



HOTEL SEO LAB

DISTRIBUTION & METASEARCH - HOTEL SEO LAB

WIN BACK YOUR GUEST

A guest searching your hotel by name can still hand 15 to 25 percent to an OTA. Metasearch is the screen where that leak happens, and a 5-step playbook plugs it.

25%

You can hand up to **25 percent** of a booking to an OTA for a guest already searching **your hotel by name**.

THE 5-STEP METASEARCH PLAYBOOK

Turn on Google free
booking links



Step 1

Fix rate parity (90-day
audit)



Step 2

Defend your brand on Hotel
Ads



Step 3

Wire up conversion
tracking



Step 4

Read the data monthly, cut
losers



Step 5

Metasearch is not an escape hatch from the OTAs. It is a rebalance.

Free booking links are pure margin and the highest-leverage freebie in the stack. Turn them on, fix parity, then defend your brand. Boring discipline beats clever tactics.

Source: HotelSEO Lab analysis; commission band and playbook per post. Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/metasearch-for-independent-hotels