



# CHECKLIST

- Creation and optimization of hotel websites -

1.	OffPage optimization	Yes	in the future	No
1.1	Are the speed and accessibility of the website good?			
1.2	Have you implemented a simple and user friendly site navigation, with a clear link structure?			
1.3	Are you using a Content Management System (CMS) for faster and independent content management of your website?			
1.4	Do you have many high quality backlinks from other websites?			
1.5	Have you implemented a responsive design of your website, so users can best view your website from any electronic device?			
2.	OnPage optimization	Yes	in the future	No
2.1	Have you created a list of keywords to choose from, which you check and update regularly?			
2.2	Do your keywords appear in the first paragraph of your site text (maximal keyword density 1-2%), meta description, page title and headings?			



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2.3	Have you included professional shot images and other multimedia content of your property and area? You have included <i>alt tags</i> to your images?			
2.4	Do your website texts arouse emotions and animate bookings?			
2.5	Do you provide your website in several languages, which are relevant to you and your guests?			
2.6	Do you update your website regularly with blogs and interesting storytelling of your hotel and surroundings?			
2.7	Have you integrated social "follow" and "share" buttons on your website?			
<b>3.</b>	<b>Bookings</b>	<b>Yes</b>	<b>in the future</b>	<b>No</b>
3.1	Is your online booking engine is intuitive and easy to use?			
3.2	"Book now" and "check availability" are implemented on all sites and can be reached with only one click from your homepage?			
3.3	Is your online booking engine responsive, so visitors can easily make their bookings from any electronic device?			



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3.4	Do you offer your website visitors special offers or benefits for booking directly with you?			
<b>4.</b>	<b>Presence on social media platforms</b>	<b>Yes</b>	<b>in the future</b>	<b>No</b>
4.1	Are you active on the important social media platforms your guests interact with (e.g. <i>Facebook, Twitter, Pinterest, Yelp, Instagram und Google+</i> )?			
4.2.	Do you foster user generated content on social media platforms, such as reviews, images and videos?			
4.3	Do you monitor your online reputation and moderate and reply to reviews?			