



SEO Launch Checklist for Hotel Websites

15 Pre-Launch Checks to Ensure Google Can Find You

Launch with confidence. Get found on Google from day one.

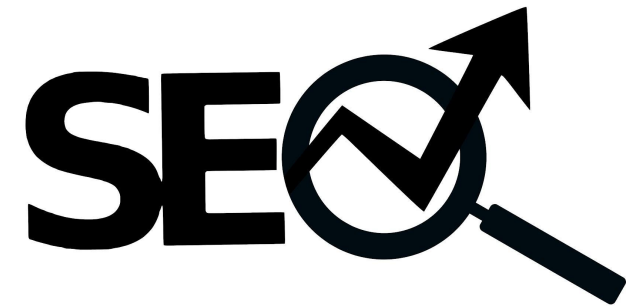
Why Check SEO Before Launch?

THE "WHY"

You invested thousands in a beautiful website. But if Google can't find, crawl, or rank it properly—no one will see it.

- ✓ Discoverable by search engines from day one
- ✓ Optimized for "hotel near me" searches
- ✓ Set up to rank higher than competitors
- ✓ Ready to generate organic traffic immediately

The difference: Sites that check these 15 items rank 3-6 months faster.





SECTION 1

Technical SEO Foundation

8 Checks for Search Engine Crawlability

Check #1: SSL Certificate (HTTPS) Installed

TECHNICAL SEO

✔ What to check

Does your URL show "https://" with a padlock icon?

Quick test: Visit site in Chrome—look for padlock.

📈 SEO IMPACT

- ▶ Google penalizes non-secure sites in rankings
- ▶ "Not Secure" warning = instant bounce = lower rankings
- ▶ HTTPS is a direct ranking factor

 https:// www.website.com



 http:// www.website.com



Check #2: URL Redirects Configured Correctly

TECHNICAL SEO

☑ What to check

Test these 4 URLs—do they all go to the same page?

`http://yourhotel.com`

`https://yourhotel.com`

`www.yourhotel.com`

`yourhotel.com`

📈 SEO IMPACT

Multiple URLs = duplicate content penalties.

Confused search engines split rankings across versions. Google can only rank ONE canonical version.



All roads lead to one canonical URL

Check #3: Custom 404 Error Page with Links

TECHNICAL SEO

✓ What to check

Type fake URL: yourhotel.com/test12345. Do you see a helpful page with navigation? Or a broken error?

📈 SEO IMPACT

High bounce rate from broken pages = ranking penalty. Good 404 pages keep visitors engaged, sending better SEO signals to Google.

404

Check #4: Mobile Display Perfect on All Devices

TECHNICAL SEO

☑ What to check

Open site on smartphone (iOS + Android) and tablet. Test: Can you navigate? Book? Read text? Tap buttons?

📈 SEO IMPACT

- 📱 Google uses **mobile-first indexing**
- 🔍 70% of "hotels near me" searches are on mobile
- 🗣️ Poor mobile experience = Google won't rank you well



Check #5: Robots.txt & Sitemap.xml Configured

TECHNICAL SEO

☑ What to check

Visit these URLs—both should load:

yourhotel.com/robots.txt

yourhotel.com/sitemap.xml

```
<urlset xmlns="...">
  <url>
    <loc>https://yourhotel.com/</loc>
    <lastmod>2023-10-01</lastmod>
  </url>
</urlset>
```

📈 SEO IMPACT

Sitemap tells Google which pages to index. Robots.txt prevents private pages from showing. Essential for proper crawling.

Check #6: URLs Are Clean, Readable, Keyword-Rich

TECHNICAL
SEO

☑ What to check

- ✓ GOOD: yourhotel.com/deluxe-ocean-view
- ✗ BAD: yourhotel.com/page?id=847

📈 SEO IMPACT

Keywords in URLs = ranking boost. Clean URLs are easier for Google to understand and for users to click.



Clean Structure

Check #7: Google Analytics Tracking Code Installed

TECHNICAL
SEO

✓ What to check

Right-click > View Source. Search for "gtag", "analytics.js", or "GA4".

📈 SEO IMPACT

Can't measure SEO performance without data. Essential to track organic traffic, keyword performance, and ROI.



