



# Google - Are You Struggling to Slay the Ever-Powerful Online Giant?

*Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.*

# Outline

- History of the Problem
- Understanding the Problem
- Ways to address the Problem



# History

- **May 10, 2014** - Google Has A Grand Plan To Dominate The Travel Industry

<https://www.businessinsider.com/r-googles-hotel-moves-worry-travel-sector-2014-09>

- **August 2014** – Google releases Google Hotel Ads (Which are almost impossible for smaller properties to integrate with)

<https://support.google.com/hotelprices/answer/6101897?hl=en>

- **January 1, 2015** – Noticed new “Date Filters” in Google Maps during 4<sup>th</sup> Q 2014

*Spoke to Jade from Google Local at PAll in NOLA as to why – she didn’t know or could not share.*

- **July 14, 2015** – Google "No Known Availability" Issue Addressed by Senator King's Office

- **April 1, 2016** – Google began adjusting 3 pack local placement based on room availability from OTA feeds

<http://acorn-is.com/blog/2016/04/ota-availability-now-impacting-googles-3-pack-and-local-listings.html>

- **January 1 thru December 31, 2016** - Priceline Group and Expedia Inc. paid more than \$4 billion on Google advertising in 2016.

<https://skift.com/2017/12/28/google-travel-feeling-intensified-antitrust-pressure/>

- **March 2019** - Google releases new Hotel Booking site (Local / Maps results no longer in generic search)

<https://skift.com/2019/03/11/google-quietly-releases-its-hotel-booking-destination-with-potentially-huge-implications/>

# Booking Direct is a HOT topic!

Here are 3 Book Direct Articles  
posted in the last 30 days

- <https://skift.com/2019/03/04/whos-really-winning-the-direct-booking-wars-between-hotels-and-online-travel-agencies/amp/>
- <https://investorplace.com/2019/03/expedia-has-the-same-problem-booking-com-does/amp/>
- <https://skift.com/2019/03/05/american-airlines-and-hyatt-hotels-to-share-elite-loyalty-benefits/amp/>

SEARCH ARCHIVES BY MONTH:

Select Month ▼

We could spend  
**DAYS** talking  
about Google!

... but we only have 1 hour ....



acorn-is.com

In order to create a  
**STRATEGY** to **combat**  
the problem of growing  
OTA's vs. Direct  
bookings you must **first**  
**understand what is**  
**going on...**

It all starts  
with...

Google

Source / Medium ?	Acquisition
	Sessions ? ↓
	8,014 % of Total: 100.00% (8,014)
1. google / organic	3,073 (38.35%)
2. (direct) / (none)	2,559 (31.93%)
3. YMLP / email	486 (6.06%)
4. m.facebook.com / referral	443 (5.53%)
5. tripadvisor.com / cpc	303 (3.78%)
6. bing / organic	182 (2.27%)
7. facebook.com / referral	131 (1.63%)
8. l.facebook.com / referral	126 (1.57%)
9. lm.facebook.com / referral	126 (1.57%)
10. yahoo / organic	75 (0.94%)



# 2018 Local Search Ranking Factors

## Local Pack/Finder Ranking Factors Localized Organic Ranking Factors

[Introduction](#)  
[Definitions](#)  
[The Survey](#)  
[Discussion](#)

[Top 50 Local Pack Finder Factors](#)  
[Top 50 Local Organic Factors](#)  
[Top 30 Foundational Factors](#)  
[Top 30 Competitive Difference-Makers](#)  
[10 Factors Experts Are Focusing on More in the Past Year](#)  
[10 Factors Experts Are Focusing on Less in the Past Year](#)  
[Negative Factors](#)

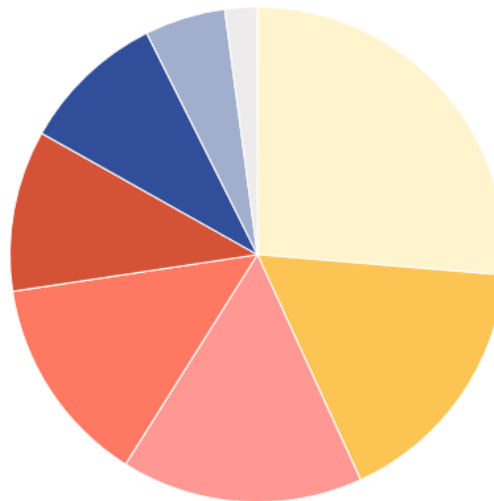
### Comments

[What are some strategies/tactics that are working particularly well for you at the moment?](#)

[What are some strategies/tactics that used to work well, but don't seem to work anymore?](#)

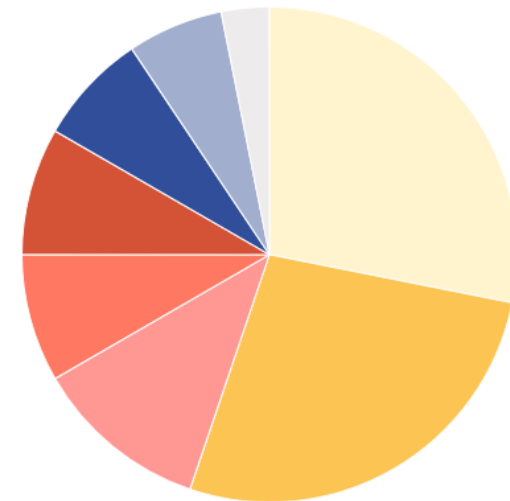
[If you only had time/budget to invest in](#)

## Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **27.94%**

## Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **15.44%**



# 2018 Search Ranking Factors Experts

**Adam Dorfman – Reputation.com**

*Healthcare, Automotive, Retail, Property Management, Restaurants, Financial Services and Senior Living*

**Andrew Shotland, Dan Leibson – Local SEO Guide**

*Multi-Location Brands, Media, eCommerce, StartUps & Agencies*

**Andy Kuiper – Andy Kuiper Internet Marketing**

*SEO services in Alberta Canada*

**Andy Monte – Directive Consulting**

*B2B marketing and demand generation with a core focus on MQLs and ROI*

**Ben Fisher – Steady Demand**

*Providing Local and Social SEO and Social Media services*

**Blake Denman – RicketyRoo Inc**

*Multi-Location and Small Businesses and Addiction Research Centers*

**Brian Barwig, Gyi Tsakalakis – AttorneySync**

*Digital marketing agency for law firms*

**Brian Smith – Rio SEO**

*Retail, Health Care, Financial & Insurance, Restaurant, Hospitality and Agencies*

**Carrie Hill, Mary Bowling – Ignitor Digital Marketing, Inc**

*Local Search Marketing Solutions for Small & Medium Businesses and Agencies*

**Casey Meraz – Juris Digital**

*Supporting Law Firms and Lawyers*

**Conrad Saam – Mockingbird Marketing**

*Law Firm Marketing*

**Cori Graft – Seer Interactive**

*Emerging start-ups to Fortune 500 companies in the U.S. and abroad*

**Dana DiTomaso – Kick Point**

*Works with exceptional entrepreneurs and organizations*

**Darren Shaw, Nick Pierno, Nyagoslav Zhekov – Whitespark**

*Helps clients get more customers from Google*

**David Mihm – ThriveHive / Tidings**

*Provides digital marketing solutions for small to medium sized businesses*

**David Wallace – Search Rank**

*Provides strategic digital marketing services for small to large businesses*

**Dev Basu – Powered by Search**

*Canada's fastest growing Digital Performance Marketing Agency*

**Eric Rohrbach- RedShift**

*A fresh approach to marketing services, shifting the way the agency/client relationship is viewed*

**Greg Gifford – DealerOn**

*Car dealer websites, automotive SEO, and digital advertising services*

**Joel Headley – Patient Pop**

*Medical Marketing*

**Joy Hawkins, Colan Nielsen – Sterling Sky Inc.**

*Internet marketing service in Ontario, Canada*

**Lisa Kolb – Acorn Internet Services**

*Digital online marketing for Bed & Breakfasts, Inns and Boutique hotels*

**Marcus Miller – Bowler Hat**

*Small business marketing in the United Kingdom*

**Mike Blumenthal – GatherUp**

*A customer experience and online review engine*



**Miriam Ellis – Moz & Solas Web Design**

*Website Design, Local SEO, Professional Copywriting and More*

**Phil Rozek – Local Visibility System, LLC**

*Helps businesses become visible to more local customers in Google's local search results and beyond*

**Search Influence Team – Search Influence**

*Zoos, Museums, Attractions, Education, Medical & Healthcare and more*

**Tim Capper – Online Ownership**

*Local SEO Specialists and Google Business Experts in the United Kingdom*

Miriam Ellis, Moz & Solas Web Design:

Savvy local businesses will stop viewing Google as their benefactor and rightly view them as their top competitor. It's a competitor that sometimes does you favors (sends you phone calls, leads, traffic, makes your good reputation highly visible to the consumer public, etc.), but it's also a competitor that wants to position itself between your business and every dollar it earns, while often failing to meet basic standards of protecting your brand from illegal/irresponsible damage.

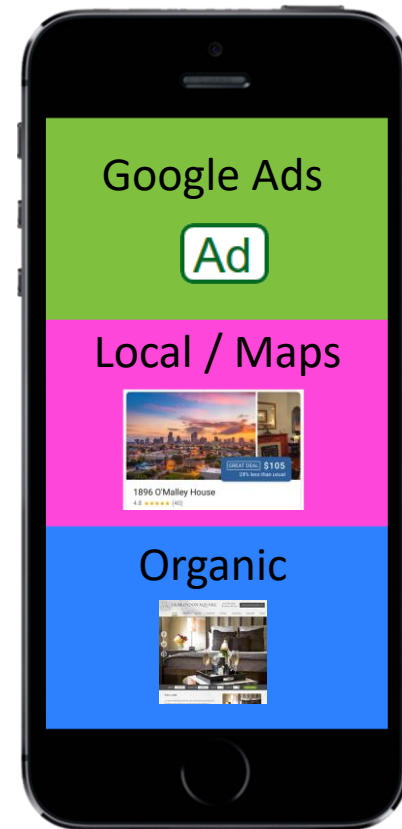


[moz.com](https://moz.com)

# It's all about the money...



# Google's BIG 3



# Google Ads

- Previously called Google Adwords
- Individuals can setup an account themselves
- Google Partner Programs available to marketing companies who meet ad spend requirements



springfield il bed and breakfast



All

Maps

Images

News

Shopping


More

Settings

Tools

About 3,410,000 results (0.68 seconds)

[B&Bs in Springfield | Top 20 Bed and Breakfasts | airbnb.com](#)

 [www.airbnb.com/](#)

Book a B&B For Less Than a Hotel Room. 81,000 Cities. Best Prices. 5 Star Hosts. Instant Confirmation. Amenities: Business Travel Ready, Family Friendly, Pet Friendly.


