

SEO REPORT — REDESIGN —

The Lorem Ipsum Hotel

www.loremipsumhotel.example

Strategic analysis ahead of the website redesign:
architecture, content and priorities for the new project.

Loremby, Dolorwater · 3-star hotel, 24 rooms

REFERENCE PERIOD

September 2026 · sample report with illustrative data

DELIVERY DATE

September 2026

PREPARED FOR

The Lorem Ipsum Hotel and the agency building the new
site

DATA SOURCES

Professional SEO database (domain overview, organic
research, keywords, backlinks) · direct review of the site
· live check of Google UK results

SEO REPORT

The Lorem Ipsum Hotel

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Sample report: The Lorem Ipsum Hotel is a made-up client, and all places, domains and figures are illustrative. Structure, level of detail and type of analysis match real reports. The report always separates collected data, interpretation and recommendation.

SECTION 01 / 13 –

Executive Summary

The Lorem Ipsum Hotel is a 24-room three-star hotel in Loremby, on the north shore of Dolorwater, with an indoor pool, a small spa and a restaurant open to non-residents. Online, almost the only people who find it are those who already know its name.

The site ranks for 46 keywords in the UK and gets around 340 estimated organic visits a month. 72% of those visits come from searches for the hotel's name: returning guests, or people who already found the hotel elsewhere, usually on a booking platform.

The clearest symptom is “hotels in loremby” (2,900 searches a month): the site doesn't appear in Google's first five pages. That space belongs to Booking.com, the Dolorwater tourist board and two competing hotels whose sites are smaller but organised by type of stay.

IN ONE SENTENCE

The hotel doesn't have a product problem: it has the pool, spa and family rooms people search for. The current site puts all of it on two generic pages that answer none of those searches.

Main problems

- **No page per intent.** Pool, spa, parking and bike hire share a single “Facilities” page. People searching “hotel with pool dolorwater” (720/month) find no page that answers them.
- **All 24 rooms live on one page.** Four room types, family room included, with no URL of their own: they can't rank or be linked from campaigns.
- **The name gets confused.** “The Lorem Hotel” is also a hotel in Amet-on-Sea, 60 miles south. Current titles and H1s never mention Loremby or the lake.

Opportunities

- **Unclaimed commercial demand.** Pool, family and spa searches add up to around 1,790 a month, with low to medium competition.
- **Short breaks are underserved.** “weekend break dolorwater” gets 590 searches a month and no competitor has a dedicated page.
- **The restaurant already works.** It's the only non-branded page on page one and needs better links to the rest of the site.

What the new site must change

The new site should move from five generic pages to a structure built on search intent: one page per room type, dedicated pool and spa and family pages, a short breaks page, and a guide to Loremby for informational searches. Every change is backed by a search with real volume, listed in the sections that follow.

SECTION 02 / 13 -

Current position

A snapshot of the domain’s organic performance on Google UK: rankings, estimated traffic and authority.

2.1 Key figures

46	340	15	68
ORGANIC KEYWORDS (UK)	EST. ORGANIC VISITS / MONTH	AUTHORITY SCORE	REFERRING DOMAINS

METRIC	VALUE
Ranking keywords (UK)	46
in the Top 3	3 (all branded)
in the Top 10	7
Estimated organic traffic / month	340 visits
Estimated traffic value	£290
12-month trend	flat
Authority Score	15 / 100
Referring domains · Total backlinks	68 · 251
Intent mix	72% navigational · 17% commercial · 9% informational · 2% transactional

INTERPRETATION

The site lives on returning searches. The traffic that brings new guests, commercial searches by type of stay, is almost absent.

