



THE NAME IS THE TRICK

When a hotel is literally named after its city, Google can't tell a branded search from an unbranded one. That confusion hands you SERP real estate money can't buy - until it quietly breaks down.

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The trick is real - but it quietly **breaks down 6 ways**, because naming ambiguity is a symptom, not a **strategy** you can bolt on.

TAILWIND VS ENGINE: WHAT THE NAME ACTUALLY DOES



The name is the tailwind. The fundamentals are the engine.

A place-based name earns the click by living where Google can't make a confident call. It does nothing to book the room, defend your brand, or survive better intent classification. Build the engine underneath it.