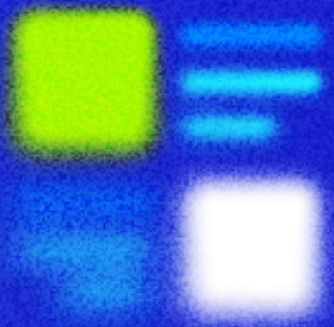
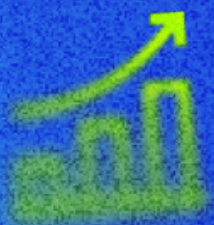




COAX

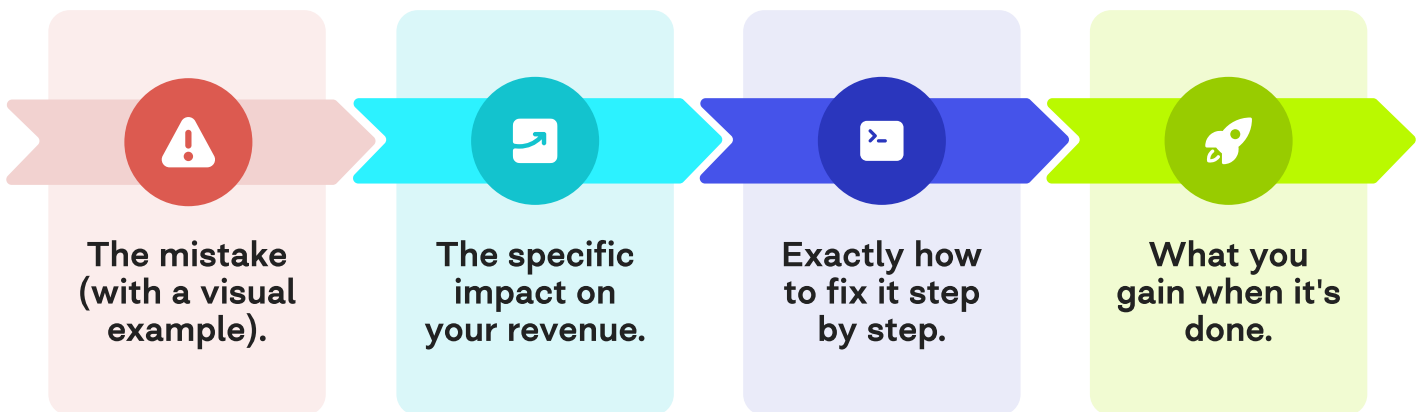
10 Conversion Fixes You Can Ship in Under 48 Hours

Guide 



How to use this guide

The examples are drawn from real websites across airlines, rail and bus operators, hotel chains, tour operators, and booking platforms.



Every fix applies regardless of which category your business falls into, as the underlying conversion problem is the same whether a visitor is booking a flight, a hotel room, or a tour.





FIX 1

CTA Buried Below the Fold

Category:



Call to Action



2 hrs



No dev needed

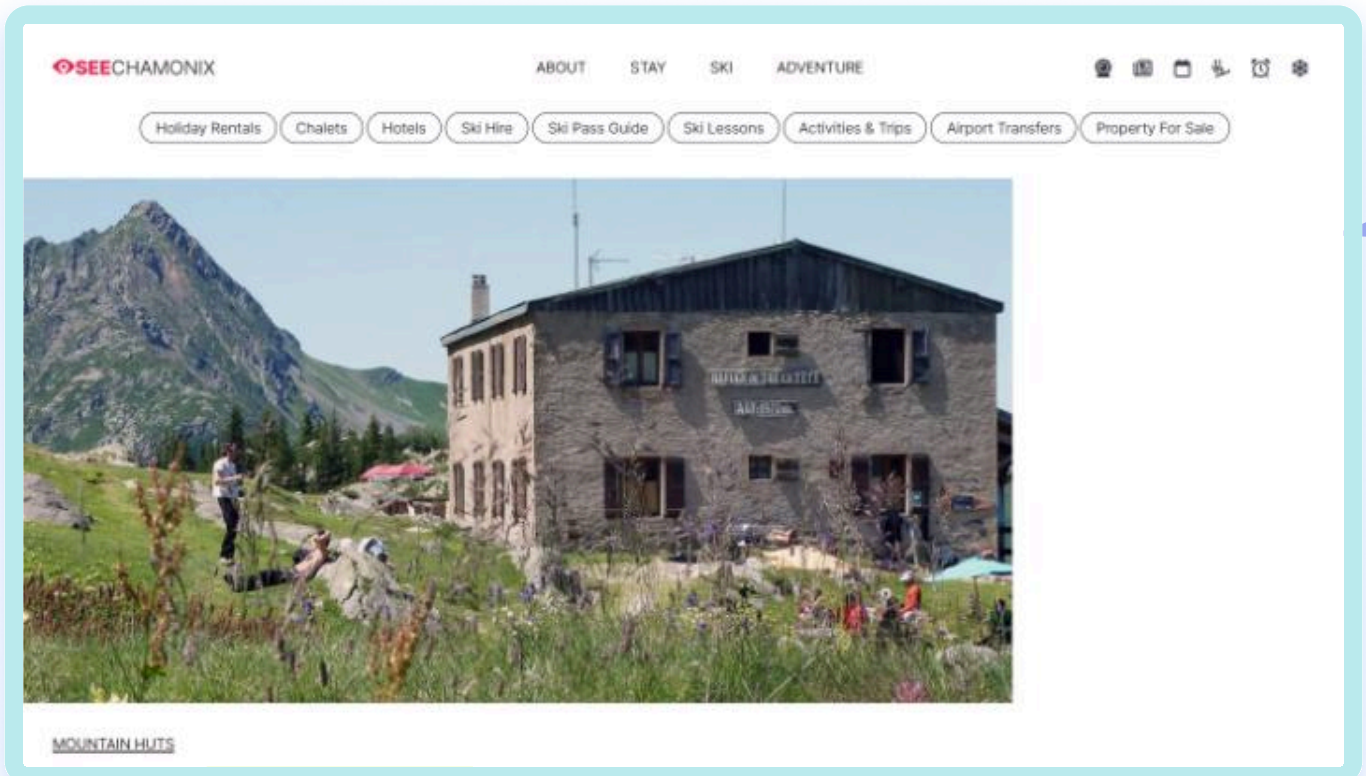
⚠ The mistake:

On travel sites, users arrive with high intent — they already want to go somewhere. If your "Book Now" or "Check Availability" button requires scrolling to find, you're adding friction at the exact moment motivation is highest.

Impact

32%
conversion rate

What it looks like on your website:





How to fix it:

- Place "Book Now" or "Check Availability" in the first viewport — visible before any scroll
- On mobile: use a sticky bottom bar with price + CTA that follows the user as they read
- Show the price next to the button — "From £62 · Book Now" removes the "I need to find the price first" hesitation
- Test: open your tour or route page on a phone and check if the booking action is immediately visible

What you gain:



+28% booking initiation rate



High-intent visitors act immediately when the path is clear. Don't make them hunt for the next step.



FIX 2

Navigation disappears on scroll

Category:



Navigation



1hr



CSS only

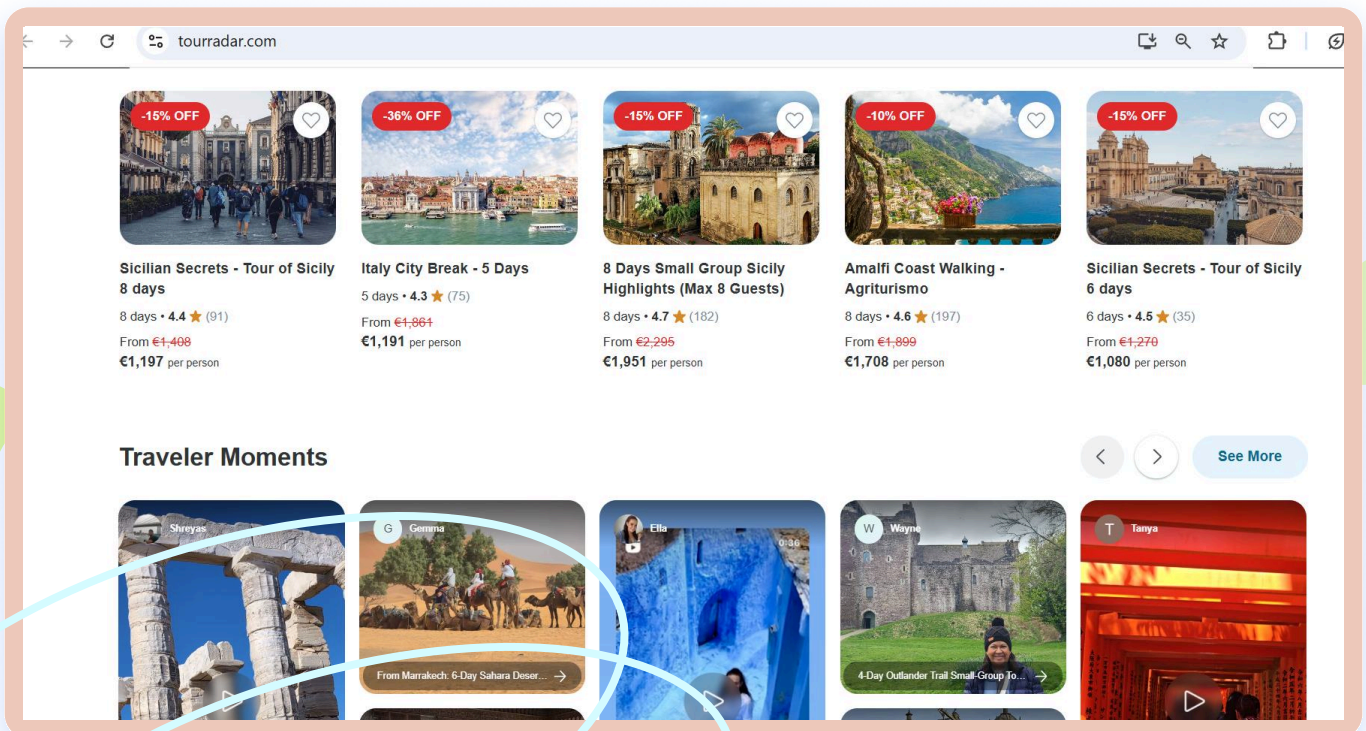
⚠ The mistake:

