



GOOGLE vs THE OTA - WHO TAKES A CUT OF YOUR DIRECT GUEST

THE \$0 CHANNEL

The OTA stands between you and your guest and bills you for it. Google mostly makes money by sending the searcher to your door. Here's the cut each takes on a booking from a guest already looking for you.

0%

what Google charges for the free booking link and the GBP "Website" button that send a ready-to-book guest straight to your own site. The OTA? 15-25%.

THE CUT TAKEN ON A DIRECT-INTENT BOOKING (LOWER = MORE ALIGNED WITH YOU)

Expedia (OTA)		~18%+
Booking.com (OTA)		~15%+
Metasearch (paid)		CPC / paid
Google Hotel Ads (optional)		low CPC
Google 'Website' button		FREE
Google free booking links		FREE (\$0)

Alignment beats affection.

You don't need Google to love you. You need its incentives pointed the same way as yours - and on the free, high-intent channels, they are. The OTA rents your own guest back to you at commission.

Source: OTA commission ranges are directional industry estimates; Google free booking links and the GBP website link are \$0 per Google Hotel Center + Business Profile docs. July 2026. Directional; not financial advice. Full study →

hotelseolab.com/blog/google-independent-hotels-greatest-ally