

Website Competitive Benchmark

Hotels in Carleton Place

Competing Websites

theoldmillmanor.com



Thegrandhotelcp.ca



Choicehotels.com



carletonplacehotel.com

Focus Points:

- Home page
- Booking Process
- Accessibility & images

The Old Mill Manor

Almonte, Ontario



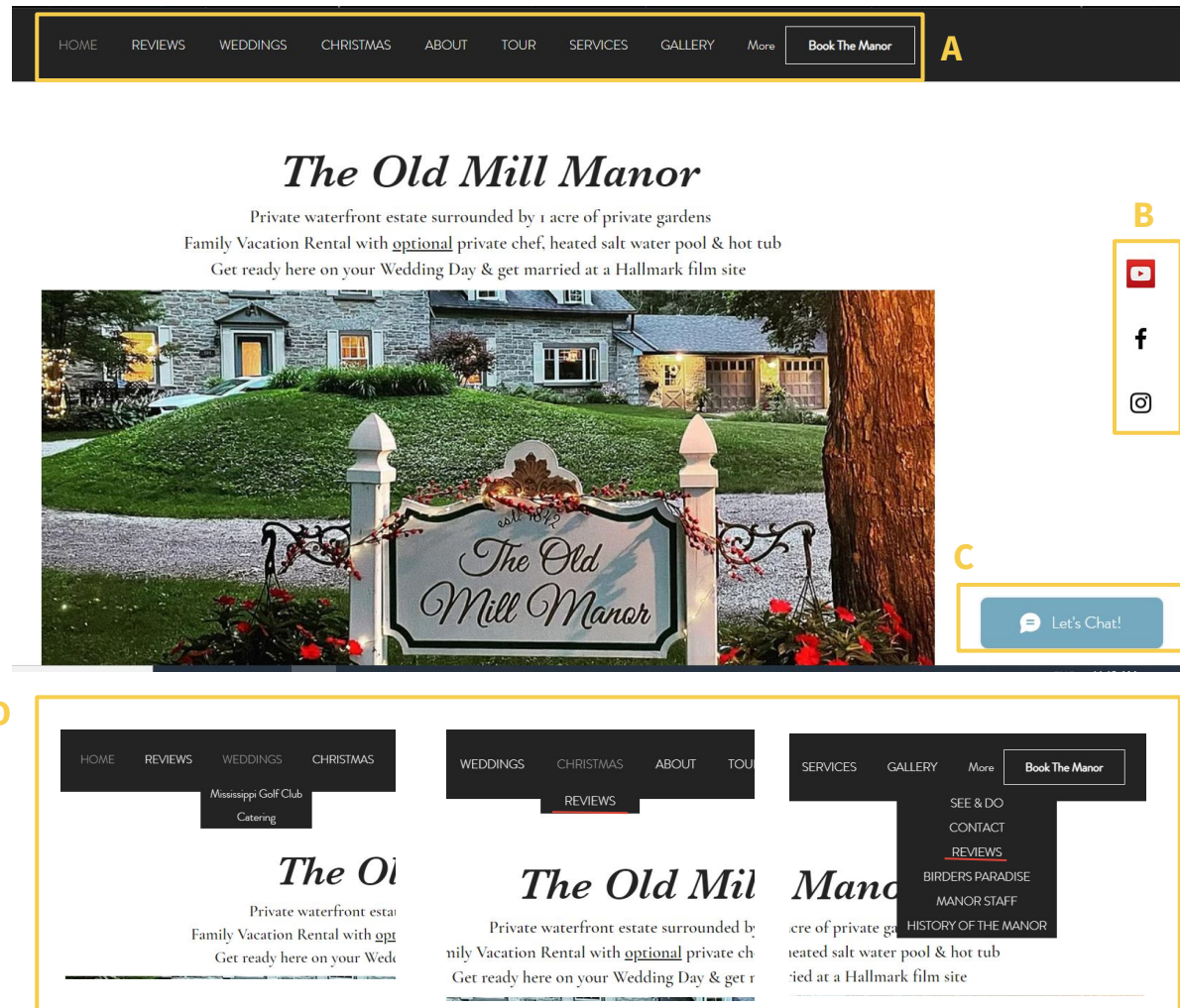
Home Page

A-Main menu has a great contrast but has a detailed layout.

B-Socials are rightfully separated from the main menu. Youtube might not be necessary given the type of content. Why not use more of these on the website itself?

C-The chatbot is a great idea for users who don't know where to go. Might better accompany a smaller and more minimized main menu.

D- Too many menu items leaves more opportunity for the user to get confused. Matching sub-page names like "reviews" could get users lost.



