

HOTEL INDUSTRY

SEO

CASE STUDY

2026

Presented By:

THINK > NEXT
TECHNOLOGIES CO. LTD.
บริษัท อินเทอร์เน็ต เทคโนโลยีส์ จำกัด



+81%
Revenue Growth

+43%
Traffic Growth

From Invisible to Fully Booked: A Hotel's Complete SEO Turnaround

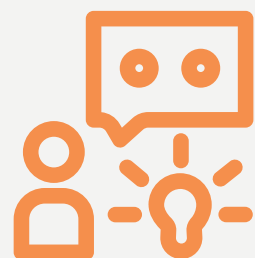
How a **3-month data-driven SEO strategy** took a hotel from page 10 to 1st Page Rankings - cutting OTA dependency in half and generating ฿5.5L+ in new direct revenue.



81.60%

Total Revenue
Growth

฿3L (Including OTA's) →
↑ ฿5.5L/mo



53.33%

Room Booking
Increased

Below 20 → ↑ Above 50/mo



43.29%

Website Traffic
Improved

1.9K → ↑ 2.8K/mo



#1-5

Google Rankings
Achieved

↑ from position 80+

Every day your hotel stays invisible on Google, a nearby competitor is collecting bookings that should be yours.
This is the story of how one hotel stopped losing and started dominating.

WHAT WE WERE HIRED TO SOLVE



Grow Revenue

Build a sustainable organic revenue channel with measurable ROI within 6 months



Drive Direct Bookings

Reduce costly OTA commissions by converting organic visitors into direct paying guests



Rank #1 on Google

Capture high-intent search traffic for "hotels in [city]" and nearby attraction keywords



Improve Brand Visibility

Establish the hotel as the go-to choice in its market through search and local presence



Reduce OTAs Dependency

Cut OTA commission spend by 40–50% and reinvest savings back into growth

WHY THE HOTEL WAS STRUGGLING BEFORE SEO



Invisible on Google

Hotel ranked beyond page 5 for every target keyword – guests simply couldn't find them online.



Minimal Direct Bookings

Thin direct revenue with no optimized booking funnel – 76% of visitors left without making a reservation.



Trapped by OTAs

Many bookings came through OTAs (Booking.com, GoMMT etc.) – each taking up to 20%–25% commission.



No Local SEO Presence

GBP unoptimized, zero local citations, and invisible in "hotels near [landmark]" searches despite a prime location.



Broken Website Performance

Slow load times, unoptimized images, and crawl errors were actively blocking Google from ranking the site.



Almost Zero Keyword Coverage

Only 5–10 keywords in Google's top 100 – no content, no seasonal pages, no topical authority whatsoever.

Sound familiar? These are the exact same problems we see across 90% of hotels we audit.
The good news - every single one is fixable with the right strategy.

OUR EXECUTION PLAN FOR SEO DOMINANCE



Sound familiar? These are the exact same problems we see across 90% of hotels we audit.
The good news - every single one is fixable with the right strategy.

