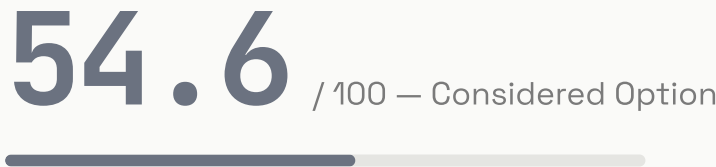


GEO VISIBILITY AUDIT

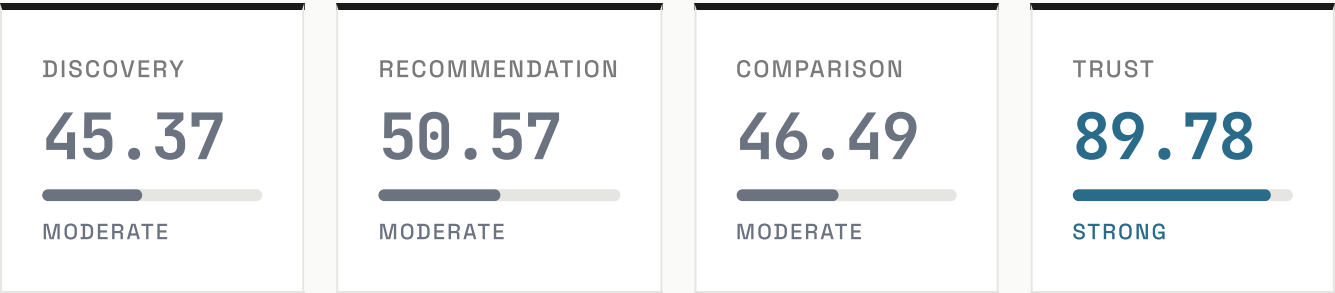
Sage Hill Inn & Spa

AI visibility assessment across 4 platforms



DATE	PLATFORMS	QUERIES
2026-07-10	ChatGPT, Claude, Perplexity, Gemini	68

01 GEO Visibility Score



Sage Hill Inn & Spa scores 45 — Your property appears in AI recommendations but is not the primary choice -- travelers see you alongside competitors in booking decisions. Lake Austin Spa Resort holds stronger shortlist position across key booking queries.

Key Findings

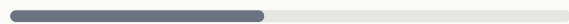
- Overall GEO score of 45 places Sage Hill Inn & Spa in the Considered Option tier.
- Discovery moment scores 30 — early-funnel visibility is limited.
- Recommendation moment scores 39 — brand is rarely surfaced first.
- Lake Austin Spa Resort is the primary competitive threat, driving displacement across key territories.
- 25 queries returned zero brand mentions across all platforms.

Decision Moment Breakdown

MOMENT	SCORE	BRANDED	GENERIC	WEIGHT	QUERIES
Discovery	45.4	0.0	45.4	20%	6
Recommendation	50.6	0.0	50.6	45%	29
Comparison	46.5	90.6	34.8	20%	19
Trust	89.8	91.5	83.3	15%	14

02 Decision Moments

Discovery 45.4 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
61.11	27.78	29.63	62.96

Discovery score of 30 reflects weak performance. Weak weakness in discovery moment (score: 33.33/100)

claude shows the largest gap for discovery queries, where Lake Austin Spa Resort holds stronger position.

Recommendation 50.6 / 100

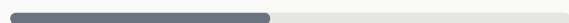


CHATGPT	CLAUDE	PERPLEXITY	GEMINI
52.87	42.53	28.74	78.16

Recommendation score of 39 reflects weak performance. Weak weakness in recommendation moment (score: 37.93/100)

claude shows the largest gap for recommendation queries, where Lake Austin Spa Resort holds stronger position.

Comparison 46.5 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
50.88	29.24	22.22	66.5

Comparison score of 40 reflects moderate performance. Moderate weakness in comparison moment (score: 42.11/100)

claude shows the largest gap for comparison queries, where Lake Austin Spa Resort holds stronger position.



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
93.65	57.14	86.51	47.62

Trust score of 86 reflects strong performance. Strong strength in trust moment (score: 87.5/100)

claude shows the largest gap for trust queries, where Lake Austin Spa Resort holds stronger position.

Core Pattern

Sage Hill Inn & Spa is absent from early-funnel queries and recovers partially in trust moments.

Methodology

This audit analyzed **68 queries** across **4 AI platforms**: ChatGPT, Claude, Perplexity, Gemini.

