



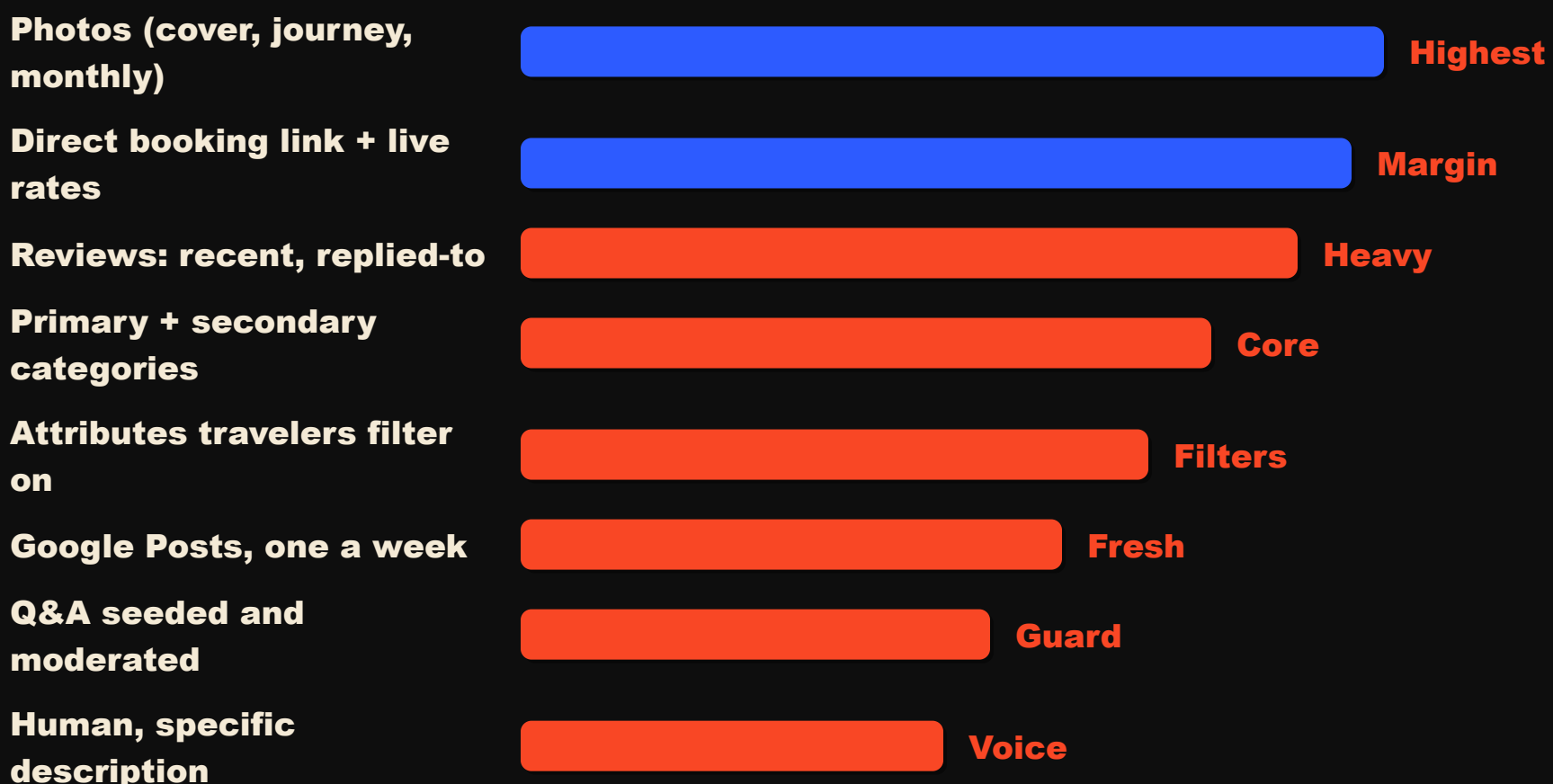
CLAIM YOUR MAP PACK

Your hotel's Google Business Profile is the highest-leverage free real estate you own. Work these 10 levers in order and you claw back direct bookings you're currently leaking to the OTAs.

25%

Every ready-to-book guest you hand to an OTA costs up to **25% of the room rate**. A sharp profile gives them a reason to **book direct** instead.

THE 10 GBP LEVERS, RANKED BY BOOKING IMPACT



None of this is glamorous — that's exactly why it works.

Most of your competitors won't do it. A profile that's claimed, photographed well, posted on weekly and reviewed steadily quietly outperforms the neglected one down the street and pulls you into the three-result map pack.

Source: HotelSEO Lab analysis of Google Business Profile lodging ranking and conversion factors, 2026. Bar values are illustrative relative leverage, not measured percentages. OTA commission range 15-25%. Directional; not business, legal, or financial advice.

Full study → hotelseolab.com/blog/google-business-profile-for-hotels-playbook