



# **Booking Engine & Website Checklist Q1 2022**

**December 2021**

## Q1 Focus

Q1 Focus is on Valentine's Day, February Midterm & St Patrick's Day. It is also time to look ahead & plan for Easter.

Q1 key dates & events - 2021	
New Year's Day	Saturday 1 <sup>st</sup> Jan
Valentine's Day	Monday 14 <sup>th</sup> Feb
Midterm Break	Monday 21 <sup>st</sup> Feb – Fri 25 <sup>th</sup> Feb
St Patrick's Day	Thursday 17 <sup>th</sup> March
Mother's Day	Sunday 27 <sup>th</sup> March

With 2021 over, it is time to plan ahead to ensure that your website and booking engine are ready for Q1 and the year ahead.

***We have prepared a handy checklist to consider when working on your website and booking engine audit which we hope you will find helpful!***

## Website

### Content Actions

- Review your site on a mobile device
  - With the constantly increasing mobile traffic & transactions, it is necessary to put significant focus on the mobile user experience
  - Review the mobile experience & functionality from the perspective of a website visitor, make this part of your routine when working on the new content
- Ensure to switch off your Christmas features (Animated snow, Christmas themes).
- Review your content and have dedicated pages for each seasonal events where applicable: Valentine's Packages, Midterm Breaks, St Patrick's Day, Easter
- Update your seasonal imagery on your website to replace Winter with Spring or more generic imagery
- Review and amend any COVID-19 related content on your site to match current restrictions

- ❑ Review customer comments which are submitted from your Contact Us & other website forms to see if there are any ideas or recommendations which need actioning - this is particularly helpful for FAQ items
- ❑ Update your Action Bar with the most relevant seasonal offers:
  - [How do I update my Premium Action Bar?](#)
  - If using [Website Builder - How do I add an Action Bar to my website?](#)
- ❑ Review any CMS Pop Ups – Think about using these to communicate Book Direct Discounts, Flexible Terms etc. to your guests?
  - [How do I add Pop Up Messages to my website/CMS?](#)
- ❑ Review your Google my Business & TripAdvisor profiles; amend opening status if you have been closed, respond to any reviews and answer any questions on your Google my Business profile.
- ❑ We recommend you check out [A Masterclass in Content](#), a webinar which we hosted last year.
- ❑ Check your map location on your site if you are using Google Maps. We now recommend replacing this with a 'Get Directions' link, as the map keeps crashing when Google makes updates. Guests are more likely to use a Get Directions option, especially when travelling to hotel. Replace this on both the Homepage and in the Footer.
  - [How do I setup a Location / Get Directions Link for my website?](#)

## Admin

- ❑ Review and refresh your content on a regular basis.

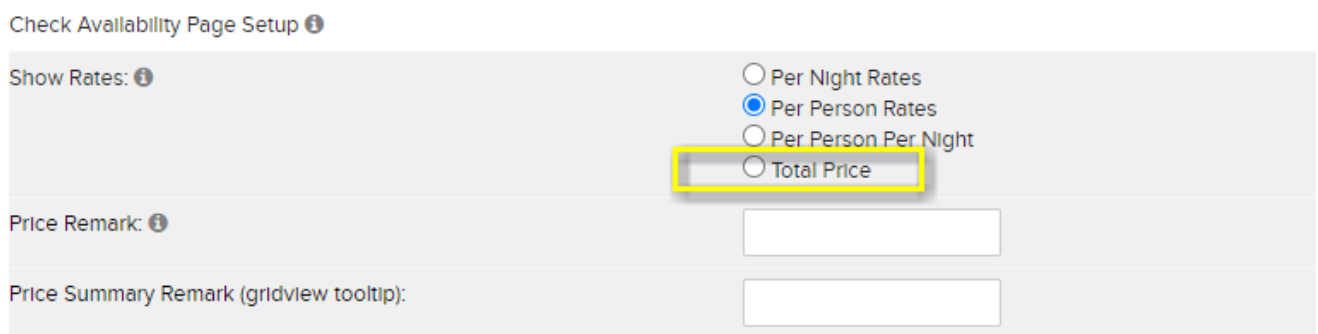
Important note: Add & format any text to appear on the page in the WYSIWYG editor. Text must be pasted as plain text - we recommend using notepad to format the text first and then copy it to the page content in CMS as plain text (Ctrl + Shift + V)
- ❑ Ensure you compress the images before uploading them to the website as large files can significantly slow the website loading speed. You are looking for a max image size of 250kb.
- ❑ Avoid content that is only accessible through PDFs to the content of the site for better user experience & for Google to index this content. On mobile, PDFs are an awful user experience, as they are not responsive, and the user must download them to their phone. Google cannot index content on PDFs, so you do not get any SEO value on your site from this content.