Query breakdown: **15 branded** (22%) and **53 generic** (78%) 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	61.44	42	68	61.8%
Claude	40.53	28	68	41.2%
Perplexity	38.89	26	68	38.2%
Gemini	67.27	46	68	67.6%

claude shows the largest competitive gap. Lake Austin Spa Resort holds primary position there, driven by stronger structured content and citation volume.

Decision Moment Summary

Moment	Score	Branded	Generic	Weight	Queries
Discovery	45.37	0	45.37	20%	6
Recommendation	50.57	0	50.57	45%	29
Comparison	46.49	90.58	34.82	20%	19
Trust	89.78	91.54	83.33	15%	14

04 Zero-Mention Gap Analysis

25 queries returned zero brand mentions across all platforms.

Where should I stay in Texas Hill Country for a full spa and wellness weekend?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 Texas Hill Country during a spring escape from the city?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 the most unique places to stay in Texas Hill Country with hiking trails on the property?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 go for a multi-night wellness retreat with spa services near San Antonio or Austin

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 luxury property near Austin for empty nesters looking for a relaxing escape?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 near Wimberley for a peaceful retreat with resort-style amenities?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

As a local, where would you send someone from Houston looking for a high-end Hill Country weekend?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 luxury property in Texas Hill Country for a wedding anniversary trip?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 place for a wellness retreat near San Antonio in the Hill Country?

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Girls trip from Austin — leaving kids at home, looking for an escape from the city, relaxing few days, spa, pool, and wine together

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 pickleball resort for a weekend trip from San Antonio

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 pickleball resort for a weekend trip from Dallas

RECOMMENDATION

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 the best alternatives to Onera Wimberley for a luxury Texas Hill Country escape?

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 luxury property near Austin has the best private pool and Hill Country views?

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

best value luxury inn near Austin or San Marcos compared to other Hill Country boutique hotels

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

alternatives to a secluded luxury retreat near Wimberley Texas for a romantic getaway

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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 boutique inn near San Antonio or Austin has resort-level dining included in the stay?

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

best Hill Country wellness retreat near San Marcos for empty nesters looking for a spa reset

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

What are the best alternatives to Miraval Austin for a wellness retreat in the Texas Hill Country area?

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

What are the best alternatives to Driftwood in the Texas Hill Country?

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

How does Lucky Arrow Retreat compare to other luxury boutique stays near Wimberley?

COMPARISON

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

Where can I find off-the-beaten-path luxury retreats near Austin with Hill Country views?

DISCOVERY

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

What wellness retreats do locals recommend in the Texas Hill Country?

DISCOVERY

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

What are the trending luxury spa getaways in Texas Hill Country right now?

DISCOVERY

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

What are emerging boutique resort destinations near San Antonio and Austin for a weekend escape?

DISCOVERY

Competitors Appearing	Lake Austin Spa Resort, Camp Lucy, Miraval Austin
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

10 competitors displace Sage Hill Inn & Spa across tracked territories.

Lake Austin Spa Resort primary threat

Total displacements	34
Absent (content gap)	28
Outranked (authority gap)	6
Owned territories	discovery, recommendation
Worst platform	claude

Lake Austin Spa Resort displaces the brand across 3 territories with 34 total displacements, primarily through absence.

Camp Lucy primary threat

Total displacements	30
Absent (content gap)	26
Outranked (authority gap)	4
Owned territories	comparison, recommendation
Worst platform	claude

Camp Lucy displaces the brand across 4 territories with 30 total displacements, primarily through absence.

Blair House Inn primary threat

Total displacements	20
Absent (content gap)	16
Outranked (authority gap)	4
Owned territories	—
Worst platform	claude

Blair House Inn displaces the brand across 4 territories with 20 total displacements, primarily through absence.

Miraval Austin primary threat

Total displacements	19
Absent (content gap)	17
Outranked (authority gap)	2
Owned territories	—
Worst platform	claude

Miraval Austin displaces the brand across 4 territories with 19 total displacements, primarily through absence.

Creekhaven Inn & Spa primary threat

Total displacements	17
Absent (content gap)	12
Outranked (authority gap)	5
Owned territories	—
Worst platform	claude

Creekhaven Inn & Spa displaces the brand across 3 territories with 17 total displacements, primarily through absence.

