



BLANK ROOM

Most booking widgets paint rates, rooms, and amenities with JavaScript that AI crawlers never run. To ChatGPT, Perplexity, and Claude your page is an empty shell. Here is the fix.

20 min

Twenty minutes of **server-rendered plumbing** decides whether an AI reads your hotel, or reads a **blank room**.

THE FIX LIST, BY LEVERAGE

Crawlable rate table beside the widget		Highest
Hotel + Offer schema in raw HTML		Critical
Room + amenity facts in body text		Core
Server-side render / prerender templates		Durable
Stop hiding facts behind clicks		Cleanup

Keep the widget. Expose the facts.

Guests keep the live, interactive booking flow. You add a parallel layer of plain HTML and server-rendered schema that states the same rates and rooms. Machines finally read what humans already see.