

First impressions mean everything

✓ DO

- Use a clear font that's big enough to read
- Display your hotel's address where users can spot it easily
- Include insights into things to do and places to go in your area
- Let users know if your site would look better if they rotated their device (but make sure it still works either way)

✗ DON'T

- Use serif fonts too much (and never for body text)
- Use Flash or any other features that are likely to cause compatibility issues
- Make users scroll horizontally or zoom in and out to comfortably consume your content
- Use pop-ups that interfere with using the site

ASK YOURSELF...

Was my website designed with mobile in mind, or was it an afterthought? With more [Google searches](#) now taking place on mobile than on desktop, your mobile site might be more visible than your desktop one.



88% of travellers with smartphones would switch to another site or app if yours doesn't satisfy their needs. [Source](#)

Too big for the small screen?

✓ DO

- Keep navigation short and functional
- Add social sharing buttons
- Make sure that images are optimised for size and include alt tags

✗ DON'T

- Use unnecessarily long descriptions for rooms and amenities
- Sacrifice speed for fancy design – on slower mobile connections people will leave your website before they get to see it
- Disregard accelerated mobile pages (AMP) markup

ASK YOURSELF...

How are my users experiencing my website? Base your decisions on your own analytics – If you have a lot of visits via mobile devices, you will need to put proportionally more effort into ensuring your content, design and functionality is geared for mobile consumption.



94% of leisure travellers switch between devices as they plan or book a trip. [Source](#)

Get guests to their goals

> DO

- Link your logo to help users find your homepage
- Make links “fat-finger-friendly” by making sure they are big enough to click and there is enough space around them
- Ensure phone numbers are click-to-call enabled (by using “href=tel:”)
- Provide a link to Google maps – this will open in the Maps app if the user has it

x DON'T

- Make your site search function hard to find
- Let your most important call to action slip below the fold on mobile
- Neglect testing – watch a real user try to complete an action on your website and remove any obstacles they encounter

ASK YOURSELF...

What is the main goal people have when they visit your website on a mobile device? Is it to book? To find your location? To explore the area? Make sure there are as few distractions and points of friction as possible in between users and their goals.



Only 23% of leisure travellers are confident they can find all of the same hotel and flight information on their smartphone that they can find on their desktop. [Source](#)

Don't block your own bookings

> DO

- Use the information that you already have, by using auto-fill forms for returning users for example
- Give your potential guests a visual calendar for selecting dates
- Use third-party payment services if they help make it easier for your users or increase trust

x DON'T

- Open forms or booking windows in pop-ups or lightbox – they're terrible for the user experience and SEO
- Skimp on security basics (like an SSL certificate)
- Set it and forget it – keep considering how your booking process could be simplified

ASK YOURSELF...

Does my website inspire confidence and trust? [Less than a quarter of users](#) believe they can find the same information on mobile as they can on desktop [source], and as they switch to desktop to book, your competitors have a chance to snap them up.



54% of leisure travellers and 69% of business travellers say that mobile limitations or mobile usability are their main reasons for booking on another device. [Source](#)