WEBSITE AND BOOKING ENGINE ASSESSMENT CHEAT SHEET

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

BY FEDERICA BRESCIANI

FB REVENUE AND DISTRIBUTION

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!
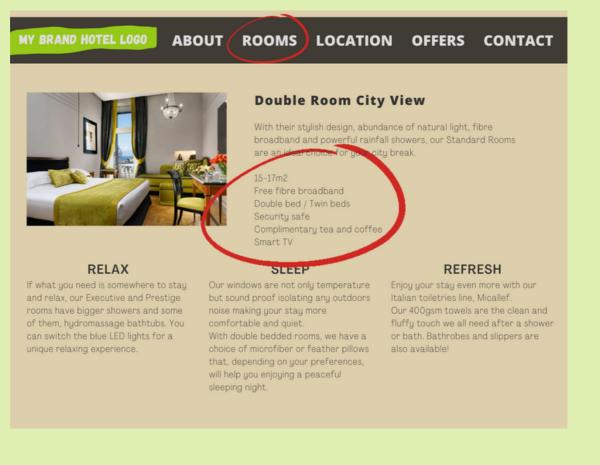
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MY WEBSITE

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.

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MY BOOKING ENGINE

Room Description

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

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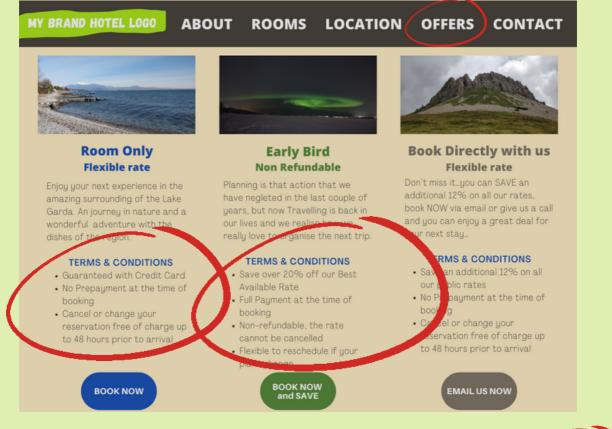
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MY WEBSITE

RATE Description

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

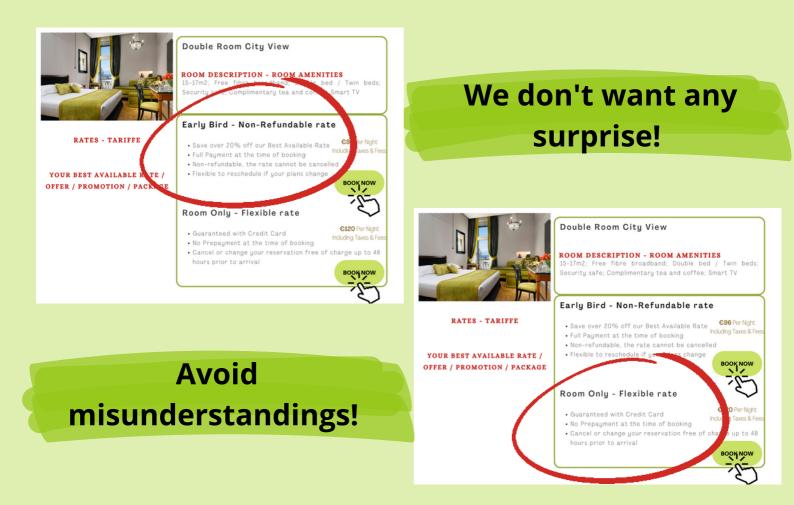A beautiful website isn't enough, it must be functional and engaging.

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 negleted in the last couple of years, but now Travelling is back in our lives and we realise because 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 our 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.

We don't want any surprise!

Avoid misunderstandings!

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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.

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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!

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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.

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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."