



HOTEL SEO LAB

THE 90-DAY ROADMAP - HOTEL SEO LAB

90-DAY PLAYBOOK

A week-by-week roadmap to get your independent hotel found in Google and AI search, then convert that traffic into direct bookings you keep the margin on.

90 days

Five workstreams, twelve weeks, one goal: stop renting **every booking** from the OTAs and start owning a **healthier slice**.

THE FIVE WORKSTREAMS (WEEK BY WEEK)

Local / Google Business Profile



Wk 5-6

Foundations (tech + on-page)



Wk 1-4

Book-Direct / CRO



Wk 9-10

Content (guides, offers, intent)



Wk 7-8

AEO / GEO (AI search)



Wk 11-12

Boring consistency beats heroic sprints.

Stack all five in parallel at 4 to 6 focused hours a week. And don't sleep on AI search: 'aio' alone runs about 27,100 US searches a month, and guests now ask ChatGPT where to stay.

Source: HotelSEO Lab 90-day plan; search volumes via DataForSEO, US Google. Workstream leverage ordering is illustrative.

Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/90-day-hotel-seo-aio-plan