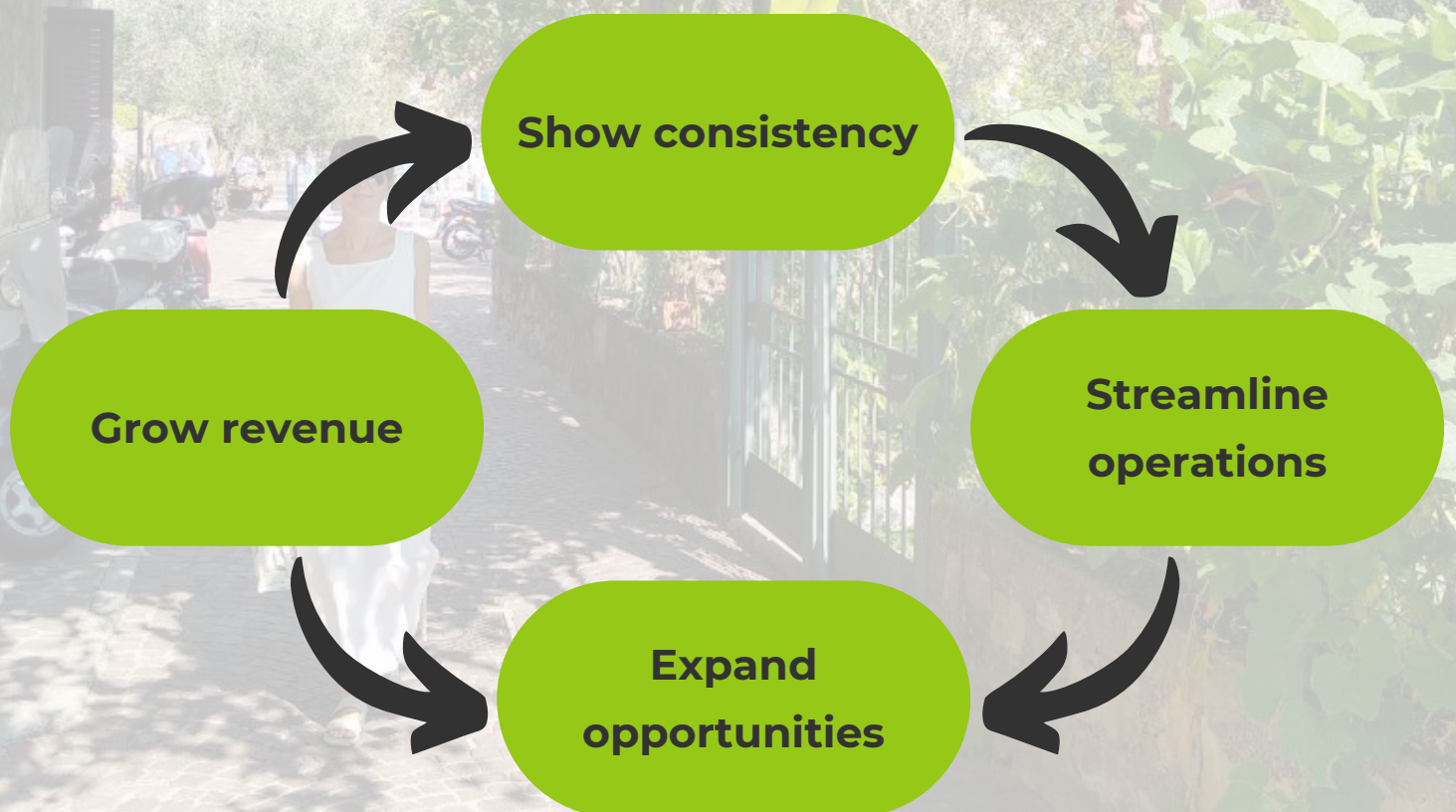




7 First Steps to Attract More Guests and Boost Your Hotel's Reputation Online

A Cheat Sheet for Website and Booking Engine Assessment



Introduction

As an Independent Property Owner, it's normal to keep an eye on the competition. Admire their beautiful websites and check for rates.

