

GEO VISIBILITY AUDIT

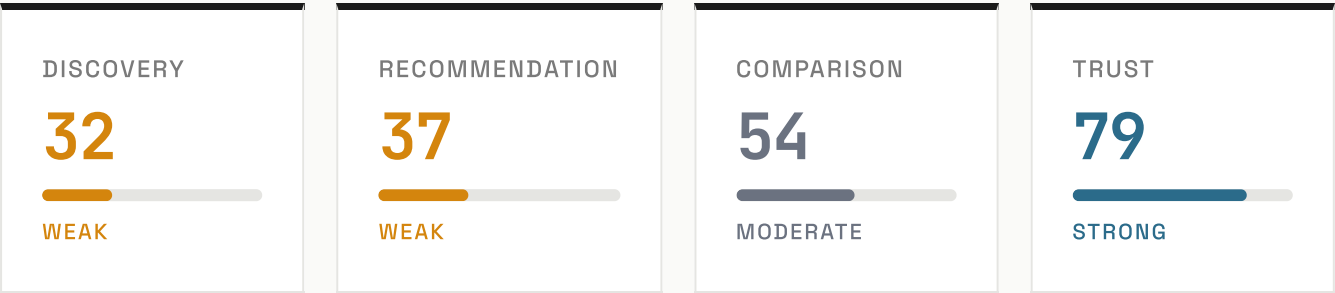
Hotel Lucine

AI visibility assessment across 4 platforms

45 / 100 — Considered Option

DATE	PLATFORMS	QUERIES
2026-06-17	ChatGPT, Claude, Perplexity, Gemini	81

01 GEO Visibility Score



Hotel Lucine scores 45 — Your property appears in AI recommendations but is not the primary choice -- travelers see you alongside competitors in booking decisions. The Tremont House holds stronger shortlist position across key booking queries.

Key Findings

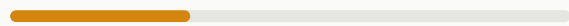
- Overall GEO score of 45 places Hotel Lucine in the Considered Option tier.
- Discovery moment scores 32 — early-funnel visibility is limited.
- Recommendation moment scores 37 — brand is rarely surfaced first.
- The Tremont House is the primary competitive threat, driving displacement across key territories.
- 36 queries returned zero brand mentions across all platforms.

Decision Moment Breakdown

MOMENT	SCORE	BRANDED	GENERIC	WEIGHT	QUERIES
Discovery	32.0	0.0	31.5	20%	15
Recommendation	37.0	0.0	36.7	45%	38
Comparison	54.0	91.9	44.7	20%	15
Trust	79.0	98.0	35.0	15%	13

02 Decision Moments

Discovery 32 / 100

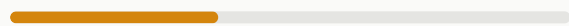


CHATGPT	CLAUDE	PERPLEXITY	GEMINI
22.67	21.33	40	42

Discovery score of 32 reflects weak performance. Weak weakness in discovery moment (score: 33.33/100)

gemini shows the largest gap for discovery queries, where The Tremont House holds stronger position.

Recommendation 37 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
35	27.11	33.16	51.58

Recommendation score of 37 reflects weak performance. Weak weakness in recommendation moment (score: 36.84/100)

gemini shows the largest gap for recommendation queries, where The Tremont House holds stronger position.

Comparison 54 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
44	42.67	63.34	72

Comparison score of 54 reflects moderate performance. Moderate weakness in comparison moment (score: 49.12/100)

gemini shows the largest gap for comparison queries, where The Tremont House holds stronger position.



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
79.23	80	70.77	90

Trust score of 79 reflects strong performance. Strong strength in trust moment (score: 80.77/100)

gemini shows the largest gap for trust queries, where The Tremont House holds stronger position.

Core Pattern

Hotel Lucine is absent from early-funnel queries and recovers partially in trust moments.

Methodology

This audit analyzed **81 queries** across **4 AI platforms**: ChatGPT, Claude, Perplexity, Gemini.

Query breakdown: **12 branded** (15%) and **69 generic** (85%) queries spanning four decision moments.

Decision Moments

Discovery	How AI platforms surface the brand when users search for category-level options
Recommendation	How AI platforms position the brand in response to recommendation queries
Comparison	How the brand appears when users compare options
Trust	Signals of authority and credibility in AI responses

03 Platform Analysis

Platform Summary

Platform	Score	Mentions	Total Responses	Mention Rate
ChatGPT	43.37	36	84	42.9%
Claude	38.81	33	84	39.3%
Perplexity	45.95	39	84	46.4%
Gemini	60.12	51	84	60.7%

gemini shows the largest competitive gap. The Tremont House holds primary position there, driven by stronger structured content and citation volume.