[Springfield Bed and Breakfasts | Book Great Bed and Breakfasts](#)

 [www.expedia.com/](#)

★★★★★ Rating for expedia.com: 4.3 - 191,757 reviews

Find Exclusive Deals on **Bed and Breakfasts in Springfield** and Save Big! Secure Booking. Instant Confirmation. 600,000+ Hotels Worldwide. Packages: Save up to 20% 11+ million hotel reviews. Save up to 50% on Hotels. 24/7 Customer Support. Compare & Save. New Expedia Rewards. [Expedia Add-On Advantage](#) · [Expedia Rewards](#) · [Last Minute Deals](#) · [Book Hotel+Flight & Save](#)

[Historic Springfield Hotels - Famous Hotels From \\$44 | Travelocity](#)

 [www.travelocity.com/](#)

★★★★★ Rating for travelocity.com: 4.3 - 103,203 reviews

Get The Best Hotel Deals w/ Travelocity. Book Now & Save Big On Your Stay. Monday: Book Your Stay. Services: Hotel Deals, Cheap Flights, Vacation Packages, Rental Cars, Cruises.



The “Google Partner” Dilemma

Posted on **October 23, 2018**

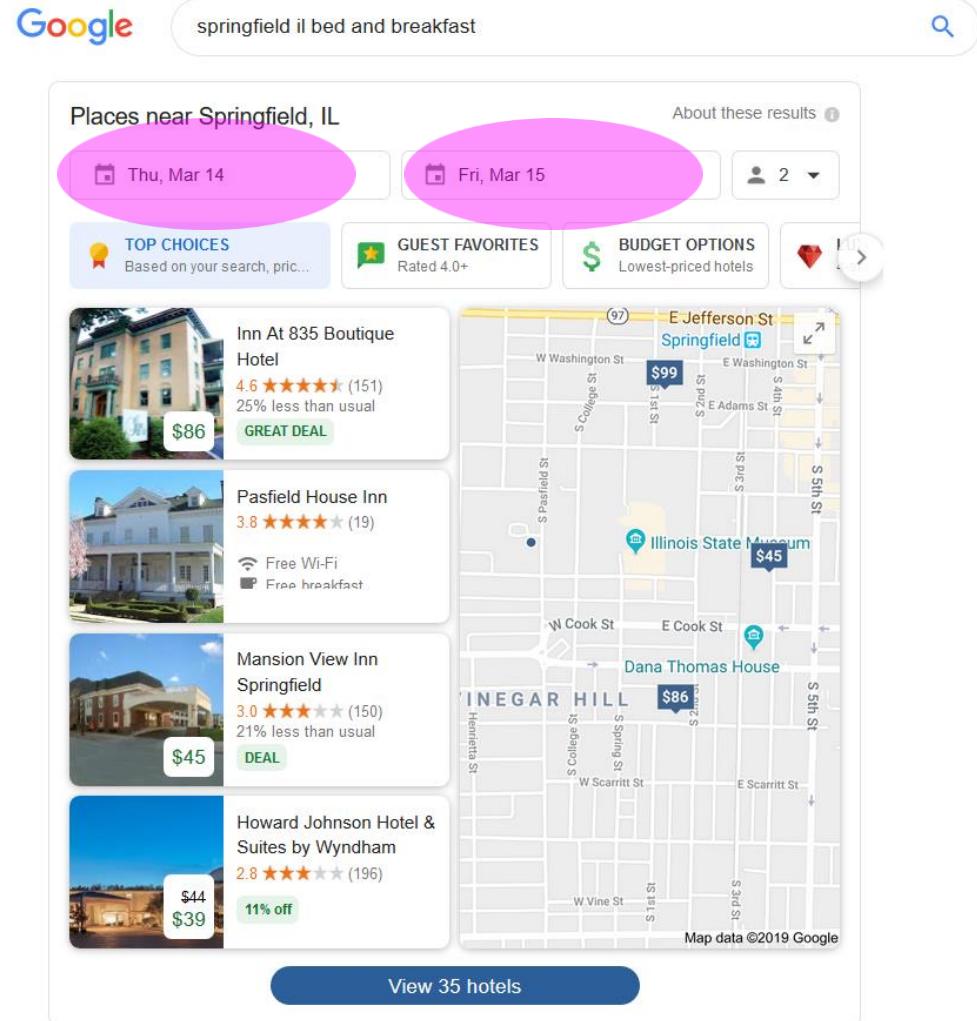
# It's all about the money...





# Local / Maps

- Used to be the 3 pack  
now the 4 pack  
*(mobile in spring, desktop in winter)*
- Account established in  
GMB *(Google My Business)*
- Placement is date  
driven by OTA  
availability  
*(As of 4/1/2016)*
- **NO** link to Website



# Organic

- 10 listings per page
- Link to the business website
- Majority of Page 1 listings are OTA or group sites (November 2016)



springfield il bed and breakfast



## THE BEST Springfield Bed and Breakfasts of 2019 (with Prices ...

<https://www.tripadvisor.com> › United States › Illinois (IL) › Springfield ▼

Best Springfield B&Bs on TripAdvisor: Find 531 traveler reviews, 176 candid photos, and prices for bed and breakfasts in Springfield, IL.

