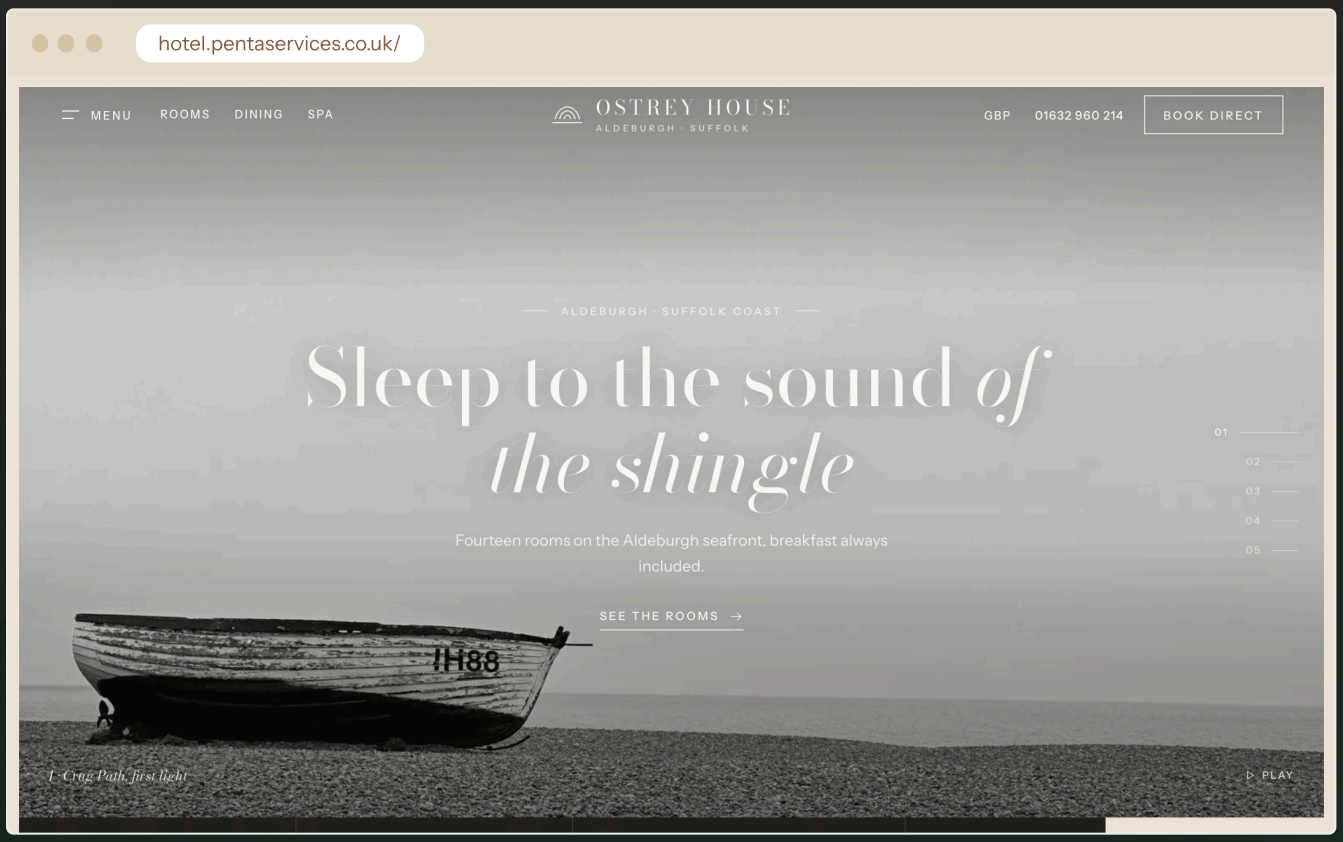
penta SERVICES

November 2026

WEBSITE GUIDE FOR INDEPENDENT AND BOUTIQUE HOTELS

A hotel website that *takes bookings direct*

Ready-made, fast and built to be found on Google and AI assistants. A booking bar with a price calendar, a full booking engine, room pages, a best-rate comparison, table booking, spa extras, gift vouchers, a local guide map and a wedding planner included. We adapt it to your hotel, host it and keep it updated.



Ready Site · Business Website package

Live preview: hotel.pentaservices.co.uk

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TRY THE LIVE DEMO

hotel.pentaservices.co.uk

Ostrey House is a fictional 14-room hotel in Aldeburgh, Suffolk. Every name, price, rate and review in the demo is a sample we replace with your own. The booking engine shows how it works; on your site it sends bookings to you or connects to your booking system.

1 · AT A GLANCE

Built to win the booking *before a travel site does*

Guests find a small hotel on a travel site or on Google, then check its own website before they book. That visit decides whether they book with you, or go back and pay a commission. This website shows the rooms beautifully, gives a clear total price in two clicks and makes booking direct the obvious choice.

What guests check first

- What are the rooms like, and which one is right for us?
- What does it cost for our dates, all in?
- Is it cheaper or better to book here than on a travel site?
- Can we eat there, and is there anything to do nearby?
- Can we cancel, bring the dog, bring the children?

What the website gives them

- Rooms as large editorial spreads, with galleries and a five-week price calendar
- A booking bar on every page with nightly prices on the calendar
- A full booking engine: dates, room and rate, extras, confirmation
- A best-rate comparison that shows what booking direct is worth
- Table booking, spa extras, vouchers, a local map and a wedding planner

24
pages, plus a sitemap, robots.txt and llms.txt

6
room pages with galleries and price calendars

9
interactive tools, from booking to weddings

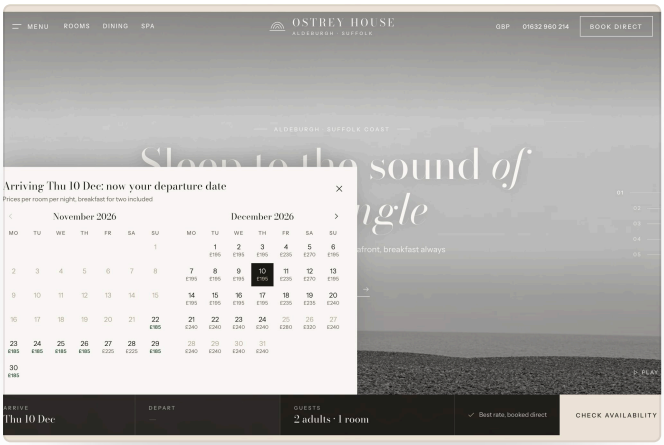
76
automated checks run on every tool before launch

