

Smoke, mirrors & search

What really matters for AI visibility



Clockwork
Marketing®

Certified



Corporation



**Clockwork
Marketing[®]**



Your specialist hospitality marketing partner

- ✦ Digital Marketing
- ✦ Websites, AI & Technology
- ✦ Brand & Design
- ✦ Gift Vouchers
- ✦ Data & Insights



**VisitEngland
Assessment Services**



HOSPAA



Dom Hine
Growth Specialist



Mark Durber
Marketing Manager

Future Technology for Hospitality

We're backed by the Government to develop the next phase of future technology for hospitality with AI tools and insights, a project worth nearly £200k.

Online Gift Voucher System

Gift Voucher Brilliance

- Group solution
- Multi-tenant
- Cloud-based and scalable
- Secure hosting on AWS
- AI features
- Ever-green code



Website Platform

GuestNet®

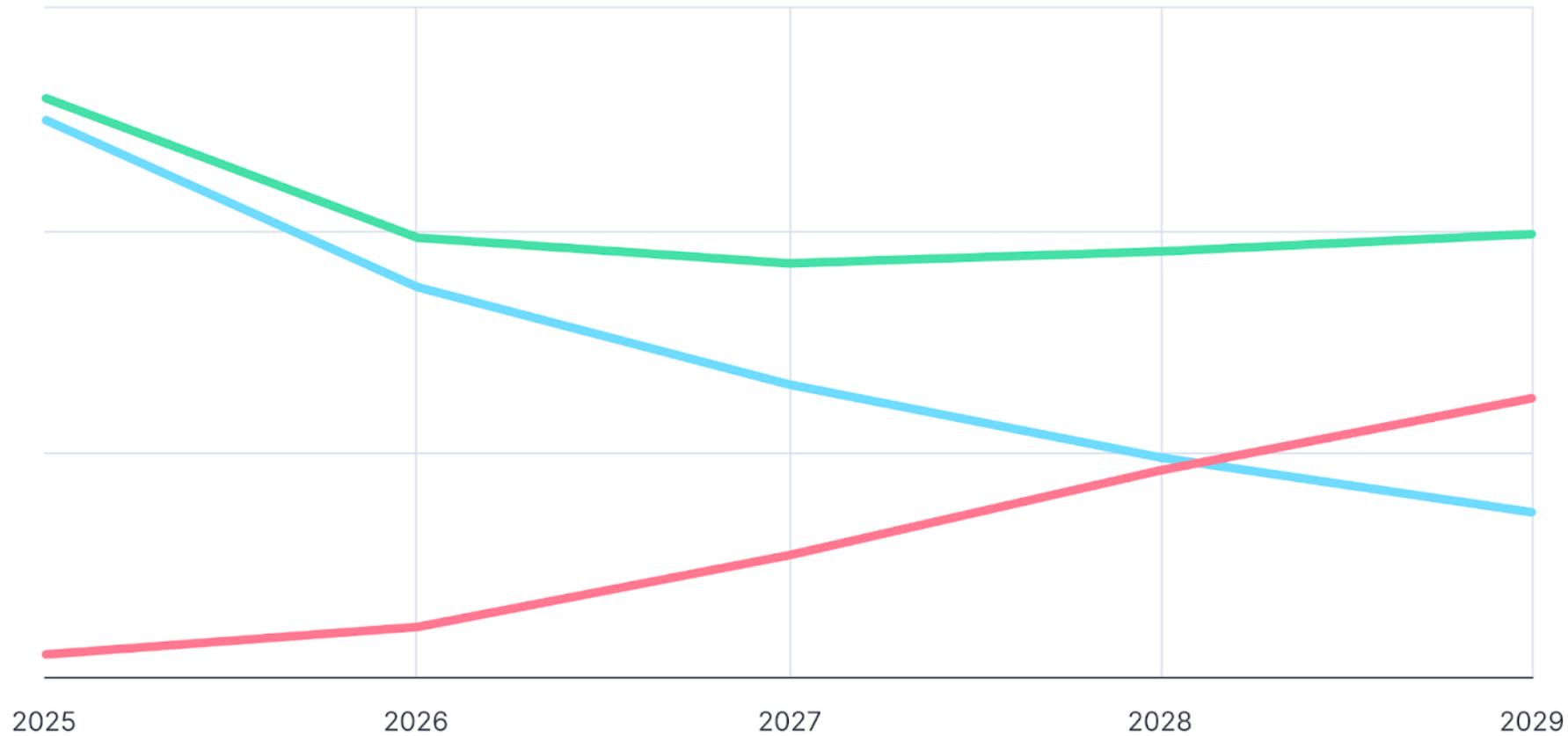
- Group solution
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Innovate
UK