## THE BEST 10 Bed & Breakfast in Springfield, IL - Last Updated March ...

<https://www.yelp.com> › Springfield, IL › Hotels & Travel › Bed & Breakfast ▼

The Best 10 Bed & Breakfast in Springfield, IL. Sponsored Results. President Abraham Lincoln Springfield. 71 reviews. \$\$Hotels. All Results. Pasfield House. 8 reviews. \$\$Hotels, Bed & Breakfast. Flagg Farmstead Bed & Breakfast. 2 reviews. Rippon Kinsella House. 7 reviews. Blessings on State Bed & Breakfast. 7 reviews. ...

## 2 Springfield, IL Inns, B&Bs, and Romantic Hotels | BedandBreakfast ...

<https://www.bedandbreakfast.com> › North America › USA › Illinois › Central ▼

Visit BedandBreakfast.com and browse 0 guest reviews and 2 property photos for Springfield, Illinois bed and breakfast accommodations.

## Inn at 835 Boutique Hotel, Springfield, IL - Booking.com

<https://www.booking.com> › USA › Midwest › Illinois › Springfield Hotels

★★★★★ Rating: 9.5/10 - 295 reviews

The bed and breakfast has a terrace. Guests can use the business center or rent a bike to explore the area. Guests can also relax in the shared lounge area.

## Lodging and Hotels in Springfield, IL | Hotels, Motels, B&Bs ...

[www.visitspringfieldillinois.com/WhereToStay.aspx](http://www.visitspringfieldillinois.com/WhereToStay.aspx) ▼

Find many options for lodging in Springfield, IL including hotels, motels, bed and breakfasts and campgrounds.

## Inn at 835 - Boutique Hotel, Catering & Events - Springfield

<https://www.connshg.com/Inn-at-835> ▼

Begin your day with a steaming cup of gourmet coffee or tea and made-to-order breakfast. Our peaceful surroundings provide a quiet setting to leisurely read the ...

## Flagg Farmstead Bed & Breakfast Springfield Sherman Illinois near ...

[www.flaggfarmsteadbandb.com/](http://www.flaggfarmsteadbandb.com/) ▼

Flagg Farmstead B&B located near the Lincoln sites in Springfield Sherman and New Salem Illinois and the Rail Golf Course.

## Bed and breakfasts in Springfield - Airbnb

<https://www.airbnb.com> › United States › Illinois › Springfield ▼

Mar 10, 2019 - Rent Bed and breakfasts in Springfield, IL from \$20/night. Find unique places to stay with local hosts in 191 countries. Belong anywhere with ...

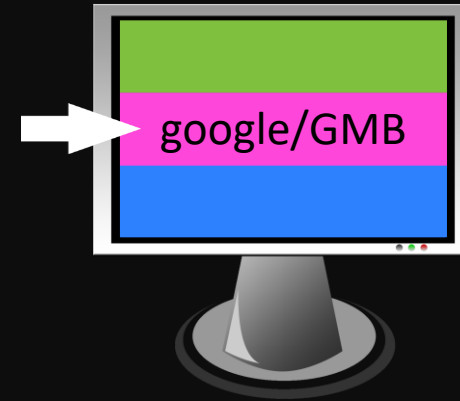


# It's all about the money...



TRAVELERS THINK THEY  
ARE BOOKING DIRECT...

... WHEN THEY CLICK ON  
THE BOOK A ROOM BUTTON



Website Directions Save

## Balcony Guest House Bed and Breakfast

3-star hotel

2483 Royal St, New Orleans, LA 70117 • (504) 810-8667

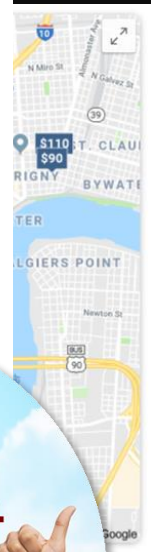
**DEAL \$90**  
23% less than usual

[Book a room](#) [Website](#) [Directions](#)

4.2 ★★★★★  
Very good | 53 reviews

Great dining Free breakfast

Homey quarters in an eclectic guesthouse featuring free breakfast & an Indian-Asia



Google's

BOOK A ROOM

BOOKS YOUR ROOM VIA AN  
**ONLINE TRAVEL AGENCY**  
NOT DIRECT WITH THE HOTEL!

read full article at <https://acorn-is.com/70percent>

Join the  
Movement

#BOOKDIRECT

<https://bookdirect.education>

[Lisa Kolb](#), Acorn Internet Services, Inc.:

Google continues to institute options, products and services that over time have incrementally reduced the ability for an individual lodging property to sell rooms directly via Google's Search products. For years, we have seen Google continue to make efforts to keep users on their platform for longer and longer periods of time. The longer a potential guest stays on a Google-controlled display, the more likely they will book with a Google affiliate or Google Hotel Ads directly, and in return, Google will receive a fee from that third party. Google wants to be the end-all for any online sales.



[moz.com](https://moz.com)

# It's all about the money...





# 4 PACK MAP LISTINGS TODAY

Google

cincinnati bed and breakfast

All Maps Images News Shopping More Settings Tools

About 9,320,000 results (0.44 seconds)

Places near Cincinnati, OH [About these results](#)


Thu, Mar 21 Fri, Mar 22 2

**TOP CHOICES**  
Based on your search, prices & quality


**GUEST FAVORITES**  
Rated 4.0+

**BUDGET OPTIONS**  
Lowest-priced hotels

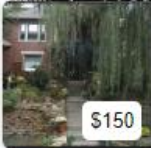
**FO** [Av](#)




**Clifton House**  
4.8 ★★★★★ (38)  
Free Wi-Fi  
Free breakfast




**Six Acres Bed & Breakfast**  
4.5 ★★★★★ (48)  
\$119  
"This is a unique historical place to stay"



**Gaslight Bed & Breakfast**  
4.9 ★★★★★ (18)  
\$150  
Free breakfast



**Weller Haus Bed, Breakfast & Event Center**  
4.9 ★★★★★ (94)  
\$176  
Free Wi-Fi  
Free breakfast



Map data ©2019 Google

[View 65 hotels](#)

# 4 PACK MAP LISTINGS TODAY

Google

Thu, Mar 21

Fri, Mar 22

2

\$0

\$350+

Guest rating


Amenities

Discover the best prices and deals for your trip


Cincinnati hotels

65 places


Sort




**Gaslight Bed & Breakfast**  
4.9 ★★★★★ (18)  
Elegant, homey B&B featuring a community kitchen, a shaded garden patio & a fitness area.