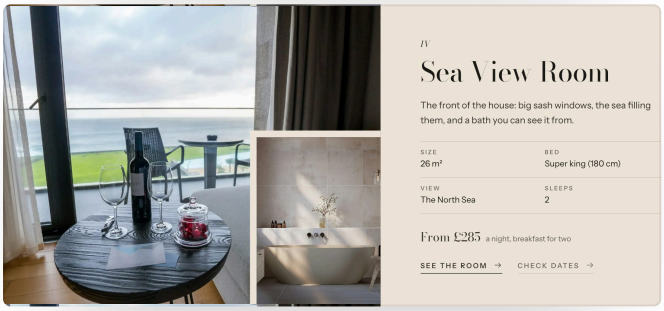
Who it's for

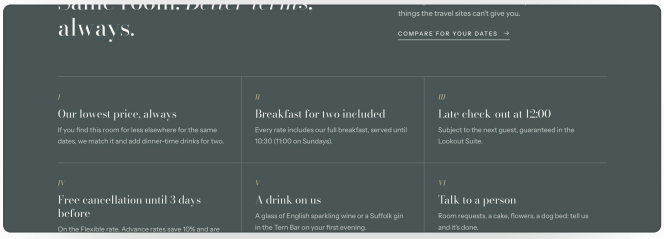
Boutique hotels · Independent hotels · Restaurants with rooms · Country house hotels · Seaside hotels · Townhouse hotels · Inns with rooms · Small hotel groups

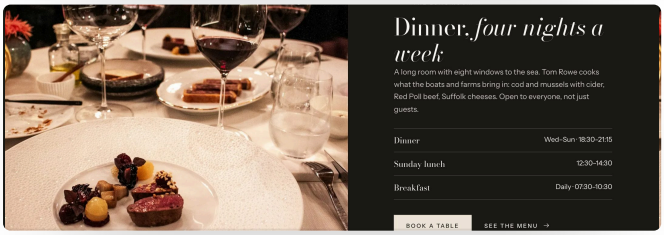
The homepage, *section by section*

Quiet luxury: sand and ink, fine serif type, hairlines and slow motion. The booking bar is always within reach.









1. **Framed hero with slow cross-fades**
   Five full-screen photographs inside a fine sand frame, fading slowly with a gentle zoom. A centred headline per slide, a slim progress indicator, pause, swipe and keyboard control.

2. **Booking bar docked at the foot**
   Arrive, depart, guests and Check availability sit at the bottom of the hero, then stay docked to the bottom of the screen as guests scroll. The calendar shows the nightly price on every date.

3. **Rooms as editorial spreads**
   Large photographs, a Roman numeral, a short description and a hairline spec table: size, bed, view, sleeps and the price from.

4. **The restaurant**
   A dark band for the restaurant with opening hours and Book a table.

5. **Days here**
   A sideways gallery of spa treatments and experiences with prices, ready to add to a stay.

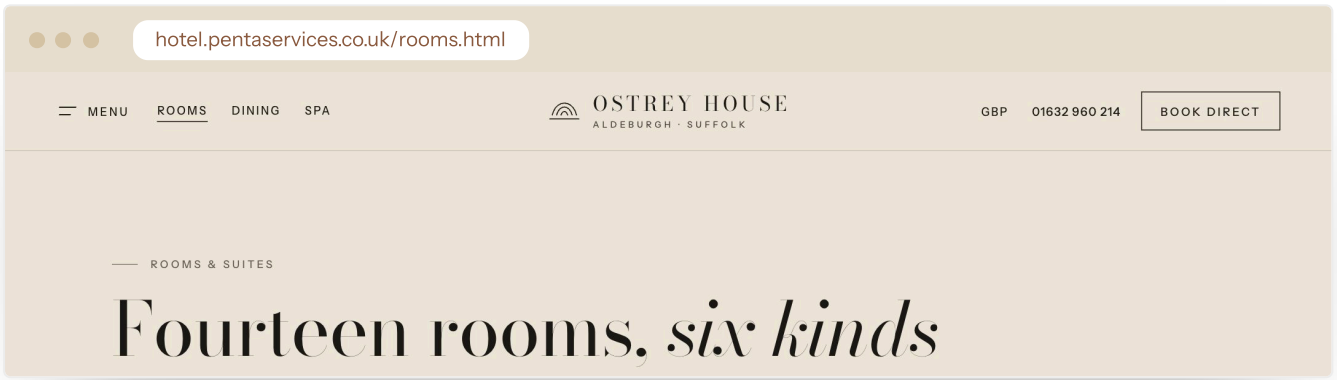
6. **Why book direct, reviews and the area**
   Six direct-booking benefits, a slow review carousel, a local guide teaser, weddings, vouchers and the journal.

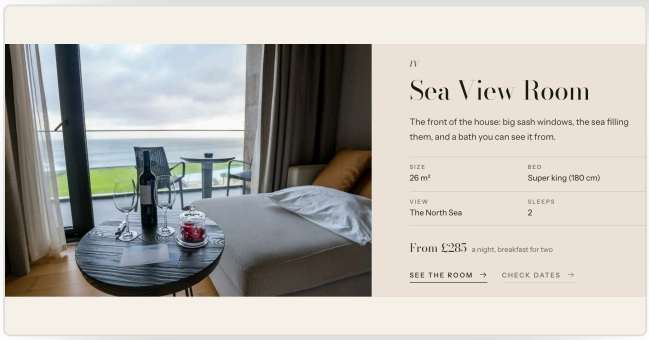
WHY IT WORKS

Small hotels sell a feeling, then a price. The homepage gives the feeling in one screen, and the docked booking bar turns it into dates and a total without hunting for a button.

Rooms and *room pages*

Every room type gets a large spread on the rooms page and its own page with a gallery, amenities and a price calendar.

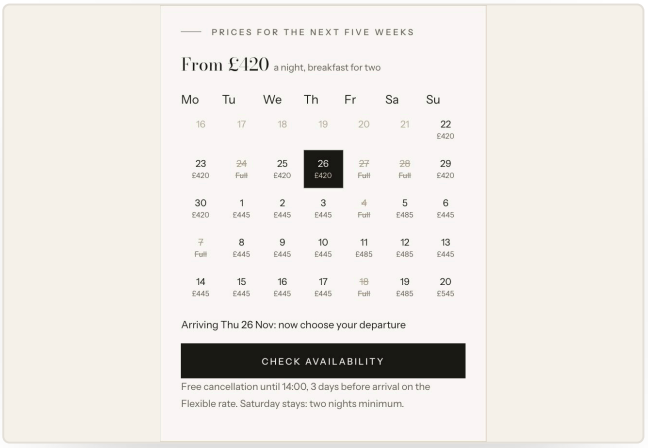




Room finder: filter by sea view, bath, dogs, step-free or sleeps 3



Room gallery with a full-screen lightbox



Five-week price calendar for one room

1. **Room finder and sort**
   Guests filter by what matters to them and sort by price. A compare table lists every room's size, bed, view, bath, dogs, capacity and price.

