

GEO VISIBILITY AUDIT

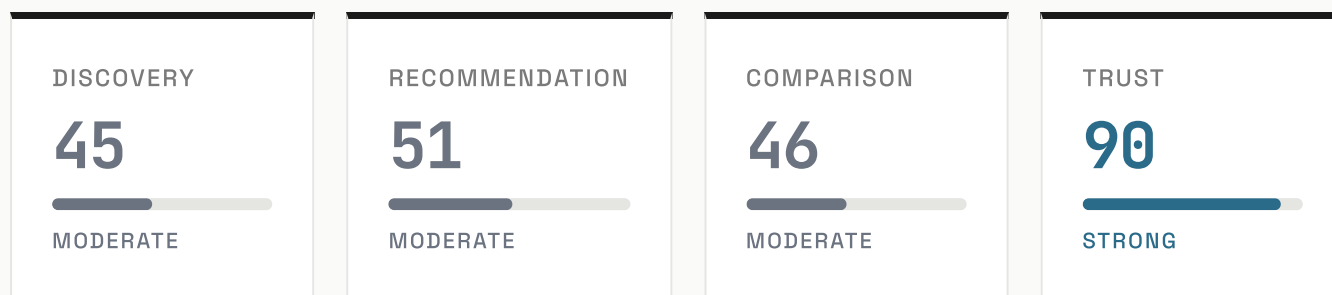
Sage Hill Inn & Spa

AI visibility assessment across 4 platforms

55 / 100 — Considered Option

DATE	PLATFORMS	QUERIES
2026-07-13	ChatGPT, Claude, Perplexity, Gemini	68

01 GEO Visibility Score



Sage Hill holds #1 market share among 393 tracked properties at 10.3% of AI mentions — more than Camp Lucy, Miraval Austin, and Lake Austin Spa Resort combined — yet scores only 55/100. The property is not unknown; it is under-framed. AI models have abundant signal about Sage Hill but insufficient structured, claim-forward content to choose it as the definitive answer when a traveler asks where to go.

Key Findings

- Sage Hill ranks #1 in AI mention volume at 10.3% yet scores 55/100 — the gap between presence and recommendation conversion is the core commercial problem.
- The recommendation moment scores 51/100 and is absent from all 9 runs on the highest-intent wellness and retreat queries near Austin and San Antonio.
- Camp Lucy displaces Sage Hill in both recommendation and comparison territories across all 9 runs — peer-category substitution, not large-resort displacement.
- The comparison moment shows a 'known but not recommended' split: branded queries score 55, generic category queries score 55 — incremental guests are not being captured.
- The trust moment scores 90/100 — strong review and reputation signals exist and AI models recognise them, but this credibility does not convert into recommendation-moment wins.
- Perplexity hedges Sage Hill at 6% — more than double the cross-platform average — signalling insufficient authoritative content for confident single-property recommendations.

Decision Moment Breakdown

MOMENT	SCORE	BRANDED	GENERIC	WEIGHT	QUERIES
Discovery	45.0	0.0	45.4	20%	6
Recommendation	51.0	0.0	50.6	45%	29
Comparison	46.0	90.6	34.8	20%	19

Trust

90.0

91.5

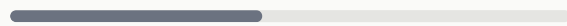
83.3

15%

14

02 Decision Moments

Discovery 45 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
61.11	27.78	29.63	62.96

The discovery moment scores 45/100 and runs volatile across 9 collections — a boutique inn with Sage Hill’s positioning should surface on ‘off-the-beaten-path’ and ‘emerging destination’ queries by default. It does not. The absence traces to a lack of structured content that explicitly claims the boutique, hidden-gem category. Travelers who don’t yet know Sage Hill exists are not finding it; those room nights go elsewhere.

Gemini’s list-inclusion behavior and Perplexity’s hedging suppress discovery; Claude and ChatGPT show the highest discovery consistency.

Recommendation 51 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
52.87	42.53	28.74	78.16

Recommendation scores 51/100 and is the priority gap — every query asking for a single best property for a wellness weekend, retreat, or anniversary near Austin returns zero Sage Hill mentions across all 9 runs. The cause is absent claim-forward content: no page tells AI models Sage Hill is the definitive answer to a specific traveler need. These are the closest-to-booking queries in the set.

Claude is the most contested platform for recommendation queries; all four platforms show consistent absence on wellness and retreat recommendation prompts.

Comparison 46 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
50.88	29.24	22.22	66.5

Comparison scores 46/100 and reveals the sharpest split in the data: when a traveler searches Sage Hill by name, the branded score is 90. When they ask which Hill Country property has the best pool or seek alternatives to Driftwood or Lucky Arrow, the generic score is 35. Sage Hill is invisible in the active shortlisting phase for travelers who don’t already know the name — exactly the incremental guests worth winning.