When your nav disappears, users lose their orientation and exit instead of hunting for menu options.

📈 Impact

18%
pages per session

What it looks like on your website:





How to fix it:

- Add position: sticky; top: 0; to your header CSS.
- Shrink the nav height on scroll (CSS scroll-behavior) to save screen space
- Ensure navigation bar and search remain visible at all scroll depths
- Test on mobile: scroll halfway down any category page and verify nav is present

What you gain:

 **+22%** pages explored per session 

Users stay oriented, browse more categories, and find travel products they wouldn't have found.



FIX 3

Search and filter results reload the full page

Category:



Navigation



1hr



CSS only

⚠ The mistake:

On route finders, trip search, and transport booking pages, a full page reload every time someone changes a date, destination, or filter kills momentum. Each reload adds 2-4 seconds of wait time and resets scroll position, users lose their place and patience simultaneously.

Impact

18%

search-to-selection rate

What it looks like on your website:

The screenshot shows a hotel search interface. At the top, there is a search bar with the text "Find accommodation in Where do you want to go?". To the right of the search bar, there are filters for "When?" (14 May - 24 May) and "Guests" (2 guests • 1 room). A search icon is visible in the top right corner.

Below the search bar, the section is titled "Hotel deals". There are three hotel cards displayed:

- NH Collection Amsterdam Barbizon Palace**: Located in Amsterdam, Netherlands. The card shows a bedroom with a large bed and a chair.
- Hotel Best Front Maritim**: Located in Barcelona, Spain. The card shows a modern living area with a blue armchair and a view of the city.
- Pavillon Opéra Grands Boulevards**: Located in Paris, France. The card shows a bedroom with a bed and a lamp.

A "Room 1" configuration overlay is visible, showing "Adults 12+" with minus and plus buttons, and an "Add a child" dropdown menu. Below the configuration, there is a red "Add a room" button.



How to fix it:

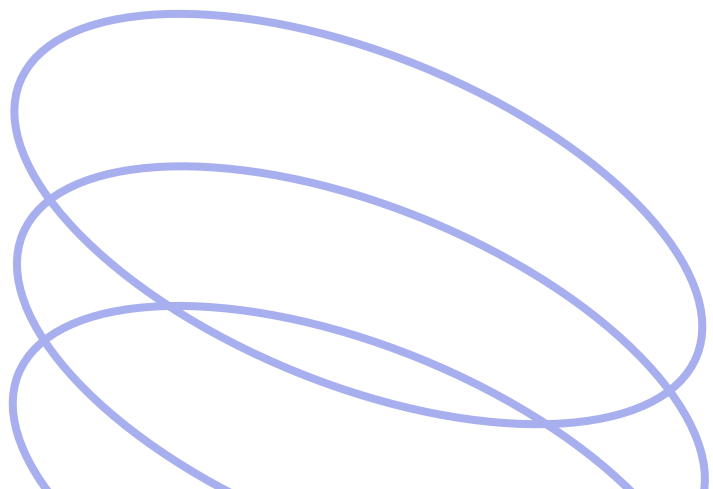
- Enable AJAX or live filtering so results update without a full reload, as most booking platforms support this in settings.
- Preserve scroll position when results update.
- Show a lightweight loading indicator (spinner inside the results area, not a full-page overlay).
- Test: time how long it takes to go from "entering a destination" to "seeing results": it should be under 1.5 seconds.

What you gain:



 **+22%** search-to-booking conversion

Faster, smoother search keeps high-intent users engaged through to selection rather than losing them mid-funnel.





