



# Milestone

## The 2018 Checklist for Great Hotel Website Design

How do you build an exceptional hotel website? How do you ensure that you are using the right mix of technology and creative? At Milestone, we create custom websites that drive traffic and boost direct business. This quick reference guide will help you determine what you need for an exceptional website presence.

○ Nice to have   ● Should have   ● Must have

	Select Service		Upscale	
	Individual Hotel	Enterprise	Individual Hotel	Enterprise
<b>Website User Experience</b>				
Templated design	●	●		
Custom design	○	●	●	●
Search-friendly integrated maps	●	●	●	●
Photo-galleries that are easy to search and share	●	●	●	●
Things to Do section & content to attract consumers	●	●	●	●
Local Events Calendar, dynamically updated with area events	●	●	●	●
Request for information (RFP) forms to promote group business	●	●	●	●
Socially sharable special offers	●	●	●	●
Time-sensitive countdown offers widget	○		●	●
Weddings section to promote weddings business			●	●
Meetings section to attract corporate guests			●	●
Restaurant section to promote on-property restaurants			●	●
Spa section to promote on-property spa services			●	●
Golf section to promote on-property golfing (if available)			●	●
Language translation for foreign guests			●	●
Weather forecast	○	○	○	○
Currency converter	○	○	○	○
eMail signup	●	●	●	●
<b>Content</b>				
Original, custom content for search engine visibility	●	●	●	●
Dynamically updated content (via Local Events Calendar, Surveys, Blogs)	○	●	●	●
Things to Do pages for optimizing nearby search	●	●	●	●
Personalized content based on geo-targeting	○	○	●	●
Mobile-first design with an app-like experience	●	●	●	●
AMP pages to drive mobile visitors	●	●	●	●
<b>Technology &amp; Search Engine Readiness</b>				
ADA conformance that meets WCAG A and AA guidelines	●	●	●	●

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	Select Service		Upscale	
	Individual Hotel	Enterprise	Individual Hotel	Enterprise
Mobile & desktop performance that meets or exceeds Google standards	●	●	●	●
Structured data markup (schemas) of more than 50% of site content - Hotel, Business, Attractions, images, etc.	●	●	●	●
Metatags - Title, H1, H2, image tags, and social tags	●	●	●	●
Auto-update of sitemap.xml files as pages are added or deleted	●	●	●	●
CDN Integration - ideal for high traffic sites with significant international traffic				●
Team collaboration & moderation	●	●	●	●
Security (HTTPS)	●	●	●	●
<b>Conversion Features</b>				
Revenue recovery technology to save abandoned bookings and boost revenue	●	●	●	●
Conversion rate optimization and A/B testing to optimize conversions	○	●	●	●
Booking widget and booking engine integration	●	●	●	●
Website FAQ module	○	●	○	●
Guest portal and WiFi landing page	○	○	○	○
<b>Social Features</b>				
Press room	○	○	○	○
Social media feed integration	○	○	●	●
Social media tags for rich sharing experience	●	●	●	●
Integrated blog	○	○	●	●
Polls and surveys	○	○	●	●
Ratings and reviews module	●	●	●	●
<b>Analytics</b>				
Google Analytics integration	●	●	●	●
<b>Other</b>				
Compliance with brand guidelines and standards	●	●	●	●