But do we really look at all the details?
What information do they put and why it's there?

In my 24 years of experience, I've noticed how 75% of properties have their online info inconsistent.

This alone costs them 25% of revenue.

And according to a survey conducted by TrustYou in 2019, 94% of travellers stated that they would be discouraged from booking a hotel if they found inconsistent information online.

Often, we don't realise that our information is scattered on different pages of our website. This is also true for the information on the booking engine.



Federica Bresciani

Show consistency to your potential guests and improve your reputation

Such inconsistencies can lead to a negative guest experience and result in lost bookings and revenue.

When we compare our website to the competition, we need to ask ourselves.

“Do we really offer the same information, in the same format, with the same context?”

We all love consistency.

The same goes for our guests. And guess what, keeping our own website and booking engine updated and clean shows this to potential guests.

Part of my mission is to make sure that the information out there is correct. We can both agree that having an outstanding reputation for our future guests is the key.

Because let's face it, guests expect consistency and we can show it to them, while boosting our reputation.



Federica Bresciani

My Website

ROOM Description

The golden rule is to make it crystal clear.
The room details and everything else, we want to communicate to our guests.

Technology can be great, but we need to keep it neat and updated.

MY BRAND HOTEL LOGO ABOUT **ROOMS** LOCATION OFFERS CONTACT

OUR STANDARD ROOMS

Our Standard Rooms offer stylish design, plenty of natural light, fiber broadband, and invigorating rainfall showers, making them an excellent value for your stay.

These rooms provide a comfortable and modern space for a relaxing and enjoyable stay. Sleep peacefully with soundproof windows that block out any outside noise, and choose between microfiber or feather pillows to suit your preferences. Refresh with our 400gsm towels and bathrobes and slippers provided for your use. Start your day with a delicious breakfast, served in your room or to-go, with a variety of options to choose from our [menu](#).

AMENITIES

- 1-2 Persons
- Free high-speed Wi-Fi
- 15-17 sq. m (162-183 sq. ft)
- Double bed
- Security safe
- Complimentary tea and coffee
- Large Smart TV
- Bathrobe and Slippers (Complimentary on request)

Check out The Bryson Hotel in London



Federica Bresciani

My Booking Engine

ROOM Description

The basic room details must be clearly available on our booking engine. The format can be different but the info is the same.

We say BASIC details, because we have limited space and because our guests, at this stage, don't like to read too many words!



ROOM DESCRIPTION - ROOM AMENITIES

Check out
The Bryson Hotel
in London

Standard Double Room

15 Sqms- Double bed includes internet
Coffee maker - Free WiFi - In-Room Safe

Maximum occupancy - 2 persons

Digital appliances

Television, High-Speed Internet Access, Free WiFi, Free internet access

Amenities

Air conditioning, Alarm clock, Bathrobe, Coffee maker, In-Room Safe

Bedding options

Double

Bathroom

Hair dryer, Shower, Bathtub

Surface area

15 m²



Federica Bresciani

My Website




RATE Description

It's important to remember what information potential guests need to know before they book.

The rate details must be clearly communicated to avoid confused guests, who didn't know what they booked. And having a transparent description is the answer.

A beautiful website isn't enough, it must be functional and engaging.

The screenshot shows a website navigation bar with the following items: MY BRAND HOTEL LOGO, ABOUT, ROOMS, LOCATION, OFFERS (circled in red), and CONTACT. Below the navigation bar are three rate options, each with a corresponding image and a 'BOOK NOW' button. The 'OFFERS' menu item and the 'Early Bird' rate details are circled in red.