FIX 4

A booking form has too many steps

Category:



Booking flow



4 hrs



Minor config

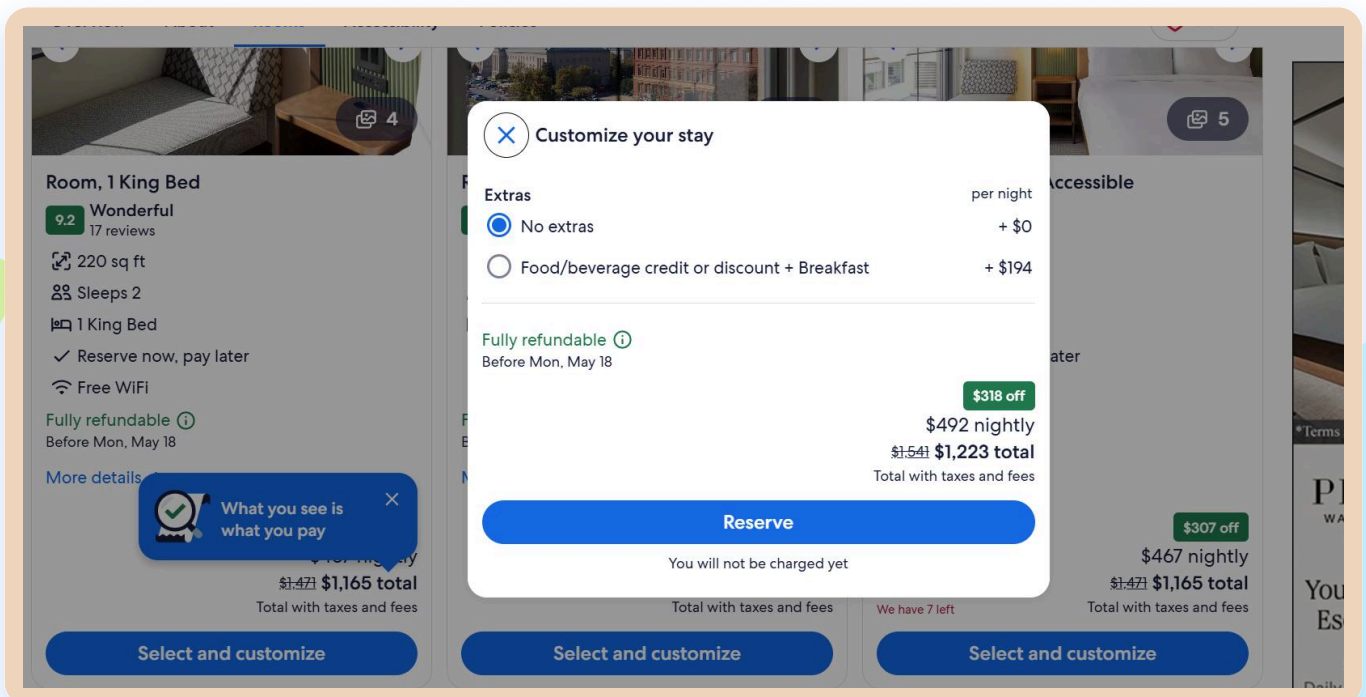
⚠ The mistake:

Travel booking forms that ask for passenger title, middle name, passport number, emergency contact, and meal preference before confirming availability are asking for commitment before giving confirmation. Users abandon when the ask feels disproportionate to where they are in the process.

Impact

26%
booking completion

What it looks like on your website:





How to fix it:

- Collect only what's required to confirm the booking at checkout; you can defer preferences to a post-booking email.
- Show a step indicator ("Step 2 of 3"), so users know how close they are to being done.
- Move non-essential fields (meal preference, seat selection, accessibility needs) to a post-confirmation page.
- Save progress automatically. If someone navigates away and returns, their details should still be there.

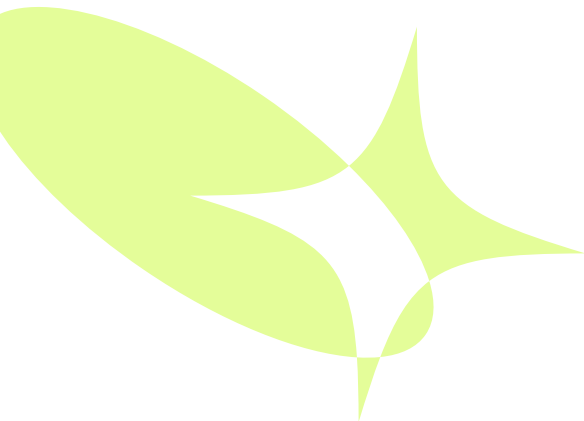
What you gain:



+31% booking completion rate.



