compatibility with your website; sometimes you may need to try a few systems to find the best for you. And you should properly set it up and display the freshest info about your room conditions and facilities. Here are a few more points you have to keep in mind:

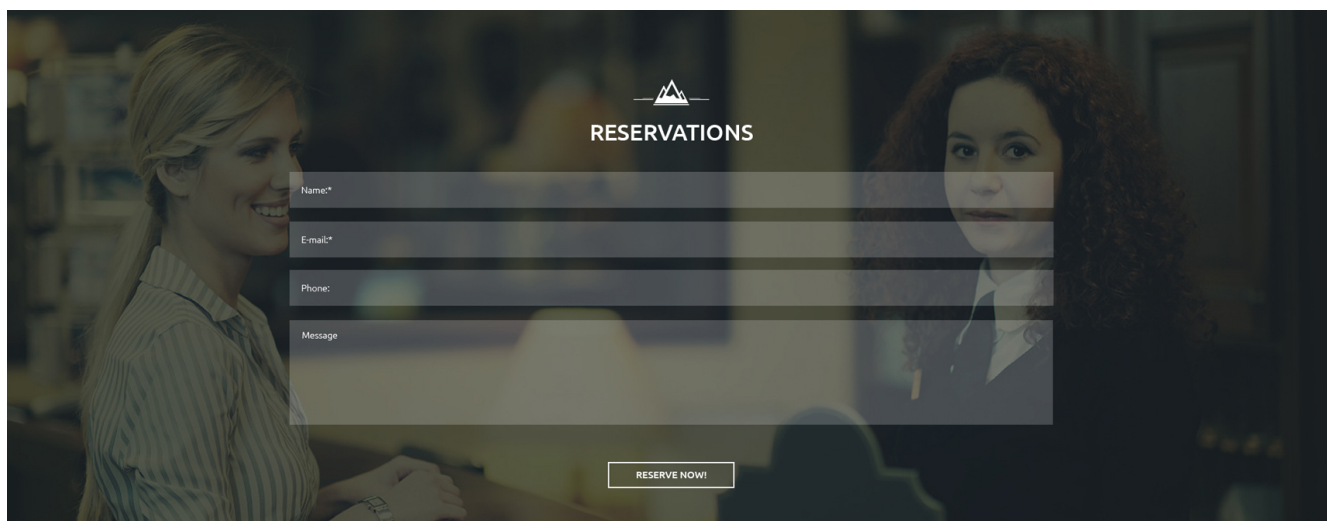
- Clearly set up prices. Some systems charge users a fee additionally to the room price. It may scare some of your potential customers away, especially if they know that your competitors have no additional fees. Or they may be more likely to call you if they know your business charges them no service fees;
- Set up a clear and easy-to-use inventory system. Set up clear prices for each room, add detailed descriptions and service lists. You should be able to easily add, delete, change or modify any item as well as track orders on them;
- Sync your booking system calendar with the entire website to avoid confusion within your orders. It is especially handy within self-booking systems and allows you easily tracking bookings that are provided outside the working hours;
- User-friendly interface of a booking software is a must-have for your business;
- Make sure that booking system you choose has a reliable customer support that will help you in solving any issues with the system.

And don't forget to make sure you can take all your data and booking history with you if you discard the system and go for other service.

Website Forms

Having registration or contact form on a hotel website is not necessary, but may be beneficial for your business. However, you should be very careful with offering those forms to your users. Users aren't really likely filling long forms or giving away personal info. There are some techniques that can help you with integrating a web form to your website and making it user-friendly:

- Do not make registration mandatory for your website. Better offer a guest registration after booking. After users fill out all form fields allow them optional registration;
- Avoid adding too many mandatory fields to the form. The more questions you ask the more users are likely to abandon the form. In most cases you need only a person's email and name;
- Check out the web form usability. Discard all unnecessary fields, clearly mark mandatory and optional fields. Add hints to make the filling process a snap;
- Make your form secure, especially if you ask your users any personal info. Choose a security certificate when setting up web forms.



Don't neglect testing. Try various CTA texts, arrangement and other settings. Sometimes just changing a word or a button color can increase sales and conversions in tens of times.



Hotel Website SEO

Do you remember your primary goal of creating a website? Yes, it's to be found on internet and reach your potential audience there. How can you do this? Of course, it's search engines in the first place. Building a beautiful and user-friendly website isn't enough if you don't appear on search engine results page (SERP).

Search engines are the most powerful tools for getting to your website the right audience, direct traffic and improve sales. With a proper on- and off-page SEO you can attract relevant audience to your website. Using targeted keywords you can broaden your reach for potential customers. Good and relevant keywords can bring you high on SERPs. The statistics show that the top result in search gets about 35% of traffic what is twice the second and three times the third (in numbers it's 17% for the second and 12 for the third).

When it comes to your website, you may be surprised to learn that in many cases traffic to it depends on the website's structure and design. We already mentioned that mobile friendliness and loading speed are from now included in the Google's ranking algorithm. So a wise website design in combination with other SEO efforts should help you with getting more traffic to it.

