

SEO and AEO for hospitality and booking businesses

More guests finding you on Google and in AI answers, and more of them booking direct. Technical SEO, on-page work and content for search, and answer engine optimisation (AEO) so AI assistants such as ChatGPT and Google's AI Overviews can find and cite the business. Below: the hospitality sites and booking platform I have built, results for my latest clients in other sectors, compared on the same three months a year apart, and a Lighthouse before-and-after. Client names are withheld under NDA. Every figure comes from Google Search Console or Lighthouse, and the screenshots are at the end.

BOOK A CALL

50

BOOKINGS IN A BOOKING
PLATFORM'S FIRST MONTH

+1,343%

IMPRESSIONS, CLIENT 1,
YEAR OVER YEAR

27.7 → 3.6

AVERAGE POSITION, CLIENT 1

Hospitality: direct bookings, and the sites behind them

Direct bookings are a search problem and a product problem at once: the page has to be found, and the booking has to be quick to finish on a phone. These are hospitality sites I have built.

Savant, Dubai: a booking platform

Classes and events booked and paid online, and a CRM for the instructors who rent the space. 50 bookings in its first month, and 40 positive Google reviews.

[Read the case study](#)

Salmon Guru, Dubai: a cocktail bar

Per-page titles and descriptions, and JSON-LD restaurant data written by hand, so the bar, its menu and its events read correctly in search. A dashboard lets the team change menus and events themselves.

[Read the case study](#)

Elements Hospitality: IT and websites

All of their IT, and their websites, with a title and description written for every page.

[Read the case study](#)

Search results: latest clients, year over year

My latest clients, from other sectors and under NDA. The same window both years, 7 July to 6 October, so seasonal swings cancel out. The figures are Search Console's own totals, which it rounds.

SEE THE SCREENSHOTS

SITE	IMPRESSIONS	CLICKS	AVERAGE POSITION
Client 1	60.7K → 876K +1,343%	545 → 824 +51%	27.7 → 3.6
Client 2	9.27K → 43K +364%	36 → 94 +161%	21.8 → 10.1
Client 3	24.6K → 70.1K +185%	77 → 106 +38%	57.4 → 34.2
Client 4	645K → 1.39M +116%	6.89K → 8.78K +27%	20.2 → 8.5
Combined	740K → 2.38M +222%	7.55K → 9.80K +30%	Better on every site

Read honestly, clicks grew more slowly than impressions on every site, so click-through fell: from 0.9% to 0.1%, 0.4% to 0.2%, 0.3% to 0.2%, 1.1% to 0.6%. That is what happens when a site starts appearing for many more searches, most of them below the top results at first, and when Google's AI Overviews answer more searches on the results page itself. The next lever on each is click-through on the pages that already rank: titles, descriptions and rich results.

Technical work: Lighthouse 30 to 96

Google Lighthouse scores for a client site, before and after the work.

SCORE	BEFORE	AFTER
Performance	30	96
Accessibility	93	100
Best practices	64	100
SEO	42	100
Agentic browsing (AI-agent readiness)	1 of 2	2 of 2

This site: built for search from day one

hadimoussawi.com started this work in September 2026 with one page in Google, and 51 impressions in the three months before. In the first eleven days after the new pages were indexed, it earned 218. It is early, so these are small numbers, but every step is measured:

Indexed: 1 page to 20 in about two weeks, and every page that is not indexed is accounted for (leftovers from the old site).

Search Console drives the copy. When the Dubai price guide showed up for some 25 versions of “how much does a website cost in Dubai”, its title and headings were rewritten to match, and an Arabic edition went live for the Arabic searches.

Structured data for the person, the business, every article and every breadcrumb trail;

Speed: 100 on every Lighthouse score on desktop, 98 to 100 on mobile, and no

English and Arabic pages linked as translations of each other.

JavaScript of their own on the content pages.

Automated: the sitemap is written at every build, Bing and other IndexNow engines are notified on every deploy, and a build fails before a broken page can go live.

How the homepage's video was made fast enough to score 100 is written up in [how I built a scroll-driven video hero](#).

