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{Sample Accommodation} Website Health Check Report

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Prepared for:

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Sample Hotel, York

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Introduction

This Website Health Check Report reviews key areas of your website and makes recommendations for improvements.

The ultimate goal is to achieve more direct bookings on your website, and achieve the following results:

- Reduce your acquisition costs - less commission and fees to OTAs
- Gain more control over the relationship with your guests - direct contact means you can retarget them for repeat business
- Improve user experience - Impress potential customers with your website and you are one step closer to a direct booking.

Your website needs to reflect your property at it's very best, be easy to use and provide brilliant content.

It's one thing having a website, it's another convincing guests to book with you.

I can help you make this happen and this report is the first step in the process.

Summary of results

Site scores

I have completed a 30 point review of your website. Your results are summarised below:

Area of focus	Scores
Conversion	Poor (33%)
SEO	Average (40%)
Site Performance	Good (66%)
Usability & User Experience	Poor (37%)

Full Report

Your conversion results

In order to increase direct bookings for your property via your website it needs to be:

- As easy to use as possible
- Provide all the information a potential customer is looking for
- Offer them reasons to book directly on your site

Persistent 'Book now' button or form?



Recommendation: Direct online reservations are a must, so the ability to book must be clearly signposted and visible on all pages of your website

Images and video content on dedicated page?

It's great to have images throughout your site, but having them on a dedicated page means customers can see them all in one place.

Recommendation: Add a gallery page and make the link accessible in the main navigation

How to find your property page easy to locate?

Customers will want to know exactly where your property is located, how to get there, see a map, get driving directions and information on parking.

Recommendation: Add a Find Us page with google map, and directions if traveling by train or car rather than just showing your properties address.

Do you have an amenities overview page?



Customers thinking about booking on your property will have many questions so an overview page explaining the amenities in the different room types and those available in the hotel is very useful.

Recommendation: Your page is good but make sure you also include any unique selling points about your property.

Do you have events and activities in the area by season?

Customers want a reason to visit your property other than just a bed for the night. Help them by selling the area.

Recommendation: Add a section about reasons to visit the area, what goes on at different times of the year or any up-coming events in the area

Is there an incentive to book direct?

Customers need a reason to book directly rather than with an OTA they may have booked with before and trust.

Recommendation: Add an incentive for the customer to book directly on your site rather than with an OTA. This could be a free upgrade, a bottle of wine on arrival or a best price guarantee.

Do you have a blog?



Providing regular, fresh content is good for SEO and useful for customers. A blog enables you to reflect your knowledge of the area and provide local insights.

Recommendation: Make sure you add regularly content to your blog. Your last blog post is 12 months old.

Upsell extras?

There are no upsells on your website. Maximise the revenue you get from every direct booking by providing the option at checkout to upgrade or sell extras.

Recommendation: Add an additional step in the checkout process inviting customers to upgrade their room or have a bottle of wine in the room for a special occasion or include breakfast in bed.

Ease of searching for prices and booking online

Customers want to be able to book at room and your property easily and this is what the OTAs are brilliant at. Your booking process is hard to use, especially on a mobile.

Recommendation: Improve your checkout process and remove any usability issues. Make the process as easy as booking.com and you are removing one of the advantages of booking via an OTA.

Your SEO results

Improving your SEO has a number of benefits. The ultimate one being the higher you rank in search engines, the more potential customers you bring to your site.

Good SEO also helps improve trust and brand awareness for your business.

Title & header tags?



Your site uses header tags correctly.

HTML header tags are an important way of showing search engines the important content topics of your page, and subsequently the keywords it should rank for.

Meta description tags?

All pages include at least some meta data but only 80% have a description meta tag

Recommendation: Add missing meta description tags. A meta description tag is important as shows on Google's search results pages so enables you to control how your search engine results will appear to a customer.

Keyword consistency?



Keywords are well distributed throughout your site pages.

Recommendation: Ensure your page content is focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Amount of content

Result: Average words per page 516 (based on scanning 5 pages)
Score 8.7/10 5 pages scanned & averaged using Nibbler

Recommendation: Your pages have a low volume of content which search engines could interpret as weak content. Having more content rich pages will over time improve your sites ranking.

Links

Result: 5 pages link to your website. 4 domains link to your website

Recommendation: The amount of sites linking to your is low. Search engines use backlinks as an indicator of a sites authority and relevance. Building links to your site could improve SEO.

Broken links



I have found no broken links on your site.

This is great as broken links can be confusing for customers and impact the ranking ability of pages.

Friendly urls



Your links appear friendly. This is good as it means they are easily read by a customer or search engine.

Site map

Your website doesn't appear to have an XML site map.

Recommendation: Add an XML site map which will make it easier for Google to crawl your site.

Analytics

I could not find an analytics tool installed on your website.

Recommendation: Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving your site.

Last updated

It looks like this site was last updated on 1 Feb 2018.

Recommendation: Regularly add new content, for example blog posts to your site. Adding regular content to your site is great for SEO and customers. The more content you have the greater the opportunities to rank for keywords and for your site to be reindexed. Fresh content is also great for customers.

