



OWN YOUR NAME

When someone Googles your hotel by name, the OTAs shouldn't own the answer. Eight moves to reclaim page one for the one query where you hold every card.

25%

OTAs pocket up to a **25% commission** on guests who already typed **your name** into Google.

THE 8-STEP RECLAIM PLAYBOOK (BY LEVERAGE)

Claim + max Google
Business Profile



Step 1

Make homepage THE
canonical result



Step 2

Earn sitelinks to own
vertical space



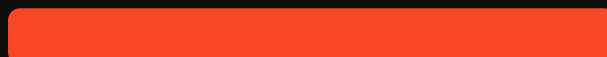
Step 3

Add LodgingBusiness
schema



Step 4

Run a capped brand-
defense ad



Step 5

File trademark complaints
where you can



Step 6

Win the review +
reputation layer



Step 7

Measure it monthly,
incognito



Step 8

You don't out-spend a platform. You out-position it.

The win condition isn't making OTAs vanish. It's making the official, cheapest-to-you path the most obvious thing on the page. A weekend of setup plus a small monthly check.