# Booking Engine

## Rateplans

- ❑ Amend the VALID TO date (end date) on all your Rateplans to ensure you are bookable at least 12+ months ahead.
- ❑ All rateplans should be displayed as TOTAL STAY – this is for 2 reasons
  - All rateplans should use the same pricing method to make it easier for the user to compare rateplans
  - OTAs display rates as TOTAL STAY, so it also makes it easier for your user to see that the best value is available on your own website.

Clients who change all their rateplans to TOTAL STAY often see an improvement in performance.



Check Availability Page Setup ⓘ

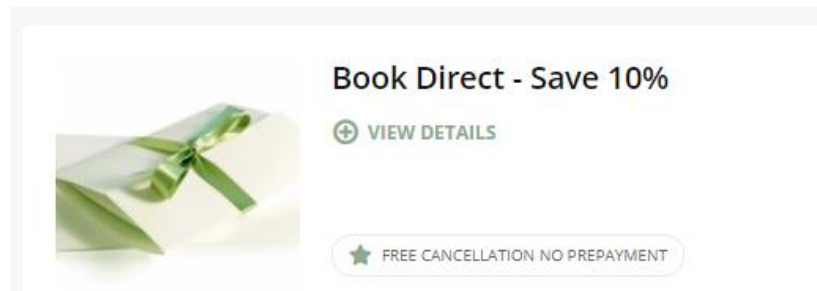
Show Rates: ⓘ

- Per Night Rates
- Per Person Rates
- Per Person Per Night
- Total Price

Price Remark: ⓘ

Price Summary Remark (gridview tooltip):

- ❑ Make sure your Rateplan Names and Descriptions carry clear messaging of what is included in the offer. Highlight the inclusions in the name of the Rateplan e.g. *Spring Getaway Offer – 2 Nights Dinner, Bed & Breakfast*, as opposed to *Spring Getaway Offer*.
- ❑ Review your Grouped Specials. Best Practice is not to display one Rateplan in more than two Grouped Specials – keep them unique.
  - [How to set up Grouped Specials?](#)
- ❑ Review your policies relating to booking deposits and prepayments - update T&Cs and Rateplans Descriptions accordingly. Do not forget the Cancellation Policy field in the footer of the Booking Engine
  - [How do I add the Cancellation Policy to the footer of my Booking Engine?](#)
- ❑ Review Rateplan Badges which are in use. "Free Cancellation" and "Book Now - Pay Later" badges. We also have a new "Free Cancellation No Prepayment" badge.
  - [How do I add Rateplan Badges?](#)



- ❑ Review imagery on Rateplans & Grouped Specials to show seasonality - ensure these have been updated from summer imagery. Try to use your own images rather than stock ones from the booking engine.

- [How to set up/update my rateplan images](#)



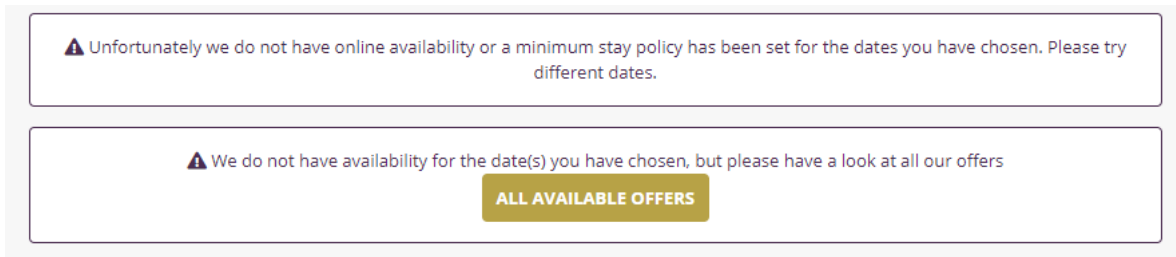
- ❑ Watch our Level Up sessions on Rateplans & Grouped Specials set up best practices

