

GEO VISIBILITY AUDIT

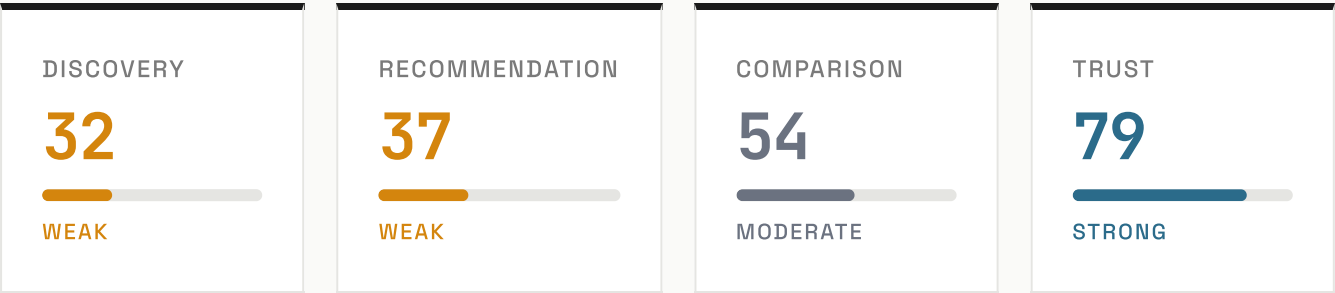
Hotel Lucine

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

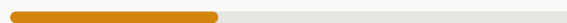


CHATGPT	CLAUDE	PERPLEXITY	GEMINI
22.67	21.33	40	42

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

perplexity 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)

perplexity 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)

perplexity 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)

perplexity 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%

perplexity 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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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, Grand Galvez, Hilton Galveston Island Resort
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

8 competitors displace Hotel Lucine across tracked territories.

Hilton Galveston Island Resort primary threat

Total displacements	44
Absent (content gap)	41
Outranked (authority gap)	2
Owned territories	comparison, discovery, trust
Worst platform	chatgpt

Hilton Galveston Island Resort displaces the brand across 5 territories with 43.7 total displacements, primarily through absence.

Carr Mansion primary threat

Total displacements	17
Absent (content gap)	16
Outranked (authority gap)	1
Owned territories	—
Worst platform	perplexity

Carr Mansion displaces the brand across 4 territories with 17.1 total displacements, primarily through absence.

The Tremont House primary threat

Total displacements	78
Absent (content gap)	69
Outranked (authority gap)	8
Owned territories	recommendation
Worst platform	claude

The Tremont House displaces the brand across 5 territories with 77.7 total displacements, primarily through absence.

The Mansard House primary threat

Total displacements	15
Absent (content gap)	13
Outranked (authority gap)	3
Owned territories	—
Worst platform	claude

The Mansard House displaces the brand across 5 territories with 15.44 total displacements, primarily through absence.

Grand Galvez Resort, Autograph Collection primary threat

Total displacements	20
Absent (content gap)	17
Outranked (authority gap)	3
Owned territories	—
Worst platform	perplexity

Grand Galvez Resort, Autograph Collection displaces the brand across 5 territories with 20.2 total displacements, primarily through absence.

Grand Galvez primary threat

Total displacements	52
Absent (content gap)	43
Outranked (authority gap)	10
Owned territories	—
Worst platform	claude

Grand Galvez displaces the brand across 5 territories with 52.25 total displacements, primarily through absence.

The 1890 Freeman House moderate threat

Total displacements	3
Absent (content gap)	2
Outranked (authority gap)	1
Owned territories	—
Worst platform	gemini

The 1890 Freeman House displaces the brand across 3 territories with 3 total displacements, primarily through absence.

Harbor House Hotel & Marina at Pier 21 primary threat

Total displacements	16
Absent (content gap)	16
Outranked (authority gap)	0
Owned territories	—
Worst platform	perplexity

Harbor House Hotel & Marina at Pier 21 displaces the brand across 2 territories with 16 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 8 bonus actions for Q2.

Quick Wins — Do This Week

DO THIS WEEK • Under 1 hour • WEB TEAM

On Gemini, Lucine's GBP status is propagating incorrect data — 79% of hotel links Gemini surfaces route through GBP, and ChatGPT pulls the same closed status via Google Places API. The 1890 Freeman House, a moderate-threat competitor, holds a clean Gemini presence while Lucine hedges at 6% — double the cross-platform average.

