



BE THE MAP, NOT THE PIN

Chasing best hotels in [city] is a rigged table against OTAs with 90+ domain authority. Own the anxious local questions instead, and win rankings, AI citations, and direct bookings.

30 days

A real, ownable local-content asset in **30 days**, not a listicle you will lose to **Expedia**.

WHICH GUIDE TO BUILD FIRST (PRIORITY SCORE)

Airport-to-city without a car



Build 1st

Honest neighborhood comparison (hub)



Build 2nd

Best time to visit (and when to avoid)



High

Where locals actually eat



Medium-high

Generic top 10 attractions



Skip it

You are a suspicious author of which hotel is best, and the single best author of how to do this trip.

Definitive means local specificity, honest tradeoffs, real logistics, and machine-readable structure. Build down the list from the top and skip listicle land at the bottom.

Source: HotelSEO Lab analysis, guide-priority scoring from the post. Directional; not business, legal, or financial advice. Full study

→ hotelseolab.com/blog/anti-listicle-build-the-definitive-local-guide