



The Invisible Concierge

How AI is Answering Your Visitors' Questions

miles
PARTNERSHIP

With You



Gray Lawry

Chief Technology Officer

Miles Partnership

- 15+ Years in Travel Marketing
- Full Stack LAMP Developer
- Oversee Technology for Miles
- Hobby of Collecting Hobbies

TODAY'S OBJECTIVE

- Exploring The State of **AI In Travel**
- **Search**, Discovery and AI
- Theory **AND** Actions
- **Q&A**

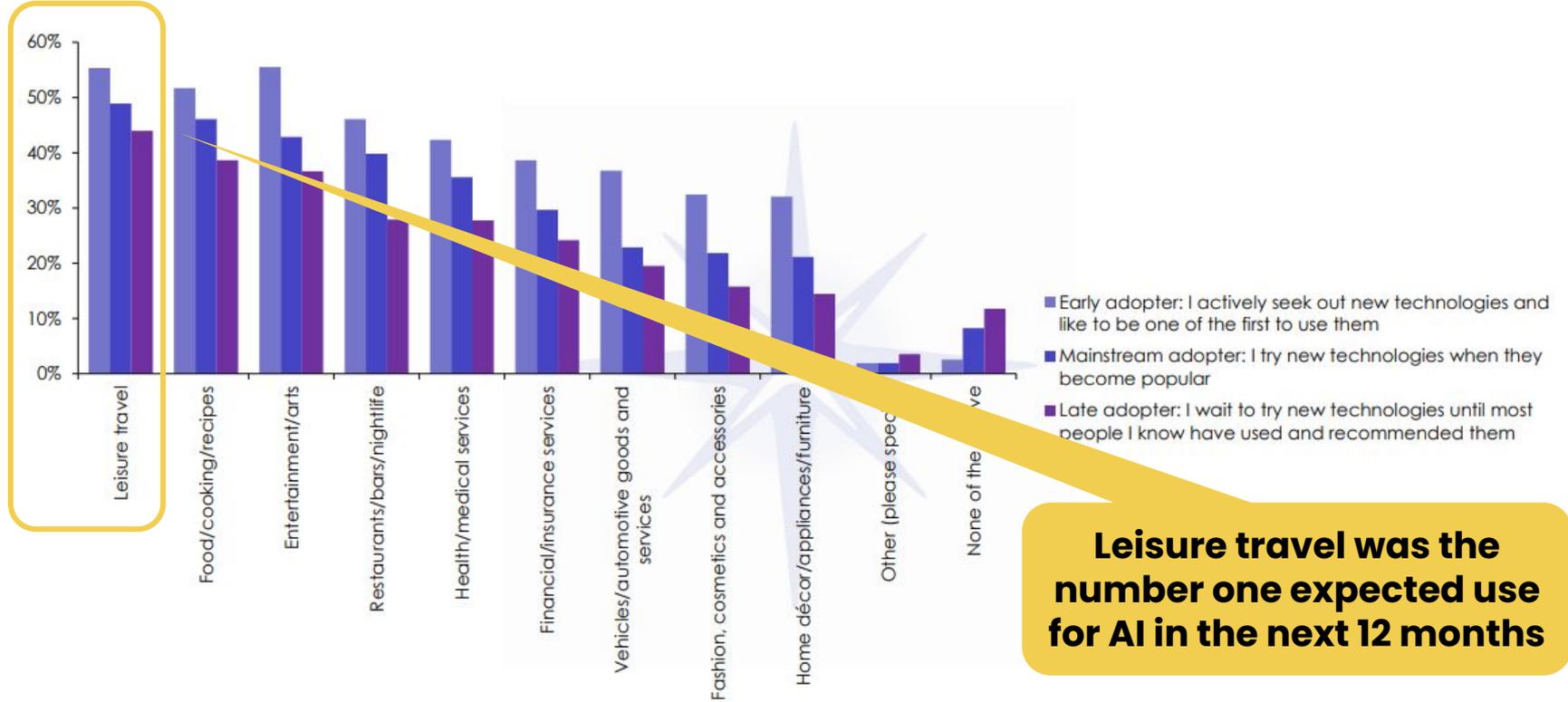


A large, light blue abstract geometric shape, resembling a stylized arrow or a large 'V' shape, pointing downwards and to the right. It is positioned in the upper left and center of the slide, partially overlapping the text.

» State of AI in Travel 2026

How AI is being used

Gen AI General Topics by Tech Adoption – Next 12 months



Leisure travel was the number one expected use for AI in the next 12 months

For what topics or products do you expect to use generative AI platforms in the next 12 months? Select all that apply. by How would you describe your general attitude toward new technologies? N=1,002

Majority of Travelers Have Used AI



62%

to plan or book a trip



30%

to book accommodation



61%

on a trip



28%

to save time by automating parts of the journey

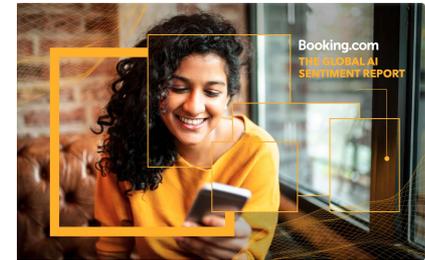


31%

to find and book flights

¹Yolanda Gil and Raymond Perrault, "The 2025 AI Report Index", Stanford University. <https://hai.stanford.edu/ai-index/2025-ai-index-report>

Booking.com's Global AI Sentiment report 2025:
62% have **used AI to plan/book** a trip
61% have **used AI on a trip**



<https://news.booking.com/bookingcom-releases-the-global-ai-sentiment-report/>



» How are visitors using AI?

When asked what they hoped AI would improve, travelers **defaulted to the kinds of behavioral changes we hear** in our own research – local focus, cultural, avoid overcrowding.

How Travelers Want AI To Improve Their Experiences



71%

want recommendations to avoid overcrowded destinations or peak times



60%

want experiences that positively impact local communities



38%

want help researching new destinations



37%

want to find cultural activities



36%

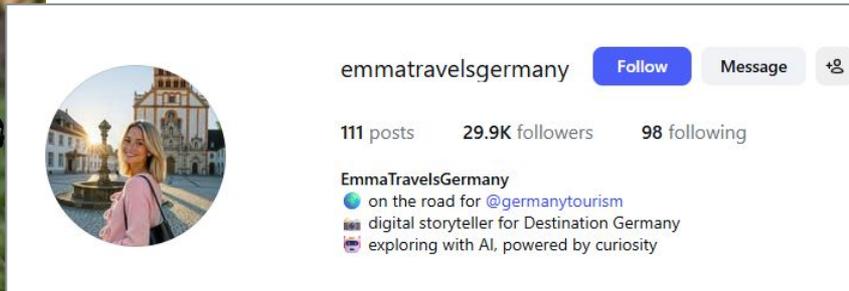
want tips on where to dine

GENERATED BY A.I.



Inspiring Germany

Hello, I'm Emma, an AI travel companion!



GENERATED BY A.I.



GENERATED BY A.I.



These Travel Influencers Don't Want Freebies. They're A.I.

Social media posts by A.I.-created travel avatars cost far less to produce, yet look and sound real. Human influencers worry they're being elbowed out.

Source: [NYTimes Dec 9th 2025](#)



Future Partners

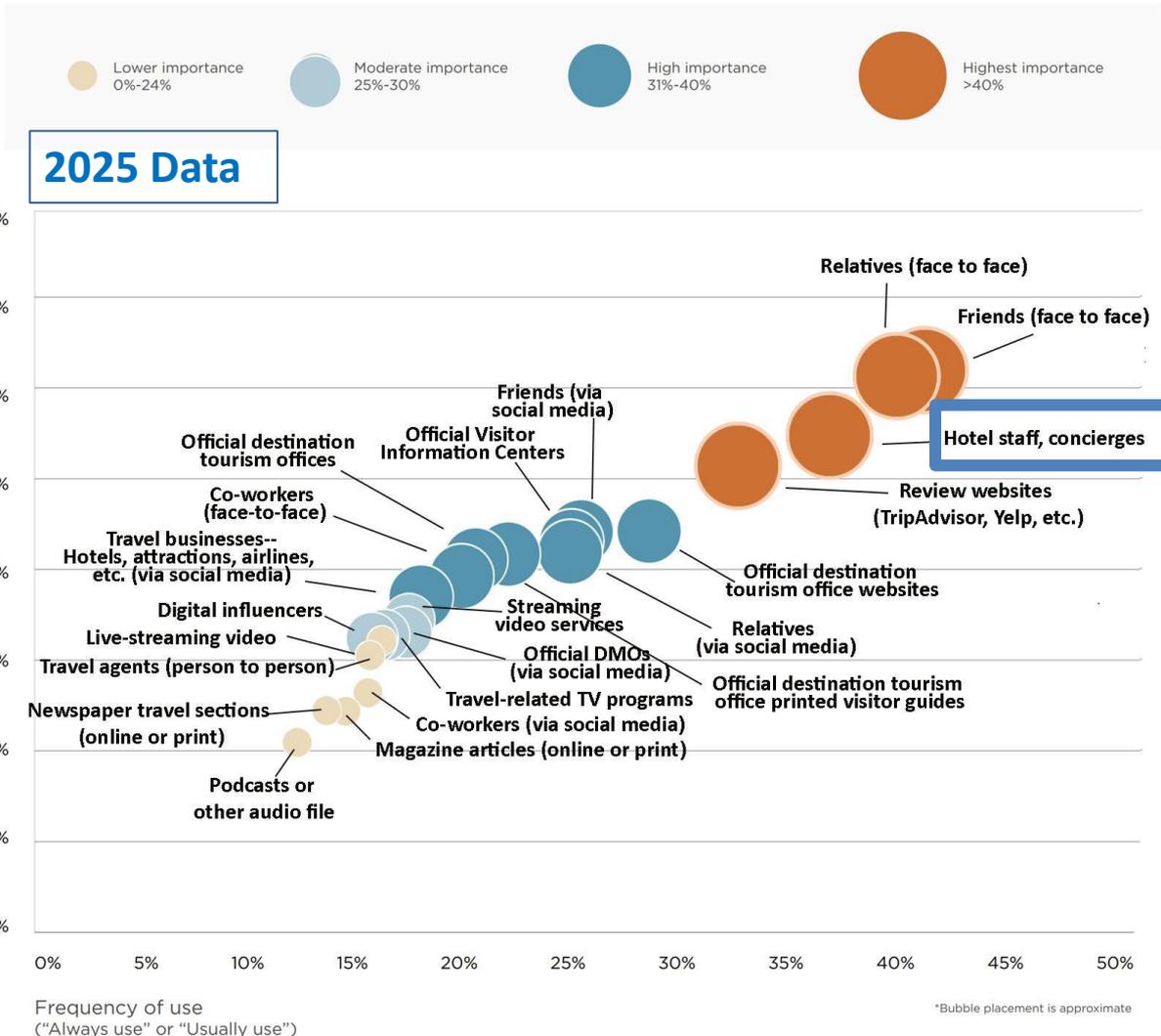
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The State of the American Traveler

Trust, Use & Importance

Future Partners



What to Know

Miles Partnership has been tracking the most important media & sources of information for US travelers since 2008. Key insights from our Q2 2025 Report:

1. **Hotel Staff & Concierges** are amongst the most frequently used (5th), trusted (3rd) & important (3rd) source of information for US travelers
2. Only word of mouth from friends & family top the trust & importance to US travelers of **Hotel Staff & Concierges**
3. These rankings of frequency of use, trust and importance have grown faster for **Hotel Staff & Concierges** than any other source of information used by US Travelers over the last 3 years
4. These rankings by US travelers for frequency of use, trust and importance for **Hotel Staff & Concierges** have more than doubled since 2016
5. Investing in, and supporting, great **Hotel Staff and Concierges** is a critical investment as an essential source of information for your potential and current guests and visitors



Takeaways

1. **Leisure travel** is the **number one expected use for AI** in the next year.
2. **Over half of travelers now use AI** for their planning and booking needs.
3. Travelers want **AI to provide local flavor and help avoid overtourism.**
4. **AI-created travel avatars** are emerging and may displace human influencers.
5. But, **Hotel concierges, friends, family, and relatives remain highly trusted** and important sources of travel information.





