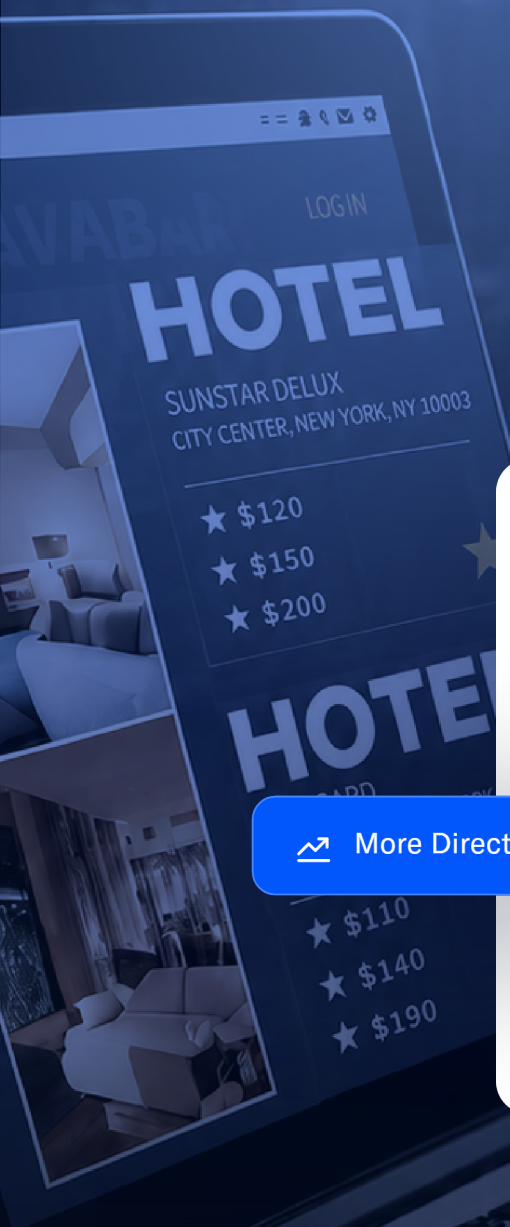




Best Hotels in Miami

01 Your hotel – book direct on your own site
yourhotel.com · Best rate guaranteed

DIRECT

02

 More Direct Revenue

04

05

 SEO Optimisation

Hotel SEO Checklist

Rank Higher. Get Found. Book Direct.

Brought to you by roommaster · Hospitality, Simplified.

Guests decide long before they ever reach your booking page

Most stays begin in a search box. A guest types a city, a landmark, or a set of dates — or simply asks an AI assistant where to stay — and a short list comes back. If your property isn't on it, the booking still happens. It just happens somewhere else, usually through an OTA and usually at a commission you'd rather keep.

Search visibility is rarely one big project. It's a long run of small things done properly: a title tag written for a guest instead of a crawler, a room page that loads fast on a phone, structured data that tells Google what you sell, a Business Profile nobody has touched since the last refurbishment.

This checklist puts those details in one place — in the order we'd work through them ourselves.

61

Checks to work through

10

Sections, in priority order

BROUGHT TO YOU BY

roommaster is the hospitality platform independent hotels run on — property management, booking engine, channel manager, payments, and hotel websites in one place.

We don't sell SEO. We build what it runs on.

roommaster Hotel Website Builder

Mobile-first pages that load fast, structured so search engines and AI assistants read them cleanly.

roommaster Booking Engine

Live rates on your own domain, so the visibility you earn books direct instead of paying OTA commission.

01 Keywords & Search Intent



Every page targets one primary keyword

One clear focus per page stops your own pages competing against each other.



Long-tail booking keywords covered

Searches like “pet-friendly hotel with parking” convert far better than broad terms.



Location keywords mapped to pages

“Hotel near [landmark]” searches deserve a page that answers them directly.



Search intent matched to page type

Booking searches land on room pages; trip-planning searches land on guides.



Seasonal and event demand planned ahead

Pages published months before peak season have time to rank when it matters.



Keyword performance reviewed monthly

Seasonal demand shifts fast — your keyword map should keep pace.

02 On-Page SEO



Unique title tag on every page

Under 60 characters, with your property type and location, wins the click.



Meta descriptions written to earn the click

A compelling 150-character pitch lifts click-through even before rankings move.



One H1 and a clean heading hierarchy

Clear structure helps guests scan and search engines understand.



Every searchable room type has its own page

Dedicated pages capture searches for specific room queries.



Important pages link naturally to booking pages

Every guide, room, and offer should lead guests toward booking.



Room and location pages answer common guest questions

FAQs on key pages win rich results and AI answers alike.



