

make your next website a brilliant investment

20 essential questions
to help assist you in confidently
choosing the right relationship and
web agency for you

20 essential questions

To ask your new web design/development agency...

1. Can you show us a selection of custom hotel websites you've built?	
2. How many media queries are your websites responsively coded too? And will my website display correctly on all devices, no matter what the screen size?	
3. Do you use a cloud based CMS (content management server) that is not open source and vulnerable to hacking?	
4. Can you outline your foundational SEO strategy built into the back-end of your website?	
5. What strategies do you recommend to capture sales leads via our website? eg. Conferences and Weddings.	
6. Do you offer a complete marketing solution, including graphic design for consistent branding - across all digital and print touch points?	
7. What are your strategies to help drive more direct bookings?	
8. Beyond the website build, do you have in-depth knowledge, experience and expertise into online hospitality marketing?	
9. Do you have an email marketing platform for responsive, branded EDM templates customised for hotels with in-depth statistics and reporting?	
10. Do you offer automated customer journey marketing?	
11. What opportunities have you identified that can improve our current online marketing and presence?	
12. What support and strategies do you offer for building email databases?	
13. What are the average speeds of your websites on both mobile and desktop?	
14. Do you provide hospitality benchmark reports for hotels to help identify which areas to focus on in order to grow our business and to help us gain valuable insights into hotel web stats?	
15. Do you have Google Analytics stats comparing, before and after, for a hotel website you built, who has since had a new website built by another agency?	
16. Do you specialise in working with hotel and accommodation brands worldwide?	
17. How many years experience do you have working with hospitality businesses?	
18. How do you keep up to date with hospitality, technology and SEO industry trends? And do you share your insights weekly with your clients?	
19. What do you propose to enhance our UX and UI?	
20. How easy is your process and do you have an online system for our organisation to follow along to?	

If you are an A-type personality and want to get way more granular, then do an agency comparison with even deeper questions in the following 6 areas:

1. WEB + SEO + FUNCTIONALITY
2. WEB SUPPORT
3. GRAPHICS + BRANDING
4. RESULTS + DATA
5. ONLINE MARKETING
6. PEOPLE FOCUS + EXPERIENCE



a website is a major investment and is also your most powerful marketing tool

Further in-depth questions to ask agencies to ensure they will give you the best possible return on your investment and marketing dollars...

01. WEB + SEO + FUNCTIONALITY

	Agency A	Agency B	Agency C
1. How many hotel websites have you built?			
2. Can you show us a selection of custom hotel websites you've built?			
3. Do you use templates, outsource or custom build to create websites?			
4. Can you provide examples of websites that you've embedded optimised HTML5 video and drone footage to seamlessly play on page?			
5. What e-commerce functionality do you offer to sell gift vouchers and products via our website?			
6. How many media queries are your websites responsively coded too? And will my website display correctly on all devices, no matter what the screen size?			
7. Do you offer essential website marketing support - email marketing, social media marketing, direct booking marketing, image brand marketing?			
8. Is your CMS custom built especially for hotels for more direct bookings and enhanced SEO?			
9. How important is clean code and page load speed in the scheme of things?			
10. What's your process for the smooth delivery of the website development stages? From quote sign-off to go live.			
11. Can you outline your foundational SEO strategy built into the back-end of your website?			
12. How experienced are you with booking engine integration? eg. Booking Button, Hisite, Resonline?			
13. Can you show us examples of custom date pickers you've created?			
14. Can you show us effective use of pop-ups and chat functionality?			
15. How important is it to link out to review sites like TripAdvisor?			
16. Do you offer release and expiry date functionality with special offers?			
17. Can you show us examples of social media feeds and social galleries you've created?			
18. Do you offer your own custom built enhancements like photo galleries?			
19. What strategies do you recommend to capture sales leads via our website? eg. Conferences and Weddings.			
20. Do you offer monthly statistics, heat mapping analysis and usage trends?			

02. WEB SUPPORT

	Agency A	Agency B	Agency C
1. What ongoing SEO support and strategies do you offer?			
2. What ongoing website support do you provide?			
3. Do you offer discounted rates for ongoing support?			
4. Do you offer online 24/7 access to online support information?			

03. GRAPHICS + BRANDING

	Agency A	Agency B	Agency C
1. Do you offer a complete marketing solution, including graphic design for consistent branding - across all digital and print touch points?			
2. Do you provide animated GIF's suitable for email marketing?			
3. How experienced are you with adhering to brand guidelines and creating brand manuals?			
4. Can you offer full graphic services - from logo design, print collateral, corporate stationery, brochures (e-brochures), in-room hotel collateral and signage (both internal & external)?			
5. Can you create digital web banners, social media banners, Google AdWords banners, Facebook Ad banners, etc - to the correct dimensions and guidelines?			

04. RESULTS + DATA

	Agency A	Agency B	Agency C
1. What are the average speeds of your websites on both mobile and desktop?			
2. Can you show us some reports on how you've helped other similar hotels manage and optimise their Google AdWords / Facebook / YouTube campaigns, to return the most effective ROI for them?			
3. Do you provide hospitality benchmark reports for hotels to help identify which areas to focus on in order to grow our business and to help us gain valuable insights into hotel web stats?			
4. Can you show us Google Analytics stats comparing website performance before and after you've created a new website for a hotel?			
5. Do you have Google Analytics stats comparing, before and after, for a hotel website you built, who has since had a new website built by another agency?			
6. Do you send us monthly Google Analytics? Do you also provide customised hospitality GA dashboard reports?			

05. ONLINE MARKETING

	Agency A	Agency B	Agency C
1. What are your strategies to help drive more direct bookings?			
2. Beyond the website build, do you have in depth knowledge, experience and expertise into online hospitality marketing?			
3. Can you give us some examples of successful online marketing campaigns?			
4. Have you got examples of re-marketing banners you've designed?			
5. Do you help with social media strategies for hotels?			
6. What social media do you advise and in what context should we use it?			
7. Do you design and build clickable html email signatures?			
8. Do you have an email marketing platform for responsive, branded EDM templates customised for hotels with in-depth statistics and reporting?			
9. Do you offer automated customer journey marketing?			
10. Can you setup up branded booking confirmation and pre and post stay auto-responders directly from Hirus, EzyRez, Protel, RMS & GuestCentrix PMS systems?			
11. What content marketing strategies do you offer?			
12. Do you offer video, drone and photography on location services? What packages do you offer?			
13. Do you build online hotel compendiums and wellness compendiums?			
14. What opportunities have you identified that can improve our current online marketing and presence?			
15. What support and strategies do you offer for building email databases?			

06. PEOPLE FOCUS + EXPERIENCE

	Agency A	Agency B	Agency C
1. Do you specialise in working with hotel and accommodation brands worldwide?			
2. How many years experience do you have working with hospitality businesses?			
3. How do you keep up to date with hospitality, technology and SEO industry trends? And do you share your insights weekly with your clients?			
4. How are you innovating to be at the forefront of technology in order to help a hotel grow their business? Can you please provide examples?			
5. What immediate strategies and industry insights do you have to assist with our business growth?			
6. What's your process for researching guests needs and wants to ensure we deliver to the market?			
7. What do you propose to enhance our UX and UI?			
8. What design experience do you offer to create an inspiring solution for us?			

summary:

Find an agency who...

...can answer all these questions

...is transparent and willing to share real insights

...will create a bespoke website that suits your
specific needs

...will provide post-website development support
and ongoing marketing assistance for the greatest
success online.

we love questions...



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