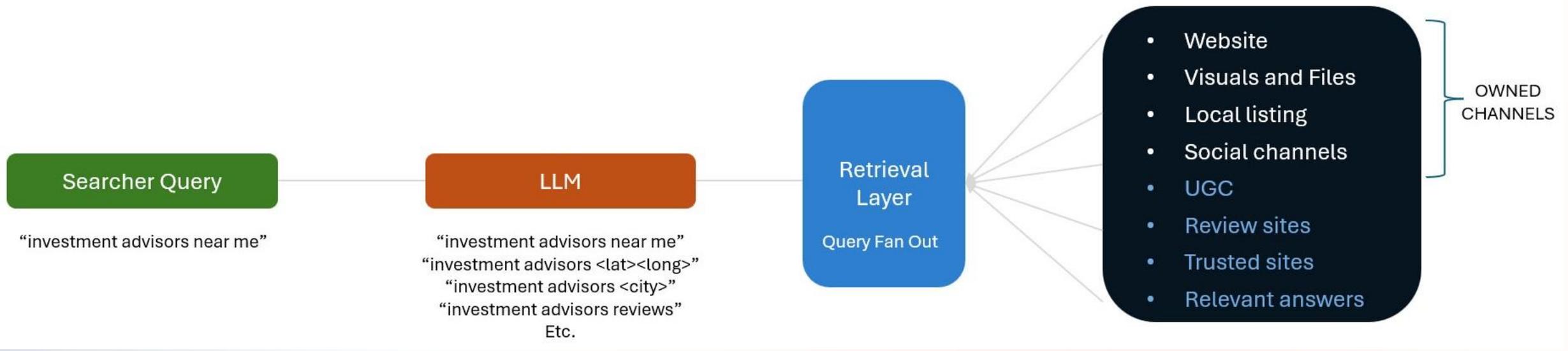
Projected Annual Visitors by Source

Traditional Search (SEO/Google) AI Search (GEO) Total





The Future of SEO:
Web Experience + Consistency & Clarity + Pattern Signaling



Retrieval Signals

What content appears in AI results?

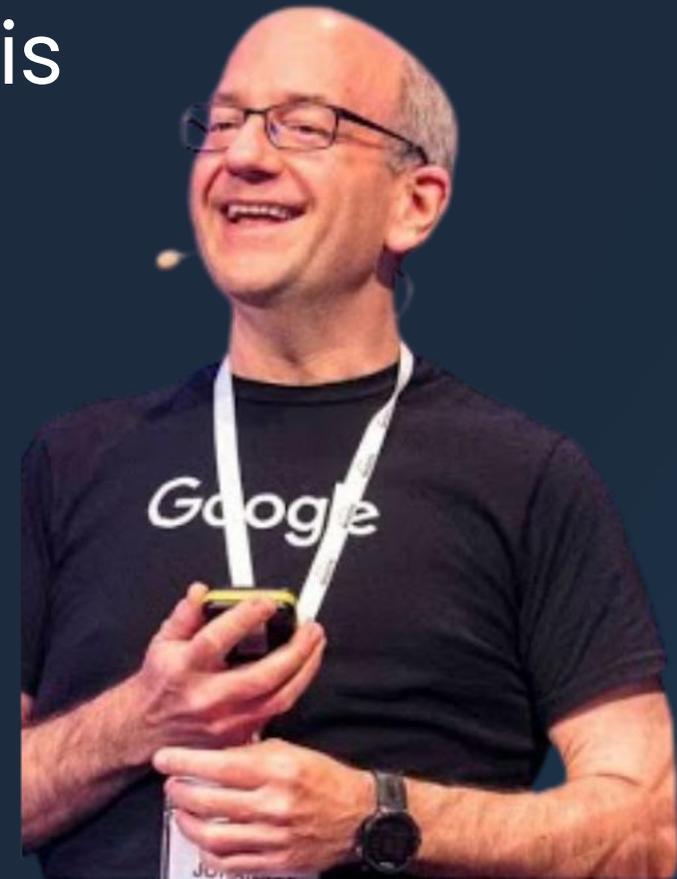
- Clear, factual information that answers specific questions
- Content from authoritative, well-structured websites
- Information about amenities, locations, unique features
- Practical details (prices, availability, policies)
- Reviews and ratings from trusted sources
- Serve the reader (it might be content chunks, it might not)
- QUALITY