THE NUMBERS TELL THE STORY



Revenue

\$5.56L

↑ 81.60 % Above Target



Drop in OTA Commission

28%

↓ Cost Reduction



Keywords in Top 10

50+

↑ From Not in 100

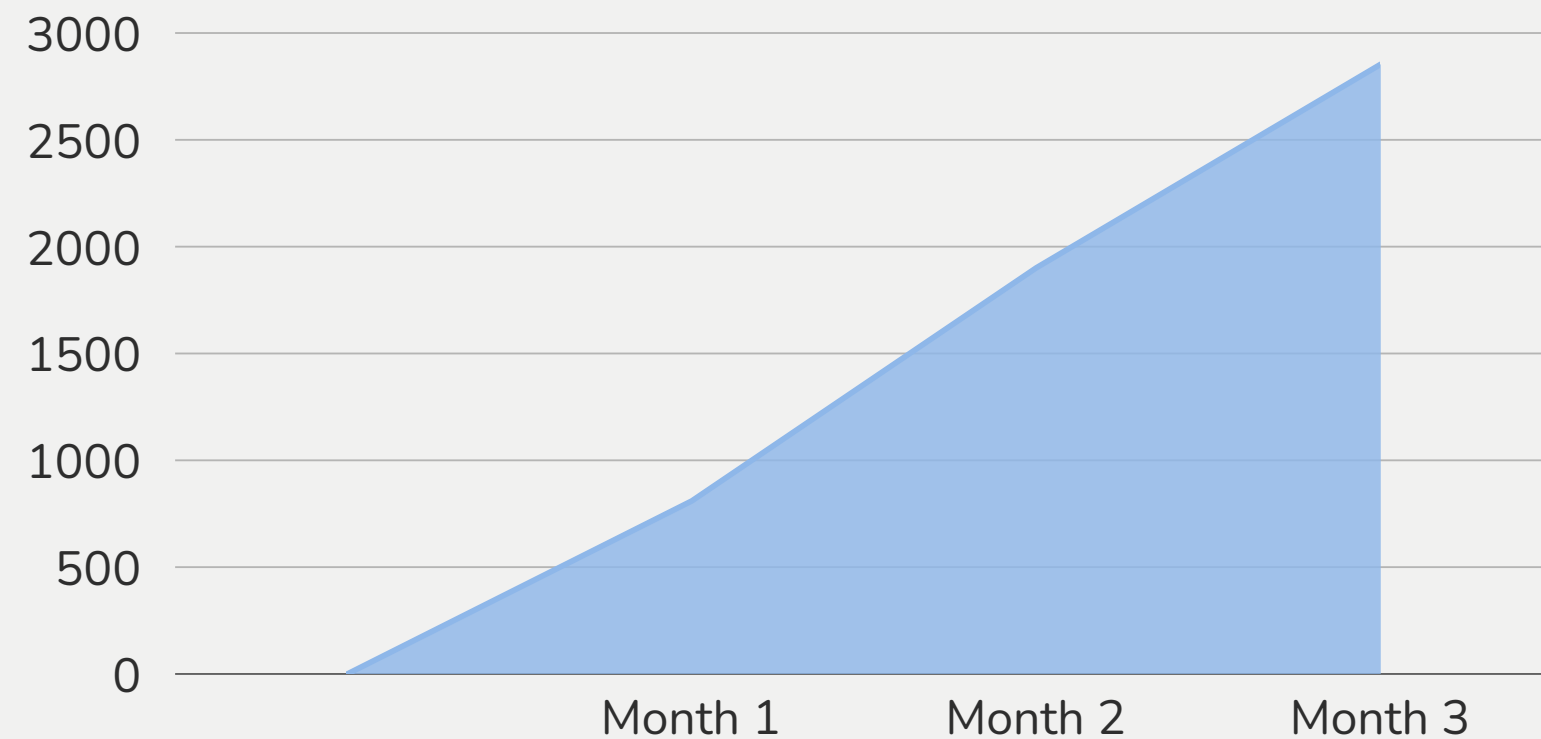


Page Speed Score

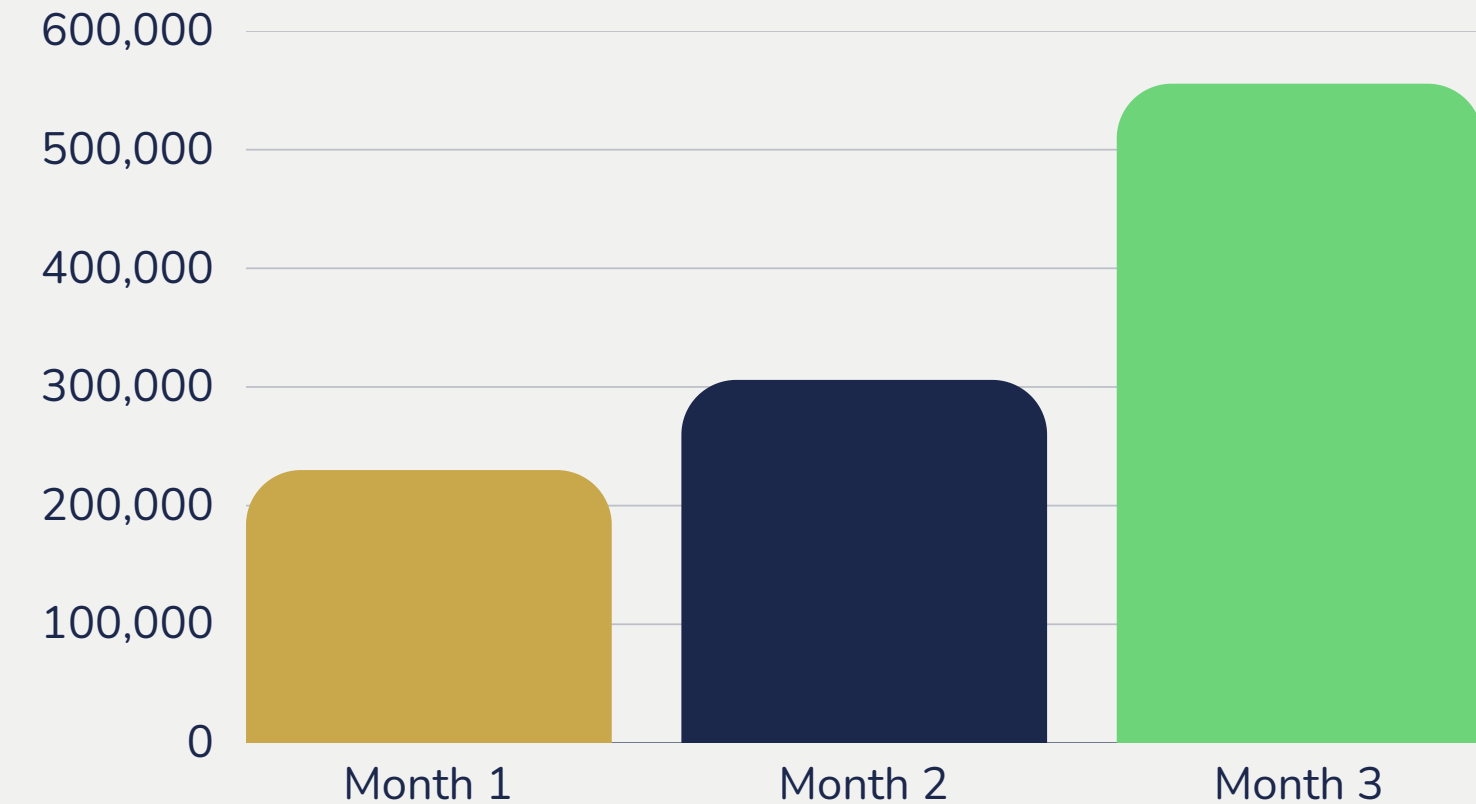
