

Website optimisation: GEO/ AI

A 15-minute cheat sheet for faster, smarter direct booking campaigns



Pages makes sense if scanned, not just when read

- 1

Are proper headings (like H1, H2, H3) in use?

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Are lists and tables in use for information where required?

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Are all links descriptive? e.g. [View our deluxe suites](#) rather than [click here](#)

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Are special tags (Schema) for important details like rooms, reviews, pricing, location and FAQs in use?
Test your website using <https://validator.schema.org/>

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Do room names communicate what they are clearly? E.g. instead of ‘Suite’, or ‘Roomy Suite’ say ‘Deluxe King Suite with Ocean View’

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Are key details like bed size, view and special features listed?

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Is straightforward language used to describe amenities? E.g. instead of ‘Extras’ say ‘Free breakfast, gym access, pet friendly rooms’

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Are all amenities listed and easy to find? Are room amenities listed per room and hotel amenities on a dedicated page?

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Are prices shown next to rooms and offers?

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Are full costs (including taxes and fees if possible) shown so there are no surprises?

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Are prices available in structured formats like tables and lists not just paragraphs?

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Media can be understood without eyes

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Do images have alt text? Irrelevant images can have alt=null.

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Do videos have captions and transcripts where required?

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Other considerations

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Have guest questions been directly addressed in natural language via FAQs? e.g. how far is the hotel from the airport? Or what is the cancellation policy?

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Is metadata in use for page descriptions? e.g. **rooftop infinity pool**

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Have landing pages been created with a niche focus? e.g. **Remote-work friendly suites in Porto with fast Wi-Fi** or **Romantic adventure getaways with spa packages**

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Is content regularly refreshed? Monthly at least?

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Have timestamps been created to signal content freshness? e.g. last updated May 2025.

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Have guest reviews or guest mentions of the hotel been shared on the website?

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