

Website Best Practices: Improve UX and Maximize Conversion

Experiential multimedia
content engages guests
and reduces bounce rate

Pro Tip:

Videos can increase
time on page by up to
50%
and can decrease
bounce rates by up
to 30% (TravelClick)

Mobile-first, clean
design removes
barriers to booking

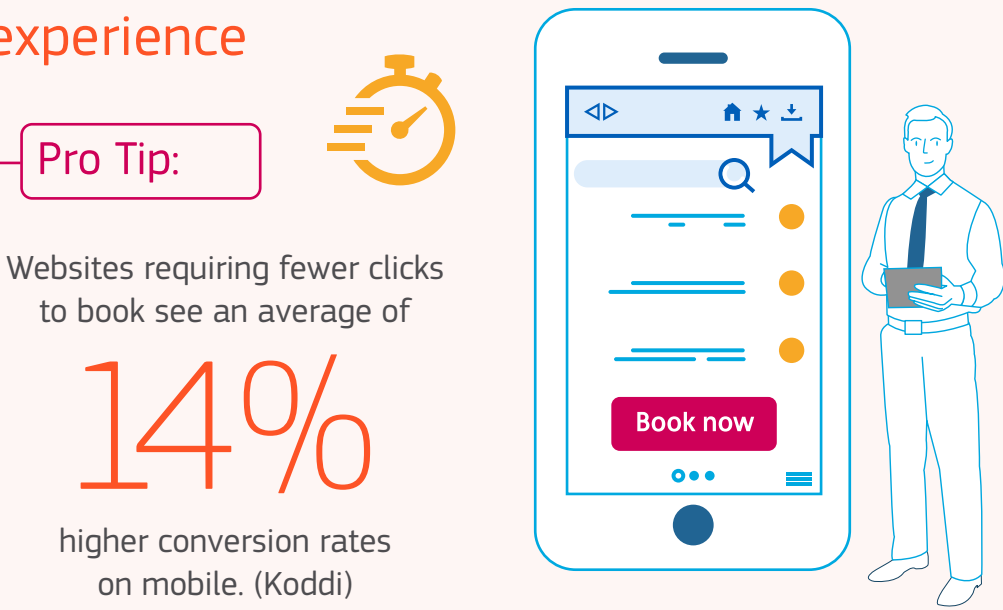
Pro Tip:

61%
94%
of mobile visitors move on to
competitors' sites after encounter-
ing a frustrating mobile browsing
experience (Smart Insights).
of first impressions on web are
related to design, not content
(Hubspot)

Built-In booking masks
streamline checkout
experience

Pro Tip:

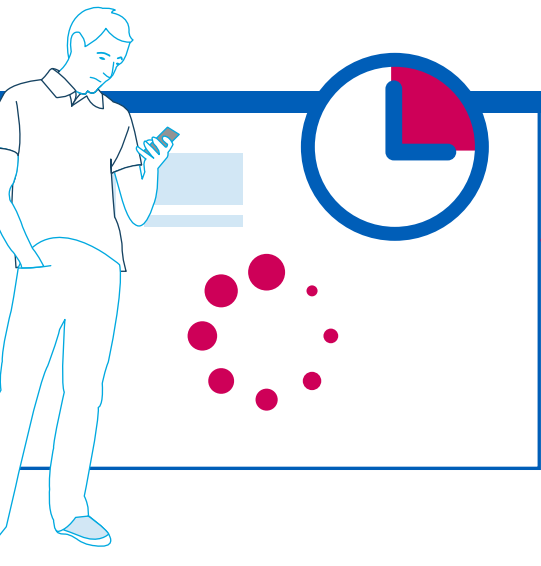
Websites requiring fewer clicks
to book see an average of
14%
higher conversion rates
on mobile. (Koddi)



Conversion-focused content and clear
calls to action increase the likelihood
of booking completion

Pro Tip:

96%
124%
of guests are not ready to buy the
first time they visit your site.
(Hubspot)
Websites that add
calls-to-action can
see up to a
increase in mobile
conversions (Koddi)



Page Load Speed Directly
Impacts Conversion

Pro Tip:

Google recommends
5 seconds
or less page load speed at 3G
Internet connection. (Google)

40%
of shoppers abandon
a website that takes
longer than 3 seconds
to load (Kissmetrics).

Even a single second of delay in
response can decrease conver-
sion by (Kissmetrics).
7%

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