Room Only	Early Bird	Book Directly with us
 Room Only Flexible rate	 Early Bird Non Refundable	 Book Directly with us Flexible rate
Enjoy your next experience in the amazing surrounding of the Lake Garda. An journey in nature and a wonderful adventure with the dishes of the region.	Planning is that action that we have neglected in the last couple of years, but now Travelling is back in our lives and we realise how we really love to organise the next trip.	Don't miss it... you can SAVE an additional 12% on all our rates, book NOW via email or give us a call and you can enjoy a great deal for your next stay...
TERMS & CONDITIONS <ul style="list-style-type: none">Guaranteed with Credit CardNo Prepayment at the time of bookingCancel or change your reservation free of charge up to 48 hours prior to arrival	TERMS & CONDITIONS <ul style="list-style-type: none">Save over 20% off our Best Available RateFull Payment at the time of bookingNon-refundable, the rate cannot be cancelledFlexible to reschedule if your plans change	TERMS & CONDITIONS <ul style="list-style-type: none">Save an additional 12% on all our public ratesNo Prepayment at the time of bookingCancel or change your reservation free of charge up to 48 hours prior to arrival
BOOK NOW	BOOK NOW and SAVE	EMAIL US NOW



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Show consistency to your potential guests and improve your reputation

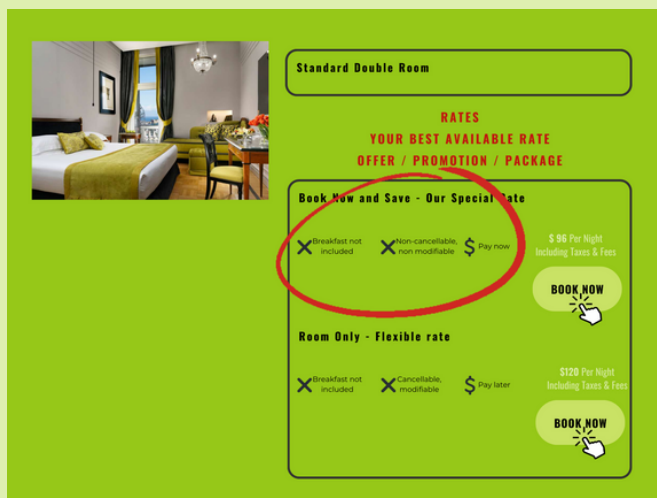
My Booking Engine

RATE Description

It's easy to forget to update the rate details on different windows, which our guests experience during their booking journey. And so I'm here to remind you to clearly communicate your rate details everywhere.

We don't want any surprises, do we?

Clear communication is how we avoid misunderstandings!



We don't want any surprises, do we?

Avoid misunderstandings!



Federica Bresciani

My Booking Engine

RATE Description

And when I say everywhere I mean EVERYWHERE.

We have to pay attention to where the information is coming from. And to make sure that all tabs and feeds are always updated, up to the last detail.

Early Bird - Non-Refundable rate

- Save over 20% off our Best Available Rate
- Full Payment at the time of booking
- Non-refundable, the rate cannot be cancelled
- Flexible to reschedule if your plans change

Policies:
Check-in: After 2:00 PM
Check-out: Before 11:00 AM
Double Room City View

Guarantee Policy
Full Payment at the time of booking

Cancellation Policy
This is a Non-Refundable and Non-Cancellable booking. If you cancel the booking or No show, a 100% penalty will be charged. Flexible to reschedule if your plans change

Make sure that the policies on the booking form are the same as in the rate description

Room Only - Flexible rate

- Guaranteed with Credit Card
- No Prepayment at the time of booking
- Cancel or change your reservation free of charge up to 48 hours prior to arrival

Policies:
Check-in: After 2:00 PM
Check-out: Before 11:00 AM
Double Room City View

Guarantee Policy
A valid credit card is required to guarantee the booking

Cancellation Policy
If you cancel by 12pm within 48 hours prior to arrival, a penalty of 1 night will be charged-No show 100 pct penalty

Make sure that the policies on the booking form are the same as in the rate description