2.2 Keywords driving traffic today

KEYWORD	POSITION	VOLUME/MONTH	PAGE
lorem ipsum hotel	1	720	Home
lorem ipsum hotel loremby	1	110	Home

KEYWORD	POSITION	VOLUME/MONTH	PAGE
lorem ipsum hotel restaurant	4	90	/restaurant/
lorem hotel	8	390	Home
loremby town centre hotel	31	260	/rooms/
hotels in loremby	not ranking	2,900	—
hotel with pool dolorwater	not ranking	720	—

2.3 Who holds the client's space today

Google UK page one for “hotels in loremby” (2,900 searches/month):

POS.	DOMAIN	TYPE
1	booking.com	OTA
2	visitdolorwater.example	Local tourist board
3	theaurorahotel.example	Direct competitor, 4-star in Loremby
4	tripadvisor.co.uk	Review platform
5	dolorparkhotel.example	Direct competitor, 3-star in Ipsumbridge

SECTION 03 / 13 –

Search demand

The most relevant searches by offer, location and audience, rated by commercial value and realistic chance of capturing them.

KEYWORD	VOLUME	KD	INTENT	CURRENT POS.	PROPOSED PAGE
hotels in loremby	2,900	41	Commercial	—	Home
things to do in loremby	1,600	24	Informational	—	New “Things to do in Loremby” guide
hotel with pool dolorwater	720	23	Commercial	—	New “Pool and spa” page
family friendly hotel dolorwater	590	18	Commercial	—	New “Family breaks” page
weekend break dolorwater	590	21	Commercial	—	New “Short breaks” page
spa hotel dolorwater	480	29	Commercial	—	New “Pool and spa” page
loremby town centre hotel	260	11	Transactional	31	Rooms (strengthen)
lorem ipsum hotel	720	30	Navigational	1	Home

INTERPRETATION

“hotels in loremby” has the highest volume but OTAs and the tourist board hold it: it’s a medium-term target. Pool, family, spa and short break searches have lower volumes, weak competition and intent very close to booking. They come first.

Priority clusters

- **Pool and spa:** around 1,200 searches/month, covered by one dedicated page.
- **Families and short breaks:** around 1,180 searches/month, two pages linked to the family room and to offers.
- **Local area:** around 1,600 informational searches/month, a guide that leads to rooms and offers.

SECTION 04 / 13 -

Markets and audiences

Where the demand comes from and whether other markets justify dedicated pages.

MARKET	SHARE OF DEMAND	CURRENT COVERAGE	MISSING	KEYWORDS / TRAFFIC
UK	84%	Complete	—	46 · 340
US	9%	Same pages	Arrival and travel info	5 · 15
Germany	5%	None	German landing page	0 · 0

Demand by market

MARKET	KEYWORD	VOLUME	NOTE
US	dolorwater vacation hotel	210	Same pages work, with clearer travel and arrival information
DE	hotel dolorwater	260	Small but steady: one German page is enough to test it
UK	dog friendly hotel dolorwater	320	Only if the hotel actually accepts dogs

RECOMMENDATION

The UK stays the priority. A full German version isn't justified yet: one German landing page for the lake and the rooms is enough to measure demand. A dog-friendly page makes sense only if the hotel offers it today.

SECTION 05 / 13 –

Competitors

The organic and local competitors capturing the client's demand, and what on their sites explains their visibility.

COMPETITOR	KEYWORDS	TRAFFIC/MONTH	INDEXED PAGES	WHAT STANDS OUT
loremipsumhotel.example	46	340	19	—
theaurorahotel.example	640	3,100	71	Pages by type of stay (families, walking, spa breaks)
dolorparkhotel.example	410	1,800	44	Local guide with 14 articles on lake activities
sitametlodges.example	150	560	23	One page per lodge type

What they do better

- **The Aurora Hotel:** has a page for each audience. Its family breaks page alone brings around 650 visits a month.
- **Dolor Park Hotel:** captures informational searches with its lake guide and routes them to its offers.
- **Sit Amet Lodges:** with less content than the others, it ranks for each individual lodge type.

INTERPRETATION

None of the competitors has a better product on paper. The visibility gap comes from site structure, so the redesign can close it.