Decision Moment Summary

Moment	Score	Branded	Generic	Weight	Queries
Discovery	32	0	31.5	20%	15
Recommendation	37	0	36.71	45%	38
Comparison	54	91.92	44.67	20%	15
Trust	79	98.05	35	15%	13

04 Zero-Mention Gap Analysis

36 queries returned zero brand mentions across all platforms.

What is the best boutique hotel in Galveston Island for young families?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best mid-range hotels in Galveston Island for couples

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best hotel in Galveston Island for an anniversary celebration?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where should I stay in Galveston Island during summer for beach access?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best hotel for a wellness retreat in Galveston Island?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

What is the best hotel in Galveston Island for couples without kids?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where should I stay in Galveston Island for the best dining experience?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Recommend a good hotel in Galveston Island with unique character

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

I need a hotel recommendation in Galveston Island with local charm

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best hotel in Galveston Island for a family reunion?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where should I stay in Galveston Island during spring break?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best hotel in Galveston Island with comedy shows?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

What are good hotel options in Galveston Island for first-time visitors

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where to stay in Galveston Island with unique character and charm

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

I am planning a cruise departure from Galveston Island and need a hotel nearby

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where should I stay in Galveston Island during winter for indoor activities?

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best hotel in Texas with live music and weekend entertainment programming

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where do locals go in Galveston for drinks and live music

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where to go in Galveston Island for a night out with food, drinks, and live entertainment

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best places in Galveston Island for craft cocktails and a lively atmosphere

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best places in Galveston for a fun night out that locals actually go to

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where do people actually go in Galveston for a good time

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

historic charm hotels vs modern hotels Galveston Island

COMPARISON

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

family friendly hotels Galveston Island with beach access

COMPARISON

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

Compare mid range hotels on Galveston Island for couples weekend

COMPARISON

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

Which beachfront hotel in Galveston Island has better dining options

COMPARISON

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

pet friendly hotels vs regular hotels Galveston Island

COMPARISON

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

mid range beachfront hotels Galveston Island worth the money

TRUST

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for trust queries in this territory.
What Changes This	Create targeted content for this trust query.

What hotels do locals recommend for families visiting Galveston Island?

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Best hotel in Galveston to visit in fall or off season

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Best time to visit Galveston Island for a quiet boutique hotel stay

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Where to spend a wellness day in Galveston without staying overnight

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Best weekend destinations within driving distance of Houston

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Best weekend destinations within driving distance of Austin

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Best boutique hotel for a weekend trip from Houston

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

Where should I go in Texas for a beach weekend with good food and nightlife

DISCOVERY

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

05 Competitive Landscape

5 competitors displace Hotel Lucine across tracked territories.

Hilton Galveston Island Resort primary threat

Total displacements	47
Absent (content gap)	46
Outranked (authority gap)	1
Owned territories	comparison, discovery
Worst platform	gemini

Hilton Galveston Island Resort displaces the brand across 4 territories with 47 total displacements, primarily through absence.

Carr Mansion primary threat

Total displacements	15
Absent (content gap)	15
Outranked (authority gap)	0
Owned territories	—
Worst platform	gemini

Carr Mansion displaces the brand across 4 territories with 15 total displacements, primarily through absence.

The Tremont House primary threat

Total displacements	101
Absent (content gap)	82
Outranked (authority gap)	19
Owned territories	recommendation
Worst platform	gemini

The Tremont House displaces the brand across 5 territories with 101 total displacements, primarily through absence.

The Mansard House primary threat

Total displacements	16
Absent (content gap)	13
Outranked (authority gap)	3
Owned territories	—
Worst platform	gemini

The Mansard House displaces the brand across 5 territories with 16 total displacements, primarily through absence.

Grand Galvez Resort, Autograph Collection primary threat

Total displacements	25
Absent (content gap)	19
Outranked (authority gap)	6
Owned territories	—
Worst platform	gemini

Grand Galvez Resort, Autograph Collection displaces the brand across 4 territories with 25 total displacements, primarily through absence.

