



maxymiser[®] AND
Optimizing Every Customer Experience

TRAVEL WEEKLY

PRESENT










3 ROUTES TO A WINNING HOMEPAGE

BEST PRACTICES IN TRAVEL WEBSITE
TESTING AND OPTIMIZATION

PART 1

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Your website has one end-goal: to get travelers to book with you.

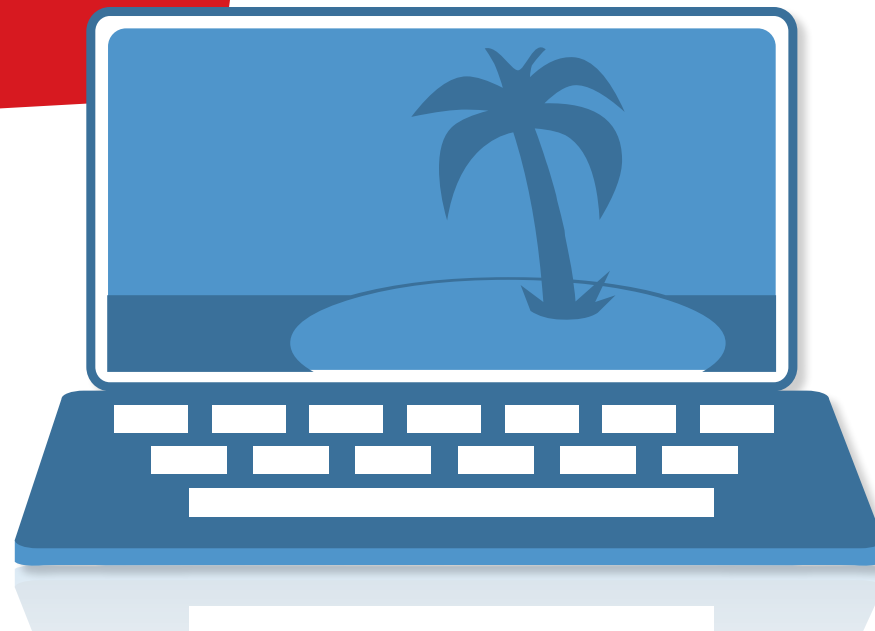
But according to Forrester Research, **one in five leisure travelers encounter problems booking online.**

FORRESTER®

We know: turning visitors into booked travelers is no small feat. A travel purchase is drawn out, complicated and thoughtful. It's much more complex than selling a pair of shoes.

But in the vast sea of destinations, promotions and reservations your website offers, it's important to get back to basics when it comes to content optimization. Simple is better. Less is more. Easy is essential.

And it starts with the homepage.



Elements of a Travel Homepage

No matter where your visitors are arriving from, it's crucial that your homepage alludes to the experience that travelers will have by choosing to trip it with you.

Find The Perfect Trip

Increasing engagement with the search widget is high priority. Encouraging consumers to find their hotel, flight, car or cruise is a positive step to get them to book with you.

Don't Get Lost

Providing clear and intuitive navigation across different site pages will help visitors stay on track through complex options and a multitude of destinations and choices.

Stay Consistent

Your promotions and design must always remain aligned with your branding. Don't confuse visitors across multiple channels or cause distrust.



Really there are

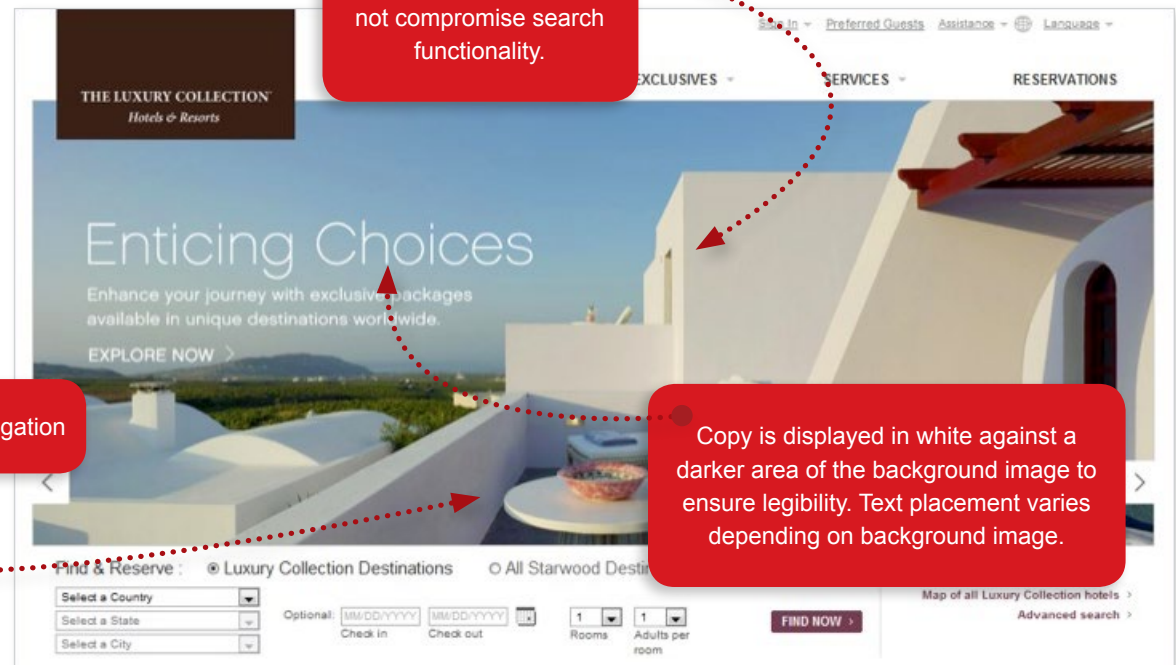
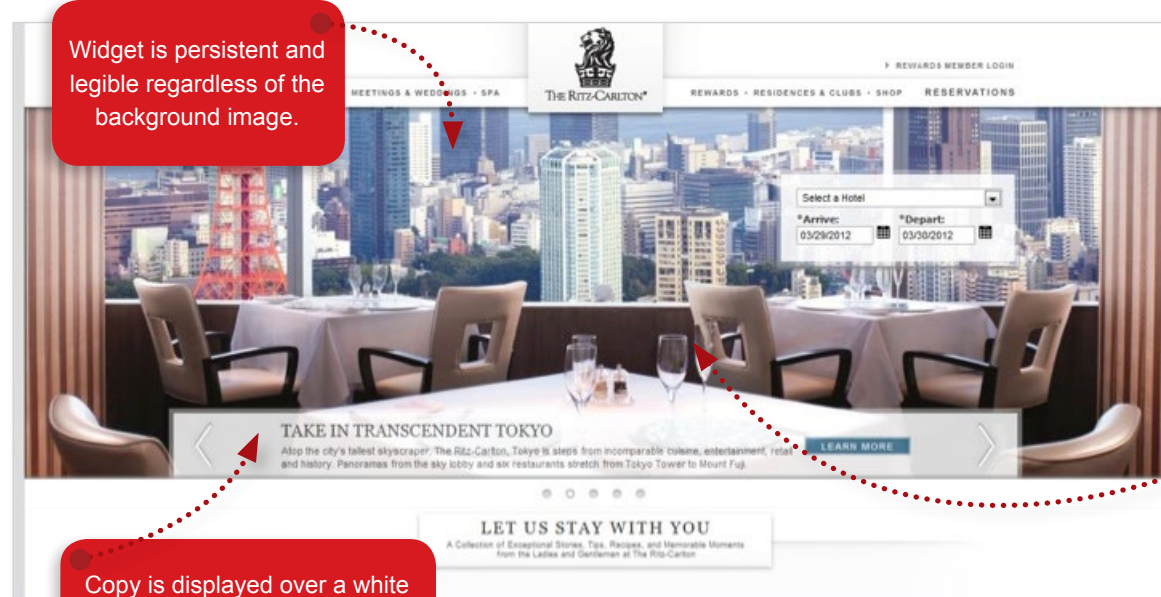


main elements
to pay attention
to when perfecting
your homepage:

Route #1 Imagery



Soon-to-be voyagers come to your site looking to book an experience. Hitting them with bold, beautiful photographs of your hotel, cars, destinations, etc. will immediately draw them in to your site and offers. Why? They want to see the real-life experience they will have.