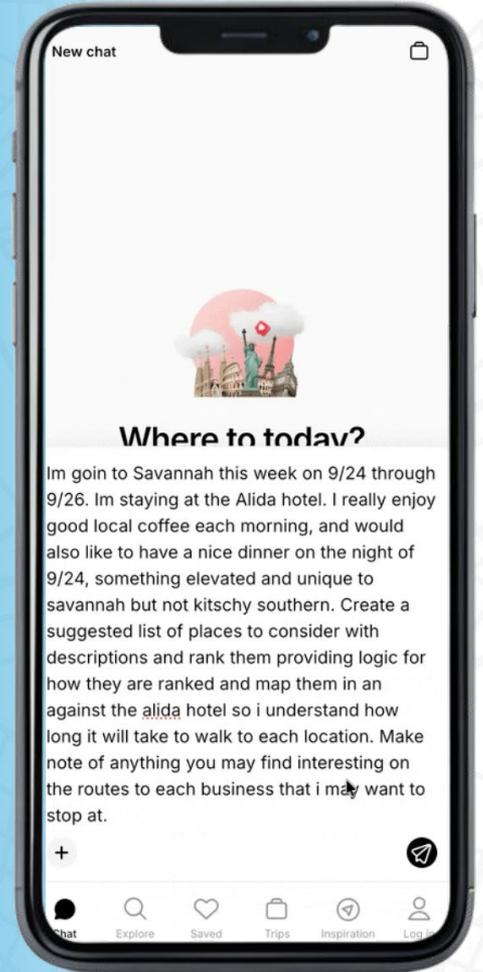
» Search, Discovery, and AI



THE AI PLANNING SHIFT

The shift isn't just what people want to do when they travel—it's how they find and plan their experience.

How do you get found in a world where AI designs the itinerary?



“Google has gotten 10 times harder
to get traffic from over the last 10
years, Open AI is a whole different
beast.

**In OpenAI's case, it's 750 times
harder** to get traffic than it was from
Google just 10 years ago.

In the case of something like
**Anthropic, it's 30,000 times more
more difficult** to get that traffic.”

Matthew Prince, Cloudflare



Search, Discovery and AI

Explore **how AI is reshaping search and discovery** in the marketplace



Explain **how AI “search” differs** from traditional search engines

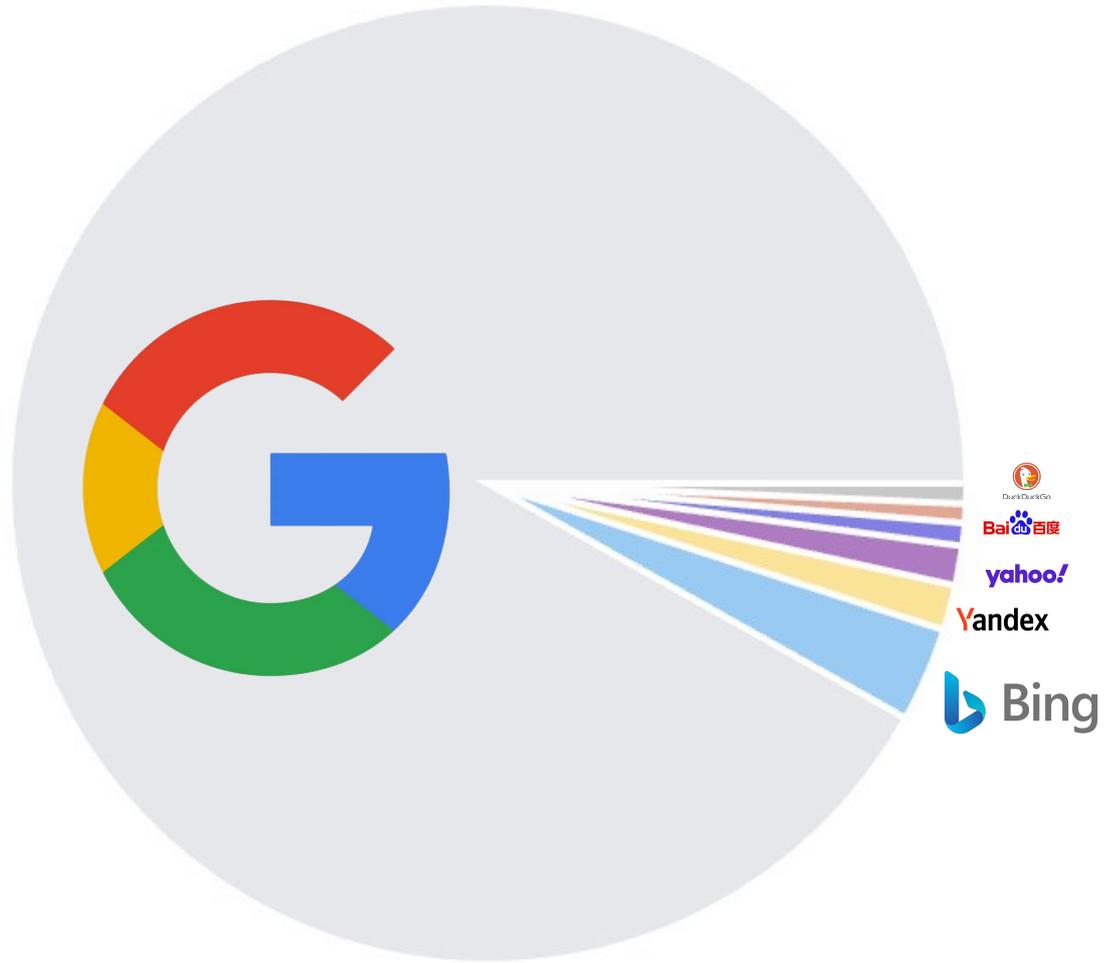


Equip you with **practical steps to improve your visibility** in AI-driven platforms

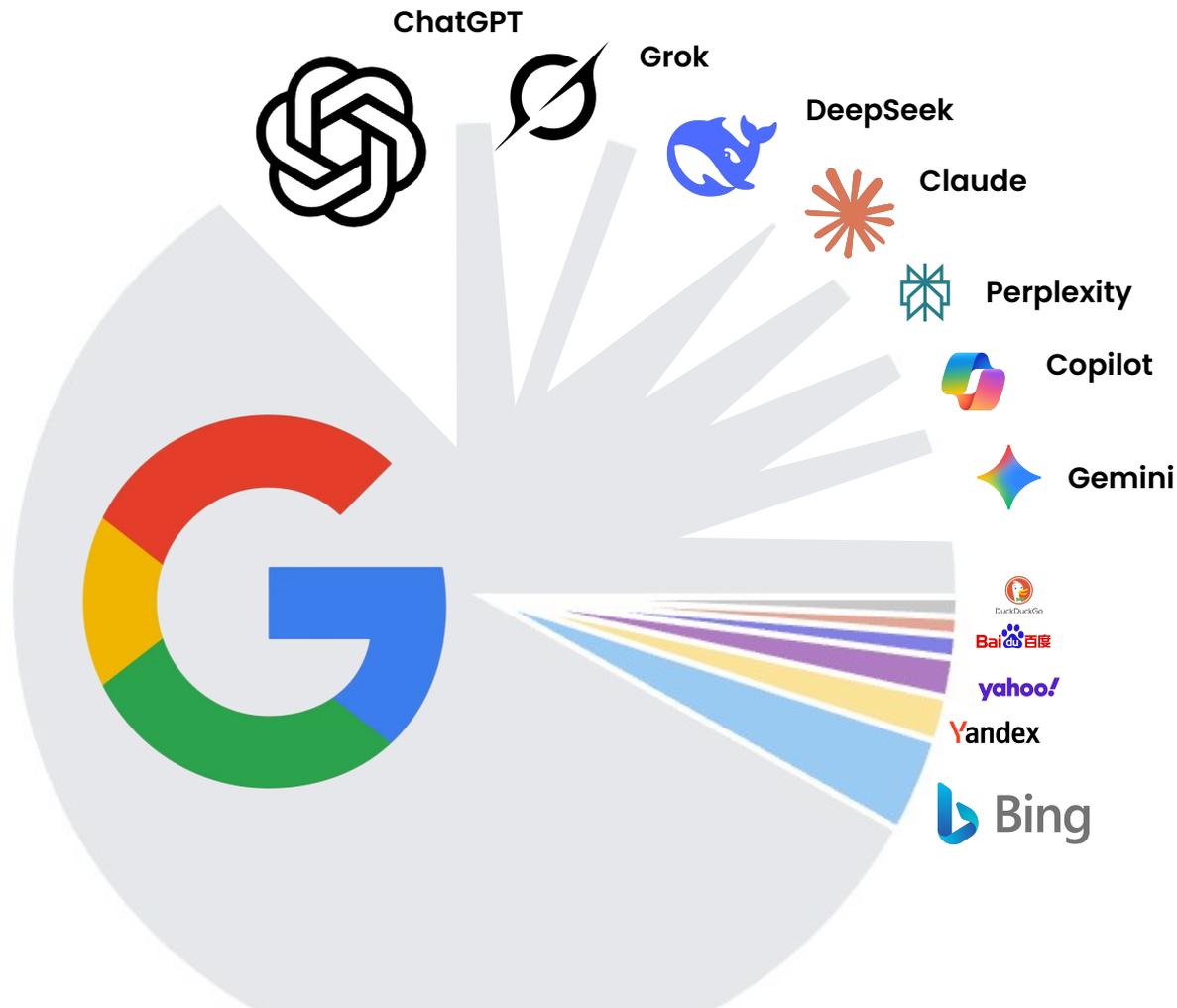


Once upon a time,
there was **only one**
search engine that
mattered.

