



TRIPADVISOR UNDER SIEGE

Not a death certificate - a directional read on the search signals. Five structural SEO headwinds are squeezing the review giant at once, and they are the same forces coming for your hotel's discovery.

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Five structural forces squeeze TripAdvisor at once - and the biggest is **AI answers eating the review** before the click ever reaches the page.

THE FIVE STRUCTURAL SEO HEADWINDS (DIRECTIONAL)



Don't get caught downstream of a channel you don't control.

The forces pressuring TripAdvisor - AI absorbing research, Google keeping clicks, synthesis beating review walls - are reshaping your hotel's discovery too. Win the surfaces you own and become the source models quote.