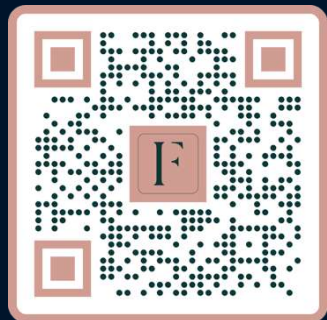


Does AI know your business?

Formula

DIGITAL. DONE DIFFERENTLY.



St.GILES
HOTELS

NATIVE
By Numa

WATERGATE BAY
HOTEL

ACE HOTEL
NEW YORK

GEORGIAN
HOUSE

Hard Rock
HOTEL

JUMEIRAH

UKH
UKHOSPITALITY

Our
Clients

BESPOKE
HOTELS

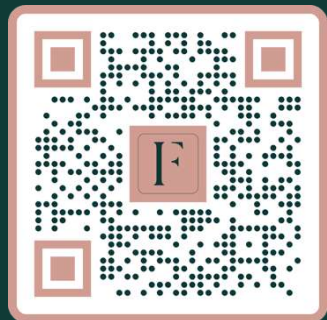
THE
WESLEY

HOLKHA

**When a customer asks AI to
recommend a business like yours:**

What does it know?

And where does it hesitate?



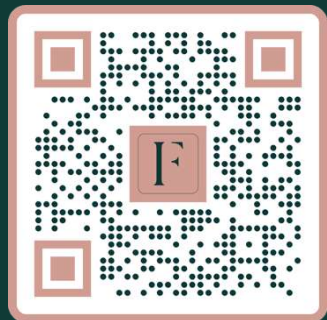
Why these questions matter right now:

01

AI is becoming the first impression, the comparison tool and the route towards booking.

02

Your next customer may decide for or against booking your business before ever seeing your website.



What we'll cover today

01

How search *has* changed

02

The picture AI has built of your business

03

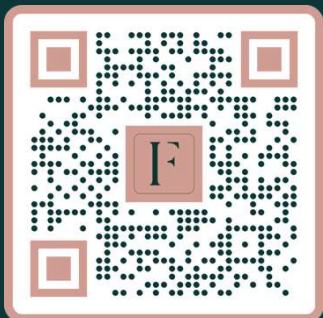
The Confidence–Ambiguity™ Scale

04

Fuel your AI visibility with C.A.R.B.S.

05

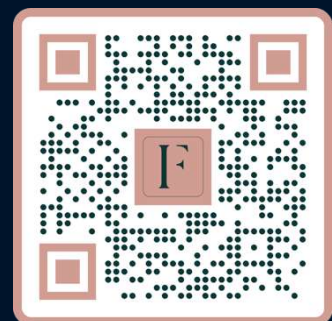
How search *will* change



SECTION 1

How search *has* changed

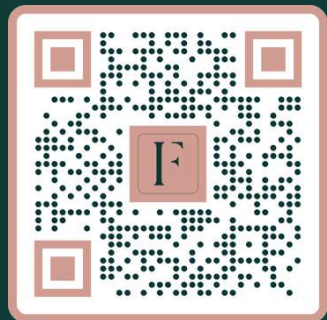
What changed in the last 2 years, 12 months and 90 days



The Single Biggest Development From

The Last 2 Years

AI has moved into mainstream search



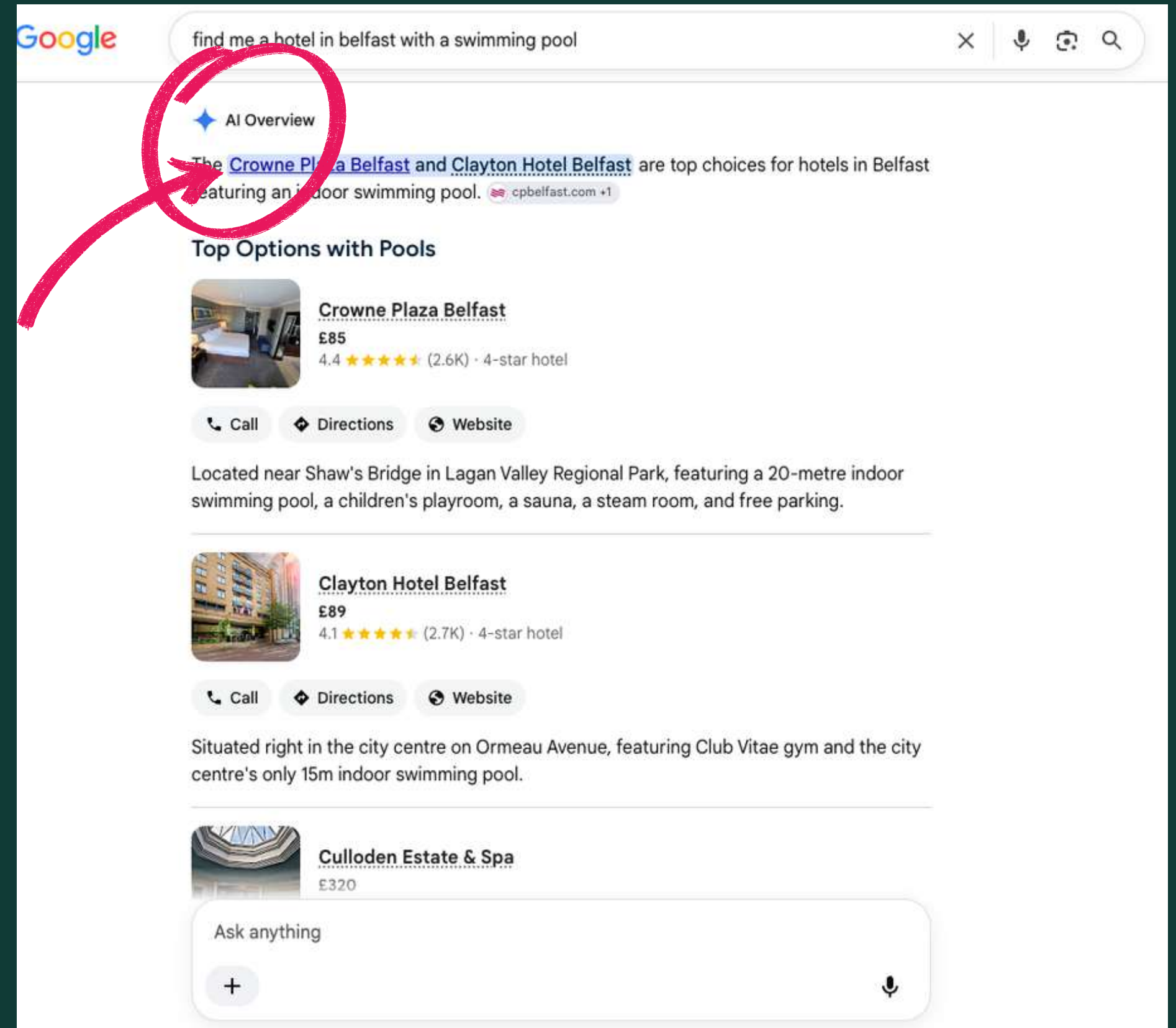
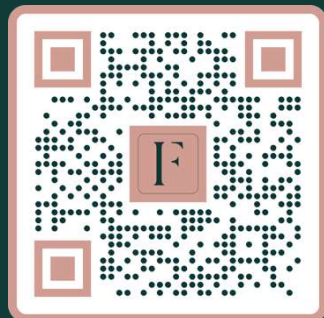
50%

Of all searches on Google now feature an AI Overview

32%

Of all searches on Google result in a click to an external website

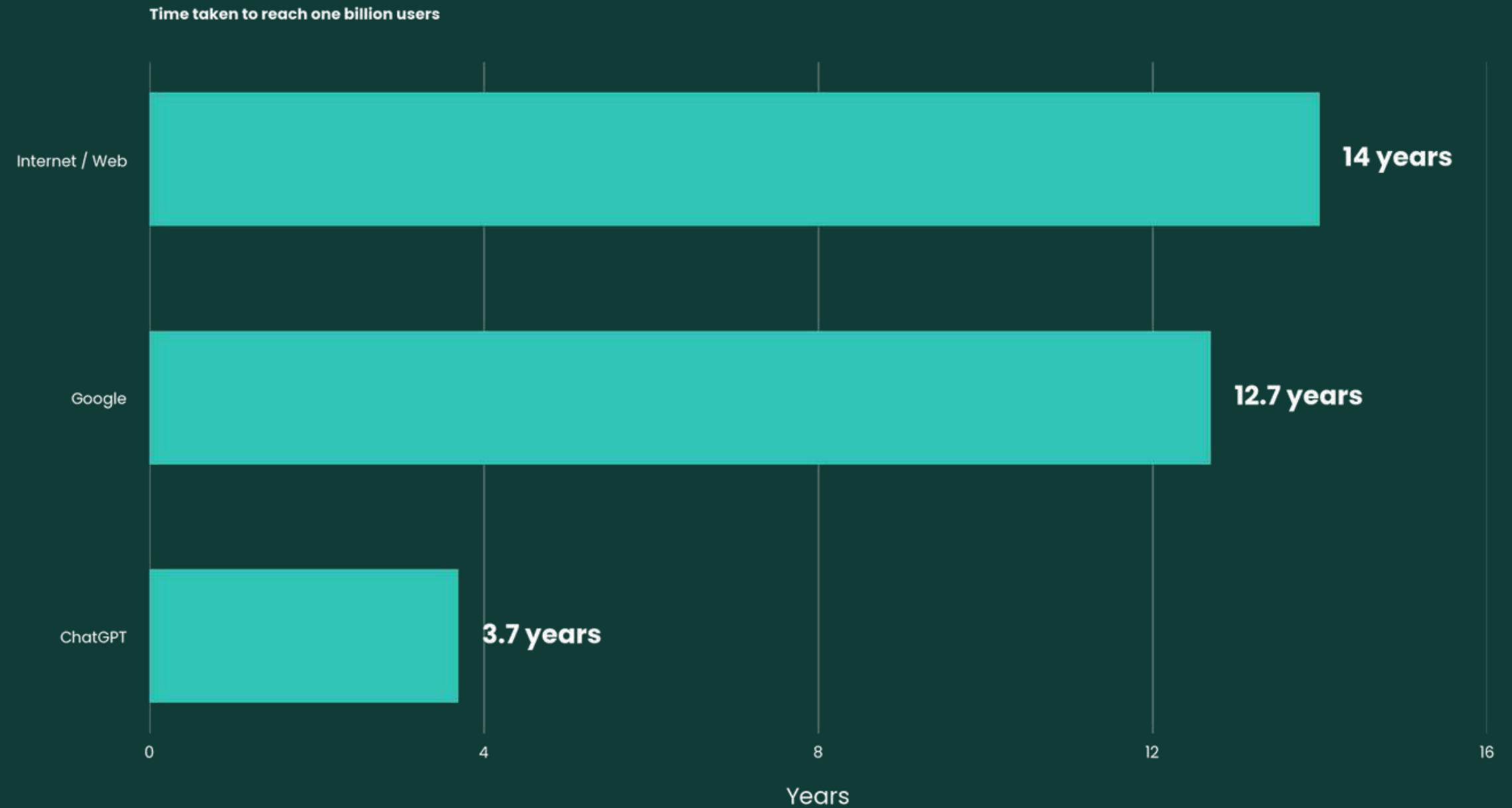
Source: Similarweb 2026



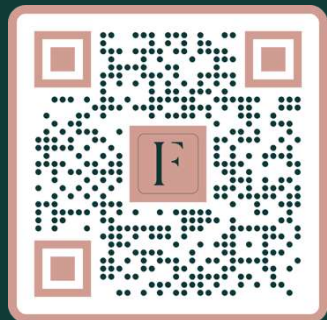
ChatGPT's big milestone

1BN
weekly active app users

62%
year-on-year growth



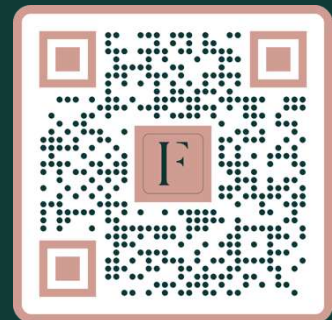
Measures differ - estimated internet users, Google monthly unique visitors and ChatGPT weekly users.



The Single Biggest Development From

The Last 12 Months

AI moves deeper into travel and
experience planning



AI Mode's Canvas Itineraries

■ Customers can build their own itineraries using **Canvas** in AI Mode.

- Flight deals
- Hotel
- Restaurant
- Tickets

Dream Bigger. Pay Less.

