LODGIFY

ANATOMY OF THE PERFECTLY OPTIMIZED VACATION RENTAL WEBSITE FOR INCREASING BOOKING CONVERSION

DOMAIN
The first point of contact visitors have with your brand. Make sure your domain is short, easy-to-spell and branded to your vacation rental.

LOGO AND BRAND
These elements will give your brand a professional reputation, both on and offline.

HERO IMAGE
High quality photographs, ideally professionally taken, that showcase your property in the best light possible. Hero images should not only illustrate your property's USP, but also focus on its location and top-rated activities or places of interest in the area.

MOBILE-RESPONSIVE
A 100% mobile-friendly design which instantly adapts to each user's device, allowing them to view photos, check availability and securely book their vacation rental with a few swipes of their fingers.

CUSTOMER TESTIMONIALS
Showcase your very best reviews in the form of testimonials. Including an image of your previous guest makes the testimonial relatable and personable, and their excellent commentary and star rating for your property will pit you in prime position.

EXTERNAL RATINGS
Give your visitors a helping hand by displaying your glowing ratings on your site. Given that nearly 70% of online consumers look at reviews before purchasing, it's no surprise that guests usually read around before booking!

PARTNER LOGOS
Incorporate high quality logos of any local companies you have collaborations with to help reinforce your brand in the community.

FOOTER
Including all contact details, such as your vacation rental business name, address and phone number in the footer of your pages, plus links to all your social media sites will ensure potential guests can get in touch with you how and when they like.

PAGE SPEED PERFORMANCE
Given that almost half of all internet users abandon a page if it takes more than three seconds to load, ensuring your site loads quickly helps avoid the risk of losing a lot of potential business.

HERO TITLE
This clear headline should draw your guest in and instantly explain your lodging's USP.

CTA
A contrasting color call-to-action, such as a "Book Now" button, will stand out against the rest of your site and persuade your visitor into booking.

USPs
Your unique selling propositions: the three most notable features that will entice a new visitor to your property over a competitor's.

FEATURED PROPERTIES
Truly show off what you have to offer with great photos of your rental, whether that's multiple properties or just different room types. Be sure to include the price tag, so visitors know what they can expect to pay.

PROMOTION
Grab an indecisive guest's eye with special offers and seasonal deals they simply won't be able to refuse.

TOURISM BOARD SEAL
Including your local tourism board's seal of approval will reinforce your vacation rental's credibility, and with any luck, your bookings too.
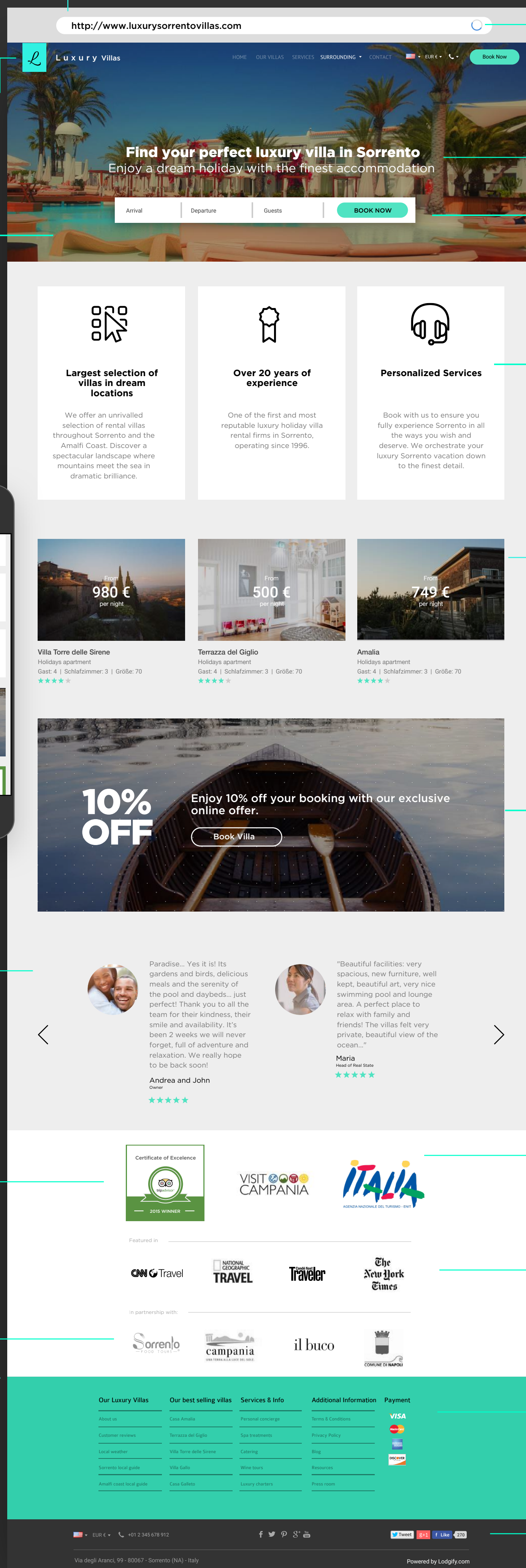
PRESS LOGOS
Having media names featured on your site gives a lot of extra credibility to your business. Guests see media mentions as a sign of trustworthiness for the brand.

PAYMENT LOGOS
Easy-to-scan images showing which payment services you readily accept will be a persuasive factor in guaranteeing a booking. Security seals will give guests peace of mind that their sensitive data is in safe hands with your website.
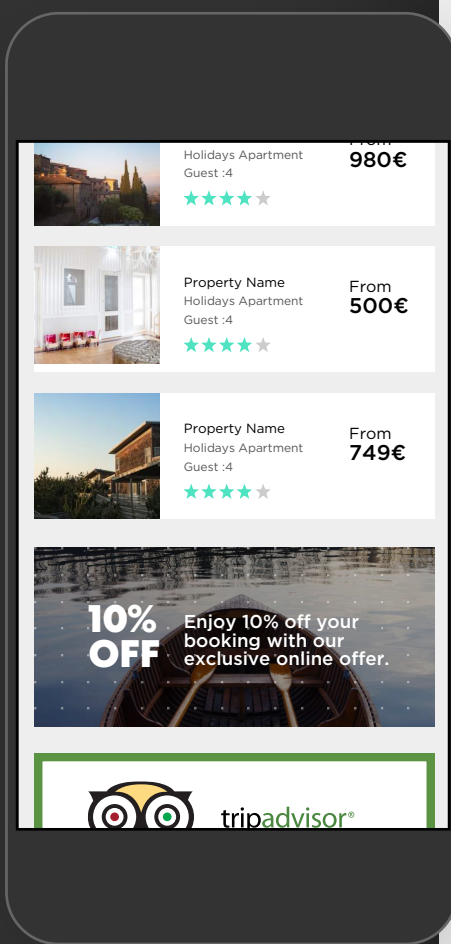
SOCIAL MEDIA FOLLOWERS
Social media is the future, and can no longer be ignored. If you've got tons of followers, flaunt it! It will encourage visitors to like, share and engage with your posts across different social sites.

VACATION RENTAL SOFTWARE & WEBSITE DESIGN

LODGIFY.COM