Every removed step reduces dropout. Travellers who see a short, clear path to confirmation complete it.





FIX 5

Cancellation policy hidden or hard to find

Category:



Trust & social proof



2 hrs



No dev needed

⚠ The mistake:

Travel purchases carry real financial risk. Customers are booking weeks or months ahead, so, of course, they need to know what happens if plans change. If your cancellation policy requires clicking away from the booking page to find, you are creating anxiety at the highest-intent moment in your funnel.

Impact

21%
first-time booking conversion

What it looks like on your website:

The screenshot shows a website interface for 'the tour guy'. At the top, there's a search bar with 'Rome, Eiffel Tower, Versailles, Lt' and a 'Search Tours' button. The main content area features a large photo of a group of people dining at an outdoor table. To the right of the photo, the title 'Small Group Dining Experience at a Local Home in Venice' is displayed, along with 'Free Cancellation' and 'Family Friendly' tags. Below the title, a description reads: 'Savor a 3-course meal paired with wine in an Italian host's home'. A star rating of 5.0 (119) and a duration of 3h are shown. A prominent red button indicates the price 'from \$103.70' and includes the text 'reserve now, pay later'. Below the photo, a 'What's included' section lists: 'Passionate English-speaking host', 'Local wine', 'Cooking demo', 'Group size of 10', 'Aperitivo', 'Local host gratuities', and '3-course Italian meal'. An 'Itinerary' section notes the 'Meeting point in a local home in Venice' and provides a brief description of the experience.



How to fix it:

- Add a one-line policy directly below the Book button: "Free cancellation up to 48h before departure."
- Use a small shield or checkmark icon - visual trust signals are processed faster than text alone.
- Link the policy inline: don't just state it, let them verify it with one click.
- If your policy is strict, be upfront about it - hidden bad news discovered late destroys trust entirely.

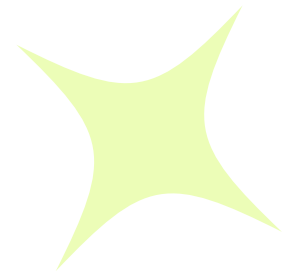
What you gain:



+19% first booking conversion



Visible cancellation terms remove the biggest blocker for first-time buyers: "what if something goes wrong?"





FIX 6

Sign-in wall blocks the search

Category:



Booking flow



3 hrs



Platform config

⚠ The mistake:

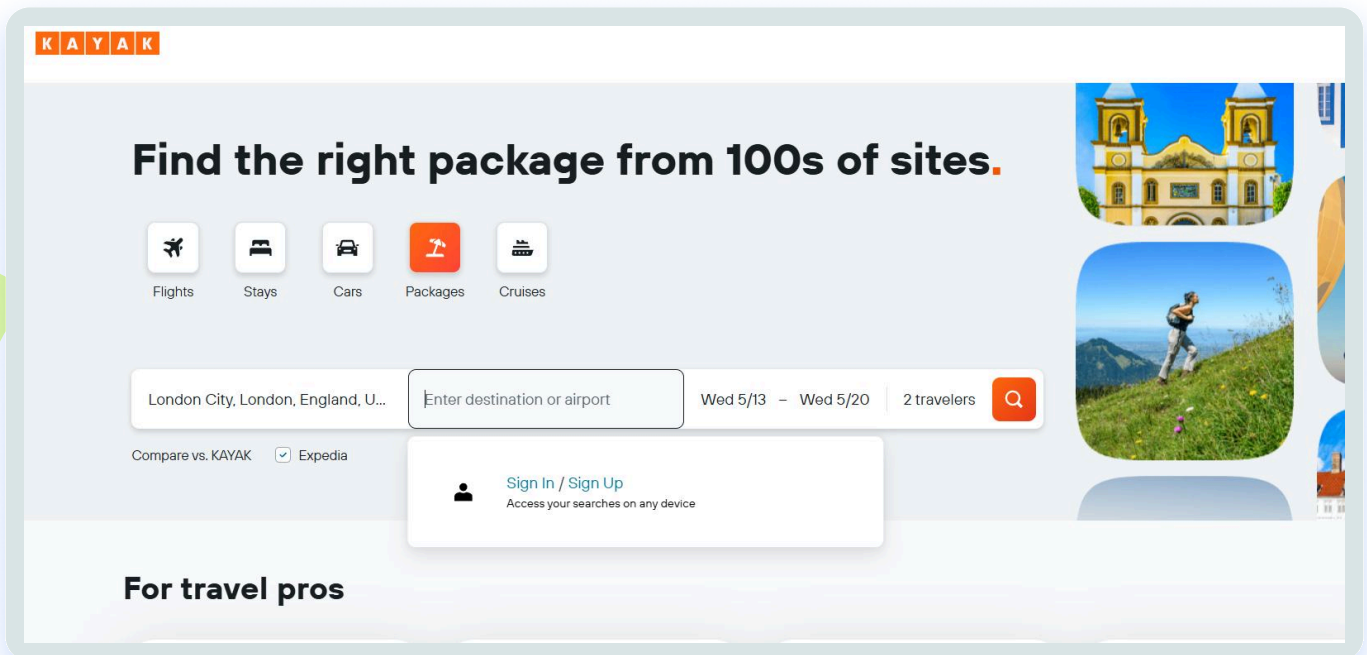
When a user clicks the destination field to start searching, the first thing they see is a prompt to Sign In or Sign Up. For a first-time visitor with zero relationship with the brand yet, this is an immediate friction wall. The user came to search for flights — not to create an account. The mental response is instant: "I just want to look. Why do I need to register?"