“What you call it doesn’t matter, but ‘AI’ is not going away.”

“..it’s definitely a good idea to consider the full picture, and prioritise accordingly”

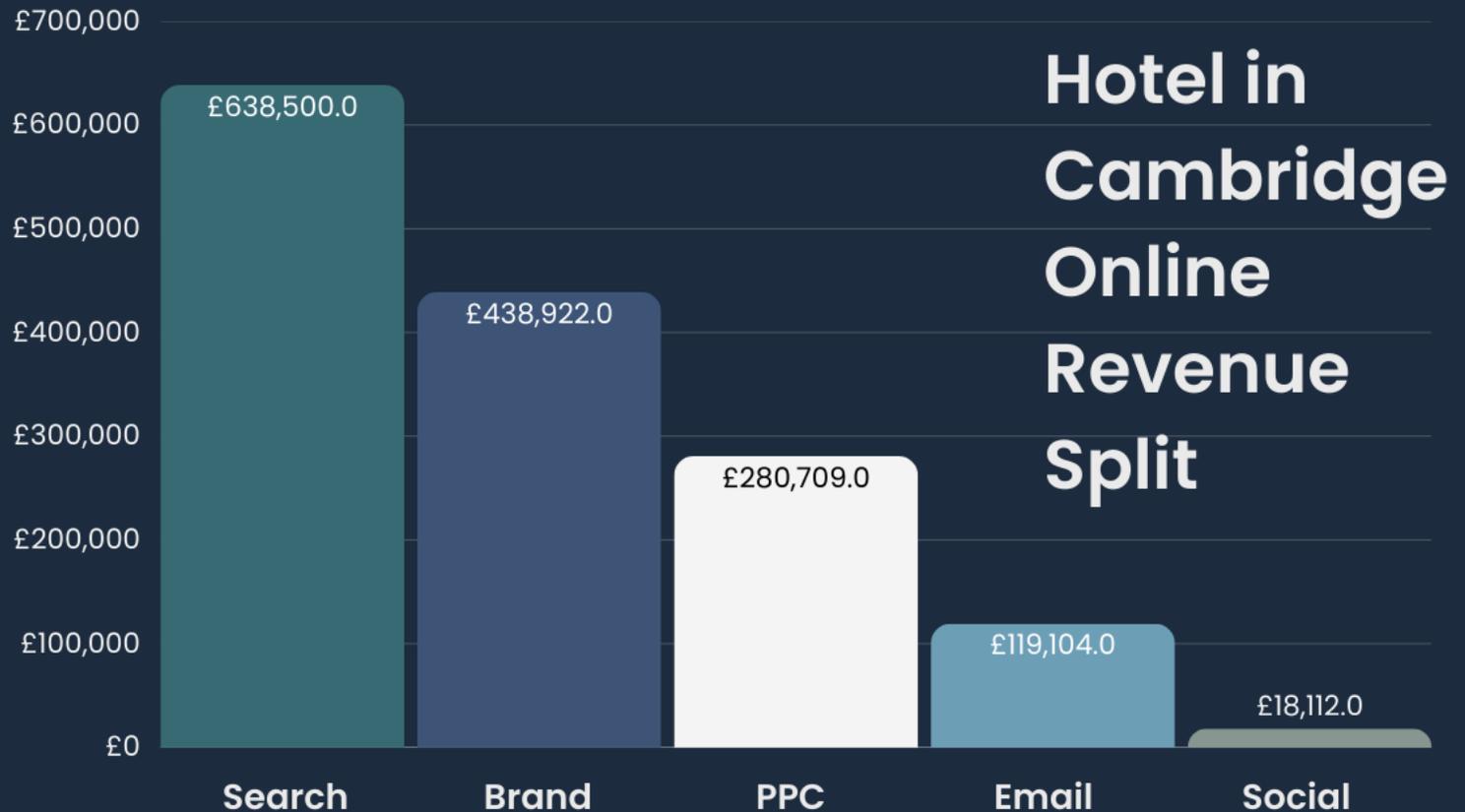
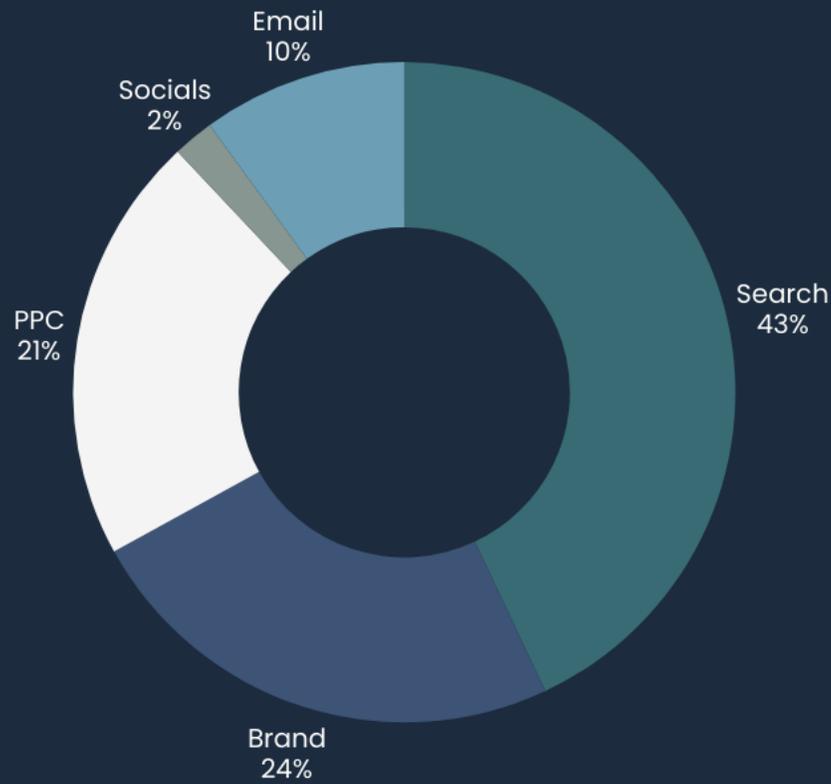
John Mueller
Google Senior Webmaster





