



SIX PAGE TYPES, ZERO JUNK URLS

Most hotel sites aren't penalized for what they say. They're penalized for how they're built: a booking engine that spawns tens of thousands of near-identical parameter URLs.

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An independent hotel needs exactly **six page types** - and rate plans, dates, and promo codes are booking-engine states, **not indexable pages**.

THE FIX, RANKED BY IMPACT

Block the date-parameter trap		Biggest win
One room page per intent, not per rate code		High
Flat URLs - 3 folder levels max		High
Permanent /packages, stable /offers hub		Medium
Build the local-guide cluster OTAs can't fake		Medium
Descriptive internal links, zero orphans		Medium
Census & prune thin/duplicate pages quarterly		Ongoing

A URL is a promise you keep forever.

Keep important pages within three clicks of home, canonicalize every parameter variant, and 301 anything you retire. One 800-word room page out-ranks three 200-word near-duplicates every time.