📈 Impact

31%

search initiation rate

What it looks like on your website:







How to fix it:

- Let the user type immediately - the destination field should accept input on the first click with no interruption.
- Move the Sign In prompt to after search results appear, as a soft nudge: "Save this search - sign in to access it later."
- If you must show the prompt, make it dismissible with one click and visually subordinate, not a full dropdown blocking the input.
- Never frame account creation as a prerequisite to searching: position it as a benefit to searching more ("save your results, get price alerts"), not a gate.

What you gain:

 **+27%** **search initiation from new visitors** 

Removing the account wall at the moment of highest intent means first-time visitors actually start searching, and searchers convert to bookers at 3× the rate of browsers who never search at all.



FIX 7

Price only visible after selecting dates

Category:



Product listings



2 hrs



Template tweak

⚠ The mistake:

Requiring travellers to fully configure a search (dates, passengers, origin, destination) before seeing any pricing creates effort before reward. Users who can't quickly gauge whether something is in their budget abandon before they ever reach the booking step.

Impact

38%

search initiation rate


What it looks like on your website:

Property: Home Suite Hotels Rosebank

Travel Period (1 night): 29 Apr 2026 → 30 Apr 2026

Discount code

SHOW AVAILABILITY



The Home Standard

At 33m², our cosy Home Standard suite features an ensuite bathroom with a spacious shower, a plush king-size bed, a relaxing lounge area and a personal workstation. Enjoy the views from your optional private balcony.

Select Guests

Please select the number of guests per Room

Guests per Room: 0



How to fix it:

- Show "From £X" pricing on every route card, listing, and search result before any date is selected.
- Be specific: "From £49 each way" is better than "From £49," which could mean return.
- Show a price calendar or cheapest-date indicator to reward flexible travellers.
- If prices vary dramatically by season, show a range: "£49-£189" - still better than nothing.

What you gain:



+27% search initiation rate



Visible starting prices let travellers self-qualify instantly. Those who engage are already in budget and far more likely to book.



FIX 8

No price on search results cards

Category:



Product listings



2 hrs



Template tweak

⚠ The mistake:

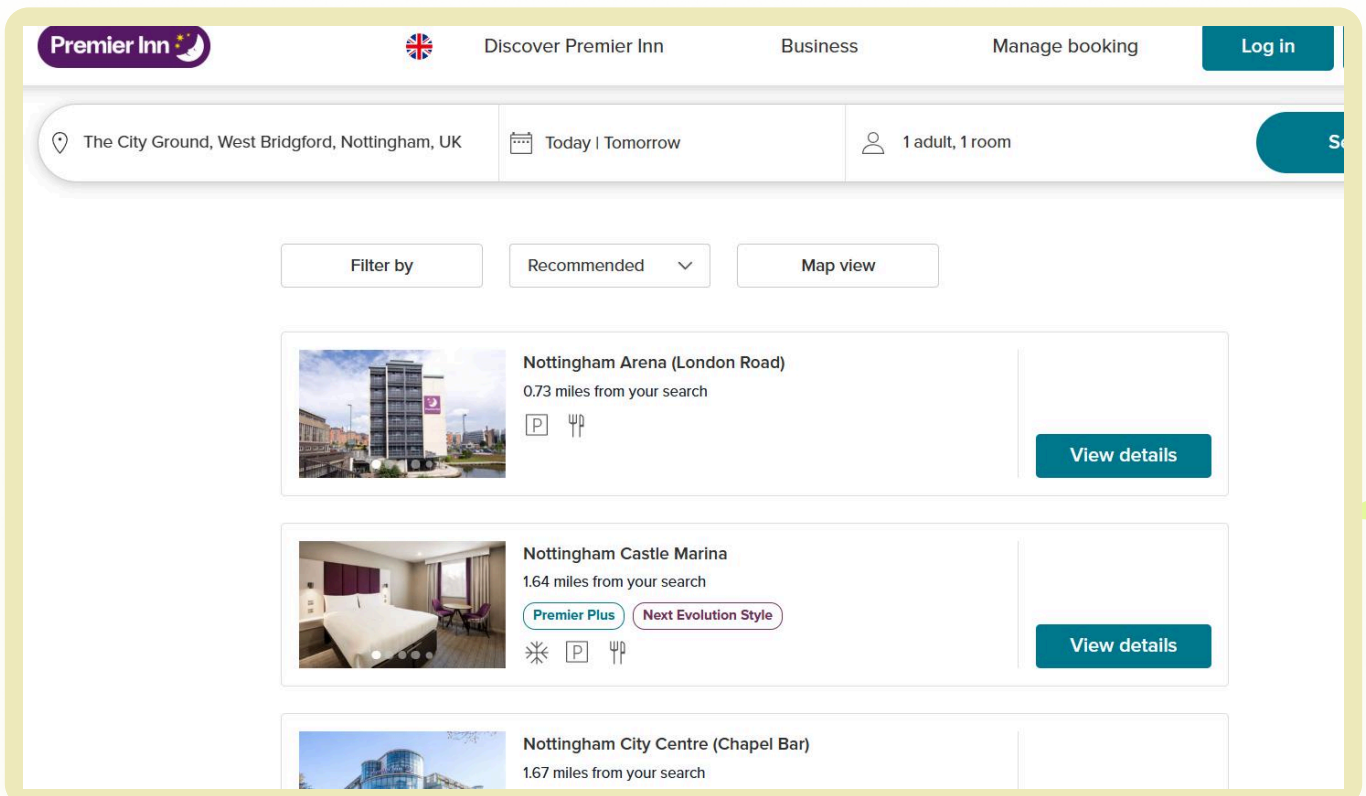
The results page shows hotel name, distance, and amenity icons — but no price. The user has already told the site exactly what they need: location, dates, and guest count. The system has everything it needs to show a price. It doesn't. Every card forces a click to "View details" just to find out if the option is even in budget, turning a browse into a series of dead-end clicks.

Impact

38%

results-to-booking-page CTR

What it looks like on your website:





How to fix it:

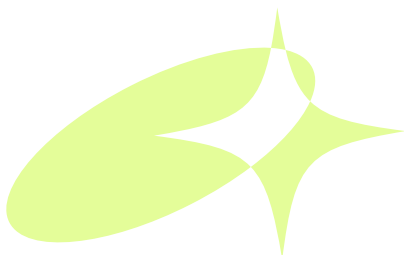
- Show the total or per-night price on every result card, as the search already has dates and guest count, the price is calculable.
- Show the price prominently next to or above "View details," not buried inside the detail page.
- If price varies by room type, show "From £X per night" - still infinitely better than nothing.
- Add a simple price-range filter to the results page so users can narrow without clicking into dead ends.

What you gain:



+29% results-to-detail-page CTR

Users who can see the price on the results page self-qualify instantly. The clicks you do get are from people who are already in budget, and those visitors book at dramatically higher rates.





FIX 9

Primary and secondary actions look the same

Category:



Call to action



1hr



CSS only

⚠ The mistake:

For example, "Plan Your Trip" and "Clear Search" sit side by side at identical visual weight. Both are outlined, similar size, similar color. One completes the task the user came to do. The other destroys their progress. When two buttons look the same, users slow down to read before clicking, and the wrong click sends them back to square one.

Impact

19%
trip planning
completion rate

What it looks like on your website:

The screenshot shows the Calgary Transit website with a search form for trip planning. The form is titled "Plan a Trip" and includes the following fields and options:

- Origin (required)**: A text input field with a placeholder "Start typing in a stop number, address, or a location to see more."
- Destination (required)**: A text input field with a placeholder "Start typing in a stop number, address, or a location to see more."
- Depart at / Arrive by**: Radio buttons for "Depart at" (selected) and "Arrive by".
- Date (required)**: A date input field showing "04/29/2026".
- Time (required)**: A time input field showing "11:20:55 AM".
- Buttons**: "Clear Search" and "Plan Your Trip".

The background of the website shows a snowy cityscape with a transit bus in the foreground.



How to fix it:

- Make "Plan Your Trip" a solid-filled button in the primary brand color to dominate visually.
- Make "Clear Search" a plain text link or ghost button with no border - visually subordinate, still accessible.
- As a rule, if one button completes the task and another cancels or resets it, they must never look equal.
- Move "Clear Search" to the left with more spacing between the two: distance alone reduces accidental clicks.