What I do

On-page. Titles, meta descriptions, headings, internal links and content refreshes, written from the queries Search Console shows a page is already earning.

Structured data. JSON-LD written by hand: business, restaurant, article and breadcrumb markup on the sites below.

Research. Semrush and Ahrefs for keywords and competitors, turned into content plans, briefs and a roadmap.

Reporting. Monthly, in plain English: what moved, why it moved, and what to do next.

Technical SEO. Crawls with Screaming Frog; indexing, canonicals, redirects, sitemaps, Search Console errors and Core Web Vitals.

Measurement. GA4 and Search Console, Microsoft Clarity heatmaps, the Meta Pixel, and Agency Analytics dashboards that bring Search Console, Business Profile, GA4, Meta and Google Ads together.

Answer engine optimisation (AEO). Clear entities, so search engines and AI assistants know who the business is, what it offers and where. Answer-first pages with real numbers and tables that ChatGPT, Perplexity and Google's AI Overviews can quote.

Code and custom CMS. React, Laravel and PHP, and custom dashboards. Every change goes through Git and a preview deploy before it goes live.

Automation. Sitemaps written at every build, search engines notified on every deploy, and checks that stop a page going live with a missing heading or an over-long title.

How I work

01

Baseline.

Search Console, GA4 and a full crawl, so every result has a measured “before”.

03

Technical fixes.

Indexing, redirects, speed and structured data, before any new content.

05

Authority and local.

Google Business Profile, reviews, listings and links from real sites.

02

Research.

Keywords and competitors by intent, and a roadmap in order of what pays off first.

04

On-page and content.

Pages rewritten around what people search, and new pages where there is demand and no answer.

06

Measure and report.

Monthly, against the baseline, in words a business owner can act on.

The terms, in plain English

Impressions

How many times a site appeared in Google’s results.

Clicks

Visits that came from Google’s unpaid results.

Average position

Where the site sat in the results, on average. 1 to 10 is page one.

Indexed

Pages Google has added to its index. A page that is not indexed cannot rank.

AEO

Answer engine optimisation: making a business easy for AI assistants and AI search to find, trust and cite.

CTR

Click-through rate: of everyone who saw the site in results, the share who clicked.

Structured data

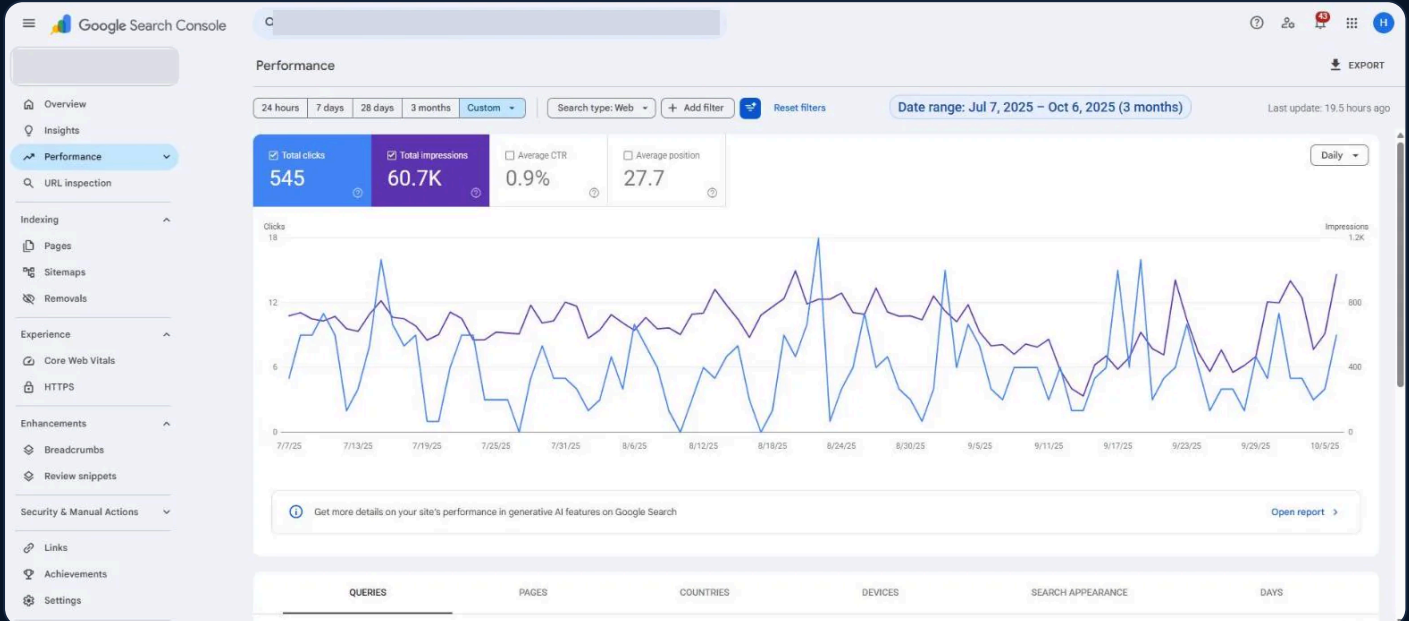
Code that tells search engines and AI assistants what a page is about, and can earn richer results.