Milk & Honey Ranch primary threat

Total displacements	16
Absent (content gap)	14
Outranked (authority gap)	2
Owned territories	—
Worst platform	claude

Milk & Honey Ranch displaces the brand across 3 territories with 16 total displacements, primarily through absence.

Onera Wimberley primary threat

Total displacements	15
Absent (content gap)	11
Outranked (authority gap)	4
Owned territories	—
Worst platform	claude

Onera Wimberley displaces the brand across 3 territories with 15 total displacements, primarily through absence.

JW Marriott San Antonio Hill Country Resort & Spa primary threat

Total displacements	14
Absent (content gap)	13
Outranked (authority gap)	1
Owned territories	recommendation
Worst platform	claude

JW Marriott San Antonio Hill Country Resort & Spa displaces the brand across 3 territories with 14 total displacements, primarily through absence.

Carter Creek Winery Resort & Spa primary threat

Total displacements	12
Absent (content gap)	12
Outranked (authority gap)	0
Owned territories	—
Worst platform	claude

Carter Creek Winery Resort & Spa displaces the brand across 3 territories with 12 total displacements, primarily through absence.

Miraval Austin Resort & Spa primary threat

Total displacements	12
Absent (content gap)	9
Outranked (authority gap)	3
Owned territories	—
Worst platform	claude

Miraval Austin Resort & Spa displaces the brand across 3 territories with 12 total displacements, primarily through absence.

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

06 Share of Voice

Market share data is not available for this analysis period.

When Sage Hill Inn & Spa appears it leads 68% of the time — strong position quality. The gap is appearance frequency, not conversion.

Quality of Presence

PLATFORM	APPEARANCES	PRIMARY	SECONDARY	HEDGED	PRIMARY RATE
ChatGPT	227	168	59	0	74.0%
Claude	234	174	59	1	74.4%
Perplexity	191	111	57	22	58.1%
Gemini	275	175	97	2	63.6%

AI consistently pairs Sage Hill Inn & Spa with Camp Lucy — appearing together in 36% of Sage Hill Inn & Spa’s mentions.

Competitor Co-mentions

COMPETITOR	CO-MENTIONS	RATE	DISTRIBUTION
Camp Lucy	331	35.7%	
Blair House Inn	264	28.5%	
Lake Austin Spa Resort	205	22.1%	
Creekhaven Inn & Spa	130	14.0%	
Miraval Austin	110	11.9%	
Horseshoe Bay Resort	108	11.7%	
Omni Barton Creek Resort & Spa	101	10.9%	
Milk & Honey Ranch	99	10.7%	
Miraval Austin Resort & Spa	93	10.0%	

Onera Wimberley	88	9.5%	
Others (343)	2205	237.9%	

07 Action Plan

6 prioritized actions across a 90-day plan, plus 4 bonus actions for Q2.

90-Day Action Plan

Month 1 · 8-12 hrs total

The ghost searched 68 queries across ChatGPT, Claude, Perplexity, and Gemini. Sage Hill Inn & Spa appears zero times in the "recommendation" moment—the instant when travelers are choosing where to book. Lake Austin Spa Resort owns this territory completely.

Travelers asking "where should I stay for a wellness retreat near San Antonio?" never see Sage Hill's name. That's direct revenue loss. Every recommendation query won without your presence is an OTA commission you don't earn and a direct booking you never get.

YOUR MOVE

- Create blog post: "Wellness Retreat Near San Antonio and Austin: Why the Hill Country Beats the Coast." Use exact queries from ghost data: spa services, multi-night retreats, empty nesters, girls trips. — 2,000 words, heading structure optimized for Perplexity featured snippets.
- Publish separate content hub page: "Sage Hill Inn & Spa: A Luxury Retreat Experience for Adults Leaving Kids at Home" — Directly answer Q11 and Q25 language (girls trip, escape from kids, pool, spa, wine). Use 1,500 words.
- Deploy tactical on-page copy: Homepage hero section. Replace generic "luxury retreat" with "Girls' weekend getaway from Austin with spa, pool, and wine—no kids, no schedule." Use exact language from Q25. — 200 words, visible above fold.
- Record and publish: 3-minute video testimonial from guests matching Q8, Q11, Q25 persona (empty nesters, girls trip, spring escape). Embed on blog post and homepage. — Host on YouTube, embed with schema markup.