Home Page

A-Activities and others are listed under our services. This might confuse the user when looking for only services, or vice versa.

B-Services are listed but without price or a quote. Users could be able to click on a button here or access more information here.

C- Location and contact are at the bottom of the website and have several shortcuts. Why place it at the bottom to begin with? Having a separate page may help create a faster and simpler interaction.

OUR SERVICES



Breakfast Catering

quiche & wife saver casserole, fruit, fresh baked croissants, champagne & orange juice, scones. from Taste Blooms in Carleton Place



Small Weddings:

Get Ready Here & Say "I Do" at nearby Hallmark Film Site



Other Services:

Daily or Weekly Housekeeping

Laundry.

Party Host/ Bartending

Personal Cook

\$30/ hour *minimum 4 hours

Farmers Markets

Almonte & Carleton Place

Large Weddings:

Several large reception venues nearby: The Barn, The Grand, Stonefields, Evermore, The Herb Garden & The Mississippi Golf Club

Walk to:

The Mississippi Golf Club, Bar & Restaurant, Centennial Hike & Bike Trail & Saje Spa, Appleton Boat Launch & Park



Heated Salt Water Pool & Hot Tub

Large fiberglass rectangular pool. Natural gas heated with lights. gradual depth to 7 feet

Back Yard Fire Pit, Badminton Net

watch the sunset from the Firepit & run in the back fields

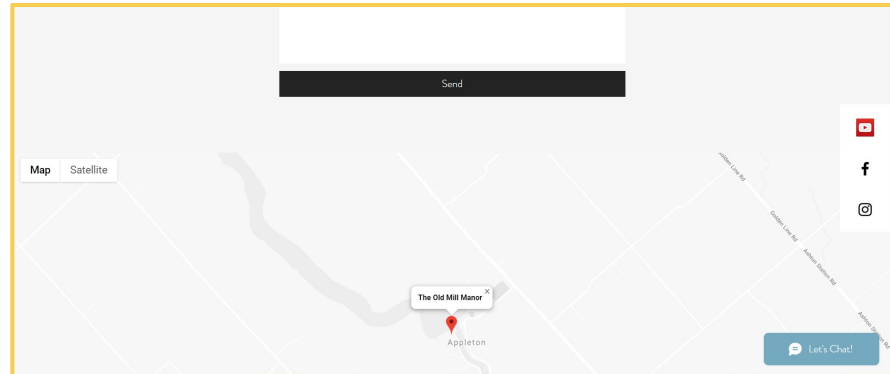
Borrow a Bike

Bike/ hike the Centennial Trail into Almonte & Carleton Place

Fishing, Docks, Kayaks & Canoe

In front on The Mississippi River

C












[Home](#) > [Canada](#) > [Ontario](#) > [Eastern Ontario](#) > [Almonte](#) > [DI-19901](#)

C- So much information in one place leaves the user no choice but to contact the owner directly. This could lead to a longer wait and a delay in their goal and journey.

★★★★★ (18 reviews)



Description	Location	Availability	Rates	Reviews (18)
 Sleeps 12	 6 Bedrooms	 4 Bathrooms	 Pets allowed with restrictions	
 Smoking not allowed	 Fireplace	 Internet	 Hot Tub	
 Waterfront				

C

WELCOME TO THE OLD MILL MANOR
www.TheOldMillManor.com
 Est. 2015 in the Hallmark town of Altoonte 35 minutes west of Ottawa

5 Star Resort Style Vacations for family, groups, brides & grooms
 Salt water pool heated from May 20th to as late as October 20th

OPTIONAL PRIVATE CHEF & CORDON BLUE CHEF
 Order ahead:
 Turkey dinner stuffing, warm, maple glazed carrots, mashed potatoes, stuffing, gravy, salad, dessert is app
 cobbler & apple pie with ice cream, Nespresso coffee & tea \$35/person

Prime rib dinner same options as above \$50/person

Breakfast: assortment fruit platter, quiche, scones & yogurt \$22/person



High Tea by Cordon blue chef \$30/person
 Charcuterie & local craft beer \$25/ person
 Specialty wedding cakes made to order by cordon blue chef

PERSONAL CONCIERGE
 can assist you with restaurant suggestions, private local tours, small weddings, local attractions & golf

Add to Wishlist

A

Contact Owner

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email *	
<input type="text"/>	
Confirm your email *	
<input type="text"/>	
Check In *	Check Out *
<input type="text"/> 	<input type="text"/> 
Adults *	Children
<input type="text"/>	<input type="text"/>

B

SEND MESSAGE



JULIE ODIN
Member since April 2015
Speaks: French, English
Response Rate: 100%

Phone Number ([Show](#))