Lighthouse

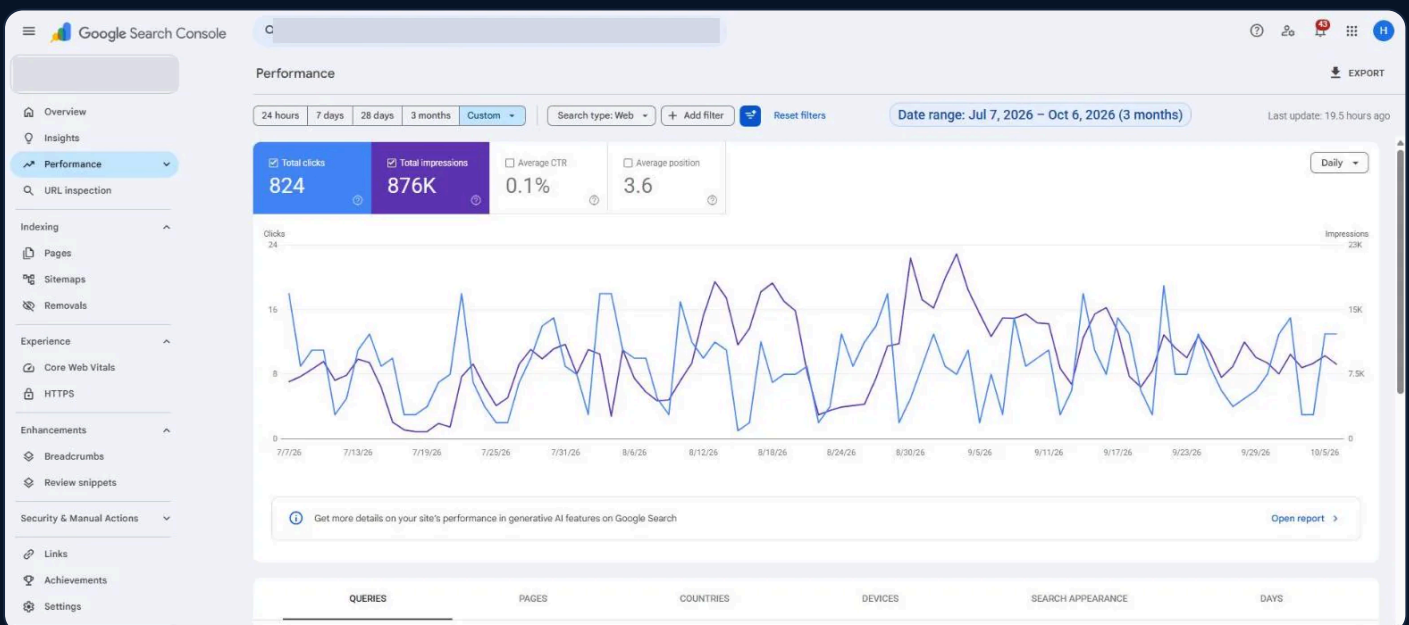
Google's audit of a page's speed, accessibility, best practices and SEO, scored out of 100.