- [Level Up – Step Up Your Rateplan 1/3](#)
- [Level Up – Step Up Your Rateplan 2/3](#)
- [Level Up – Step Up Your Rateplan 3/3](#)
- [Level Up – Grouped Specials](#)

## No Availability Page

- ❑ Update your No Availability Message.
  - [How to customise your no availability message](#)
  - We can add a button to this for you. Currently we recommend adding a link to your Special Offers page to help guide users to view that dates you are open.

Please contact Net Affinity if you wish to add this to your site.



## Rates & Availability

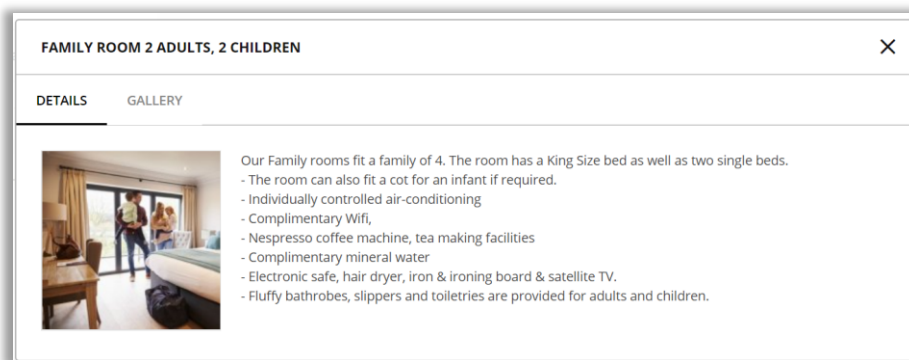
- ❑ As always, ensure that you have the best prices on your own website to encourage users to Book Direct. Keep this message clear, consistent and across your platforms – your site, social media & ads your guests know that they can book online and still get the best deal. Ensure you have a Book Direct Strategy in place, e.g., you have a higher rate on your OTAs than your own website, complimentary breakfast for those booking direct etc.
- ❑ Make sure Rates and Availability are loaded for at least the next 12 months. We recommend loading rates in general on a rolling 12-month basis.
- ❑ Ensure that Children & Infants can be added during the booking process. Users are more confident when booking for families when they know the additional cost for each child and that the room will be sufficient in space for the no. OF children included.
  - [How do I add Children/Occupants to the Personalise Your Stay page?](#)



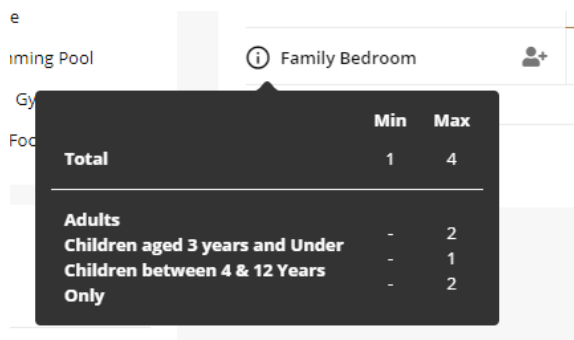
- ❑ Revise your Closeouts and MLOS in place
- ❑ If you are using a Channel Manager, you will need to load rates, change availability, amend Closeouts & MLOS in your Channel Manager. Please see our guide to assist with this:
  - 🕒 [Troubleshooting - Channel Managers Guidelines](#)
- ❑ If you are having difficulty getting a rateplan to show, check out our Troubleshooting Guide:
  - 🕒 [Troubleshooting - My rateplan is not showing bookable online](#)

## Room Types

- ❑ Review your Room Type Descriptions – can you add anything here to reassure the guest on booking? Do you have bed configuration included and all in-room extras?
  - 🕒 [How to set up a room type](#)



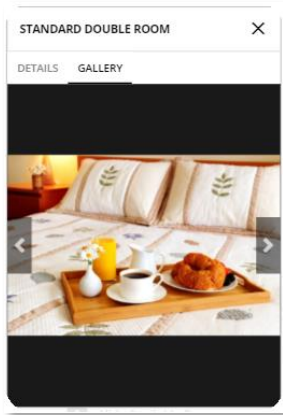
- ❑ Review your occupants in each room type, using the new Occupants Display to ensure you have set up correctly and are not missing out on any opportunities outside of stays for 2 adults.