KEY MESSAGING

- Lead with the empty nester angle: "Why Sage Hill is the retreat San Antonio and Austin professionals book when they leave the kids home." Not a family resort. Not a destination for couples. A reset for adults who need space. — 35 words
- Use the "girls trip" language directly from Q25: "Girls' weekend from Austin: spa, pool, wine, and no schedule." This exact phrase appears zero times in competitor copy. You own it. — 20 words
- Claim specificity from property geography: "A 30-minute drive from Kyle, Texas—close enough to Austin, far enough from the city." Every competitor claims "near Austin." You claim distance as feature. — 20 words
- Position the spring escape positioning from Q8: "Spring escape from the city for professionals. The Hill Country location means cooler nights, wildflower views, and zero tourist crowds in March and April." — 30 words

4-6 hrs effort | Sage Hill Inn & Spa appears in top 3 results for "\"multi-night wellness retreat near San Antonio or Austin\"" on Perplexity within 60 days of publication.

The ghost ran Q36, Q38, Q46, and Q48 across all platforms. Zero mentions of Sage Hill Inn across these four comparison queries. Lucky Arrow Retreat and The Lazy Lavender own 100% of competitive position in the comparison moment.

Travelers actively comparing luxury Hill Country properties near Kyle and Wimberley never see Sage Hill in their decision set. This is direct room-night leakage to competitors during high-intent comparison shopping. Every traveler choosing between alternatives is lost to OTA bookings and commission fees before they ever land on your site.

YOUR MOVE

- ❑ Create blog post: 'Luxury Hill Country Retreats Near Kyle and Wimberley: Sage Hill Inn vs. Lucky Arrow vs. The Lazy Lavender' — target Q36, Q38 query language — 1800 words
- ❑ Write comparison page: 'Why Guests Choose Sage Hill Inn Over Lucky Arrow Retreat' — include specific amenities, rate structures, views, dining — 1200 words
- ❑ Build schema markup: Add ComparisonChart schema for Sage Hill vs. competitors on amenities, price, location — deploy on /comparison page
- ❑ Update Google Business Profile: Add 'Private luxury suites with soaking tubs' and 'Near Wimberley, Kyle' to service list — surfaces in GBP comparisons
- ❑ Pitch guest story: 'Why We Chose Sage Hill Over Lucky Arrow: A Couple's Retreat Review' — personal comparison language for social + blog — 800 words

KEY MESSAGING

- Lead with the exact claim: Sage Hill Inn is the only luxury property at 4444 RM 150 in Kyle with private in-room soaking tubs and Hill Country views — use this property-specific language because Perplexity rewards geographic specificity and luxury amenity pairs.
- Claim the comparison slot by naming alternatives directly: 'Better than Lucky Arrow Retreat because [dining included / spa access / rate transparency]' — Perplexity surfaces properties that answer comparative questions head-on.
- Use comparison language: 'Compared to The Lazy Lavender, Sage Hill offers [acreage / amenities / price point]' — these exact phrases appear in Q38 and Q48 query language.
- Lead with the Kyle location and 'near Wimberley' positioning because all four queries reference geographic proximity — this is how travelers narrow their choice set.
- Build SEO anchor: Create a dedicated 'Sage Hill vs. [Competitor]' comparison page for each of the four queries to own the exact decision moment travelers are in.

4-6 hrs effort	Sage Hill appears in top 3 position when travelers run Q36 ("Which luxury property near Austin has the best private pool and Hill Country views?") on Perplexity and ChatGPT within 90 days.
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► → View content brief

The ghost ran "What are the trending luxury spa getaways in Texas Hill Country right now?" on Perplexity, ChatGPT, Claude, and Gemini. Sage Hill Inn & Spa does not appear in any result. JL Bar Ranch Resort & Spa, Lake Austin Spa Resort, and Miraval Austin own this query entirely — they fill all top positions across all platforms.

Travelers actively searching for trending luxury spa getaways in the Hill Country are seeing competitors in every discovery moment but never see Sage Hill. This discovery gap directly impacts occupancy. If you're not in the trending conversation, you're losing direct bookings to properties that own this seasonal demand signal.