The evidence

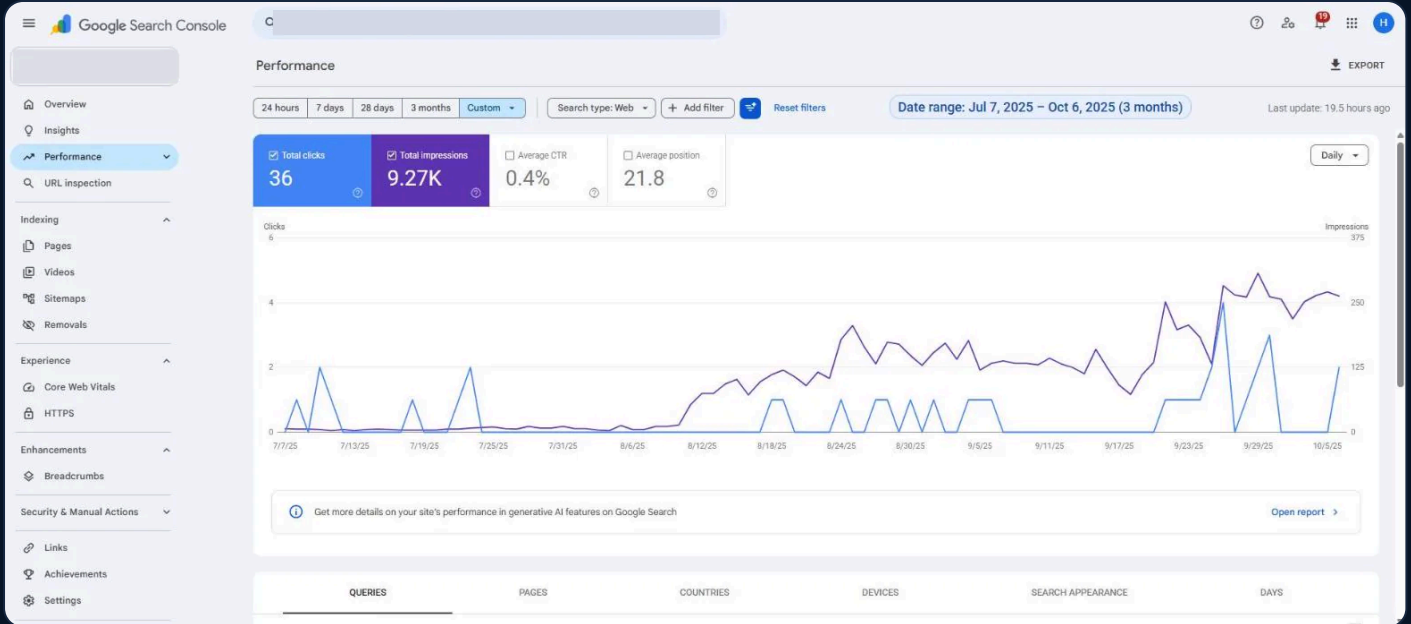
Straight from Google Search Console and Lighthouse. Each site's name is covered, under NDA; the full exports are available on request.