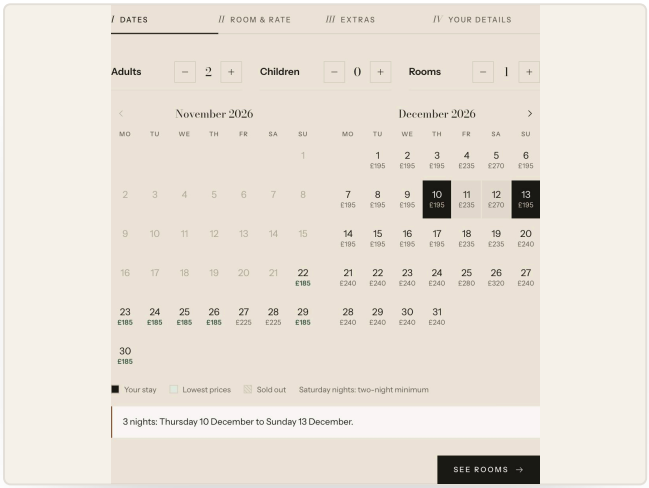
2. **Honest 'from' prices**
   The lowest nightly price for two with breakfast, and a note on when prices are higher.

3. **Room page**
   Gallery, story, amenities and a spec table, with HotelRoom structured data for Google.

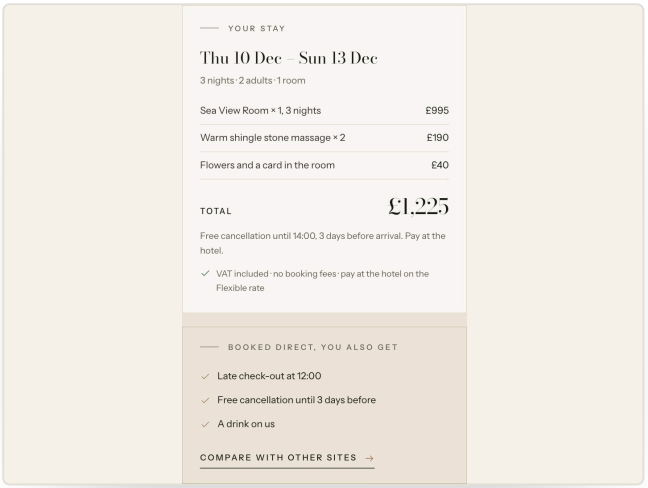
4. **Pick dates on the room**
   Choose arrival and departure on the five-week calendar and the room page shows the total and a Book these dates button.

From dates to a confirmed booking *in four steps*

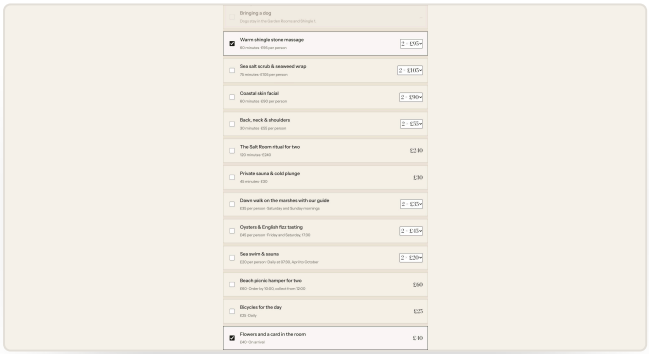
Dates, room and rate, extras, details. The total updates at every step, with VAT included and nothing added at the end.



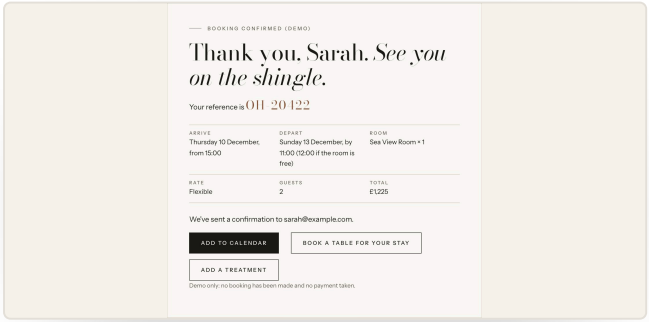
Step 1: price calendar with sold-out nights and the lowest prices marked



The stay summary: every line and the total



Step 3: extras, from a dog to a massage



Confirmation with a reference and a calendar file

1. **A calendar that sells**
   Two months side by side, each date with its lowest price. Sold-out nights are crossed out; a two-night minimum is enforced for Saturdays.

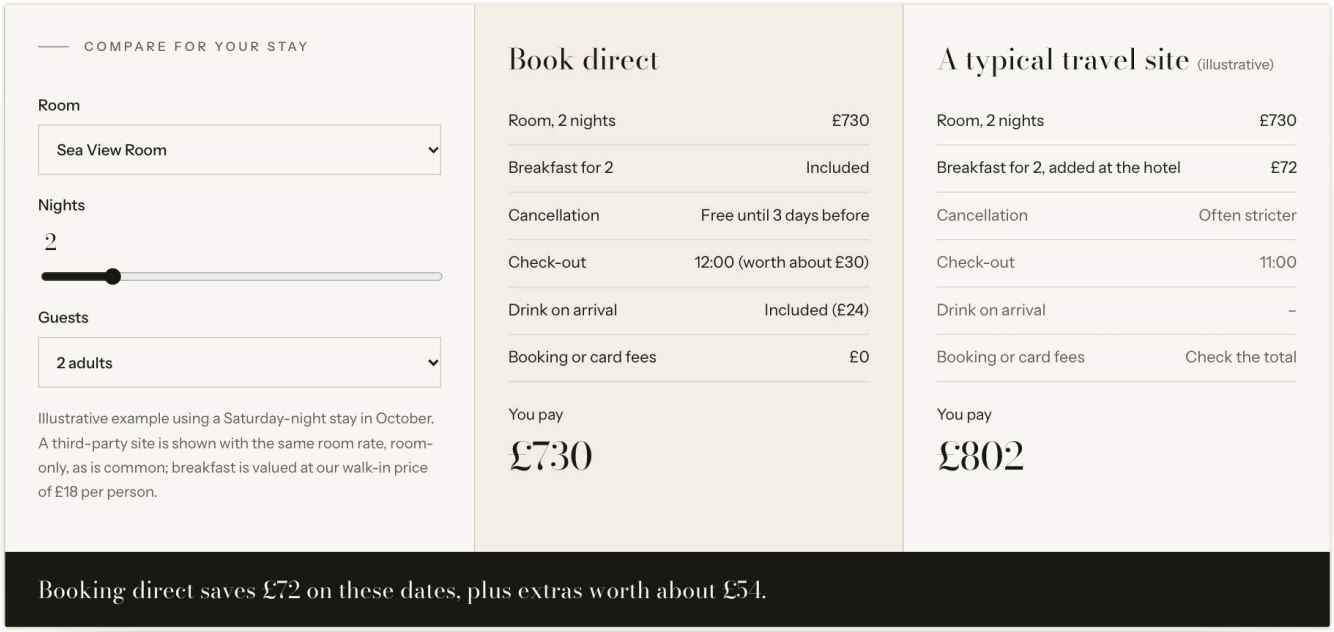
2. **Rooms and rates**
   Every room type that fits the guests, with live totals for a Flexible rate, an Advance rate 10% cheaper, and dinner, bed and breakfast.

