



WEBSITE AND BOOKING ENGINE ASSESSMENT CHEAT SHEET

THE FIRST STEP guidelines
to show consistency to your
potential guests and
to improve your reputation

INTRODUCTION



We keep checking our competitors' websites for rates and how beautiful they look.

HOWEVER, ARE WE REALLY LOOK AT ALL THE DETAILS?

Often, we don't realise that our information is scattered on different pages of our website and at the same time on our booking engine too.

HOWEVER, DO WE REALLY OFFER THE SAME INFORMATION, IN THE SAME FORMAT, WITH THE SAME SYNTAX?

We love **CONSISTENCY** and keeping our website and booking engine updated and clean shows that.

Part of my MISSION is to make sure that your information is out there correctly, in order to give you consistency with your clients and an outstanding reputation for your future guests...

...AND this is the first step!

THE essential guidelines to show consistency to your potential guests and to improve your reputation

MY WEBSITE

Room Description

The room details must be clear in size, bed size, view (if available), amenities 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

Double Room City View

With their stylish design, abundance of natural light, fibre broadband and powerful rainfall showers, our Standard Rooms are an ideal choice for your city break.

15-17m2
Free fibre broadband
Double bed / Twin beds
Security safe
Complimentary tea and coffee
Smart TV

RELAX
If what you need is somewhere to stay and relax, our Executive and Prestige rooms have bigger showers and some of them, hydromassage bathtubs. You can switch the blue LED lights for a unique relaxing experience.

SLEEP
Our windows are not only temperature but sound proof isolating any outdoors noise making your stay more comfortable and quiet. With double bedded rooms, we have a choice of microfiber or feather pillows that, depending on your preferences, will help you enjoying a peaceful sleeping night.

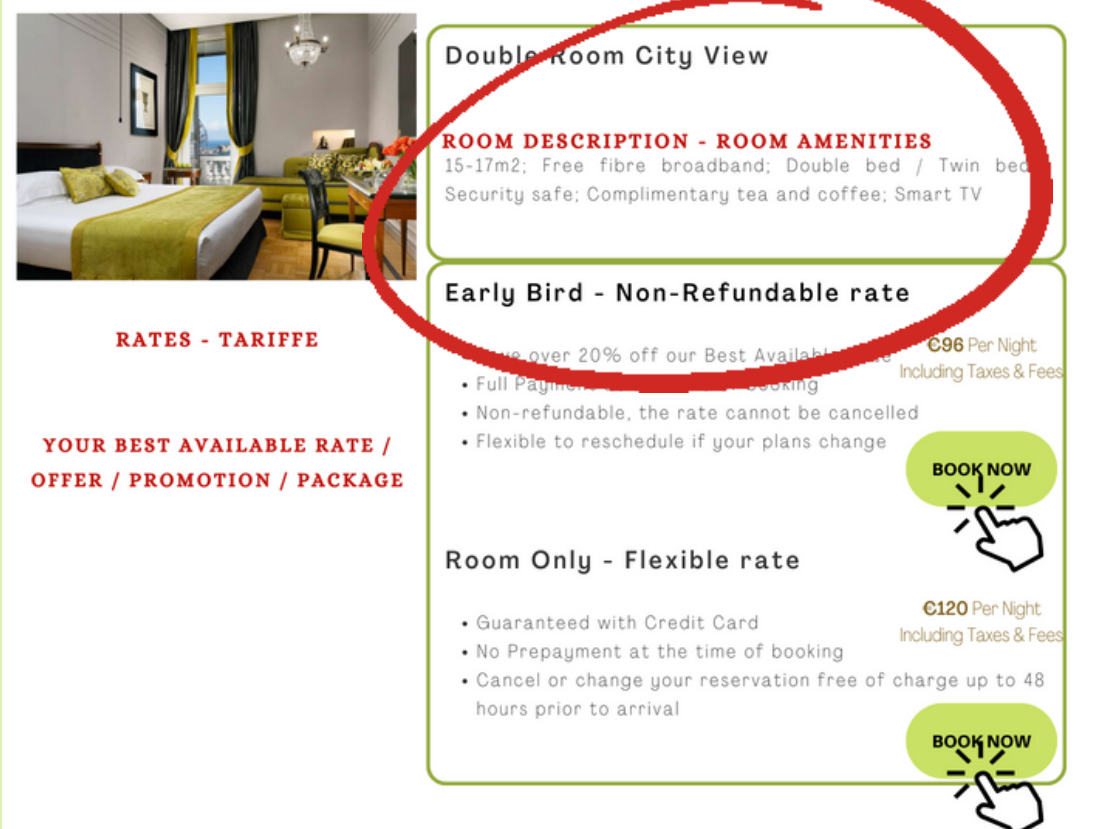
REFRESH
Enjoy your stay even more with our Italian toiletries line, Micallef. Our 400gsm towels are the clean and fluffy touch we all need after a shower or bath. Bathrobes and slippers are also available!