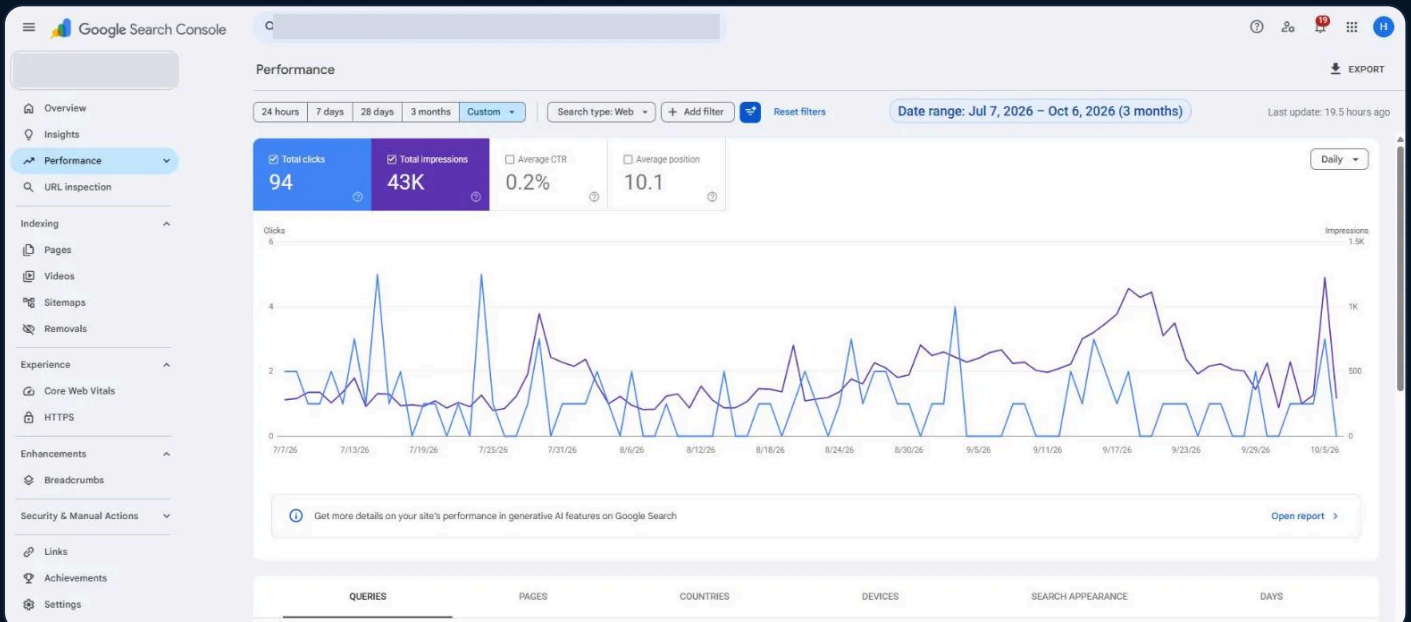
Client 1, before: 7 July to 6 October 2025. 545 clicks, 60.7K impressions, average position 27.7.



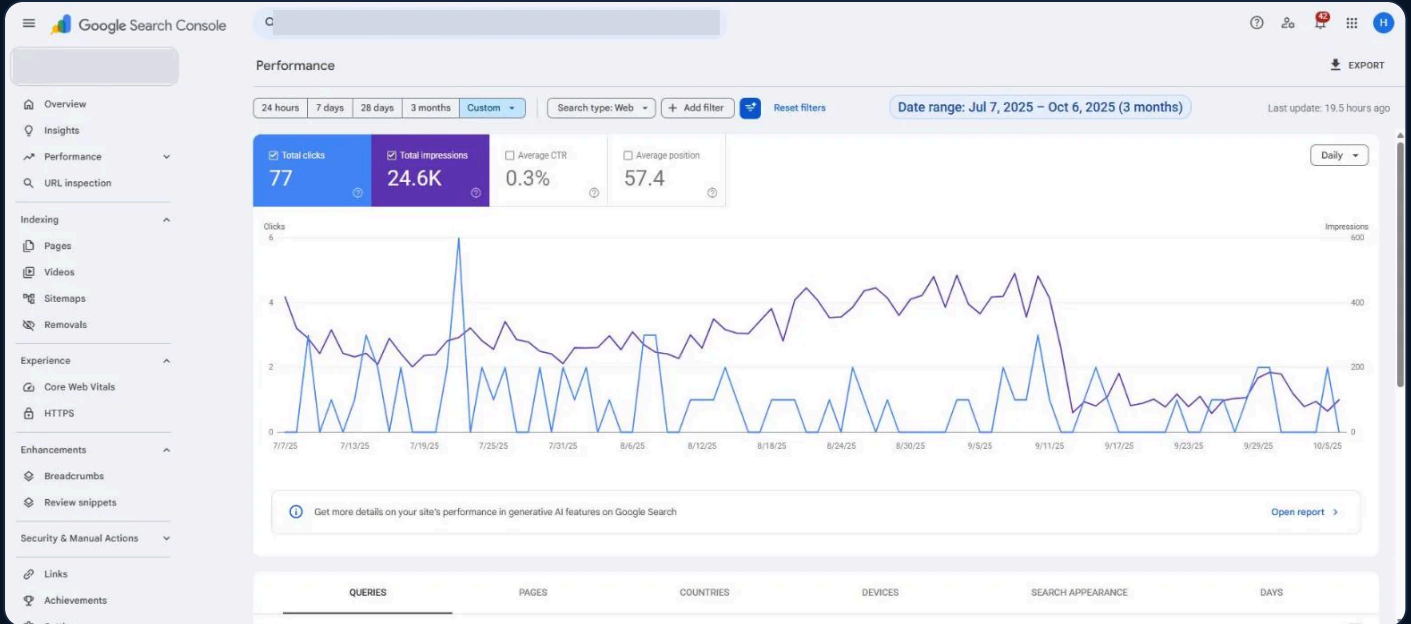
Client 1, after: 7 July to 6 October 2026. 824 clicks, 876K impressions, average position 3.6.