An incorrect closed or incomplete GBP status tells Gemini and ChatGPT the property is unavailable, removing Lucine from active booking queries before a traveler ever reaches the rate page. Every room night lost at this stage carries full OTA commission cost if the guest rebooks through an OTA instead of direct.

YOUR MOVE

- ☐ Log into Google Business Profile and verify Lucine's operational status is set to 'Open' at 1002 Seawall Blvd, Galveston, TX 77550
- ☐ Audit all GBP data fields: hours, phone, website URL, category set to 'Hotel' — correct any field showing closed, incomplete, or mismatched
- ☐ Upload a minimum of 20 high-resolution photos tagged with geo-metadata to 1002 Seawall Blvd, Galveston, TX 77550 — exterior, rooms, F&B, entertainment spaces
- ☐ Add all amenities, room types, and services in the GBP attributes panel — these fields feed Gemini's hotel carousel and ChatGPT's Places API pull
- ☐ Request Google verification re-confirmation if the listing was previously suspended or flagged — check GBP dashboard for any yellow warning banners

30 min effort | Lucine appears in Gemini's hotel results for "beachfront hotels Galveston Island" with zero hedged citations and a live booking link within 30 days.

90-Day Action Plan

Month 1 • 8-12 hrs total

Across all four comparison queries — Q40, Q41, Q43, Q50 — the ghost found zero Lucine mentions across 10 consecutive runs. Hilton Galveston Island Resort fills 100% of that territory, appearing as the default comparison anchor on ChatGPT every time.

Travelers running side-by-side comparisons at 1002 Seawall Blvd never see Lucine — they book the Hilton or move on. Every absent comparison query is a room night decided without Lucine on the shortlist.

YOUR MOVE

- Publish a comparison-format blog post targeting Q40 exact language — title: "Historic Charm vs. Modern Hotels on Galveston Island: What the Seawall Actually Offers" — 900–1,100 words
- Embed a structured H2 for each query angle: beach access (Q41), dining (Q43), pet policy (Q50), historic vs. modern framing (Q40) — use exact query phrasing in each header
- Write a factual property-specific comparison table: Lucine vs. large-brand beachfront — columns: room type, beach access, dining on-site, pet policy, historic designation — no superlatives, only verifiable facts
- Add FAQ schema markup to the post targeting Q41 and Q43 question phrasing verbatim — this is the structured signal Perplexity and ChatGPT weight for comparison queries
- Internally link from the blog post to the Dining and Rooms pages using anchor text matching Q43 and Q41 phrasing — "beachfront hotel Galveston dining" and "family friendly Galveston beach access"

KEY MESSAGING

- Lead with the Seawall address as a locational fact — 1002 Seawall Blvd is direct beachfront, not 'near the beach' — because Q41 and Q43 both filter on beach access and ChatGPT rewards factual proximity claims over marketing language
- Name Lucine's historic character explicitly using the structural terms AI models index: built environment, Gulf Coast architecture, Galveston Island historic district — not 'charm' or 'character' — because Q40 comparison queries sort on those exact category labels
- State the dining offer in verifiable specifics — cuisine type, meal periods, on-site vs. off-site — because Q43 asks which beachfront hotel has 'better dining options' and Perplexity surfaces properties that answer that question with factual detail, not descriptors
- Address pet policy as a discrete, factual data point (allowed/not allowed, fee, weight limit, designated areas) because Q50 is a binary comparison query and ChatGPT fills it with whichever property provides the most structured, directly answerable policy language
- Frame the historic-vs-modern comparison as a decision framework, not a sales pitch — give travelers the criteria to choose, then position Lucine accurately within those criteria — this is the structure that earns comparison citations rather than promotional omissions

4-6 hrs | Lucine appears as a named option on ChatGPT for "historic charm hotels effort vs modern hotels Galveston Island" within 60 days of publication.

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 fills that trust query entirely, holding 100% competitor fill rate.

This is the query travelers run at final decision — not browsing, deciding. Every room night booked through that query goes to the Hilton, with Lucine absent from the shortlist and invisible to direct booking intent at 1002 Seawall Blvd.