*Google.com was (and
still is) about 90% of the
global search market
share.*

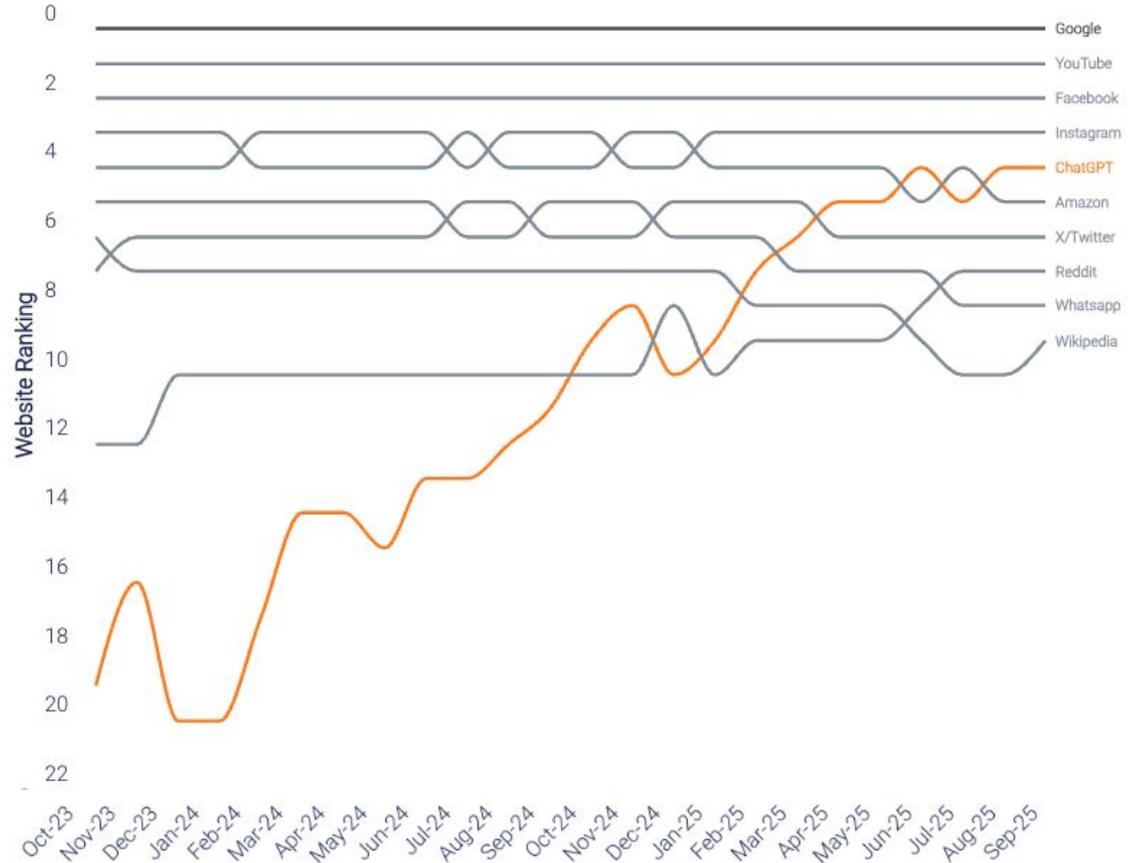


Now suddenly there are a **whole bunch of new players** with competitive products that want in!



Ranking of Current top 10 Websites by Monthly Visits

Worldwide, Desktop & Mobile Web, Oct 2023 – Sept 2025



And they're growing *fast*
ChatGPT's user base is **already about 14% the size of Google's** and has **doubled every 3 months** since 2022.

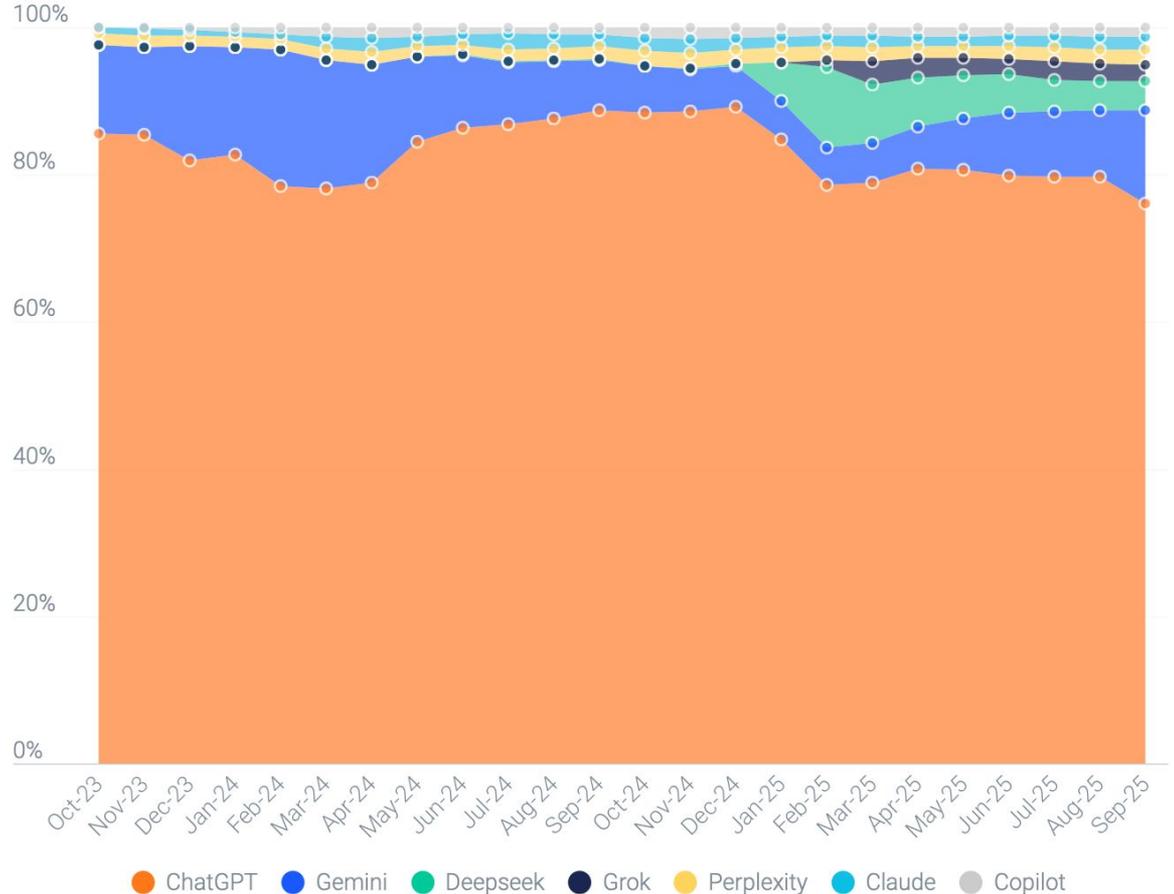
It's now the 5th most visited site on the internet.



0

Gen AI Platform Landscape by Visits

Worldwide, Desktop & Mobile Web, Oct 2022 - Sept 2025



Though, ChatGPT's **dominance saw a decline** in late 2025, marking a **shift to Google's Gemini.**

And even more recently, Anthropic's Claude is having a moment.

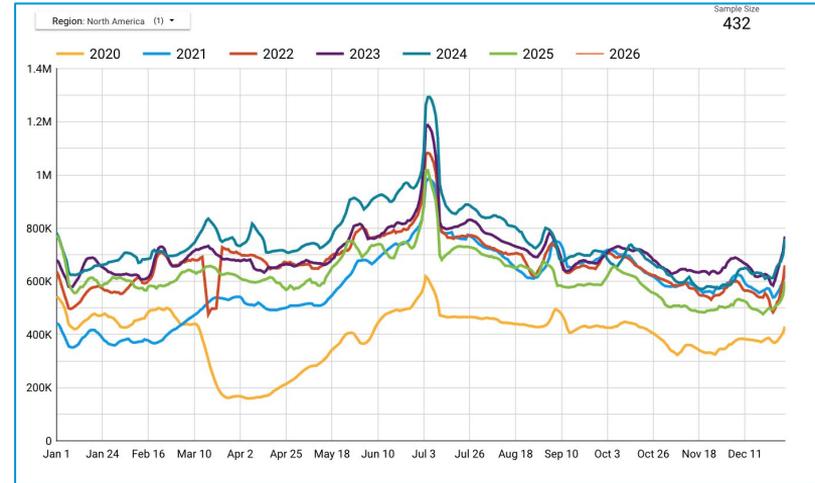
Discovery Fundamentals

Miles and Simpleview both show a 25% decrease in Organic Search traffic for 2025 YoY

Miles Partnership



SimpleView

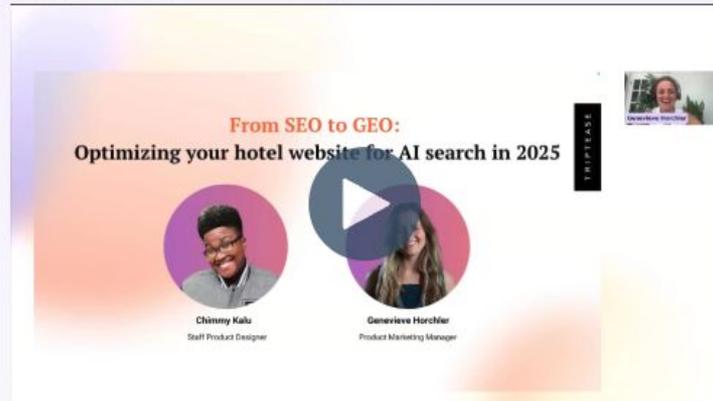


Similarly, TripTease reports an average **33% decline in Organic clicks** across hotels.

From SEO to GEO: Optimizing your hotel website for AI search in 2025

This event occurred on June 26, 2025

Access the presentation slides [here](#)



Where's the traffic going?

Well... nowhere.

It turns out most of that organic traffic is staying on Google, because AI Overviews already met the user's need.

