

amadeus

Ultimate Guide to Hotel eCommerce

Hotel SEO Checklist

Ensuring your hotel website is present in online searches is the first step in an effective eCommerce strategy to maximize direct booking revenue. Assess the below dynamics and activities to identify areas of improvement for your property or chain's SEO strategy.

A man and a woman are sitting on a rooftop terrace, taking a selfie with a smartphone. The man is wearing a light blue t-shirt and sunglasses, and the woman is wearing a floral dress and a large straw hat. They are both smiling. The terrace has a decorative wooden lattice railing, and a large circular opening in the railing provides a view of a city skyline under a blue sky with light clouds. The text "Can guests find your hotel's direct channel?" is overlaid on the image in a bold, dark blue font.

**Can guests find your
hotel's direct channel?**

Focus	Value	Action
Title Tags & Meta Descriptions	Key consideration criteria for search engines when serving up organic search results	<ul style="list-style-type: none"> ✓ Ensure each page's title tags and meta descriptions include page topic, geo-targeted keywords, and brand name ✓ Where possible, include unique value points of your property (location, amenities, experiences, ratings) e.g. "Top-Rated Waikiki Beachfront Resort", "Luxury Chicago Hotel Acme Hotel Chicago Waterfront"
H1 Tags	H1 (page title) tags help search engines understand the structure of a specific web page and its relevance to a related search term	<ul style="list-style-type: none"> ✓ Ensure that the preferred page title (taking into account related search terms for which you want the page to rank) is coded as <h1> in your CMS HTML backend ✓ Many CMS solutions are preconfigured to utilize the page title as the H1 tag and to also utilize the same title tag and H1 tag for maximum SEO benefit e.g. "<h1>Luxury Chicago Hotel<h1>"
Competitive Keyword Strategies	Search engines provide higher search rankings to sites containing high-quality, relevant information for unique searches	<ul style="list-style-type: none"> ✓ Review website content and ensure you're using keywords throughout that correspond to potential search queries to influence search engine rankings e.g. "Our top-rated Chicago waterfront hotel immerses guests in unique Chicago experiences while providing the best views of Lake Michigan..."
Link Building Strategies	<p>Building links to internal or external sites and content can elevate organic SEO rankings as search engines consider the reach and scope of your site when serving up search results</p> <p>Internal cross-linking can also make for a better guest shopping experience where a guest can quickly click into the most relevant information</p>	<ul style="list-style-type: none"> ✓ Strive to create external links to reputable sites and associated content and ensure external sites link back to your website to enhance organic ranking potential on search engines ✓ Make sure to create internal links between associated website pages to simplify the guest experience while further influencing search rankings e.g. "Discover why the Acme Hotel was named a "Must-Stay" destination by Food & Wine Magazine...", "With a wide array of Amenities available during your stay..."
Optimized Site Structure	An organized site structure ("information architecture") helps search engines read, index, and understand your site content faster, which improves search engine rankings	<p>Review your website structure and ensure that it delivers an organized and logical hierarchy of information that is search engine friendly</p> <p>e.g. Home, Activities, Golf, Book a Tee Time</p>

For more details on how to ensure your site is found through organic search, download our [“SEO Best Practices” infographic](#).

Ad Campaigns	Targeting high-potential guest audiences via paid search ad campaigns (aka Pay Per Click or PPC) can drive high-converting groups to your direct channel and makes a strong addition to your overall SEO campaigns	<ul style="list-style-type: none"> ✓ Experiment with PPC ads on major search platforms (Google, Bing) to target specific guest audiences with relevant promotions and enhancements ✓ While not technically search engines or directly tied to SEO, social media sites such as LinkedIn, Twitter, and Facebook can help further extend the reach of your ad campaigns and broaden the potential audience pool
Accessibility Standards	The basic principles of web accessibility standards (such as WCAG 2.1 AA) not only ensure usability for everyone, but also cover many of the SEO elements outlined above, and more than 58% of SEO professionals recommend accessibility as a key SEO consideration (SEJ)	<ul style="list-style-type: none"> ✓ Confirm that all images include alt text to support screen reader technology for end-users with disabilities ✓ Confirm ADA room types and appropriate amenities in each room are clear and present in room descriptions
Schema Markup [ADVANCED STRATEGY*]	Schema markup (also known as structured data) is additional information code in your website's HTML source code that tells search engines more about your property, which can result in greater “real estate” for search engine results in the form of rich snippets (such as star ratings) accompanying your page listing	<ul style="list-style-type: none"> ✓ Ask your webmaster if you're embedding JSON schema markup code (the code preferred by Google) featuring information regarding special offers, events, and business information to augment your website's HTML source code

* Advanced strategies may require the assistance of your webmaster, website provider, booking engine provider, metasearch provider or other experts to facilitate and optimize.

There is no shortage of potential eCommerce elements that can influence direct booking conversion rates and revenue objectives. Be sure to check out the other checklists in our Ultimate Guide to Hotel eCommerce series for additional strategies and tactics.

- [Hotel Website Navigation Checklist](#)
- [Hotel Conversion Optimization Checklist](#)

Find out more

For further information, visit amadeus-hospitality.com or speak to your Amadeus Account Manager today.

Find Us On:

