

# Rooms Page Checklist

The Anatomy of a Rooms Page: Best Practices for Conversion Rate, Search Engine, and Sales Funnel Optimization

## Rooms Overview

List of available guest room types:

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List of available suite types:

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List of room-specific features:

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What types of views does each room offer?

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Which room types have sleeper sofas?

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How many guests does each room type sleep?

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## Amentities Worksheet

WiFi Fee: \$ \_\_\_\_\_

Pet Fee: \$ \_\_\_\_\_

Smoking Policy: \_\_\_\_\_

Type of Bedding: \_\_\_\_\_

Brand of Bath Products: \_\_\_\_\_

In-Room Coffee & Tea: YES | NO

Coffee Brand: \_\_\_\_\_

Tea Brand: \_\_\_\_\_

Connecting Rooms Available: YES | NO

Cribs Available: YES | NO

Rollaway Beds Available: YES | NO

In-Room Fridge: YES | NO

In-Room Microwave: YES | NO

In-Room Safe: YES | NO

Free Breakfast: YES | NO

List of Accessible Amenities: \_\_\_\_\_

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## Conversion Optimization Checklist

- Clean, properly cropped, appropriately sized masthead
- Unique, high-res photos for each room type
- Unique, working booking link for each room type
- Engaging copy for each room type that speaks to the reader
- Strong, specific calls to action
- Add internal links from other pages to the rooms page

## Technical QA

- Test on-page tracking
- Identify site speed issues
- Responsive/Mobile-Friendly