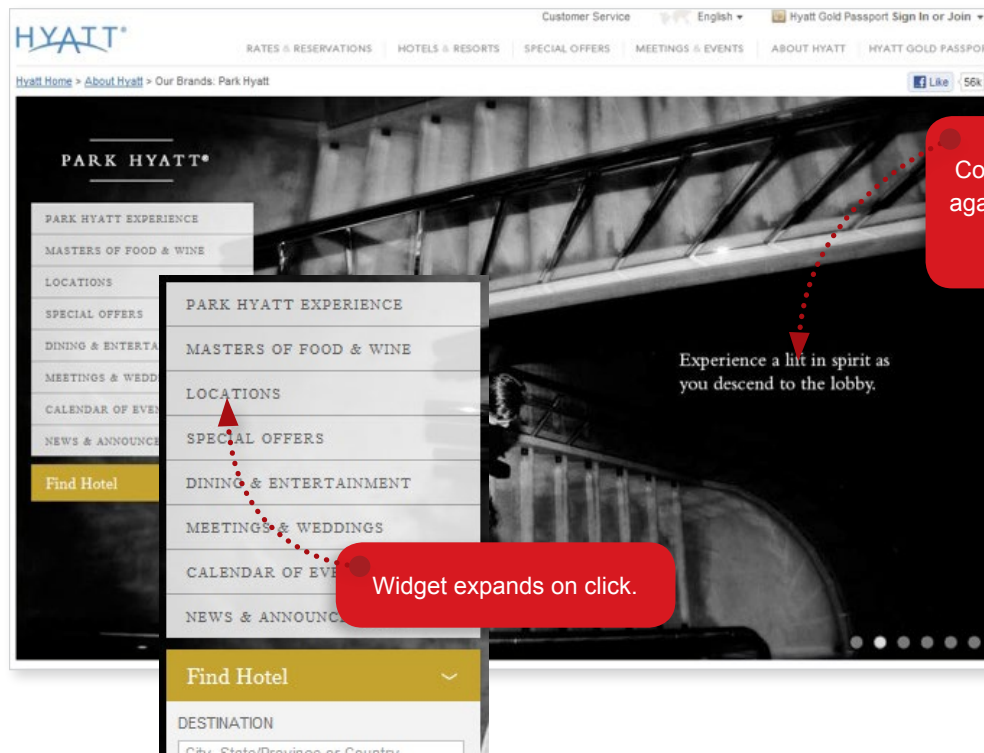
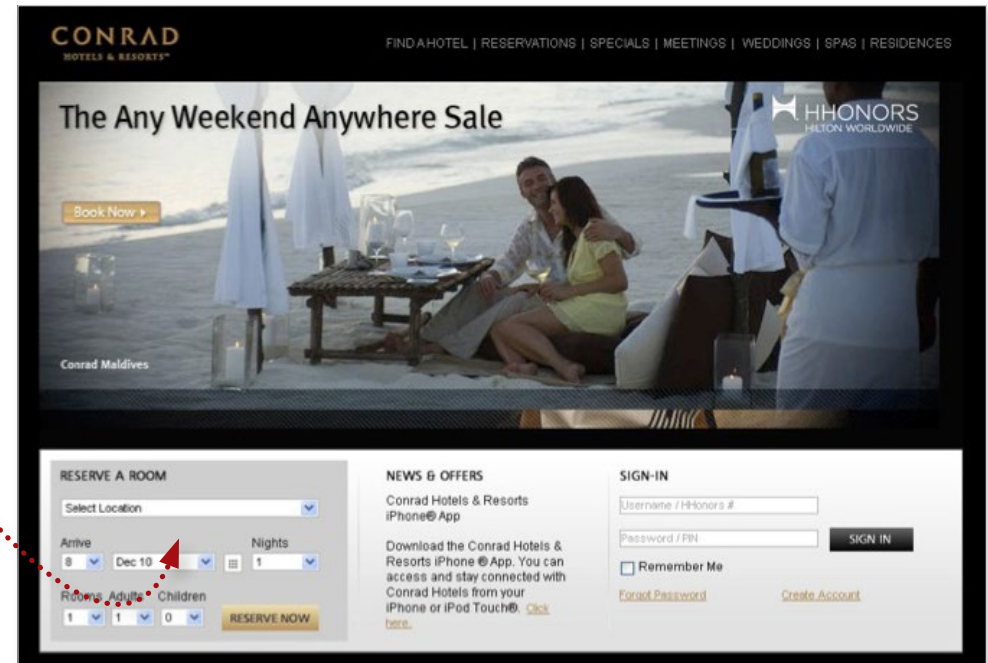
Route #2

