



HOTEL SEO LAB

AI SEARCH SHIFT - HOTEL SEO LAB

SEVEN DOORS

Your hotel's visibility now lives across seven surfaces, from Google to ChatGPT. Most independents obsess over one and leave six unlocked for the OTAs.

46x

"Answer engine optimization" now pulls **46x more monthly searches** than "hotel SEO." The AI-visibility conversation already **dwarfs classic hotel SEO** chatter.

US MONTHLY SEARCH VOLUME

AEO (answer engine optimization)



27,100

AI SEO



8,100

GEO (generative engine optimization)



5,400

Hotel SEO



590

Be the answer, not just a result.

Travelers now ask AI assistants to name two or three hotels, not show ten blue links. The surface almost no independent has touched is the biggest opportunity on the checklist.

Source: Search volumes: DataForSEO / US Google, cited in HotelSEO Lab analysis, 2026. Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/independent-hotel-2026-visibility-checklist