◆ AI Overview

The "best" city in Alaska depends on your priorities, but **Anchorage** is a top choice for its mix of urban comforts and easy access to nature, making it a great starting point for many visitors. For a chance to see the Northern Lights, Fairbanks is superior. Other popular options include Juneau for glaciers and whale watching, and **Ketchikan** or Sitka for a taste of Southeast Alaska's history and wildlife.



For a first-time visit with a variety of activities:

Anchorage

Show more ▾

How to pick what city to visit when on vacation in Alaska? : r/AskAlaska

Jan 5, 2024 – Fairbanks has great bike trails and plenty of recreation. Lifelong Alaskan...

Reddit · r/AskAlaska

Visit Anchorage, Alaska | Things To Do, Hotels &...

Anchorage, The Best of Alaska. Anchorage is the...



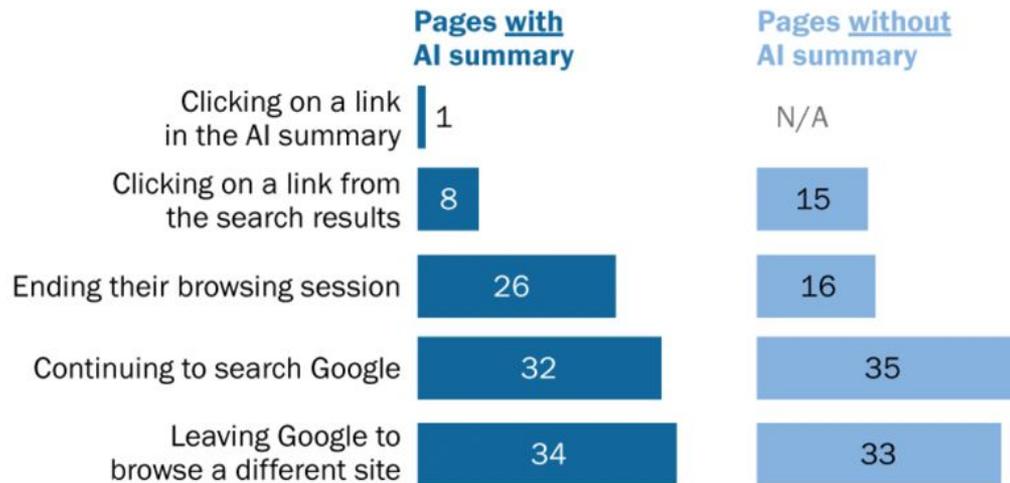
Visit Anchorage, Alaska



and when they are shown, **outbound clicks are reduced by about 34.5%.**

Google users are less likely to click on a link when they encounter search pages with AI summaries

% of Google searches in March 2025 that resulted in the user ...

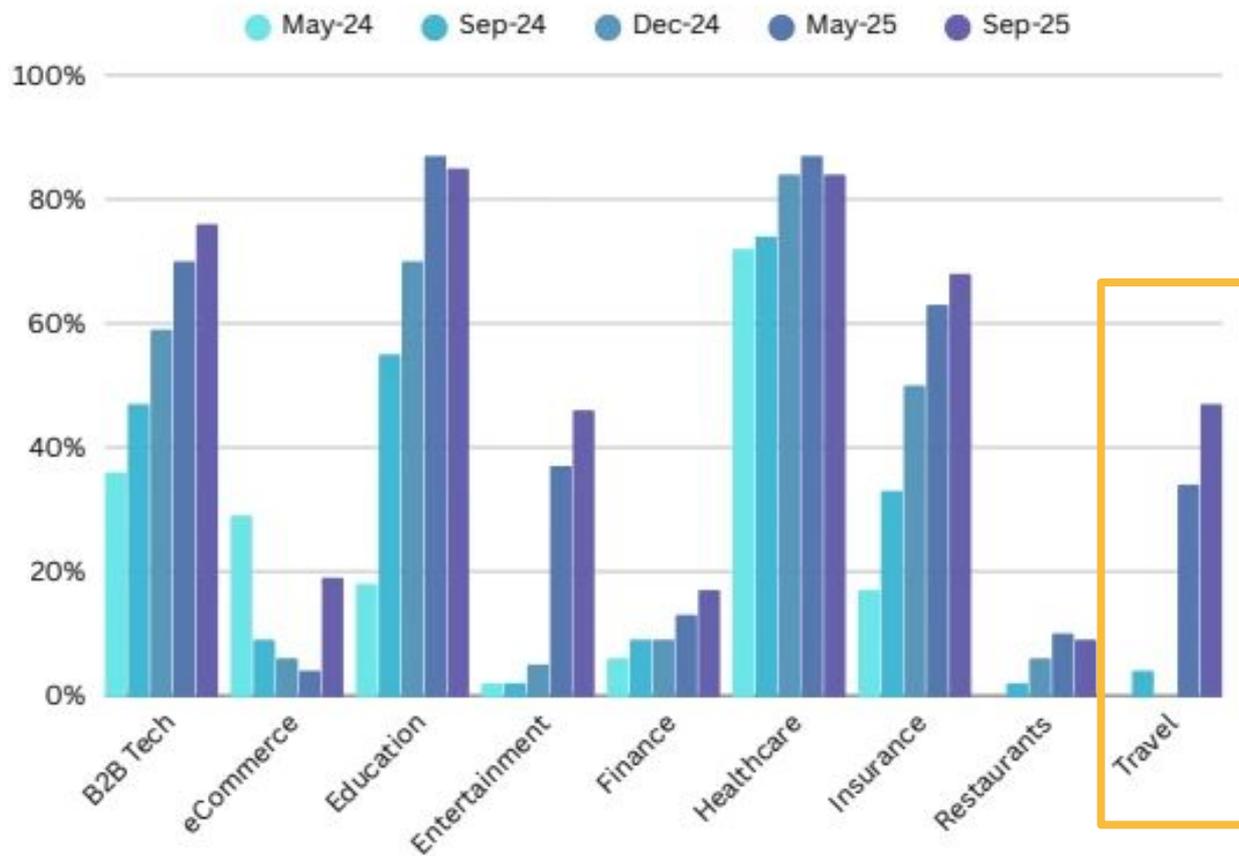


Note: Figures may not add to 100% due to rounding.

Source: Pew Research Center analysis of 68,879 Google searches conducted by 900 U.S. adults from March 1-31, 2025, using a web browser on a desktop, laptop or mobile device. AI Overview text and search result page content were collected April 7-17, 2025.

PEW RESEARCH CENTER

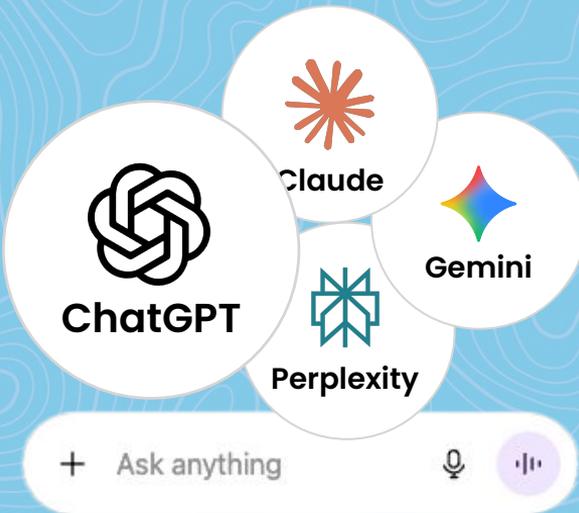
AI Overviews are shown for **about 45%** of travel queries



Instead of having one method of discovery (Google) you now have many to consider.

“Conversational” Discovery

AI models using (& not using) a search index to answer.



AI Overviews (and AI Mode)

The reverse - a search index using an AI to answer.

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For a first-time visit with a variety of activities:

Anchorage

Traditional Discovery (SERP)

10 blue links we're used to - still the largest discovery source.

My Adventures Across The World
<https://myadventuresacrosstheworld.com/best-places-t...>

19 Best Places To Visit In Alaska You Don't Want To Miss

Nov 24, 2023 - Anchorage is where most travelers start their trip around the country - it was for me both times I visited, as this is where Ted Stevens ...

Alaska.org
<https://www.alaska.org>

Alaska Vacations & Travel Advice from Trusted Alaskans ...

We show independent travelers a better way to see Alaska. See Alaska's highlights without crowds or cookie cutter experiences.

Destinations The Best Time To Visit Alaska Things to Do The Alaska Map

Traveling Igloo
<https://www.travelingigloo.com/Blog/Posts>

15 Best Small Towns in Alaska on the Road System (from a ...

Aug 10, 2024 - 15 Best Small Towns in Alaska on the Road System (from a local) · 1. Girdwood · 2. Seward · 3. Cooper Landing · Valdez · 5. Whittier · 6. Eagle River.

Search, Discovery and AI

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Explain **how AI “search” differs** from traditional search engines

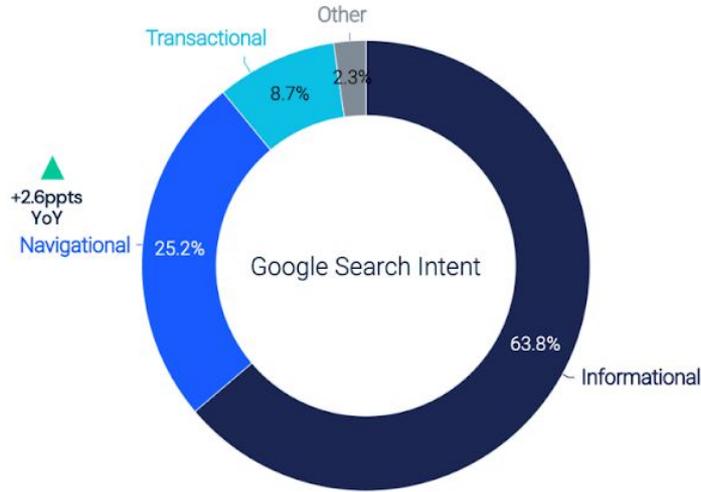


Equip you with **practical steps to improve your visibility** in AI-driven platforms



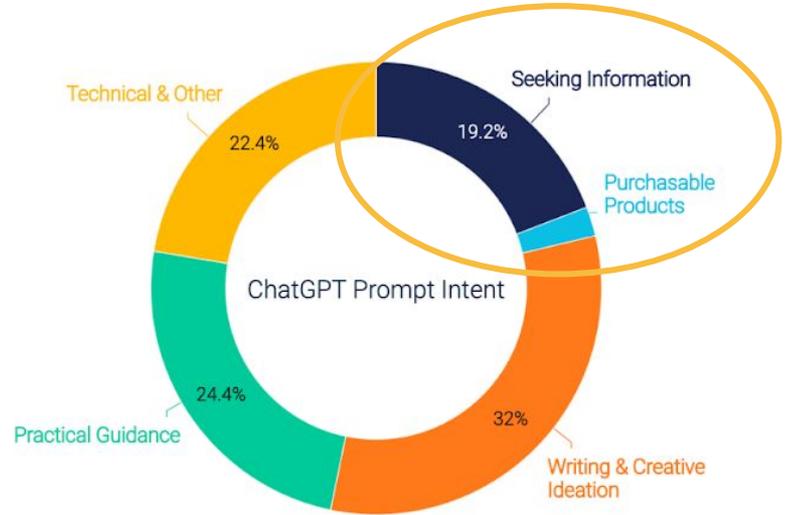
Google Search Intent (based on keyword categorisation)