Flight Deals

from New York ✎

✦ I want to take a week off in February. Looking for a deal, I want to fly nonstop to a city with great food and warm weather. ✕ 🔍

🔧 All filters (1) Nonstop ✕ Round trip ▾ 1 ▾ Economy ▾ Airlines ▾ Price ▾ Duration ▾

🕒 25 deals from New York for a 7 day trip departing between Feb 1 and Feb 28
About these results ⓘ



Marrakesh Morocco
Shop-filled medina & Koutoubia Mosque

53% less than usual

Sat, Feb 7 — Sat, Feb 14 ~~\$1,478~~ **\$700**

🌐 Nonstop · 7 hr 30 min · United



San José Costa Rica
Costa Rican capital with museums & bars

51% less than usual

Tue, Feb 3 — Tue, Feb 10 ~~\$444~~ **\$219**

🌐 Nonstop · 5 hr 33 min · JetBlue

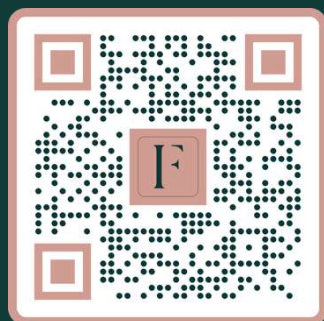


Singapore
Padang, Buddha Tooth Temple & shopping

51% less than usual

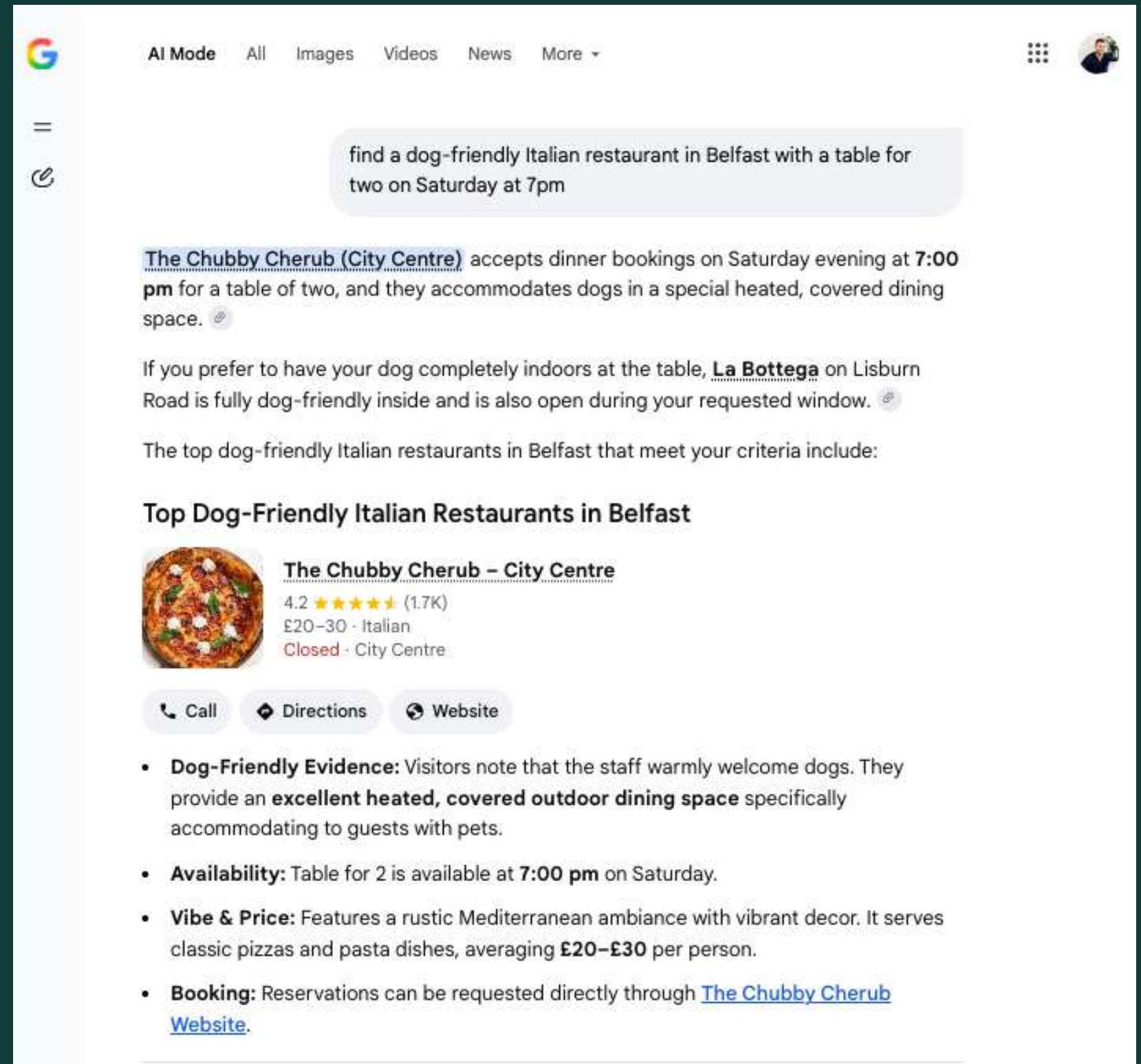
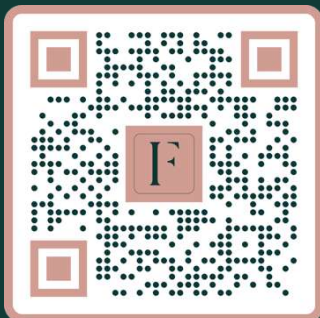
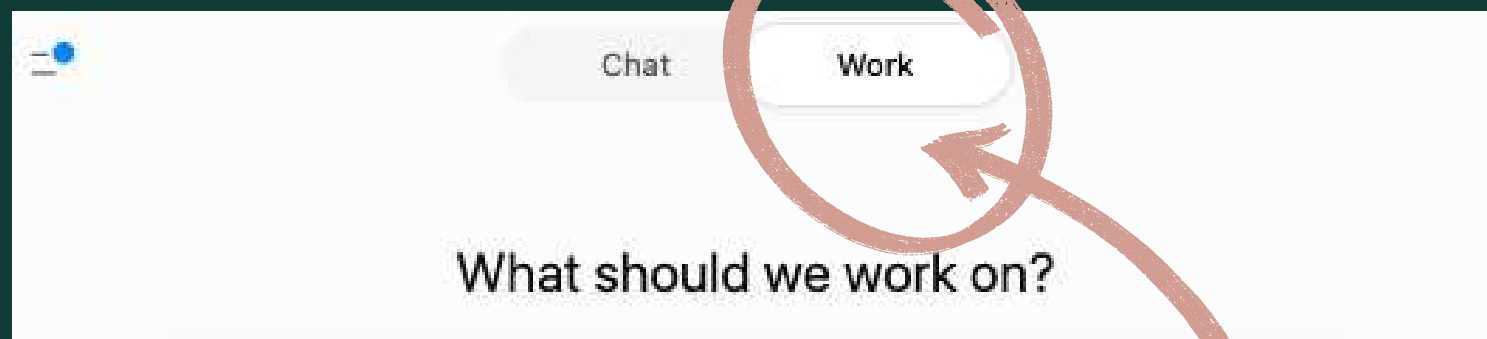
Mon, Feb 23 — Mon, Mar 2 ~~\$2,489~~ **\$1,231**

🌐 Nonstop · 18 hr 55 min · Singapore Airlines



Agentic capabilities have become more accessible

- AI systems began using tools, connected services and **agentic workflows** to complete tasks.
- The direction of travel changed from “tell me” to “do it for me”.



Travel “plugins” are now abundant

10

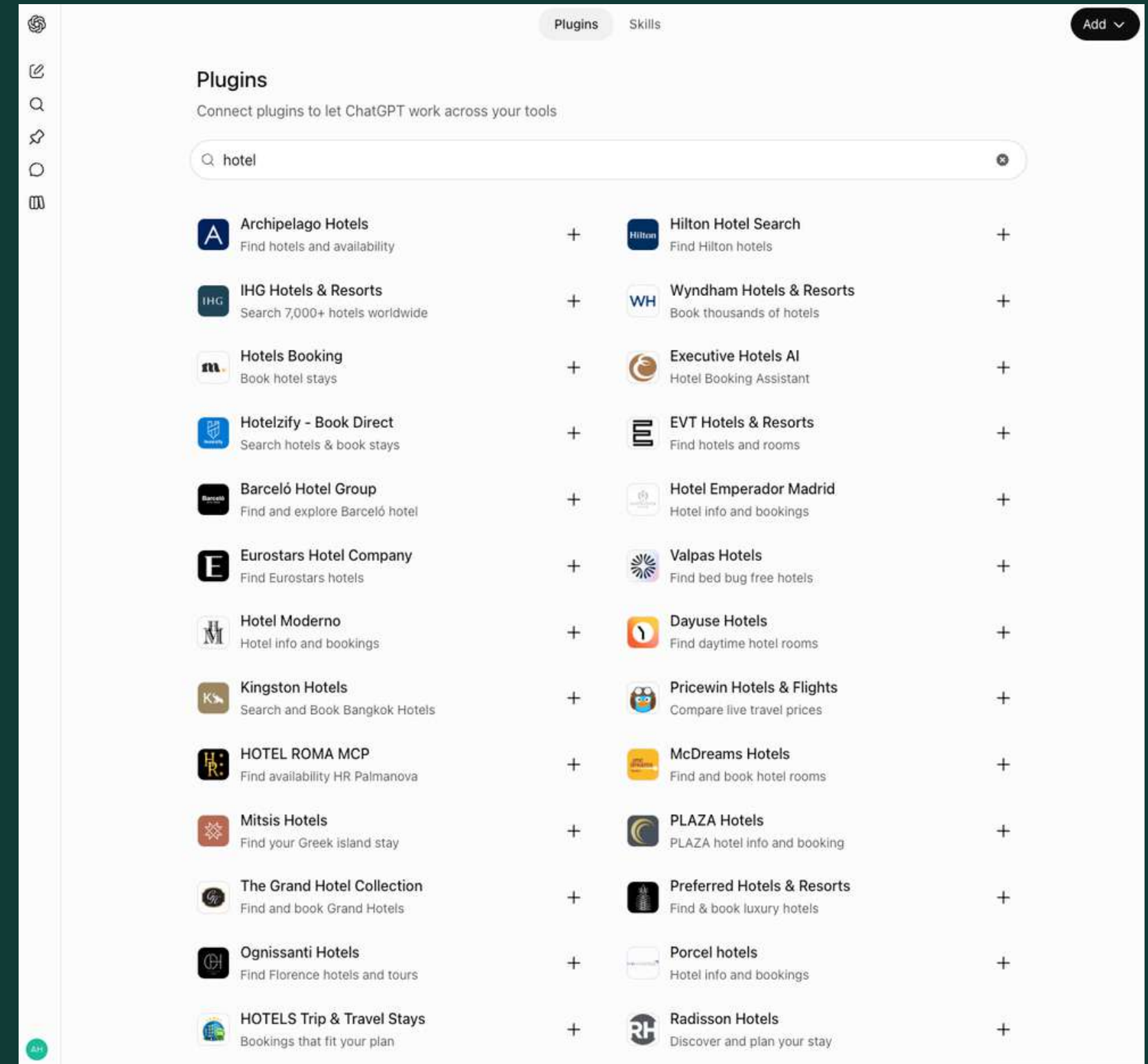
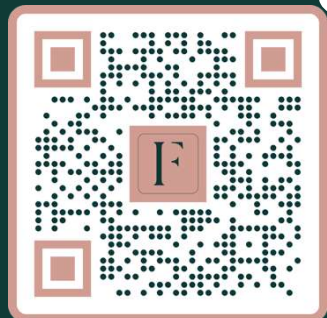
Plugins at launch, 3 were travel related.

365

Available travel-related plugins on ChatGPT

130

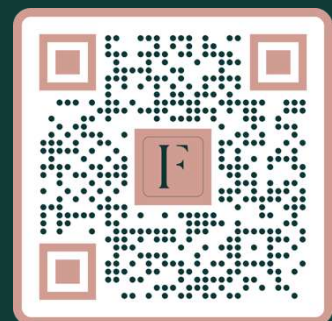
Available travel-related “Connectors” on Claude



The Single Biggest Development From

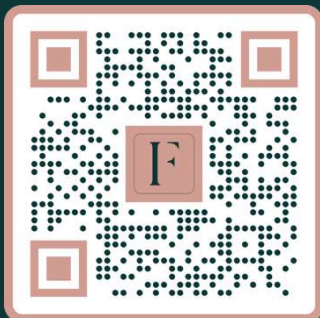
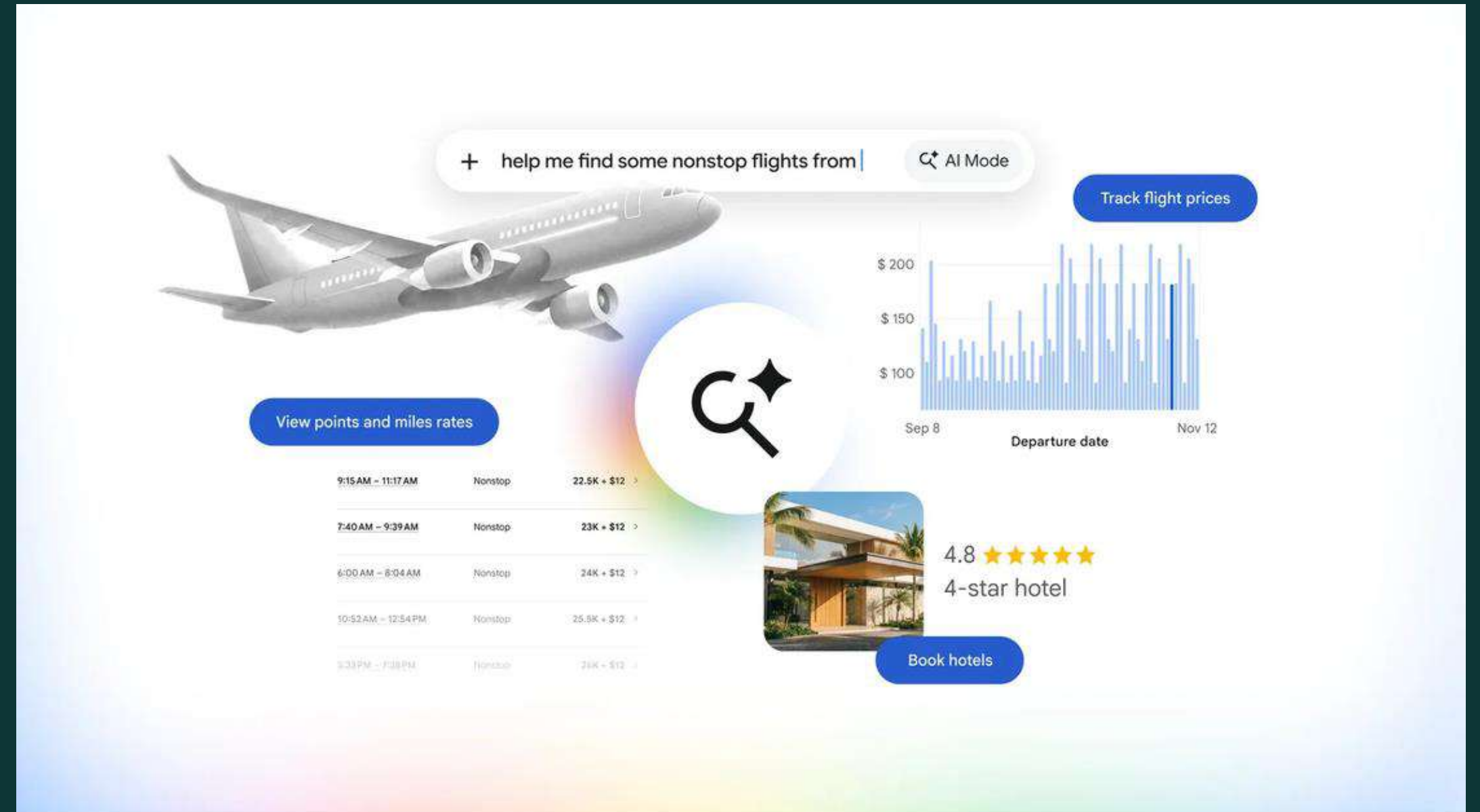
The Last 90 Days

AI has started to cross the
transaction threshold.



