

- 1 **URL/Domain Name**  
Don't let past owners/managers take it with them!
- 2 **Fast Load Time**  
3 seconds or less!
- 3 **Mobile/Responsive Design**  
Auto-detect device & screen size
- 4 **Phone Number**  
Prominent & Obvious. Click-to-call on mobile.
- 5 **Intuitive Navigation**  
No more than 5 links.
- 6 **WIIFM: What's in It for Me?**  
One killer line about your UVP.
- 7 **Arresting Image**  
One powerful image that conveys your UVP.
- 8 **SEO Plumbing**  
Build around key search terms.
- 9 **Showcase Specials**  
Consumers are trained to seek discounts.
- 10 **Dynamic Personalization**  
Change messages based on geography and behavior
- 11 **Easy Booking Process**  
Confusion causes abandonment.
- 12 **Direct Booking Benefits**  
Tell them or lose them to OTAs.
- 13 **Reservation Recovery Tech**  
Send email to abandoned booking searchers
- 14 **Urgency**  
Scarcity and psychology stimulate conversion ratios
- 15 **Exit Capture**  
Pop-up incentives when prospects try to leave
- 16 **Social Validation**  
Use testimonials and reviews to build trust
- 17 **Fresh Destination Content**  
Prove that your property is the epicenter
- 18 **Social Media Links**  
Create an army of evangelists
- 19 **Live Chat**  
Connect prospects to reservation agents in real time
- 20 **Interactive Map**  
Showcase your location near roadways and attractions
- 21 **Google Analytics Tracking**  
Monitor results and user behavior
- 22 **Google Webmaster Tools**  
Get alerted to critical issues
- 23 **Schema Integration**  
The code Google needs to rank you correctly
- 24 **Retargeting Cookies**  
Follow visitors after they leave your site
- 25 **Meetings & Groups Lead Capture**  
Empower your sales team