[Owner's Website](#)
[The cottage Facebook](#)
[The cottage Youtube v](#)


Payments on CottagesInCanada
 This owner accepts payments on CottagesInCanada. It's the most secure way to book a cottage on our site. [Learn more](#)

SHARE THIS COTTAGE

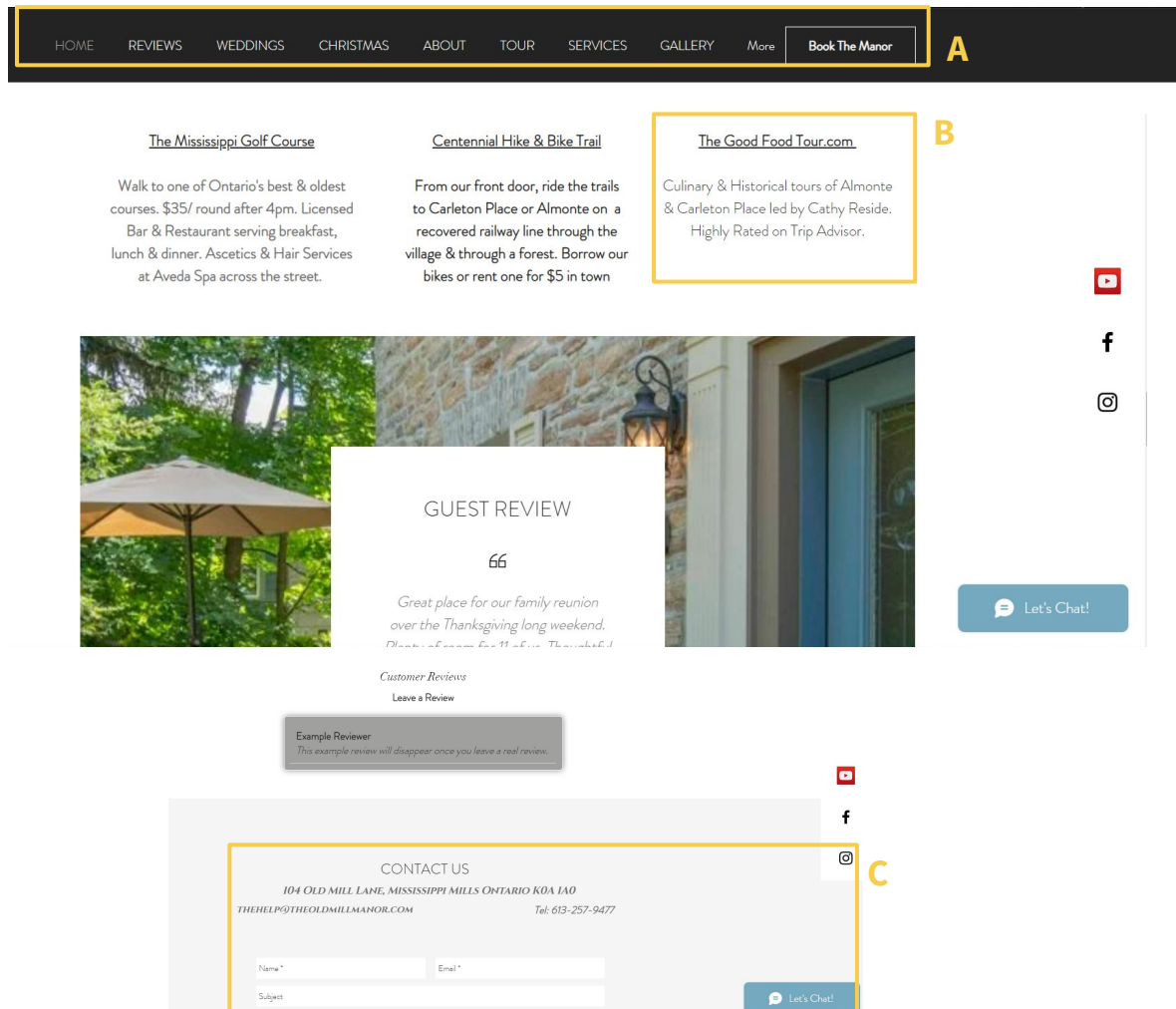


Accessibility

A-Colour scheme is a generally good contrast and should be visible to almost everyone.

B-Heavy use of text and paragraphs could mean some of the headers and titles may not be accessible. It would be a good idea to separate content more into blocks.

C- It's great that users can easily contact or message the owner to book or ask questions. The review section however is a bit trickier to find.