Federica Bresciani

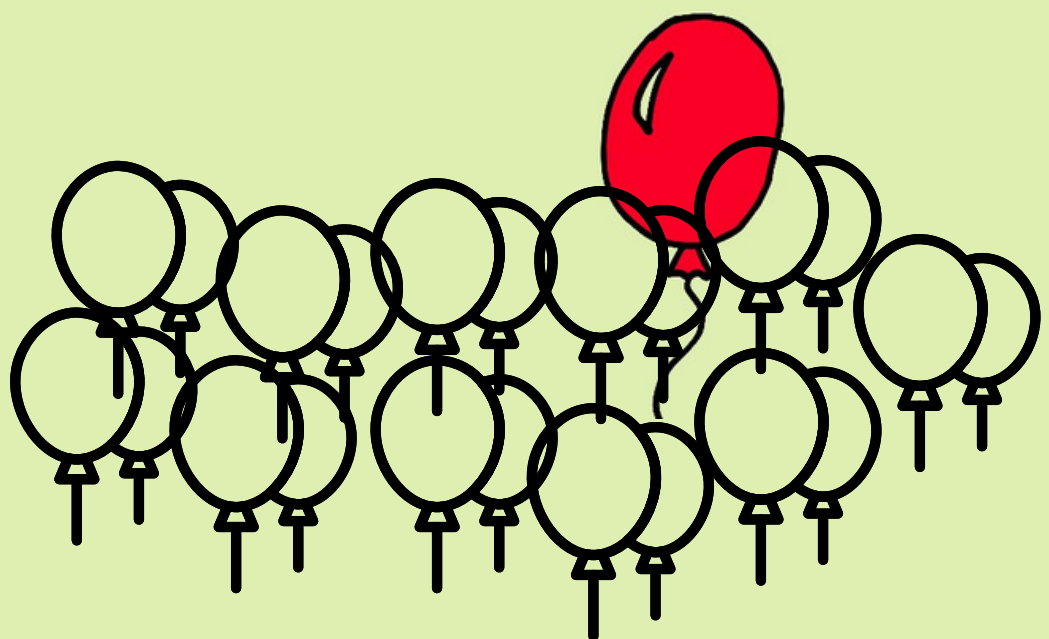
Essential!

At this stage of our journey, it's super important to make sure our content is **UNIQUE** on both, our website and booking engine.

Google doesn't like to share the same content on two different sites. It will keep the one that has a higher reputation, consistency, and liability. So, it makes sense to avoid sharing the same content on other channels.

Spend some time creating a new short and detailed description for the OTAs in order to share different content.

Be Unique to be ahead!



Federica Bresciani

Remember!

We need to pay extra attention to our channels and to make sure that the information is all transparent. We don't want to overwhelm our potential clients or confuse them, do we?

An outstanding guest journey begins the moment our website and the "book now" button get clicked.



It's not rocket science!



Let's focus on the details of both our rooms and our policies. And let's make sure the information is consistent on our website and booking engine.

This way our future guests will notice how consistent we are. And never doubt our hotel for a second.



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WEBSITE AND BOOKING ENGINE ASSESSMENT

Your Checklist

- Room description on website
- Room description on booking engine
- Rate description on website
- Rate description on booking engine
- Policies on website
- Policies on booking engine
- Be Unique
- Overall info is consistent and transparent

"Every single decision is important, there is very little margin for error. Everything has to be converted and every cost checked closely."



Federica Bresciani

Show consistency to your potential guests and improve your reputation

Ready to Elevate Your Guest Experience and Boost Your Business? Let's Chat!

Your Journey Has Just Begun!

Now, the time has come for you to set the stage for exceptional guest experiences.

You've got the secrets, take action and implement!

Let your website and booking engine shine with matching room descriptions and policies.

Every click matters, and each detail builds a memorable stay.

If you have questions or need support, I'm just an email away. Or DM me on LinkedIn, I'll be happy to connect and answer any questions.

Here's to creating remarkable moments and a thriving business.

Cheers to your success,

Federica Bresciani

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