

# Media Quality Best Practices

High quality photos, room associations and meta-descriptions are no longer a “nice to have,” they’re crucial to driving sales, revenue and guest engagement. **Use this checklist to audit your media for accuracy and quality and to convert lookers into bookers.**

**The Basics:** All of your media should meet these basic requirements.

		COMPLETED?
Resolution	Above 2880px on the longest side	
Quantity	35 minimum per property	
Orientation	Landscape, 16:9 resolution	
Age	Less than 3 years old	
File Type	Common web image formats (JPEG, JPG, TIFF)	

**Photo review:** Does each photo show the property in the best light?

		COMPLETED?
Is the lighting bright and clear?		
Have any design details changed?		
Does it feature a staff member currently employed at the property?		

**Primary Image:** Many travel channels use the first photo in Content Manager as their listing’s feature photo. [Learn how to sequence photos.](#)

DO:	DON'T:
Use a unique exterior shot	Use images with people
Show major amenity (pool or lobby design)	Use a generic shot of general area/street
Change it seasonally (winter vs summer)	

**Room Images:** Room photos are the #1 photo travel shoppers want to see. Provide room codes and match them to room photos ([here's how](#)) to inspire travelers to upgrade. The first image in the sequence of each room type is that room's primary image.

COMPLETED?	
4 images minimum per room type	
1 bathroom per room type	
Multiple angles of each room (show more than the bed)	

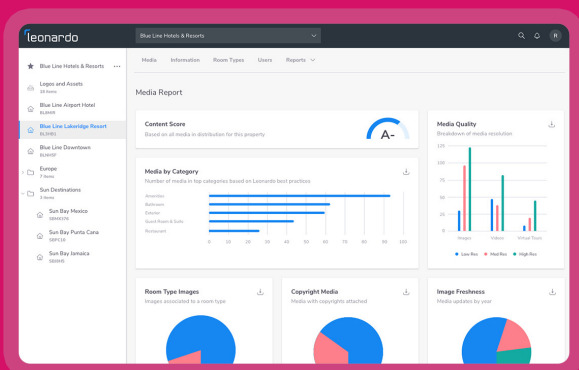
**Hotel Features:** If you're missing photos of key features, it will impact your Content Score. For example, if you list having a pool at the property you must also have a photo of the pool.

COMPLETED?		
Room types	Minimum 4 photos per room type, recommended 4+	
Bathrooms	Each room type must have 1 bathroom photo	
Exterior	Minimum 2 exterior photos	
Lobby	Minimum 2 photos	
Restaurant	Provide photos of food, avoid stock photos	
Spa & Gym	Showcase on-site spa or gym offerings	
Additional Amenities	Provide photos of any unique services	
Meeting & Events	1 photo of each space	
Location	Showcase your area, especially attractions within walking distance of your hotel	

**Metadata:** Travel channels use metadata to improve your listings based on algorithmic data. Provide this data for every image to optimize listings across our network.

## COMPLETED?

Caption	Under 40 characters	
	Accurately describe photo	
	Avoid generic file names or string of numbers	
Category	Ensure all media has a relevant category, the more granular you get the better channels can personalize content	
	Avoid “Other” or “Miscellaneous” as much as possible	
Copyright	Provide an up-to-date copyright notice	
Room Codes	All room photos must be associated with at least 1 room code	
	If the same bathroom image is used across multiple properties, sequence it after the last primary room image	



Use the Media Report in Content Manager to assess your content score and quality. This report will show you if you're meeting the basic requirements above. [Learn how to access and read the Media Report.](#)

Export the data from these reports for a full breakdown of where you may have room for improvement.

For more information, reach out to your Account Manager.