Images compressed and served in modern formats

WebP and AVIF keep pages light — and lighter pages rank and convert better.

- ☐ **Descriptive alt text on every image**
Alt text supports accessibility, image search, and AI understanding.

- ☐ **Clean, readable URL structure**
Readable URLs help with indexing, guest trust, and keyword relevance.

03 Technical SEO & Core Web Vitals

- ☐ **Core Web Vitals pass on mobile**
Google now weighs LCP, INP, and CLS together — all three need to be green.

- ☐ **Pages load in under 3 seconds**
Slow pages lose guests before they ever see a room.

- ☐ **Important pages are indexed in Google**
A page that isn't indexed can't rank — check coverage in Search Console.

- ☐ **Mobile-first responsive design**
Most hotel searches happen on a phone — your site has to work there first.

- ☐ **SSL certificate installed (HTTPS)**
Secure sites earn trust from guests and priority from search engines.

- ☐ XML sitemap submitted in Search Console
A current sitemap tells Google exactly what to crawl and index.

- ☐ Robots.txt doesn't block important pages
The wrong rule can hide your best pages from search entirely.

- ☐ Duplicate pages identified and consolidated
Similar room and location pages split your ranking authority — canonicals fix it.

- ☐ Broken links fixed and old URLs redirected
Redirects preserve rankings and earned links every time pages change.

04 Local SEO & Maps Presence

- ☐ Google Business Profile complete and current
Categories, amenities, photos, and booking links all filled in and up to date.

- ☐ Accurate NAP information everywhere
Consistent name, address, and phone build trust across search and maps.

- ☐ Recent high-quality photos added regularly
Recent visuals drive engagement and click-throughs from listings.

- ☐ **Reviews answered promptly**
Timely replies show hospitality and support local rankings.
- ☐ **Guest questions answered on your Business Profile**
Answering them on Google wins visibility before the click.
- ☐ **Nearby attractions and landmarks mentioned naturally**
Landmark mentions give search and AI the local context to recommend you.
- ☐ **Apple Business Connect and Bing Places claimed**
iPhone users and voice search look at maps beyond Google.
- ☐ **Tourism board and DMO listings secured**
Official destination mentions add authority and local relevance.

05 Schema & Structured Data

- ☐ **Hotel schema implemented**
Structured property data helps search engines and AI read your offering correctly.
- ☐ **HotelRoom and Offer schema added**
Marked-up rooms and rates can surface directly in search results.

- ☐ **LocalBusiness schema with geo coordinates**
Precise location data drives accuracy on maps and in local results.

- ☐ **FAQ schema on question pages**
FAQ markup makes your pages eligible for rich results and AI summaries.

- ☐ **Review and rating schema included**
Star ratings in search results build trust before guests reach your site.

- ☐ **Markup validated after every site change**
Google's Rich Results Test catches errors before your rankings do.

06 Content – E-E-A-T

- ☐ **Destination guides written from local knowledge**
First-hand experience is exactly what recent Google updates reward.

- ☐ **Every page answers its question completely**
Self-contained, complete answers are what search and AI choose to cite.

- ☐ **Author or property expertise shown**
Named expertise signals real experience — exactly what E-E-A-T rewards.

- ☐ **Property descriptions are unique, not copied from OTAs**
Copied descriptions compete with the OTA version — and the OTA usually wins.

- ☐ **Important pages reviewed and refreshed regularly**
Outdated pages get updated or removed — not left to fade in the rankings.

- ☐ **Original photography, not stock**
Authentic photos outperform stock images and build credibility.

07 Authority & Backlinks

- ☐ **Local partnerships earn links**
Attractions, restaurants, and venues you work with should link to you.

- ☐ **Travel press and blogger features pursued**
Third-party mentions strengthen authority and citation credibility.

- ☐ **Competitor backlinks reviewed for opportunities**
Where similar properties earn links shows where you can too.

- ☐ **New quality backlinks acquired consistently**
Steady link growth from relevant local and travel sites compounds authority.

08 AI Search Readiness



Visibility tested in AI assistants monthly

Ask ChatGPT, Gemini, and Perplexity about hotels in your area — see if you appear.



Descriptions written in natural, conversational language

Natural phrasing improves AI comprehension and voice search recommendations.



Brand facts consistent across Google, OTAs and directories

AI cross-references sources; conflicting details cost you recommendations.



AI crawlers allowed in robots.txt

Blocked crawlers mean your property is invisible in AI answers.

09 Direct Booking & Conversion



Booking engine lives on your own domain

Keeps SEO value, clean analytics, and the guest with you end to end.