Worldwide Desktop, Oct 2024–Sep 2025



ChatGPT Prompt Intent (categorised by OpenAI)

Worldwide: May 2024–Jun 2025

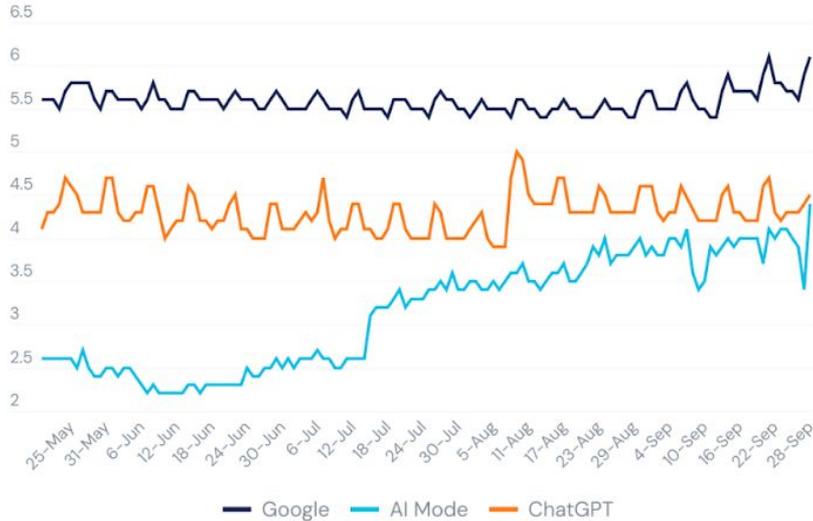


First, we're not comparing apples-to-apples,
"Search" is only a fraction of AI usage.



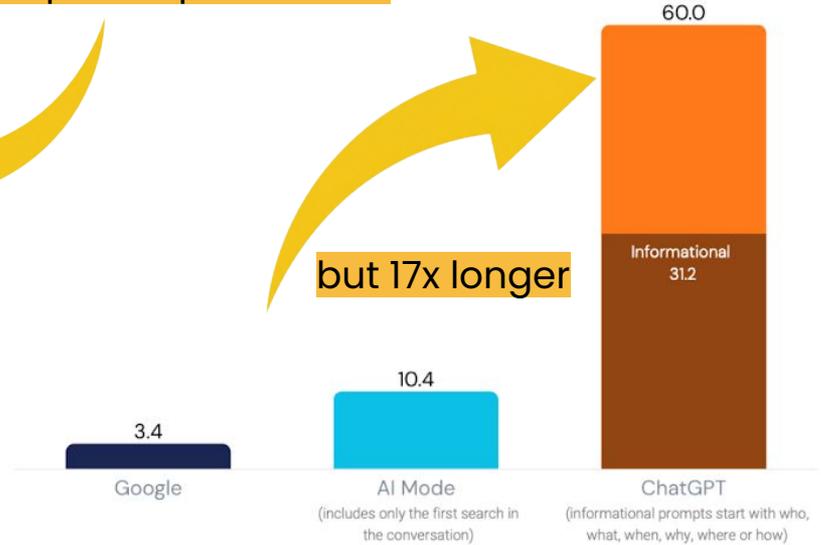
Queries per Session (Searches/Prompts)

US, Desktop, 20 May-28 Sep 2025



Average Query Length (Searches/Prompts)

US, Desktop, 20 May-28 Sep 2025

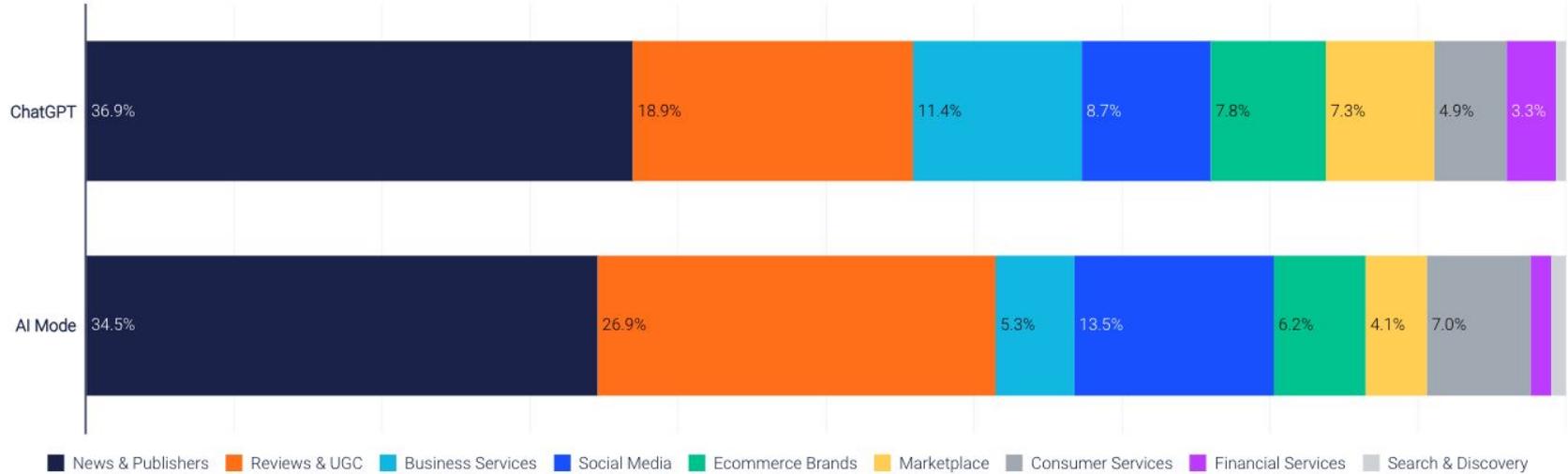


Second, AI interactions are **WAY longer than traditional search.**



Share of Citations by Category – ChatGPT and AI Mode

US, Desktop, September 2025, Top 10K Citations



News/publishers and reviews account for over **50% of citations** referenced by AI tools



Running Gear Prompts



AI citations **highly** preference publishers and **UGC**, with a fraction (17%) from travel **brands** specifically.

Note in particular here the Hotel booking prompt citations.

Hotel Booking Prompts



Let's look at what a "search" looks like in an AI tool. This is the simplest example, where the AI responds using only its pre-trained knowledge.

Your 86 word prompt ;)

AI response based on its pre-trained knowledge

Note search is not engaged

The screenshot shows a ChatGPT chat window. At the top, there is a hamburger menu icon, the text "ChatGPT" with a dropdown arrow, and a share icon. The user's prompt is: "I'm planning a 7-day vacation to Greece in September with my partner and two teenage kids (14 and 16). Our budget is around \5,000 excluding flights. We enjoy historical sites, beaches, and local cuisine. None of us speak Greek. We'd prefer to stay in one central location and do day trips rather than changing hotels frequently. We're concerned about transportation between islands. Could you suggest an itinerary with accommodation options, must-see attractions, and practical tips for getting around? We're particularly interested in seeing Santorini." The AI's response is: "Updated saved memory For a 7-day vacation to Greece with your family, I recommend staying on Santorini as your central base. It's a great mix of historical sites, beaches, stunning views, and excellent food. From there, you can take day trips to nearby islands and attractions without the hassle of frequent hotel changes. Suggested Itinerary Day 1: Arrival in Santorini • Accommodation: Choose a centrally located hotel in Fira or Oia. These towns are accessible, have great amenities, and provide easy access to local attractions and transportation options. • Recommended options: • Astra Suites (Oia): A luxurious stay with amazing views and easy access to the island's highlights. • Katikies Hotel (Oia): Another highly-rated option offering great views of the caldera and sunset." Below the response is a search bar with the placeholder text "Ask anything" and a dropdown arrow. The search bar contains a plus icon, a globe icon labeled "Search", a magnifying glass icon labeled "Deep research", and a three-dot menu icon. To the right of the search bar are icons for voice search and a microphone. At the bottom of the chat window, there is a footer: "ChatGPT can make mistakes. OpenAI doesn't use Miles Partnership workspace data to train its models."

When search is engaged, the AI is combining its pre-trained knowledge with results from an internal search index to generate a response.

Accessing internal search index

Websites considered in response

ChatGPT 4o mini ▾ Share  

I'm planning a 7-day vacation to Greece in September with my partner and two teenage kids (14 and 16). Our budget is around \5,000 excluding flights. We enjoy historical sites, beaches, and local cuisine. None of us speak Greek. We'd prefer to stay in one central location and do day trips rather than changing hotels frequently. We're concerned about transportation between islands. Could you suggest an itinerary with accommodation options, must-see attractions, and practical tips for getting around? We're particularly interested in seeing Santorini.