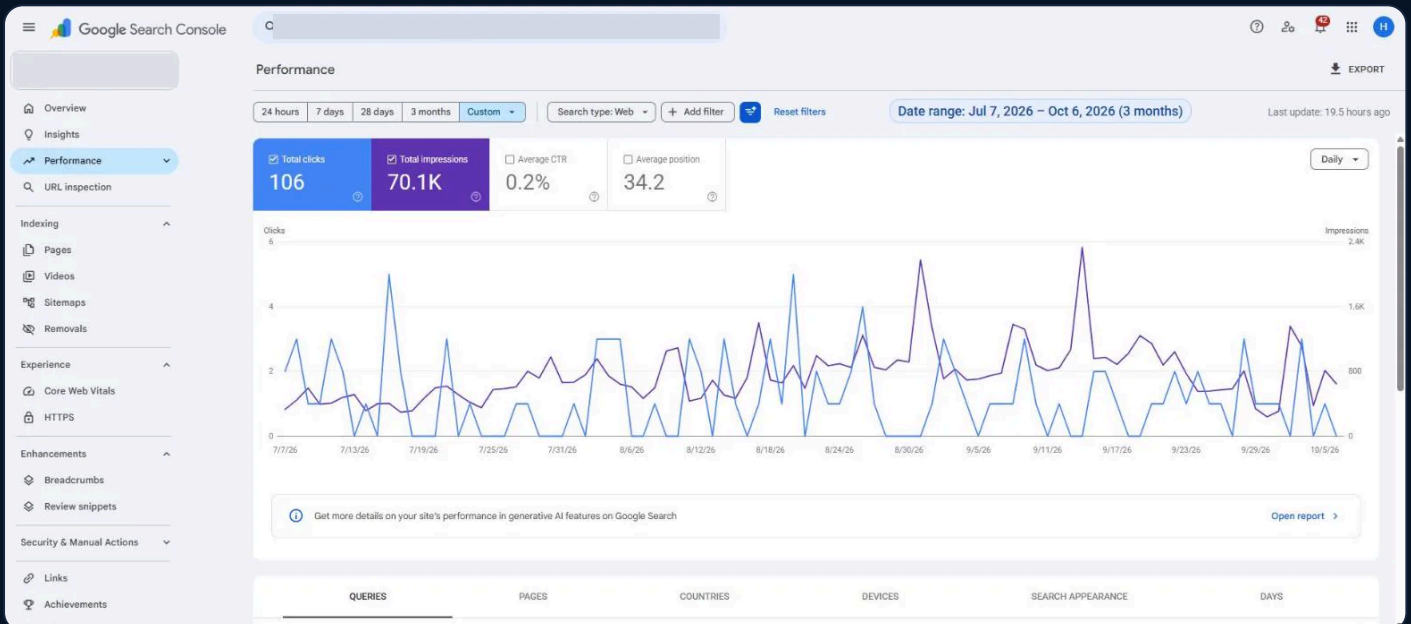
Client 2, before: 7 July to 6 October 2025. 36 clicks, 9.27K impressions, average position 21.8.