3. **Extras and the total**
   Dogs, treatments, picnics or flowers are added with a click. The summary shows every line, and prices can be shown in AED, SAR, USD or EUR as a guide.

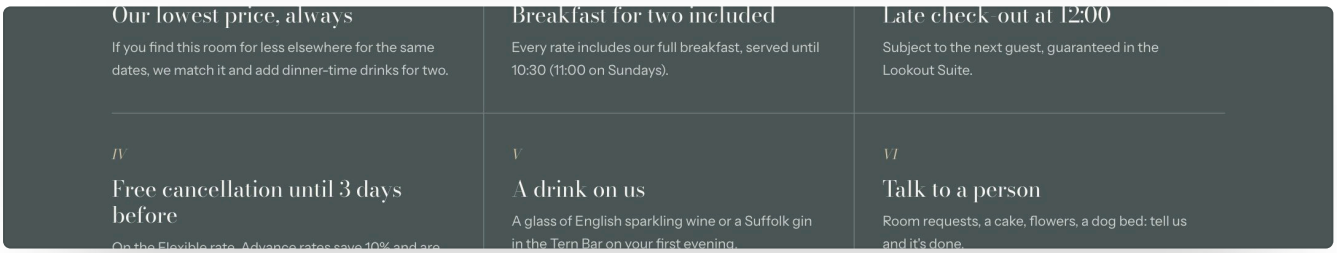
4. **Connects to your system**
   In the demo the booking is simulated. On your site it emails the request to you or links to your booking system and payment page.

Show guests *why booking direct is better*

A comparison tool and six clear benefits that keep guests on your website instead of sending them back to a travel site.



Compare for your stay: direct versus a typical travel site (illustrative)



Six reasons to book direct, on the homepage and the booking page

1. **Same room, the real difference**
   Guests choose a room, nights and guests: the tool shows the same room rate, what breakfast would add elsewhere, and the value of late check-out and a drink.

2. **Price match form**
   Found it cheaper? Guests send the link and price, and get a reference.

3. **The total price, by law**
   UK rules since April 2025 require the headline price to include all mandatory fees. The site explains this and shows every price with VAT.

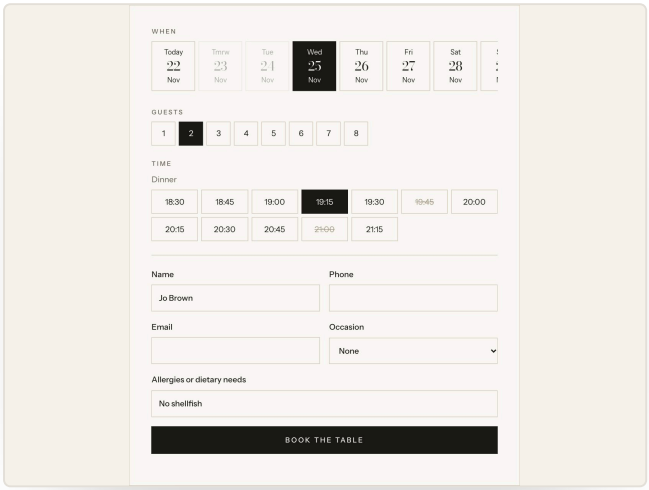
4. **No competitor names**
   The comparison is clearly illustrative and names no booking site, so it stays fair and accurate.

WHY IT MATTERS

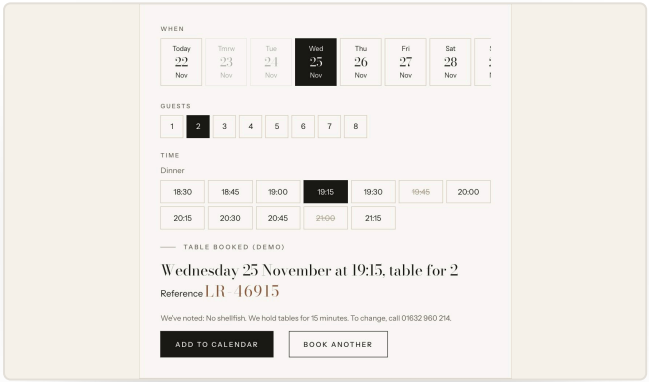
Third-party booking sites typically take 15 to 25% of the room price. Every booking moved to your own website pays for a lot of breakfasts.

Table booking *and menus with allergens*

The restaurant page fills tables, for guests and for locals.



Book a table: day, guests and time slots

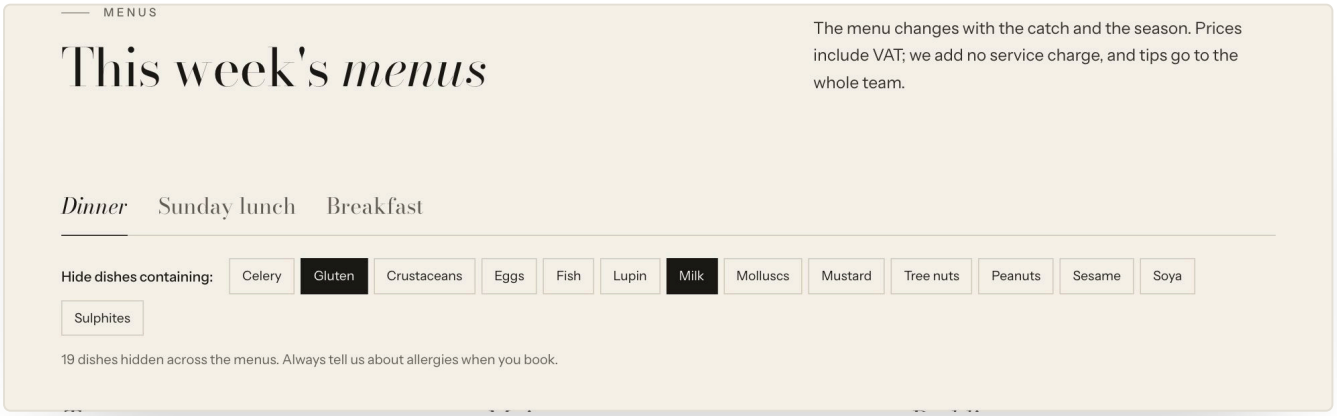


Confirmation with a reference and a calendar file

1. **Days and times that are really open**
   Closed days are greyed out, Sunday shows lunch and dinner, full times are crossed out, and today's past times are hidden.