Generic comparison queries fail across all platforms; branded comparison queries perform strongest on ChatGPT and Claude.

Trust 90 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
93.65	57.14	86.51	47.62

Trust scores 90/100 — the strongest moment by a significant margin and consistent across both branded (91) and generic (83) queries. AI models have absorbed Sage Hill’s review signals and reputation data. This is a defensible asset: the credibility infrastructure is in place. The trust score proves the recommendation gap is a content framing problem, not a quality or reputation deficit.

Trust performance is strong across all four platforms with no meaningful outlier — the most platform-stable moment in the dataset.

Core Pattern

Sage Hill is trusted once in frame but structurally absent from the queries that put properties in frame — a content framing deficit, not a reputation problem.

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%

ChatGPT and Claude both deliver 74% primary rates across their appearances — the ceiling that structured content can achieve. Perplexity is the underperforming outlier: it hedges Sage Hill at 6%, more than double the cross-platform average, because Perplexity rewards citable, directly-answering web content and Sage Hill’s current pages don’t provide that specificity. Gemini’s elevated list-inclusion rate signals the same problem: broad content footprint without the authoritative, single-answer claims Gemini needs to issue a direct recommendation. ChatGPT and Claude prove what’s possible when content confidence is high.

Decision Moment Summary

Moment	Score	Branded	Generic	Weight	Queries
Discovery	45	0	45.37	20%	6
Recommendation	51	0	50.57	45%	29
Comparison	46	90.58	34.82	20%	19
Trust	90	91.54	83.33	15%	14

04 Zero-Mention Gap Analysis

Twenty-two queries returned zero Sage Hill mentions across all tested platforms. They cluster around one mechanism: every query asks AI to name a single best property for a specific traveler need, and Sage Hill has no content structured to answer that question directly.

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

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Creekhaven Inn & Spa
Why They Win	Miraval Austin has a dedicated multi-day wellness programming page with named treatments, practitioner credentials, and weekend package itineraries AI can cite as a direct answer. Sage Hill has no equivalent page structured around a weekend spa itinerary.
What Changes This	Create a /spa-wellness-weekend page with itinerary structure, named treatments, and FAQ schema answering duration and package queries.

Where should I stay in Texas Hill Country during a spring escape from the city?

RECOMMENDATION

Competitors Appearing	Camp Lucy, Blair House Inn, Onera Wimberley
Why They Win	Camp Lucy's site has explicit seasonal content with spring availability language and outdoor amenity descriptions AI indexes for city-escape queries. Sage Hill has no page that names spring, seasonal escape, or city-departure intent.
What Changes This	Create a /texas-hill-country-spring-escape page with seasonal positioning, outdoor programming, and proximity-from-Austin language.

What are the most unique places to stay in Texas Hill Country with hiking trails on the property?

RECOMMENDATION

Competitors Appearing	Camp Lucy, Onera Wimberley, Milk & Honey Ranch
Why They Win	Onera Wimberley explicitly names on-property trails, distances, and terrain type on its amenities page — the factual specificity AI extracts to justify a 'unique stay with hiking' recommendation. Sage Hill's trail content, if it exists, lacks that structured specificity.
What Changes This	Create an /on-property-hiking page naming trail distances, terrain, and trailhead access with AmenityFeature schema markup.

where should I go for a multi-night wellness retreat with spa services near San Antonio or Austin

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Creekhaven Inn & Spa
Why They Win	Lake Austin Spa Resort has a dedicated multi-night retreat page with minimum-stay language, spa service menus by day, and geographic proximity claims to Austin — all structured for AI extraction. Sage Hill lacks a page built around multi-night retreat intent.
What Changes This	Create a /multi-night-wellness-retreat page with stay-length framing, daily spa itinerary structure, and explicit San Antonio/Austin proximity claims.

What is the best luxury property near Austin for empty nesters looking for a relaxing escape?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Camp Lucy, Blair House Inn
Why They Win	Blair House Inn has explicit 'couples and adults' positioning language with no-children framing on its homepage — the demographic signal AI needs to recommend it for empty-nester queries. Sage Hill has no page that addresses this guest segment by name.
What Changes This	Create an /empty-nester-retreat page with adult-focused positioning, quiet amenity language, and FAQ schema addressing the demographic.

Where should I stay near Wimberley for a peaceful retreat with resort-style amenities?

RECOMMENDATION

Competitors Appearing	Blair House Inn, Creekhaven Inn & Spa, The Lazy Lavender
Why They Win	Creekhaven Inn & Spa's site names Wimberley proximity explicitly and lists resort amenities — pool, spa, dining — in a format AI can parse as a resort-style checklist. Sage Hill's Kyle location is close but that proximity is not structured into any Wimberley-targeted content.
What Changes This	Create a /near-wimberley-retreat page with explicit proximity language, driving distance, and resort-amenity enumeration in structured list format.

