

easybooking

E-Book: Edition #2

WEBPAGES FOR HOSTS

Successful online!

WE ARE TOURISM

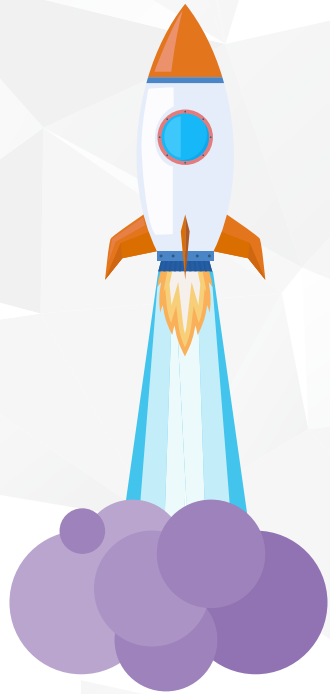
Everything online?

“Who is not online, is already forgotten”

Admittedly, this statement is of course a bit exaggerated, but you surely know from own experience, how important the Internet is in our life: on an average we daily spend between 2,5 and 4,5 hours online and investigate, buy, book journeys or exchange our experiences with other users. And that's exactly how your guests do!

So what does this mean for you as a host?

Do you want your guests to find you? Then you should be present where they are looking for you: **online!**



Battle for presence

The Internet is a large market full of different participants. In the tourism & travel sector, it is dominated by online booking platforms such as Booking.com, HRS and Expedia.

But: for each platform reservation you pay commissions to the reservation platform. That means thus: you only get visibility and bookability for money.

Therefore it is particularly important to be directly bookable with your own Website.

What are the benefits of a website?

Today hardly anyone books a trip without informing themselves online beforehand. Rating portals such as HolidayCheck, tripadvisor or zoover are among the big ones with up to **17 million monthly visitors**.



Visibility & Range

Your guests can find you!

And that's what you want, isn't it? A website increases visibility and reach on the internet.



Bookings & Savings

Every booking you receive not via a platform, but directly via your website, saves money.



Image & added value

When your guests visit your website, they get a first impression of you and your accommodation. And what's the saying?
„First impression counts!“



Accessibility & exchange

Your website enables your guests to contact you quickly and easily - the first contact has already been made that easy!

What is important for a website? What do you have to pay attention to as a host? We have compiled the most important parameters for a successful website for you!



#1 Findability

No matter how beautiful a website is, it's useless if your guests can't find it! But to stand out from the crowd with the multitude of existing websites is of course a challenge. Many technical factors also play an important role...

Choose a talking domain:

Your domain should not be too long but clearly understandable and should contain the most important terms or keywords that describe your accommodation. Also consider the logical ending of the domain - for an Austrian company the domain should be created with .at, for example.

Example for a domain:

www.hotelamhuegel.at

Optimize your website for Google & Co:

Maybe you have heard the word „search engine optimization“ before? The aim is to design your own website in such a way that search engines like Google present it as high as possible in their search results.

Google does this when your website corresponds to the search intentions of your guests - i.e. as many matches as possible are measured between demand and offer.

A distinction is made between the so-called „Onpage Optimization“, i.e. all settings that you can make on your website, and the so-called „Offpage Optimization“, i.e. those factors that are important outside your own website. ➔

• Onpage optimization...

... includes, for example, the content of your website, which you can design yourself. It is important to pay attention to so-called „keywords“ - those terms that your guests are looking for and expect on your website. Scatter these terms or word combinations in title, subtitle, text and metadata - in different variations, but regularly and sensibly listed in context.

• Offpage optimization...

... means that for example other web pages refer to your web page and strengthen it in their relevance. So it helps if other web sites like e.g.: Tourism portals list your website and link to it.

Indexing your website

Before a search engine like Google can rate your website, it goes through a process called indexing. Google scans page by page and captures the content in a database. In order for enable Google doing this, you need to create a so called sitemap of your website. Your web designer will certainly be happy to assist you with this.

Make your website accessible

The term „Accessibility“ means that your website should not only be findable, but also accessible for your guests: Make sure that your website is always accessible and functional. This includes, among other things, consistent server performance, short loading times and barrier-free access to your site.

Findability

- Attractive Domain & Sitemap
- Country specific endings
- Contents matching the search intention
- Keywords & links on the website
- Server performance & loading times



#2 Webdesign & Usability

First impressions count.

