

Website Audit Checklist

Score your homepage and booking flow against the Direct Booking Goldmine standard.

TOOLKIT

First impression

- ☐ Visitor understands the property, location and vibe within 10 seconds
- ☐ A clear, ownable brand promise is visible above the fold
- ☐ Professional photography that sells the experience, not just rooms

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Conversion path

- ☐ Check-availability / book direct is obvious on every page
- ☐ Direct booking is clearly cheaper or better than the OTAs
- ☐ Mobile experience is fast and effortless
- ☐ Trust signals: reviews, real responses, secure booking

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Capture

- ☐ Email capture offer present (not just a 'subscribe' box)
- ☐ Exit / follow-up path for visitors who don't book yet