Search Widget



Since your number one goal is to turn your visitors into booked travelers, allowing them to immediately start trip planning from the homepage is a must. Strategic styles and placement of the search widget — so that it stands out against your imagery and promotions — is essential to getting visitors on the right path.

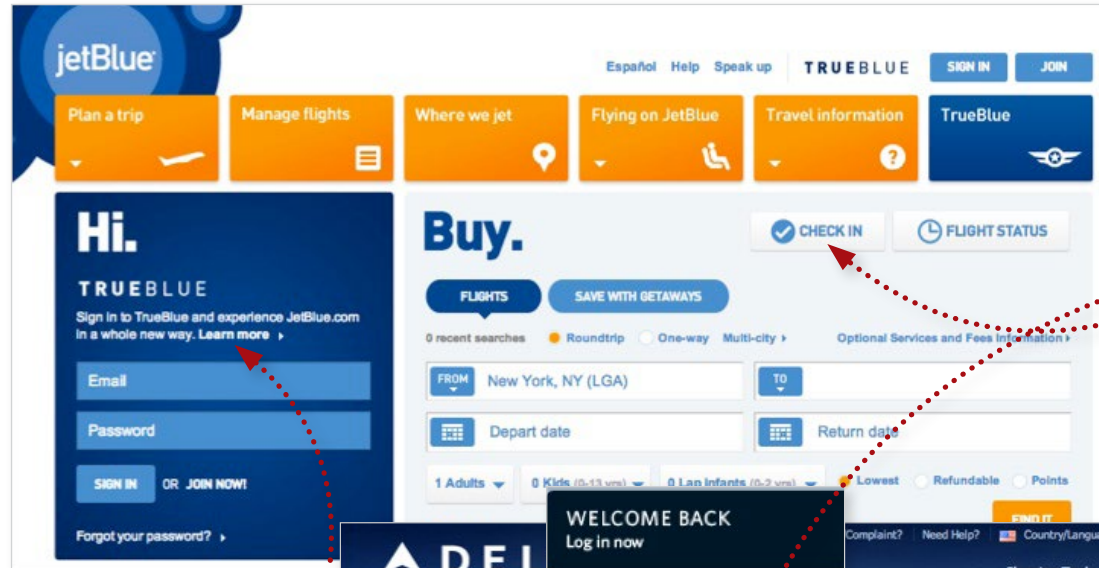
Light-grey background anchors the search widget and “sign-in” functionality and helps grab the viewer’s attention.



