

TravelLine integration specification and self-checklist

Dear partners,

Both of the following must be included on a hotel website: **search form** and **booking engine**.

Scripts catalogue:

1) Search form

Folder search_form.2.0
File search_form_en (English version)
Content Search form code + javascript
Each file is an integration code for the relevant language version of the website.

2) Booking engine:

Folder booking_form.2.0
File Reservation_en (English version)
Content Booking engine code+ javascript
Each file has an integration code for the relevant language version of the website.

It is highly recommended to create a separate page for the booking engine (the default address should be www.hoteldomainname/booking/).

Important: If the BE is integrated on a page with a different address, please provide the URL of the new page after completing the integration process (we will update the configuration file on our side).

3) The <head></head> tags:

Folder head_script
File head_script_en (English version)
Content Fast loading and collecting of the statistics + javascript
Each file has an integration code for the relevant language version of the website.
It should be placed between <head></head> tags on all pages of the website.

Additional folders/files:

Links for "Book" buttons

Folder Links for "Book" buttons
Files links_room and links_offer
Content Each link code for room types and special offers has its unique ID and is to be directly integrated in booking engine.

After completing the integration process, please use the checklist below to check the main criteria of the implementation and inform your manager that the work has been completed. Our testing department will check to make sure everything is in working order and promptly report corrections, if any.

Main criteria for content integration:

№	Checklist	Comments
1	The SF (search form) should be integrated on all pages of the	The SF is essential marketing element on any website especially if there is no other call-

	website , except for the Reservation page	<i>to-action. This is why it is very important to integrate the SF on each page of the website.</i>
2	The BE (booking engine) should be integrated on a separate page of the website	<i>Usually the URL www.horeldomainname/booking/ is used in the form settings on our side. If your address differs from the recommended one, please send us your correct address so we can change it on our side.</i>
3	The <Title> of the BE page is optimized for SEO	<i>We recommend providing key words in the title of the BE page with the <title> tag. This improves SEO rankings in search results and makes the site more user-friendly. For example, <title>Booking in MMM Hotel, New York</title></i>
4	The <Head> script is added to all website pages. The <head> script is added with head tag. The <head> script matches the website language version. * When the website is on WIX: instead of <head> script, the head tag should contain <meta name='tl-verification' content='travelline' />	<i>The script is used for the fast loading and collection of the statistics of the booking engine.</i>
5	All «Book Now» buttons/links on the website redirect to the BE page.	<i>If the Book Now buttons redirect a user to different booking forms, this can be misleading for users. Disabling Book Now buttons can create the impression of a poor quality website and cause users to mistrust a resource .</i>
6	Book now buttons/links have a room-type/special-offer ID directing users to the relevant room type/special offer on the BE page	<i>By redirecting users from the Book Now button of the room type/special offer page to the relevant room type/special offer on the booking engine, the booking process becomes much more convenient for users, reduces the number of clicks and increases the conversion of the website.</i>
7	Hide all feedback widgets and other elements from the BE page because it can divert users from the booking process (i.e. links to social media, large maps, rooms types and special offers can block, important contact information, etc.)	<i>Feedback widgets placed on the BE page may cover navigation elements that can distract the user's attention and interfere with their selection of their desired room type. Thus it can reduce the conversion rate.</i>
8	The SF and BE adhere to the design and location of the form	<i>Our company specialists have designed the integrated form to ensure the highest conversion for the website in terms of appearance and location of the call to action. We recommend following our design template/ recommendations. .</i>
9	* For hotel chains with a choice of several hotels on the search form: hotel selector must be added to the BE page	<i>According to our research, users often do not pay attention to the hotels' selector on the search form and instead select the desired hotel right on the BE page. Therefore, we strongly recommend that you do not hide this selector from the BE page.</i>
10	Display when adapting to different screens is correct: 320x480, 768x1024, 800x1280, 1280x600, 1366x768,	<i>We recommend checking to make sure that your site is viewable on all devices, this will maximize the reach of your audience and help avoid conversion loss.</i>

	1920x1080 For mobile permissions: - BE can't be cut off(~320px) - SF and BE must have left and right indents	
11	Display is correct when adapting to browsers: Google Chrome, Mozilla FF, Opera, Microsoft Edge, Safari, Internet Explorer	<i>We recommend checking to make sure that your site is viewable and consistent in different browsers. This will maximize the reach of your audience and help avoid conversion loss.</i>
12	* If the website is multilingual: - The SF and BE must match the language version of the website. - Redirection of the Book Now button should also be in the correct language <i>(for example, in an English version of a website, the booking button should not lead to the German version of the BE page)</i>	<i>The presence of booking elements that do not match the current language version cause users to mistrust a resource and may be incomprehensible to foreign users of the site.</i>
13	* When the website is in WIX: - When opening the calendar, the SF should not appear with a vertical scroll bar in the mobile version. - The SF in the mobile version should be displayed in full size (without a scroll bar), and the element with the BE is not too small.	