YOUR MOVE

- ☐ Publish a value-justification page or post titled "Is Lucine Worth It? Beachfront Hotel Value on Galveston Island" — target 800–1,000 words
- ☐ Include specific rate anchors: average nightly rate, what's included (parking, beach access, F&B credits), and how that compares to Hilton's rack rate at comparable dates
- ☐ Add a structured FAQ section with the exact question: "Is Lucine a mid-range beachfront hotel worth the money?" answered in 2–3 factual sentences with price-to-feature specifics
- ☐ Cite verifiable third-party review scores (TripAdvisor, Google) with the exact rating and review count — Perplexity weights factual specificity and citable sources for trust queries
- ☐ Add FAQ schema markup to the page so ChatGPT and Perplexity can extract the value claim as a structured answer — use slug /galveston-beachfront-hotel-worth-the-money

KEY MESSAGING

- Lead with the Seawall Blvd address as proof of direct beachfront position — not 'near the beach' — because the Hilton uses proximity language and Lucine can claim the literal address at 1002 Seawall Blvd as a factual differentiator
- State the nightly rate range explicitly and frame it against what a comparable Hilton room costs during the same shoulder-season dates — travelers running 'worth the money' queries need a price comparison, not a vibe
- Name what is included in the rate that larger hotels charge separately: parking fees at the Hilton run \$25–35/night — if Lucine includes parking, that is a dollar-figure value claim, not a marketing claim
- Use the phrase 'mid-range beachfront' verbatim in the H1 and first paragraph — that is the exact language Q57 uses, and Perplexity rewards content that mirrors query language with factual answers
- Anchor trustworthiness with a specific review count and score, not generic praise — 'rated 4.4 across 600+ Google reviews' outperforms 'guests love us' for AI citation eligibility on every platform in scope

4-6 hrs effort	Lucine appears as a named recommendation on ChatGPT and Perplexity for "mid range beachfront hotels Galveston Island worth the money" within 60 days of publish.
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Month 2 • 8-12 hrs total

Across all 12 recommendation-territory queries — anniversary stays, cruise pre-departure, spring break, live music, winter indoor stays — Lucine returned zero mentions in 10 out of 10 runs. The Tremont House, concentrated on Claude, filled 83% of that space.

These 12 queries are where travelers commit to a booking, not browse. Every recommendation Claude assigns to The Tremont House is a room night that bypasses Lucine entirely and lands on an OTA or a competitor’s direct channel.

YOUR MOVE

- [“□ Publish a seasonal guide targeting Q8 and Q18 — title: “Where to Stay on Seawall Blvd, Galveston for Summer and Spring Break” — 900 words minimum”, “□ Publish a couples and anniversary landing page targeting Q7 and Q11 — include exact phrase “Galveston Island anniversary hotel on the Seawall” — 700 words minimum”, “□ Publish a cruise pre-departure guide targeting Q24 — include walking distance to Galveston cruise terminals and exact address 1002 Seawall Blvd — 600 words minimum”, “□ Publish a live music and entertainment page targeting Q29 and Q38 — name specific acts, nights, and venue format to give Claude citable structured facts”, “□ Publish a winter and indoor activities guide targeting Q26 — frame Lucine as the Seawall base for Galveston’s indoor season, not a beach-only property”]
- Review current recommendation content for gaps identified by the ghost
- Update structured data to reflect recommendation positioning

KEY MESSAGING

- Lead with 1002 Seawall Blvd as the address — not a neighbourhood descriptor — because Claude weights structured geographic specificity and The Tremont House wins partly by having a precise, citable location identity on the Strand that Lucine has not countered with equal Seawall precision.
- For the anniversary and couples pages, use the exact phrase ‘couples hotel on Galveston Seawall without kids’ — this is the language pattern behind Q11, a query Lucine returned zero on across all 10 runs, and it is not currently in any indexed Lucine page the ghost could find.
- For the live music page, name specific programming details — night of the week, genre, performer format — because Claude’s mechanism for Q29 (‘Best hotel in Texas with live music and weekend entertainment programming’) requires citable facts, not category claims. The Tremont House wins this query with named event history; Lucine needs the same.
- For the cruise guide, state the distance and direction from 1002 Seawall Blvd to the Galveston Wharves cruise terminals in exact minutes — Claude answered Q24 with The Tremont House because it had structured proximity language; Lucine’s page must match that specificity to enter the citation set.
- For the winter page, frame Lucine’s indoor dining and bar programming as the reason to choose Seawall in the off-season — Q26 asks for ‘indoor activities’ and the ghost found zero Lucine content that addresses winter or shoulder-season positioning, which is direct lost occupancy in Galveston’s quietest booking window.