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

RECOMMENDATION

Competitors Appearing	Camp Lucy, Miraval Austin, Blair House Inn
Why They Win	Camp Lucy’s drive-time content explicitly names Houston as an origin city with mileage and travel-time language — the geographic anchor AI needs to recommend it for Houston-origin queries. Sage Hill has no content that addresses Houston drive market travelers.
What Changes This	Add a /houston-to-hill-country page or drive-market section with explicit drive time from Houston, I-10 routing language, and weekend itinerary framing.

Best luxury property in Texas Hill Country for a wedding anniversary trip?

RECOMMENDATION

Competitors Appearing	Camp Lucy, Blair House Inn, Creekhaven Inn & Spa
Why They Win	Camp Lucy has a dedicated romance and special occasions page naming anniversaries, private dining, and suite upgrade options — the occasion-specific content AI indexes to justify a romantic recommendation. Sage Hill has no occasion-specific landing page.
What Changes This	Create a /wedding-anniversary-retreat page with romance amenity descriptions, private dining options, and FAQ schema targeting anniversary occasion queries.

What is the best place for a wellness retreat near San Antonio in the Hill Country?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, JW Marriott San Antonio Hill Country Resort & Spa
Why They Win	JW Marriott San Antonio explicitly anchors its spa and wellness content to 'near San Antonio' with named distance claims and spa menu specificity. Miraval Austin does the same for Austin. Sage Hill sits between both cities but has no content claiming either geographic market.
What Changes This	Create a /wellness-retreat-near-san-antonio page with explicit mileage claim, spa programming structure, and Hill Country proximity language.

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	Miraval Austin, Lake Austin Spa Resort, Blair House Inn
Why They Win	Lake Austin Spa Resort has explicit girls-trip and women’s retreat content with spa, pool, and wine amenities named together on a single page — the content cluster AI needs to match this specific multi-intent query. Sage Hill has no page targeting the girls-trip persona.
What Changes This	Create a /girls-trip-austin-escape page combining spa, pool, and wine amenity language with Austin drive-time framing and adult-group positioning.

Best pickleball resort for a weekend trip from San Antonio

RECOMMENDATION

Competitors Appearing	JW Marriott San Antonio Hill Country Resort & Spa, Horseshoe Bay Resort
Why They Win	JW Marriott San Antonio names pickleball courts explicitly in its amenity schema and sports facility content. Sage Hill has no pickleball content — if courts exist, they are not structured or published in any form AI can index.
What Changes This	If pickleball courts exist, create an /amenities/pickleball page with court count, booking process, and AmenityFeature schema. If they do not exist, this query is correctly absent.

Best pickleball resort for a weekend trip from Dallas

RECOMMENDATION

Competitors Appearing	JW Marriott San Antonio Hill Country Resort & Spa, Horseshoe Bay Resort
Why They Win	Horseshoe Bay Resort names pickleball alongside other racquet sports in structured amenity content with Dallas drive-market language. The same content gap applies here as the San Antonio variant — no Sage Hill pickleball content exists for AI to index.
What Changes This	Same action as the San Antonio pickleball query — /amenities/pickleball page with AmenityFeature schema; add Dallas drive-time language if applicable.

Which luxury property near Austin has the best private pool and Hill Country views?

COMPARISON

Competitors Appearing	Camp Lucy, The Lazy Lavender, Onera Wimberley
Why They Win	The Lazy Lavender’s listing content names private pool access and Hill Country views with specific language — ‘panoramic views,’ ‘private pool’ — in structured amenity copy that AI extracts for pool-and-views comparison queries. Sage Hill’s pool content, if published, lacks the view-claim specificity.
What Changes This	Create a /private-pool-hill-country-views page or add structured view and pool amenity claims with LodgingBusinessAmenityFeature schema to the spa or accommodations page.

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

COMPARISON

Competitors Appearing	The Lazy Lavender, Blair House Inn, Creekhaven Inn & Spa
Why They Win	Blair House Inn’s site uses ‘secluded,’ ‘romantic,’ and Wimberley-area language together in its accommodations copy — the exact phrase cluster AI indexes to surface properties as alternatives in romantic-seclusion comparison queries. Sage Hill uses none of this language in structured content.
What Changes This	Create a /romantic-secluded-retreat page with seclusion, privacy, and Wimberley-proximity language targeting alternative-seeker comparison intent.