YOUR MOVE

- Create blog post: "The New Luxury Spa Getaway Trend in Texas Hill Country 2025" — feature Sage Hill as case study of smaller, personalized retreat model vs. mass-market competitors — 2,000 words
- Publish FAQ page targeting "trending luxury spa getaways Texas Hill Country" — answer what makes a retreat trend-worthy, position Sage Hill's spa philosophy as emerging category — 1,200 words
- Develop guest post for travel + wellness editorial (Condé Nast Traveler, Travel + Leisure) anchored to Sage Hill's spa + ranch positioning — position as counter-trend to overcrowded resorts — 1,500 words

KEY MESSAGING

- Lead with the claim that trending luxury spa getaways in Texas Hill Country are shifting away from overcrowded resort chains toward personalized, small-group retreat experiences — Sage Hill is the model for this exact trend, not a follower of it.
- Position Sage Hill's spa philosophy around 'intimate wellness' — not spa menus, but curated, customized treatments in private settings on 4444 Ranch to Market Rd 150, Kyle — this language directly matches what Perplexity and Claude reward (specific, claim-based, differentiating).
- Claim that Sage Hill's location (between Austin and San Antonio, near Wimberley) makes it the emerging 'sweet spot' for Hill Country retreat-goers who want exclusivity + proximity — name the geographic advantage explicitly, as competitors do not own this position.

4-6 hrs effort	Sage Hill appears in top 3 results for "What are the trending luxury spa getaways in Texas Hill Country right now?" on at least two of four platforms (Perplexity priority, then Claude).
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► → View content brief

Zero editorial mentions of Sage Hill Inn & Spa in travel writer coverage across major platforms—Lake Austin Spa Resort, Camp Lucy, and Blair House Inn dominate recommendation queries. Ghost found 25 zero-mention queries where competitors consistently fill the shortlist.

Travel writers control editorial narratives that feed ChatGPT and Perplexity recommendations. Without third-party coverage, direct bookings leak to competitors who dominate AI recommendation moments. This is occupancy loss at the moment travelers decide.

YOUR MOVE

- ☐ Research which travel publications cover Texas Hill Country spa retreats (Conde Nast, Travel + Leisure, National Geographic) — list 8-12 key outlets
- ☐ Map competitor coverage: identify 3-5 pieces on Lake Austin Spa Resort or Camp Lucy to reverse-engineer editor interests and hook angles
- ☐ Draft 2-3 press angles grounded in Sage Hill’s unique assets (location: 4444 Ranch to Market Rd 150, Kyle, TX 78640; spa + wellness positioning vs. competitors)
- ☐ Identify 5 travel journalists who cover luxury Texas hospitality — build contact list with recent bylines
- ☐ Prepare founder/operator for interview — this is not a product pitch, it’s a story about the Hill Country retreat category

1-2 hrs effort	One third-party travel editorial mention (Conde Nast, Travel + Leisure, or regional outlet) within 90 days, indexed by ChatGPT, appearing in 3+ recommendation queries.
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Month 3 • 8-12 hrs total

Blair House Inn displaces Sage Hill Inn & Spa across four decision territories (recommendation, comparison, discovery, and trust), capturing 20 total displacements. Sage Hill appears in 67.7% of recommendation moments but ranks secondary to competitors, signaling weak recommendation strength even when visible.

When travelers reach the moment of decision—comparing options side-by-side—Sage Hill loses occupancy opportunity to Blair House and other boutique competitors. Weak recommendation position directly lowers direct booking likelihood; travelers shortlist competing properties instead, forcing reliance on OTA commissions.

YOUR MOVE

- Audit existing content (blogs, guides, amenity pages) for Hill Country retreat positioning language — map against Blair House’s public messaging on their website and press coverage
- Create dedicated comparison content: ‘Sage Hill Inn & Spa vs. Traditional Hill Country Resorts’ targeting search terms where Blair House currently dominates (Q34, Q36, Q38)
- Expand recommendation-moment content: 3-5 high-intent blog posts addressing specific use cases (anniversary escapes, girls’ retreats, wellness weekends) with direct Sage Hill positioning
- Deploy structured data (schema markup) across comparison and recommendation pages to signal property attributes to LLMs in recommendation decision trees

KEY MESSAGING

- Lead with Sage Hill’s private spa facilities and secluded Hill Country setting—emphasize the distinction from shared resort amenities. Blair House’s strength is brand recognition, not exclusive experience.
- Position wellness retreat positioning explicitly: ‘Multi-night Hill Country spa escapes near Austin with on-site treatment rooms’—use exact property language to match Perplexity’s weighted content specificity.
- Highlight the empty nester and couples’ retreat angle—Blair House dominates group/event positioning; claim the intimacy lane with comparison content that contrasts scale and noise.
- Create rating-and-review anchor content. Most competing properties have thin critical footprints. A single well-cited ‘5-star Hill Country retreat’ blog post with direct Sage Hill links can displace assumptions.

