



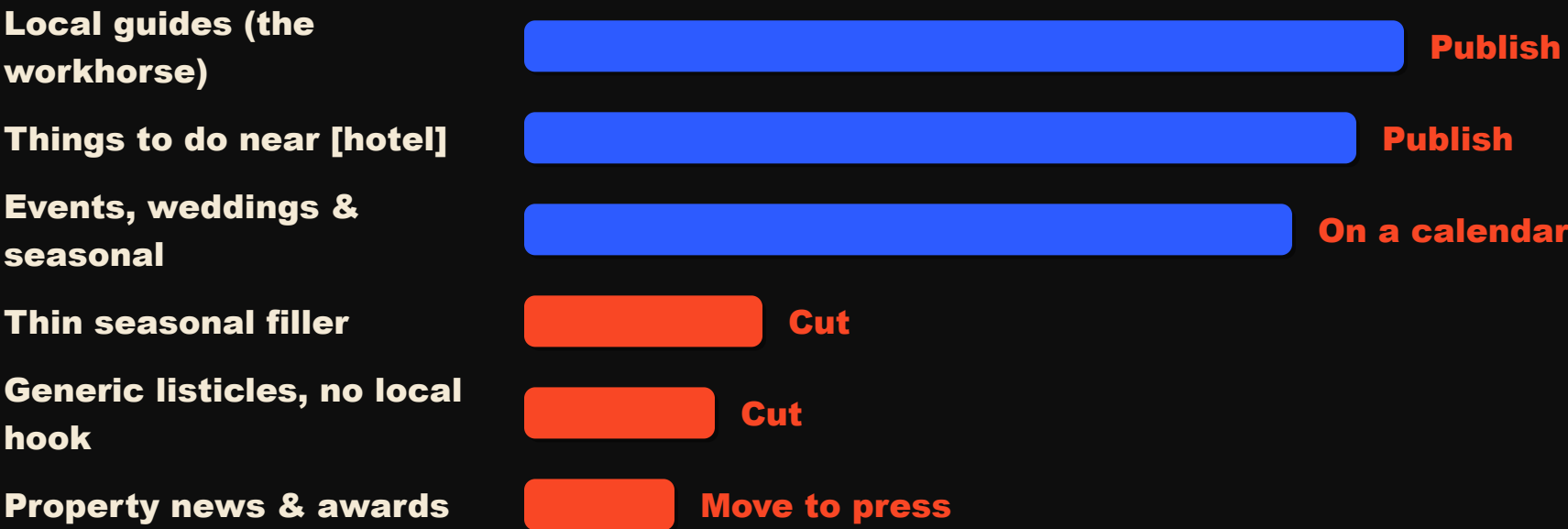
STOP WATERING TOMATO PLANTS

One filter kills about 70% of what ends up on hotel blogs: would a stranger who never heard of your hotel ever search for this? Publish the three things that earn discovery. Cut the rest.

70%

Roughly 70% of hotel blog content fails the only question that matters, and it earns zero traffic, zero bookings.

DISCOVERY VALUE BY CONTENT TYPE (ILLUSTRATIVE)



The best hotel content isn't about your hotel.

It's about everything around it, written so usefully that the traveler decides your front door is the right place to experience all of it. Three great pages beat three years of filler.

Source: HotelSEO Lab analysis of the post 'What a Hotel Blog Should Actually Publish'; bar values are illustrative relative discovery value, not measured stats. Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/what-a-hotel-blog-should-publish