

# Website Conversion Checklist (Direct Bookings)

Turn more website visitors into booked rooms—without discounting your weekends.

Traditional B&Bs (3–12 rooms) that want more direct bookings.

## 1) Quick Score (2 minutes)

Tick **Yes / No**. If you have **10+ Yes**, you're in good shape. If you have **15+ Yes**, you're ahead of most B&Bs.

1. My homepage clearly says **who we're for + where we are** in the first 5 seconds. Yes / No
2. I have a **Book Now** button visible on mobile without scrolling. Yes / No
3. My booking engine is **fast + mobile-friendly**. Yes / No
4. I show **real room photos** (not stock) and they load quickly. Yes / No
5. My room pages answer: **price, what's included, bed type, bathroom type, max guests**. Yes / No
6. I display **reviews** on the website (not only on OTAs). Yes / No
7. I clearly explain **breakfast** (what it is, times, dietary options). Yes / No
8. I list **parking + check-in/check-out** clearly. Yes / No
9. I show **policies** (cancellation, deposits, pets, children) in plain English. Yes / No
10. My contact info is easy: **phone + email + location map**. Yes / No
11. I have a **direct booking benefit** (value-add, not a discount). Yes / No
12. I have an FAQ that reduces "pre-booking anxiety." Yes / No
13. I have at least 1 **local guide** page (things to do). Yes / No
14. My site loads in ~3 seconds on mobile. Yes / No
15. I track conversions (booking clicks / completed bookings). Yes / No
16. My website feels trustworthy (no broken links, consistent branding). Yes / No
17. I have an email capture (optional) for "not ready to book yet." Yes / No
18. My availability calendar doesn't force too many steps. Yes / No

## 2) Homepage Checklist (what converts)

**Goal:** Make it obvious you're the right place, then push to availability.

- Clear headline: **"Boutique B&B in [Town/Region]"** (not vague slogans)
- Subheadline: who it's best for (couples, foodies, hikers, wedding guests, etc.)
- Primary CTA: **Check Availability** (not "Learn more")
- Secondary CTA: **View Rooms**
- Trust strip near top: review rating + # reviews + key proof (awards, years, etc.)
- 3–5 "why stay here" bullets (parking, breakfast, location, quiet, views, etc.)
- 1 strong hero photo that's real and bright (mobile crops well)
- "What's included" section (breakfast, parking, Wi-Fi, etc.)
- Location clarity: map snippet + "X minutes to \_\_\_\_"
- No clutter: remove sliders, too many competing buttons, long walls of text

**Direct booking benefit ideas (value-add, not discount):**

- Priority room requests (when possible)
- Early check-in / late checkout (subject to availability)
- Welcome treat / local tasting
- Best room selection + flexible communication
- Free parking (if relevant)

## 3) Rooms & Rates Checklist (where bookings are won/lost)

**Goal:** Reduce uncertainty and make "this is the one" easy.

For each room page:

- 8–15 photos (bed, bathroom, view, seating, details)
- Bed type + firmness note (optional)
- Bathroom type: ensuite/private/shared (say it clearly)
- Max guests + who it's best for
- What's included (breakfast, Wi-Fi, parking, etc.)
- Accessibility notes (stairs, step-free, shower type)

- Noise notes if relevant (“street-facing”, “quiet garden side”)
- Clear CTA: **Check availability for this room**
- Transparent pricing logic (seasonal, weekends, minimum stays)

Rates page (if you have one):

- Explain weekend definition: **Fri–Sat**
- Explain minimum stay rules (and why)
- Explain deposits/cancellation in plain English
- Add a “best value” nudge: midweek stays, longer stays, shoulder season

#### 4) Booking Engine Checklist (friction killers)

**Goal:** fewer steps, fewer surprises.

- Mobile-first (buttons big, no tiny calendars)
- The first step is **dates + guests** (not account creation)
- Shows total price clearly (and what’s included)
- Clear error messages (min stay, max occupancy)
- Fast load time (no spinning forever)
- Confirmation email is immediate and clear
- Upsells are optional and tasteful (not spammy)

**If you use OTAs:**

- Your direct site rate is consistent (or offers value-add)
- Your photos and descriptions match across channels
- You don’t force guests to “call to book” (unless truly necessary)

#### 5) Trust & Proof Checklist (B&B-specific)

**Goal:** make guests feel safe, welcomed, and confident.

- Reviews embedded on site (Google/Tripadvisor/etc.)
- Owner story / hosting style (1–2 short paragraphs)
- Real photos of breakfast + common spaces

- Safety reassurance (cleanliness standards, smoke/CO detectors, etc.)
- Clear policies (pets/kids/quiet hours)
- Contact options: phone + email + “best hours to reach us”
- Local credibility: partnerships, press, awards, “featured in...”

## **6) FAQ Checklist (reduce pre-booking messages)**

Include answers to:

- Check-in/check-out times + late arrival process
- Parking
- Dietary needs / allergies
- Accessibility / stairs
- Pets / children
- Cancellation policy (plain English)
- Minimum stays (why they exist)
- Nearby dining options (especially if you don’t do dinner)
- Wi-Fi reliability (important for business travelers)

## **7) Speed & Mobile Checklist (quietly huge)**

- Images compressed (no massive files)
- No autoplay video on mobile
- Buttons are thumb-friendly
- Text is readable (no tiny fonts)
- Popups are minimal (especially on first visit)

## **8) Tracking Checklist (so you know what’s working)**

- You track “Check Availability” clicks
- You track completed bookings (or at least booking engine confirmations)
- You know your top 5 landing pages

- You know which pages have the highest exits
- You review this monthly (15 minutes)

### Simple KPI targets (starter):

- Direct booking conversion rate (site → booking): \_\_\_\_\_
- % direct share of bookings: \_\_\_\_\_
- Email signups per month: \_\_\_\_\_

## 9) Quick Wins (do these first)

Pick 3:

- Add a strong homepage headline + CTA
- Add reviews to homepage and room pages
- Improve room page clarity (bathroom type + max guests + inclusions)
- Add direct booking value-add (not discount)
- Add “late arrival/self check-in” clarity
- Create a “Things to do near [Town]” guide page
- Compress images for speed



Want the full direct booking system (pricing + marketing + operations)?

**[Build Your B&B: From Dream to Doors Open](#)** — includes templates, checklists, and step-by-step training.