Brand Collision

Check for namesakes, ambiguous naming and intermediaries on the branded results page.

ENTITY	LOCATION / SECTOR	RISK
The Lorem Hotel	Amet-on-Sea, 60 miles · hotel	High: ranks above the client for “lorem hotel”
Lorem Ipsum Cottages	Loremby · holiday lets	Medium: same town, almost identical name
Booking.com	—	First result for “lorem ipsum hotel offers”

Anyone searching “lorem hotel” with no other context finds the Amet-on-Sea namesake first. Anyone looking for the hotel’s offers lands on Booking.com, with the commission that comes with it.

RECOMMENDATION

Always use the full “The Lorem Ipsum Hotel” together with “Loremby” or “Dolorwater” in titles, H1s and structured data. Turn the offers PDF into an HTML page to win back the branded results.

SECTION 07 / 13 –

Current architecture

The structure of the site as users and search engines see it today.

PAGE	URL	CURRENT ROLE	ISSUE FOUND
Home	/	Introduction	H1 “Welcome”, no mention of the lake or town
Rooms	/rooms/	Listing	24 rooms and 4 types on a single page
Facilities	/facilities/	Catch-all	Pool, spa, parking and bikes together
Restaurant	/restaurant/	Service	Only non-branded page in the Top 10
Offers	/offers.pdf	Price list	A PDF, not indexable as a page
Local area	/local-area/	Editorial	90 words, not in the menu

Structural issues

- **Catch-all pages:** Facilities and Rooms cover too many different topics.
- **Thin pages:** Local area and About.
- **Content outside the menu:** Local area and Gallery.
- **Sections that should become pages:** pool and spa, family room, offers.

SECTION 08 / 13 –

Proposed sitemap

The new structure is designed around search intent and the hotel's actual offer: each top-level page answers one specific question.

New site tree

- **Home**, /
- **Rooms**, /rooms/
 - Lake view double, /rooms/lake-view-double/
 - Family room, /rooms/family-room/
 - Junior suite, /rooms/junior-suite/
- **Pool and spa (new)**, /pool-and-spa/
- **Family breaks (new)**, /family-breaks/
- **Short breaks (new)**, /short-breaks/
- **Restaurant**, /restaurant/
- **Offers (from PDF to page)**, /offers/
- **Things to do in Loremby (new)**, /things-to-do-in-loremby/
- **Contact**, /contact/

Pages, role and keywords

PAGE	URL	INTENT	MAIN KEYWORD	RATIONALE
Home	/	Navigational	lorem ipsum hotel loremby	Brand + location, against the namesake
Pool and spa (new)	/pool-and-spa/	Commercial	hotel with pool dolorwater	Unclaimed demand: 1,200/month
Family breaks (new)	/family-breaks/	Commercial	family friendly hotel dolorwater	Unclaimed demand: 590/month
Things to do (new)	/things-to-do-in-loremby/	Informational	things to do in loremby	Replaces /local-area/: 1,600/month

NOTE

No page is proposed just to add URLs: each one maps to a verified search intent or to something the hotel actually offers.

SECTION 09 / 13 –

H1–H4 hierarchy

Recommended heading structure for each page type.

Home

Current H1: “Welcome”. **Issue:** it names neither the offer nor the location.

LEVEL	ROLE	RECOMMENDED EXAMPLE
H1	Brand + offer + location	“The Lorem Ipsum Hotel, a lakeside hotel with pool in Loremby”
H2	One per main offer	“Our rooms”, “Pool and spa”, “Family breaks”
H3	Highlights	“Breakfast on the terrace”, “Free parking”

Rooms page

LEVEL	ROLE	RECOMMENDED EXAMPLE
H1	Category + location	“Hotel rooms in Loremby, by Dolorwater”
H2	Room types	“Lake view double”, “Family room”, “Junior suite”