The Grand Hotel

Carleton Place, Ontario

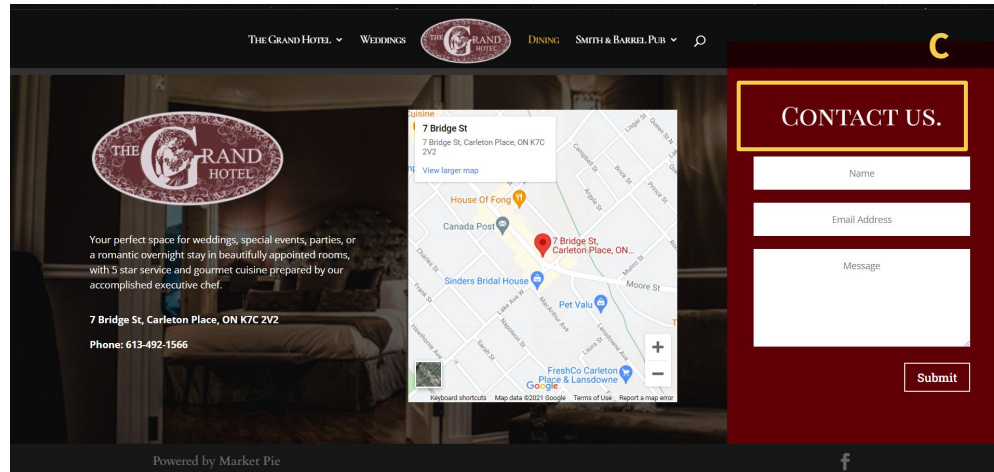


Home Page

A- The home page layout looks great and simple. The only thing missing may be an about/contact tab.

B- Fast and easy access to booking, I know exactly where I'm booking and what main services are offered.

C- Contact us details are at the footer of every page which leads to more work for the user.



Booking Process

A-Users are taken to an exterior booking site and the title is the hotel's wifi password. This could be confusing.

B-Three room options are shown with more than one way to continue to the selection page which is good.

C-Even when pre-selecting a date on the main booking page, the following page makes users re-select and re-confirm their dates. This could be good in terms of confirmation but creates extra work and extra clutter.

The Grand Hotel Wifi - 'Hotel Guest Password' - Hotel123

Return to main website

Show prices in Canada Dollars (CAD)

WeekDay

Date from15 Oct 2021

DayWeek

Prices will be charged in Canada Dollars

	Full Rate	Fri 15 Oct	Sat 16 Oct	Sun 17 Oct	Mon 18 Oct	Tue 19 Oct	Wed 20 Oct	Thu 21 Oct	Fri 22 Oct	Sat 23 Oct	Sun 24 Oct	Mon 25 Oct	Tue 26 Oct	Wed 27 Oct	Thu 28 Oct
Wedding Suites - Standard Rate															
		\$600	Sold	Sold	Sold	Sold	Sold	Sold	Sold	Sold	Sold	400	400	400	Sold
King Bed - Standard Rate															
		\$185	Sold	159	139	139	139	139	Sold	159	159	139	139	139	Sold
Queen Bed Standard															
		\$185	Sold	Sold	Sold	Sold	139	139	Sold	Sold	Sold	139	139	139	Sold

Move the mouse over the price for inclusions, occupancy and minimum stay

Property Information

The Grand Hotel Wifi - 'Hotel Guest Password' - Hotel123
6134920799
7 Bridge St
Carleton Place ON K7C 2V2 Canada
Return to main website

View Map

Step 1 Select the number of rooms and stay dates - use grid below to check availability

Number of rooms1

Check In Date22 Oct 2021

Check Out Date23 Oct 2021

Check the availability

WeekDay

Room Selection	Full Rate	Fri 22 Oct	Sat 23 Oct	Sun 24 Oct	Mon 25 Oct	Tue 26 Oct	Wed 27 Oct	Thu 28 Oct	Fri 29 Oct	Sat 30 Oct	Sun 31 Oct	Mon 01 Nov	Tue 02 Nov	Wed 03 Nov	Thu 04 Nov
King Bed - Standard Rate	\$185	159	159	139	139	139	139	Sold	Sold	Sold	139	149	149	149	149