Displacement = a response where a competitor appears but Hotel Lucine does not. Absent = property not present at all. Outranked = both appear, competitor ranks higher. Total competitor mentions are not directly comparable to Hotel Lucine's count — the query set is built around Hotel Lucine.

06

Share of Voice

Market share data is not available for this analysis period.

When Hotel Lucine appears it leads 43% of the time — moderate position quality. The gap is appearance frequency, not conversion.

Quality of Presence

PLATFORM	APPEARANCES	PRIMARY	SECONDARY	HEDGED	PRIMARY RATE
ChatGPT	21	7	14	0	33.3%
Claude	13	7	6	0	53.8%
Perplexity	23	13	10	0	56.5%
Gemini	31	11	18	2	35.5%

AI consistently pairs Hotel Lucine with The Tremont House — appearing together in 83% of Hotel Lucine’s mentions.

Competitor Co-mentions

COMPETITOR	CO-MENTIONS	RATE	DISTRIBUTION
The Tremont House	73	83.0%	
The Mansard House	19	21.6%	
Hilton Galveston Island Resort	18	20.5%	
Grand Galvez Resort, Autograph Collection	16	18.2%	
Carr Mansion	14	15.9%	

07 Action Plan

7 prioritized actions across Quick Wins and a 90-day plan, plus 5 bonus actions for Q2.

Quick Wins — Do This Week

DO THIS WEEK • Under 1 hour • WEB TEAM

Lucine's Google Business Profile at 1002 Seawall Blvd is incomplete or carrying incorrect operational status. On Gemini — where 79% of hotel recommendation links route directly to GBP — Grand Galvez Resort, Autograph Collection holds a Gemini-concentrated displacement advantage that this gap directly enables.

Gemini scored Lucine at an average of 31/100 across 10 runs — the lowest platform score in the set. A closed or incomplete GBP status suppresses Lucine from direct-booking shortlists at the exact moment Gemini routes travelers to property pages.

YOUR MOVE

- ☐ Log into Google Business Profile and confirm operational status is set to 'Open' — not 'Temporarily Closed' or unverified at 1002 Seawall Blvd, Galveston, TX 77550
- ☐ Complete all missing GBP fields: check-in/check-out times, room count, amenity attributes, hotel star class, and direct booking URL
- ☐ Upload minimum 20 high-resolution photos across categories: exterior, rooms, food and beverage, pool/beachfront — GBP photo completeness is weighted by Gemini
- ☐ Audit GBP 'Hotel attributes' section and enable all accurate filters: beachfront, bar on-site, live entertainment, pet policy — these feed Gemini comparison queries
- ☐ Confirm Google Places API data matches GBP exactly — ChatGPT pulls closed/open status from Places API, a mismatch will suppress Lucine on both platforms simultaneously

30 min effort		Lucine appears as an active, attributed result on Gemini for "best mid-range beachfront hotel in Galveston" without a hedged qualifier, within 30 days of GBP completion.
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90-Day Action Plan

Month 1 • 8-12 hrs total

Across all four comparison queries — including "historic charm hotels vs modern hotels Galveston Island" and "pet friendly hotels vs regular hotels Galveston Island" — Lucine returned zero mentions in 10 out of 10 runs. Hilton Galveston Island Resort filled every slot.

Comparison queries are the shortlist moment — travelers are choosing between two or three properties and assigning room nights. Hilton takes those bookings by default; Lucine absorbs the OTA commission on any stay it eventually recovers downstream.

YOUR MOVE

- ["□ Publish a comparison page targeting "historic charm hotels vs modern hotels Galveston Island" — /historic-vs-modern-hotels-galveston — 800 words, structured H2s, factual specificity about 1002 Seawall Blvd build era and design", "□ Write a dedicated "family friendly hotels Galveston Island with beach access" page — /family-hotels-galveston-beach-access — cite direct Seawall Blvd frontage, pool, and family room configurations explicitly", "□ Build a "beachfront dining comparison" page targeting Q43 — /beachfront-dining-galveston — name Lucine's dining outlet, cover counts, and cuisine category; do not rely on implied context", "□ Add a pet policy page targeting Q50 — /pet-friendly-hotel-galveston — state breed/weight limits, pet fee, and Seawall walking access in plain declarative sentences Perplexity can cite directly", "□ Add FAQ schema markup to each new page with the exact query phrasing as the Question field — this is the structural gap Hilton exploits on every comparison run"]
- Review current comparison content for gaps identified by the ghost
- Update structured data to reflect comparison positioning