Thoroughly researched and specified keywords and meta tags, cool-written page descriptions and image alts are among other components of a good website that impact its SEO. Well thought-out link-building strategy and understanding your target audience behavior while choosing a hotel will also get your website on top of SERPs.

Here are some recommendations that should help your hotel website to beat rivals and achieve more traffic and visitors:

- **Keywords research.** Carefully research what words or phrases do people use while searching for a hotel. Your hotel should be optimized to be found on Internet on various keywords. It may be your location, services you offer (like “Wedding facilities in Miami”) or nearby events. Use various methods in your research: clients interviews and reviews, brainstorming, competitor profiles analysis, various analytic tools and social media surveys etc.;
- **Keywords optimization.** Optimize each of your website pages with specific set of keywords (one or two). In theory each landing page should be based on a different hotel-business-related keyword;
- **On-page optimization.** It includes not just keywords within your texts and descriptions. You should add competitive meta-descriptions, titles, alt-tags for images, proper URLs, various headlines and other attributes;
- **Focus on content.** Information that you offer to your customers should be not just search-engine-friendly, but valuable. Actually, today it’s the main requirement for content and the primary base for your content strategy. Your texts and other content should be helpful for users, provide them with necessary information as well as raise emotions and lead them to decision. Think of your users, not search engines, and you’ll be rewarded;
- **Link-building.** It’s the most time-consuming but the most rewarding stage of search engine optimization. But forget about buying links. It’s not just an outdated strategy but also can lead to ban from Google and other search engine giants. Your website should have only trusted links that include verified elements like domain authority and age, user info, social media mentioning etc.

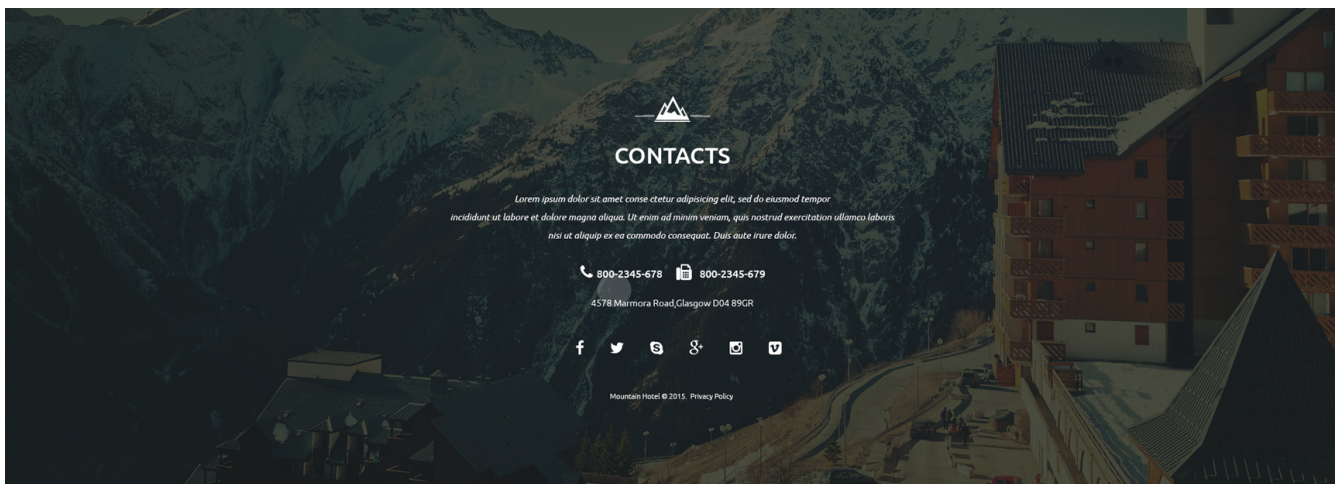
Since hotel services are mostly a local business, you should pay great attention to local SEO peculiarities. First, it’s the use of keywords that include location - it’s the most useful category of keywords for you. It’s also handy to get listed in various hotel- and travel-related directories where you can get visitors, reviews and new customers.

Running a company blog with useful articles, submitting content to other websites of related business sectors can also help you with getting trusted linking to your website. As well as activity on travelers’ forums and communities will gain your website some points. Social media is another vital source of traffic and trusted links for your website. Let’s talk about it in the next chapter.

Part 4

Social Networking

Social media today is a powerful marketing resource that can help you in getting more customers or ruin your brand down to rock bottom. If your business has no representation on social networks, you must be wasting your time, money and lose your customers at the same time. Social networking is one of the key elements in search engine strategy of any website.



Of course, one of the basic functions of brand's social media account is interacting with customers and establishing a good communication channel with them. There are hundreds of social networks today and each one has its advantages for business. You should just choose a few that suit you best.