Move the mouse over the price for inclusions, occupancy and minimum stay

Step 2 Choose room occupants and optional extras

Prices are in CAD

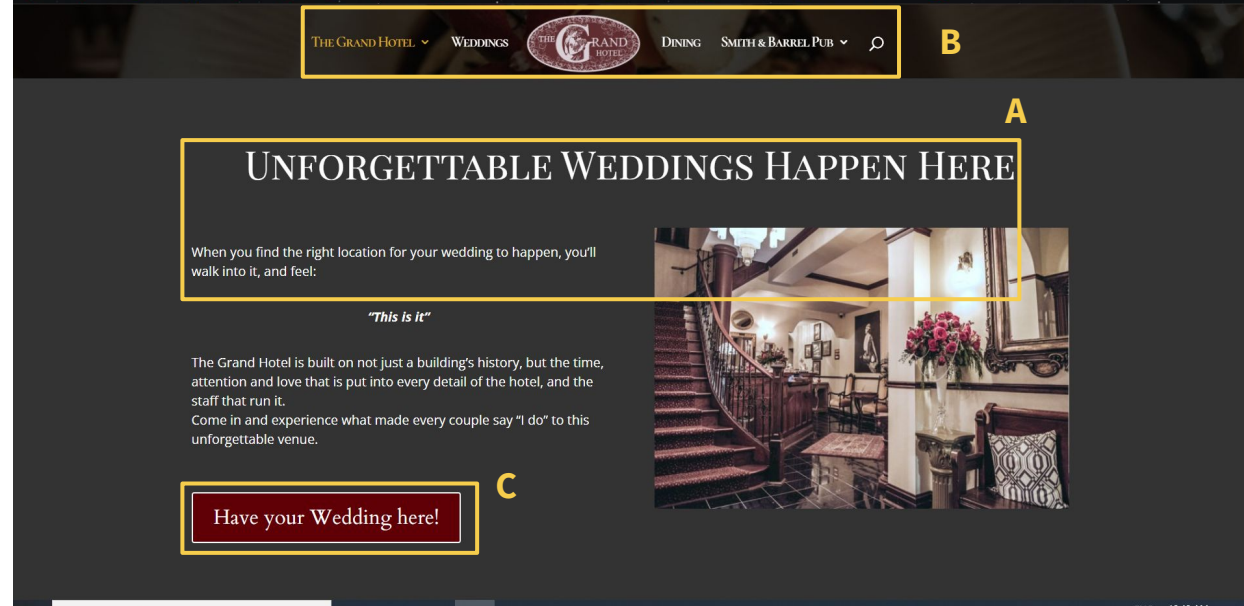
Occupancy	Date	Daily Inclusions	Room Rate	Extra Adult	Extra Child	Taxes	Total
Room 1: Adults2Children0	Fri 22 Oct	Please update Default inclusions	\$159	\$0	\$0	\$20.67	\$179.67

Accessibility

A-Titles and blocks are laid out well for screen readers.

B-The website has a good colour palette with contrast. Not sure about how legible the decorative font would be for the main menu. Maybe something sans sans or simpler would be easier to read.

C- Lots of callout buttons and contrasting colours are good to see.



Comfort Inn & Suites

Carleton Place, Ontario



Home Page

A- This hotel's main website provides 2 menus; one for everything and one for the selected hotel. This is good but hard to notice at first.

B- Great use of blocks for organization and coloured accents.

C- More than one way to select a language is good, especially since travellers from outside may speak only 1 of our 2 languages.

D- Great organization again, properly separating categories like amenities, pricing, nearby activities and more.

English

Manage Reservations Accessibility Help

CHOICE HOTELS® Find a Hotel Groups Deals Destinations Resorts

← View all hotels in the area 16. Oct. Saturday → 17. Oct. Sunday Rooms 1 Adults 1 Children 0 Special Rate Best Available

Home > Ontario > Carleton Place > Comfort Inn Hotels

Comfort INN & SUITES 355 McNeely Avenue, Carleton Place, ON, K7C 0A1, CA (613) 216-0079 \$170 CAD Per Night View Rooms 8 Real Guest Reviews

BOOK DIRECT BENEFITS

- ✓ Members Save 5%
- ✓ Lowest price, guaranteed
- ✓ Earn Choice Privileges points on your eligible stay

Translation: English or Français

we use cookies and other computer programs on our website. If you continue, we will assume you are happy to receive the cookies and other programs used by our site. See our cookies and other programs policy for more information about how they are used and how you can manage them. Free WiFi

Featured Amenities CLOSE

Hotel Amenities

- Microwave
- Pet-friendly Hotel*
- Elevator(s)
- Outdoor Parking
- Valet Cleaning Service*
- Fax Machine
- Refrigerator
- Free Coffee
- Business Center

Free WiFi

Free Hot Breakfast

Fitness Center

Interior Corridors

Bus Parking

Voice Mail

Late Check-Out Available*

Laundry*

Air Filtration

100% Smoke Free Hotel

Truck Parking

Free accessible parking

Copy Machine*

Free Local Calls

Flat Screen/Plasma TV

Indoor Heated Pool

Meeting Room*

Computer w/ Internet

* Indicates services/amenities that may require an additional cost.

