



The Comprehensive List of Hotel Website Functionalities

WHAT COMPONENTS TO DESIGN & ADD TO YOUR BOUTIQUE HOTELS WEBSITE TO INCREASE CONVERSIONS & BOOKINGS

Menu

- Sticky
- Local Temperature
- Phone
- Social
- Offer / Incentive

Social Media Links

- Facebook
- LinkedIn
- Instagram
- Twitter
- YouTube/Vimeo

Contact Information

- Phone
- Email
- Toll-Free Phone
- WhatsApp

Maps

- Directions
- Branded with Logo

HERO

- Video
- Slider/Gallery

Reviews

- TripAdvisor API
- Google
- Slider
- Link to Doc of Testimonials (photos optional)

Translate to

- English
- Spanish
- French
- Other:

Gallery

- Photo
- Video
- 360 Tour
- By Area
 - Hotel
 - Activities
 - Destination
- Guest Submitted Content
- Instagram Integration of Recent Posts

Amenities

- Spa
- Massage
- Rec Room
- Yoga
- Pool
- Bikes
- Golf
- Surfing
- Shuttles or Transportation -
- Gallery of Photos & Videos
- Concierge

Booking a Room

- Amenities Details
- Room Details
- Price
- Direct Booking Price
- Photos
- Videos
- 360 Tour
- Description
- Currency to Change by Location
- Suggested / Recommended Rooms - View or Price
- Pet Policy
- Map / Location on Property



Website Functionality Checklist

Pop Up

- Offer
- Details
- Subscribe
- COVID Info
- Other

Contact Form for:

- Events
- Weddings
- Media
- Other

Downloadable PDFs

- Maps of Property
- Map of Area
- Know Before You Go
- Activities

Location Information

- Partnerships
- Tours
- Transportation
- Safety

Promotions

- Incentives
 - Booking Direct
 - Number of Days
 - Tours & Activities
 - Food & Beverage
 - Duration of Stay
 - Number of Nights + # Free
 - % Off
 - Number of Rooms
 - Type of Worker (ie. Govt, Media, Rescue, etc)
- Gated Portal
 - Downloadables
 - Distinct Pricing
 - User History & Purchase
 - Guest Notes

Events/Groups

- Wedding
- Corporate Event
- Special Event
- Banquets
- Meetings
- Request for Proposal
- Other

Functionality:

- Room Details - Specs
- Gallery
- Menus & Catering Options
- AV Needs
- Amenities
- Standard / Flexible Rates
- Case Studies of Former Events

Employment

- Brand Values
- History
- Vision & Mission
- Staff Photos
- Videos
- Goals
- Culture
- Local Partnerships
- Available Positions
- Apply for Jobs
- Philanthropic Cause or Impact
- Chat with HR

Food & Beverage - Retail

- Location Overview
- Menu(s)
- Contact Info
- Book / Reserve
 - OpenTable
 - Yelp
 - Google
 - Other:
- Gallery
- Reviews
- Social Media
- Philanthropic Cause



Website Functionality Checklist

COVID-19 POLICIES

- On Property
- Destination/Country
- For Guests
- Other

“Featured On” Section

- Slider
- Click Through to Articles - ON - OFF
- Please Enter Links

Awards

- Please Enter & Link to Awarding Party

Press

- Links -

Blogs

- Comments On/Off
- Number of Views
- Number of Shares
- Recommended Other Articles
- Categorized - if so, what are they?

Other Functionality

- Booking Direct - Engine:
- Exclusive Deals
- Email Newsletter Subscription
 - Link to CMS -
- Chat with a Rep/Concierge
- Customer Service in Different Time Zones
- Share/Link Affiliated Properties
- Membership
- Currency Exchange to Local Currency
- Local Time
- What to Wear & Pack
- Links to App / Food / Transportation

Security

- SSL Encrypted
- Dedicated IP Address
- Nightly Backup
- 100k Insurance Policy

Analytics

- Google Analytics
- Google Tag Manager
- Facebook Pixel
- Social Media
- Traditional - QR Codes
- Reports Sent
 - Daily
 - Weekly
 - Bi-Weekly
 - Monthly
 - Quarterly
 - Other:

Branded Assets / Content

- Upload Photos Here -
- Upload Videos Here -

Website Functionality Checklist



CATEGORIES & PAGES:

- Home
- About
 - Property
 - Team
 - Brand
 - COVID Policies
 - Long-Term Stay
- Rooms - Overview
- Rooms - Detailed View
- Location
 - Getting There
 - What to Know
- Services
- Amenities
- Activities/Experiences
 - On Property
 - Tours
 - Food & Beverage
 - Nightlife
 - Music
 - Free
 - Kids
- Events
 - Wedding
 - Honeymooners
 - Retreats
 - Corporate Event
 - Special Event
 - Other
- Restaurant
- The Brand
- Employment
- Getting Here
- 3D Tour
- FAQ
- Rewards
- Reservation Policy
- Membership
- COVID-19 Policies
- Accessibility
- Best Rate Guarantee
- Fact Sheet
- Press
- Privacy Policy
- Terms of Use
- Contact