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

COMPARISON

Competitors Appearing	Creekhaven Inn & Spa, Blair House Inn, Lake Austin Spa Resort
Why They Win	Creekhaven Inn & Spa explicitly names San Marcos proximity and 'couples retreat' language with spa reset framing. Sage Hill is geographically closer to San Marcos than most competitors but has no content that claims that proximity or targets the spa-reset intent for mature guests.
What Changes This	Create a /spa-reset-near-san-marcos page with explicit mileage claim, empty-nester positioning language, and spa treatment menu structure.

Best luxury Texas Hill Country retreat within 3 hours of Houston for a long weekend — what are my options?

COMPARISON

Competitors Appearing	Camp Lucy, Miraval Austin, Lake Austin Spa Resort
Why They Win	Miraval Austin and Camp Lucy both have explicit drive-market content naming Houston travel time. The '3 hours of Houston' framing maps to I-10 corridor content — Sage Hill's Kyle location is within that range but no content makes that claim.
What Changes This	Add a drive-market section to an existing location page at /location or /getting-here with explicit Houston drive time, mileage, and route language.

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, Creekhaven Inn & Spa
Why They Win	Lake Austin Spa Resort and Camp Lucy appear as Miraval alternatives because their wellness content uses the same category language — multi-day programs, spa menus, practitioner-led treatments — that AI uses to identify substitutable properties. Sage Hill is not structured as a Miraval alternative despite being geographically and categorically comparable.
What Changes This	Create a /miraval-austin-alternative page explicitly positioning Sage Hill as a boutique Hill Country alternative with comparative wellness programming language.

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

COMPARISON

Competitors Appearing	The Lazy Lavender, Camp Lucy, Blair House Inn
Why They Win	The Lazy Lavender appears as a Driftwood alternative because its content explicitly uses boutique, intimate, and Hill Country language in the same category frame. Sage Hill is a natural alternative but has no content that positions it as such or uses the Driftwood-adjacent category language.
What Changes This	Create a /boutique-hill-country-retreat-alternatives page or add alternative-positioning language to an existing spa or accommodations page.

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

COMPARISON

Competitors Appearing	The Lazy Lavender, Blair House Inn, Creekhaven Inn & Spa
Why They Win	Blair House Inn and Creekhaven appear in Lucky Arrow comparisons because their content explicitly names Wimberley proximity and boutique luxury positioning in structured copy. Sage Hill’s Kyle location is comparable in distance but no content targets the Wimberley boutique comparison category.
What Changes This	Create a /boutique-stays-near-wimberley page with proximity language, luxury amenity comparisons, and boutique inn positioning claims.

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

DISCOVERY

Competitors Appearing	Hill Country Casitas, Onera Wimberley, Camp Lucy
Why They Win	Hill Country Casitas explicitly uses ‘hidden,’ ‘off-the-beaten-path,’ and ‘Hill Country views’ language in its property description — the exact phrase cluster AI surfaces for discovery queries. Sage Hill is a boutique inn that fits this category naturally but has no content that claims it.
What Changes This	Create a /off-the-beaten-path-hill-country-retreat page with seclusion language, Hill Country view claims, and Austin proximity framing.

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

DISCOVERY

Competitors Appearing	Creekhaven Inn & Spa, Blair House Inn, Camp Lucy
Why They Win	Creekhaven and Blair House Inn appear in local-recommendation queries because they are cited in Texas travel editorial and local lifestyle publications — the third-party citation sources ChatGPT and Perplexity weight for local-expert framing. Sage Hill lacks equivalent editorial placement in local Austin and San Antonio media.
What Changes This	Pursue placement in Austin Chronicle, San Antonio Magazine, and Texas Monthly travel sections — the editorial sources that generate local-recommendation citations.

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

DISCOVERY

Competitors Appearing	Hill Country Casitas, Onera Wimberley, The Lazy Lavender
Why They Win	Onera Wimberley and Hill Country Casitas appear as 'emerging' destinations because their content and editorial coverage uses new-opening, boutique-category, and destination-launch language that AI indexes for emerging-destination queries. Sage Hill is established but has no content that claims its current positioning in that emerging boutique tier.
What Changes This	Create a /boutique-destination-near-austin-san-antonio page with destination framing, opening story, and boutique category language targeting emerging-destination discovery intent.

05 Competitive Landscape

Ten competitors qualify as primary threats. The dominant gap type is absence — Sage Hill is not being outargued on these queries, it simply has no content for AI to cite. Camp Lucy and Lake Austin Spa Resort are the structurally persistent threats across all 9 runs.

Lake Austin Spa Resort primary threat

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

Lake Austin Spa Resort leads all competitors with 34 displacements and owns the discovery territory outright. Its 28 absence displacements confirm this is a content gap, not an authority contest — Sage Hill simply has no pages targeting the query language Lake Austin owns. It is a different product category (lake-based spa resort), but its multi-night wellness programming content is what AI indexes for the retreat queries Sage Hill should be answering.

