



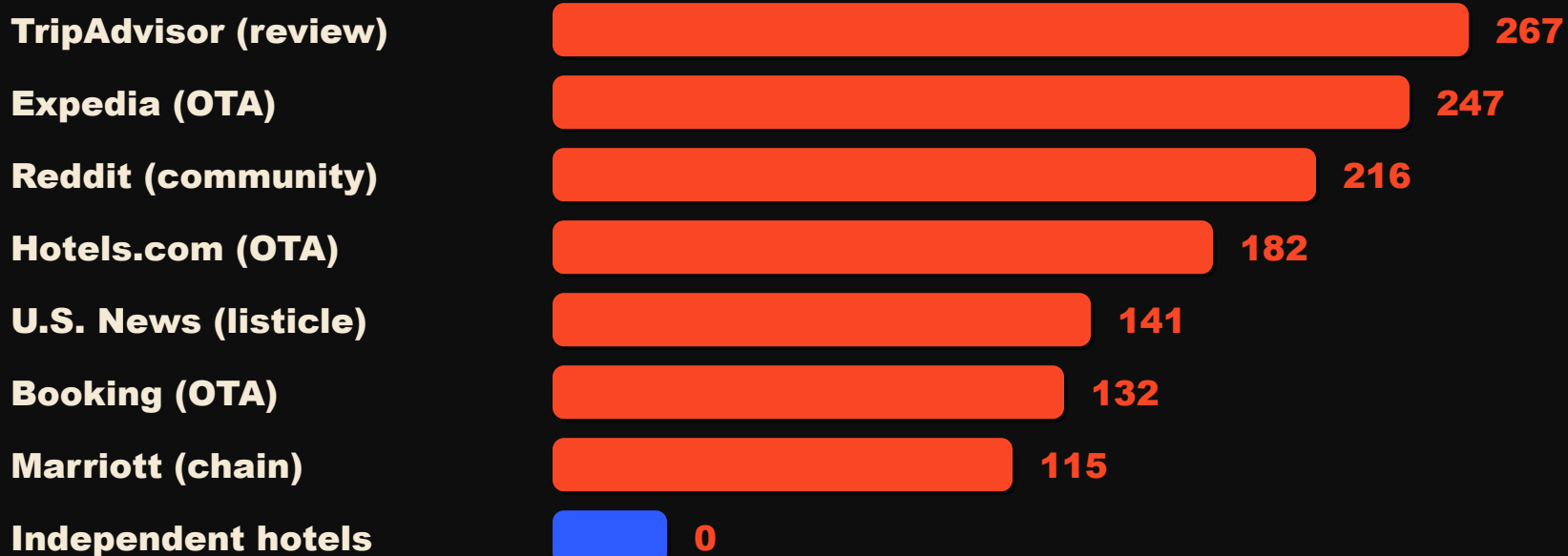
THE SHUTOUT

Across 300 live 'best [type] hotels in [city]' searches, OTAs, review media and Reddit own the page. Independent hotels appear on it exactly zero times.

50/50

TripAdvisor, Expedia, Reddit and Booking each crack the top 10 in **all 50 cities**. They are not competing in your market — they are **the weather**.

TOTAL TOP-10 APPEARANCES ACROSS 300 'BEST-OF' SEARCHES



Stop fighting the weather. Flank it.

You will not out-rank Expedia on the head term. But editorial lists, one owned modifier, and your review surfaces are earnable — that is where independents actually win.

Source: HotelSEO Lab analysis of 300 live DataForSEO Google results (50 US cities x 6 modifiers), single snapshot, July 2026.
Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/how-to-win-fit-first-market-best-of-seo