- **Facebook.** The largest network with huge opportunities for business. Create Fan pages, run contests and polls, offer custom tabs, suggested posts, interactive apps etc.;
- **Twitter.** A great source for sharing content, news and various offers. Target potential customers or your rivals' followers, optimize page and posts with the use of hashtags;

- **Google+.** Last year Google introduced My Business service that allows you managing all your business from one place. Get more visible in Google search as well as on Google Maps. Get Google Insights and Reviews access what increases your rating. Analytics from search engine giant is also available for you;
- **YouTube.** Another service from Google that allows you posting videos and increasing your audience thanks to visual content;
- **Foursquare.** A great service that allows people check local companies on a map and share them within a broad audience;
- **Instagram.** A relatively new source for businesses that allows showing instant photos of places and services.

With so many opportunities available, it's a vital question: how many social media accounts should I use on my website. The answer depends on how much time you're ready to spend managing your accounts. Sometimes the less is more. It's better to have two or three accounts that will be updated regularly with high-quality content than trying to manage multiple accounts updating them once a year.

Of course, you should integrate social media buttons to your website to allow visitors to follow you or share your content to their social media accounts. Place them on your Home page, Contact page and Blog. And don't forget about regular testing. Try various versions of buttons, check out what social networks work better for you and your audience etc.



7 “Don’t”s of a Hotel Website

The Web evolves constantly and only those win who can catch up with those changes. You can make your website a really profitable source that can get you customers any time and place. With that said, there are some mistakes that hotel website owners make from time to time all these years. Let’s check out a few “evergreen” no-nos that hoteliers should avoid at any rate. You will see that most of them are easy to avoid or correct in an instant.

#1. Cluttered pages

No one will stay long on a website that has busy layout with multiple elements on one page. People look for info they can easily “digest” in small chunks. Don’t overload your visitors with too much content, various design elements and decorative bells and whistles. Your customers should be able to find the info they came to your website for in mere seconds.

#2. Outdated Content

Another big mistake when you’re not keeping your content up to date. It’s a big fail if your summer promo still stays in center of your Home page when people are getting ready to Christmas eve. It ruins your reputation and doesn’t add you more clients. Always offer your visitors relevant info on any changes, services and events.

#3. Hard to Find Contact Details

Your location, address, phone number or email and directions how to find you - is the most vital info every potential customer is looking for in the first place. If it’s placed somewhere in the footer, in tiny text or simply is hard to find - people will just leave your website at once.

Make sure this data is placed on Home page and is easy to read, click or copy. Map widget that shows your exact location, some useful links with nearby facilities, best restaurants, city attractions, shopping centers etc. will also add to your website usability.

#4. Slow Loading Photos

Photos is a must-have for hotel websites. Photos are one of attention-drawing elements of website design and a real conversion-pusher for your hotel business. But slow loading photos can become a conversion killer. Allow your users to see your hotel and rooms from inside out, but don't make them wait for each image to load. Make sure your images are high-quality, professional and show your facilities at best.

#5. Poor Navigation

As you see from this guide, beautiful design and cool images are not everything you need to get customers. Don't let your visitors getting lost on your website, make a clear path for them to your gallery, service list or booking system. Make your navigation menu intuitive and well-organized, so user don't have to provide a guess-work to find out where to go. Make links clearly visible and you buttons easy to click (or tap!). If your website has a one-page design - get the "Up" button to allow users return to the top in one click.

#6. Complex Booking

KISS principle works for many things on modern Web. The simpler your booking system is for using the more conversions you may expect. Don't make your visitors fill too many fields while reserving the room. Most of info you can get later or in face-to-face setting. Make the number of steps needed for booking clearly visible so that users know from the beginning how many points they should check. You can learn the booking process is too long or too complicated by the number of visitors that abandon the booking system.

#7 Unresponsive Design

And again, check out if your website is responsive to mobile devices. Take care of its mobile UX and design. Try and test various layout settings in order to learn what you should change

to make your website more appealing on smaller screens. Today many platforms, like MotoCMS, offer responsive out-of-the-box designs for hotel websites. Here you should only add your content to the layout and it will look perfect on any screen size.

Check out your hotel website design for the mentioned above issues before you launch it. Run regular tests on various design elements to learn what you can improve to get more visitors and conversions.

Conclusion

Your website is one of the most important conversion funnels and ways of communication with customers. It adds a lot to your marketing strategy so every pixel and every element counts. Examine carefully your website design in terms of color palette and its impact on users and conversions. When it comes to UX, you can test your website on your colleagues and friends. Provide regular testing on one element at a time to see the changes impact on usability and conversions.

If you're looking for a solid platform to create your very first website, try [MotoCMS](#). It offers a great range of cool-looking templates. But the main advantage of the system is its user-friendly admin panel. It allows you building a website in a few days without any coding knowledge. Templates come responsive-off-the shelf so you don't have to waist your time on creating a mobile-friendly version of your website.

motocms.com

Choose a Design for Your Hotel Site

Follow MotoCMS on social media:



by Tina Zennand

Copyright 2015 Motocms.com