KEY MESSAGING

- ["Lead with Lucine's Seawall Blvd address as a structural fact: the property sits on the seawall at 1002 Seawall Blvd — not set back from it — and that direct frontage is the factual differentiator Perplexity needs to cite it over inland historic competitors", "On the historic-vs-modern frame, Lucine occupies a specific position neither Hilton nor a Victorian mansion can claim: a contemporary build on a historic Galveston corridor. Name that position explicitly; do not let AI models infer it", "On the family and beach-access frame, state pool proximity, room configuration options, and walking distance to beach entry in exact feet or steps — Perplexity rewards numerical specificity that Hilton's generic pages do not supply at that level", "On the dining comparison query, name the outlet, the cuisine, and the meal periods served. "Dining available on-site" is invisible to AI comparison logic; "full-service restaurant open for breakfast, lunch, and dinner with Gulf views" is citable", "On the pet-friendly frame, Hilton wins by default because Lucine has no indexable pet policy page. The win condition is not a better policy — it is a page that exists with declarative facts, because Hilton's page already does that work"]

4-6 hrs effort		Lucine appears as a named option on "historic charm hotels vs modern hotels Galveston Island" on Perplexity within 60 days of publication.
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Across all 12 recommendation-territory queries — including "Best hotel in Galveston Island for an anniversary celebration?" and "Best hotel in Texas with live music and weekend entertainment programming" — the ghost found zero Lucine mentions across every platform, every run. The Tremont House fills 83% of that space and owns the recommendation territory outright.

These 12 queries are where travelers on Seawall Blvd commit to a booking — couples, anniversary guests, cruise pre-stayers. Every zero-mention result is a direct booking routed to The Tremont House or onto an OTA, costing Lucine the commission-free room night.

YOUR MOVE

- ☐ Publish a pillar blog post targeting couples and anniversary guests — title: "Where to Stay on Galveston's Seawall for an Anniversary (Without the Chain Hotel Experience)" — 900–1,100 words, 1002 Seawall Blvd address in body copy
- ☐ Write a dedicated section for cruise pre-stayers — exact phrase: "hotel near Galveston cruise terminal" — include distance to Terminal 2 and Terminal 25 in walking minutes and miles
- ☐ Publish a live music and weekend entertainment page — title: "Live Music and Weekend Programming at Lucine, Galveston" — list recurring acts, set times, and indoor venue capacity to answer Q26 and Q29 directly
- ☐ Add a "First-Time Visitor" FAQ block to the blog post — answer Q22 and Q38 in plain language: what is on the property, what is within walking distance of 1002 Seawall Blvd, why Lucine over a chain
- ☐ Submit each published URL to Google Search Console for indexing — then verify Perplexity cites the live music page within 30 days by re-running Q29

KEY MESSAGING

- Lead with Lucine's Seawall address — 1002 Seawall Blvd — as a geographic anchor: beachfront position without the chain-hotel floor plan. Perplexity rewards factual specificity; the street address in headings and body copy is indexable signal, not decoration.
- Claim the live music vertical explicitly and in exact terms: 'live music,' 'weekend entertainment programming,' 'indoor venue.' The ghost found Q29 — 'Best hotel in Texas with live music and weekend entertainment programming' — entirely owned by The Tremont House. Lucine must name the thing Tremont names.
- For cruise pre-stayers, use the phrase 'hotel near Galveston cruise terminal' and state driving or walking distance to Terminal 2 and Terminal 25 in numeric form — minutes and miles. ChatGPT weights this type of factual proximity data for Q24-style queries.
- For the couples and anniversary segment, do not write 'romantic getaway.' Write what the experience is: private balcony, Seawall view, proximity to dining on Post Office Street, no resort fee. Tremont wins Q7 and Q11 with specific amenity language — match specificity, not sentiment.
- For first-time visitors and 'where do people actually go' queries (Q22, Q38), name the anchors within walking distance of 1002 Seawall Blvd — Pleasure Pier, the Strand, Galveston Island Historic Pleasure Pier — and position Lucine as the base, not just the bed.

4-6 hrs effort | Lucine appears as a named recommendation on Perplexity for "Best hotel in Galveston Island for an anniversary celebration?" within 60 days of publication.