Miraval Austin primary threat

Total displacements	31
Absent (content gap)	25
Outranked (authority gap)	6
Owned territories	—
Worst platform	claude

Miraval Austin displaces Sage Hill across all four decision moments — the only competitor with that spread. Its 25 absence displacements map directly to wellness retreat and spa programming queries where Miraval has named practitioner pages, program duration content, and treatment menus. Sage Hill is positioned in the same category but has none of that structured specificity. The 9/9 run persistence confirms this is a durable structural gap.

Camp Lucy primary threat

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

Camp Lucy is the most strategically dangerous competitor: it owns both the recommendation and comparison territories and appears in every run. It is a direct boutique Hill Country peer — not a large-brand resort — which means travelers choosing between Sage Hill and Camp Lucy represent direct booking substitution. Camp Lucy’s site has romance, seasonal, and drive-market content Sage Hill lacks. Every Camp Lucy displacement is a room night that should be Sage Hill’s.

JW Marriott San Antonio Hill Country Resort & Spa primary threat

Total displacements	23
Absent (content gap)	20
Outranked (authority gap)	3
Owned territories	—
Worst platform	claude

JW Marriott San Antonio displaces Sage Hill primarily on San Antonio-origin and resort-amenity queries. Its 20 absence displacements are explained by explicit geographic anchoring — the JW Marriott names ‘near San Antonio’ directly in structured content. Sage Hill sits between Austin and San Antonio and claims neither city. Fixing the geographic content gap would reduce JW Marriott displacements on proximity-based queries.

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 Sage Hill across all four decision moments despite being a smaller property. It wins on romance, seclusion, and empty-nester queries through explicit demographic language in its site copy — ‘couples,’ ‘adults,’ ‘romantic retreat.’ Sage Hill has higher market share and trust scores, but Blair House wins the content framing battle on persona-specific queries. The gap is copy, not product.

Creekhaven Inn & Spa primary threat

Total displacements	20
Absent (content gap)	14
Outranked (authority gap)	6
Owned territories	—
Worst platform	claude

Creekhaven’s 6 outranked displacements indicate this is partly an authority contest — Sage Hill appears on some shared queries but loses. Creekhaven’s San Marcos and Wimberley proximity content, combined with explicit spa-reset and couples-retreat language, edges it ahead. The 14 absence displacements are a content gap; the 6 authority losses require deepening existing page copy rather than creating new pages.

Onera Wimberley primary threat

Total displacements	20
Absent (content gap)	14
Outranked (authority gap)	6
Owned territories	recommendation
Worst platform	claude

Onera Wimberley owns a slice of the recommendation territory and displaces Sage Hill on unique-stay and on-property trail queries. Its content names specific amenity details — treehouse accommodations, trail access, Hill Country view language — that AI extracts for experiential recommendation queries. Sage Hill’s boutique inn experience is comparable but its content does not claim those experiential specifics.

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 Sage Hill primarily through absence — 14 of 16 displacements are queries where Sage Hill has no content. It wins on ranch-experience and unique Hill Country stay queries by naming specific on-property experiences in structured format. The threat is largely resolvable through targeted content creation rather than authority competition.

Cypress Valley primary threat

Total displacements	14
Absent (content gap)	14
Outranked (authority gap)	0
Owned territories	—
Worst platform	claude

Cypress Valley’s 14 displacements are all absence — it appears on queries where Sage Hill has no content at all. It wins unique-stay and treehouse queries through highly specific experiential content AI extracts for off-the-beaten-path discovery prompts. Low persistence (1/9 runs) suggests this is an occasional threat rather than a structural one.

The Lazy Lavender primary threat

Total displacements	13
Absent (content gap)	13
Outranked (authority gap)	0
Owned territories	comparison
Worst platform	claude

The Lazy Lavender owns the comparison territory despite being a smaller property than Sage Hill. All 13 displacements are absence — Sage Hill simply does not appear on the comparison queries The Lazy Lavender answers. It wins boutique alternatives and pool-and-views queries through specific amenity language Sage Hill’s current content does not use.

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

Mention and appearance counts are cumulative across 9 collection runs of the same query set (~103 appearances per run). Shares and rates are unaffected by run count.

Market Share of Voice

Your brand ranks #1 with 10.3% share across all AI-generated recommendations in this category.