Show All Amenities



Booking process

A-A clear section to choose travel/stay dates is great and also stands out among the rest.

B-Different package options and room selection comes next which is good. There

C- A pop up warning shows up if the selected dates are unavailable which is good. The one issue may be if a user forgets to select their date first and readson, but then learns it's not available at an inconvenient time in their journey.

Home > Ontario > Carleton Place > Comfort Inn Hotels > Comfort Inn & Suites



New Hotel

Comfort Inn & Suites

355 McNeely Avenue, Carleton Place, ON, K7C 0A1, CA

3.3 Good (8 Reviews) 📶 🚶 🚗

Free Hot Breakfast, Fitness Center, Business Center

Your Travel Dates: [Change Dates](#)

Check-In
16. Oct.
Sat., 4:00 PM

4 NIGHTS

Check-Out
20. Oct.
Wed., 12:00 PM

☐ Use Reward Points

Everyday Rate

Free Cancellation

From \$162 **\$153 CAD**

Packages

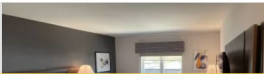
Free Cancellation

From **\$168 CAD**

SELECT A ROOM:

Everyday Rate ⓘ

Flexible rate available to all travelers worldwide



[Accessible Room](#)

1 King Bed

Accessible, No Smoking

AVG PER NIGHT IN
(CAD) Canadian Dollar

Member Price \$162 **\$153 CAD** ✓

Join free while you book

Free Cancellation Until 16 Oct. ⓘ

Book Room

← Back to hotel details

17. Oct. Sunday



23. Oct. Saturday

Rooms 1 Adults 1 Children 0

Special Rate **Best Available**

Home > Ontario > Carleton Place > Comfort Inn Hotels > Comfort Inn & Suites

⚠️ Sorry, the hotel is sold out from October 17 - October 23. | Try [modifying your dates](#) or [view other hotels in the area](#).



New Hotel

Comfort Inn & Suites

355 McNeely Avenue, Carleton Place, ON, K7C 0A1, CA

3.3 Good (8 Reviews) 📶 🚶 🚗

Free Hot Breakfast, Fitness Center, Business Center

Your Travel Dates: [Change Dates](#)

Check-In
17. Oct.
Sun., 4:00 PM

6 NIGHTS

Check-Out
23. Oct.
Sat., 12:00 PM

☐ Use Reward Points

Accessibility

A- Contrast is generally good on this website. I even has a section where users can switch on high contrast to better the experience.

B- “Learn more” takes the user to a long page with paragraphs of explanation. This is about the company’s commitment to accessibility and not the website’s accessibility. This may belong somewhere else.

The screenshot displays the Choice Hotels website interface. At the top, there is a navigation bar with the Choice Hotels logo and links for 'Find a Hotel', 'Groups', 'Deals', 'Destinations', and 'Resorts'. A language dropdown menu is set to 'English'. In the top right corner, there are links for 'Manage Reservations', 'Accessibility', and 'Help'. A yellow box highlights the 'Accessibility' link, which is labeled with a yellow 'A'. Below this, a yellow box highlights a 'Learn more about accessibility' link, labeled with a yellow 'B'. The main content area shows a hotel listing for 'Comfort Inn & Suites' in Carleton Place, ON. The listing includes a photo of the hotel, a 'New Hotel' badge, the address '355 McNeely Avenue, Carleton Place, ON, K7C 0A1, CA', a rating of '3.3 Good (8 Reviews)', and amenities like 'Free Hot Breakfast, Fitness Center, Business Center'. A red banner at the top of the listing states: 'Sorry, the hotel is sold out from October 17 - October 23. | Try [modifying your dates](#) or [view other hotels in the area](#).' To the right of the listing, there is a 'Your Travel Dates' section with a 'Change Dates' link. The travel dates are set for '17. Oct. Sun., 4:00 PM' to '23. Oct. Sat., 12:00 PM' for a duration of '6 NIGHTS'. There is also a checkbox for 'Use Reward Points'.