Room detail page

LEVEL	ROLE	RECOMMENDED EXAMPLE
H1	Room name	“Family room with separate kids’ area”
H2	Information sections	“The room”, “What’s included”, “How to book”
H3–H4	Details and FAQ	“Extra beds”, “Cots on request”

Things to do in Loremby guide

LEVEL	ROLE	RECOMMENDED EXAMPLE
H1	Topic in searchable form	“Things to do in Loremby: the lake, the fells and the old town”
H2	Activities	“Boat hire and lake cruises”, “Walks above Dolorwater”

SECTION 10 / 13 -

Content mapping

For each key page: what it must say, which question it answers and how deep it should go.

PAGE	USER QUESTION	REQUIRED SECTIONS	DEPTH	CURRENT STATE
Home	Where are you, and why you?	Location on the lake	Medium	Insufficient
		Rooms at a glance		
		Pool and spa		
		Reviews		
Pool and spa	What's the pool like? Is it heated?	Pool and hours	High	Missing
		Spa and treatments		
		Photos		
		Related offers		
Family breaks	Is it good for kids?	Family room	High	Missing
		Kids' facilities		
		Nearby activities		
		FAQ		
Things to do	What is there to do nearby?	Lake	High	Scattered
		Walks		
		Old town		
		Events		

NOTE

Depth follows intent and genuinely useful information: there's no fixed word count for every page.

Before / after examples

Concrete rewrites, ready to use during the redesign.

ELEMENT	BEFORE (TODAY)	AFTER (PROPOSED)
Home title	Home Lorem Ipsum Hotel	The Lorem Ipsum Hotel Lakeside Hotel with Pool in Loremby
Home H1	“Welcome”	“The Lorem Ipsum Hotel, a lakeside hotel with pool in Loremby”
Rooms H1	“Our rooms”	“Hotel rooms in Loremby, by Dolorwater”
Family page	Missing	“Family breaks at Dolorwater” with family room, facilities and activities
Facilities copy	~120 words, four facilities together	“Pool and spa” page with H2 sections on pool, spa and opening hours

SECTION 12 / 13 -

Priority roadmap

Actions ranked by impact, commercial value, difficulty and dependency on the redesign.

ACTION	STAGE	IMPACT	DIFFICULTY
New sitemap with pages by intent	Design	High	Low
Pool and spa, Family breaks and Short breaks pages	Content	High	Medium
Offers as an HTML page	Content	Medium	Low

PHASE

01

During design

WEEKS 0-4

- 01 Sign off the proposed sitemap with the client
- 02 Set titles and H1s for every top-level page
- 03 Plan the German landing page as a test

PHASE

02

During content production

WEEKS 4-8

- 01 Write Pool and spa, Family breaks, Short breaks and the room pages
- 02 Turn the offers PDF into a page

PHASE

03

During development

IN PARALLEL

- 01 301 redirect map from the current URLs
- 02 Hotel and FAQ structured data on the main pages

PHASE

04

After launch

MONTHS 1-6

- 01 Track the priority keywords
- 02 Things to do in Loremby guide and seasonal content

SECTION 13 / 13 –

Methodology notes

This is a sample report: The Lorem Ipsum Hotel, Loremby, Dolorwater, the competitor domains and every figure are made up. In real reports, rankings, estimated traffic, search volumes, backlinks and Authority Score come from a professional SEO database for the client's main Google market, and each report records the collection date. Traffic and volumes are monthly average estimates.

The site structure (menus, URLs, heading hierarchy, content) is reviewed directly on the published pages. Competitors are selected for geographic and topical relevance to the client's offer.

Key

DATA

Information collected directly from the tools or the site.

INTERPRETATION

What the data means for the business and its competitive context.

RECOMMENDATION

Suggested design decision for the new site.

This report is a strategic summary for the redesign. It doesn't replace the technical audit (performance, structured data, image optimisation) that belongs in the development phase.