  Searching the web



Planning a 7-day family vacation to Greece in September with a budget of \$5,000 (excluding flights) is entirely feasible. Focusing on Santorini offers a blend of historical intrigue, stunning beaches, and rich culinary experiences, all within a manageable travel scope. Here's a tailored itinerary to make the most of your trip:

    Sources

Search the web

  Search  Deep research  Create image  

ChatGPT can make mistakes. OpenAI doesn't use Miles Partnership workspace data to train its models.

your 86 word prompt

response including search result context



And then there are certain circumstances where the **AI will directly access your page** in real time

The screenshot shows a ChatGPT chat window. At the top, it says "ChatGPT 4o". The user's prompt is: "give me a summary of what's unique in santorini based on this page: https://www.visitgreece.gr/islands/cyclades/santorini/". Below the prompt, there are four square images showing different views of Santorini, including white buildings with blue domes and a sunset over the sea. Below the images, there is a text block: "Santorini, also known as Thira, stands out among the Cycladic islands for its distinctive blend of natural beauty, geological features, and cultural heritage. Here's what makes it unique:". Below this, there is a section header "🗨️ Volcanic Origins and Caldera Views" and a paragraph: "Santorini's dramatic landscape is the result of a series of volcanic eruptions, with the most significant occurring around 3,600 years ago. This event led to the formation of the island's iconic caldera—a vast, submerged volcanic crater surrounded by steep cliffs. Visitors can enjoy panoramic views of this geological wonder from various vantage points across the island." Below the paragraph are two small links: "Wikipedia" and "VisitGreece". At the bottom of the chat window, there is a search bar with the text "Ask anything" and several icons: a plus sign, a globe with "Search", a magnifying glass with "Deep research", a paintbrush with "Create image", a speech bubble, a microphone, and a voice icon. At the very bottom, there is a small disclaimer: "ChatGPT can make mistakes. OpenAI doesn't use Miles Partnership workspace data to train its models."

user requests a specific URL or the AI determines that it needs the most recent data

basically adding the entire page content to the prompt context



Understanding AI Bot types

Bot	Provider	Type
ChatGPT-User	 OpenAI	AI Assistant
Applebot	 Apple	AI Crawler
ClaudeBot	 Anthropic	AI Crawler
Amazonbot	 Amazon	AI Search
OAI-SearchBot	 OpenAI	AI Search
PerplexityBot	 Perplexity	AI Search
GPTBot	 OpenAI	AI Crawler
archive.org_bot	 Internet Archive	Archiver

One-off,
user-prompted fetch

Continuous indexing for
AI search

Bulk content harvesting
for training



Understanding AI Bot types

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ChatGPT-User	 OpenAI	AI Assistant
Applebot	 Apple	AI Crawler
ClaudeBot	 Anthropic	AI Crawler
Amazonbot	 Amazon	AI Search
OAI-SearchBot	 OpenAI	AI Search
PerplexityBot	 Perplexity	AI Search
GPTBot	 OpenAI	AI Crawler
Internet		

Optimizing is about on-page thematic focus - what does this page add to the context window?

Optimizing is about SEO fundamentals - clean technical presentation, quality information, EEAT

Optimizing is about broad and consistent representation - PR, Earned vs. owned.

Let's not forget humans! Increased focus on things like credibility, novelty and affinity.



This is just scratching
the surface, **things
start to get really
complex** when
visitors start using
tools like Deep
Research

ChatGPT 5 Share ...

Research a summer vacation for our Atlanta-based family of four (teens 14 & 17) with these parameters:

Essentials
5-7 days in June/July 2025
Max 4-hour travel time (drive or fly)
Prefer domestic but have passports
Seeking non-touristy destinations
AAA four-diamond accommodations preferred
High value for money (not necessarily cheap) \$5,000 to \$10,000 estimate

Family Interests
Mom: Shopping
Dad: Motorsports/automotive
Teen 1: Extreme sports (bungee jumping)
Teen 2: Gaming and indoor activities

Requested Information
3-5 destination recommendations with rationale
Estimated costs (transportation, hotels, meals, activities)
Specific hotel suggestions appropriate for our family
Activity recommendations that cater to each person's interests
Weather and crowd considerations for our timeframe

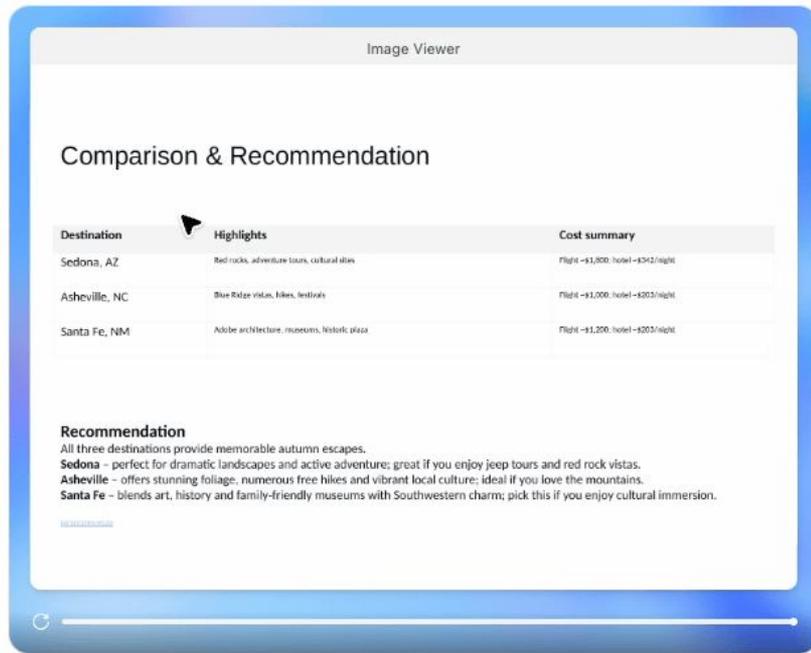
↓

+ |Ask anything 🎤 🔊

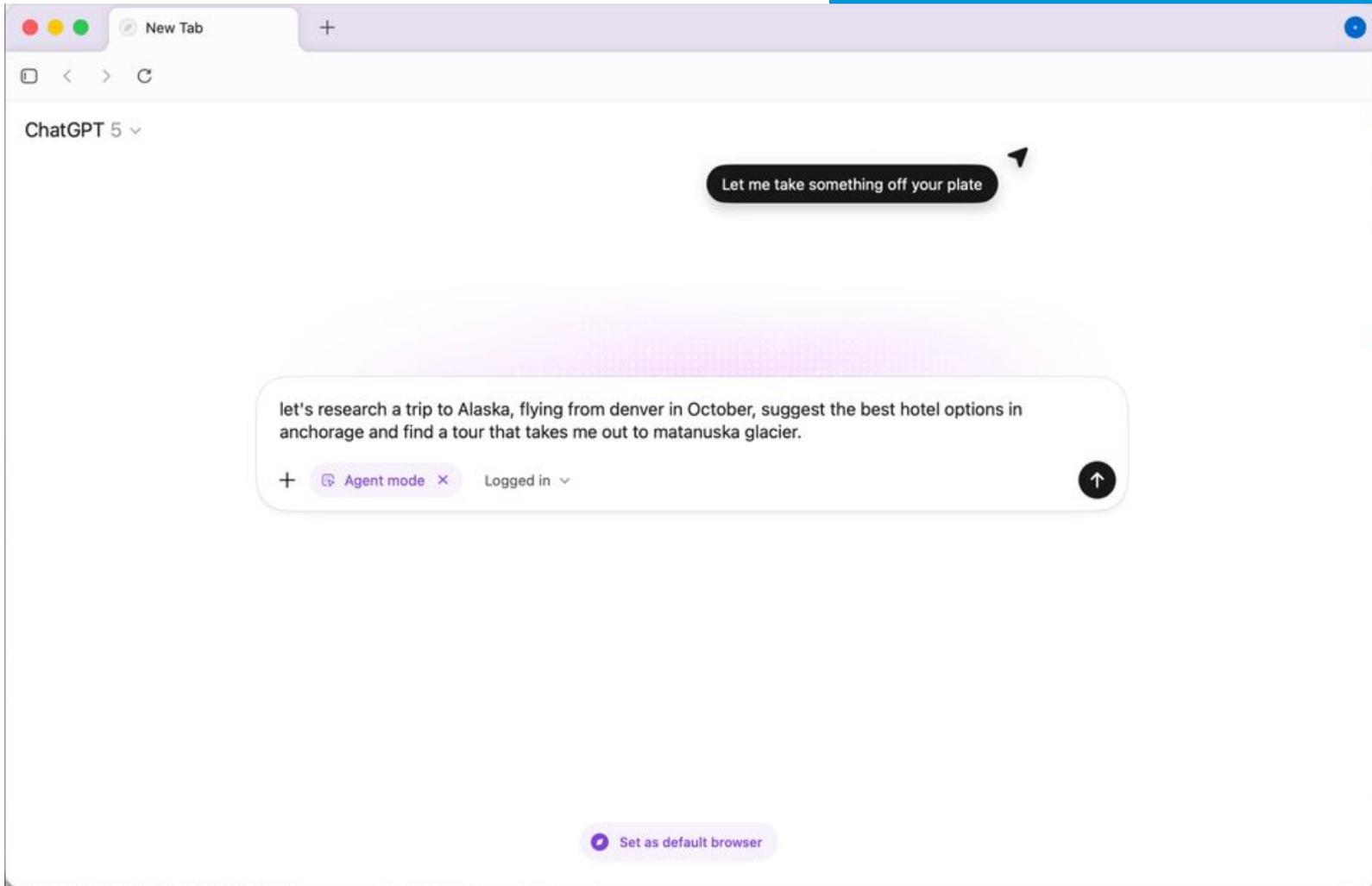
ChatGPT can make mistakes. Check important info.

and when AI has **agentic capabilities** that can research, provide recommendations and then **complete bookings** for visitors.

I'm a family of four, ages 52, 53, 20 and 17. We'd like to do a family vacation somewhere the united states in October of 2025. We live in Chicago, so would want to see something different, maybe not urban (but not too rustic!) and something that's family friendly and good for our various ages. Research three possible destinations we could visit with detailed explanations of why you chose them, include flight costs for 4 economy (return) tickets from Chicago ohare (ORD) airport. Recommend a hotel in each destination with validated pricing, triple A four diamond rating and less than \$350 per night. Format the result as a power point including appropriate pictures, pricing and reference



late in 2025
OpenAI
released
their
agentic
browser
“Atlas”
which can
seamlessly
navigate
web pages
on behalf of
users.



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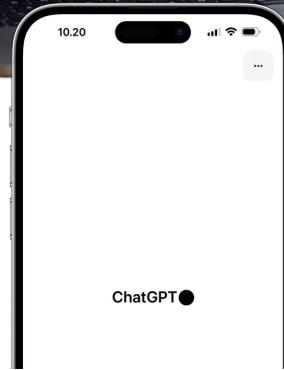
Evolving Measures



Physical Footsteps



Digital Visitors



Influence



Establish **new KPIs** and set **new expectations** with your stakeholders

Move away from:

- Views
- Sessions

And towards:

- Impressions
- Awareness
- Conversions

We cannot expect to continually grow organic search traffic year after year after year. Eventually we will hit a ceiling.

(But that doesn't mean that every site has hit theirs!)

Knowing that LLMs may be absorbing traffic for informational queries, we should realign our site traffic expectations.