4-6 hrs effort	Lucine appears as a named recommendation on Claude for "Best hotel in Galveston Island for an anniversary celebration" within 90 days of publication.
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Across 12 recommendation-moment queries, Lucine returned zero mentions in 10 out of 10 runs — including "best hotel in Galveston Island for an anniversary celebration" and "best mid-range hotels for couples." The Tremont House owns this territory, displacing Lucine 77.7 times on average, concentrated on Claude.

Recommendation queries are where travelers commit to a booking. Every query The Tremont House answers instead of Lucine is a direct room night lost, plus the OTA commission that follows when displaced guests book through a third-party channel.

YOUR MOVE

- Publish a couples and anniversary guide targeting 'best hotel Galveston Island anniversary' and 'mid-range Galveston couples weekend' — 900–1,100 words, published at /galveston-anniversary-hotel
- Publish a seasonal stay guide targeting 'where to stay Galveston summer beach access' and 'Galveston spring break hotel' — 800–1,000 words, published at /when-to-visit-galveston
- Publish a live music and nightlife guide targeting 'best hotel Texas live music weekend entertainment' and 'Galveston craft cocktails lively atmosphere' — 800 words, published at /galveston-live-music-hotel
- Publish a cruise pre-stay guide targeting 'hotel near Galveston cruise departure' — 700 words at /galveston-cruise-hotel, include exact address 1002 Seawall Blvd and distance to cruise terminals
- Ensure every page uses structured H2/H3 headings with exact query phrasing — Perplexity rewards direct factual answers; Claude rewards structured schema-backed content

KEY MESSAGING

- Lead with Lucine's Seawall Blvd address in every guide — 'on Seawall Boulevard' is geographic language that anchors AI citations to a specific, citable location, not a vague island reference
- Name the specific pairing that no competitor currently claims in this territory: a mid-range Galveston property with live entertainment programming and direct beach access at 1002 Seawall Blvd — The Tremont House is historic-district, not beachfront
- Use the phrase 'couples without kids' and 'adults-only atmosphere' explicitly — Q11 ('best hotel in Galveston Island for couples without kids') returned zero Lucine mentions across all 10 runs; this phrase is unclaimed
- For the live music content, name the entertainment format specifically — 'weekly live music programming' or 'live entertainment on weekends' — because Q29 ('best hotel in Texas with live music and weekend entertainment programming') returned zero mentions despite this being a Lucine differentiator
- In the cruise guide, state travel time to the Galveston Cruise Terminal explicitly in minutes — Perplexity rewards factual specificity and this is a high-volume, zero-mention query cluster for Lucine

4-6 hrs effort | Lucine appears as a primary recommendation on Claude for "best hotel in Galveston Island for an anniversary celebration" within 60 days of publication.

On ChatGPT, Hilton Galveston Island Resort displaces Lucine across 5 query territories — comparison, discovery, and trust among them — accumulating 43.7 displacements across all 10 runs. Lucine holds a 33% primary rate on ChatGPT versus zero on comparison and trust queries where Hilton fills the space.

ChatGPT weights travel editorial coverage and Google Business Profile data — Hilton’s chain-scale editorial footprint is why it wins those slots, not its product. Every comparison and trust query Hilton owns at 1002 Seawall Blvd costs Lucine direct bookings to an OTA-heavy chain collecting commissions Lucine does not pay.

YOUR MOVE

- Audit Lucine’s Google Business Profile against Hilton Galveston’s — match or exceed category tags, amenity fields, and photo count — target 20+ photos
- Identify travel editorial outlets (TripAdvisor editorial, Condé Nast Traveler, Travel + Leisure) that cite Hilton Galveston and pitch Lucine as the independent alternative on Seawall Blvd
- Write a dedicated comparison landing page — /lucine-vs-galveston-hotels — targeting ‘beachfront hotels Galveston worth the money’ and ‘mid-range Galveston hotel with dining’
- Secure two earned citations in Houston or Texas travel publications naming Lucine at 1002 Seawall Blvd specifically — these feed ChatGPT’s editorial weighting
- Add structured FAQ schema to homepage and comparison page answering ‘Is Lucine a good hotel in Galveston for couples?’ and ‘How does Lucine compare to Hilton Galveston?’