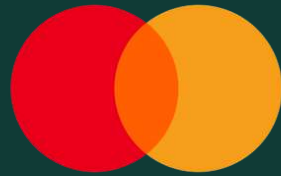
AI Mode started booking hotels

- Google introduced hotel booking inside AI Mode in the US.
- BUT, it's not great if:
 - You're travelling with children.
 - Using a promotional code.
 - Redeeming reward points.
 - Making more than one booking in the same conversation.
- Google is not the merchant.
Strong website connectivity will be key in 2027



AI transactions are being tested successfully

Trip.com



Dubai

Demonstrated AI-powered travel booking and payment.

 **Flybits**



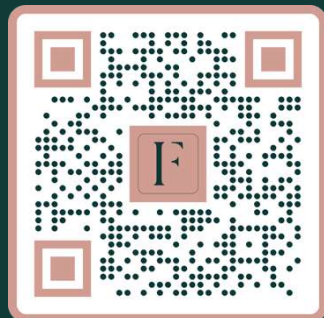
Canada

Completed a purchase within a customer's agreed budget.

GoCardless

United Kingdom

Completed a UK donation through an AI conversation.



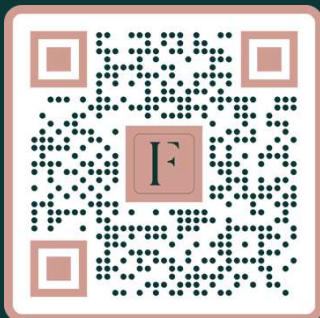
Direct pricing freedom under the DMA

28th September 2026

The European Commission set out Booking.com's obligations for hotel offers in the EEA

Booking.com will **no longer de-rank your business** on the platform if you are offering lower rates elsewhere

They've also committed to **greater transparency** around its Genius, Preferred and Preferred Plus programmes.



Source: European Commission Enforcement Factsheet (Published 28 September 2026)

KEY TAKEAWAY 01

**In the last 2
years**

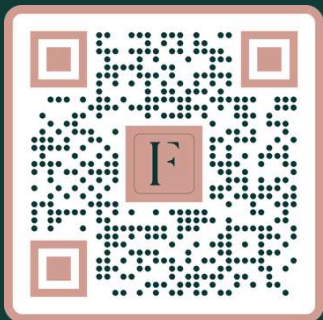
**AI changed how people
search.**

**In the last 12
months**

**AI moved deeper into travel and
experience planning.**

**In the last 90
days**

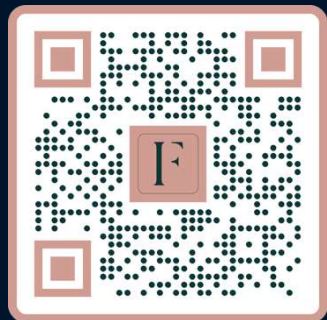
**AI has started to cross the
transaction threshold.**



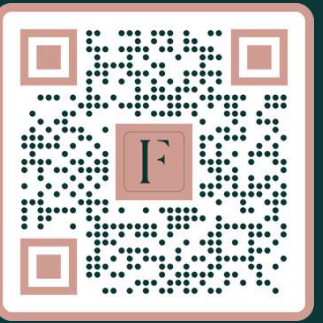
SECTION 2

The picture AI has built of your business

The good, the bad, and the ugly.



For the last 20 years, digital marketing has largely been about **two types of levers**



THE TRAFFIC LEVERS

Organic search

Paid Search

Paid Social

Organic Social

Public Relations



THE CONVERSION LEVERS

Website

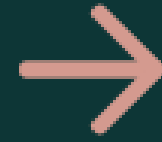
Booking engine

CRO / UX

Traditional Search vs. AI Search

TRADITIONAL SEARCH

**“Hotels in Belfast
with parking close to
the centre”**



Titanic Hotel Belfast

<https://www.titanichotelbelfast.com>

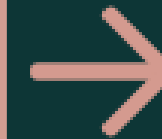


Titanic Hotel Belfast: Luxury 4 star Hotel in Belfast City Centre

Stay at Titanic Hotel, a luxury hotel in Belfast City Centre, Northern Ireland. Enjoy heritage, comfort, and prime location in Titanic Quarter.

AI SEARCH

***“Find me a
characterful hotel in
Belfast for a family
weekend, walkable to
the city centre, with
parking and a
restaurant the
children will enjoy.”***



★ AI Overview

[Titanic Hotel Belfast](#) is a character-filled, 4-star historic choice located directly across from the Titanic Belfast museum in the Titanic Quarter.

Titanic Hotel Belfast Overview

- **Location & Character:** Set in the former headquarters and drawing offices of Harland and Wolff (where the Titanic was designed), featuring breathtaking maritime architecture and nautical-themed rooms.
- **Walkability:** Easily walkable to the waterfront and about a 30-minute scenic walk along the river to Belfast's city centre (or a short transit/drive).
- **Parking:** Secure off-site parking is available at the adjacent Titanic Belfast underground car park for a discounted guest rate of £18 per 24 hours when validated and paid at hotel reception.
- **Dining:** Features **The Wolff Grill** (offering scenic views of the slipways and local Northern Irish produce with kid-friendly welcome and options) and the more casual **Drawing Office Two**.
- **Pricing:** Overnight stays generally start around **£137 to £209+** per night depending on the family package chosen.



AI has given us a third lever...

THE TRAFFIC LEVERS

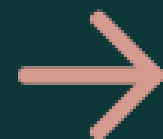
Organic search

Paid Search

Paid Social

Organic Social

Public Relations



THE UNCONTROLLABLE LEVER

Your

AI Shadow™

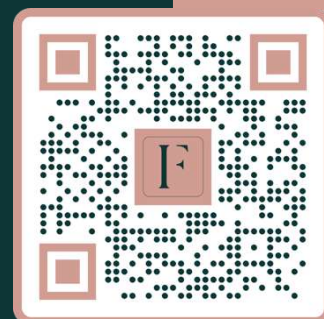


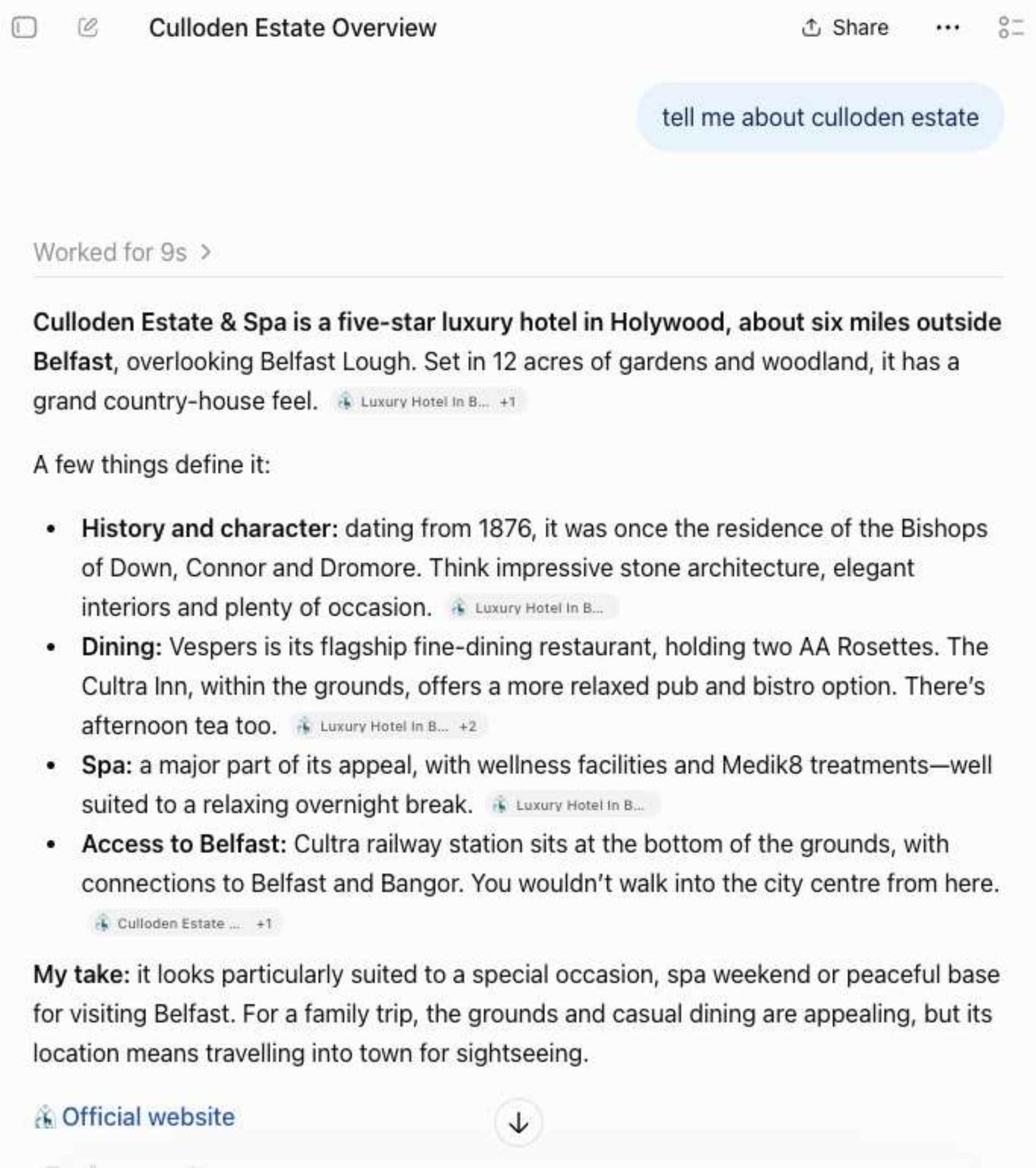
THE CONVERSION LEVERS

Website

Booking engine

CRO / UX



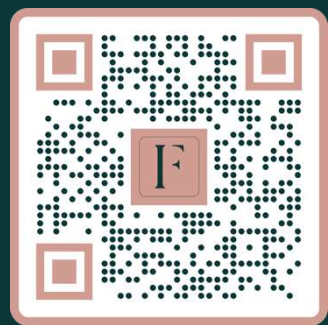


What is an AI Shadow™?

The picture AI has built of your business from information it can find.

For many customers, it is the **first meaningful impression of your business.**

It is fast becoming your **most important digital asset.**



Two ways the AI Shadow™ appears

The Innocuous Snapshot

A fairly neutral summary of the hotel and its offering.



The Grand, York

£188

4.6 ★★★★★ (3.1k)

5-star hotel

This 5-star Edwardian hotel is known for its luxurious rooms, a full-service spa located in the former railway vaults, a grill restaurant with York Minster views, and a central location near the train station and major attractions.

The (Brutally) Honest Assessment

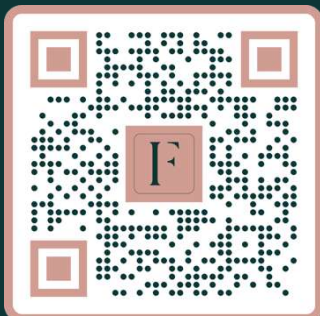
Strengths, drawbacks and trade-offs for a particular guest.