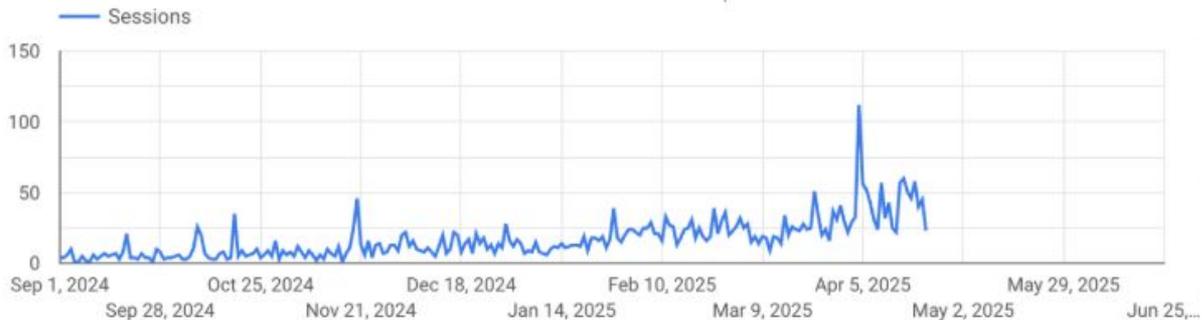


Set up your analytics to monitor traffic from LLMs

LLM Traffic
(from Google Analytics)

Session source	Sessions	
chatgpt.com	<div style="width: 87%;"></div>	3,655 ↓
perplexity	<div style="width: 5%;"></div>	193 ↓
perplexity.ai	<div style="width: 2%;"></div>	78 ↓
gagpt.app	<div style="width: 0%;"></div>	-
Grand total	3,982	3,918 ↓

1 - 4 / 4 < >



^.*ai|.*\.openai|.*copilot|.*chatgpt|.*gemini|.*gpt|.*neva|.*writesonic|.*nimble|.*outrider|.*perplexity|.*google.*bard|.*bard.*google|.*bard|.*edgeservices|.*astatic|.*copy.ai|.*bnnngpt|.*gemini.*google.*\$



Know how AI models answer questions about your brand.

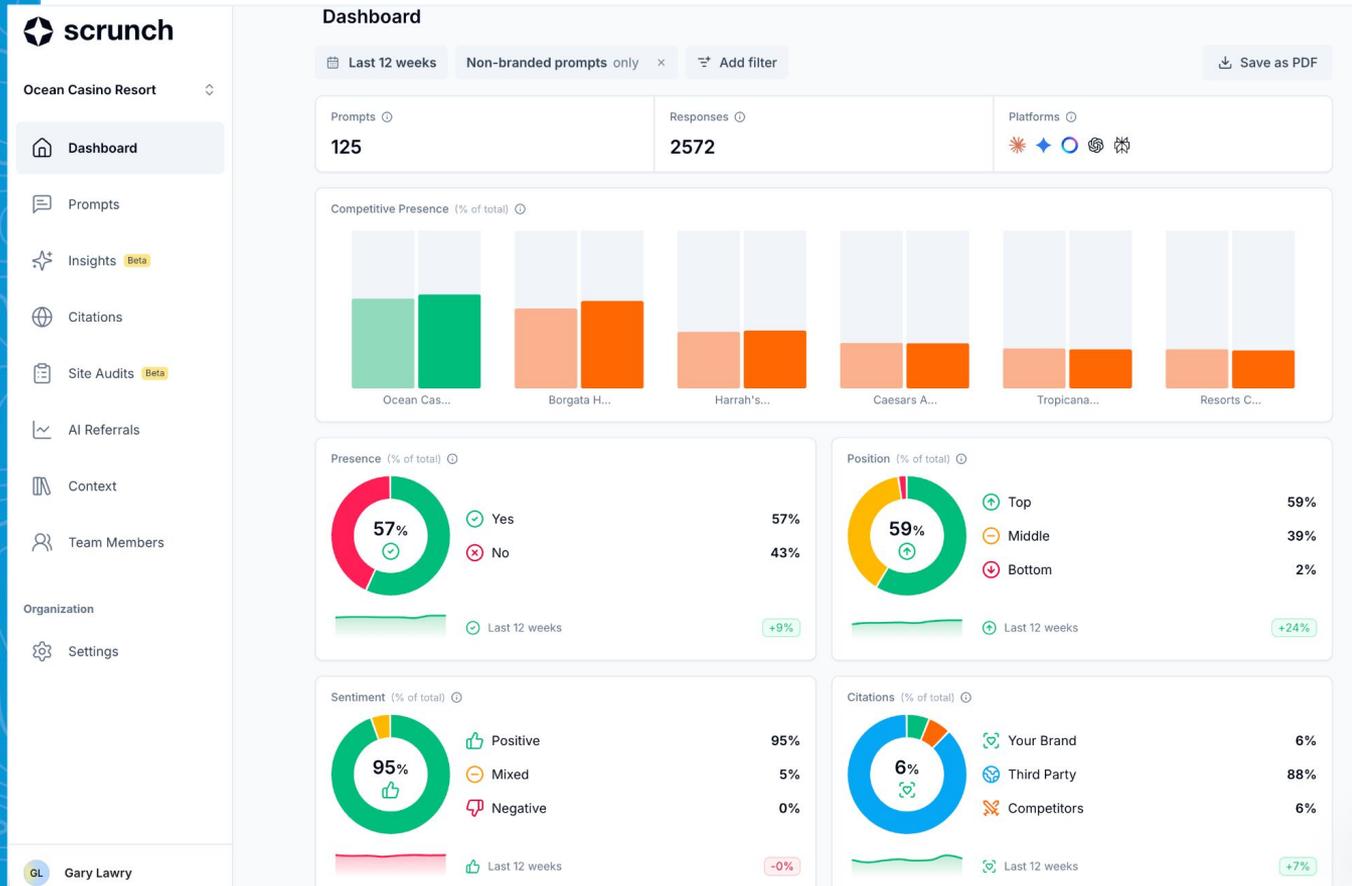
Tool	Key Features	Pricing	ChatGPT	Gemini	AIOs	Perplexity	Claude	Meta AI	Copilot
Profound	AI search volume insights, brand visibility tracking, technical insights	Custom, book demo	Y	Y	Y	Y	N	N	Y
Scrunch	Brand visibility tracking, optimization, journey mapping, data discrepancies	Custom, book demo	Y	Y	Y	Y	Y	Y	N
Peec	Brand visibility tracking, benchmarking, trend analysis	€90-€499/month	Y	Y	Y	Y	Y	N	N
Semrush AI Toolkit	Brand visibility tracking	\$99/month/domain	Y	Y	N	Y	N	N	N
Semrush (Search Engine Targeting)	Keyword based ChatGPT rank tracking	Guru or Business plan only. \$249-\$499/mo	Y	N	N	N	N	N	N
Semrush Enterprise AI	Track your brand mentions, sentiment, and competitors in real time	Custom, book demo	Y	Y	Y	Y	N	N	N
Nightwatch	Keyword based ChatGPT rank tracking	\$39-\$699/month+	Y	N	N	N	N	N	N
Otterly	Brand visibility tracking, link monitoring, sentiment	\$29-\$989/month	Y	N	Y	Y	N	N	N
SE Ranking	Track AI Overviews, analyze keyword exposure	Pro or Business plan only. \$119-\$259/mo+	N	N	Y	N	N	N	N
Rankscale	Brand visibility tracking, technical insights	Custom, book demo	Y	Y	Y	Y	Y	N	N
Knowatoo	Brand visibility tracking	Free (ChatGPT only)-\$99/mo	Y	Y	N	Y	Y	N	N
Goodie	Brand visibility tracking, sentiment analysis	Custom, book demo	Y	Y	Y	Y	Y	Y	N
RankRaven	Brand visibility tracking	\$49-\$349	Y	N	N	N	N	N	Y
seoClarity	AI optimization, content audits, search visibility tools	Custom, book demo	Y	Y	Y	Y	N	N	N
Similarweb	Chatbot referral analytics, traffic monitoring	Custom, book demo	N	N	N	N	N	N	N

BRIGHTEDGE  **SEMURUSH**



 **Otterly.AI**  **rankscale**  **NIGHTWATCH** 

Know how AI models answer questions about your brand.



Seed Prompt

Where should I book if I want direct beach access and a casino in AC?



Topics

Hotel accommodations and luxury stays, Casino ga...

Stage

● Awareness

Tags

No tags

Created

Aug 5, 2025

Updated

Aug 5, 2025

Industry Prompts

[Coming soon!](#)

Custom Prompts

5

Responses

111

Platforms



Competitive Presence (% of total)



Presence (% of total)



Citations (% of total)



Search

Prompt Variant	Data	Presence	Citations	Competitors
Where should I book if I want direct beach access and a casino in AC? ChatGPT / Generic	23 responses	●●●●●●●●●●	●●●●●●●●●●	Resorts Casino Hotel (65%) Tropicana Atlantic ... (4%) Borgata Hotel Casi... (4%) +2
Where should I book if I want direct beach access and a casino in AC? Meta AI / Generic	23 responses	●●●●●●●●●●	●●●●●●●●●●	Caesars Atlantic City (100%) Borgata Hotel Casi... (100%) Harrah's Resort Atl... (100%)



	Aug 24	Aug 27	Aug 31	Sep 1	Sep 4	Sep 7	Sep 10	Sep 13	Sep 16	Sep 19	Sep 22	Sep 25
Presence	✔	✔	✘	✔	⊖	✔	✔	⊖	✔	✘	✔	✔
Position	⊖	⊕	⊖	⊖	⊖	⊕	⊖	⊖	⊕	⊖	⊖	⊕
Sentiment	👍	👍	⊖	👍	👍	👍	👍	👍	👍	⊖	👍	👍
Citation	🔗	🔗	✘	✘	🔗	🔗	🔗	✘	🔗	✘	✘	🔗
Competitors	0 / 5	0 / 5	3 / 5	1 / 5	1 / 5	1 / 5	1 / 5	1 / 5	0 / 5	0 / 5	0 / 5	1 / 5

← Sep 25, 2025, 2:36 AM →

🔄 New Response

Presence ✔ Yes	Position ⬆️ Top	Sentiment 👍 Positive	Citation 🔗 Yes
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Full Response

If you're looking for a hotel in Atlantic City with direct beach access and an on-site casino, consider the following options:

- Ocean Casino Resort:** This hotel is located directly on the Atlantic City Boardwalk, offering easy beach access. It features a large casino with various gaming options and numerous dining venues. The resort also boasts a spa and an array of entertainment options.
 - www.theoceanac.com
 - hotels-with-balcony.com
- Hard Rock Hotel & Casino Atlantic City:** Also situated on the Boardwalk, this hotel provides direct access to the beach. It has a vibrant casino, multiple dining options, and a range of entertainment activities. The Hard Rock also offers a unique rock-and-roll themed experience.
 - casino.hardrock.com
 - hotels-with-balcony.com
- Resorts Casino Hotel:** This historic hotel is another excellent choice, located on the Boardwalk with direct beach access. It features a casino, several dining options, and entertainment venues.
 - resortsac.com
 - www.booking.com