Check #8: Google Search Console Verified

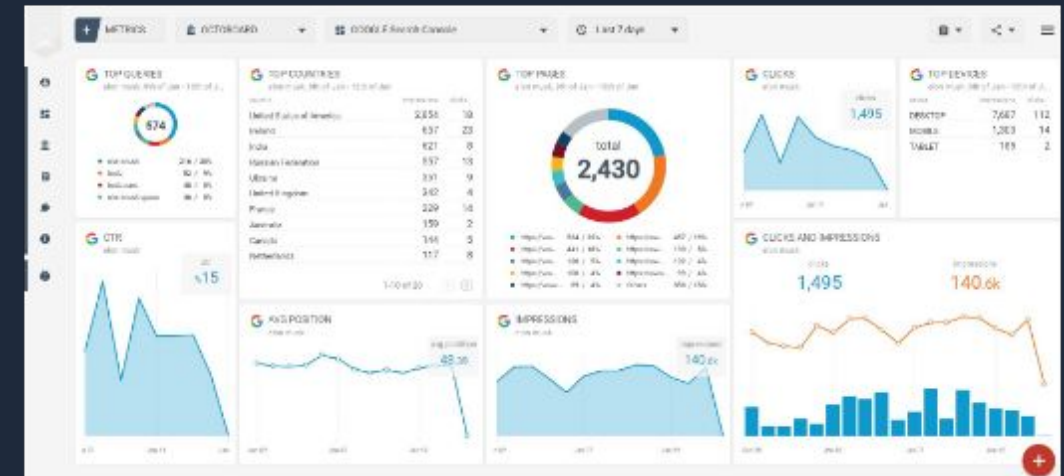
TECHNICAL SEO

✓ What to check

Log into search.google.com/search-console. Is site listed and verified?

📈 SEO IMPACT

- ▶ See how Google crawls/indexes your site
- ▶ Get alerts about SEO problems immediately
- ▶ Submit sitemap for faster indexing





SECTION 2

On-Page SEO

4 Content Optimization Checks

Check #9: Unique, Keyword-Rich Title Tags

ON-PAGE SEO

✓ What to check

Open each page—look at browser tab title. Format should be:

[Keywords] | [Hotel Name] | [City]

Luxury Pool Villas | Sunset Resort | Phuket

<https://sunsetresort.com/pool-villas>

Book our private pool villas in Phuket. Enjoy breathtaking ocean views...

📈 SEO IMPACT

Title tag = #1 on-page ranking factor. It appears in Google search results and affects click-through rate. Unique titles prevent duplicate content issues.

Check #10: Unique Meta Descriptions & H1

ON-PAGE SEO

✓ What to check

Every page must have a unique meta description (for search snippets) and a unique H1 heading (main page title).

```
<meta name="description" content="...">  
<h1>Luxury Accommodation in Phuket</h1>
```

📈 SEO IMPACT

Meta description affects click-through rate. Higher CTR = Google ranks you higher. Duplicate descriptions = wasted SEO opportunity.

Check #11: Proper Heading Hierarchy

ON-PAGE SEO

☑ What to check

Structure: H1 (main) → H2 (sections) → H3 (subsections). Only ONE H1 per page.

📈 SEO IMPACT

Helps Google understand content structure and topical relevance. Keywords in headings provide a ranking boost.

H1: Hotel Name

H2: Our Rooms

H3: Deluxe Suite

Check #12: All Images Have Descriptive Alt Text

ON-PAGE SEO

✓ What to check

- ✓ alt="Infinity pool overlooking Patong Beach"
- ✗ alt="IMG_7234.jpg"

📈 SEO IMPACT

Google can't "see" images—reads alt text instead. Helps rank in Google Image Search and required for accessibility.