MY BOOKING ENGINE

Room Description

The basic room details must be clearly available on our booking engine.

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



The screenshot displays a hotel booking engine interface. On the left, there is a photograph of a hotel room. Below the photo, the text reads "RATES - TARIFFE" and "YOUR BEST AVAILABLE RATE / OFFER / PROMOTION / PACKAGE". The main content area is divided into two sections. The top section is titled "Double Room City View" and contains a "ROOM DESCRIPTION - ROOM AMENITIES" box with the following text: "15-17m2; Free fibre broadband; Double bed / Twin bed; Security safe; Complimentary tea and coffee; Smart TV". Below this, there are two rate options. The first is "Early Bird - Non-Refundable rate" with a price of "€96 Per Night Including Taxes & Fees". It includes bullet points: "• Full Payment at the time of booking", "• Non-refundable, the rate cannot be cancelled", and "• Flexible to reschedule if your plans change". A "BOOK NOW" button with a hand cursor is positioned to the right. The second rate option is "Room Only - Flexible rate" with a price of "€120 Per Night Including Taxes & Fees". It includes bullet points: "• Guaranteed with Credit Card", "• No Prepayment at the time of booking", and "• Cancel or change your reservation free of charge up to 48 hours prior to arrival". A second "BOOK NOW" button with a hand cursor is also present. A large red oval highlights the "ROOM DESCRIPTION - ROOM AMENITIES" box and the "Early Bird" rate section.

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MY WEBSITE

RATE Description

The rate details must be clearly communicated to our potential guests, in what they include and don't, terms and conditions with the PROPER guarantee and cancellation policies.

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

MY BRAND HOTEL LOGO ABOUT ROOMS LOCATION OFFERS CONTACT

Room Only 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.

TERMS & CONDITIONS

- 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.

BOOK NOW

Early Bird Non Refundable
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.

TERMS & CONDITIONS

- 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

BOOK NOW and SAVE

Book Directly with us Flexible rate
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

- Save an additional 12% on all our public rates
- No Prepayment at the time of booking
- Cancel or change your reservation free of charge up to 48 hours prior to arrival

EMAIL US NOW

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MY BOOKING ENGINE

RATE Description

Rate details must be clearly communicated everywhere, on different windows, that our guests experience during their booking journey.

Double Room City View

ROOM DESCRIPTION - ROOM AMENITIES
15-17m²; Free fibre broadband; Double bed / Twin beds; Security safe; Complimentary tea and coffee; Smart TV

RATES - TARIFFE

YOUR BEST AVAILABLE RATE / OFFER / PROMOTION / PACKAGE

Early Bird - Non-Refundable rate

- Save over 20% off our Best Available Rate **€96** Per Night Including Taxes & Fees
- Full Payment at the time of booking
- Non-refundable, the rate cannot be cancelled
- Flexible to reschedule if your plans change

BOOK NOW

Room Only - Flexible rate

- Guaranteed with Credit Card **€120** Per Night Including Taxes & Fees
- No Prepayment at the time of booking
- Cancel or change your reservation free of charge up to 48 hours prior to arrival

BOOK NOW

We don't want any surprise!

Avoid misunderstandings!