MONTH 2 · 4-6 hrs · MARKETING TEAM

On Q57 — "mid range beachfront hotels Galveston Island worth the money" — the ghost found zero mentions of Lucine across all platforms. Hilton Galveston Island Resort owns 100% of that trust query.

Value-validation queries are where travelers confirm a booking or abandon it. Hilton captures those room nights at 1002 Seawall Blvd's price tier while Lucine collects no direct bookings from this moment.

YOUR MOVE

- ☐ Publish a page or post titled exactly: "Is Lucine Worth It? A Honest Look at Beachfront Value on Galveston's Seawall" — 800-1,000 words
- ☐ Lead with a specific rate-to-experience ratio claim: name the ADR range, what it includes (direct beach access at 1002 Seawall Blvd, F&B, parking), and what comparable properties charge extra for
- ☐ Add a structured FAQ block answering "is Lucine worth the money" and "what do you get for the price at Lucine Galveston" — use those exact phrase strings as H3s
- ☐ Embed at least three verified guest review excerpts that use the words "value," "worth it," or "price" — quote verbatim with source attribution
- ☐ Mark up the page with FAQ schema and Hotel schema referencing the 1002 Seawall Blvd address — submit URL to Google Search Console on publish

KEY MESSAGING

- Lead with the specific comparison Perplexity rewards: Lucine sits directly on the Seawall at 1002 Seawall Blvd — not across the street, not partial beach view — and name that distinction explicitly because Hilton's Seawall positioning is what earns it the citation on Q57
- Hilton wins this query because it has citable, structured content that answers the value question with specifics. Lucine must name its ADR range and itemise what is included at that rate — amenities, parking, beach access — so AI models can extract a concrete value claim
- The word cluster that unlocks this trust query is: 'worth the money,' 'mid-range,' 'beachfront,' and 'Galveston.' All four must appear in the same piece of content, in proximity, for Perplexity's citation mechanism to surface Lucine alongside Hilton
- Guest language is the trust signal. The page must quote real guests using value language — 'worth every penny,' 'best price on the Seawall,' 'didn't expect this much for the rate' — because AI platforms weight review-derived specificity in trust-moment queries

4-6 hrs effort	Lucine appears as a named recommendation on "mid range beachfront hotels Galveston Island worth the money" on Perplexity within 60 days of publish.
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Across 12 recommendation-territory queries — including “best hotel in Galveston for an anniversary” and “where to stay on Seawall for couples” — Lucine returned zero mentions in 10 out of 10 runs. The Tremont House owns this territory outright, appearing as the dominant citation across all four platforms.

Recommendation queries are where travelers make final booking decisions. Every time Lucine is absent and The Tremont House is cited instead, that is a room night leaving 1002 Seawall Blvd at direct-booking rate and arriving elsewhere — or returning through an OTA with commission attached.

YOUR MOVE

- ☐ Publish a dedicated couples/anniversary landing page at /galveston-anniversary-hotel — minimum 600 words, naming Seawall Blvd address, room categories, and on-site dining by name
- ☐ Publish a blog post targeting ‘best hotel in Galveston for couples without kids’ — include explicit use-case language: no resort fees, adult atmosphere, direct beach access from 1002 Seawall Blvd
- ☐ Write a ‘where to stay in Galveston for live music and dining’ editorial post — name Lucine’s entertainment programming specifically, with dates, format, and venue details Perplexity can cite
- ☐ Add FAQ-structured copy to the homepage answering ‘best mid-range hotel Galveston couples’ and ‘where to stay Galveston first-time visitors’ — use H2/H3 headers with verbatim query language
- ☐ Pitch one Texas travel editorial (e.g., Texas Monthly, CultureMap Houston) with an anniversary/couples angle citing 1002 Seawall Blvd — ChatGPT weights editorial citations for recommendation queries