**Clifton House**  
4.8 ★★★★★ (38)  
Bed & breakfast in an elegant early 20th-century home with a library, parlor &




**Six Acres Bed & Breakfast**  
4.5 ★★★★★ (48) · 2-star hotel  
With ties to the Underground Railroad, this B&B offers landscaped gardens & cozy rooms.




**The Inn of Hyde Park (former...)**  
5.0 ★★★★★ (17)  
Quaint B&B featuring rooms decorated with Victorian antiques, plus a porch, solarium &




**The Parker House Bed & Br...**  
5.0 ★★★★★ (6)  
3 homey private-bath rooms in an opulent 1800s Victorian B&B serving formal breakfast.




**Hopkins Park Bed & Breakf...**  
4.0 ★★★★★ (36) · 3-star hotel  
"Small home and room, but after the first night becomes a lot more comfy!"



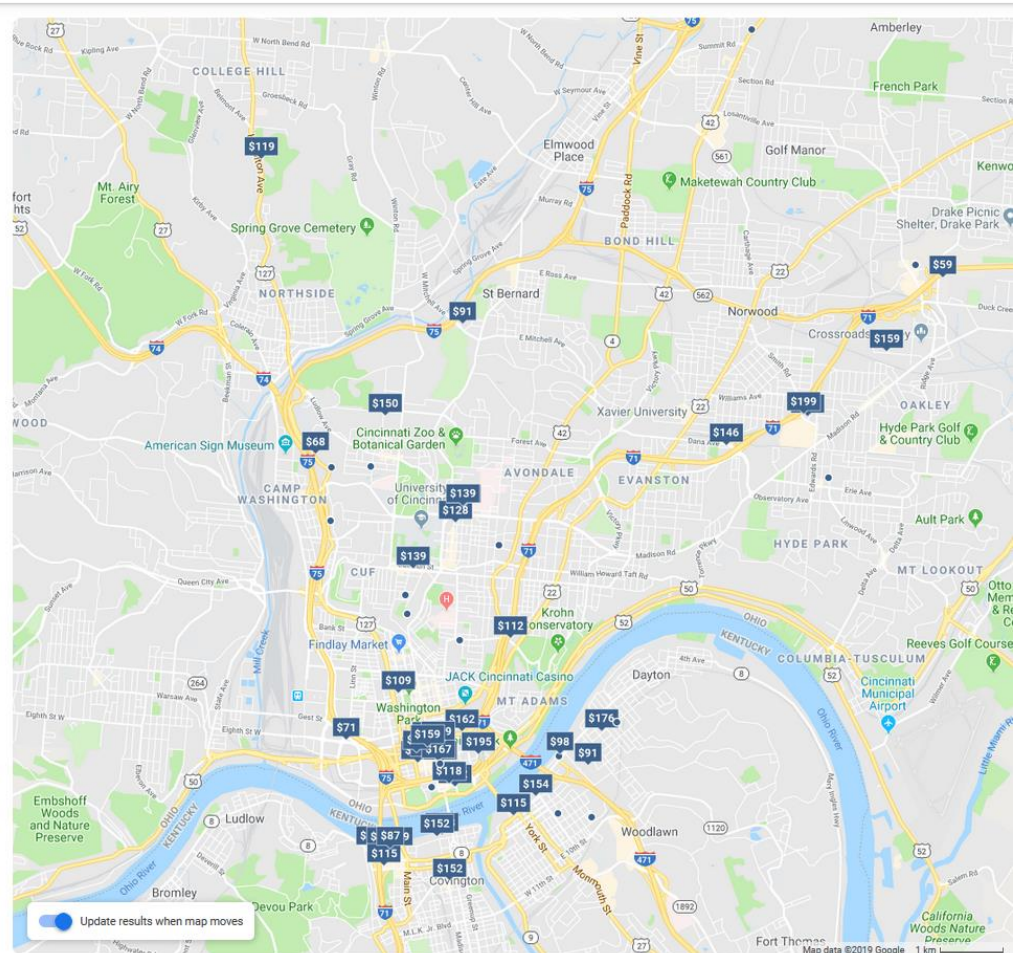
**Symphony**  
\$109



**Room interior**  
\$109




**Hotel building**  
\$159



Google

OVERVIEW PRICES REVIEWS LOCATION ABOUT PHOTOS



[See all results in Cincinnati](#)

### Gaslight Bed & Breakfast

3652 Middleton Ave, Cincinnati, OH 45220 • (513) 861-5222

[Website](#) [Directions](#) [Book a room](#) **\$150**

4.9 ★★★★★ Excellent | 18 reviews

Top-rated Free breakfast

Elegant, homey B&B featuring a community kitchen, a shaded garden patio & a fitness area.

