

ULTIMATE WEBSITE AUDIT CHECKLIST FOR TOUR OPERATORS

Optimise Your Website for Better Performance, Visibility & Bookings

Your website is one of your most powerful tools for attracting and converting customers. This comprehensive audit checklist will help you assess key areas such as design, usability, performance, SEO, accessibility, and trust factors to ensure an exceptional user experience.

Homepage

- ☐ **Hero Sections with Clear, Aspirational Imagery.**
Avoid using Stock images, invest in getting real images tailored to your brand.
- ☐ **Clear call-to-action buttons**
Use action-oriented language, like "Book Now" or "Explore Destinations."
- ☐ **Search functionality easily accessible**
Place the search bar in a prominent location, often at the top of the page.
- ☐ **Search Bar with Autocomplete**
Implement autocomplete to improve user experience and search speed.
- ☐ **Featured/popular tours prominently displayed**
Highlight best-selling or high-rated tours to attract immediate interest.
- ☐ **Trust Signals and Industry Badges**
Display certifications or awards to build credibility and customer confidence.
- ☐ **Current last-minute deals or promotions visible**
Avoid using Stock images, invest in getting real images tailored to your brand.
- ☐ **Customer reviews/testimonials**
Incorporate genuine customer feedback to build trust and social proof.
- ☐ **Social media links or user generated content**
Provide easy access to social media profiles for increased engagement.

Navigation

- ☐ **Main navigation menu prominently at the top of the page**
Avoid using Stock images, invest in getting real images tailored to your brand.
- ☐ **Limit main navigation links to seven or fewer options**
- ☐ **Navigation is fully responsive for various screen sizes**
Test on multiple devices to ensure functionality.
- ☐ **Thumb-friendly for mobile users**
Make buttons and links large enough for easy tapping on touchscreens.
- ☐ **Clear Contact Information in Header/Footer**
Ensure your phone number, email, and physical location are easily accessible on every page.

Readability

- ☐ **Clear headings**
- ☐ **Formatted important information**
- ☐ **Readable fonts**

Breadcrumbs

- ☐ **Breadcrumb navigation to show users their location within the site**
- ☐ **Breadcrumbs accurately reflect the site hierarchy**

Detailed and Accurate Tour Descriptions

- ☐ **Comprehensive itineraries**
Provide a detailed day-by-day breakdown of the tour.
- ☐ **Engaging overviews with key features and benefits**
Highlight what makes the tour unique and appealing.
- ☐ **Clear list of inclusions and exclusions**
Avoid surprises by stating exactly what's covered and what's not available.
- ☐ **Descriptions of activities**
Explain what travellers will experience during each activity.
provide insights and tips.
- ☐ **Practical information**
Include details like duration, difficulty, and required gear.
- ☐ **Clear, jargon-free language**
Ensure descriptions are easy to understand for all readers.
- ☐ **High-quality images within descriptions**
Visually enhance the descriptions with relevant photos.

Pricing and Availability Display

- ☐ **Transparent pricing for each tour**
- ☐ **Visual indicators for promotions and discounts**

Website Performance

- ☐ Website Loads in under 2.5 seconds
- ☐ Quick and responsive navigating pages (no Loading)
- ☐ Using reliable Caching
- ☐ Cross-browser performance testing
- ☐ Using a Fast, reliable Content Delivery Network (CDN)
- ☐ Mobile Optimisation Review
Test your entire website on multiple mobile devices for layout, tap targets, and content visibility.

Website Speed optimisations

- ☐ Lazy loading for images
- ☐ Modern image formats (WEBP)
- ☐ Regularly testing performance with tools like Google PageSpeed Insights, GTmetrix,
- ☐ Regularly monitor Mobile page load speed
- ☐ Reduce unused third-party scripts (widgets, trackers)

Schema Markup Implementation

- ☐ **Implemented Local Business schema** (address, hours, phone number, reviews)
- ☐ **Add Organisation schema** to establish trust and brand recognition
- ☐ **Include Review schema**
Shows star ratings directly in search results, increasing click-through rates.
- ☐ **Product schema for tour specifics and pricing**
Provides detailed information about tour offerings, including pricing and availability, for richer search results.
- ☐ **FAQ schema to answer common questions**
Helps establish your credibility and increase organic reach
- ☐ **Internal Linking Strategy**
Ensure important pages are interlinked to distribute SEO value and enhance navigation.

Keyword Optimisation

- ☐ **Place keywords strategically** in titles, meta descriptions, URLs, and headings
- ☐ **Use intent-driven keywords** that match user goals
- ☐ **Incorporate keywords naturally** in body content, especially in the first 150 words

Detailed and Accurate Tour Descriptions

- ☐ Provide alt tags for all non-text content
- ☐ Ensure sufficient color contrast
- ☐ Provide captions and transcripts for multimedia
- ☐ Ensure text can be resized without breaking layout
- ☐ **Descriptive Link Text**
Avoid generic "Click Here", use "Book Your Tour"
- ☐ **Website Is Compatible With Screen Readers (NVDA, VoiceOver, JAWS)**
- ☐ **Provide Alternative Ways to Contact Support**
(Live chat, phone, email, not just forms)

Trust and Credibility

Customer Reviews and Testimonials

- ☐ **Prominent genuine reviews**
Displays authentic customer feedback visibly, building trust.
- ☐ **Third-party review platform**
Pulls reviews from external trusted sources, enhancing credibility.

Industry Compliance

- ☐ **Certificates and Accreditations**
Display relevant industry certificates or accreditations. like ABTA and ATOL badge and number
- ☐ **Refund & Cancellation Policies**
Clearly place refund and cancellation policies in easy to find areas like footer
- ☐ **Privacy and Data Protection**
- ☐ **Terms & Conditions Page**
Have a well-defined Terms of Service page for customer confidence.

YOUR TOTAL SCORE

What Your Score Means

✗ Below 30 → Needs Urgent Attention!

Your website is missing critical elements that can drive traffic, improve user trust, and enhance overall performance. Prioritise resolving major issues in usability, security, and accessibility. Consider seeking help from a web expert.

▲ 30 - 44 → Average – Needs Optimisation

Your website has several areas for improvement. Review Key factors like usability, WCAG compliance, and performance should be addressed.

🔧 45 - 54 → Great, but Some Improvements Needed!

Your website is performing well, but there are a few areas that could be optimised. Review sections where you lost points and work on areas such as speed, SEO, or accessibility.

✅ 55 - 60 → Outstanding!

Your website is highly optimised, accessible, and trustworthy. You've nailed performance, SEO, usability, and design. Keep monitoring and updating as needed to maintain excellence!

✨ Need Expert Assistance? ✨

If you'd like a detailed website audit or need guidance on improving your score, our team of travel website experts is here to help!

Whether it's SEO, performance, accessibility, or design enhancements, we can provide tailored solutions to optimise your website.

[Book an Audit](#)