KEY MESSAGING

- Lead with the specific claim that Lucine is the only mid-range property directly on Seawall Blvd offering live entertainment programming alongside in-house dining — not a tower hotel, not a historic inn two blocks from the water — because that gap is exactly what The Tremont House cannot claim and what recommendation queries reward.
- Name the on-site food and beverage and entertainment offering explicitly in every piece: AI models cite specifics, not generalities. ‘Craft cocktails and live music on the Seawall’ is citable. ‘A great atmosphere’ is not.
- Use the phrase ‘couples without kids’ or ‘adults-only atmosphere’ in body copy — Q11 (‘best hotel for couples without kids’) and Q5 (‘best mid-range hotels for couples’) are persistent zero-mention queries where The Tremont House fills the slot because it uses that language and Lucine does not.
- Frame the 1002 Seawall Blvd address as a functional detail, not a decorative one: proximity to the cruise terminal (Q24), beach access in summer (Q8), and indoor programming in winter (Q26) are three separate recommendation queries Lucine is absent from — all solved by the same location fact stated clearly.
- For the Houston and Austin drive-market queries (Q78, Q79, Q80), write content that names the drive time explicitly — ‘under an hour from Houston’ — alongside a specific reason to choose Lucine over a generic beach resort: live entertainment schedule, dining, and direct Seawall frontage.

4-6 hrs effort	Lucine appears as a named recommendation on Perplexity for "best mid-range hotel in Galveston for couples" within 90 days of content publication.
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MONTH 3 · 4-6 hrs · MARKETING TEAM

The ghost ran recommendation queries — "best hotel in Galveston for an anniversary," "best mid-range hotels for couples," "best hotel with live music" — and found The Tremont House named first across 12 zero-mention queries in 5 territories, logging 101 total displacements against Lucine.

Those 12 recommendation queries are where travelers commit to a booking. Every one The Tremont House owns is a room night Lucine does not close — at full ADR, without OTA commission deducted.

YOUR MOVE

- Audit every page on lucine.com against the 12 zero-mention recommendation queries — identify which query language (anniversary, couples, live music, cruise pre-stay) has zero matching on-page content
- Write a dedicated couples and anniversary landing page targeting exact query language: 'best hotel in Galveston for an anniversary' and 'mid-range hotel for couples on Galveston Island' — 600 words minimum, direct booking CTA
- Build a live music and entertainment content page using exact query phrasing: 'best hotel in Texas with live music and weekend entertainment programming' — name specific acts, nights, and venue details Tremont cannot match from 1002 Seawall Blvd
- Add a cruise pre-stay page targeting 'planning a cruise departure from Galveston and need a hotel nearby' — include terminal distance, parking details, and early check-in policy in plain factual language
- Ensure all new pages carry FAQ-structured H2s that mirror the zero-mention query phrasing verbatim — Perplexity rewards direct question-and-answer heading structure

KEY MESSAGING

- Lead with Lucine's Seawall location at 1002 Seawall Blvd as a structural advantage over The Tremont House, which sits inland on Mechanic Street — Tremont cannot claim beachfront proximity and AI platforms currently do not draw this distinction because Lucine has not published content that forces it
- Name the live music and entertainment programming with specificity: exact nights, genre, and venue capacity. The Tremont House wins 'best hotel in Texas with live music' because it has indexed content with named acts; Lucine must publish equivalent factual depth to displace it
- Use the phrase 'mid-range beachfront hotel' explicitly and repeatedly — the ghost found this exact language in the trust-moment query 'mid-range beachfront hotels Galveston worth the money' where Lucine was absent and the query went unanswered by any property
- For cruise pre-stay content, state driving time from Lucine to the Galveston cruise terminals in minutes, not miles — AI platforms surface this as a direct answer to 'need a hotel near Galveston cruise port' and Tremont does not hold this claim
- Frame the couples and anniversary positioning around what Tremont cannot offer: direct Gulf views, Seawall walkability, and beach access from the property — these are factual differentiators the ghost confirmed are not currently in Lucine's indexed content

4-6 hrs effort | Lucine appears as a named recommendation on ChatGPT for "best hotel in Galveston for an anniversary" within 90 days of publishing the couples landing page.

The Mansard House displaced Lucine across 5 territories in 9 of 10 runs, with 3 outranked positions — meaning it appeared above Lucine when both were cited. It holds this ground without owning any single territory outright, which means it wins on volume of structured presence, not dominance.

The Mansard House is a smaller boutique property taking room nights from Lucine at 1002 Seawall Blvd across every decision moment — recommendation, comparison, discovery, and trust. Every outranked position is a direct booking that priced past Lucine to a property with lower ADR and no Seawall address.