4-6 hrs effort	Sage Hill Inn & Spa recommendation score climbs from 37.93/100 to 50+/100 within 90 days; primary position rate in recommendation moment rises above 65%.
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Camp Lucy displaces Sage Hill Inn & Spa across 4 decision territories. In the query "Where should I stay near Wimberley for a peaceful retreat with resort-style amenities?" Camp Lucy appears in recommendation position while Sage Hill appears zero times.

Camp Lucy’s presence in 331 co-mentions across all platforms locks out direct bookings on queries where Wimberley-proximity and peaceful-retreat language drives high-intent traffic. This displacement pattern reduces room night capture at peak occupancy windows when guests are actively comparing.

YOUR MOVE

- ☐ Create comparison post: "Camp Lucy vs. Sage Hill Inn & Spa" — 1,500 words targeting direct-booking keywords
- ☐ Publish FAQ addressing "peaceful retreat near Wimberley with spa" — 800 words, schema-marked Q&A
- ☐ Blog post: "Wimberley weekend itinerary from a spa innkeeper" — 1,200 words, internal links to booking page
- ☐ Update Google Business Profile description to include "peaceful retreat," "Wimberley spa," "resort-style amenities" — exact phrase matching

KEY MESSAGING

- Lead with specificity: Sage Hill is the only inn in this exact location (4444 Ranch to Market Rd 150, Kyle, TX) with both spa services and on-property nature trails — use this language in all content because Perplexity rewards geographic precision combined with feature specificity.
- Emphasize the "peaceful retreat" positioning explicitly in headers and opening paragraphs — this is the exact phrase absent from Sage Hill’s current indexing and present in the competition.
- Include photo galleries of the Wimberley-view rooms and spa facilities with descriptive alt text naming amenities — Claude weights visual content descriptions in structured markup.
- Frame the comparison against Camp Lucy by amenity and experience, not price — Camp Lucy’s strength is editorial coverage, your strength is on-property experience detail that hasn’t been captured yet in AI indexing.

4-6 hrs effort		Sage Hill Inn & Spa appears in primary position for "peaceful retreat Wimberley" on ChatGPT and Perplexity within 4 weeks.
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Bonus Points — Q2

The next stage. Complete Tier 2 first.

Schema markup — wikidata

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.

- ☐ Create Wikidata entry for Sage Hill Inn & Spa — populate 'instance of' (lodging facility), 'located in' (Kyle, Texas), 'coordinate location' (30.0° N, 97.9° W), 'website' (exact URL), 'official name' (Sage Hill Inn & Spa). Use exact property name and address from this report.
- ☐ Claim and verify the entry in Wikidata — use your business email registered to your domain; link to your official website. Verification takes 48–72 hours.
- ☐ Cross-link from your Google Business Profile to Wikidata entry once created — add the Wikidata URL to your GBP's website field or social profiles section.

Reddit engagement — reddit_engagement

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

- ☐ Identify 8–12 active Reddit threads in r/Austin, r/Texas, r/travel where people ask "where to stay Hill Country" — save URLs
- ☐ Create Reddit account (or use existing) branded as local or repeat guest, not marketing — no sales language
- ☐ In 3–4 threads, contribute specific, detailed answers that mention Sage Hill Inn by name with genuine reasons (spa, location 4444 Ranch to Market Rd 150, wellness focus) — link to your site only if thread rules allow

Directory listing — directory_listing

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

- ☐ Submit to Tablet, Mr & Mrs Smith, and Auberge Resorts directories (boutique focus)
- ☐ Audit current directory presence: check TripAdvisor, Google Hotels, Airbnb, Booking.com completeness
- ☐ Create one-sheet: property name, address (4444 Ranch to Market Rd 150, Kyle, TX 78640), amenities (spa, wine, outdoor), image URLs

Schema markup — Paniolo Ranch

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.

- ☐ Deploy schema.org/LodgingBusiness + LocalBusiness structured data to 4444 Ranch to Market Rd 150, Kyle — all property details, amenities, room types
- ☐ Implement markup for Schema.org/AggregateRating (trust moment) and /Review tags using verified reviews from past 6 months
- ☐ Create llms.txt file at /.well-known/llms.txt with property facts, pricing, and amenity specificity — 400–600 words

