

FREE BLUEPRINT · BOUTIQUE LODGES

DIGIVINO

The Top 3% Traffic Blueprint

Are you in the top 3%? Find out here.

5 steps | 8 checks | About 10 minutes | For owners and general managers

96.55%

Ahrefs study of about 14 billion pages, December 2023. Estimates; Google search only.

of web pages get no visitors from Google at all.

A lodge can have a beautiful website, yet no visitors. When guests can't find you on Google, they book through an online travel agency (OTA) instead, and you pay the commission.

1 Five steps for a page that brings in guests

1
Start with a guest question
Build pages around what guests ask, like "Do you allow dogs?"

2
Give each question its own page
Google and AI tools match a guest's question to a page that answers it.

3
Answer right away
Put the answer in the first two sentences, above the photos.

4
Add the details
Prices, policies, distances and recent reviews, typed as text on the page.

5
Let guests book with you
Every page ends with a button to your own booking system.

2 Guest questions that need their own page

Ask your front desk which of these they hear every week. You can answer each one better than an OTA can.

Pets
Which rooms allow pets, the fee, and good places nearby for a walk.

Weddings and small events
How many guests, which seasons, what's included, and who to call.

Getting here
Distance and drive time to the park, the town and the airport.

Best time to visit
Weather, crowds and what's open in each season.

Accessibility
Step-free rooms, parking and paths, described exactly.

Families
Room layouts, cribs, and things for kids to do.

> **Your facts must match everywhere.** Prices, check-in times, policies and amenities should be the same on your website, your Google Business Profile and every OTA listing. When they don't match, Google and AI tools don't know which one to believe.

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3 The 10-minute check

Look at your five most important pages, usually: home, rooms, location, weddings or groups, and booking. Tick one box on each line.

	CHECK	YES = 2	PARTLY = 1	NO = 0
1	**Each main page answers one guest question** A page called “Our Rooms” or “Experiences” alone doesn’t count.	☐	☐	☐
2	**Your three most common guest questions are answered on your website** Typed on the page. A photo caption, a PDF or an email reply doesn’t count.	☐	☐	☐
3	**When you Google one of those questions, your page shows up on the first page** Use a private browser window so Google doesn’t tailor the results to you.	☐	☐	☐
4	**The answer is in the first two sentences of the page** Above the welcome message and the photos.	☐	☐	☐
5	**Prices, policies and distances are typed on the page** Guests decide based on these facts, and so does Google.	☐	☐	☐
6	**Those facts match on your website, Google Business Profile and every OTA** Check prices, check-in time, pet policy and cancellation policy.	☐	☐	☐
7	**Every main page has a button to book directly with you** The button goes to your own booking system, not to an OTA.	☐	☐	☐
8	**You know how many bookings came directly to you last month, and how many came through OTAs** And which pages your direct bookers visited first.	☐	☐	☐

Your total _____ / 16

4 What your score means

13–16	7–12	0–6
Guests can find you Keep adding a page for each common guest question, and keep your facts the same everywhere.	**Halfway there** Usually some pages don’t answer a real question, or facts differ between your site and the OTAs. Fix one page at a time.	**Guests are finding the OTAs first** Your website looks good, but it isn’t bringing in bookings. Start with your three most common guest questions.

What to do next

Write one new page this month
Pick the question your front desk hears most. Answer it in two sentences, add the details, and add a booking button.

Run the free AI Visibility Check
Go to digivino.com/ai-visibility-check. Many guests now ask AI tools instead of Google. See what those tools say about you.

Book a complimentary 15-minute call
Go to digivino.com/book and bring your score. We’ll tell you which problems to fix first and what it takes.