



FOUNDATION FIRST

Hotel SEO is five levers working together, not a magic AI shortcut. Do them in order and you keep the margin the OTAs keep skimming off your direct bookings.

25%

Every OTA booking hands up to **25% of your margin** to someone else. SEO is how you **claw it back**.

THE FIVE LEVERS, IN ORDER OF FOUNDATIONAL IMPORTANCE

Technical: the plumbing



Do 1st

On-page: titles & meta



Do 2nd

Local: the map pack



Do 3rd

Content: the answer
machine



Do 4th

AEO & GEO: AI answers



Do 5th

Most hoteliers sprint straight to the AI shininess while the plumbing leaks.

Fix crawlability and speed, rewrite your titles, polish your Google Business Profile, then layer AI on top. The order is the whole trick.