

Design High-Converting Guest WiFi Splash Pages

Best Practices for Hotels

4 Best Practices for Turning Splash Pages Into Reliable Revenue Streams

Hotels can create high-converting guest WiFi splash pages by spotlighting key amenities, promoting upsells, and focusing on clear, consistent design choices. Let's walk through how you can create a high-converting guest WiFi splash page that aligns with your brand and supports your hotel's business goals.

01



Intuitive Design

- ✓ Link key pages & amenities
- ✓ Keep content simple & clear
- ✓ Add engaging calls to action

02



Brand-Focused Messaging

- ✓ Match brand colors & imagery
- ✓ Highlight upsells on key amenities
- ✓ Promote personalized offers

03



Careful Implementation

- ✓ Offer multiple language options
- ✓ Pick a captive portal software
- ✓ Configure routers to allow captive portals

04



Consistent Maintenance

- ✓ Configure settings for venue changes
- ✓ Monitor network cybersecurity
- ✓ Troubleshoot connectivity issues

Improve Guest WiFi Experiences with Spectrum Hospitality Network

As a trusted provider of comprehensive hotel WiFi solutions, Spectrum Hospitality Network offers end-to-end support, including network planning, hardware installation, captive portal setup, and ongoing maintenance.

Partner with Spectrum Hospitality Network and elevate every online touchpoint.