Baron's Motor Inn

Carleton Place, Ontario



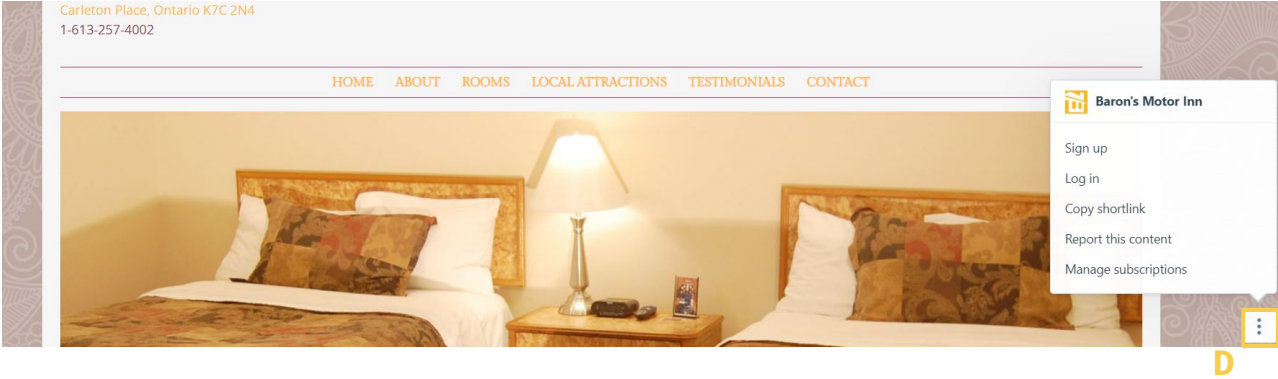
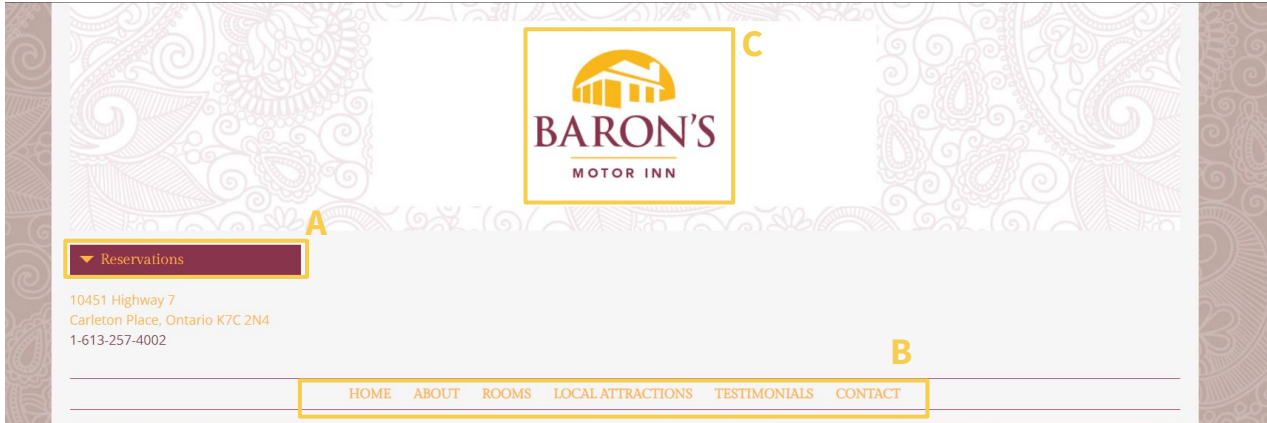
Home Page

A- The reservations dropdown allows the user to make a booking and enter their details. The placeholder text could be changed to make this more obvious.

B- A well laid out menu, I know exactly what each item will take me to, not too many menu items or dropdowns.

C- A very large logo! It takes up 40% of the homepage when opened. This could be smaller or put next to the main menu.

D- A small icon on the bottom right allows user to login, manage their subscriptions etc. Why isn't this more obvious and clear?



Booking process

A- A very well organized page, but why share on facebook and twitter when only one kind of room is available?

B- This reservation form has a simple and easy to fill layout which is good.

C- Much like the Old Mill, this isn't a booking process that confirms your stay right away. It provides you details to staff who get back to you who knows when.

The screenshot shows a hotel booking page for The Baron Inn. The page is divided into several sections:

- Map:** A Google Map showing the location at 10451 Hwy 7, Carleton Place, ON K7C 2N4. The map includes a red pin, a street view icon, and a search bar.
- Reservations:** A form with fields for Name, Email (required), Phone, # Adults, # Children, Arrival, and Departure. The form is highlighted with a yellow border and labeled 'B'.
- Rooms:** A section with a photo of a room and a description. The photo shows two double beds with patterned bedding and a nightstand. The description is highlighted with a yellow border and labeled 'A'.
- Message:** A text box for sending a message to the hotel, with a 'Submit' button. It is highlighted with a yellow border and labeled 'C'.

