



HOTEL SEO LAB

THE 90-DAY REALITY - HOTEL SEO LAB

NO PAGE ONE IN 90 DAYS

A brand-new hotel can grab the fast wins in weeks and build a flawless foundation in 90 days. Competitive rankings take 6 to 12 months. Anyone promising page one this quarter is lying.

90-DAY

In **90 days** you win your own name, your map pack, and the AI answers. Beating the OTAs on competitive terms is a **6-to-12-month** game.

TIME TO VISIBILITY - NEW HOTEL

Rank your own brand name		~2 wks
Map-pack, hyper-local terms		2-6 wks
Cited by ChatGPT / Gemini		~60 days
0 to 40 genuine reviews		60 days
Competitive organic terms		6-12 mo
Beat the OTAs on direct		mo 4-12

Month 1 is setup. Month 2 is authority and AI. Month 3 is conversion.

The real ranking payoff lands in months 4 through 12. The hotels that win are the ones that do not quit at day 90 because 'SEO didn't work.' It's working, on hotel time.

Source: HotelSEO Lab analysis, July 2026. Directional; not business, legal, or financial advice. Full study →

hotelseolab.com/blog/rank-new-hotel-from-zero-90-day-plan