



MIGRATION MELTDOWN

Change your hotel's brand, flag, or domain and rankings always dip. Clean execution recovers in 6 to 12 weeks. A botched one hands a decade of authority to the OTAs in a weekend.

90 days

The first 90 days after launch decide whether your rankings recover in weeks or crater for good.

8 WAYS HOTELS DEMOLISH THEIR OWN RANKINGS

Blanket redirect to the homepage		#1 killer
Delete + recreate Google Business Profile		Reviews gone
Letting old pages 404		OTA steals it
302 instead of 301		Never transfers
Pulling the old redirects too soon		Under 1 yr
Changing URLs + domain + CMS at once		No map
Leftover redirect chains		Leaks equity
No pre-migration baseline		Flying blind

Build the URL map or don't touch a DNS record.

Map every old URL to its exact new match with a single-hop 301, edit the existing GBP instead of recreating it, and keep the old domain and redirects live for at least a year.