2. **Dietary needs captured**
   Allergies, occasions and phone number are taken with the booking, so the kitchen and front of house know in advance.

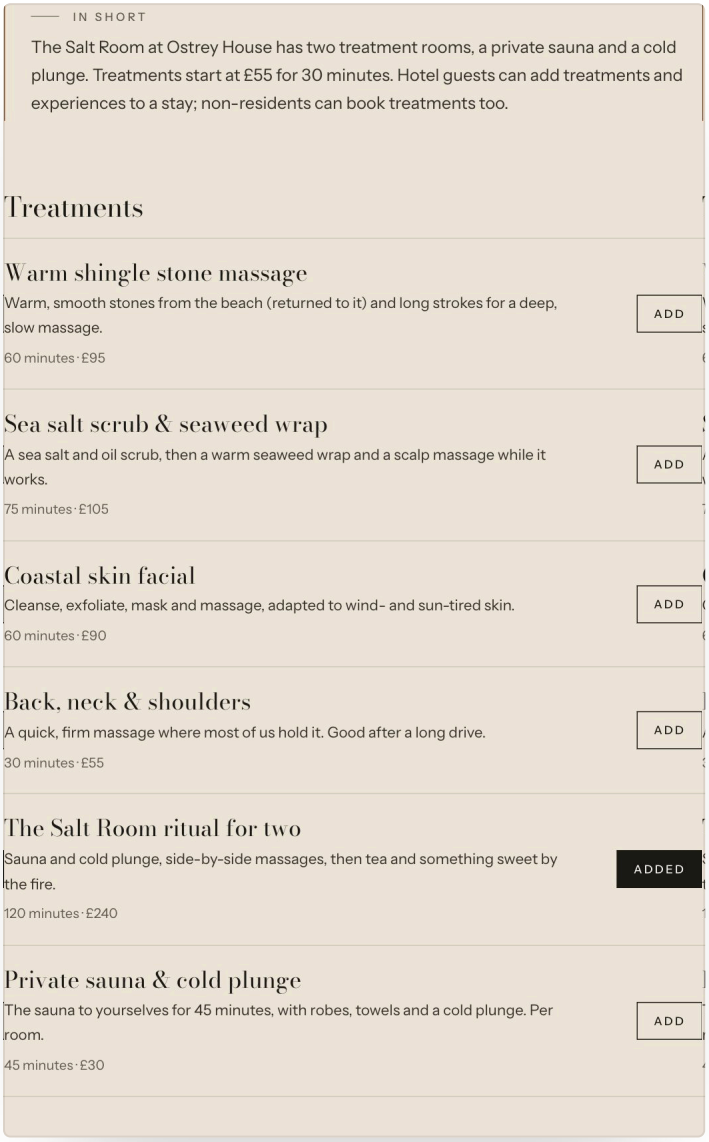
3. **Menus guests can filter**
   Dinner, Sunday lunch and breakfast menus in tabs. Guests hide every dish with gluten, milk or nuts in one click; every dish lists the 14 allergens.



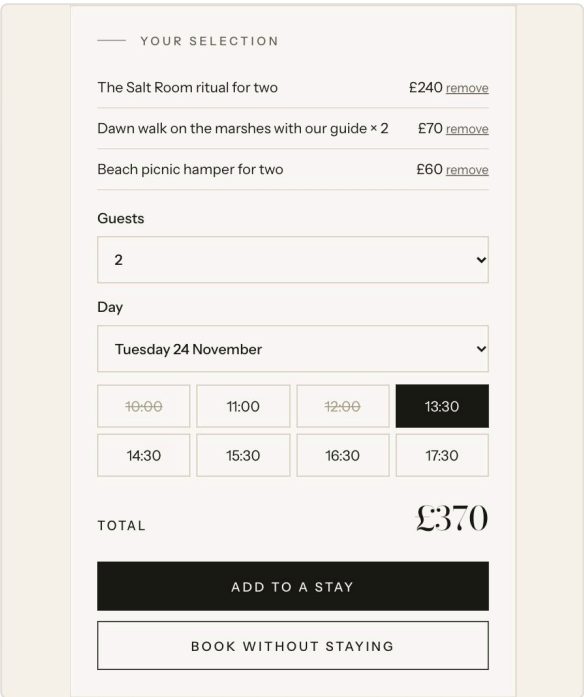
Menus in tabs with an allergen filter for the 14 allergens

Extras that *add to every stay*

Treatments and local experiences with prices, added to a stay or booked on their own.



Treatments and experiences with Add buttons



Your selection: guests, day, time and the total

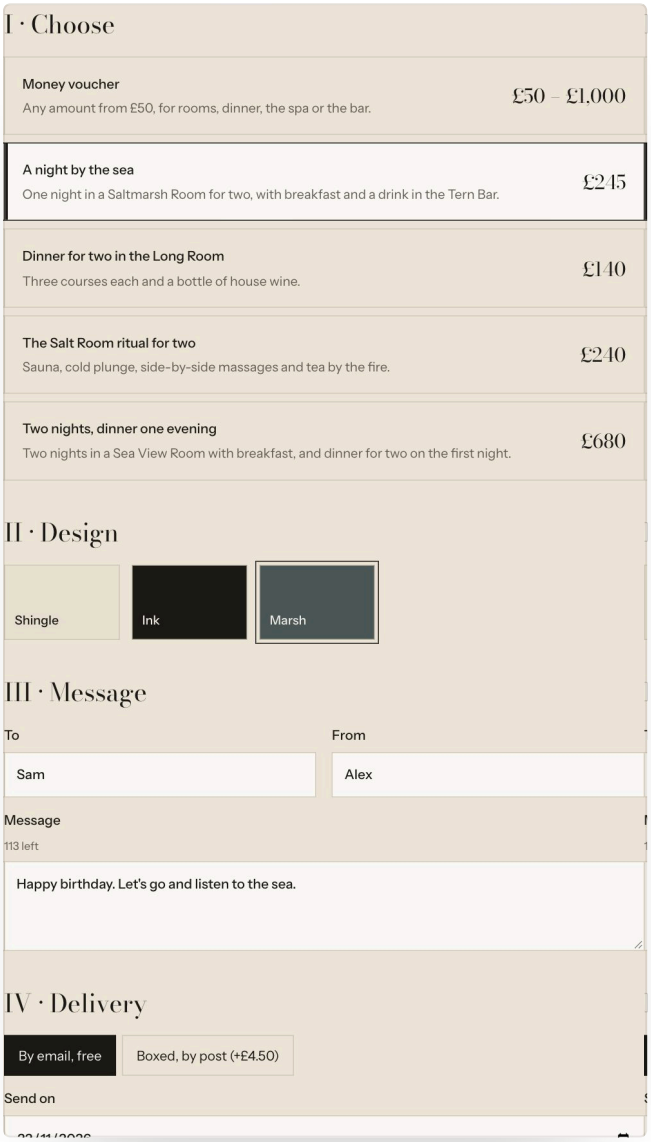
1. **Add to a stay**
   Chosen extras are carried straight into the booking engine and appear in the stay total.