- 🕒 [How to update my min/max occupancy filters](#)

- ❑ Are you making use of the Room Type Galleries, we recommend using this feature so users can see the imagery for room types throughout the booking process?

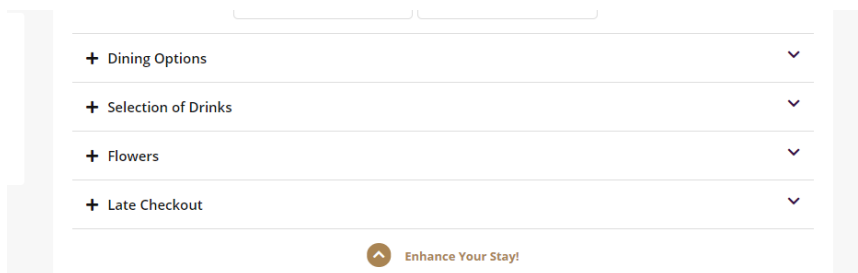
- 🕒 [How to set up/update my roomtype images](#)



- ❑ Watch our Level Up webinar – [Best Practices for Room Types](#)

## Enhancements

- ❑ Check that all your [enhancements are valid](#) for 2022
- ❑ Review the imagery and pricing for your enhancements and ensure that they are attached to the correct rateplans. e.g. Breakfast and Dinner options are available on your RO rateplan, but only Dinner on your BB rateplan. We advise checking this from the front end of your site by going through the booking process.
- ❑ Be creative, add in rooms extras or local attractions tickets
- ❑ Consider having the groups visible by default for better exposure during the booking process. Touch base with Net Affinity to set this up for you.



- ❑ Watch our Level Up webinar – [Level Up – Enhancements](#)

## Vouchers

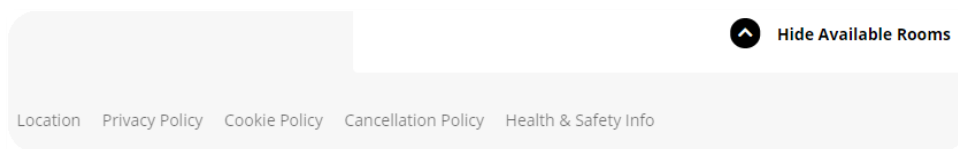
- ❑ Have you [extended the date of your vouchers?](#)



- ❑ Review all your vouchers – ensure that price points, terms & conditions, imagery are all up to date.
- ❑ Ensure you have the Postal, Email and / or [Click & Collect](#) voucher delivery set up in the best way that suits your property. We recommend enabling all options, but if you need to disable postal for the moment if there is no one on site to send them, we can help you with this.
- ❑ Review the types of vouchers available. Can you offer Afternoon Tea or Dinner for 2, to encourage sales to your local market?
  - [How to set up a voucher](#)
  - [How to set up a voucher group](#)

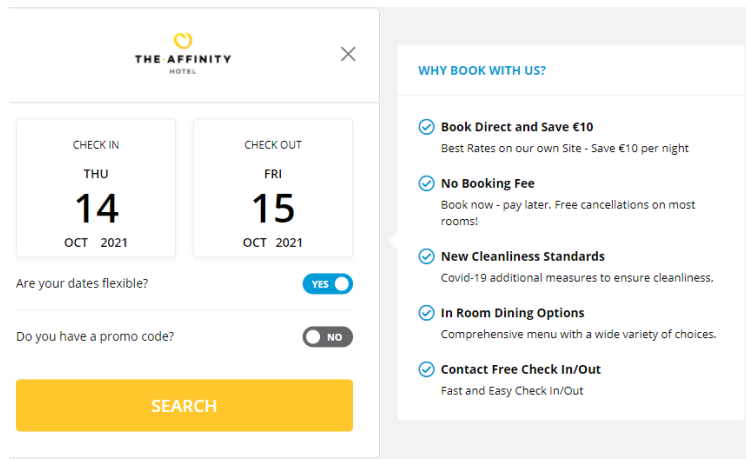
## Misc.