SECTION 3

Local SEO & Visibility

2 Critical Distribution Checks

Check #13: Google My Business Active & Optimized

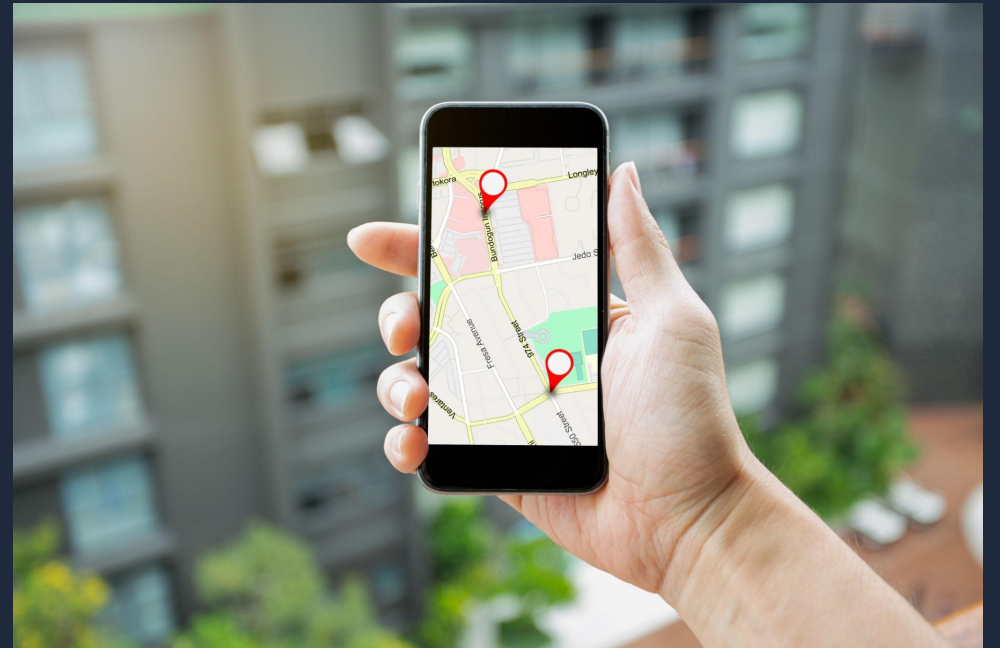
LOCAL
SEO

☑ What to check

Search "[Your Hotel Name]". Does business card appear with address, hours, photos, reviews, booking button?

📈 SEO IMPACT

Appears in "hotels near me" and map searches.
Reviews boost local rankings. Drives 44% of all hotel bookings.



Check #14: Listed on Key Directories & Citations

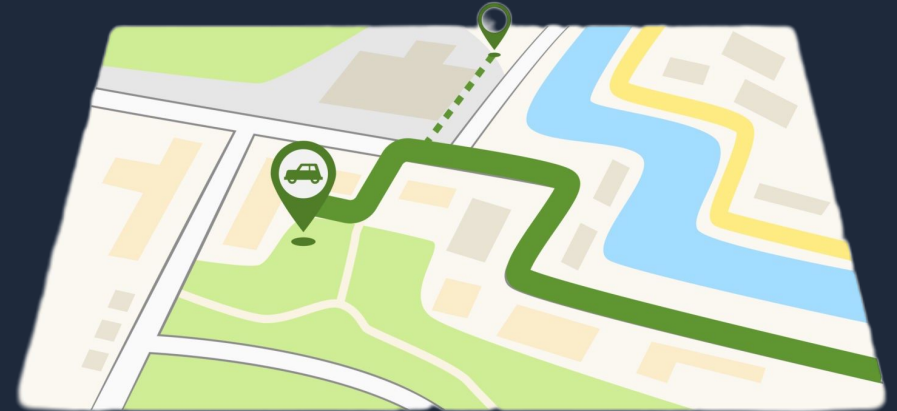
LOCAL SEO

✓ What to check

Is hotel listed on Local tourism board, Regional associations, and TripAdvisor (with website link)?

📈 SEO IMPACT

Each listing = backlink = ranking boost. Consistent NAP (name, address, phone) improves local SEO trust signals.



Your 14-Item SEO Launch Checklist

SUMMARY

Technical SEO (8)

- SSL Certificate
- URL Redirects
- Custom 404 Page
- Mobile Responsive
- Robots.txt & Sitemap
- Clean URLs
- Google Analytics
- Search Console Verified

On-Page SEO (4)

- Unique Title Tags
- Unique Descriptions & H1
- Proper Heading Structure
- Image Alt Text

Local SEO (2)

- Google My Business
- Directory Listings



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