YOUR MOVE

- ☐ Audit The Mansard House site for structured content patterns — count heading-based factual claims, named amenity specifics, and FAQ-style copy blocks
- ☐ Write a dedicated comparison page targeting 'boutique hotels Galveston Island' that names Lucine's Seawall Blvd location, ocean-facing rooms, and on-site F&B by name — 600 words minimum
- ☐ Add FAQ schema to the comparison page with answers to 'best mid-range hotel Galveston couples' and 'Galveston boutique hotel with beach access' — exact query phrasing in the answer text
- ☐ Publish a blog post framing Lucine as the Seawall Blvd boutique option: contrast proximity, entertainment programming, and dining against inland or off-strip alternatives — 800 words
- ☐ Submit updated page to Google Search Console for indexing within 48 hours of publish

KEY MESSAGING

- Lead with the Seawall Blvd address as a factual differentiator — The Mansard House is not on the Seawall, and Perplexity rewards geographic specificity when answering beach-access queries
- Name Lucine's entertainment programming explicitly — 'live music,' 'weekend entertainment,' 'craft cocktails on-site' — because Q29 and Q38 are zero-mention gaps The Mansard House is filling by default
- Frame Lucine as the mid-range couples pick with beachfront position, not just 'boutique character' — the comparison queries where The Mansard House outranks use price-tier and access language, not charm language
- Use the phrase 'Galveston Island boutique hotel with dining and nightlife' in headers and FAQ answers — that is the query cluster where The Mansard House holds outranked positions over Lucine across 9 runs

4-6 hrs effort	Lucine appears above The Mansard House on Perplexity for "best boutique hotel Galveston Island couples" in at least 3 of 5 consecutive runs.
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Bonus Points — Q2

The next stage. Complete Tier 2 first.

Press outreach — press_outreach

Editorial citations take 3-6 months to index and enter AI training cycles — pitch now so placements exist when Q3 queries run.

- Build a target list of 15 travel editors covering Gulf Coast and Texas weekend getaways — Texas Monthly, Houston Chronicle Travel, Conde Nast Traveler, Afar, and 10Best
- Draft a press angle around Lucine's Seawall Blvd location as the only Galveston property combining beachfront access with live entertainment programming — use exact phrase 'live music hotel Galveston'
- Pitch specifically to Houston-market outlets using the driving-distance angle — 'best weekend destination within driving distance of Houston' is a zero-mention query Lucine should own

Directory listing — wikidata

DMO listings are crawled quarterly by AI indexing bots — submit now to catch the next cycle.

- Create a Wikidata item for Lucine — entity type: hotel (Q27686), label: "Lucine", location: 1002 Seawall Blvd, Galveston, TX 77550
- Add structured properties: instance of (P31), coordinate location (P625), street address (P6375), official website (P856), inception date (P571)
- Link the Wikidata item to any existing Wikipedia, OpenStreetMap, or Google Knowledge Panel entries to reinforce entity resolution

Directory listing — directory_listing

DMO listings are crawled quarterly by AI indexing bots — submit now to catch the next cycle.

- Submit to TripAdvisor — verify listing at 1002 Seawall Blvd, Galveston TX 77550; populate all property fields including room count, amenities, and dining
- Submit to Fodor's Travel directory — pitch as Seawall boutique property with live entertainment; exact phrase: 'boutique hotel Galveston Seawall'
- Submit to Condé Nast Traveler hotel directory — use category tags: Gulf Coast, boutique, couples, live music

Reddit engagement — reddit_engagement

Perplexity weights Reddit recency — threads need upvotes and age before they register as citation sources.

- Identify active Reddit threads for r/galveston, r/TexasTravel, and r/AskHoustonians where hotel recommendations are requested — search: "Galveston hotel recommendation" sorted by new
- Post factual, specific replies naming Lucine's Seawall Blvd location, live entertainment programming, and on-site dining — avoid promotional language or the account risks removal
- Contribute to at least three threads matching zero-mention query language: couples trips, anniversary stays, spring break Galveston, cruise pre-stay — exact phrases matter for citation pickup

LLMs.txt creation — llms.txt

No confirmed AI bot visits in controlled experiments — deploy as a low-cost hedge while the ecosystem evolves.

- Confirm llms.txt exists and is live at lucine.com/llms.txt — verify with direct browser URL check
- Add structured property facts: seawall address (1002 Seawall Blvd, Galveston, TX 77550), room count, F&B concept, live entertainment schedule
- Include explicit category claims in llms.txt — 'boutique hotel,' 'beachfront,' 'live music venue,' 'couples,' 'anniversary' — exact recommendation query language