Two sides of
the same coin

What Drives Revenue?



Key Phrase Types

And Online Revenue Growth Potential

Key Phrase Types

1 **Direct/ Brand**
Devon Hotel

2 **Informational/ Low Intent**
Things to do in Devon

3 **Transactional/ High Intent**
Luxury coastal hotels Devon

There will always be less people who know who you are than there are searching for your product.

Revenue Potential

High intent examples

Keyword	Position <u>in Google</u>	Search Volume <u>per month</u>	Traffic <u>per month</u>
beach hotels in devon england	15	980	3
luxury hotels in devon by the sea	20	910	0
spa hotel devon	26	1300	1
		3190	4



These are perfect examples of high intent key phrases. As can be seen, these key phrase types have a very real potential to generate revenue. But only if they rank high enough to generate traffic.



Every key phrase has a number of searches.

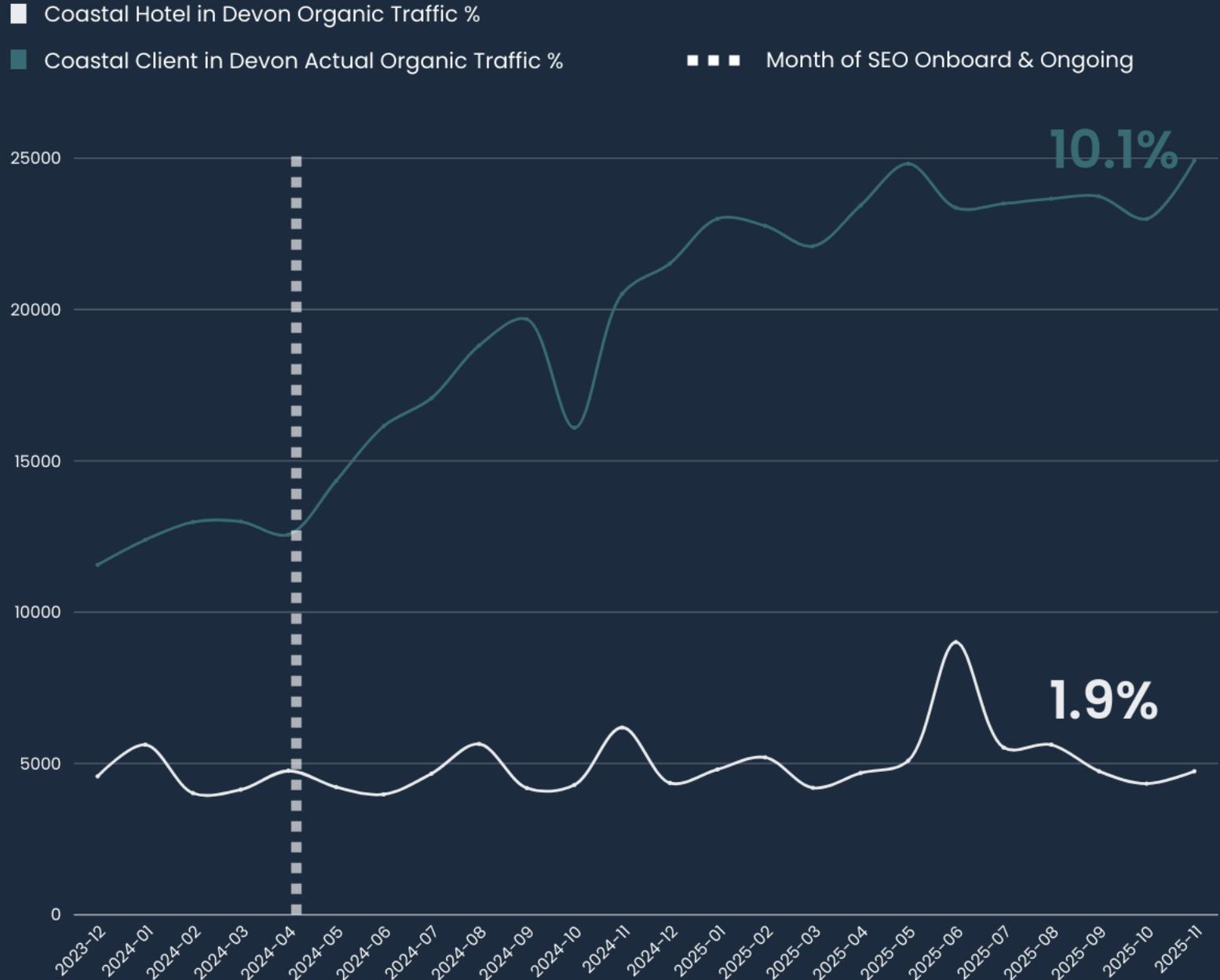
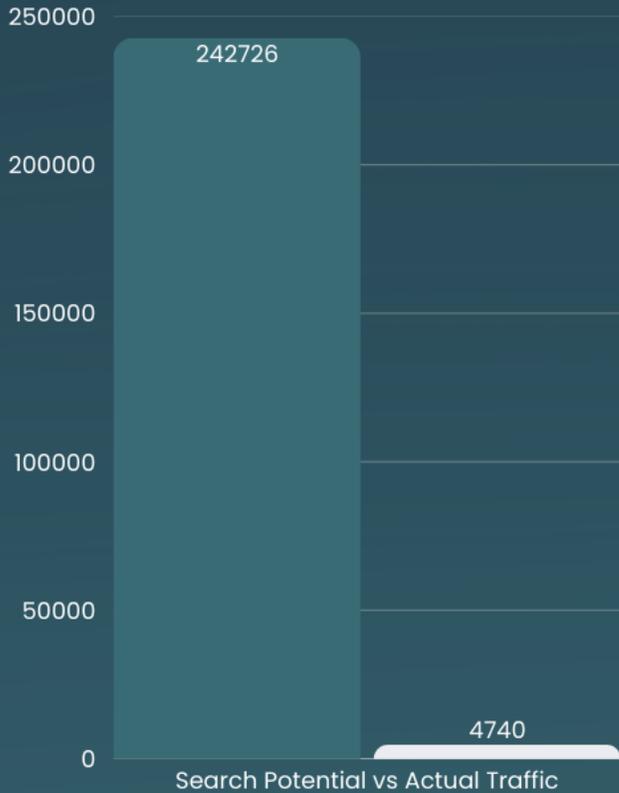


This traffic metric is the average each month from the search potential available.