**Check availability**

Check in: Thu, Mar 21 Check out: Fri, Mar 22 2

Provider	Price
Hotels.com	\$150
Booking.com	\$150
Orbitz.com	\$150
Expedia.com	\$150

[View more prices from \\$150](#)


**Select a room**

TRAVELOCITY.COM ORBITZ.COM

Room Name	Price	Features	Action
Margaret Rose Room	\$150	Free breakfast, Free Wi-Fi	<a href="#">Book this room</a>
Rebecca's Room	\$150	Free breakfast, Free Wi-Fi	<a href="#">Book this room</a>
Jewel Room	\$160	Free breakfast, Free Wi-Fi	<a href="#">Book this room</a>
Swiss Fan Room		Free breakfast, Free Wi-Fi	<a href="#">Book</a>

**Location summary**

3.5 Good location overall for sightseeing, recreation, and getting around



**Things to do**

- Cincinnati Zoo & Botanical Garden
- American Sign Museum
- Cincinnati Art Museum

**Similar hotels nearby**

Hotel Name	Price
Kingsgate Conference Cen...	\$111
Hampton Inn & Suites Cinci...	\$128
Fairfield Inn & Suites by Ma...	

NEW GOOGLE/TRAVEL DISPLAY HAS EVERYTHING ON 1 PAGE with TABS at the top.



OVERVIEWPRICESREVIEWSLOCATIONABOUTPHOTOS

Check in

Thu, Mar 21

<>

Check out

Fri, Mar 22

<>

2

Ads

Check availability

Hotels.com

Genuine Guest Reviews

24/7 Customer Service

\$150 >

\$175 with taxes + fees

Booking.com

\$150 >

\$160 with taxes + fees

Orbitz.com

\$150 &gt;

\$175 with taxes + fees

Expedia.com

\$150 &gt;

\$175 with taxes + fees

Travelocity.com

\$150 &gt;

\$175 with taxes + fees

Priceline

\$150 &gt;

\$160 with taxes + fees

Free cancellation

Cheaptickets.com

\$150 &gt;

\$175 with taxes + fees

Ads

Select a room

TRAVELOCITY.COM

ORBITZ.COM

\$150

Margaret Rose Room

Free breakfast

Free Wi-Fi

Book this room

\$150

Rebecca's Room

Free breakfast

Free Wi-Fi

Book this room

\$160

Jewel Room

Free breakfast

Free Wi-Fi

Book this room

Swiss Fan Room

Free breakfast

Free Wi-Fi

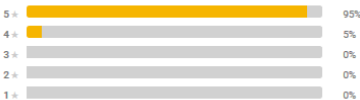
Book this room

PRICES SCREEN HAS NO MENTION OF WEBSITE PRICING - - ONLY OTAs...




Review summary ⓘ

+ Write a review




4.9 **Excellent**  
★★★★★  
18 reviews


Reviews on other travel sites

 5/5 - 44 reviews  
TripAdvisor


Reviews

 Search reviews

Most helpful ▾ All reviews ▾


- 

TripAdvisor Reviewer


a month ago on  TripAdvisor ⓘ

5/5

A wonderful experience. Maria is as gracious a host as we have ever had. The eclectic furnishings are amazing. Highly recommend staying here. The location in the Cincinnati gaslight district brings back memories of days gone by with all the .....


Read more on TripAdvisor
- 

Megan McCoy


5 months ago on  Google

5/5

Wonderful rooms with the coziest beds! Maria is so kind and made us the most delicious breakfast! She keeps the place stocked with anything you could ever need: snacks, drinks, towels, robes, you name it! The only downside is the WiFi is .....

Read more
- 

Fariyah Ibrahim

5 months ago on  Google

5/5

I haven't even stayed here yet and I'm already giving Maria and her B&B a great review. She patiently answered all my questions and went above and beyond to make sure my parents were





