

Hotel Bookings Diagnostic Worksheet

Score yourself on the six factors that decide whether a guest books, log a week of response times, then track the numbers that show whether the fixes are working.

STEP 1

SCORE YOURSELF ON THE SIX FACTORS

Factor	Score (1-5)	What to check
Visibility		20+ photos, content score complete, Google Business Profile claimed
Response time		Under 1 hour on WhatsApp and OTA messages
Reviews and trust		Score above 8/10, replies posted on recent reviews
Price positioning		Rate matches comparable listings, no parity mismatch
Booking friction		Site loads fast, payment link or instant confirmation works
Availability accuracy		Calendar synced, no wrong minimum-stay blocks

STEP 2

RUN THE 10-MINUTE AUDIT CHECKLIST

Done	Check
	Search your own property name plus city on Google, note what shows up first
	Count the photos on your top two OTA listings, add more if under 20
	Open your last 5 unanswered guest messages and reply right now
	Read your last 10 reviews, reply to any without a response
	Compare your rate for next Saturday against two nearby listed competitors
	Open your booking calendar and check for wrongly closed-out dates

STEP 3

LOG A ONE-WEEK RESPONSE TIME

Date	Channel	Message received	Replied at	Gap

STEP 4

TRACK YOUR QUARTERLY METRICS

Quarter	Occupancy %	Direct share %	Avg review score	Avg response time
Q1 (Apr-Jun)				
Q2 (Jul-Sep)				
Q3 (Oct-Dec)				
Q4 (Jan-Mar)				

Daily Front Desk Quick Reference

- Check for unanswered WhatsApp and OTA messages first thing every morning, not at the end of the day.
- Never let a review sit unanswered for more than a few days, good or bad.
- Before closing out a date on the calendar, confirm it is actually full, not just a guess.
- If a rate looks uncompetitive against nearby listings, flag it the same day, do not wait for month end.

Reference: response-time and content-completeness effects on OTA ranking are drawn from published partner guidance from major global OTA platforms; the 77 percent figure on review responses comes from a widely cited travel-industry survey. This worksheet is a planning aid for your own tracking, not a guarantee of results or a substitute for your OTA extranet's own performance dashboard.