As soon as guests visit your website, they get the first impression of your accommodation. This means that your website must be convincing right from the first visit. How do you do it? With an appealing design and simple and intuitive handling for your guests!

Standards in web design

Of course, design is always a matter of taste. In addition to personal preferences, there are also certain standards as orientation for web designers. Currently, these include clear forms, a rather reduced design and sufficient white space or spacing between individual elements so that the website does not appear overloaded. In general, it is important to choose a harmonious colour concept, an appealing visual language and fonts suitable for viewing on screen without serifs.

Optimized for all end devices

More than half of the everyday interactions with websites are done with our smartphone. What does that mean for you? You should make your website responsive and easy to view and use from any device - computer, tablet or smartphone. This gives your guests the opportunity to receive all relevant information about your accommodation when and where they want, or at best to book directly online.

Target group orientation

Think of your guests: How advanced are they in Internet use? Do you find your way quickly or do you need simple work steps? What expectations do guests have of your website and what information do they look for there?

Easy navigation

Even if the best information is available on your website, your guests won't benefit if they don't find it. So make sure your website is easy to navigate! Make sure that your guests find exactly what they are looking for with just a few clicks. As a tip: with only 3 clicks users should reach the desired information!

Authenticity

Your website represents you and your accommodation. This means that it should also authentically reflect to potential guests what they can expect from you. Stay true to your style and communicate only what you stand for.

Pictures arouse emotions

And that's what you want to trigger in your guests: enthusiasm, anticipation, happiness. Our brain only needs a few milliseconds to recognize and process an image - so take the chance and design your website with meaningful images. The quality of the pictures is crucial: Pay attention to the resolution of the pictures, so that these do not seem indistinct and blurred. But beware: too large amounts of data can also lead to longer loading times, which should be avoided.

Data input

You want your guests to book? Then make it as easy as possible for them! Support them on the website with an intuitive online booking route and data entry forms. The less effort your guest has, the better!



#3 Contents

If people stay on a website, they also want to experience a corresponding added value. **But what do your guests want?**

Relevant for the guest

Are your guests looking for price information, do they want to know more about you as a host or would they like to find out the latest news from your region? Offer your guests on your website exactly what they need for their perfect holiday with you.

Comprehensibility and clarity

Your website should not be a literary masterpiece, but should provide fast and clear information. You deal with tourist terminology on a daily basis - but your guests do not. So you convey the information in clear and understandable language, easy and quick to understand.

Diversity wins

Not only do your guests want variety, search engines don't like pages with the same content either! This downgrades your website and in the worst case you can even be punished for sharing the same content. So generate individual content per page and don't just copy the same text to all subpages.

Current content

Price lists and newsletters from 2014? No thanks! Update the contents of your website continuously. The easiest way to do this is with a recurring appointment reminder, which will draw your attention monthly to check your website for topicality or to revise it if necessary.



#4 Call-to-Action

Once your guests have found what they are looking for on the website, they should become active and interact. But you also have to give them a chance. Socalled "Call-to-Actions" (CTA) show users their options for action.

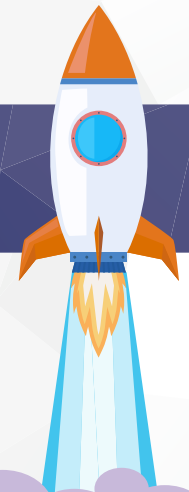
Position buttons, links or clickable elements on your website and tell your guests that you can „book here“ or „request further information“.

What actions can you offer your guests, for example?

- Subscribe to our **newsletter**
- Sharing content on **Facebook, Instagram, Twitter** and more
- Download **information material**
- Callback **requirements**

[to the Blog](#)

Mehr contents & interesting informations for hosts.





1 Innsbruck:

Hypo-Passage 2
A-6020 Innsbruck

2 Berlin:

Zossener Straße 41
D-10961 Berlin

3 Eisenstadt:

Hartlsteig 1a
A-7000 Eisenstadt

Hypo-Passage 2 • A-6020 Innsbruck (Austria)
AT: +43 5 0908 • DE: +49 30 311 947 10 • CH: +41 44 515 58 51

E-Mail: office@easybooking.eu

www.easybooking.eu

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