Double Room City View

ROOM DESCRIPTION - ROOM AMENITIES
15-17m²; Free fibre broadband; Double bed / Twin beds; Security safe; Complimentary tea and coffee; Smart TV

RATES - TARIFFE

YOUR BEST AVAILABLE RATE / OFFER / PROMOTION / PACKAGE

Early Bird - Non-Refundable rate

- Save over 20% off our Best Available Rate **€96** Per Night Including Taxes & Fees
- Full Payment at the time of booking
- Non-refundable, the rate cannot be cancelled
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BOOK NOW

Room Only - Flexible rate

- Guaranteed with Credit Card **€120** Per Night Including Taxes & Fees
- No Prepayment at the time of booking
- Cancel or change your reservation free of charge up to 48 hours prior to arrival

BOOK NOW

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MY BOOKING ENGINE

RATE Description

...and we mean EVERYWHERE.

We have to pay attention of 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

BOOK NOW

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

POLICIES

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

BOOK NOW

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

Guarantee Policy
Valid credit card required to guarantee the booking

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

POLICIES

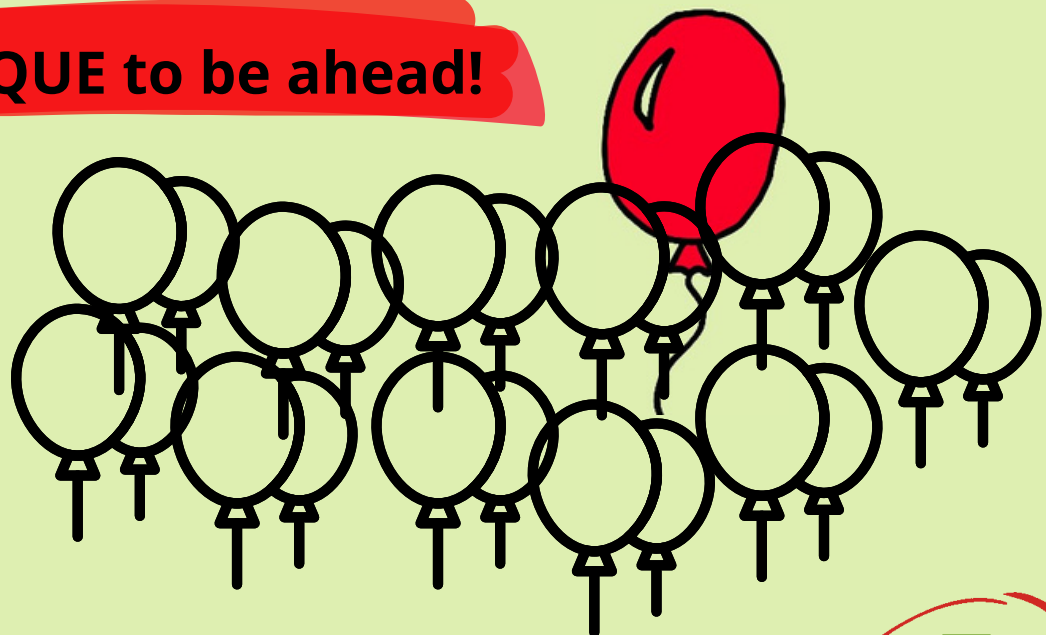
ESSENTIAL!

MAKE SURE that your content is **UNIQUE** to your website and booking engine, don't share it with other channels.

Spend some time to create a new short and detailed description for your OTAs in order to give a different content.

Google doesn't like to share the same content on two different sites. It will keep the one that has higher reputation, consistency and liability.

Be UNIQUE to be ahead!



REMEMBER!

We just need to pay extra attention to our channels and to make sure that it is all transparent, that it's not confusing and above all that it's not overwhelming for our potential guests.

An outstanding customer's journey starts from the moment our website and the BOOK NOW button get hit!



It is not rocket science!

In order to show consistency and attention to details, your **website** and your **booking engine** MUST show exactly the same descriptions both of your rooms and of your policies.

WHAT DO YOU THINK?

If you would like to discuss it in detail and clarify some of these points, please contact me directly at
FEDERICA@FBREVENUE.COM
I'll be happy to answer your questions.

Federica Bresciani

"It has been so valuable to learn from experienced professionals in well-known and outstanding companies, but running my own consultancy and working for independent boutique hotels is what I want to do. Every single decision is important, there is very little margin for error. Everything has to be converted and every cost checked closely."