Gaslight Bed & Breakfast

\$150 • Mar 21-22

VIEW PRICES

OVERVIEW PRICES REVIEWS LOCATION ABOUT PHOTOS

Edgewood

Highlights Things to do Getting around

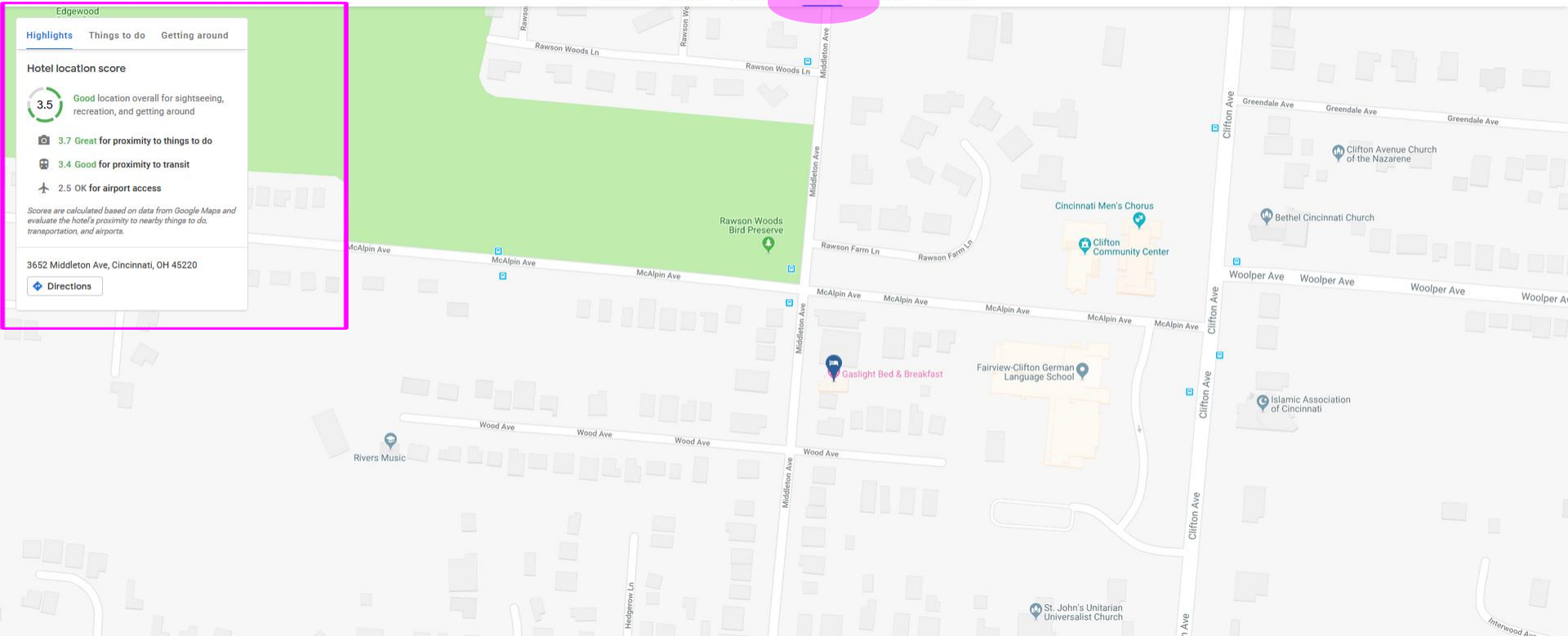
Hotel location score

- 3.5 Good location overall for sightseeing, recreation, and getting around
- 3.7 Great for proximity to things to do
- 3.4 Good for proximity to transit
- 2.5 OK for airport access

Scores are calculated based on data from Google Maps and evaluate the hotel's proximity to nearby things to do, transportation, and airports.

3652 Middleton Ave, Cincinnati, OH 45220

Directions



[OVERVIEW](#) [PRICES](#) [REVIEWS](#) [LOCATION](#) [ABOUT](#) [PHOTOS](#)

Highlights

★ Top-rated

☑ Free breakfast

Address

📍 3652 Middleton Ave, Cincinnati, OH 45220

[Directions](#)

Contact

📞 (513) 861-5222

[Website](#)

Amenities

☑ Free breakfast

✳ Air conditioning

🏋 Fitness center

🚭 Smoke-free property

🅐 Parking

🏊 Swimming pool

🚗 Airport shuttle

🐾 Pets welcome

🍽 Restaurant

🏖 Beach access

Accessibility

🚻 Wheelchair accessible entrance

Atmosphere

✓ Quaint





Gaslight Bed & Breakfast

\$150 • Mar 21-22

VIEW PRICES

- OVERVIEW
- PRICES
- REVIEWS
- LOCATION
- ABOUT
- PHOTOS

All categories ▾ All sources ▾ All formats ▾

Images may be subject to copyright



www.hotels.com



www.hotels.com



www.booking.com



www.hotels.com



www.booking.com



www.booking.com



www.booking.com



www.booking.com



www.hotels.com



www.booking.com



www.booking.com



www.booking.com



Has your Brand  
been hijacked?

# Brand Search Results



The Inn at English Meadows Bed and Breakfast



All

Maps

Images

News

Shopping

More

Settings

Tools

About 2,910,000 results (0.55 seconds)

The Inn At English Meadows | Kennebunk. Book now | booking.com

(Ad) [www.booking.com/The\\_Inn\\_at/English\\_Meadows](https://www.booking.com/The_Inn_at/English_Meadows) ▼

The Inn At English Meadows, Kennebunk. No Reservation Costs. Great Rates.

**Book for Tomorrow**

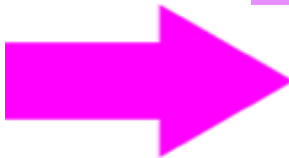
Easy, fast and secure booking!

New deals listed every day

**Book for Tonight**

Your booking instantly confirmed!

Around-the-clock customer service



**Inn at English Meadows: Kennebunk Bed and Breakfast**

<https://englishmeadowsinn.com/> ▼

Luxurious boutique Kennebunk **bed and breakfast** offering chic, modern accommodations & top quality service just a short walk from Kennebunkport, Maine.

[Lodging](#) · [Photos Gallery](#) · [The Inn](#) · [Breakfast](#)

# Meta Search Advertising Fees Paid to

OTAs such as Hotels.com, Orbitz, Expedia, Booking.com, Travelocity.com, etc. pay some form of Advertising Fees to Google.