- **On-site spa and cookery school:** The hotel features a spa located in the atmospheric former railway vaults and a cookery school, adding unique leisure options to a stay.
- **Valet parking:** Given the central location, the valet parking service is a valuable asset for guests arriving by car. 🅅

Cons

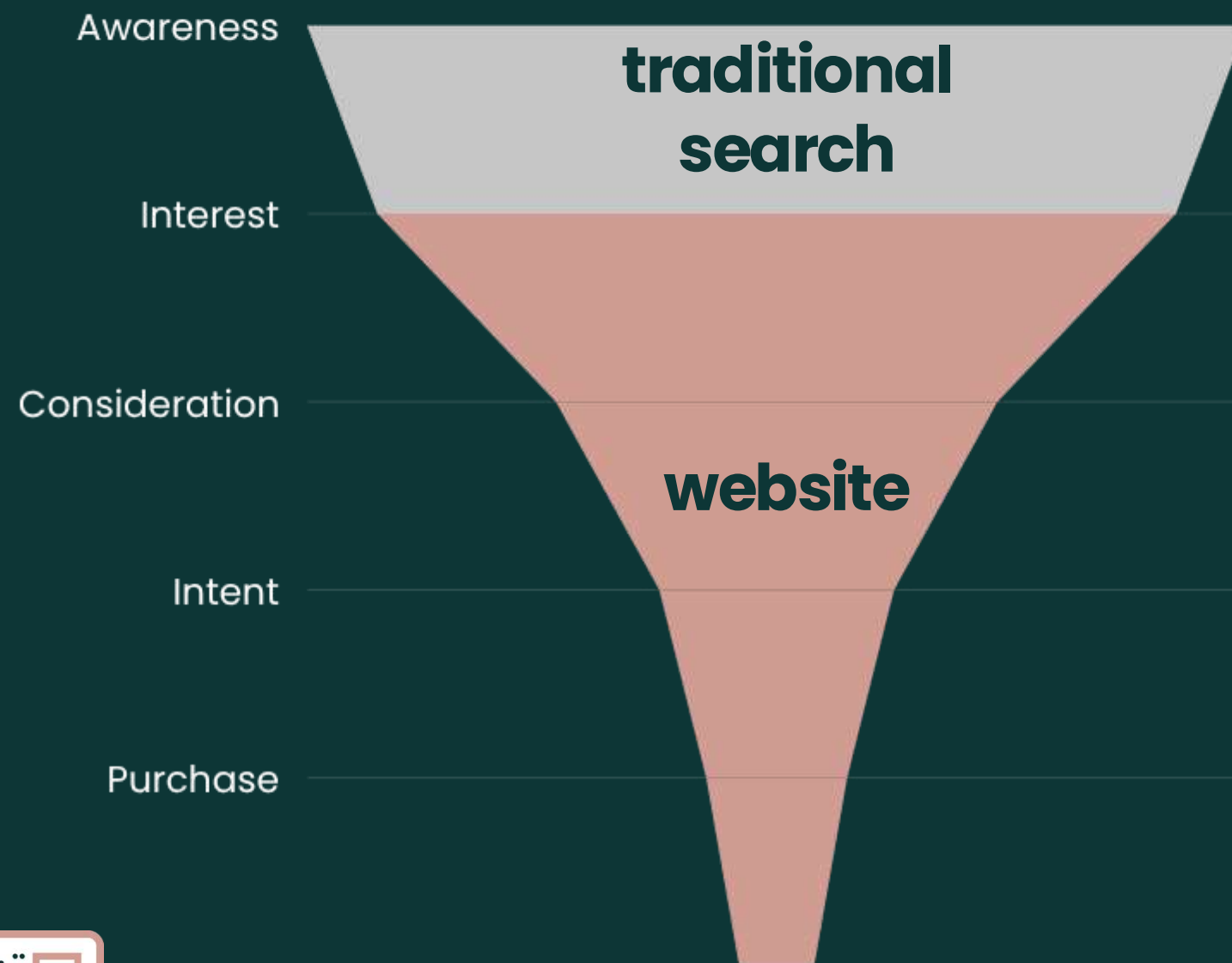
- **Expensive pricing:** The luxury comes at a premium price, and guests occasionally question the overall value, especially regarding the cost of extras like breakfast and parking.
- **Spa access fees:** A recent change means guests may have to pay an extra fee (around £45 per person per day) to access the pool and spa facilities, which has disappointed some who expected it to be included with a 5-star stay.
- **Potential for noise:** While many rooms are quiet, some guests have reported noise disturbances, either from internal sources, other guests, or early morning external work like skip emptying.
- **Service inconsistencies:** Despite general praise, some visitors have experienced occasional lapses in 5-star service, such as issues with check-in efficiency or minor maintenance problems.

Gatekeeper content



So, how does this affect your website?

Last Year



Traditional search gives us very little information before we visit a website



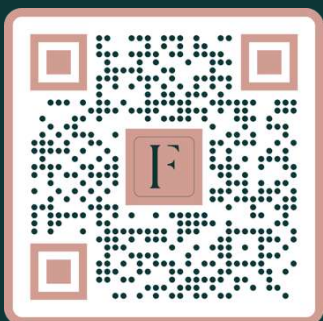
The Grand, York

<https://www.thegrandyork.co.uk>

The Grand, York: York's Luxury 5-Star Hotel & Spa in York

Stay at The Grand, York, the only 5 star hotel in York. Perfect for romantic getaways and spa breaks.

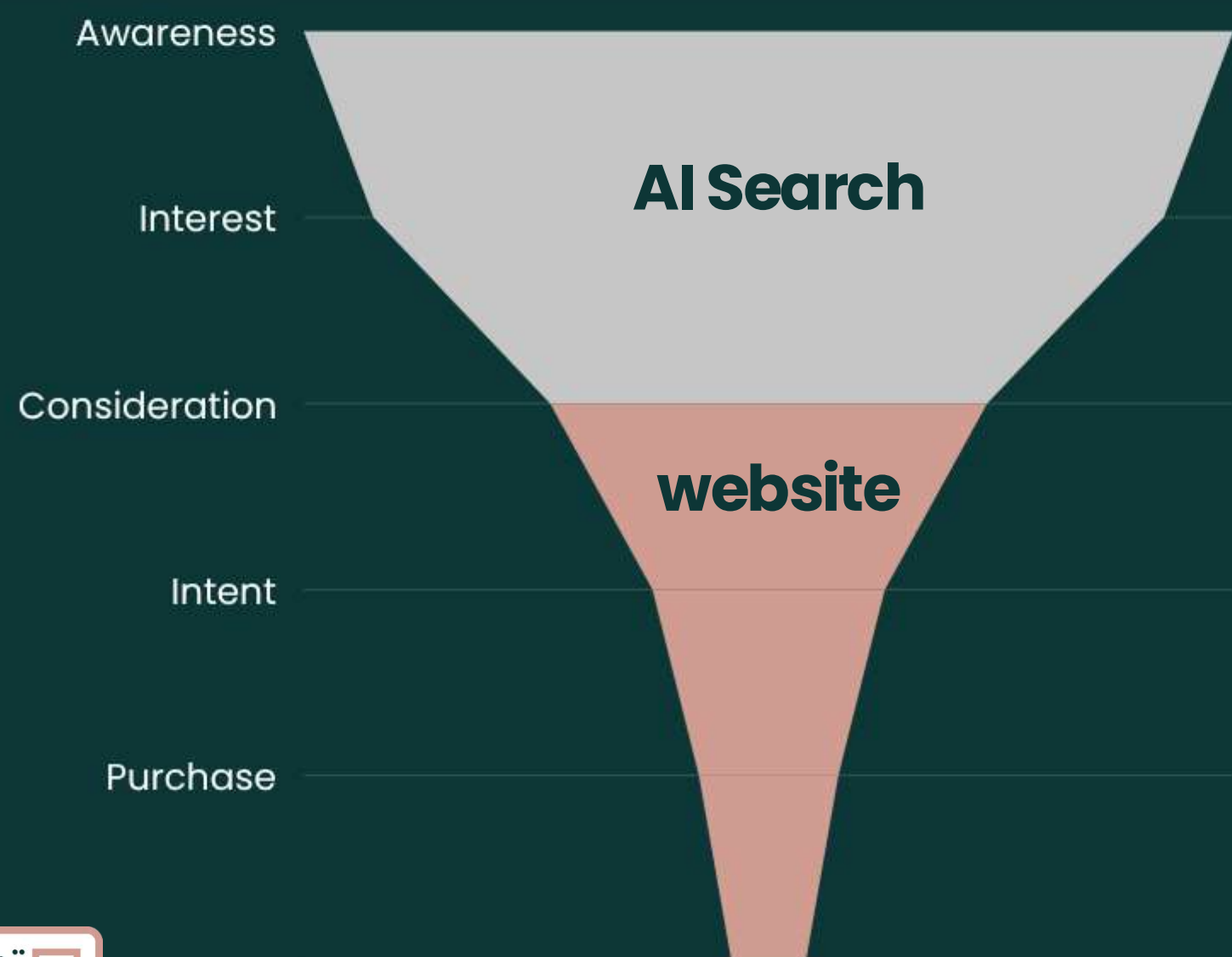
Explore our latest hotel deals in York today.



The changing role of the hospitality website

This Year

AI search moves us much further down the funnel before we visit a website

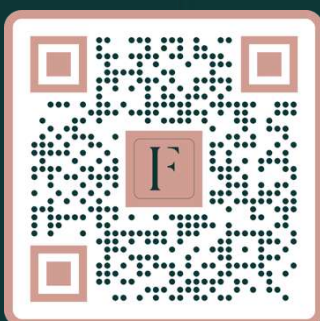


The Grand, York is an award-winning five-star luxury hotel located in the heart of the city, originally built in 1906 as the headquarters of the North Eastern Railway. It is known for its elegant Edwardian architecture, a range of high-end amenities, and exceptional service.

Key Features & Amenities

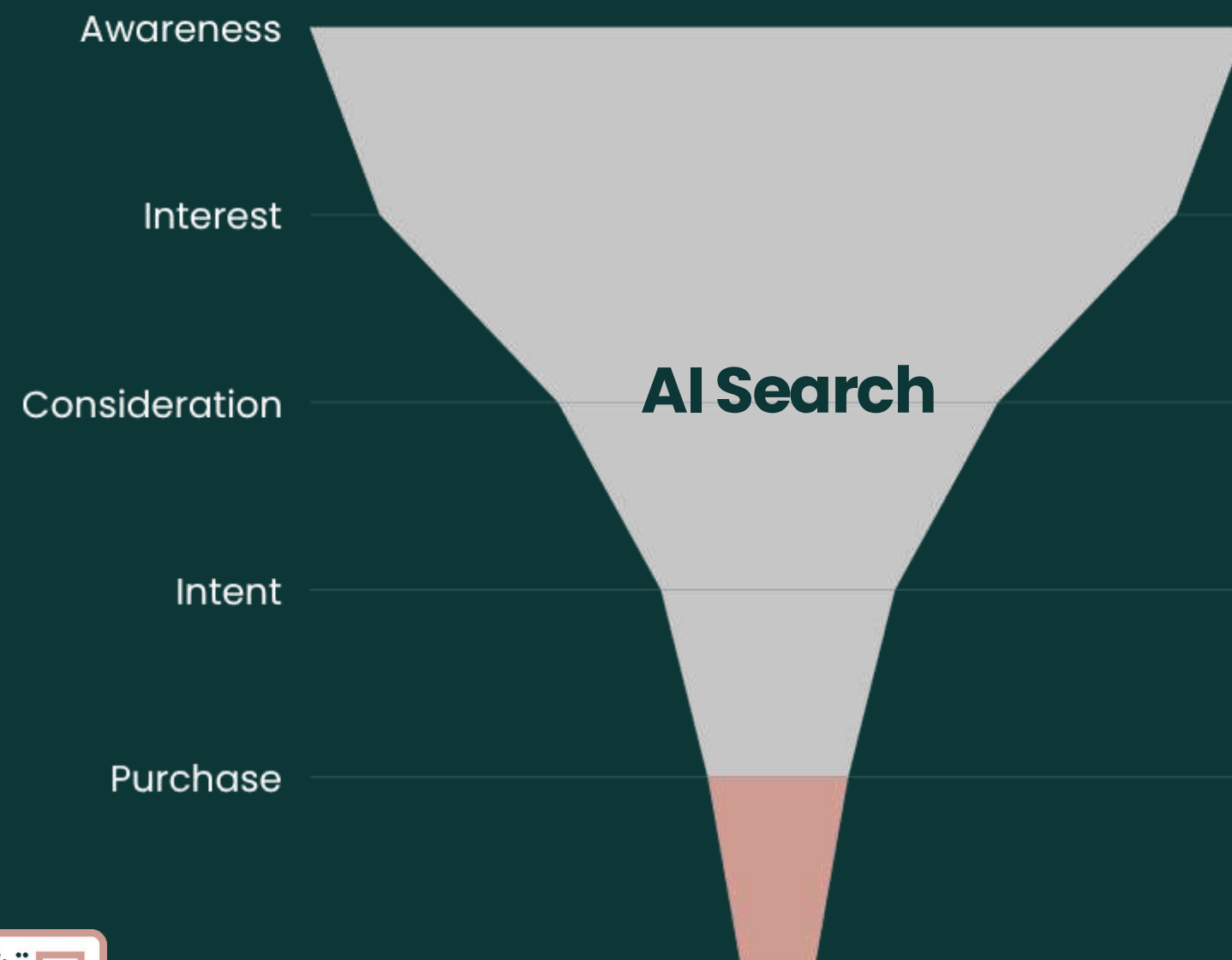
- **Location:** The hotel is centrally located at **Station Rise, York, YO1 6GD**, near the train station and a short walk from major attractions like York Minster and the Shambles.
- **Accommodations:** The 207 rooms and suites blend historic elegance with modern comfort, offering amenities like air conditioning, free Wi-Fi, Nespresso machines, and luxurious private bathrooms.
- **Dining:** The hotel features two restaurants:
 - **The Rise** offers modern British cuisine in a brasserie-style setting.
 - **Legacy** is a fine-dining restaurant celebrating local Yorkshire produce.
 - Guests can also enjoy drinks at the **1906 Bar** or a traditional afternoon tea.
- **Spa & Wellness:** The SubRosa Spa, located in the hotel's former vaults, features an indoor swimming pool, a gym, a sauna, a steam room, and various Elemis treatments.
- **Other Facilities:** The hotel also includes a state-of-the-art **Cookery School**, meeting and event spaces, and offers convenient **valet parking** for guests.