BRAND	MENTIONS	SHARE	DISTRIBUTION
Sage Hill Inn & Spa	927	10.3%	
Camp Lucy	635	7.1%	
Miraval Austin	432	4.8%	
Lake Austin Spa Resort	409	4.6%	
Onera Wimberley	409	4.6%	
Blair House Inn	402	4.5%	
Creekhaven Inn & Spa	283	3.2%	
Omni Barton Creek Resort & Spa	201	2.2%	
Milk & Honey Ranch	195	2.2%	
Horseshoe Bay Resort	178	2%	

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%

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%	
Miraval Austin	197	21.3%	
Creekhaven Inn & Spa	161	17.4%	
Onera Wimberley	112	12.1%	
Horseshoe Bay Resort	111	12.0%	
Omni Barton Creek Resort & Spa	103	11.1%	
Lakeway Resort and Spa	101	10.9%	
Milk & Honey Ranch	99	10.7%	
Others (28)	709	76.5%	

07 Action Plan

7 prioritized actions across a 90-day plan, plus 1 bonus actions for Q2.

90-Day Action Plan

Month 1 • 10 hrs total

Quick Win • GBP Update • WEB TEAM

Verify & Complete Flagged Google Business Profile Hours Field

The Google Business Profile for Sage Hill Inn & Spa shows “no hours on listing” where “hours populated” was expected. Hotel listings sometimes use check-in/check-out times instead of standard weekly hours, so manual verification is required before making any changes. The property currently holds a recommendation score of 51, leaving 49 points of headroom.

AI platforms like Gemini, ChatGPT, and Claude pull structured data from Google Business Profile to answer traveler queries. A missing hours field signals an incomplete listing, reducing citation confidence and lowering Sage Hill’s chance of being recommended — contributing to the 49-point score gap.

YOUR MOVE

Log in to the Google Business Profile dashboard for Sage Hill Inn & Spa and navigate to the ‘Hours’ field to confirm its current state.

Determine whether the property uses check-in/check-out times or standard weekly open hours as the correct format for this listing type.

Enter the accurate hours in the appropriate format (weekly hours or check-in/check-out) and save the change.

Confirm the updated hours field is live on the public Google Business Profile by searching for Sage Hill Inn & Spa on Google and reviewing the listing panel.

KEY MESSAGING

- Sage Hill Inn & Spa has a recommendation score of 51 with 49 points of headroom to improve.
- The GBP hours field currently shows no hours on listing, which requires manual verification before updating.
- Hotel listings may legitimately use check-in/check-out times rather than standard weekly hours.

30-60 min effort	Verify the updated hours field is live on the public Google Business Profile listing for Sage Hill Inn & Spa and confirm 1 flagged field is fully completed.
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Set Up a Standing Post-Stay Review Ask

Sage Hill Inn & Spa holds 351 Google reviews at 4.8 stars on its Google Business Profile and is adding reviews at roughly 5.3/month based on its 5 most recent reviews — already keeping recency compounding.

A standing post-stay review ask systematizes the ~5.3 reviews/month already coming in, protecting Sage Hill’s 4.8-star signal on Google — a key trust indicator that AI platforms like Gemini and Perplexity surface when recommending luxury stays.

YOUR MOVE

Copy the direct Google review link from the Sage Hill Inn & Spa Google Business Profile and confirm it opens the review prompt without requiring a login.

Draft a short post-stay email (3–5 sentences) thanking the guest and including the direct Google review link as a clearly labeled call-to-action button.

Load the draft into your email platform and configure it to trigger automatically 24–48 hours after checkout for every reservation.

Send one test reservation through the trigger to confirm the email fires on schedule and the review link resolves correctly.

Document the automation settings (trigger condition, send delay, template name) in a shared team file so any team member can audit or update it.

KEY MESSAGING

- Sage Hill Inn & Spa holds 351 Google reviews at 4.8 stars.
- Reviews are growing at roughly 5.3 per month based on recent activity.
- A consistent review ask protects and compounds this recency signal over time.

30-60 min effort		Complete the standing post-stay review ask automation and verify it is live by confirming the test email fires within the correct 24-48 hour window and the Google review link resolves to the active review prompt.
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Create a Discovery Page to Compete for Boutique Weekend Escape Queries

Hill Country Casitas currently own the "discovery" territory across 1 tracked query (Q68: "What are emerging boutique resort destinations near San Antonio and Austin for a weekend escape?"). Sage Hill Inn & Spa has no page directly targeting this discovery-intent query.

Hill Country Casitas holds the discovery territory for Q68. Without a dedicated page, Sage Hill Inn & Spa remains invisible to travelers actively researching emerging boutique weekend escapes near San Antonio and Austin — a high-intent audience at the start of their booking journey.

YOUR MOVE

Verify internally that Sage Hill Inn & Spa offers experiences relevant to 'discovery' (e.g., unique setting, distinctive programming, or a sense of being a hidden gem) before drafting any claims. Draft a dedicated page or blog post framing Sage Hill Inn & Spa as an emerging boutique destination for weekend escapes between San Antonio and Austin, using natural language that mirrors Q68. Include specific, concrete details about the property — location context, standout experiences, and what makes it distinct — to give AI and search engines quotable, citable content. Publish the page and submit its URL for indexing via Google Search Console to accelerate discovery.

