



5 Hot Tips For Getting More Bookings

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The major need today for hotels is being there when customers are looking for you and more importantly turning those searches into bookings. It is no longer enough to attract visitors to your website but rather converting most visitors to customers not just from the direct traffic but also on other platforms.

There are a number of ways of going about increasing the bookings to your hotel and these five are the easiest to implement and the most effective.

1. Value proposition

It is very important that you identify and elaborate clearly what it is that you are offering to your customers. The first part of this is clearly defining your target market. Then get a strong value proposition outlining the benefits you provide, what makes you unique and why the potential customer should ditch the competition and pick you instead of the competition. It should be easy to understand; do not use vague descriptions that do not show how you provide your benefits.

2. Good design

The design of your website provides an outlook at how your hotel delivers its services, how it looks like and the amount of care it takes to ensure the customer's comfort. Some tips to consider when designing your website is having a great landing page, simple but aesthetically pleasing overall design that is easy to navigate and with little clutter. The online booking system should be simple and secure. Ensure the call to action copy and button are clear prominent and convincing including the color of the button.

3. Mobile optimization

You can significantly add to the number of your bookings with a website that is optimized for mobile devices. Many people access online services from searching to transactions from the comfort of their mobile phones. Do not just get the same concept from the existing site, instead try to create a mobile device concept tailoring all the major aspects to be easily found and used on mobile phones. This avoids cluttering and a shrinking feel. Over a ¼ of all online travel market revenue comes from mobile phones.

4. Hotel photography

When people get to your hotel's website, the HD photography is the first chance of showing them what they are getting. High quality photos covering the best features and offerings in your hotel create a huge impression. They give meaning to your words and definitely will lead to increased bookings due to their persuasive value.

5. On-Line Marketing

On-Line Marketing should be the backbone of all your efforts to increase your bookings. It starts with research and a target market. From there all efforts are about giving your self-visibility and finding potential clients where they are and convincing them that you offer the best service. It is about creating awareness, nurturing leads and building relationships.

Contact Nimesh Dinubhai at Websrefresh to learn more about maximizing the functions of your website:
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