



DIGITAL FIRST IMPRESSIONS CHECKLIST

A quick self-audit for safari & tour
operators and hotels

**IMPROVE TRUST, ENQUIRIES, AND
BOOKINGS IN UNDER 30 MINUTES.**



CHECKLIST

How to use

Tick **YES** or **NO** for each item. Add up your YES answers for your score. Start with the starred items first.

1) Branding

- YES ☐ NO ☐ ★ Your logo, colours, and tone look and feel the same across website, email, and social.
- YES ☐ NO ☐ ★ One clear sentence explains who you serve and why guests should choose you.
- YES ☐ NO ☐ **Real proof shown:** memberships, awards, partner logos, safety credentials.
- YES ☐ NO ☐ Photos match your real experience/rooms (not generic stock).

2) Website (clarity, speed, mobile)

- YES ☐ NO ☐ ★ Pages open quickly on a typical mobile connection.
- YES ☐ NO ☐ ★ A clear action button (Book, Enquire, or Call) appears near the top of each page and is easy to press on a phone.
- YES ☐ NO ☐ **Key details visible:** prices or “from” prices; availability or a clear enquiry route; map/location.
- YES ☐ NO ☐ **Sector detail:** Tours show dates, inclusions, and difficulty. Hotels show room types amenities, and a gallery.

3) Social media

- YES ☐ NO ☐ ★ **Profiles are complete:** bio, location, and website or WhatsApp link.
- YES ☐ NO ☐ You’ve posted something useful in the last 14 days.
- YES ☐ NO ☐ Highlights or albums answer common questions (packing list, check-in, park fees).
- YES ☐ NO ☐ Captions invite action (enquire, view dates, book, call).

4) Search visibility & content (no jargon)

- YES ☐ NO ☐ ★ Each key product or room type has its own page with a clear title and headings.
- YES ☐ NO ☐ Pages use natural phrases people actually search for (e.g., “Masai Mara 3-day safari” or “Hotel near [Landmark]”).
- YES ☐ NO ☐ Helpful guides exist (best time to visit, visas, park rules) and link to your enquiry or booking page.
- YES ☐ NO ☐ **Hotels:** add a short page for “Hotel in [Area] near [Point of Interest]”.

5) Google Business profile (Maps listing)

- YES ☐ NO ☐ ★ **Claimed and verified;** name, address, phone, and map pin are correct.
- YES ☐ NO ☐ ★ The main category fits (Tour Operator / Hotel). Opening hours set.
- YES ☐ NO ☐ **Recent photos added;** Questions & Answers updated; services or products listed.
- YES ☐ NO ☐ Booking or enquiry link included and works on mobile.

6) Review sites (Google, Tripadvisor, Booking, etc.)

- YES ☐ NO ☐ ★ You have recent reviews (last 90 days) and aim for an average of 4.3 or higher.
- YES ☐ NO ☐ ★ You respond to reviews within three days.
- YES ☐ NO ☐ Best quotes appear on your website with the source logo.

7) Analytics & reporting (plain English)

- YES ☐ NO ☐ ★ Website tracking is installed so you can see enquiries, calls, WhatsApp clicks, and bookings.
- YES ☐ NO ☐ Campaign links use consistent tracking so you know what works.
- YES ☐ NO ☐ You receive a simple weekly or monthly summary that a manager can read in five minutes.

8) Paid advertising

- YES ☐ NO ☐ ★ People searching for your brand name can easily find your official ad and website.
- YES ☐ NO ☐ You are showing ads again to recent website visitors or recent video viewers (remarketing).
- YES ☐ NO ☐ You have 3–5 active ad creatives designed for phones (short video and square or vertical images).
- YES ☐ NO ☐ **Sector detail:** Tours run “best time to visit” or destination explainer ads. Hotels remind recent visitors about rooms or offers.

9) Email marketing

- YES ☐ NO ☐ ★ Simple signup forms exist (ideas: packing list, seasonal guide, local tips).
- YES ☐ NO ☐ New subscribers receive a friendly welcome email within a few minutes.
- YES ☐ NO ☐ You send at least one helpful update per month.
- YES ☐ NO ☐ You keep basic groups (past enquiries, past guests, agents/partners) so messages stay relevant.

SCORE & NEXT STEPS

Your score (YES answers): / 30

0–10 Fix now • **11–20** Improving • **21–30** Strong

Tip: If your score is 14 or lower, start with the starred items this week.