

THE HOTELIER'S CHEATSHEET

7 TIPS TO GENERATE DIRECT BOOKINGS THROUGH LANDING PAGES



1. The Blank Slate

Your landing page is built for a single goal. Make sure any distracting elements are stripped away, including most of the navigation bar or links to any other special offers.

2. The Headline

The most important part of your headline is clarity. What's the offer? Use language and terms that will speak to your ideal guest - the more clearly you communicate here, the better.

3. The Hero Shot

Next, you need a fantastic visual. Your hero shot should be a picture or video illustrating the offer. Go for lots of color, and reflect the feel of your hotel.

4. The Benefit Pitch

Here's where you get specific. Who is your offer for? What does it include? How much does it cost? And what makes it special? Paint a picture of the benefits.

5. The Social Proof

Let visitors to your landing page take the word of your satisfied guests. Showing social endorsements demonstrates the trust you've earned. You can simply add a social trust symbol or, better yet, glowing reviews from past guests.

6. The Call to Action

Your CTA is the tipping point between a bounce and a conversion. Tap into urgency by telling people to Book Now, and make sure your CTA is large and colorful enough to stand out on the page.

7. Testing

Once your page is built, you have one more great opportunity: testing. To get the most from your landing page, know what's working and what isn't. Test what works best to get as many bookings from your landing page as you can.

EXPERTISE TO GROW YOUR HOTEL'S DIRECT BOOKINGS