KEY MESSAGING

- Sage Hill Inn & Spa as an emerging boutique destination between San Antonio and Austin
- Ideal for a weekend escape seeking something distinctive and undiscovered
- A sense of discovery — unique setting, atmosphere, or experience not found at mainstream resorts

4-6 hrs effort | Complete the discovery page, publish it, and verify movement for Q68 by tracking whether Sage Hill Inn & Spa appears in AI-generated responses or search results for that query within 30 days.

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Enrich Sage Hill Inn & Spa’s Wikidata Entry (Q111394180)

Sage Hill Inn & Spa’s Wikidata entity (Q111394180) holds only 8 statements and is missing an official-website statement, limiting how AI platforms like Gemini, Claude, and ChatGPT can accurately surface and cite the property.

AI platforms use Wikidata as a structured knowledge source. Without an official-website statement, AI-generated responses may omit or misattribute Sage Hill’s web presence, reducing direct referral traffic and authoritative citations across Gemini, Claude, and ChatGPT.

YOUR MOVE

Navigate to <https://www.wikidata.org/wiki/Q111394180> and log in with a Wikidata account. Click 'Add statement,' select the property 'official website' (P856), and enter Sage Hill Inn & Spa’s verified official URL as the value. Add a reference to the statement (e.g., retrieved date and URL source) to meet Wikidata’s sourcing standards. Review all 8 existing statements for accuracy and completeness, correcting any outdated or missing values. Save all changes and verify the official-website statement appears live on Q111394180 within Wikidata’s public view.

KEY MESSAGING

- Wikidata Q111394180 is the authoritative structured record for Sage Hill Inn & Spa.
- An official-website statement (P856) is required for AI platforms to correctly cite the property.
- All statements should be sourced with references to meet Wikidata quality standards.

1-2 hrs effort		Verify that Q111394180 displays a live official-website (P856) statement with a valid URL and a cited reference on Wikidata's public entry page.
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Month 2 · 7 hrs total

Publish FAQ Page Targeting Low-Visibility Recommendation Queries

7 generic recommendation queries show low or inconsistent visibility — mentioned in only 26 of 252 possible responses across 9 runs. Sage Hill Inn & Spa is absent from ChatGPT and Perplexity in every run for these queries. 4 of the 7 queries are already partially addressed by sagehill.com and sagehill.com/spa-resort.

Sage Hill registers zero presence on ChatGPT and Perplexity for high-intent queries like wellness retreats near San Antonio and luxury Hill Country weekends. A dedicated FAQ page gives AI platforms a clear, crawlable source to cite, directly targeting the 3 uncovered queries and reinforcing the 4 already touched by existing pages.

YOUR MOVE

Audit the 3 queries NOT covered by existing pages (Q9, Q15, Q11) and draft one concise Q&A answer for each, using the exact query phrasing as the question heading.

Draft Q&A answers for the 4 queries already partially covered by sagehill.com and sagehill.com/spa-resort (Q12, Q19, Q10, Q2), linking each answer back to the relevant existing page.

Structure the full FAQ page with all 7 Q&A pairs in a single crawlable HTML page, using the verbatim query text as H2 or H3 headings to match AI retrieval patterns.

Publish the FAQ page on the sagehill.com domain, submit the URL to Google Search Console for indexing, and confirm the page returns a 200 status.

Re-run visibility checks for Q12, Q9, Q15, Q19, Q10, Q11, and Q2 on ChatGPT and Perplexity within 30 days of publish to measure movement against the 26/252 baseline.

KEY MESSAGING

- Sage Hill Inn & Spa is absent from ChatGPT and Perplexity in every run for 7 high-intent recommendation queries.
- Only 26 of 252 possible responses across 9 runs mention the property on these queries.
- 3 queries (Q9, Q15, Q11) have no existing page coverage and require net-new FAQ content.
- 4 queries (Q12, Q19, Q10, Q2) are partially addressed by sagehill.com and sagehill.com/spa-resort.
- A dedicated, crawlable FAQ page with verbatim query phrasing gives AI platforms a direct source to cite.

3-4 hrs effort | Publish the FAQ page and verify all 7 query URLs (Q12, Q9, Q15, Q19, Q10, Q11, Q2) return indexed status in Search Console; confirm Sage Hill appears in at least one ChatGPT or Perplexity response per query in post-publish re-run.

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Optimise the Recommendation Page to Capture Hill Country Query Territory

Miraval Austin currently owns the "recommendation" territory across 5 tracked queries: unique Hill Country stays with hiking (Q9), multi-night wellness retreats near San Antonio/Austin (Q10), best luxury property near Austin for empty nesters (Q11), peaceful retreat near Wimberley with resort amenities (Q12), and best wellness retreat near San Antonio in the Hill Country (Q19).