Route #3: Logins & Loyalty Programs

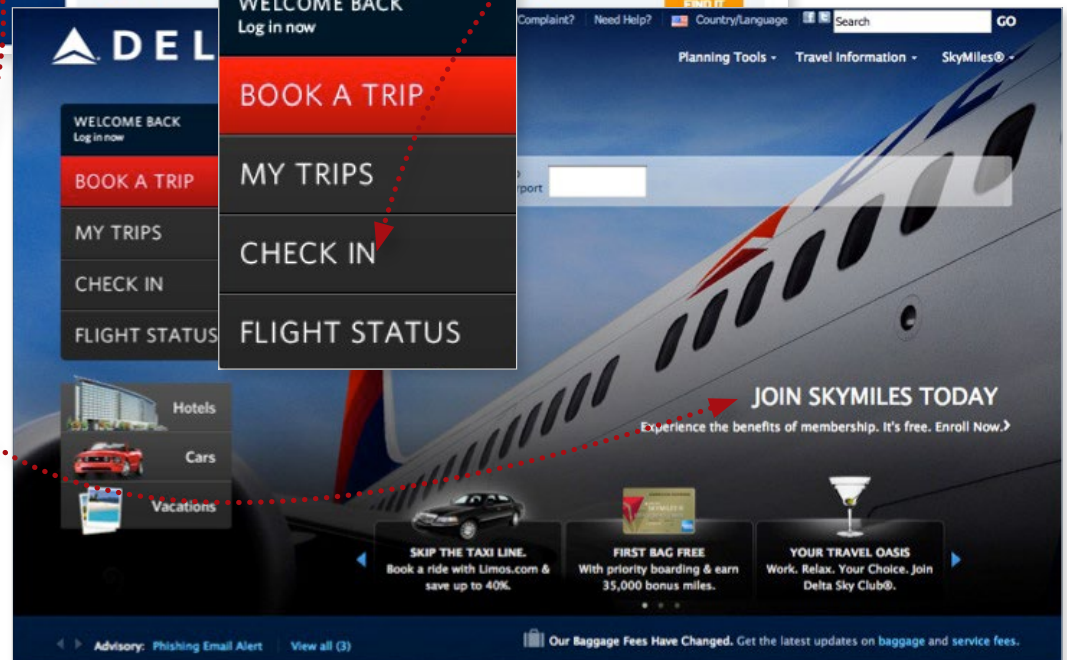


Not only do you want visitors to book with you, but you want them to remain loyal once they do. A booked trip is just step one. Customers will often return to update their trip, check details or inquire about the loyalty program. Don't make them hunt for it — quick links off the homepage to reach their account eliminates frustration and encourages brand loyalty.



Quick links for flight check-in and status for easy navigation.

Prominent Loyalty Program widget for easy login or registration.