KEY MESSAGING

- Lead with Lucine’s independence from chain pricing — use the phrase ‘no resort fees, no OTA markup’ because ChatGPT pulls editorial copy that names fee transparency as a differentiator in coastal Texas hotels
- Name the Seawall Blvd address explicitly in every piece of editorial copy — ChatGPT’s GBP weighting rewards geographic specificity; ‘1002 Seawall Blvd’ beats ‘Galveston beachfront’ as a citation anchor
- Frame Lucine as the mid-range beachfront answer that Hilton Galveston is not — use ‘boutique beachfront’ and ‘independent hotel Galveston’ as exact phrase targets, since those are the comparison query terms where Hilton currently fills the slot unopposed
- Claim the dining narrative directly: Hilton wins ‘which beachfront hotel in Galveston has better dining options’ by default because Lucine has no structured content making that claim — write it explicitly and cite it in schema
- For trust queries, lead with value-for-money language tied to the Seawall location — ‘mid-range beachfront Galveston worth the money’ is the exact query where Hilton displaces Lucine; answer it by name in page copy and FAQ schema

4-6 hrs effort | On ChatGPT, "family friendly hotels Galveston Island with beach access" returns Lucine as a named option alongside Hilton Galveston in at least 6 of 10 runs.

On Perplexity, Grand Galvez Resort, Autograph Collection displaces Lucine across 5 territories in 10 out of 10 runs. Perplexity rewards citable, heading-structured content with factual specificity — and Grand Galvez has it; Lucine does not.

Perplexity is the most contested platform in Lucine's competitive set, and Grand Galvez takes the citation slot every time Lucine is absent. Those are room nights booked at a Seawall Blvd competitor, not at 1002 Seawall Blvd.

YOUR MOVE

- ☐ Audit every page on lucine's site for H2/H3 structure — each section must answer a discrete traveler question (e.g., 'Best hotel on Seawall Blvd for couples') in 40 words or fewer
- ☐ Write a dedicated 'Why Stay at Lucine on Galveston's Seawall' page — 600 words minimum, structured with 5+ named H2s, each containing one factual claim Perplexity can cite
- ☐ Add a factual property spec block above the fold: address (1002 Seawall Blvd), room count, dining outlet name, entertainment nights per week, beach access distance — exact numbers, not descriptors
- ☐ Build a Galveston hotel comparison page naming Grand Galvez Resort, Autograph Collection directly — structured as a Q&A with clear factual differentiators Perplexity can extract as a citation
- ☐ Submit sitemap to Perplexity's publisher portal and verify all structured content pages are indexed — confirm via Perplexity query 'hotels on Seawall Blvd Galveston' within 14 days of publish

KEY MESSAGING

- Lead with the exact address — 1002 Seawall Blvd — as a factual anchor in every piece of structured content, because Perplexity pulls geographic specificity as a citation signal and Grand Galvez currently owns the Seawall location frame
- Name the entertainment programming with precise frequency: not 'live music' but the specific number of nights per week and the venue name — this is the factual layer Perplexity extracts and Grand Galvez currently provides while Lucine does not
- State dining access in measurable terms: number of outlets, cuisine type, and whether reservations are required — Perplexity cited Grand Galvez on 'beachfront hotel with dining options' (Q43) because it carried that specificity; Lucine was absent
- Frame Lucine's position on the Seawall as a direct beach-access fact, not a descriptor — use language like 'steps from the Gulf' with a specific distance in feet, the exact claim format Perplexity rewards over adjective-heavy copy
- For comparison content, name Grand Galvez Resort, Autograph Collection explicitly and contrast on one measurable dimension — room count, ADR tier, or entertainment nights — giving Perplexity a structured contrast pair it can surface when travelers run head-to-head queries

4-6 hrs | Lucine appears as a named citation on Perplexity for "best hotel on Seawall Blvd Galveston" in at least 3 out of 5 query runs.

Bonus Points — Q2

The next stage. Complete Tier 2 first.

