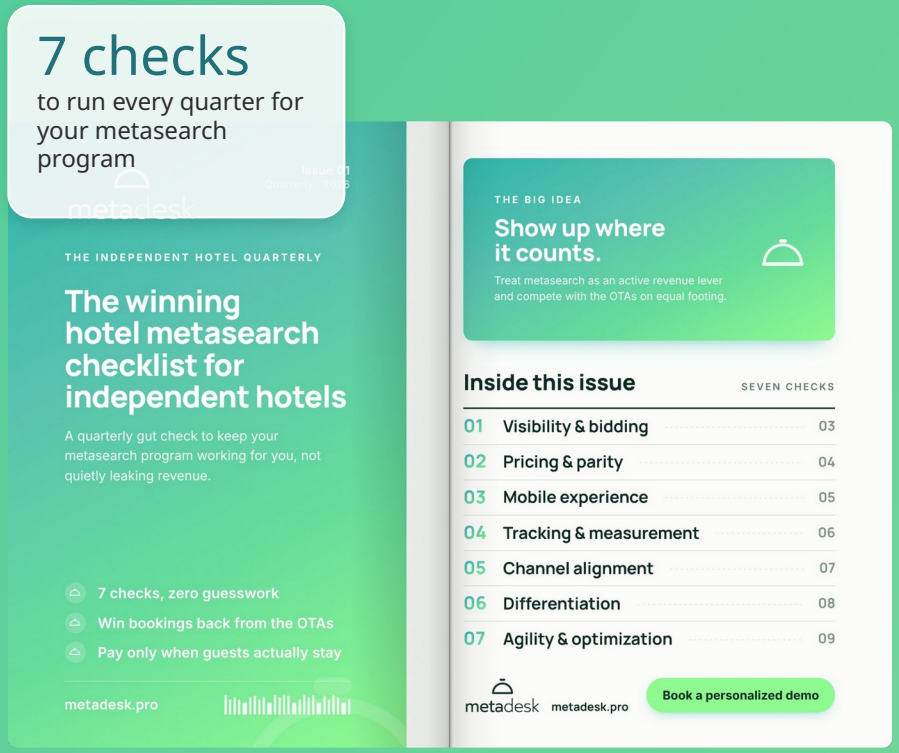


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THE EXCLUSIVE CHECKLIST THAT WORKS

The Winning Hotel Metasearch Checklist for Independent Hotels

A quarterly gut check to make sure your metasearch program is actually working for you, not quietly leaking revenue.



Read this first

HOW TO USE THIS CHECKLIST

Treat Metasearch as an Active Revenue Lever

Metasearch is one of the few channels where independent hotels can compete head to head with OTAs and brands on equal footing, but only if it's actively managed.

1. **Run it quarterly**
   Use this as a quarterly, or even monthly, check across seven core areas of your program.
2. **Be honest**
   If your answer is "I think so," you're flying blind. Treat that as a flag to dig in.
3. **Watch real performance**
   Track real results, not vanity metrics.

7 Checks for a Winning Metasearch Program

Run through each one every quarter. Any "I think so" is a place to dig in.



CHECK 1

Visibility & bidding



CHECK 2

Pricing & parity



CHECK 3

Mobile experience



CHECK 4

Tracking & measurement



CHECK 5

Channel alignment



CHECK 6

Differentiation



CHECK 7

Agility & optimization

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CHECK 1

Visibility & Bidding

Flat, set-and-forget bidding leaves money on the table when demand spikes.

- ✓ Are you consistently appearing above OTAs on your most valuable dates?
- ✓ Are bids adjusted by demand, seasonality or compression, not flat all month?
- ✓ Are you protecting high-conversion markets and devices, especially mobile?



Show up where it counts.



Win on price, or on value.

CHECK 2

Pricing & Parity

Parity problems quietly hand high-intent guests straight to the OTAs.

- ✓ Do your direct rates match OTAs across devices and lengths of stay?
- ✓ Are you actively monitoring parity drift, not just reacting to complaints?
- ✓ Do direct bookings include a clear value advantage when price can't differ?

CHECK 3

Mobile Experience

A clunky mobile path is the fastest way to lose a booking you already paid for.

- ✓ Does your booking engine load in under 3 seconds on mobile?
- ✓ Can a guest complete a booking in just a few taps?
- ✓ Have you booked your own hotel on a phone recently? If not, do that first.



Most travelers book on a phone.



Measure stays, not just clicks.

CHECK 4

Tracking & Measurement

If the honest answer is "I think so," you're flying blind.

- ✓ Are you tracking real bookings, not just clicks and spend?
- ✓ Do you know your ROAS after commissions and fees?
- ✓ Can you confidently say whether metasearch is more profitable than OTAs for you?

CHECK 5

Channel Alignment

Mixed messages between channels erode trust at the moment of decision.

- ✓ Do your metasearch offers match what guests see on your website?
- ✓ Are brand promises like flexibility, perks and location consistent everywhere?
- ✓ Are you reinforcing your direct-booking message across email, paid search and onsite?



One promise, everywhere.



Generic hotels lose. Memorable ones convert.

CHECK 6

Differentiation That Converts

Travelers compare options side by side. Give them a reason to pick you.

- ✓ Do your listings clearly explain why your hotel is different?
- ✓ Are photos current, accurate and reflective of the guest experience?
- ✓ Are amenities, policies and highlights fully updated in Google Hotel Ads?

CHECK 7

Agility
& Optimization

The properties that react fastest capture the demand everyone else misses.

- ✓ Are you adjusting budgets and bids when demand spikes, not after?
- ✓ Are you pulling back spend when conversion softens?
- ✓ Are metasearch insights feeding revenue, pricing and marketing decisions?



Move with demand, not after it.

THE FINAL WORD

Use Your Independence as an Advantage

Done right, hotel metasearch doesn't just drive bookings. It protects your margins and strengthens your direct channel for the long term.

✓

Avoid the common mistakes

The same leaks show up again and again. Knowing them is half the fix.

✓

Stay disciplined on parity

Monitor drift continuously instead of reacting to guest complaints.

✓

Obsess over mobile

Speed and simplicity on a phone protect bookings you already earned.

✓

Watch real performance

Track stays and true ROAS, not vanity clicks and spend.

Want Help Turning This Checklist Into Results?

Metadesk is a fully managed hotel metasearch advertising service that helps hotels and resorts increase direct bookings through channels like Google Hotel Ads, right when travelers are ready to book.

- ✓ Drive 20 to 40% increases in direct bookings
- ✓ Lower acquisition costs than OTA commissions
- ✓ Pay-per-stay pricing, with no upfront cost

Book a Personalized Demo →

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