You can find more information or book a stay on the official [The Grand, York website](#).



The changing role of the hospitality website

Next Year



Guests will regularly develop the intent to purchase within AI Search before starting their transaction

AI Mode ▾ All Short videos News Forums More ▾

Booking Options

Nightly rates typically start around **\$148**, depending on your dates. ⓘ

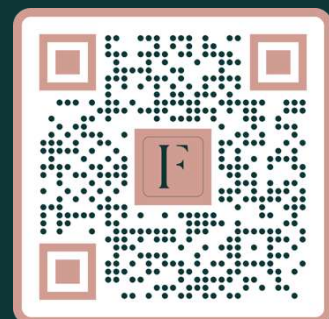
Prices for: Fri, May 15 – Mon, May 18 · 2 guests · per night, with fees, and without taxes

Hermitage Hotel Prague Official site	\$148
Evendo	\$232

Location & Connectivity

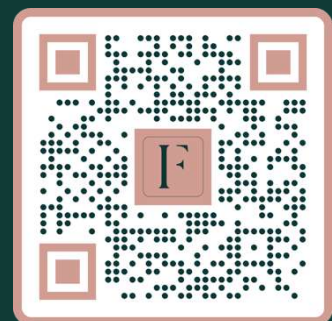
- **Address:** Svobodova 1, 128 00 Nové Město, Prague 2.
- **Transport:** Located a 3-minute walk from the **Výtoň tram stop**, providing easy access to the city center and attractions like the **Dancing House** (14-minute walk) and **Charles Bridge**.
- **Nearby Landmarks:** It is within walking distance of **Vyšehrad Castle** and the **Prague Congress Centre**. [Hermitage Hotel Prague +3](#)

Drop your file here



KEY TAKEAWAY 02

**Your AI shadow™ is quickly becoming
your most important digital asset.**

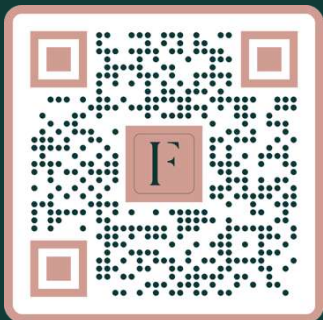


KEY TAKEAWAY 03

Digital marketing has moved beyond driving website traffic and optimising conversion:

01 Get recommended by AI

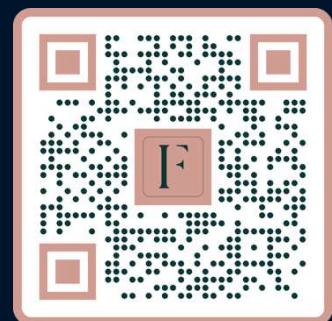
02 Influence what your AI Shadow™ says about you.



SECTION 3

The Confidence–Ambiguity™ Scale

The aim of the game is to increase confidence and reduce uncertainty.



AI Doesn't Search. It Judges.

Traditional Search

01

Customer makes a basic search

02

Google ranks millions of websites

03

Customer compares which links to click

04

Customer clicks a link

AI Search

01

Customer asks a detailed question

02

AI evaluates hundreds of signals

03

AI decides which businesses it trusts

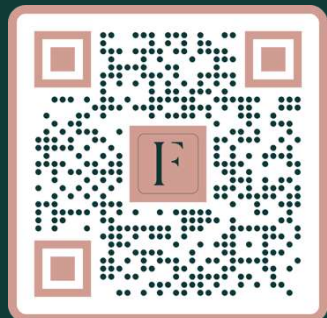
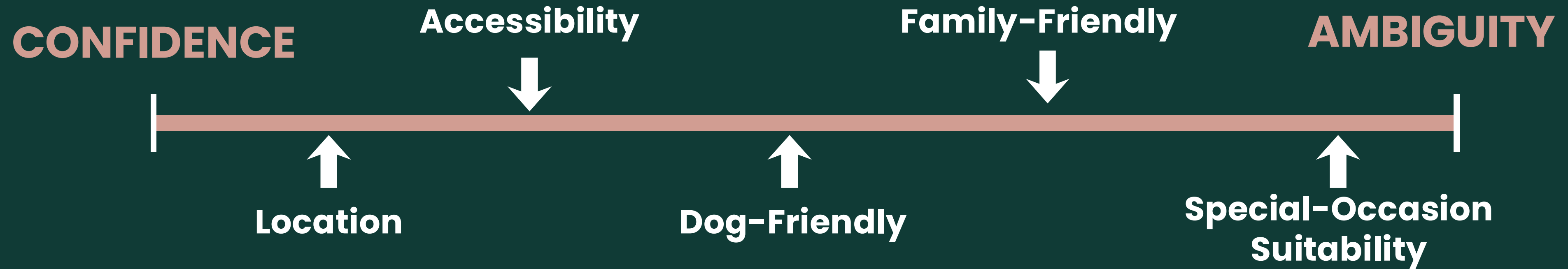
04

AI recommends only a handful of businesses



The Confidence–Ambiguity™ Scale

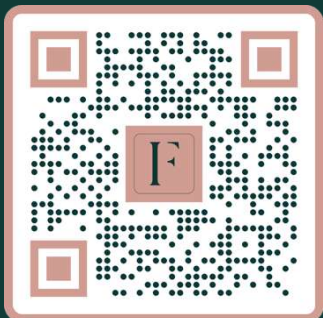
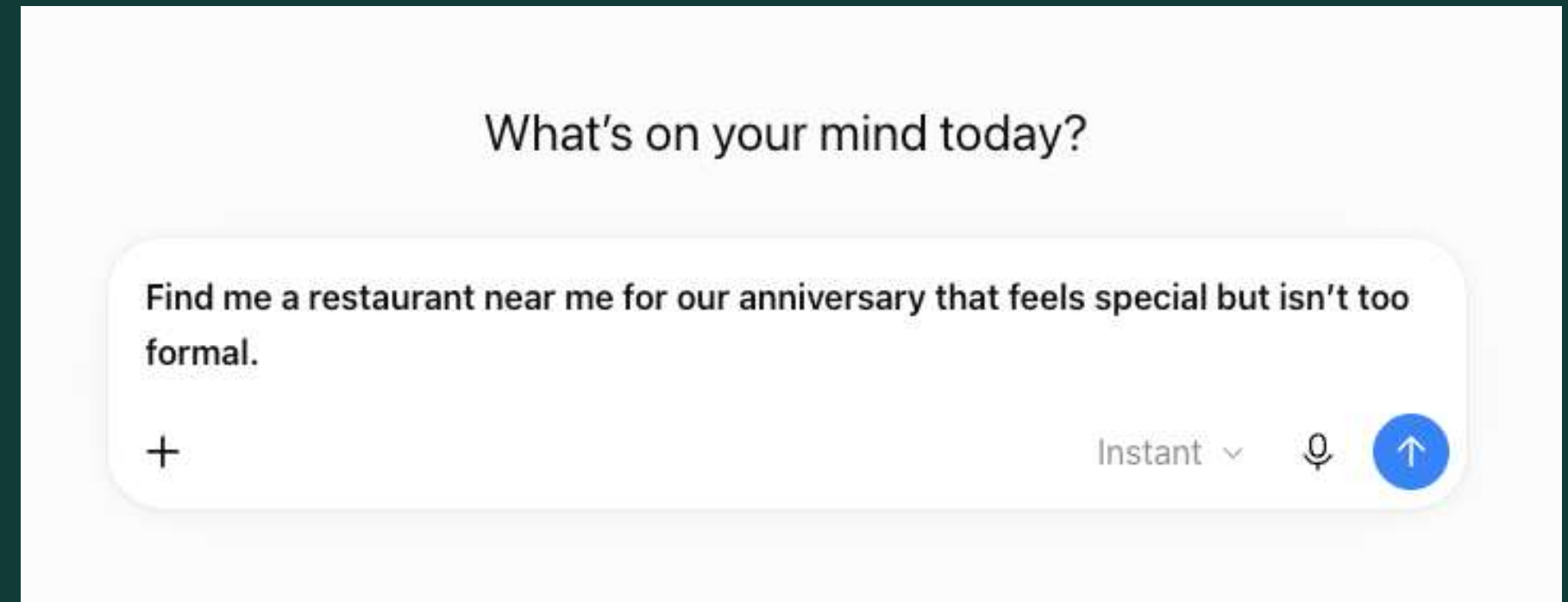
The more AI has to guess, the less confidence it has about your business.



“Special” Occasion Suitability

Let’s break down what’s happening here:

- AI interprets what it thinks I mean by “**special**” and what I might want for an “**anniversary**”
- AI looks for evidence that fits that interpretation.



CONFIDENCE

AMBIGUITY



Restaurant B

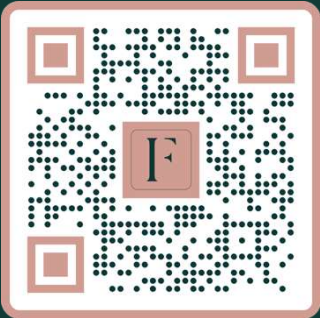
DETAIL:

- Candlelit tables
- Relaxed service
- Seasonal tasting menu
- Personalised anniversary desserts

Validated by specific reviews
referencing their positive anniversary
experience

Restaurant A

“We make every occasion special.”



Fuel your AI Visibility with C.A.R.B.S

C — Customer Clarity

Can AI immediately understand who you're for?

R — Reviews

Do customers consistently validate your experience?

S — Structured Data & Machine Readability

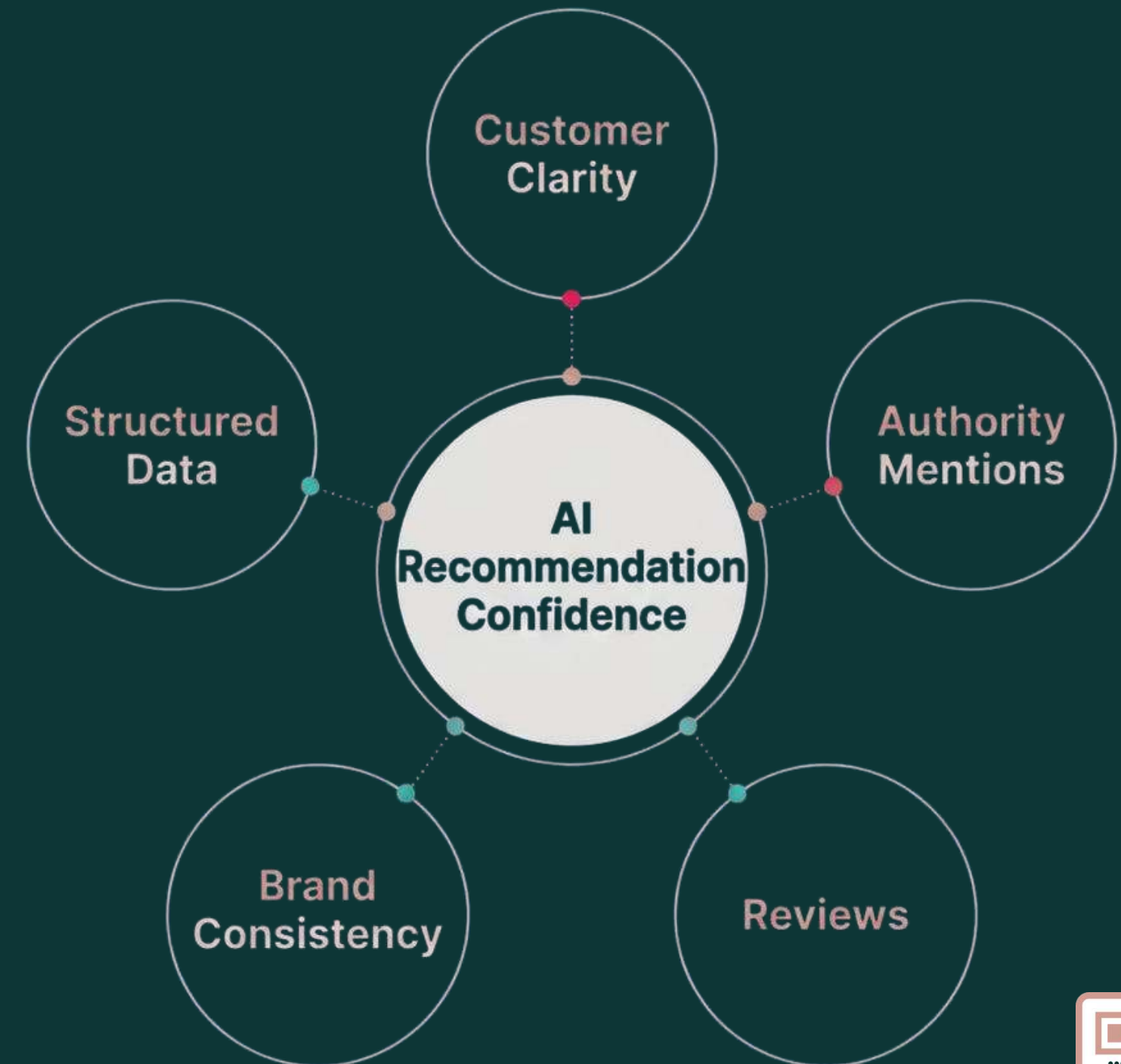
Can machines understand you without guessing?

