

Improve your hotel website by considering these simple points before you start designing a new website or when you are reviewing your existing one:

- Plan your website design and lay it out on paper before the designer starts work.
- Consider how a user, not used to your website, will navigate their way around to find the information they want.
- Clean, simple and uncluttered design works best.
- Don't use flash introductions.
- Research the keyword phrases which bring business to your current website or a competitors website BEFORE you start to write your content.
- Plan to create as many pages as you need to include all the content you want. Don't cram lots of information into one page.
- Decide which keywords are relevant to each page.
- Ensure your page titles (max 73 characters), meta keywords (unlimited but be specific and don't cram them all in on one page) and descriptions (max 150 characters) for each page are relevant to that pages content.
- Don't repeat content, page titles, keywords or descriptions on different pages.
- When you start writing the content include the keyword phrases prominently in the headings and the main body of the text.
- Use text links in the main body of text to direct the user to other pages of your website.
- Build easy to use and highly visible navigation.
- If you have a brand make sure it is highly visible for instant recognition.
- Make contact us forms simple and as short as possible.
- Don't ask people to register just to download a brochure.
- Include a form for registering for news and offers and include market segmentation and demographic information.
- Include a page listing local and regional tourist attractions with links, images and descriptions.
- Use eye catching images and complete the Alt tags in the image properties.
- Include some simple, short video clips of the hotel.
- Make your Contact Us or Book Now pages highly visible throughout the site.
- Use [Google maps](#) to provide step-by-step directions to your hotel
- Include links to social media sites, such as [Facebook](#) or [Twitter](#) where you have listings.
- Have a page of guest reviews and consider publishing your [Tripadvisor](#) ranking.
- Start a hotel blog listing events, news, menu changes, Press release etc. and keep it up to date.
- Make your site mobile device friendly
- Use a site such as [Website.Grader.com](#) to check your website from a technical perspective and as your website to act on the suggestions.
- Conduct search engine submissions using Google webmaster tools & other submission services.
- Keep a record of your keyword rankings on major search engines & review your content making sure it is up to date & relevant.

If you are considering a redesign or review of your hotel website then these points will assist you. If you would like to speak with us about your project then please [contact us](#) for a no obligation conversation.