Booking flow tested on mobile monthly

A smooth mobile checkout cuts drop-offs exactly where they hurt most.



Best rate message visible on landing pages

Direct booking incentives cut OTA dependence and protect margins.

- ☐ Google Hotel Center configured correctly
It powers your rates on Google's hotel search — many hotels never set it up.

- ☐ Google free booking links connected
Your direct rate shown beside the OTAs — without the commission.

10 Measurement & Reporting

- ☐ GA4 tracks bookings, not just visits
Revenue per channel tells you what your SEO work actually earns.

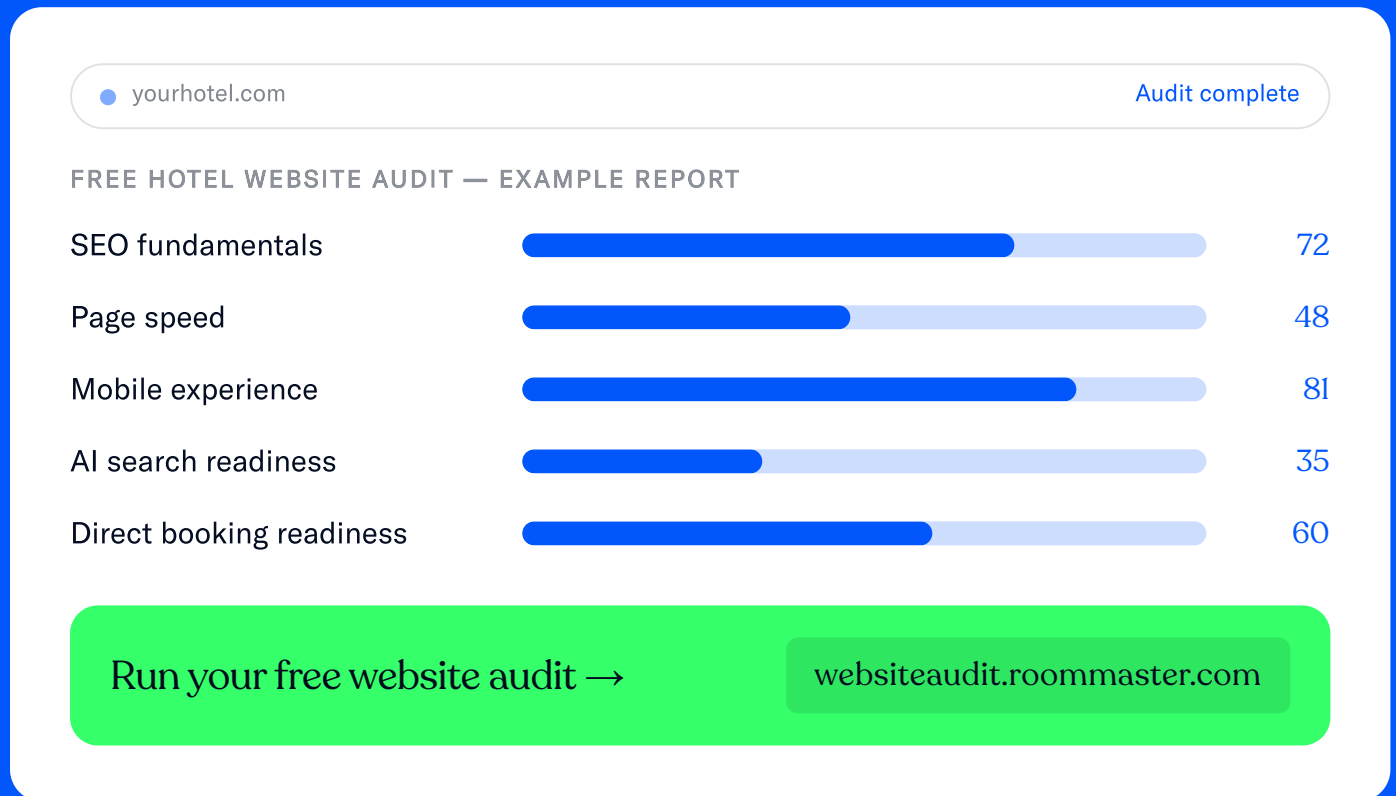
- ☐ Search Console reviewed monthly
Impressions, clicks, and errors reveal wins and issues early.

- ☐ Rankings and AI citations tracked together
Visibility now lives in classic results and AI answers — watch both.

- ☐ Full SEO audit every quarter
A regular check keeps small issues from becoming ranking losses.

Find out which of these 61 checks your website already passes

Our free hotel website audit reviews your site across the same ground this checklist covers — then tells you what to fix first.



Hospitality, Simplified.