93

↑ From 38

Organic Traffic Growth - 3 Month Journey



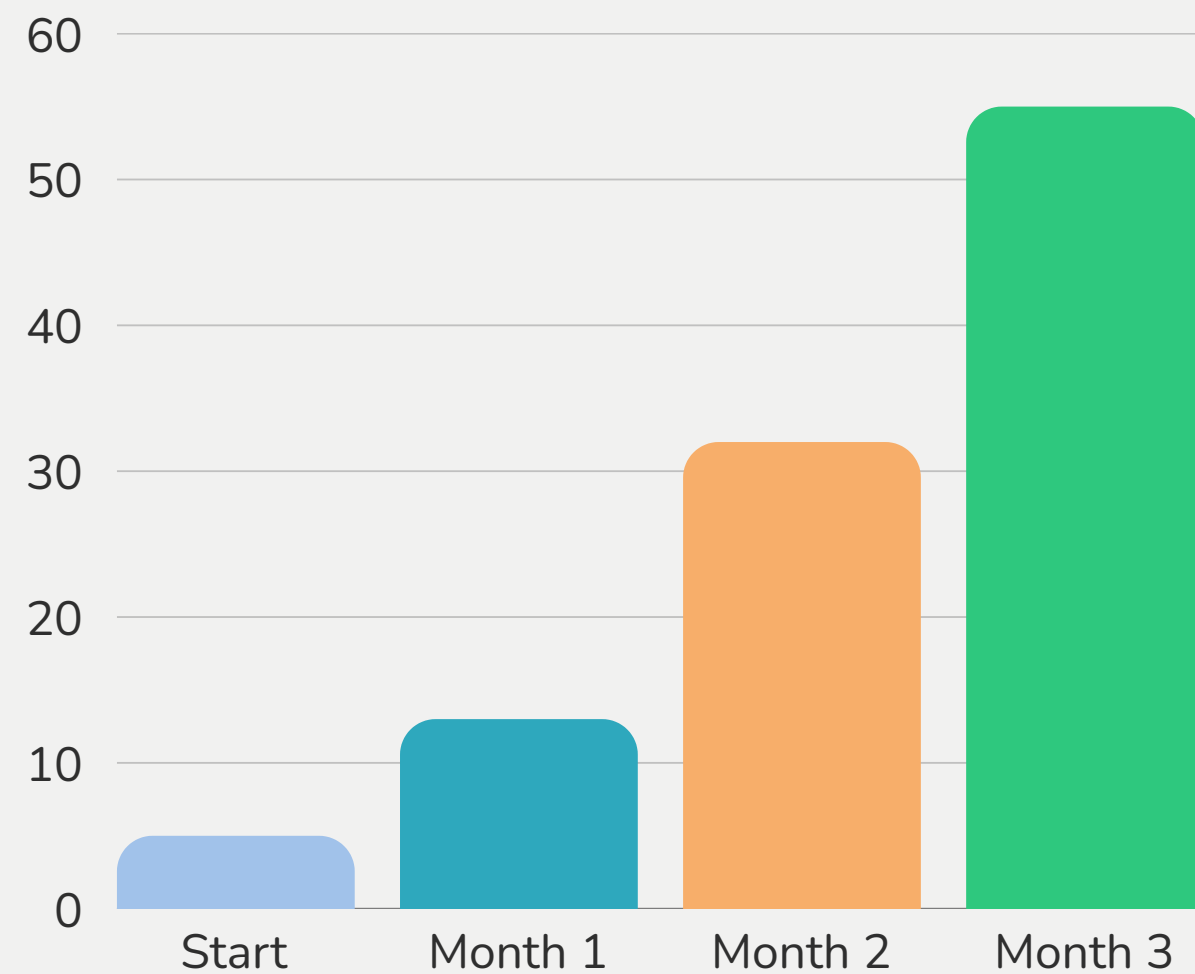
Total Monthly Revenue Trend



THE NUMBERS TELL THE STORY

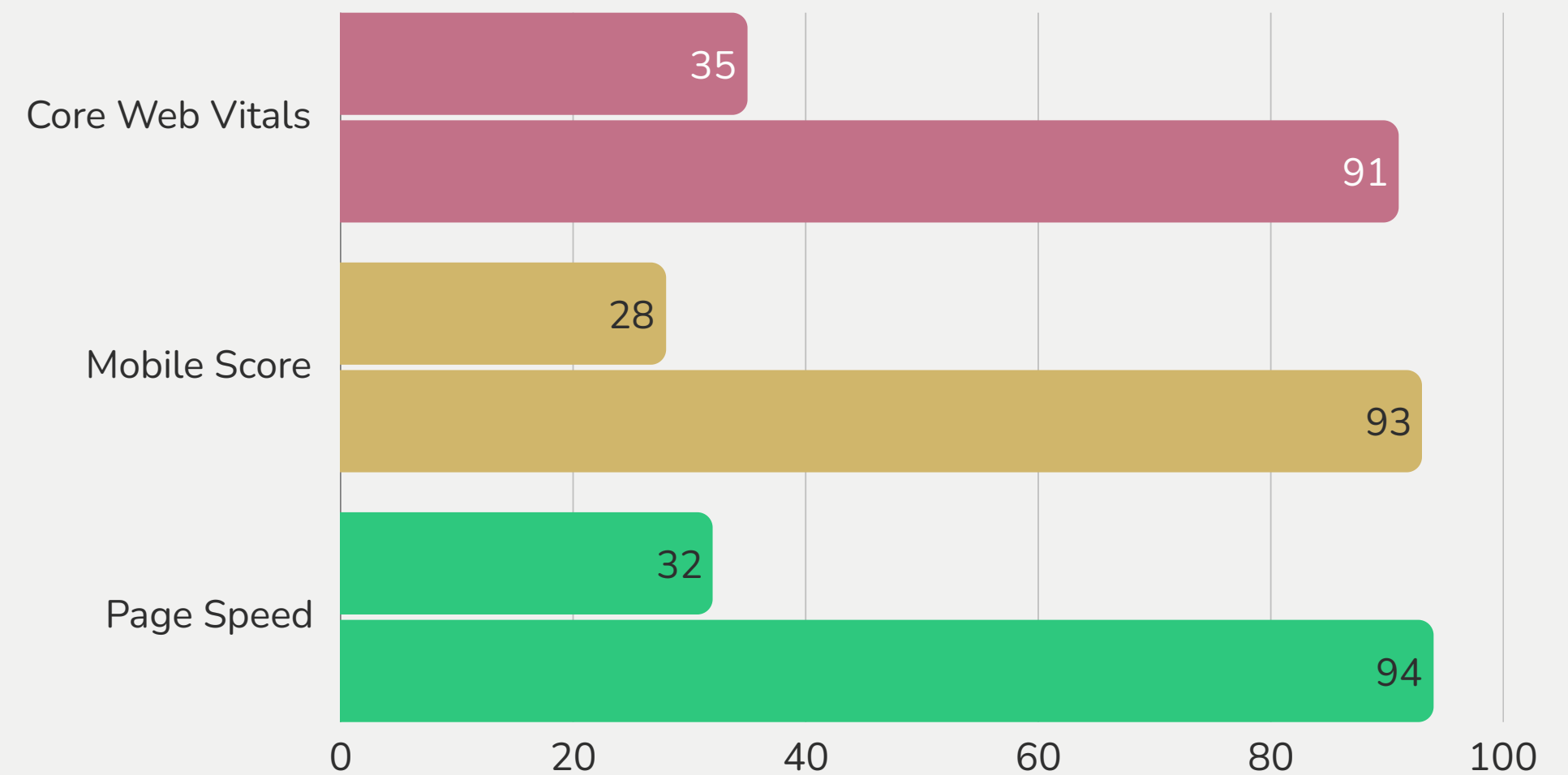
Keywords Ranking in Top 10

Quarterly growth - 5 to 50+ keywords



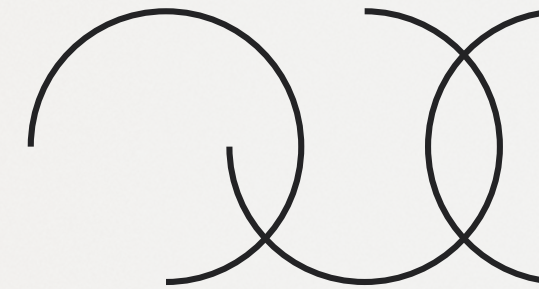
Technical Performance - Before vs. After

PageSpeed · Mobile Score · Core Web Vitals (scores out of 100)



IN THEIR OWN WORDS

“Before working with THINKNEXT, our hotel was not visible online and we depended a lot on OTAs, which reduced our profits. Within 3 months, we started appearing on the first page for keywords we never expected to rank for. Direct bookings became our biggest source of revenue. The results have been excellent. It feels like we took back control of our hotel from the OTAs.”

