Your Hotel Website Speed Checklist

A Practical Guide to Faster Bookings

Is your hotel website feeling more like a slowcoach than a speed demon? You're not alone, but you're also losing bookings if that's the case! In today's fast-paced online world, a sluggish website is a surefire way to turn away potential guests before they even get a chance to see what you have to offer. We all know that a slow-loading website isn't good for business!

But here's the good news: you don't need to be a tech wizard to turn things around. This simple, no-nonsense checklist will guide you step-by-step through the key elements of website speed optimisation, getting your site performing at its very best. From compressing those pesky images to fine-tuning your site's technical backend, this checklist will give you the tools you need to make sure your website is driving more bookings, not just driving your potential customers away! So grab a cup of tea (or something stronger!) and let's get to work!

Website Analysis & Planning

- ☐ **Test your website speed:** Run your website through tools like [Google PageSpeed Insights](#) and [GTmetrix](#).
- ☐ **Identify your slowest pages:** Note which pages load the slowest for targeted optimisation efforts.
- ☐ **Set a target speed:** Decide on a realistic page load time to achieve. (e.g. Aim for a 3 second load time or less)
- ☐ **Prioritise Mobile optimisation:** Check loading speeds on mobile devices on different connection types (4G, 5G).
- ☐ **Review your existing infrastructure** Check which hosting service you are using and if a CDN is currently being utilised.

Image Optimisation:

- ☐ **Compress all images:** Use tools like [TinyPNG](#) or [ImageOptim](#) to reduce image file sizes.
- ☐ **Implement lazy loading:** Load images only as they come into view, especially on long pages with many photos.
- ☐ **Use the correct image formats:** Use WebP where possible, and consider using jpeg for photographs, and png for graphics.
- ☐ **Resize Images:** Ensure your images are the appropriate size before uploading them to your website.
- ☐ **Optimise Image Names:** Use descriptive, relevant keywords in your file names.

Code Optimisation:

- ☐ **Minify HTML, CSS, and JavaScript:** Remove unnecessary characters from code to reduce file sizes.

Alternatively: Contact a marketing agency like [Scott Aussie Tourism Marketing](#) if you are finding this overwhelming and difficult to understand. Reach out to an expert.

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- ☐ **Remove unused code:** Delete any plugins or features that aren't being used and that might be slowing down the site.
- ☐ **Enable GZIP compression:** Compress your website files on the server to speed up delivery.
- ☐ **Use a Content Delivery Network (CDN):** Host your website's files on servers around the world for faster loading times across different locations.

Caching:

- ☐ **Enable browser caching:** Use browser caching to store temporary files for returning visitors.
- ☐ **Implement server caching:** Server-side caching will speed up performance significantly
- ☐ **Clear Cache Regularly**: Clear the browser cache and your server cache regularly to ensure you are viewing the most recent version of the website.

Technical Considerations:

- ☐ **Use HTTPS**: Secure your site with an SSL Certificate to improve security and to increase search engine rankings.
- ☐ **Optimise URL Structure:** Ensure your URLs are short, descriptive, and include relevant keywords.
- ☐ **Check for Redirects and Broken Links:** Ensure there aren't any redirect chains or broken links that are slowing you down.
- ☐ **Create a Sitemap:** Submit a sitemap to search engines to help them crawl your website effectively.
- ☐ **Implement AMP**: If necessary, implement accelerated mobile pages to increase site performance on mobile devices.

Ongoing Monitoring & Optimisation:

- ☐ **Re-test regularly:** Schedule regular speed tests to identify any new issues.
- ☐ **Track your metrics:** Keep an eye on your website's performance, user experience and traffic analytics.
- ☐ **Make iterative improvements:** Continuously improve your website based on your test results.
- ☐ **Stay up to date with best practices**: Keep an eye on the ever-changing world of search engine optimisation and website performance.

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