A — Authority Mentions

Do trusted sources reinforce your credibility?

B — Brand Consistency

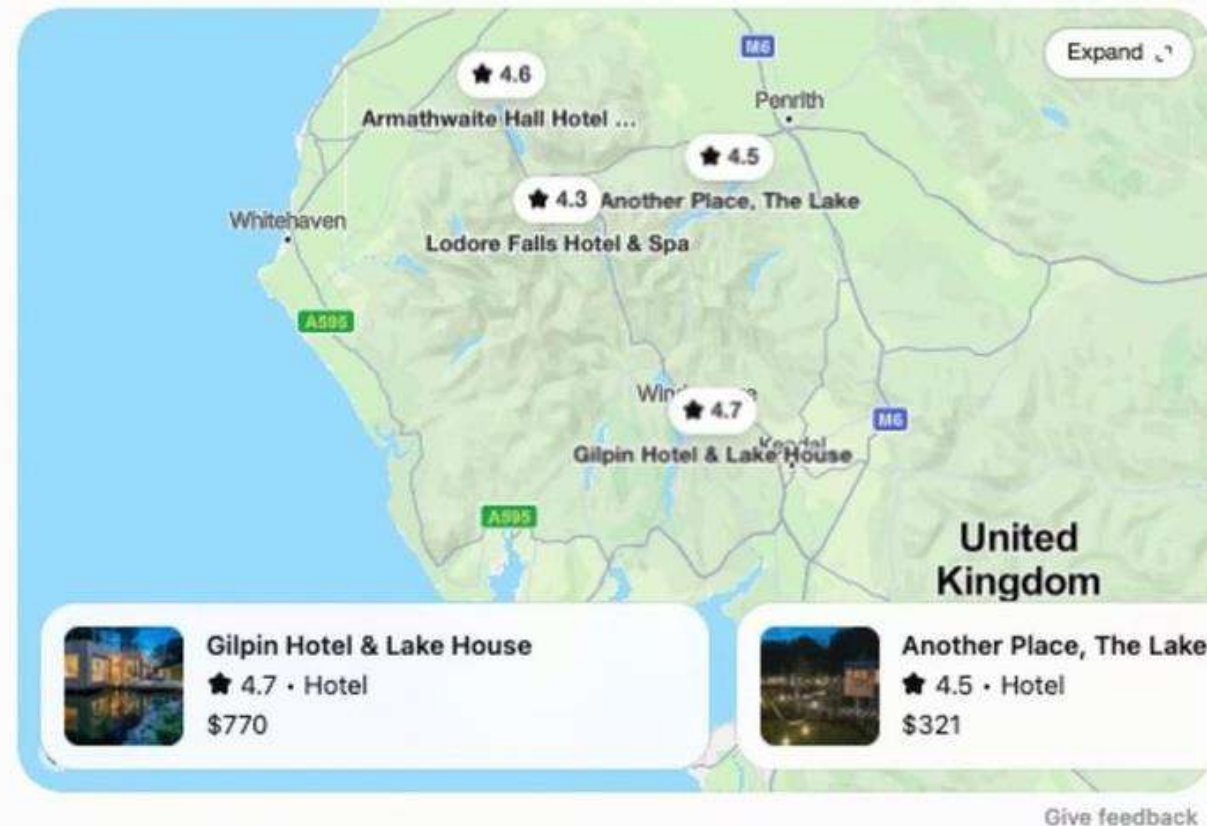
Does every source tell the same story?





Share ...

Recommend a luxury hotel in the Lake District with a spa, excellent food, dog-friendly rooms and good walking nearby.



Based on your criteria—luxury, excellent food, a proper spa, dog-friendly rooms and outstanding walking from the door—these would be my shortlist.



1. Gilpin Hotel & Lake House ✓ My top recommendation

★ 4.7 • Hotel
Website • Directions • 015394 88818

If this is a special occasion, I'd book Gilpin.

Why you'll love it:

- ✓ One of the most luxurious hotels in the Lake District

+ Ask ChatGPT

Instant



- ✓ Dog-friendly accommodation available

Let's Ask AI...

Recommend a luxury hotel in the English Lake District with a spa, excellent food, dog-friendly rooms and good walking nearby.

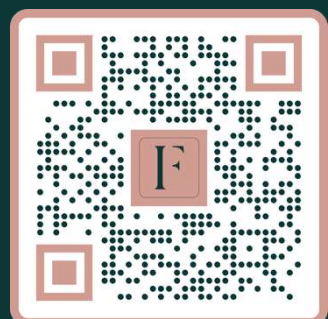
RECOMMENDED

- Gilpin Hotel & Lake House
- Another Place, The Lake
- Armathwaite Hall Hotel and Spa

NOT RECOMMENDED

- Appleby Manor Hotel & Garden Spa

Why these hotels?



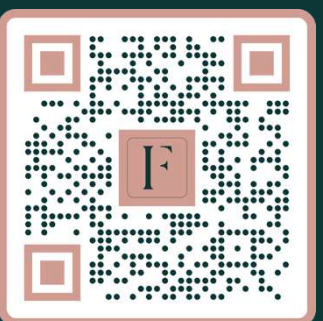


Let's Explore Appleby Manor

On paper, a perfect match.

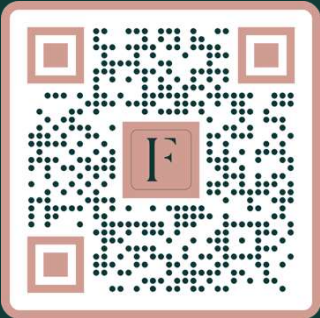
Formula
DIGITAL. DONE DIFFERENTLY.

- ✓ **Luxury hotel**
- ✓ **Lake District location**
- ✓ **Spa on-site**
- ✓ **Strong food reviews**
- ✓ **Dog-friendly rooms**
- ✓ **Excellent walking nearby**



Why these hotels got recommended

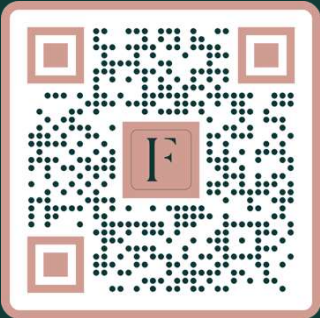
Hotel	Customer Clarity	Authority	Reviews	Brand Consistency	Structured Data & Machine Readability	Overall AI Confidence
Gilpin Hotel & Lake House	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	Very High
Another Place, The Lake	✓✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓	Very High
Armathwaite Hall Hotel & Spa	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	Very High
Appleby Manor Hotel & Garden Spa	✓✓	✓✓	✓✓	✓✓	✓✓	Medium–High



Why AI Omitted Appleby Manor

Not inferior. Just more ambiguous to AI.

Prompt Requirement	Signal Strength
Luxury	Present, but less externally reinforced
Spa	Strong
Excellent food	Strong — AA Rosette awarded
Dog-friendly rooms	Available, but limited and not prominently positioned
Good walking nearby	Present, but less clearly productised
In the English Lake District	Slight geographic ambiguity
Independent authority	Smaller digital footprint
Brand & entity clarity	More fragmented across sources



Try this yourself

I want you to compare my business with three named competitors and assess how confident you would be recommending each business to a potential customer.

My business:

[INSERT BUSINESS NAME AND WEBSITE]

Competitor 1:

[INSERT BUSINESS NAME AND WEBSITE]

Competitor 2:

[INSERT BUSINESS NAME AND WEBSITE]

Competitor 3:

[INSERT BUSINESS NAME AND WEBSITE]

The customer is looking for:

[INSERT A SPECIFIC CUSTOMER PROMPT, FOR EXAMPLE: “A luxury business in the Lake District with a spa, excellent food, dog-friendly rooms and good walking nearby.”]

Use the CARBS Framework to assess each business.

CARBS stands for:

C — Customer Clarity

How clearly does the business’ website explain who it is for, where it is located, what it offers and why it matches this specific customer request? Look for dedicated pages, clear language, detailed facilities, room information, location context and strong alignment with the customer’s needs.

A — Authority Mentions

What credible external sources reinforce the business’s claims? Look for coverage and recognition from respected travel publications, tourism organisations, business guides, industry bodies, awards, restaurant guides and other authoritative third-party websites.

R — Reviews

What do customer reviews consistently say about the business? Consider review volume, recency, ratings and whether customers specifically corroborate the qualities relevant to the customer’s request. Do not rely solely on the business’s own testimonials.

B — Brand Consistency

Is the business described consistently across its website, Google Business Profile, booking platforms, tourism websites, social profiles and other important sources? Identify contradictory information relating to its location, category, facilities, dining, spa, dog policy, room types or positioning.

S — Structured Data and Machine Readability

Inspect the business’s genuine live structured data and underlying page content. Do not estimate this score based only on how professional the website looks.

For each website:

1) Inspect the live HTML and identify the .JSON-LD, microdata or RDFa

2) Identify the schema types being used, including where relevant:

- Hotel
- LodgingBusiness
- LocalBusiness
- Organization
- PostalAddress
- GeoCoordinates
- AggregateRating
- Review
- Restaurant
- Offer
- Product
- Room
- HotelRoom
- Accommodation
- AmenityFeature
- ImageObject
- BreadcrumbList
- FAQPage
- sameAs

3) Check whether the structured data accurately reflects the visible page content.

4) Identify missing, incomplete, duplicated, contradictory or incorrectly nested properties.

5) Check whether important customer information—such as spa facilities, restaurants, dog-friendly rooms, walking access, location and room types—is clearly understandable from both the visible content and the structured data.

6) Where possible, validate the markup against Schema.org and Google’s structured-data requirements.

7) Clearly distinguish between:

structured data that has been directly verified;

information inferred from visible content;

information that could not be verified.

Do not invent schema types, validation results, review totals, awards or technical findings. If the live source code cannot be accessed or properly inspected, say so clearly and mark the structured-data assessment as unverified.

Score each CARBS category out of the following:

- Customer Clarity: 25 points
- Authority Mentions: 20 points
- Reviews: 20 points
- Brand Consistency: 15 points
- Structured Data and Machine Readability: 20 points

Total: 100 points

Present the findings in this format:

1) Executive summary

Explain which business you would be most confident recommending for the specific customer request and why.

2) Comparison table

Include:

- Hotel
- Customer Clarity score
- Authority score
- Reviews score
- Brand Consistency score
- Structured Data and Machine Readability score
- Total CARBS score
- Recommendation confidence: Very High, High, Medium, Low or Very Low

3) Detailed analysis

Provide evidence for each business across all five CARBS categories. Include links or citations to the sources used.

4) Structured-data audit

Create a separate table showing which schema types were directly detected on each business’s website, along with errors, omissions, inconsistencies and opportunities.

5) Recommendation test

Answer:

Which business best matches the customer’s request?

How confident are you recommending my business over each competitor?

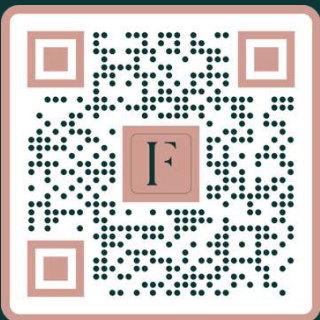
What evidence increases or reduces your confidence?

Is my business genuinely less suitable, or is it simply communicating its suitability less effectively?

6) Priority actions

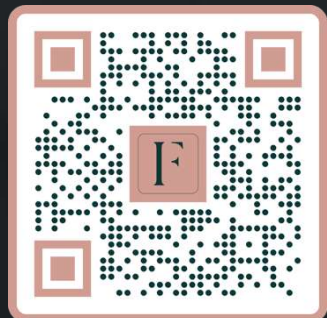
Give my business the five highest-priority actions that would most improve its likelihood of being understood, trusted and recommended by AI systems.

Prioritise practical improvements across content, authority, reviews, brand consistency and structured data. Do not assume that adding schema alone will solve weaknesses elsewhere in the CARBS Framework.



Digital decluttering

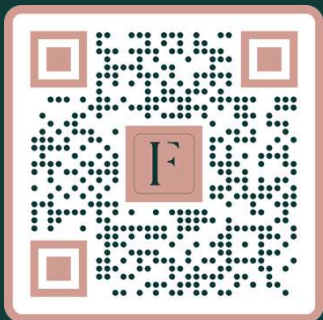
- Events
- Menus
- Offers
- Duplicate content
- Outdated room information.



KEY TAKEAWAY 04

Everything AI can find about your business either **builds confidence or **creates ambiguity**.**

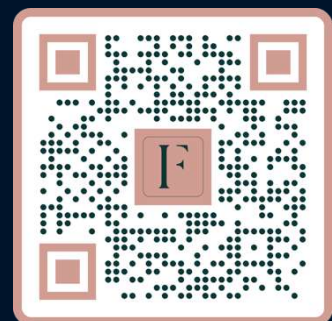
Greater confidence can lead to **greater visibility.**



SECTION 4

Fuel your AI visibility with C.A.R.B.S.

Strengthen the signals that reduce ambiguity and create confidence.



C Customer Clarity

MEANING

Make it obvious who the hotel suits and why.

QUESTION IT ANSWERS FOR AI

Does this hotel fit this guest?

ACTION

Answer your key guest types' full brief on one useful bookable page.



Why Apartment Hotels Are the Best Choice for Family Travel

Travelling with family can be exciting but also challenging. Parents need accommodations that offer comfort, space, and convenience while keeping costs in check. Apartment hotels are the perfect solution for family travel, providing a home-like experience with hotel-style amenities.