2. **Or book without staying**
   Day spa guests pick a day and a preferred time and get a request reference.

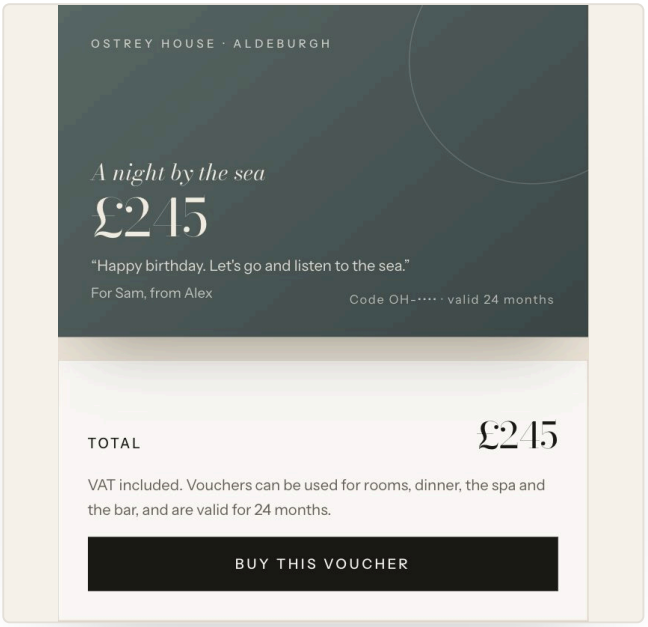
3. **Prices that count people**
   Per-person experiences multiply by the number of guests; per-room ones don't.

Gift vouchers *that sell themselves*

Money or experience vouchers, designed live on screen and sent by email or post.



Choose a voucher, amount, design, message and delivery



Live preview of the card and the total

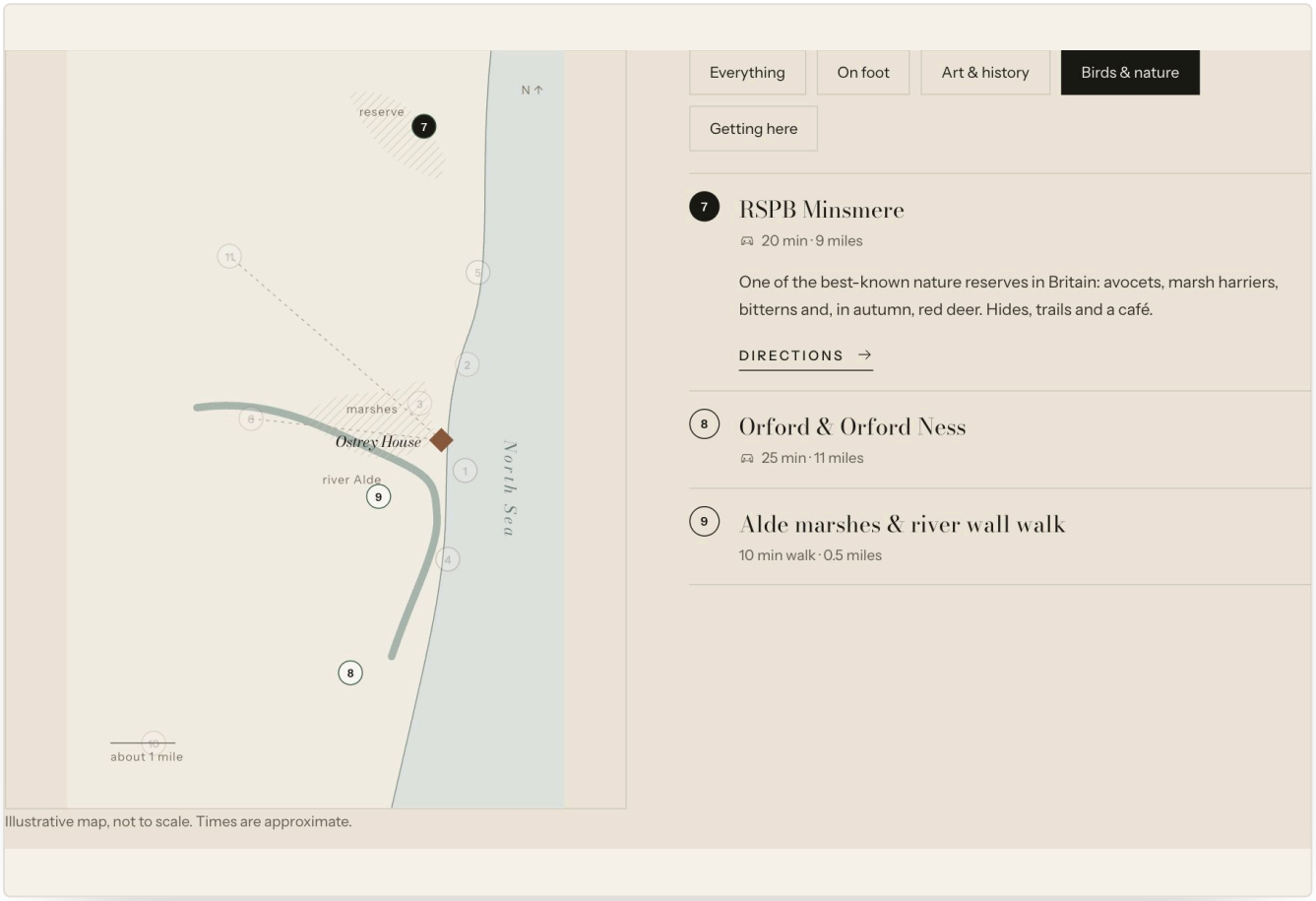
1. **Experience or money**
   A night by the sea, dinner for two, a spa ritual, or any amount from £50.

2. **Three designs, live**
   The card on screen changes with the design, the amount, the names and the message.

3. **Email or boxed by post**
   Pick a send date for email, or add postage for a boxed card; the total updates and a voucher code is issued.

A local guide map *guests actually use*

An illustrated map of the area with numbered pins, filters and walking or driving times.



Illustrative map, not to scale. Times are approximate.

Map and list linked: filter by type, click a pin to open the place

1 Your own map
An illustrated map in the site's style, not a generic embed, so it loads fast and looks like part of the hotel.