Sage Hill Inn & Spa is absent from AI-generated recommendations across all 5 queries, ceding the Hill Country wellness and luxury retreat consideration set entirely to a competitor. Owning this territory drives direct booking intent from high-value travellers actively seeking exactly what Sage Hill offers.

YOUR MOVE

Audit the existing recommendation page and map each of the 5 target query intents (Q9, Q10, Q11, Q12, Q19) against current on-page copy to identify explicit gaps.

Rewrite or expand the page headline and opening paragraph to directly address the four core themes present in the queries: Hill Country hiking access, multi-night wellness retreats, luxury escapes for empty nesters, and proximity to Wimberley and San Antonio.

Add a dedicated section for each query theme — unique stays with on-property trails, spa-led multi-night programmes, empty-nester relaxation packages, and resort-style amenities near Wimberley — using the natural-language phrasing from the queries.

Embed specific property proof-points (trail names, spa service names, room types, distance to San Antonio and Wimberley) within each section to give AI models citable, factual detail to surface in recommendations.

Publish the updated page and submit it for re-crawl via Google Search Console to accelerate indexing of the revised content.

KEY MESSAGING

- Sage Hill Inn & Spa is a luxury Hill Country retreat with on-property hiking trails
- Multi-night wellness and spa programmes tailored for a restorative escape
- Ideally located near Wimberley — a peaceful, resort-style sanctuary
- The premier Hill Country choice for empty nesters seeking relaxation and privacy
- Convenient to both San Antonio and Austin for a true Hill Country wellness retreat

2-3 hrs effort | Complete the recommendation page optimisation, publish the updated copy, and verify measurable movement for Q9, Q10, Q11, Q12, and Q19 in tracked AI recommendation outputs.

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Publish FAQ Page Targeting Low-Visibility Discovery Queries

1 generic discovery query (Q68: "What are emerging boutique resort destinations near San Antonio and Austin for a weekend escape?") shows low or inconsistent visibility — Sage Hill Inn & Spa is mentioned in only 5 of 36 possible responses across 9 runs, and is absent from ChatGPT and Perplexity in every run.

Sage Hill Inn & Spa is invisible on ChatGPT and Perplexity for a high-intent weekend-escape discovery query. AI platforms pull FAQ-style content into recommendations; without a dedicated page, the property cannot be surfaced to travelers actively researching boutique resort options near San Antonio and Austin.

YOUR MOVE

Draft an FAQ page with a question-and-answer entry that mirrors Q68 verbatim: 'What are emerging boutique resort destinations near San Antonio and Austin for a weekend escape?' and answers it with specific details about Sage Hill Inn & Spa's location, amenities, and weekend offerings.

Add 2–3 supporting FAQ entries addressing related weekend-escape angles (e.g., spa offerings, proximity to San Antonio and Austin, ideal guest experience) to increase topical depth on the page.

Mark up the FAQ page with FAQ schema (structured data) so AI crawlers and search engines can parse individual Q&A pairs directly.

Publish the FAQ page on the Sage Hill Inn & Spa website and submit its URL for indexing via Google Search Console.

Track Q68 visibility scores across ChatGPT and Perplexity over the 30 days following publish to measure movement from the baseline of 5/36 responses.

KEY MESSAGING

- Sage Hill Inn & Spa is a boutique resort destination within weekend-escape distance of both San Antonio and Austin.
- The property offers a distinct spa and inn experience suited for travelers seeking an emerging, less-discovered retreat.
- Guests can enjoy a full-service spa alongside intimate boutique lodging in one property.

3-4 hrs effort	Publish the FAQ page and verify Q68 visibility improves beyond the baseline of 5 out of 36 responses; confirm the page is indexed and FAQ schema is validated in Google Search Console within 30 days.
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Bonus Points — Q2

The next stage. Complete the 90-day plan first.

Publish an llms.txt File for Sage Hill Inn & Spa

The website does not publish an llms.txt file at <https://www.sagehill.com/llms.txt>. With a recommendation score of 51 and 49 points of headroom remaining, publishing this file helps AI models accurately discover and represent Sage Hill Inn & Spa, supporting stronger GEO visibility.

Draft the llms.txt file content, including the brand name (Sage Hill Inn & Spa), a concise property description, key amenities, location details, and any preferred language AI systems should use when referencing the property.

Upload the completed llms.txt file to the root directory of the website so it is accessible at <https://www.sagehill.com/llms.txt>.

Verify the file is live by navigating directly to <https://www.sagehill.com/llms.txt> in a browser and confirming the content renders correctly and is publicly accessible.