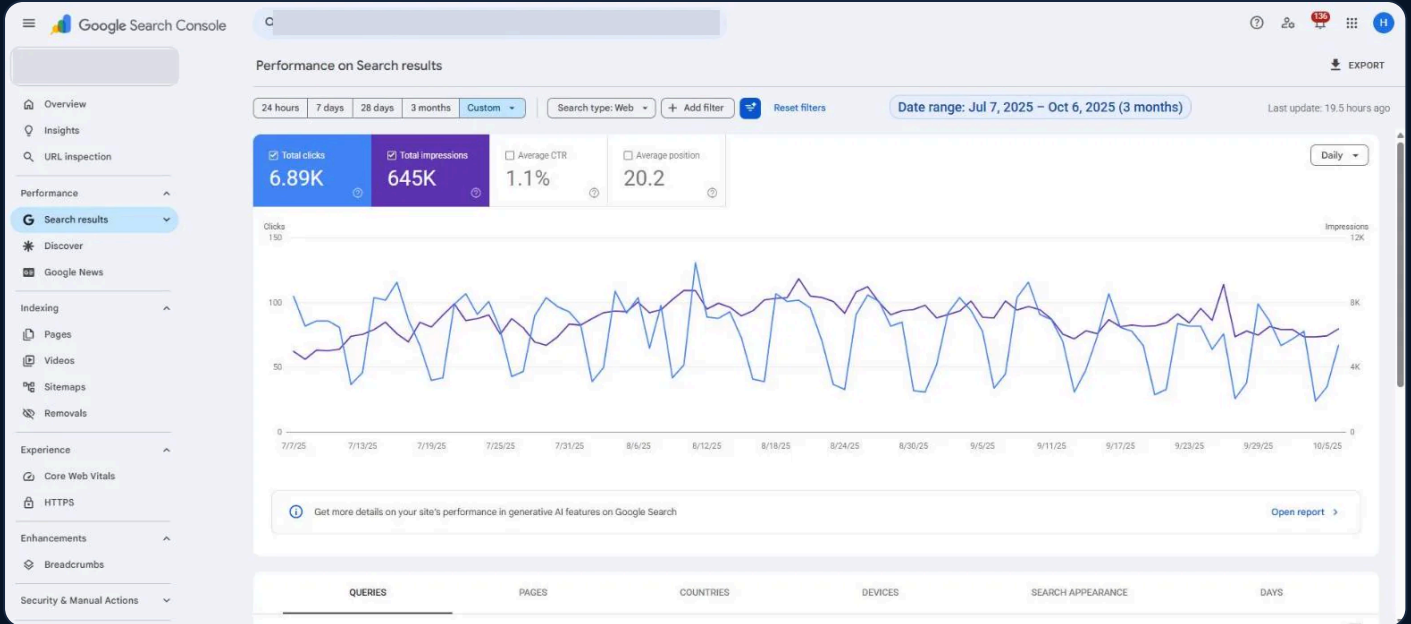
Client 2, after: 7 July to 6 October 2026. 94 clicks, 43K impressions, average position 10.1.



