aMaDEUS

Ultimate Guide to Hotel eCommerce

Hotel Website Navigation Checklist

Simple, intuitive navigation and seamless website to booking engine experiences can enhance the guest journey and increase website to booking engine clicks and conversions. Assess the below dynamics and activities to identify areas of opportunity for your property or chain's website navigation strategy.

Is your direct channel easy to navigate and book?

AMADEUS

While **40%** of bookings occur on mobile devices, you can expect **55-60%** of traffic to be from mobile users — and Google prioritizes mobile indexing. SaleCycle, Google

Focus	Value	Action
Mobile first, responsive design	Growing dominance of mobile shopping and booking necessitate a mobile-friendly and responsive website design that is able to conform to different devices from a layout and sizing perspective	✔ Evaluate your website's responsive design and ensure it conforms to modern specifications to allow easy navigation from any device
Integrated website & booking engine experience*	A singular website to booking engine experience creates trust with the guest, streamlines the booking process, elevates perception of your brand, and increases conversion rates and ancillary revenues	✔ Evaluate the shopping experience for guests. Does it deliver a seamless transition from website to booking engine (single URL, same look and feel) or is it disjointed and jarring?

The new iHotelier® booking engine – which seamlessly integrates website + booking engine – has shown up to a **25%** increase in conversion rates in A/B beta testing compared to previous iHotelier versions.

Focus	Value	Action
Intuitive website navigation	Simple, clear, and intuitive navigation makes it fast and easy for shoppers to navigate your site, increases time spent on the site, and drives clicks into the booking engine	✔ Provide a simple and intuitive navigation path to help guests easily evaluate dining options, amenities, policies, locations, etc. ✔ Maintain consistency throughout the website and booking engine experience with matching navigation throughout
eCommerce-focused booking engine navigation	Delivering an eCommerce-focused experience creates comfort with shoppers who are accustomed to "Amazon-like" experiences and can increase booking engine conversion rates	✔ Provide consistent header and footer navigation between website and booking engine to allow shoppers to easily go back and forth ✔ Clearly denote in the booking engine where the guest is in the booking path with visual aids ("Select a Room", "Add Enhancements", "Apply Points & Rewards", "Complete Booking" etc.)

aMaDEUS

Flexible booking engine views	Guests want (and expect) the ability to sort and view selections in a variety of ways to meet their unique preferences	✔ Ensure your booking engine supports flexible configuration and viewing options to sort and filter booking options by room, rate, or package
Accessibility standards	Capitalize on a wider audience by ensuring your website is easily navigable for all users through compliance with accessibility standards such as WCAG 2.1 AA	✔ 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
Privacy permissions [ADVANCED STRATEGY*]	Meet mandatory compliance regulations regarding guest information usage and privacy permissions (such as GDPR) Offer transparency to the visitor on how their personal information may be utilized and by whom	✔ Review cookie consent banner verbiage to ensure it is clear in the wording as to the permissions visitors are granting ✔ Regularly research national and global privacy regulations to ensure you're in compliance
Meta to booking engine deep links [ADVANCED STRATEGY*]	Drive increased direct bookings from meta channels to support a healthy channel mix between OTAs and direct bookings	✔ Enable deep link functionality with meta platforms to ensure dates, rooms/packages, and guest numbers arrive pre-populated in the booking engine

* 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 SEO 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:
(f) (twitter) (in) (instagram)