- ❑ Create your own calendar of events & use this to plan quarterly activities.
  - [2022 Events Calendar Sample](#)
- ❑ Take time to review your settings & hotel info sections. Has your cancellation policy changed? Do you need to amend your cancellation terms on confirmation email? Is all information up to date?
  - [Level Up – Settings Section](#)
  - [Level Up – Hotel Info](#)
  - [Level Up – Terms & Conditions](#)
- ❑ Consider if your guests would appreciate communicating any additional information to you at the booking stage that you can add as a Booking Preference?
  - [How do I add a comments/special requests box to the booking engine?](#)
- ❑ Add your Health & Safety Procedures to the Booking Engine with the “Health & Safety” section in the footer
  - [How to update your property's Health & Safety Information](#)



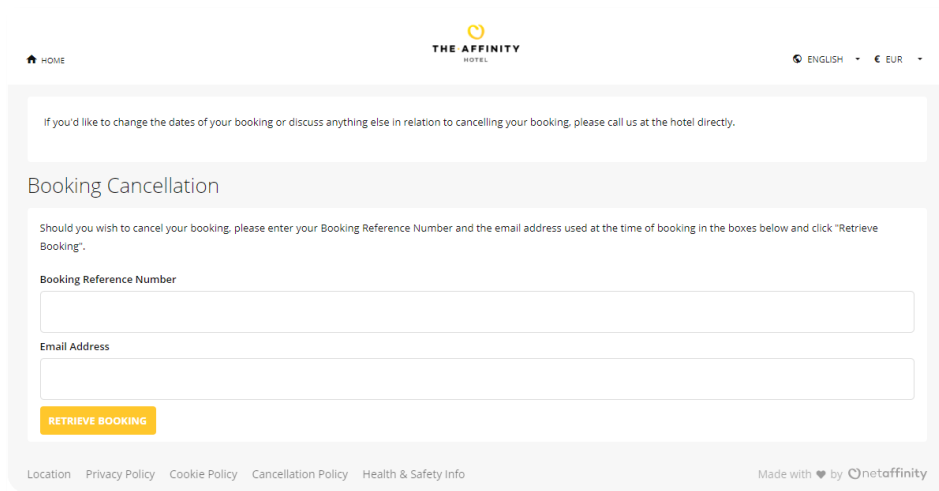
□ Update USPs / WHY BOOK WITH US REASONS with COVID-19 related content e.g.

- In Room Dining Options
- Contact Free Check In / Out
- No booking deposit
- Flexible cancellation
- [How to update my Searchbox USPs / Why Book with Us reasons?](#)



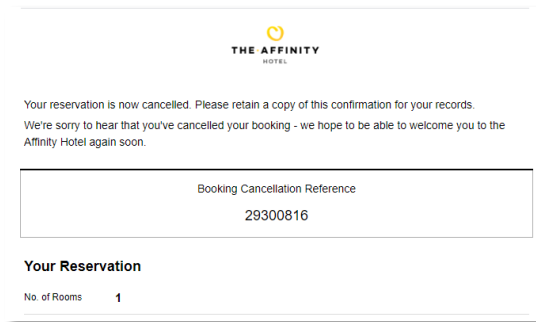
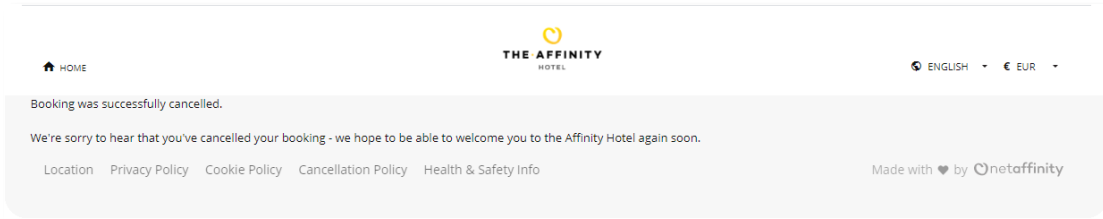
□ To help discourage further cancellations, add your message to our Pre-Cancellation message. This appears on the page accessed when a guest selects the “Cancel Booking” option on their cancellation email. Use this message to encourage the guest to contact the hotel to arrange different date instead of cancelling.

- [How to customise your pre-cancellation message?](#)

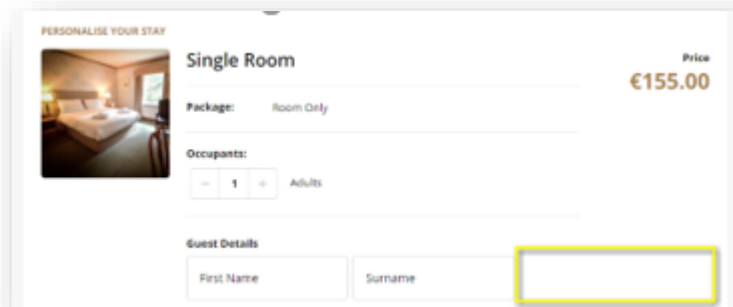


- To help maintain the relationship with your guests after they have cancelled, add a message to our Post Cancellation Note – this appears on the cancellation confirmation screen and the cancellation email. Use this to encourage your guest to sign up to your newsletter or buy a voucher. You can add the message with the instructions below and contact us at Net Affinity if you would like to add a button to the text.

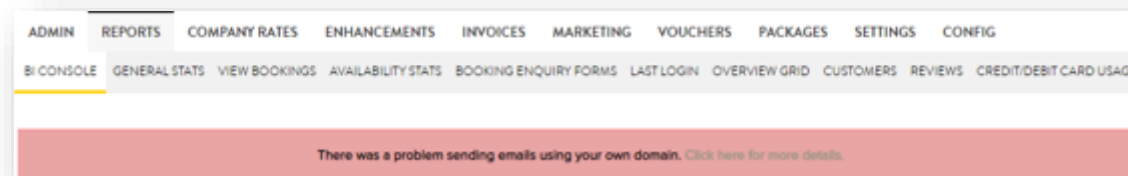
 [How to customise your post-cancellation message?](#)



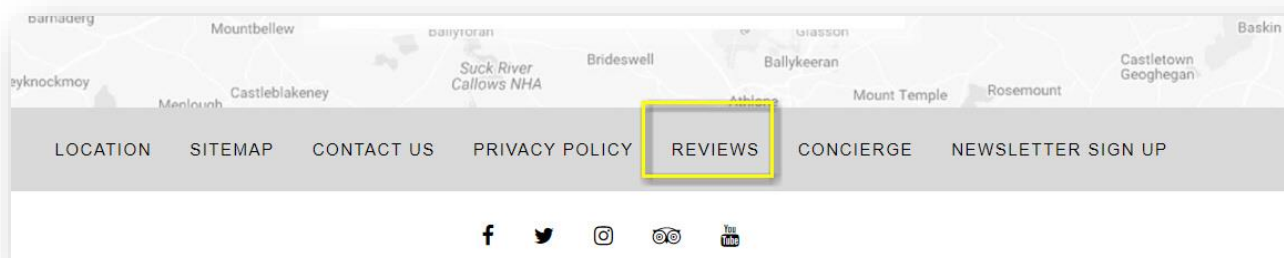
- Have you enabled an email address on the room configuration page to increase the chance to capture bookers who decide to leave the booking process at this stage & showing them an abandonment message here?



- ❑ Can we send the confirmation emails on behalf of your own domain? If you have this error showing, follow the instructions in the link



- ❑ Do you check your reviews, respond to them & publish them? Do you have your reviews linked to the website footer?



- [How do I see my guest reviews?](#)
- [How do I add a page to my website's main menu or footer?](#)
- ❑ Review Booking Engine Pop Ups – can you use these to communicate Book Direct Discounts, Flexible Terms etc. to your guests?
  - [How do I add Pop Up Messages to my Booking Engine?](#)
- ❑ Check [Max hour to book tonight](#). Have you considered allowing 24/7 bookings?
- ❑ Become an expert in the Net Affinity products you use for your property and earn certification through the Net Affinity Learning Academy.
  - [How do I access the Net Affinity Learning Academy?](#)