Organic search potential & 10% rule!

- Your Organic Search Potential Per Month
- Your Actual High Intent Organic Traffic Per Month



the inside

The engine is built with purpose. Nothing is missing nor out of place. Every page of a website and every section within each page must support the SEO purpose. The purpose is performance.

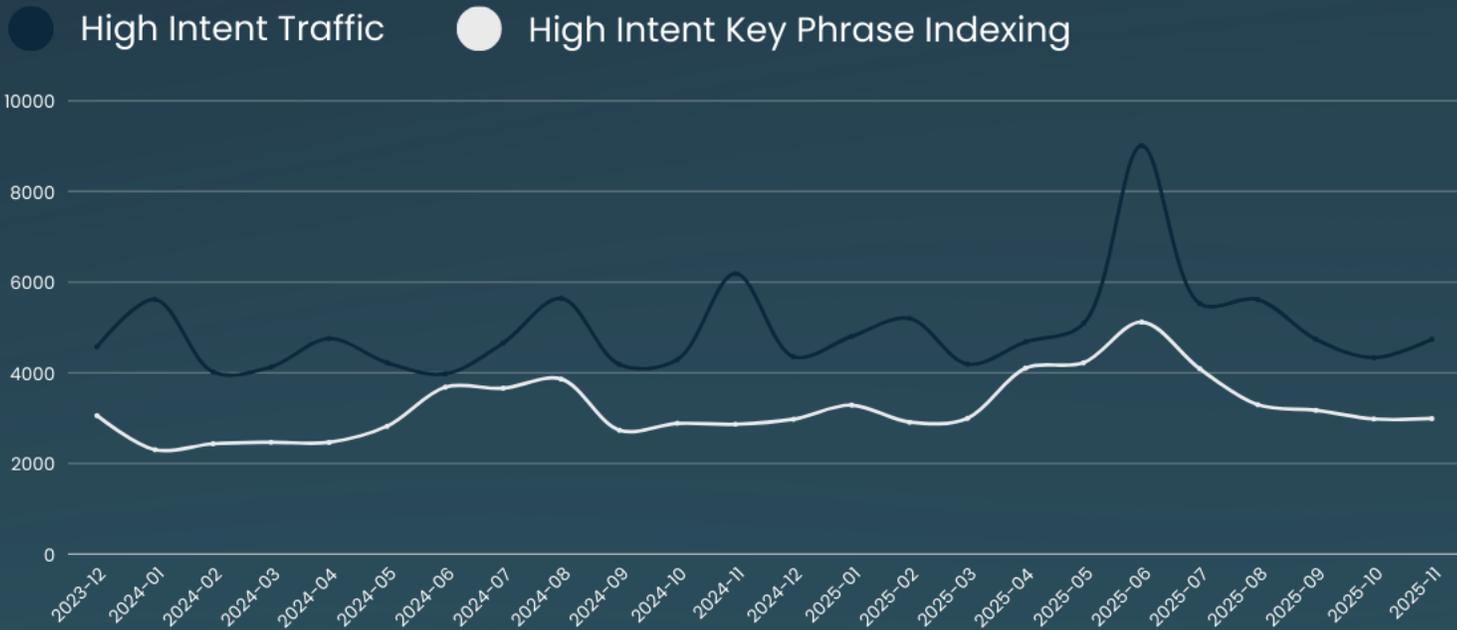


the outside

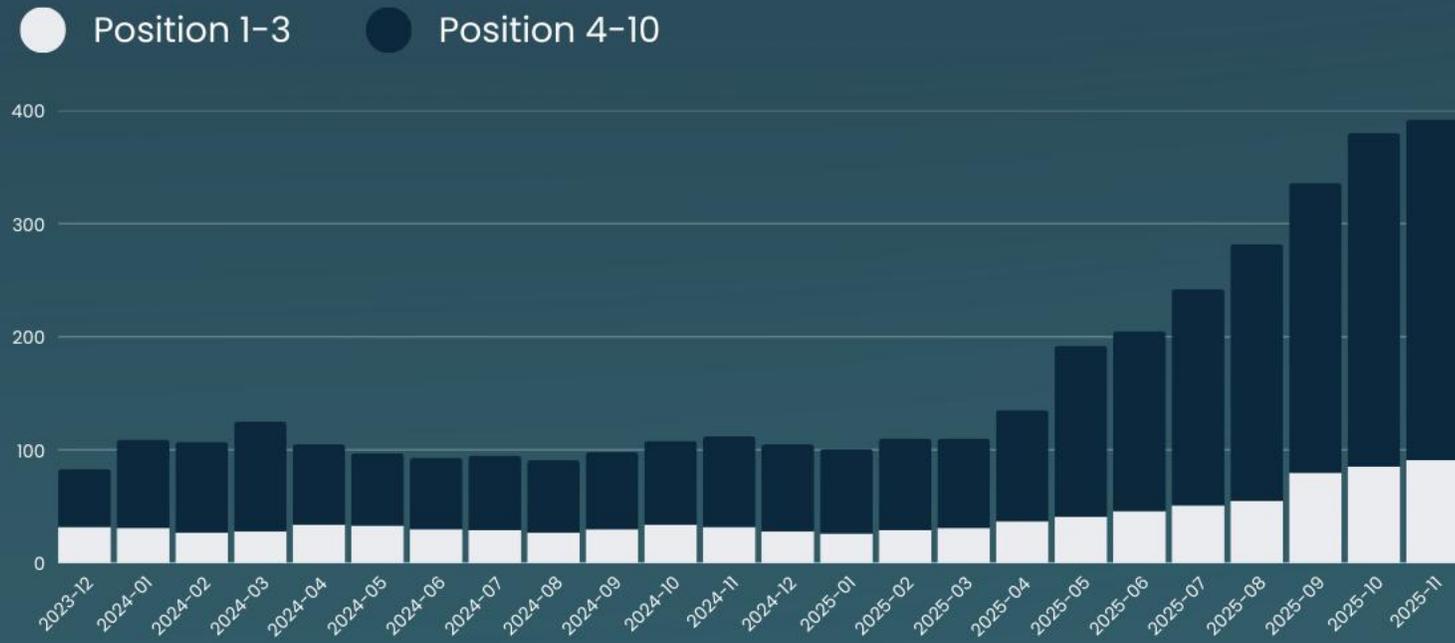
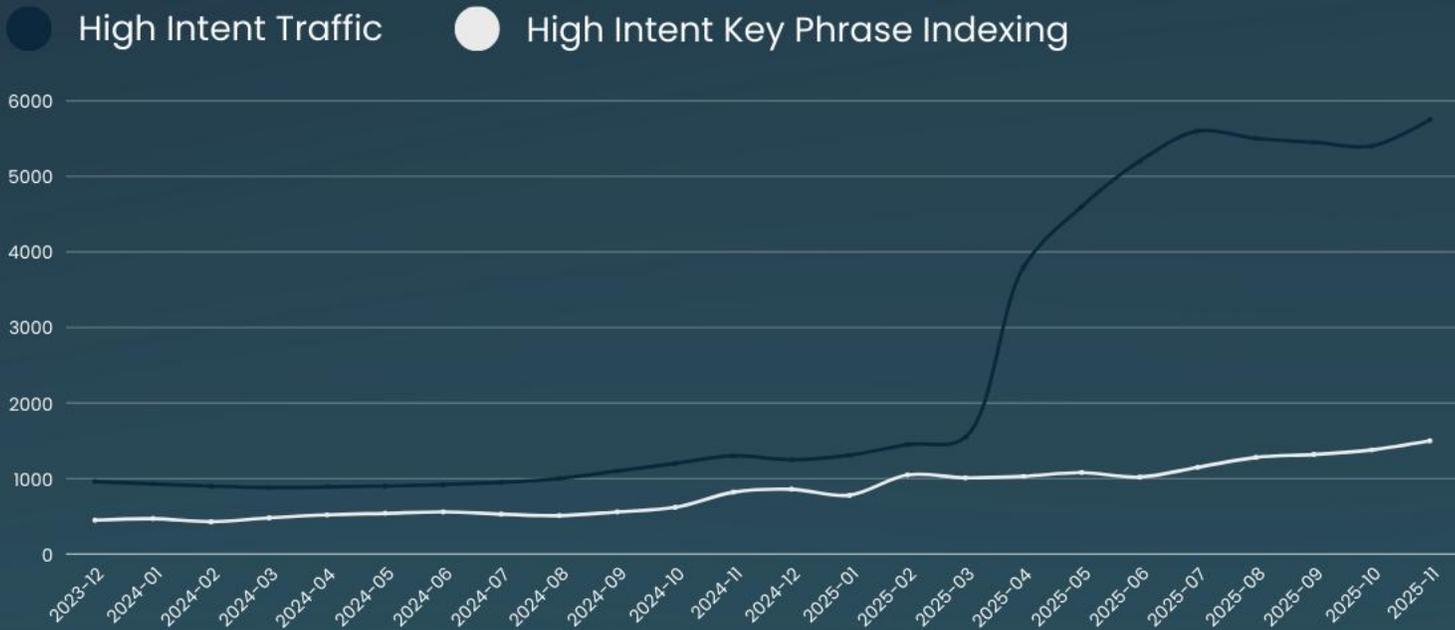
An Aston is beautiful on the outside and enables the purpose of the inside. If it wasn't beautiful, no matter how fast it goes, nobody will want it and the same is true vice versa.