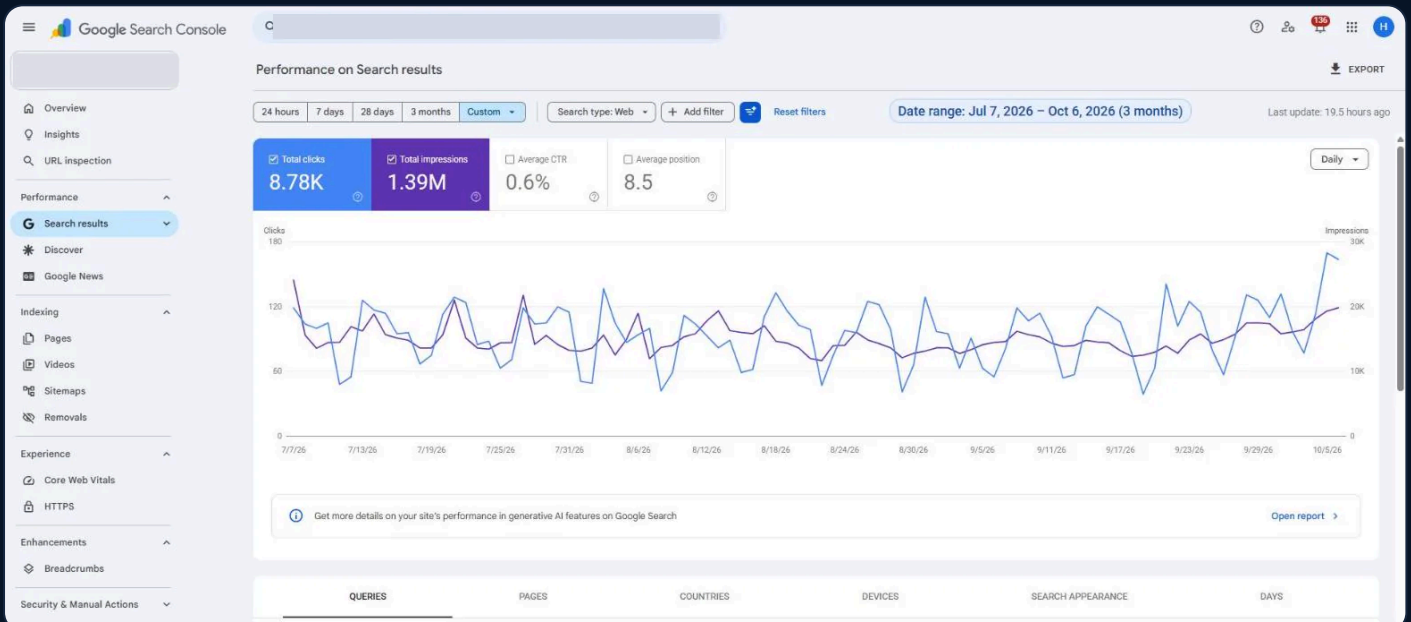
Client 3, before: 7 July to 6 October 2025. 77 clicks, 24.6K impressions, average position 57.4.



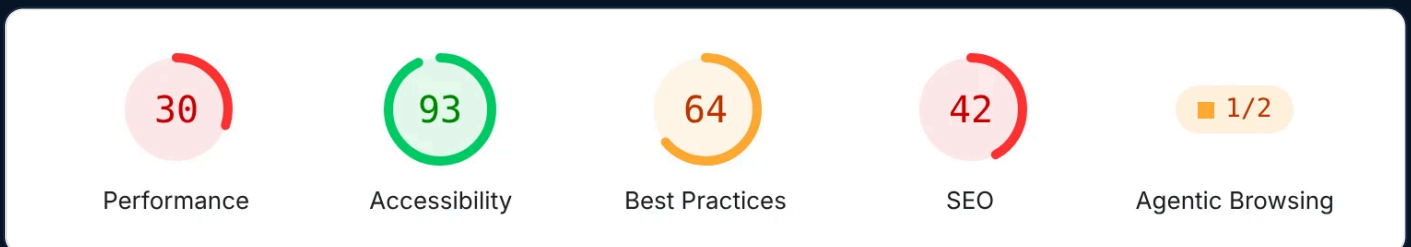
Client 3, after: 7 July to 6 October 2026. 106 clicks, 70.1K impressions, average position 34.2.



Client 4, before: 7 July to 6 October 2025. 6.89K clicks, 645K impressions, average position 20.2.



Client 4, after: 7 July to 6 October 2026. 8.78K clicks, 1.39M impressions, average position 8.5.



Lighthouse, before: performance 30, accessibility 93, best practices 64, SEO 42; agentic browsing 1 of 2.



Performance



Accessibility



Best Practices



SEO

● 2/2

Agentic Browsing

Lighthouse, after: performance 96, accessibility 100, best practices 100, SEO 100; agentic browsing 2 of 2.

Want more guests to find you, and book direct?

Tell me about the site and what it needs to bring in. After a twenty minute call you get a plan, in plain English, with the first fixes in order.

BOOK A CALL

EMAIL ME