Your site performance results

Research by Google in 2018 showed 53% of people will leave a mobile site if it takes longer than 3 seconds to load.

In addition to the impact of the speed of your site on customers, there has been found to be a clear correlation between the speed of a website and higher search engine rank.

Your website needs to be as fast as possible for SEO and customer satisfaction.

Page load speed



Result: Page Size 3.8MB, Load Time 1.37s. Requests 58

What does this mean? The average page size a travel website in the UK is 1.8 MB and takes under 3 seconds to load. Research indicates 53% of people will leave a mobile site if it takes longer than 3 seconds to load. A 1 second delay equals a 7% reduction in conversions.

Recommendation: Your page size could be reduced to speed up the page load time by reducing the number of resources and optimising images (see below).

Optimisation of images

Result: Number of images analysed: 5
Total image weight: 1MB
Potential size after compression: 181.3KB

Recommendation: Some of the images on your website are poorly optimised. Compressing some of the images will improve your sites performance and not impact the quality in anyway.

SSL



Result: Your SSL is up to date.

Having a secure website is important for customer trust and SEO. According to a GlobalSign study up to 84% of users would abandon a purchase on an unsecure connection. Having HTTPS in front of your domain is a ranking signal in organic search. 43% of security attacks target small businesses

Usability & User Experience results

Ensuring your site is easy to use and meets customers expectations will help generate more bookings. Building trust and confidence with customers using your site is very important.

Good first impression



Your websites home page is clean and clear and quickly gives an impression of what your property is like.

Recommendation: It is important to use quality imagery to give a great first impression and this is your opportunity to make your property look better than any listing on an OTA site. You could convey your brand in a clearer way and sell what's great about your business more.

Clear and simple navigation

Your navigation is quite confusing on mobile and some of the labels are ambiguous.

Recommendation: Ensure your navigation labels are clear and use simple easy to understand words so a customer can find what they are looking for, or knows what to expect when they click the label.

Responsive for mobile

Your website is mobile responsive but the booking process is hard to use on a mobile device.

Recommendation: Mobile accounts for 41% of visits to travel websites and up to 80% of last minute bookings are made on mobile devices. Using larger form fields and adding a progress indicator will make your booking process easier.

Trustworthy? User reviews

Your site doesn't have any user reviews or scores.

Recommendation: Feature reviews you collect from customers to integrate TripAdvisor or Facebook reviews onto your site. 85% of consumers say they trust online reviews more than they do personal recommendations. Displaying them directly on your site to save customers going to TripAdvisor and leaving your site, booking with them and reducing your margins.

Testimonials & accreditations ?

Your site doesn't have any testimonials or accreditations.

Recommendation: If you are unable to feature customer review then include customer testimonials instead. Add the comments customers have left in your guest book.

Social media?



Your website is showing your Facebook and Instagram accounts.

Recommendation: It is important for customer engagement and brand perception to be visible across as many social media platforms as you have time to update and maintain. Twitter is a helpful tool for gaining feedback and Instagram is great for visually showing even more of your property and the experience of staying there.

Payment methods

The payment methods you accept are not clearly displayed on your site.

Recommendation: Clearly display the payment methods you accept in the footer of your site. This increases customer confidence in handing over payment details on your website.

Contact Us page



Your contact us page is easy to find and contains useful information.

Recommendation: Consider enhancing this page further by adding a short form so customers can easily contact you without calling or going to their emails. This could gain you more enquiries.

Key recommendations

Detailed below are the key recommendations you should make to your website & marketing activity as soon as possible in order to:

- Improve SEO
- Improve user experience
- Get more direct bookings

Recommendations	Next steps
Improve conversion: Add a 'How to find us page'	Create the content required for this new page on your site. The page will provide customers with all the information they need to get to your property.
Improve conversion: Add local events & activities	Research and create the content to add local event and activity information to your site throughout the year. This will provide customers with reasons to travel to York and stay in your property.
Improve conversion: Add a direct booking incentive	Develop ideas to test as booking incentives and promote via your website and other marketing channels.
Improve SEO: Add missing meta descriptions	Write the missing meta descriptions and update your website.
Improve SEO: Add more content & regularly update website	Create more content (alongside the event & activity content) for your site. Target new keywords and create more pages and posts for your site to generate new traffic. This will also mean your site is frequently updated with fresh content.
Improve Performance: Compress images	Compress and reload any large images on your site. This will speed up your site and improve a customers experience.
Improve usability & user experience: Complete a navigation review	Review your site navigation, develop alternative labels and suggest new sections. Test with customers to ensure it works before you get your site updated.
Improve usability & user experience:	As your booking process is hard to use

Improve mobile experience	(particularly on a mobile) review the process in detail and test your site with real users. The findings can then be used to develop and improve your booking process which will result in higher conversion rates.
Improve usability & user experience: Add reviews & testimonials	Gather user reviews and testimonials for your site to improve trust.

Get in touch

I'd like to help you improve your website further following this review of your site. Please get in touch if you'd like me to provide a proposal to work on any of the recommendations I've provided.

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