Unlike traditional hotels, apartment hotels offer separate sleeping areas, fully equipped kitchens, and family-friendly facilities. Whether planning a short getaway or an extended vacation, they provide a stress-free, flexible, and cost-effective stay for families of all sizes.

What Makes Apartment Hotels Ideal for Families?

More Space for Everyone



A Authority

MEANING

Credible third parties supporting your claims.

QUESTION IT ANSWERS FOR AI

Who else backs up this strength?

ACTION

Identify one distinctive strength and seek a relevant mention from a tourism body, guide or publication.

South Belfast pub The Parlour to reopen on Friday after four-month 'top-to-bottom' refurb



The Parlour on Elmwood Avenue



Margaret Canning
Business Editor

Share

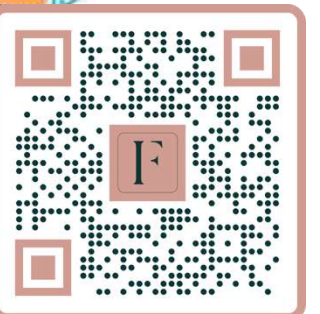
Add as a preferred source

9 Sep 2026 2:39 PM

Subscribe to Premium for just £0.08/day.

Subscribe now

Popular south Belfast pub The Parlour will reopen on Friday following a "top-to-bottom" refurbishment.



R Reviews

MEANING

Recent guests describe the experience they had.

QUESTION IT ANSWERS FOR AI

Do stays back up the promise?

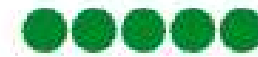
ACTION

Encourage specificity.
"What did you enjoy the most?"
"Was your visit for something special?"



Tim R wrote a review Sept 2026

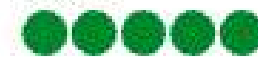
Otley, United Kingdom • 34 contributions • 28 helpful votes



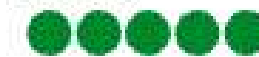
2 night stay to visit Hill Dickinson

Lovely hotel and all round great staff. Room was large with plenty of space. Perfect location with plenty of parking 100m from the Hill Dickinson. Easy walkable distance from the City Centre. All in we couldn't have booked a nicer hotel. I would also say they have the best hotel breakfast sausage I have ever had.

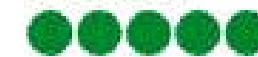
Value



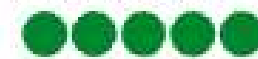
Rooms



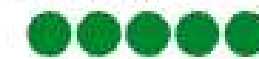
Location



Cleanliness



Service



Sleep Quality



Date of stay: September 2026

Trip type: Travelled as a couple



0



Response from Marisa S, Guest Services / Front Office at Titanic Hotel Liverpool

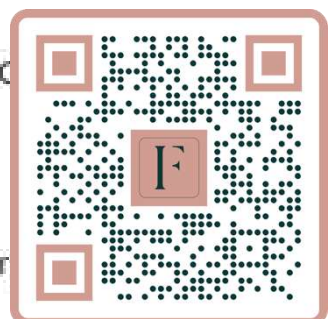
Responded 2 days ago

Dear timr772,

Thank you for your lovely review! We're delighted you enjoyed your stay, our location and the breakfast.

[Read more](#) ▼

This response is the subjective opinion of the management representative and not of Tripadvisor LLC nor our company.



B Brand Consistency

MEANING

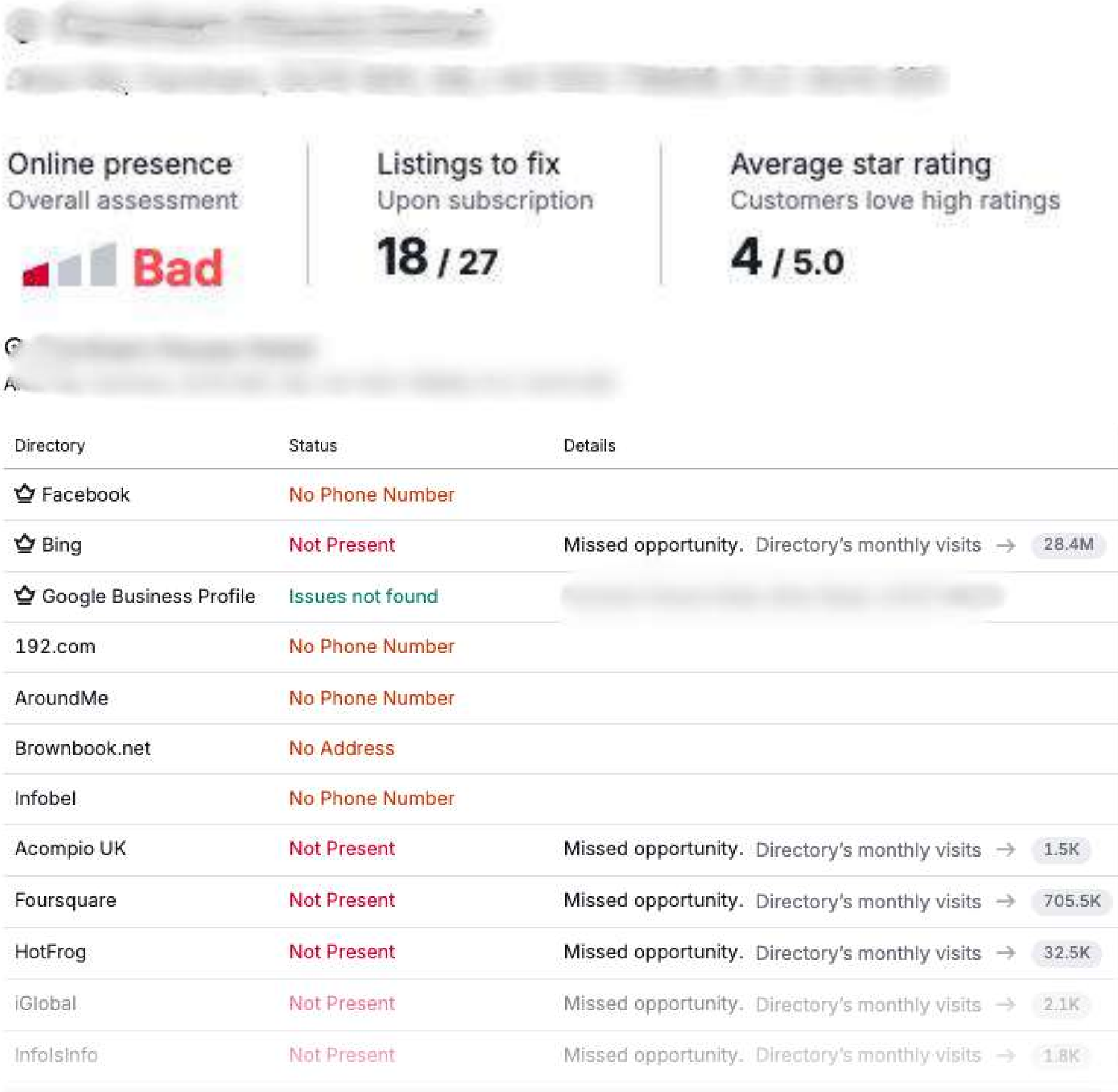
Important facts agree across the wider web.

QUESTION IT ANSWERS FOR AI

Which version of the hotel is correct?

ACTION

Audit listings and fix missing or conflicting facts.



S Structured Data and Machine Readability

MEANING

Pages work. Their facts can be read and understood.

QUESTION IT ANSWERS FOR AI

Can machines reach and interpret the evidence?

ACTION

Crawl the site and fix important guest journeys.

Recommended Actions

1 Create an llms.txt File for AI Discoverability

🔑 Easy 🚨 Critical

Your website does not have an llms.txt.

🕒 45 mins

💡 How to Fix

📄 Show Detail

🔑 Get This Fixed

2 Add Unique Meta Descriptions

🔑 Easy 🚨 Critical

34% of pages missing meta descriptions.

🕒 3 hours

💡 How to Fix

📄 Show Detail

🔑 Get This Fixed

3 Create FAQ and Q&A Content

🔑 Easy 🚨 Critical

Build comprehensive FAQ pages with FAQPage schema markup.

🕒 5 hours

💡 How to Fix

📄 Show Detail

🔑 Get This Fixed

4 6 form inputs missing labels (0% have labels)

🔑 Moderate 🚨 Critical

Associate all form inputs with <label> elements or use aria-label attributes.

🕒 90 mins

💡 How to Fix

📄 Show Detail

🔑 Get This Fixed

5 No link to Google Business Profile found

🔑 Easy 🚨 Critical

Create and optimize your Google Business Profile, then link to it from your website.

Your Website Now Serves Two Audiences

```
<script type="application/ld+json" data-next-head="">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "url": "https://www.semrush.com/blog/seo-audit/",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "https://www.semrush.com/blog/seo-audit/"
  },
  "headline": "How to Perform a Complete SEO Audit in 20 Steps",
  "image": {
    "@type": "ImageObject",
    "url": "https://static.semrush.com/blog/uploads/media/a2/45/a245a62def2738da905c18ecf9753f13/extra.png",
    "width": 885,
    "height": 375
  },
  "datePublished": "2020-06-01T11:00:00Z",
  "dateModified": "2026-04-22T09:43:00Z",
  "description": "Learn how to perform a complete SEO audit for 2026. Follow a step-by-step checklist to improve rankings, fix issues, and boost AI visibility.",
  "identifier": "https://www.semrush.com/blog/seo-audit/",
  "publisher": {
    "@type": "Organization",
    "name": "Semrush",
    "url": "https://www.semrush.com/",
    "sameAs": ["https://www.facebook.com/Semrush/", "https://linkedin.com/company/semrush/", "https://instagram.com/semrush/", "https://x.com/semrush/"],
    "logo": {
      "@type": "ImageObject",
      "url": "https://cdn.semrush.com/__static__/semrush-logo-700.jpg",
      "width": 700,
      "height": 700
    }
  }
}
```

Humans Need Inspiration

"This hotel is perfect for couples looking for a relaxing coastal escape."

Machines Need Clarity

Luxury hotel?

Adults only?

Beachfront?

Romantic?

Spa hotel?

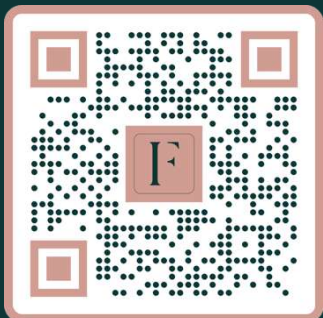
4 or 5 star?



Think of it like an IKEA wardrobe



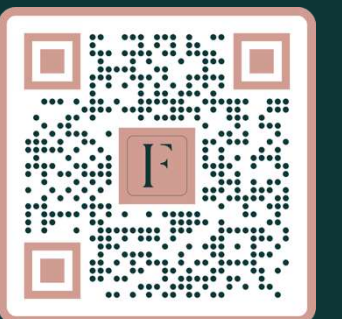
Without Instructions
Confused.
Make (wrong) assumptions.



With the Manual
Fewer mistakes.
Total confidence.

Five priorities for the next 90 days

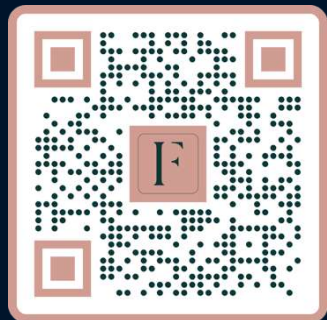
- 01** **Test your AI Shadow™** against real guest questions (access the prompt via the QR code)
- 02** Choose the guest needs **you can serve best**
- 03** **Perform a website audit** and understand your “visibility anchors”, then fix the highest-priority ones.
- 04** Find and correct **conflicting information**
- 05** **Send press releases** for something newsworthy to local and trade press



