

How Changing Your Hotel's Website Content & Aesthetics In Different Seasons Brings More Bookings.

By Nimesh Dinubhai

Different seasons bring different opportunities—if we understand that from the get-go, things are going to go smoothly for our hotel. We cannot treat every season like it was the same thing; each and every single one of them has their own characteristics and elements, so it's paramount we use that for our advantage.



So, here you are going to find some tips that are going to help you to improve your hotel's website content as the seasons roll by:

Upload Some Of The Hotel's Photos According To The Season.

This works in all seasons, but especially in the case of summer and winter. Take pictures of your hotel during those months and upload them to your website so that people can have a look at how your hotel looks during that particular season.

For example, you could add photos from the hotel's entrance or the areas surrounding it in winter, which is the season with most changes. You could throw around some pictures of the trees during summer and fall. Add some variety to your gallery every season in order to get people's attention—we often react to pictures a lot quicker than we do with content.

These photos can accomplish two goals in one effort: it can add some degree of variety to your website and it can also give some insight to your potential clients about how the hotel looks at the time.

Make Special Offers According To The Season.

Loving fall? Then why not adding a special drink or offer at your hotel's bar during that season? Or if you are in winter, why not adding special dinners, drinks and even entertainments, considering that people are going to have a harder time leaving the hotel to walk around the city?

You could add a 5% discount to all the services in the hotel at winter; you could make special drinks, dinners and even special entertainments during the fall or the summer. You could also make special promotions in your website; make people feel drawn to your hotel by offering special discounts if they do a reservation in a certain amount of time.

The possibility of special offers is an enticing one because it can draw people in a quick manner. Another great example would be adding a discount during summer vacation, when people are much more prone to travel and do tourism–this is a great chance for special offers and you should use the seasons to do so.

Add all this in your hotel's website, so that people can have a look at it and make up their minds; it's important to know what's on display from the get-go. Nowadays, most people do their reservations online, anyway.

You Can Seize The Holidays In Those Seasons.

The proverbial example of this is Christmas. Winter tends to happen during the month of December in most countries, so this is a great opportunity for you to create a thematic design for your website. You could add a Christmas tree here and there, snow flakes and all those little details that give more of a holiday aesthetic to your site.

Another example depends mostly on the country's culture. It's not the same to manage a hotel in South America than doing it in the States or in Europa—they all have different celebrations and holidays, so that is a big deal when it comes to adapting to the seasons (especially when considering that some countries have the same kind of weather during the entire year).

You should use the holidays as a way to improve your website as the year rolls by and to use every single one of them as part of the site's decoration—this would transmit the holidays' vibes to the viewer in an almost instant manner.

Make Promotional Videos Introducing The Seasons.

Remember what we said about special offers according to the season? Well, this is your chance to introduce said offers in each season. Make use of the videos as a way to create a special bond with the viewer and thus developing an interest from them to visit your hotel and stay there for a while.

For example, let's say that is fall and you have a special set of entertainments for the people staying in your hotel (they could be bands, comedians, you name it). Well, why not make a video promoting these acts during the season? Upload it in the main page of the site and make sure that people have a look at it; you could add some of the acts' material so that people could have a bigger grasp of what they are going to get.

Just like in the case of acts and entertainments in general, you could do the same thing for the offers, as we just said. Make sure that you upload videos in a constant rhythm as times goes by because that way people would get used to that and they'd be looking forward to that.

Videos in websites are getting much more common as time goes by—you have to ride this storm in your favor in order to get better results.

Show The Clients's Feedback.

This is something you can add to your website content once you had a few seasons applying the advices we just gave you. Allow some of your clients to offer their feedbacks about the experience they had and how much they enjoyed it—this is a great way to show people how much of a thrill is to go to your hotel in all these different seasons. Sell what you go; let people know what you are offering.

Let's be honest here: people are always a bit cautious when doing reservations, especially considering all the ordeals they may find on a specific season. That's why you should be adamant in adding positive reviews and feedbacks from your past clients; this is a proof of how well you have fared so far and a great help to expand your brand.

Comments are great, but they are far from perfect. Go a step further and add videos from people offering their own statements about what they thought of the whole experience. This is a great note and something worth considering because you are using a natural scenario (the seasons) in order to improve your site's content in this regard.

Use SEO Content Depending Of The Season.

It's not the same to look on the internet for a hotel on summer than to do the same on the winter. Different characteristics, different types of circumstances. Which is why you should always update your SEO content to add some of the keywords that people may use on the internet to look for a hotel—change these keywords each season to keep yourself updated and that way getting much more traffic.

To make this happen, you should study the market. Make your own research about the words people use the most on the internet looking for a hotel; that way you can adapt these to your own SEO content and seize this opportunity to establish yourself as people's finest choice.

SEO content can vary and change as time goes by, so take that into consideration when you have some time managing your hotel and its website.

You Could Set Up Your Site's Content.

This idea might be different to the ones we just mentioned, but it could be just as valid. Instead of constantly changing your website's offers and reservations prices, why not setting up the content with all the options available in the summer, fall, autumn and winter?

This obviously has a clear advantage: we don't have to change our content as each season rolls along, so that makes our lives a bit easier. It could also help to project a more professional image, because it shows that you are handling all the possible scenarios and dates for the client, which is something most people find useful.

The only drawback is that it takes time and planning to establish the content, especially all the offers, pricing and whatnot. Be that as it may, it's a great chance to show all your cards at once and let people know what you're capable of.

Different seasons bring different opportunities. Yes, it's challenging at first when you don't have a clear idea of what to do, but with effort and dedication, things are going to come off for you.

It's all about starting and that's what you are going to do.

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