



SUBDOMAIN TAX

Routing your booking engine to `book.yourhotel.com` quietly leaks link equity and splits your analytics. Here is what it costs, and the three fixes ranked from gold standard to last resort.

20-min

A **20-minute audit** tells you whether your booking subdomain is quietly bleeding **link equity and attribution** or genuinely costing you nothing.

THE THREE FIXES, RANKED

Reverse proxy the engine into `/book`



Gold standard

Vendor custom-domain masking



Native

Keep subdomain, canonical + internal links



Recovers most

Do nothing (the default subdomain)



Pays the tax

If you would ever want a URL to be found, it belongs in a subfolder.

A subfolder inherits your main site's trust by default. A subdomain has to earn a share of it, inconsistently. As AI assistants become a discovery channel, the cost of split architecture compounds.