The First-Class Experience

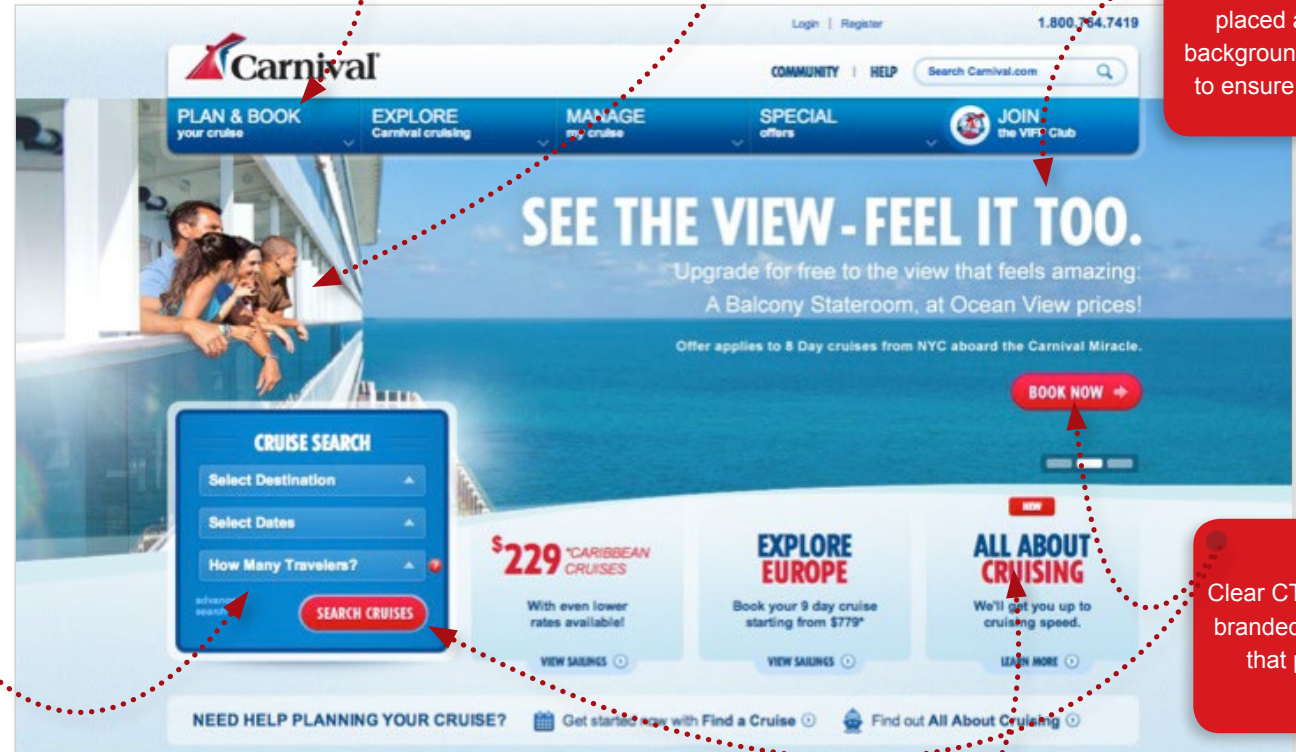


We're awarding Carnival Cruise Lines as our Top Travel Homepage. With clean, consistent branding, excellent CTAs, widgets and inviting imagery, this brand is definitely winning customer experience points with their travelers.

Very clear navigation with CTA language.

Inviting hero imagery

Copy is strategically placed against background imagery to ensure legibility.



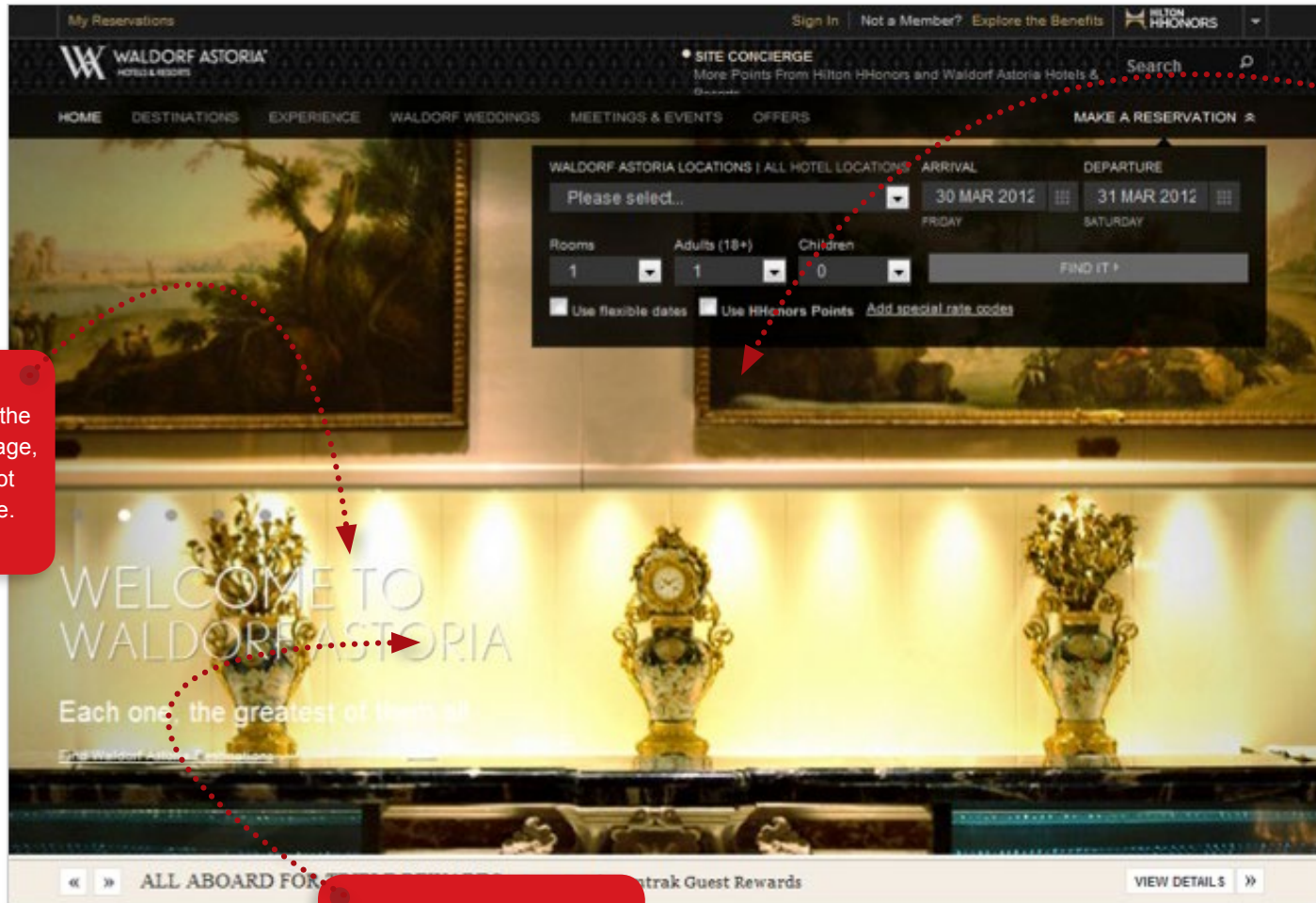
Search widget functionality grabs the viewer's attention.