fuel

And every engine needs fuel. Otherwise you stay still.



Remember
this graph
of the hotel
we
reviewed?



This is how it looks when everything is optimised perfectly. Growth is sustained.

Resulting in a 71% year on year revenue growth from search!

Keyword	Position Before Launch	Position Now	Traffic Before Launch	Traffic Now
dog friendly hotels devon	not indexed	1	0	311
hotels in devon by the sea	22	1	0	195
dog friendly hotels in devon	11	1	14	163
devon beach hotels	not indexed	1	0	151
hotels devon coast	16	1	9	142
luxury hotels in devon by the sea	14	1	16	134
luxury hotels in devon	26	2	2	159
luxury hotels devon	34	3	0	123
spa hotel devon uk	17	3	12	123
spa and hotel devon	not indexed	3	0	164
			53	1665

Prompt	Model	Topic
How do the rates at Burgh Island Hotel compare to other Devon hotels?		Burgh Island and Devon Hotel Stays
Are there any luxury hotels in Torquay with ocean views?		Torquay Hotel & Accommodation
What are the best hotels to stay in Torquay for a family vacation?		Torquay Hotel & Accommodation
Which hotels in Torquay offer the best amenities?		Torquay Hotel & Accommodation
What are the best spa hotels in Devon for a relaxing weekend?		Spa Hotels and Resorts in Devon and Exeter
What are the best dog-friendly hotels in Devon?		Dog-Friendly Accommodation in Devon
What are the best hotels to stay at in Exmouth and Torbay?		Exmouth and Torbay Hotels and Resorts
What amenities should I look for in a hotel or resort in Exmouth and Torbay?		
Luxury Coastal and Country Hotels UK		
What are the best hotels and resorts to stay in Torquay?		

Our partner is
 overviewed in
 175 high intent
 prompts.

The hotel we
 reviewed is
 featured in
 zero!

Prompt	Model	Topic
pet friendly holidays in devon		Dog-Friendly Holidays in Devon
devon dog friendly holidays		Dog-Friendly Holidays in Devon
Can you recommend a 2-3 day Torquay itinerary focusing on hotels, dining, a		Torquay Travel & Accommodation
torquay accom		Torquay Hotel & Accommodation Guide
best place to stay in devon by the sea		Devon and Somerset Hotels
hotel with cottages devon		Devon Holiday Cottages and Homes
How do I find the top-rated dining spots in Torquay for a special occasion?		Dining in Torquay
What should I look for in a dog-friendly holiday resort in Devon?		Dog-Friendly Holidays in Devon
What are the top-rated beachfront hotels in the UK?		Beachfront and Seaside Hotels UK
What are the best hotels to stay in Babbacombe and Torquay?		Babbacombe and Torquay Hotels and Attracti



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