SECTION 5

How search *will* change

My predictions for the next 18 months



PREDICTION 01

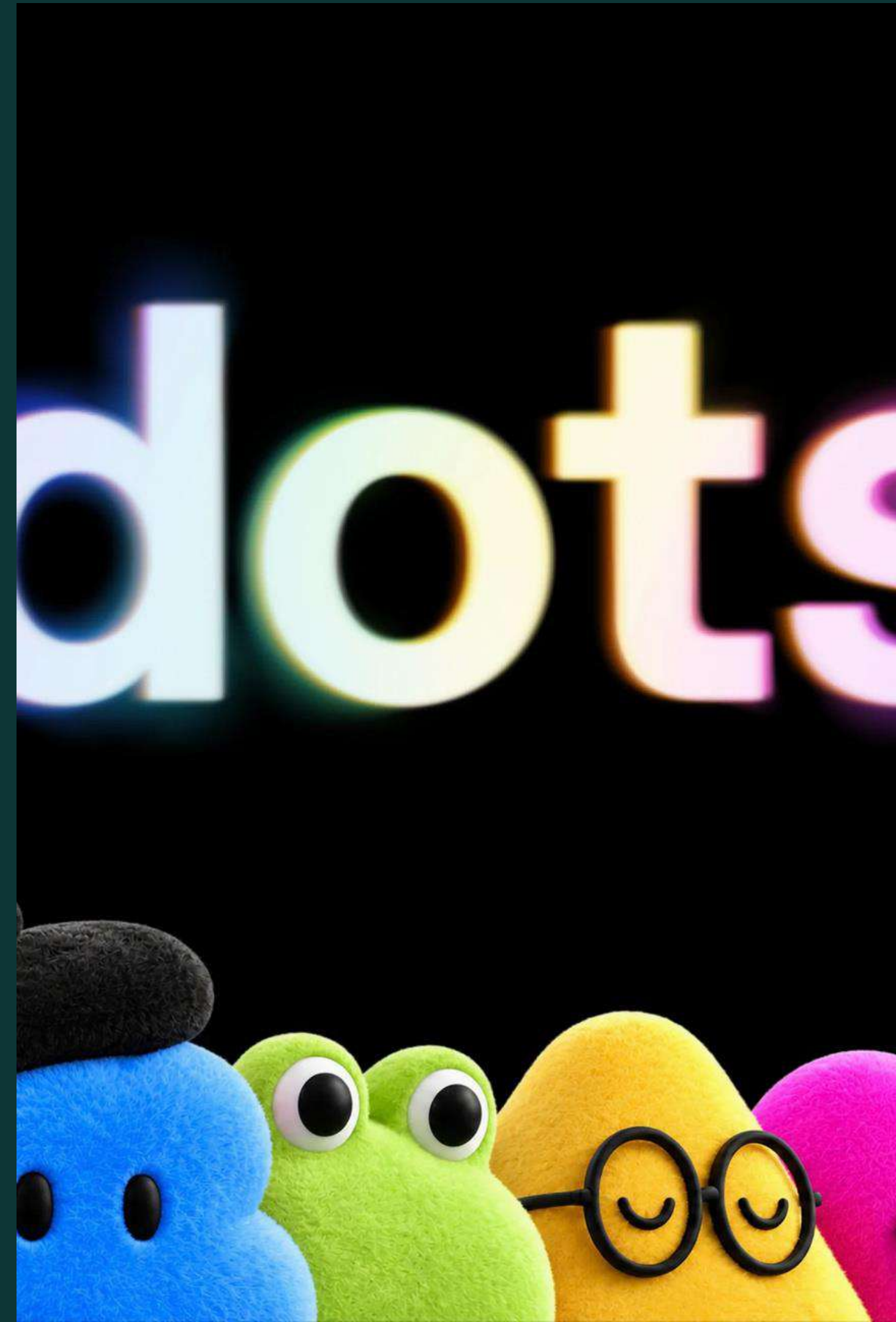
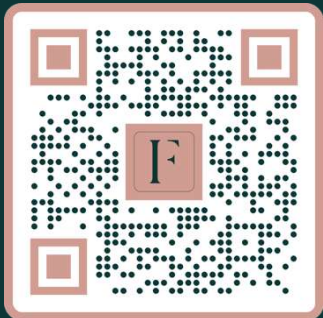
Proactive search

AI will increasingly start the conversation.

“Dots have their own cloud computer, learn from feedback over time... and can readily connect to over 4,000 apps.”

In short...

It will preempt your hospitality search before you make it



PREDICTION 02

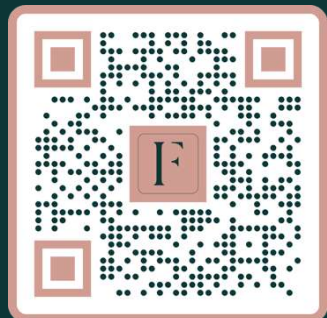
The detail will win the booking

“Family-friendly” becomes more specific.

Interconnecting rooms

Children’s dining times

Pool access and restrictions



The screenshot shows the Hilton website's header with the logo and navigation links. A search bar is visible with the text 'Anywhere' and 'Any dates • 1 room, 1 adult'. The main content area features a large heading 'Introducing Confirmed Connecting Rooms by Hilton™' followed by a paragraph explaining the service. Below this, a section titled 'Booking is as easy as 1-2-3' shows three steps: 'Choose Stay Details', 'Click Connecting Rooms', and 'Book Your Stay'. At the bottom, there are links for 'Benefits' and 'FAQs'.

Language English

Hilton
FOR THE STAY™

Your Stays Join Sign In

Anywhere
Any dates • 1 room, 1 adult

Introducing Confirmed Connecting Rooms by Hilton™

Confirmed Connecting Rooms by Hilton is the most reliable way to book and instantly confirm connecting rooms or adjoining rooms on Hilton.com or the Hilton Honors App. The days of waiting until check-in to confirm are over. With Hilton, you'll have peace of mind knowing everyone in your group will be together in connecting rooms.

Booking is as easy as 1-2-3

- Choose Stay Details
- Click Connecting Rooms
- Book Your Stay

Benefits

FAQs

FAQs

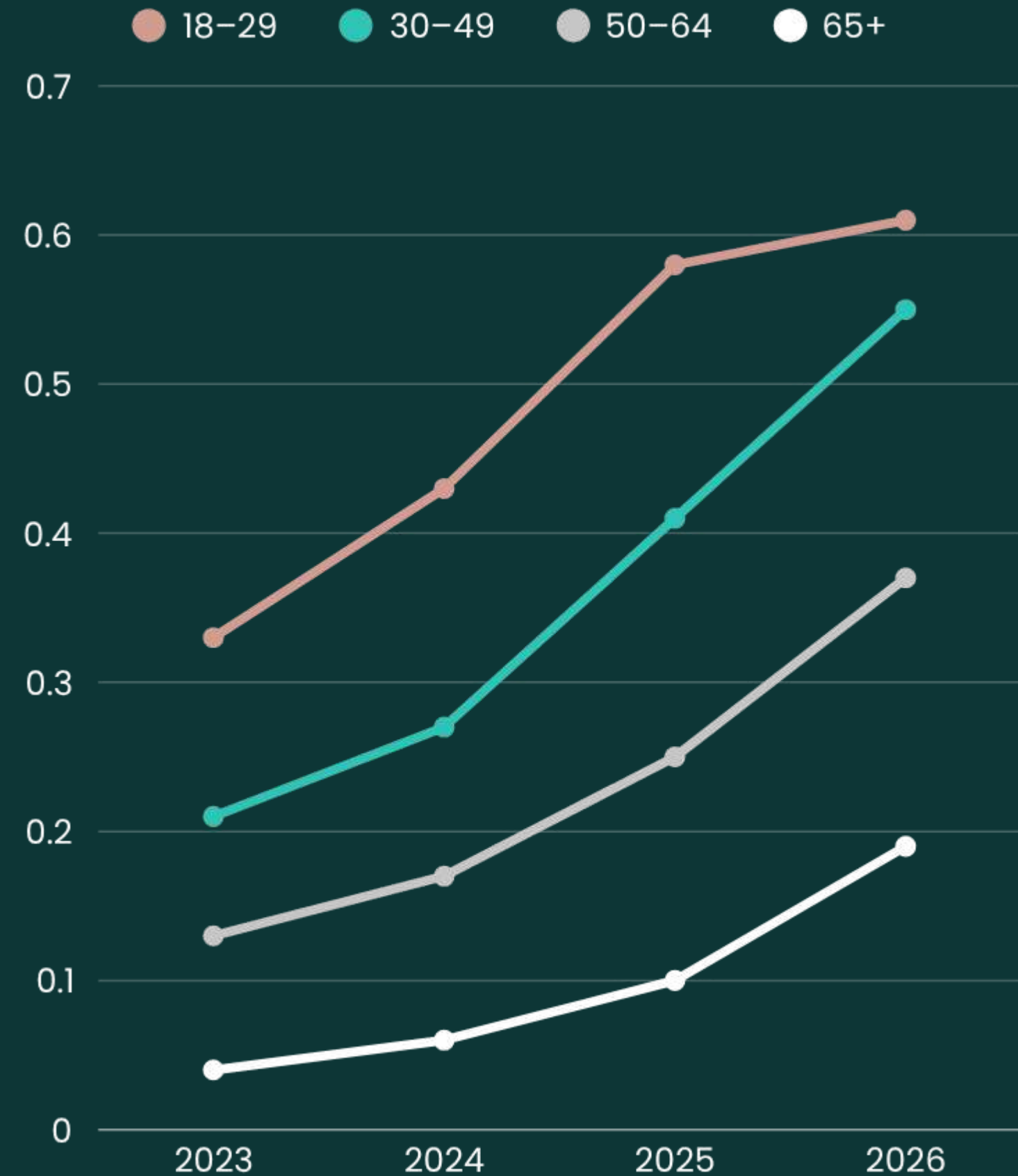
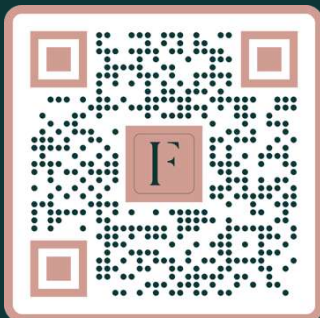
PREDICTION 03

The AI Generation Gap Will Narrow

AI-assisted discovery won't remain a young-person behaviour.

The first phase of AI adoption required people to change their behaviour.

The next phase won't.



Source: Pew Research Centre. Americans and AI 2026: Chatbots, Smart Devices, and Views on Impact.

Final Takeaways

01

AI is quickly changing how your customers **search, choose and book hospitality.**

02

Your AI shadow™ is quickly becoming **your most important digital asset.**

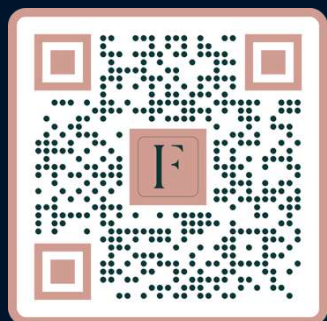
03

Everything AI can find about your business either **builds confidence** or **creates ambiguity.**

04

The future to being recommended and booked

- Build a strong digital foundation with **C.A.R.B.S**
- Layer it with **intricate detail** about the experience you offer



Resources to help

C.A.R.B.S Assessment Prompt

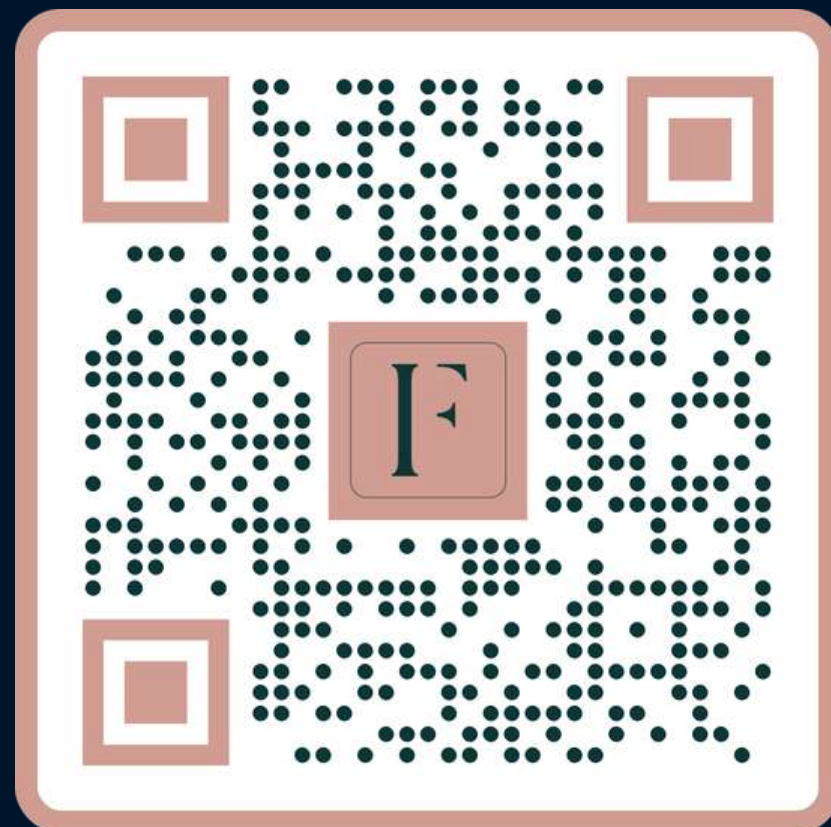
A prompt to explain how AI understands your business compared with your competitors

2-Page Cheat Sheet

A two-page summary of all the core concepts from today.

Slides & more

Today's slides and a breakdown of how Formula can help your business



Formula

HOSPITALITY EXCHANGE / DELEGATE CHEAT SHEET

DIGITAL. DONE DIFFERENTLY.

Does AI know your business?

How hospitality businesses become understood, trusted and recommended.

01 / UNDERSTAND THE SHIFT

THE QUESTION TO ASK

If a customer asked AI to recommend a business like yours, what would it know, and where would it hesitate?

Search is moving from “tell me” to “do it for me”

LAST 2 YEARS

Mainstream search

AI has changed how people search.

LAST 12 MONTHS

Planning & comparison

AI has moved deeper into travel and experience planning.

LAST 90 DAYS

Towards transactions

AI has started to cross the transaction threshold.

Your AI Shadow™

The picture AI has built of your business from information it can find. It can shape a customer's first impression before they visit your website.

From vague claims to clear evidence

“We make every occasion special” leaves AI to interpret the promise. Candlelit tables, relaxed service and anniversary reviews give it evidence to work with.

THE CONFIDENCE-AMBIGUITY™ SCALE

Less guessing → More confidence → Stronger grounds to recommend

Everything AI can find either builds confidence or creates ambiguity.

Three predictions to prepare for

01 Proactive search

AI increasingly starts the conversation.

02 The detail will win the booking

Specific needs replace broad labels.

03 The AI generation gap will narrow

AI discovery reaches beyond younger users.

Adam Hamadache | CEO & Founder, Formula

1 / 2

Thank you.

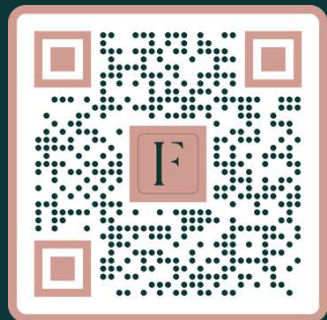


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Formula
DIGITAL. DONE DIFFERENTLY.