Clear CTAs with branded colors that pop.

Segmented promotions highlight different offers.

What Not To Do

Reality check time. Is your homepage committing any of these crimes?



Difficult carousel navigation.

Depending on the background image, the copy is not always legible.

CTA links are lost against the background image.

Remember: One size doesn't fit all.

Now that you've charted the route to a better homepage experience, it's time to test. With A/B and multivariate testing, you'll be able to test your new images, updated layouts, improved search widgets and clean navigation with your live audience.

You'll know what your travelers like and don't like. And with a testing plan in place, your site will always be in "best practice" mode.



But don't get too comfortable...there's a lot more to your site to optimize.

Want more travel best practices?

Join Maxymiser and Travel Weekly for a webinar on
March 6, 2013 at 2:00PM EST



The graphic features the Maxymiser and Travel Weekly logos at the top, with the text 'PRESENT' to the right. Below the logos is a navigation bar with three circles and a globe icon with an airplane. The main title '11 ROUTES TO A WINNING TRAVEL WEBSITE' is displayed in large, bold, black letters on a red ribbon. Below the title, the subtitle 'BEST PRACTICES IN TRAVEL WEBSITE TESTING AND OPTIMIZATION' is written in smaller, red, uppercase letters.

maxymiser[®] AND **TRAVEL WEEKLY** PRESENT
Optimizing Every Customer Experience

**11 ROUTES
TO A WINNING
TRAVEL WEBSITE**

BEST PRACTICES IN TRAVEL WEBSITE
TESTING AND OPTIMIZATION

Register here:

<http://bit.ly/TravelWeeklyWebinar>

Exclusively for travel marketers who want to get on a path to better customer experiences and more bookings, this webinar takes a deep dive into three main site areas: homepage, search and sort, and the booking funnel with some of the world's biggest brands like *Delta*, *Hertz*, *Holiday Inn*, *Carnival Cruise Lines* and many more.

We'll cover:

- Industry case studies and best practices
- Tips, hints and tricks for CTA's, product imagery, homepage design, shopping cart funnels and much more
- How to test these elements to ensure your content works for your site visitors