



SEVEN SCHEMAS

An independent hotel needs exactly seven JSON-LD types to stop being paraphrased into oblivion. Here they are, ranked by how hard each one works for search and AI visibility.

7

Just **seven schema types** tell a crawler and an AI assistant exactly **who you are** - no guessing, no invented rooftop bar.

THE SEVEN, BY LEVERAGE

Hotel / LodgingBusiness (the anchor @id)		Anchor
HotelRoom + Offer (your direct rate)		Beats OTA
FAQPage (pre-packaged Q&A for AI)		AEO win
Review + AggregateRating (real reviews only)		Star row
LocalBusiness fields (NAP, hours, geo)		Trust
BreadcrumbList (site hierarchy)		Cheap add

Reference, do not repeat. One @id, everywhere.

Give the hotel one stable @id and point every other schema at it. Only mark up what a human can see, and re-sync the JSON-LD the same day the page changes. Stale schema is worse than none.