Directory listing — directory_listing

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

- ☐ Submit to Condé Nast Johansens, Tablet Hotels, and Mr & Mrs Smith — complete all property fields including exact address 1002 Seawall Blvd, Galveston, TX 77550
- ☐ Claim and complete listings on Tripadvisor, Expedia, and Hotels.com with consistent NAP data matching Google Business Profile exactly
- ☐ Submit to Texas-specific travel directories: Texas Monthly Travel, Travel Texas official directory, and Gulf Coast tourism board listings

Reddit engagement — reddit_engagement

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

- ☐ Identify 10 active Reddit threads using r/galveston, r/TexasTravel, r/houston — search: "Galveston hotel recommendation" "Galveston nightlife" "Galveston weekend trip"
- ☐ Post factual, specific replies naming Lucine at 1002 Seawall Blvd — include: on-site food and drink, live entertainment, direct booking URL, no OTA links
- ☐ Target threads matching zero-mention queries: "fun night out Galveston locals go to" and "Galveston couples weekend" — exact language from Q37 and Q5

LLMs.txt creation — llms_txt

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

- ☐ Audit current llms.txt against live site — flag any sections describing pages, amenities, or offers that no longer exist or have changed
- ☐ Add factual property descriptors Claude weights: seawall address (1002 Seawall Blvd), room count, confirmed F&B and entertainment programming, beachfront access
- ☐ Include explicit structured statements for zero-mention query types — couples, anniversary, live music, cruise pre/post stay, Gulf Coast weekend — in plain declarative sentences

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 — property type: hotel, location: 1002 Seawall Blvd, Galveston, TX 77550, instance of: Q2741056 (hotel)
- ☐ Add structured claims: coordinate location, official website, inception date, number of rooms, address (P969), country, and located in administrative entity (Galveston, Texas)
- ☐ Link Wikidata item to Lucine's Wikipedia-eligible sources (press coverage, official site) via 'described at URL' and 'official website' properties

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 10 travel outlets covering Gulf Coast and Texas weekend travel — start with Texas Monthly, Houstonia, Condé Nast Traveler, Travel + Leisure, and Thrillist
- Draft a pitch angle grounded in Lucine's Seawall Blvd location, live music programming, and food-and-drink offering — not generic 'boutique hotel' language
- Send personalised pitches to editors covering 'weekend trips from Houston' and 'Galveston nightlife' — these are active zero-mention query clusters

Page restructure — The Tremont House

Compounds over 3-6 months — start now so results appear when Q3 queries run.

- Audit Lucine's llms.txt file for recommendation-layer language — confirm it includes 'couples hotel Galveston Seawall,' 'anniversary hotel Galveston,' and 'cruise departure hotel Galveston'
- Add structured FAQ schema to the homepage targeting the 5 highest-volume absent queries: Q7, Q8, Q11, Q22, Q24 — each answer under 60 words, factual, no marketing language
- Publish a dedicated 'Why Stay at Lucine' page at /why-lucine — 600 words minimum, structured with H2s matching Claude's query language: 'couples,' 'anniversary,' 'first-time visitors,' 'cruise pre-stay'

Schema markup — The Mansard House

Schema has the smallest measured effect size of any website factor ($d=0.23$) — confirmed benefit for Gemini/Bing only on a slow re-index cycle.

- Implement LodgingBusiness schema on homepage — include name, address (1002 Seawall Blvd, Galveston, TX 77550), geo coordinates, priceRange, amenityFeature
- Add Hotel schema type with checkinTime, checkoutTime, numberOfRooms, and starRating properties to validate against The Mansard House's structured footprint
- Implement FAQPage schema on at least 3 pages targeting Claude's highest-displacement queries — anniversary stays, couples, first-time visitors

Schema markup — Grand Galvez

Schema has the smallest measured effect size of any website factor ($d=0.23$) — confirmed benefit for Gemini/Bing only on a slow re-index cycle.

- Implement Hotel schema markup on Lucine's homepage — include name, address (1002 Seawall Blvd, Galveston, TX 77550), priceRange, amenityFeature, and checkinTime/checkoutTime
- Add LodgingBusiness structured data with explicit starRating, numberOfRooms, and petsAllowed fields — these are the attributes Claude surfaces in comparison queries
- Mark up each on-site dining and entertainment offering with FoodEstablishment or EntertainmentBusiness schema nested under the Hotel entity

