

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.