2 Filter and explore
On foot, art and history, birds and nature, or getting here. Pins dim when filtered out.

3 Times and directions
Walking or driving times, distance, a short description and a directions link for each place.

4 Content for search
Real places and local knowledge are what AI assistants and Google quote for 'things to do near…' searches.

WHY IT MATTERS

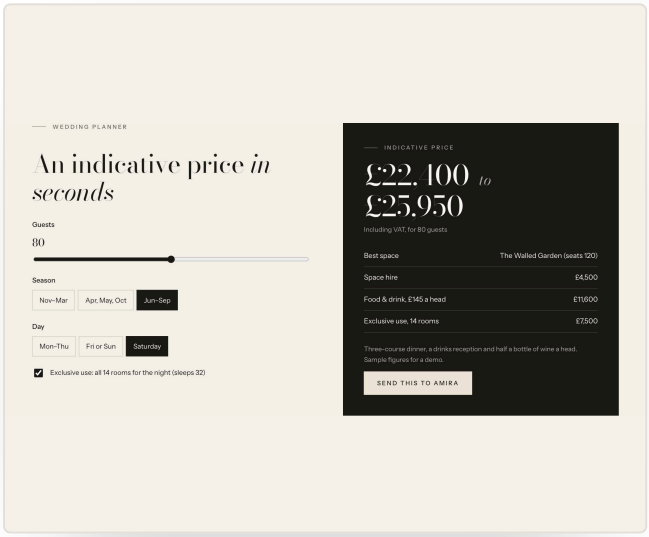
Many guests choose a hotel for the place it's in. A useful local guide earns links, ranks for local searches and gives guests a reason to stay a second night.

Weddings and events *with an instant estimate*

Spaces with capacities, an indicative price planner and an enquiry form that arrives ready to answer.



Three spaces with seated, standing and ceremony capacities



Wedding planner: guests, season, day and exclusive use

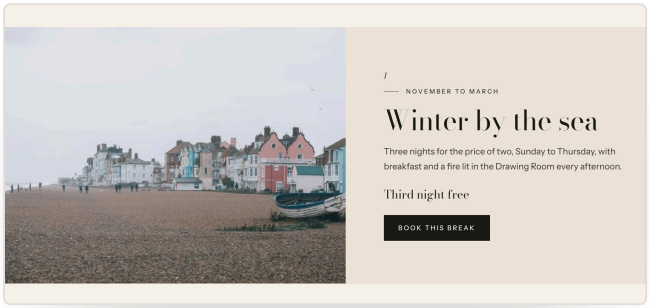
1. **The right space, automatically**
   Move the guest slider and the planner picks the smallest space that fits.

2. **An indicative price range**
   Space hire, food and drink per head and exclusive use add up to a price range, so couples know if you're in budget.

3. **Enquiry prefilled**
   One click copies the planner's choices into the enquiry form, which gives a reference.

Offers, story, journal, *FAQ and contact*

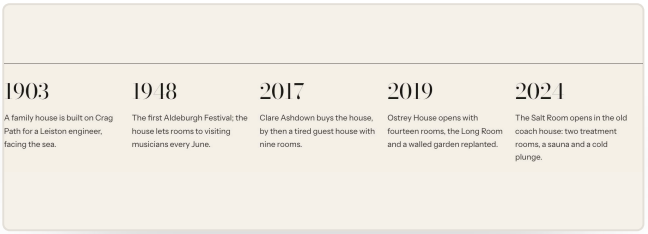
The pages that answer everything else, and keep the site fresh for Google.



Offers as editorial spreads

1 Offers that link to booking

Winter breaks, midweek dinner, spa breaks and dog-friendly stays, each with a Book this break button that applies the offer.



The story of the house in five dates

2 The house and its people

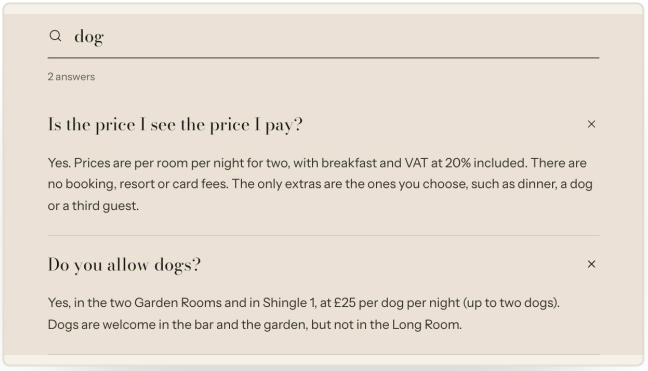
The building's history, the team guests will meet and the hotel's values.



Journal article with an answer-first summary

3 Journal

Local guides and good-to-know articles with Article structured data, written to answer real questions.



FAQ with instant search

4 FAQ and getting here

Searchable answers on check-in, dogs, children, access and parking, plus routes by car, train and from abroad.

Features that *feel like a good hotel*



Full-screen menu with a changing photograph



Prices shown in AED as a guide for Gulf visitors

Full-screen menu

Large serif links with a photograph that changes as you hover, and the address and phone always visible.

Docked booking bar

The bar follows guests down every page and opens a price calendar and a guest selector.

Currency guide

Prices can be shown in GBP, USD, EUR, AED or SAR as a guide; guests always pay in pounds.

Call, book and WhatsApp

Phone in the header, and a Call / Book a stay / Table / WhatsApp bar on phones.

Slow, considered motion

Slow fades and reveals, switched off for visitors who prefer less motion.

Easy to update

All content in one file: change a rate, a menu or an offer once and every page updates.

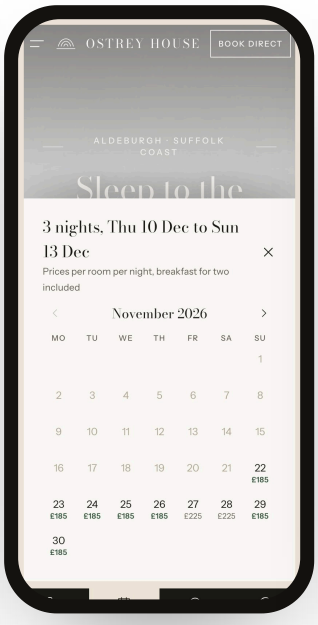
13 · MOBILE

Designed *for the phone*

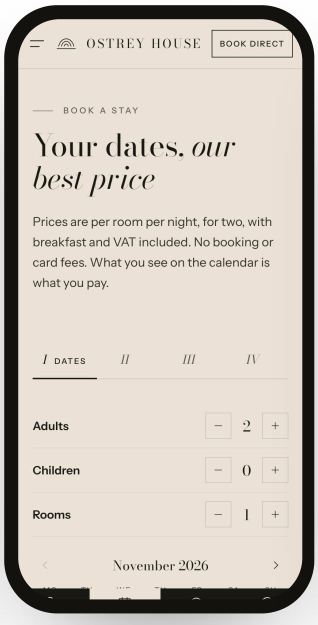
Most hotel searches happen on a phone. The hero keeps the booking bar in view, the calendar opens as a full-width sheet, and a bar keeps Call, Book a stay, Table and WhatsApp one tap away.