- PPC (Pay Per Click)
- PPB (Pay Per Booking)
- PPS (Pay Per Stay)

**It's no wonder most Innkeepers are spending more on OTAs now than 2 years ago!**



# It's all about the money...





**Lisa Kolb**, Acorn Internet Services, Inc.:

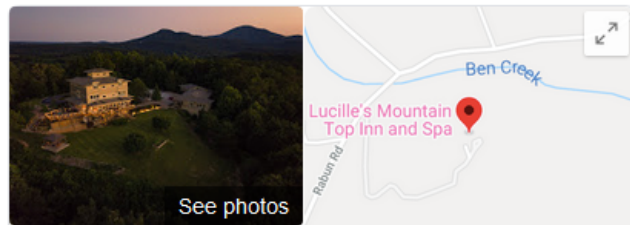
Google does not treat lodging businesses as it does other types of businesses when it comes to local placement. Lodging properties are not provided the same opportunities in their GMB (Google My Business) accounts. Non-lodging businesses are provided a direct link to their website from the Local 3-pack and maps results. **Lodging properties are denied that opportunity.** In addition, lodging businesses are restrained from many of the GMB features such as sharing posts, adding a business description (Google provides it for them), and a link to book directly with their property. Instead, when searching for a lodging property, Google displays their OTA options along with any of the Google Hotel Finder participants. **On April 1, 2016, our industry went from being able to follow the standard Google Local Guidelines for local placement to having to pay-to-play in order to be seen in a similar ranking position.** This puts local SEOs in the travel space in a unique position, as we cannot rely on the traditional techniques used in the past.



[moz.com](https://moz.com)

Not only has Google  
created ways to make a  
commission on your  
Bookings...

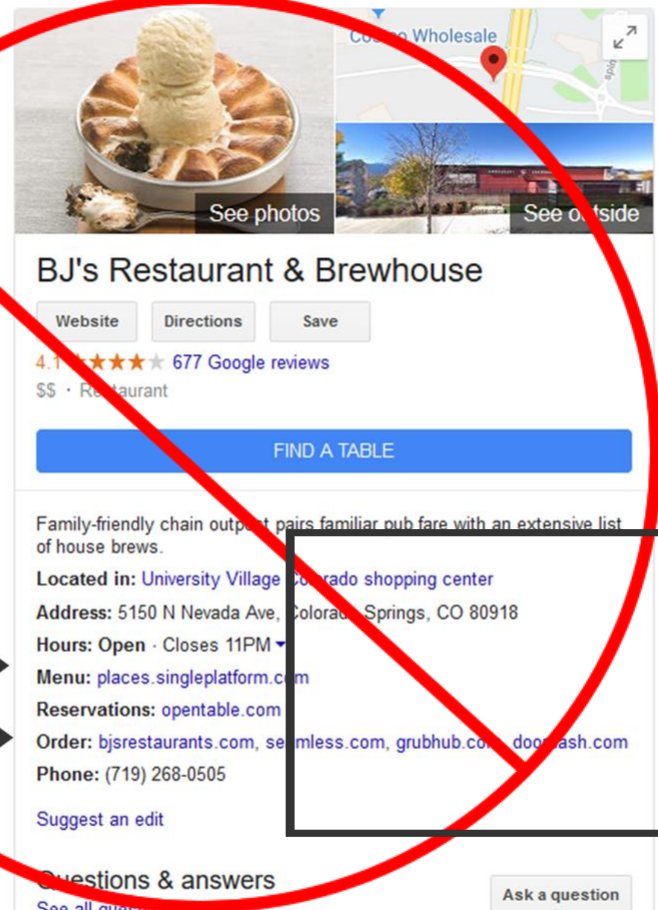
They are not allowing you to have  
any features on your Business  
Listing that you could potentially  
use to sell a room directly.


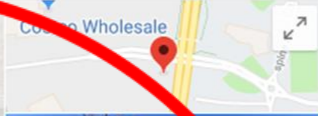


# Knowledge Panel

- Google's Knowledge Panel data is "scraped" from various places online, and what little control the business owner has, comes from logging into their GMB (Google My Business Account) and updating their data.
- Google discriminates against most all lodging property types, except for cabins, by not allowing certain data to be provided by the business owner.
- Google Denies Lodging Property Owners the same Tools Available to Other Businesses.
- Google denies Hotels and Bed and Breakfasts these features because they do not want the user to click on any other button that will prevent Google from earning money.

Menu and  
Services URL



 [See photos](#)  [See outside](#)

### BJ's Restaurant & Brewhouse

[Website](#) [Directions](#) [Save](#)

4.1 ★★★★★ 677 Google reviews

\$\$ · Restaurant

[FIND A TABLE](#)

Family-friendly chain outpost pairs familiar pub fare with an extensive list of house brews.

Located in: [University Village Colorado shopping center](#)

Address: 5150 N Nevada Ave, Colorado Springs, CO 80918

Hours: Open · Closes 11PM

Menu: [places.singleplatform.com](#)

Reservations: [opentable.com](#)

Order: [bjsrestaurants.com](#), [seamless.com](#), [grubhub.com](#), [doordash.com](#)


Phone: (719) 268-0505

[Suggest an edit](#)

Questions & answers

[See all questions \(3\)](#) [Ask a question](#)

Popular times ? [Tuesdays](#)

 **Live: A little busy**  
Usually up to 15 min wait

MOZ 2018 Local Ranking Factors:  
Multiple experts determine **POSTS**  
are the #2 way to Drive Business

*(#1 is Link Building)*

Some experts even speculate Posts  
will be Google's replacement for G+

And our Industry is **NOT ALLOWED** to use them!

So what can an Innkeeper do  
to try to **combat these**  
**changes** affecting our industry  
and your bottom line?

# Join the Movement

**#BOOKDIRECT**

<https://bookdirect.education>



<https://www.bookdirect.education>

# Side Note



TripAdvisor uses the same date driven OTA data that Google does to determine placement in their system also.



# Questions?



## **Presented by:**

Annie Buck, Education and Local Manager

Pam Prentice, Marketwatch Manager

Mark Hall, Senior Developer



**Acorn Internet Services, Inc.**

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**Or Call **877-226-7699****

Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!