



SEARCH · WINTER · DIRECT BOOKINGS

Winter search.

Three pages every inn should have for February.

October

People have already decided to come. They search for a place to sleep: "bed and breakfast in Asheville." Your homepage does the job.

February

People haven't decided yet. They search for a reason to go: a feeling, an occasion, an excuse. Not one of those searches says "inn," and most inn websites don't answer them.

🔍 romantic weekend getaway February

🔍 quiet inn with a fireplace

🔍 winter hikes waterfalls

🔍 cabin weekend snow

Not one says *"inn."*

The pages that rank are the ones that answer the reason. Booking sites have a page for every vague search, and they pay to be seen. You don't need to outspend them. You need three pages that answer winter questions better, because you live there and they don't.

🔍 things to do in Asheville in winter

🔍 anniversary trip near Charlotte

🔍 writing retreat in the mountains

One inn, *two quiet months.*

01 · THE INN

18 rooms

at a \$230 average rate, quiet in
February and March

02 · THE LIFT

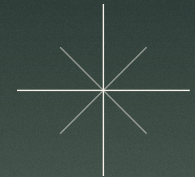
+10 pts

of occupancy across those 59 nights.
About 106 more room nights

03 · THE RESULT

\$24,000

roughly. A new roof, or a winter off



Most of that lives in searches the inn doesn't show up for yet. An illustration, not a promise: $18 \text{ rooms} \times 59 \text{ nights} \times 10\% \approx 106 \text{ room nights}$, at \$230 each. Your numbers will differ.

Give winter *its own front door.*

01

A winter page that sells winter

Not "we're open year-round." What February is actually like at your inn: the fire lit at four, the trails empty, a table on a Saturday.

- Winter photos. Snow on the porch rail beats foliage here
- Three or four winter moments, as a guest would live them
- Titled for the search: "A winter weekend in [town]"
- Linked from your homepage and Rooms page

02

A winter guide to your town

"Things to do in [town] in winter" is searched every year by people who haven't picked a place to stay. You answer it at breakfast daily.

- What's open, what's closed, where to eat on a Tuesday
- The best winter walk, the waterfall worth seeing frozen
- Events with real dates: markets, concerts, races
- Updated every season. Old dates say nobody's home

03

A page for each winter reason

A package gives a searcher a reason to come and gives Google a page that matches it. Name, short story, what's included.

- The anniversary: flowers, the best table booked
- Snowed in: a fire kit, games, soup the first night
- The writer's week: midweek, a desk, late breakfast
- Add value, not a discount. Check OTA contracts first

The parts *people skip.*

GOOGLE BUSINESS PROFILE

Often the first thing a winter searcher sees, especially on Maps. Add winter photos, post what's on this month, answer the questions people ask. It's free.

YOUR BOOKING BUTTON

If "Book" opens a calendar that looks like a different company, guests go back to Google. Test it on your phone, one-handed.

TIMING

Search engines take weeks to notice new pages. Publish winter pages in the fall, spring pages in winter.

A ONE-WEEK PLAN

- ☐ MONDAY
List five reasons guests already come in your slow months.
- ☐ TUESDAY
On your phone, search your town plus "winter." Note who shows up.
- ☐ WEDNESDAY
Write the winter page. Three short sections, one button.
- ☐ THURSDAY
Pull winter photos, or take a few this weekend.
- ☐ FRIDAY
Publish, link it from your homepage, add a winter photo to Google.
- ☐ NEXT WEEK
Start the winter guide. Then one package page.

Skip: discounts, a blog post a week, and making the whole site about winter.

A private look *at your inn in winter search.*

Send me your inn's name. I'll run about ten guest-style winter searches for your town and send a short note: where you appear, who's winning the searches you're missing, and the one page I'd build first. No call required. No pitch attached.

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