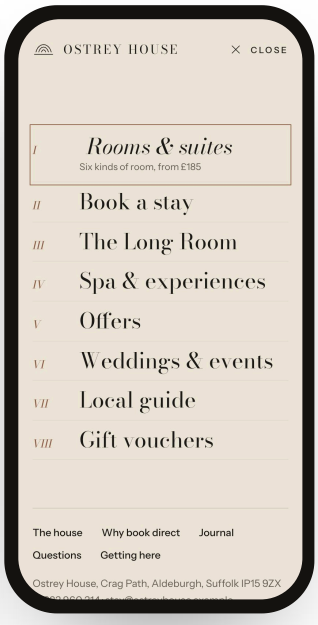
Homepage



Price calendar



Booking



Menu









Your brand, *Google and AI search*

The demo uses sand, ink, a sea grey-green and a clay accent, with Bodoni Moda and Instrument Sans: quiet, confident and unmistakably a hotel. We replace them with your logo, colours and photographs.

Google (SEO)

- A unique title and description on every page
- Hotel, HotelRoom, Restaurant with menu, DaySpa, EventVenue, FAQPage, Article and Breadcrumb structured data
- A page for every room type, plus dining, spa, offers, weddings and a local guide
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'In short' summaries on every key page
- Facts AI tools can quote: room sizes, prices from, check-in times, dog and accessibility policies
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

boutique hotel [town] · hotel with sea view [area] · dog friendly hotel [county] · restaurant with rooms [area] · spa break [region] · small wedding venue [county] · things to do in [town] · hotel gift vouchers

WHY IT MATTERS

Travellers increasingly ask ChatGPT, Gemini or Google AI for a quiet hotel by the sea that takes dogs. AI assistants recommend hotels with clear, consistent facts. We don't guarantee rankings or citations, but we report progress every month.

15 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. stay@yourhotel.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

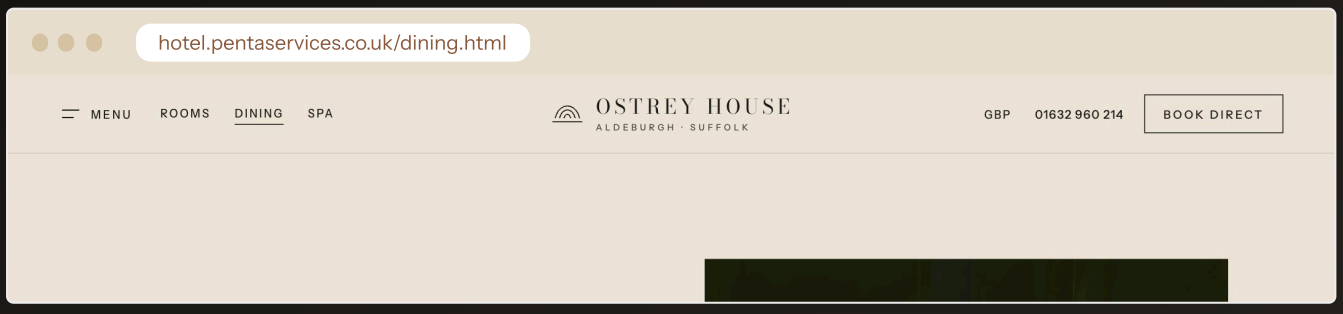
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£24 · US$29
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. Connecting a third-party booking system or payment provider is quoted separately.



What we need *and what we do*

What we need from you

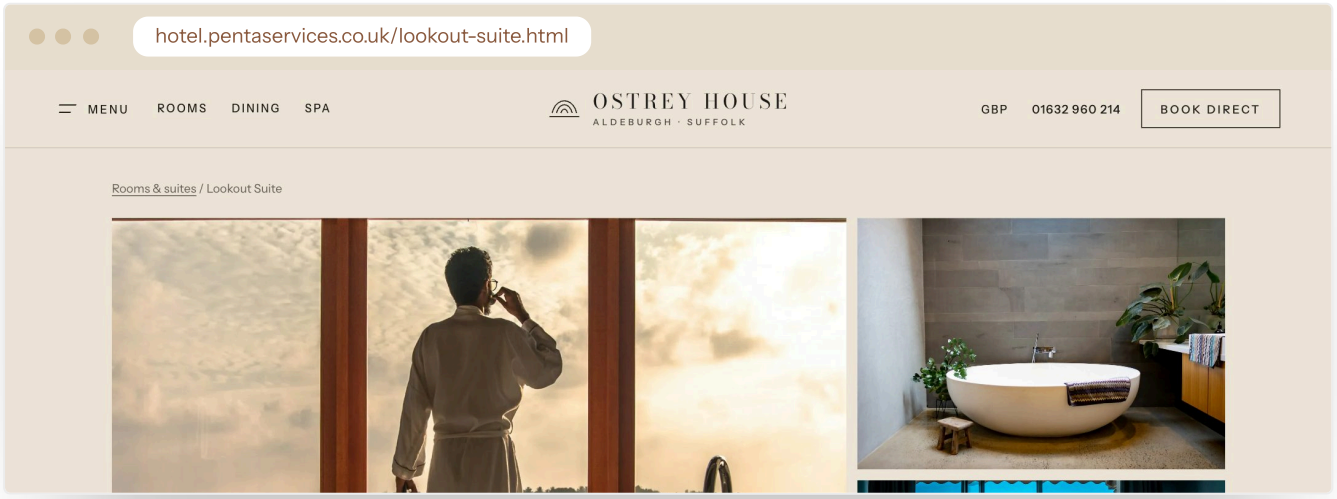
- Logo and colours, if you have them (otherwise we design them)
- Hotel name, address, phone, email and check-in times
- Room types, photos, sizes, beds and your rates and rules
- Restaurant hours and menus, spa treatments and experiences
- Offers, vouchers, event spaces and capacities
- Your booking system, if you use one, and reviews

What we do

- Adapt the design to your brand
- Load your rooms, rates, menus, spa and offers
- Connect booking, table and enquiry forms to you
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your hotel: your rooms, rates and rules, your restaurant and your area. Bookings can come to your inbox or connect to your booking system and payment page. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *fills rooms direct?*

1. **See the demo**
   Open the demo on your phone and computer. Try the booking bar, book a stay, compare rates, book a table and build a voucher.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, rooms and rates, photos, menus, spa, offers and reviews.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: hotel.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. Beautiful rooms, a clear total, and a reason to book with you rather than through someone else.