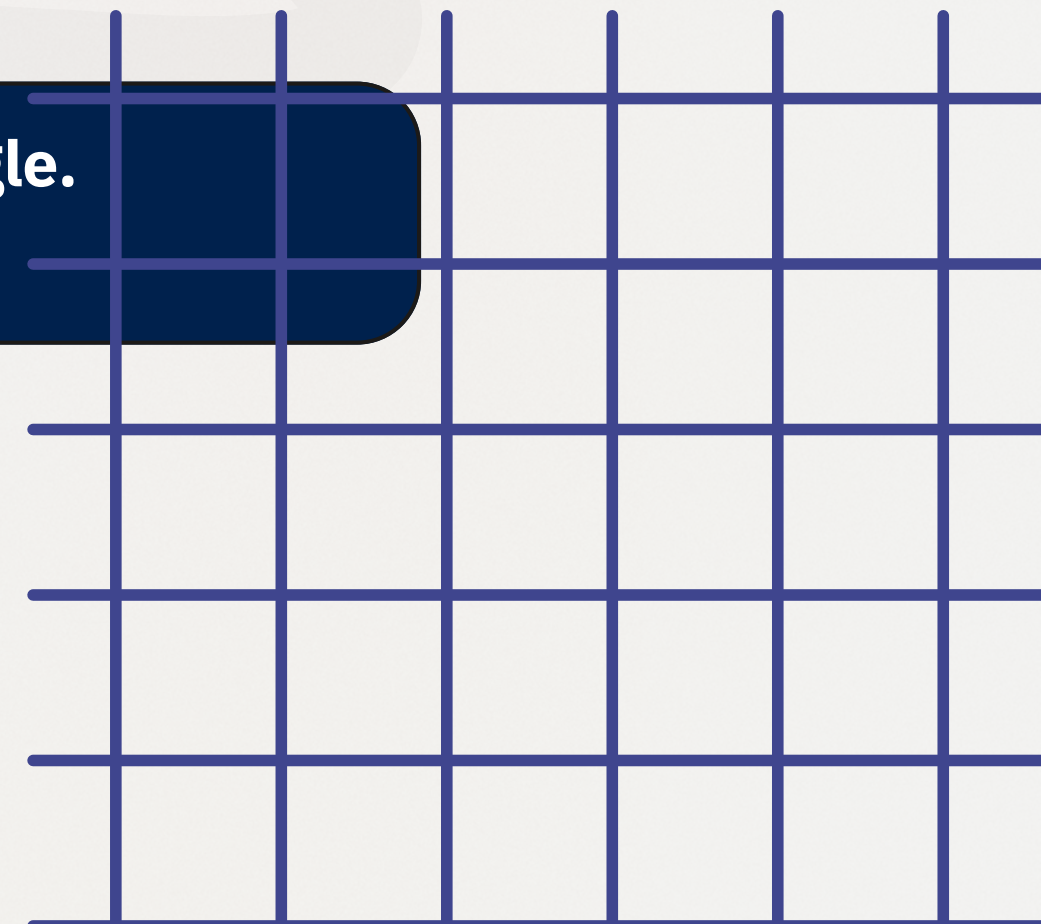


What Your Hotel Missing Right Now

While you are reading this, guests in your city are searching "hotels in [city]" on Google.
Are they finding you — or your competitor?

Is your hotel still **paying OTAs** for guests you could own?

Get My Free Hotel SEO Audit →



Thank You



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