What you gain:



+21% form completion rate



Clear visual hierarchy means users click the right button on the first try. Fewer accidental resets, less frustration, more completed trip searches.





FIX 10

No availability or demand signals

Category:



Call to action



2 hrs



No dev needed

⚠ The mistake:

Travel decisions are procrastination-prone. Without a visible reason to book now, like remaining seats, a price that's about to change, a departure filling up, most visitors tell themselves they'll come back and never do.

📈 Impact

17%
same-session
booking rate

What it looks like on your website:

The screenshot shows a travel website interface. At the top, there are navigation menus for "Destinations" and "Multi-day Tours", a green banner for "Up to 20% OFF", a search bar, and user account icons. The main content area displays two tour cards. The first card is for a "Sagrada Familia guided tour - Skip the line tickets", featuring a photo of the Sagrada Familia, a "Day tour" tag, a "1h 30min" duration tag, a description, "Skip the Line" and "Guided Tours" buttons, and a price starting from "62€". The second card is for a "Montserrat afternoon tour with cog-wheel train from Barcelona", featuring a photo of a cog-wheel train, a "Day tour" tag, a "5h 30min" duration tag, a description, and a price starting from "62€".



How to fix it:

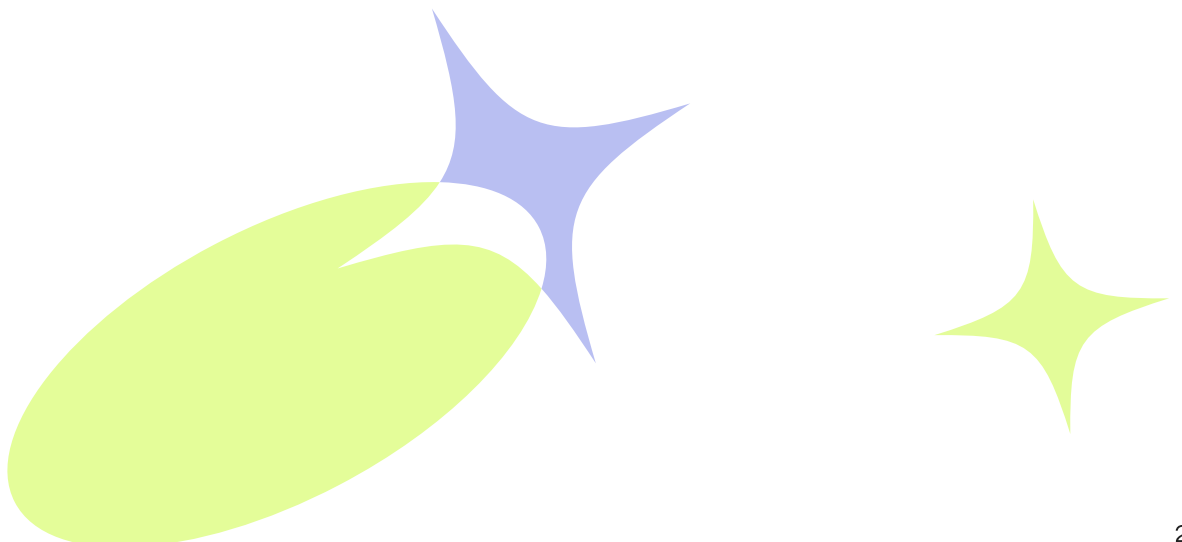
- Show real seat or cabin availability: "4 seats remaining at this price" when genuinely low.
- Add demand signals: "23 people viewed this departure today", as most booking platforms surface this natively.
- Show price history context: "Price has increased 3 times this month" gives legitimate urgency.
- Never fabricate scarcity - fake "2 seats left" notices are now widely recognised and destroy trust permanently.

What you gain:



 **+23%** **same-session booking rate**

Honest signals of availability and demand give the undecided traveller a real, concrete reason to stop postponing and commit.



What's next?

PATH 1

DIY, start today

- Run the COAX health scorecard on your booking funnel
- Pick the 3 fixes where your drop-off is worst
- Implement them this week - most take under 4 hours
- Measure before/after on your booking initiation and completion rates
- Repeat with the next 3 fixes

PATH 2

COAX audit, done for you (Recommended)

- Full behavioral analysis of your real traveller segments
- Mapped booking funnel with exact drop-off rates at every step
- Prioritized test roadmap tied to your actual revenue gaps
- Delivered in 2-5 business days
- Free initial assessment. No commitment.

We are COAX Software



+28% booking lift for a **120k/mo** visitor travel marketplace



16 yrs building conversion-focused products across travel, transport, and e-commerce



4.9/5 Clutch rating across **90%+** **senior delivery team**

Write to get your free conversion audit

sales@coaxsoft.com