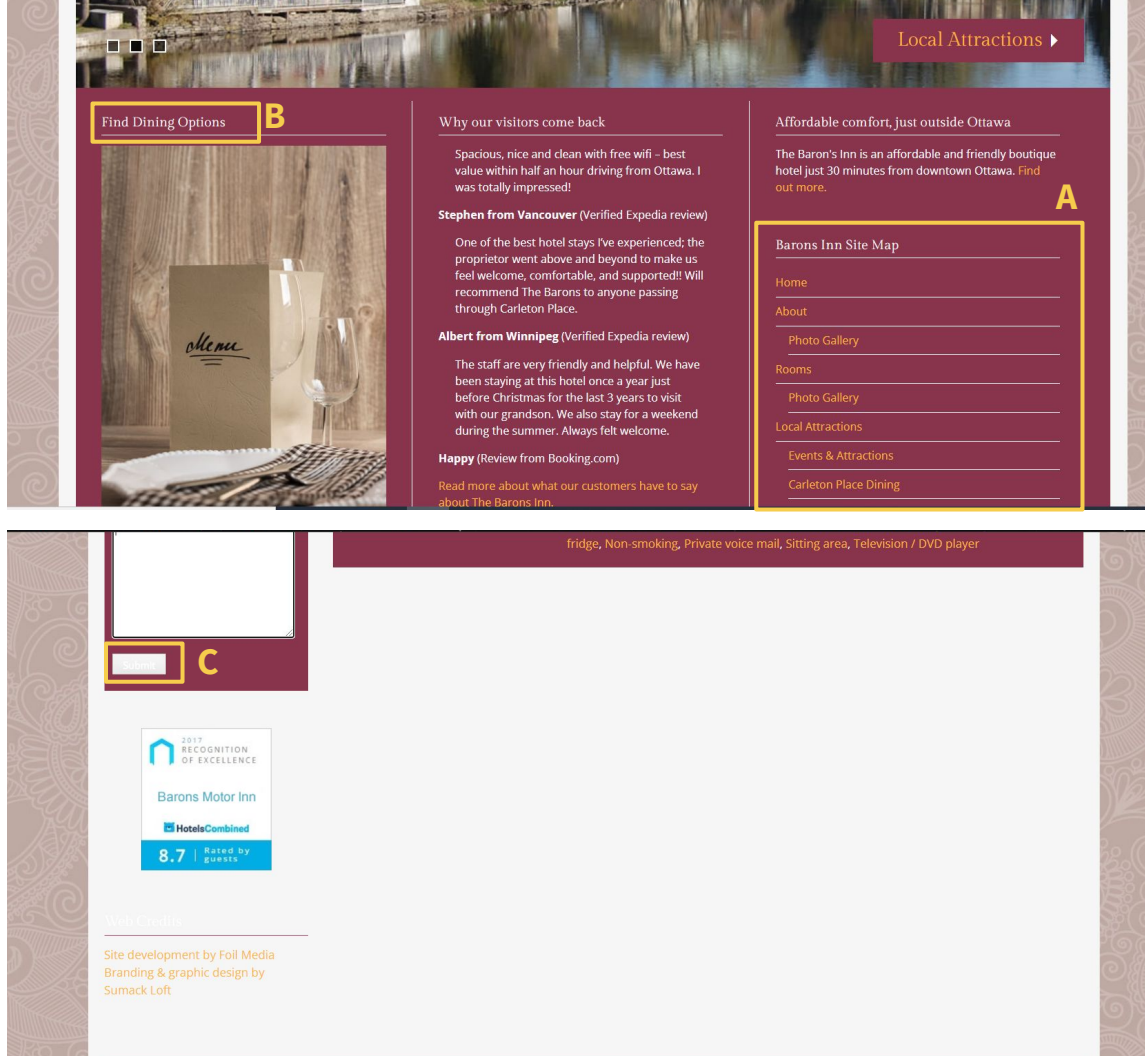
The room description reads: "2 Double Beds" and "Approx. \$120 - \$140/night". It also includes a paragraph: "Large, bright and cheery, all our rooms are tastefully decorated with beautifully coordinated furnishings, well appointed and spotlessly clean! Clean, quiet rooms at affordable prices make The Baron Inn the first choice in town. Rates change throughout the year; please contact us to confirm your rate."

Accessibility

A- The site's contrast is a little hard on the eyes and could be changed to be better legible. Otherwise, content blocks are laid out relatively well with proper headers.

B- This title looks like a call to action but isn't clickable. This could confuse users about where they need to click to access dining options.

C- Some buttons and text are colour over colour which is very hard for even regular users to see. This button say submit which is a very important thing for users to see.



Overlook & Conclusion

- Confirming room availability and making the user journey shorter is the key to users reaching their goal.
- Giving users a way to go back and error messages will be important during the booking process.
- Use of contrast in buttons will be important.
- The contact and location should be easily accessible from the home page.
- The booking process should be held in steps as opposed to all on one page.
- Amenities, room features and activities should be organized separately.