

THE HOTEL WEBSITE'S START PAGE AND ALL ITS LANDINGS CONTAIN THE FOLLOWING:

- The phone in the header is large (equal to the font of items of the main menubar), in the upper right corner.
- The H1 title should be above all the page content, under the header.
- A block of breadcrumbs under the header
- "Benefits" Block
- "Special offers" Block
- "Suites" block with prices and "book" button
- Text block
- Booking block
- Video block
- Feedback block
- Map block
- All forms of feedback contain a captcha.
- The site should contain the "site map" page.
- The site should contain a section of news or promotions, or articles, for the website's further promotion.
- Download speed - the site is quickly downloaded (1-2 seconds)
- Correct display of the site in different browsers and devices
- The location of key items is predictable and intuitive. Visitors find all standard elements in the usual places: The company logo - top left, contacts - top right, the phone is large, search - up to the left or up to the center
- The minimum number of contacts required. Too many options for choosing contacts may lead to the visitor's reluctance to make this choice.
- The convenience of interaction with the site's logo. The clickable logo leads to the main page, and once it is on the main page, it does not reload.
- Noticeable CTA (call-to-action). All calls to action on pages are visually vivid: Buttons are large and visible, and links are highlighted.

- Clear terminology. The menu items, buttons, and links do not use unintelligible terms or formulations.
- If pop-up windows are used, they have a noticeable button to close them (closing, not switching to another page). The visitor will not spend time searching for it. Irritated by the window appearance, he closes the tab with your site.
- Unambiguous and understandable. The user understands the site and its thematics in 3 seconds due to the slogan, header images, page title, etc.
- The website's main menu is in the header. The contacts, delivery and payment, and catalog sections should be in the site's header. So the visitor, having got on any page, in 2 seconds will find the basic information he needs.
- Image quality. All website images - high quality, clear, without defects and external watermarks
- Visual hierarchy of titles. For example, using a font size: The level 1 header is larger than the level 2 header, the last level subtitle is larger and/or bolder than the main text
- All pages use the same fonts. For items (titles, etc.) of the same level - the same font
- Click convenience. The button itself, not the text on it. You can also make clickable a small space close to it (it's impossible if another button is beside)
- Standard main menu. The names of menu items should be usual for the user - "Contacts", "About company", "Delivery", etc., without extra creativity.
- Contacts in text format. All contacts on the site, including the header, are represented by text, not pictures so that the visitor can copy them.
- Securing the "contacts" block. Phones and other main contacts are located in the same place on all pages of the website.
- There must be a feedback form on the website
- The minimum required fields should be in a feedback form. When registering and ordering, the number of mandatory fields is minimal. Ideally - name and contact: email and / or phone. Each compulsory additional field is provided with an explanation of why we need this information. If there are many fields in the registration form, they should be visually grouped, and each group should have a title
- Feedback. A visitor receives an autoreply (to the given email) confirming that his message has been received and providing the approximate time of waiting for the answer. If the visitor left a phone number as a contact - he gets a similar SMS
- There are icons or widgets of social networks on the website

- If there is a filter/sorting and/or search on the site, there must be no empty results
- Visible price. The price is eye-catching, written with a large type size or highlighted any other way
- Missing price indicator. If the price is not indicated, the reason for its lack or a recommendation to clarify the cost with the manager should be located instead. In this case, the manager's contacts or links to them are placed here.

If you need an audit for your website, please get in touch with us!

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