Competitive Presence

Resorts Casino Hotel 🟡 Yes

Borgata Hotel Casino & Spa No

Tropicana Atlantic City No

Caesars Atlantic City No

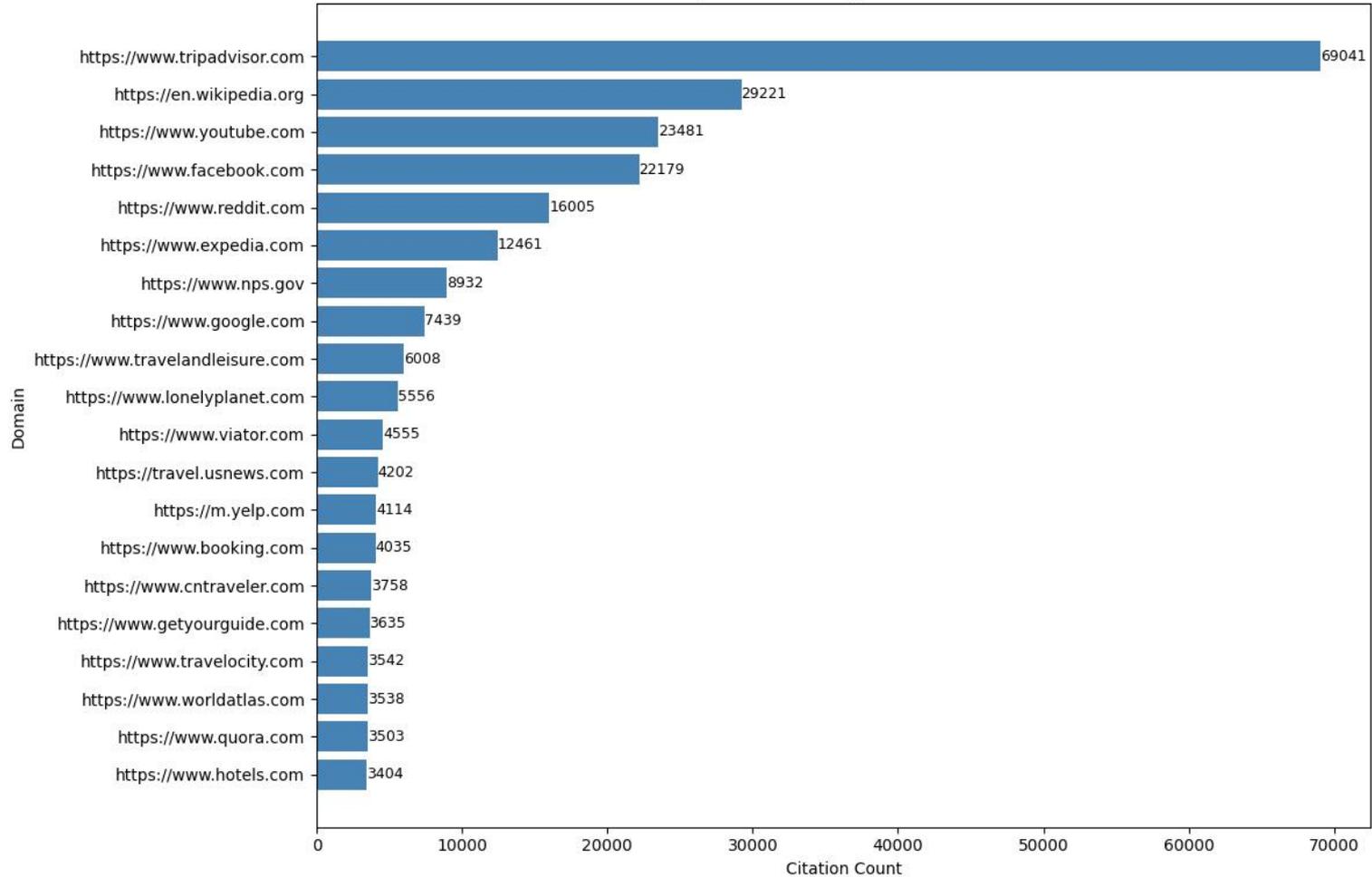
Harrah's Resort Atlantic City No

Citations

- casino.hardrock.com/atlantic-city/amenities/beach
- www.theoceanac.com/experiences/ocean-beach-board-...
- hotels-with-balcony.com/atlantic-city/beach-front
- resortsac.com
- www.booking.com/hotel/us/resorts-casino-atlantic-city-...

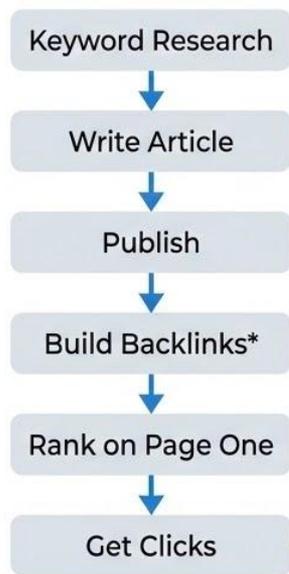


Top 20 Domains by Citation Count



The Content Discovery Shift

BEFORE AI: Organic acquisition was linear



Success = Rankings

WITH AI: Visibility is omnidirectional

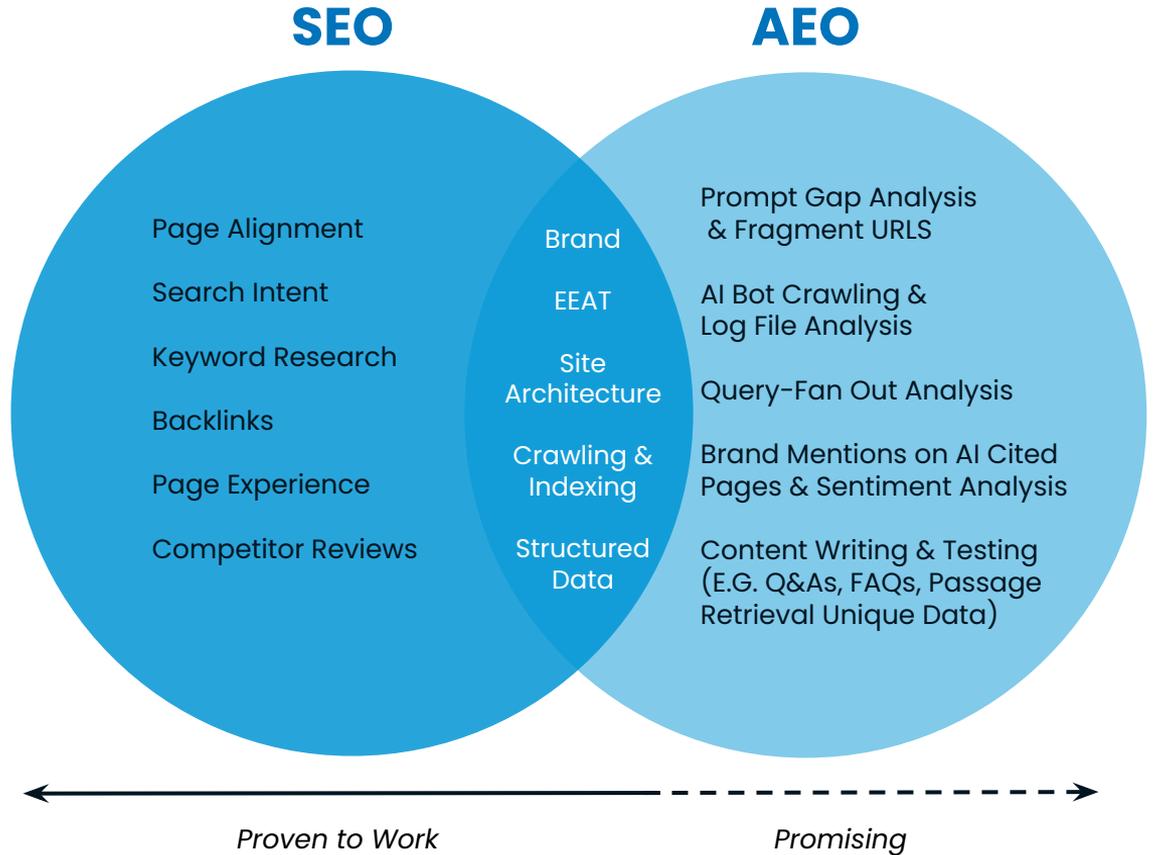


Success = Cross-platform authority

What once drove massive traffic now plays just one part.



The Digital Visibility Venn Diagram



Check your **technical** fundamentals

- **Fast, Mobile-First Pages** – LLM-based ranking engines factor in Core Web Vitals
- **Clean URL Structure** – Readable, keyword-rich slugs (e.g., /ai/faq/how-to-ask-questions).
- **Robust Crawlability** – No orphan pages, proper robots.txt, XML sitemap, and canonical tags. no broken links.
- **No Client-Side Rendering** – Ensure bots can fetch the full page.
- **Schema Markup for Core Content Types** – Article, BlogPosting, FAQPage, HowTo, Product, etc.
- **Rich Media Annotation** – Alt-text, captions, and video transcripts allow AI to process media.



Realign your content strategy

- **User-Intent-First Writing** – Write for the question or problem a reader is asking, not just for keywords.
- **Answer-the-Question Format** – Start sections with a direct, concise answer, then elaborate.
- **Narrative Structure & Clear Segments** – Use headings (H1-H3), bullet lists, tables, and “step-by-step” sections so the model can extract concise answers.
- **Updated & Authoritative Voices** – Keep facts fresh; link to primary sources or data sets to signal trustworthiness.
- **Content Types that Feed LLMs** – FAQs, “How-to” guides, comparison tables, and “explain-like-I-am-five” posts are highly trainable.



Focus on what an AI CAN'T do...

It's good at:

- General travel information
- Comparing different destinations
- Broad stroke truths
- One-size-fits-all responses

It's not-so-great at:

- Local flavor
- Hours of operation
- Ground truth
- Events/what's happening now
- Individualized information

**at least without additional context from the prompter*



Zoom out to see
the full picture

- More than ever – **if you want an AI to recommend your brand as the best in your category... you'll need to actually be the best in your category.**
- That means **deeply understanding what visitors value about your brand**, and then optimizing for **delivering on that value.**
- Strive for **both broad and consistent coverage** about your brand, across all channels, social, PR, reviews, media mentions, etc.





» Theory **AND** Actions

Not all AI is equal

Deterministic Approaches

- **Same input** → **same output** every time (e.g., rules, symbolic reasoning, fixed templates).
- **Predictable & auditable** – good for compliance, safety, and reproducibility.
- **Less prone to “hallucinations”** because outputs come from explicit logic or curated data.
- **Limited flexibility & creativity**; can feel brittle if input phrasing changes.
- **Scaling is costly** – requires manual rule creation or labeled data; struggles with open-ended tasks.

Probabilistic Approaches

- **Outputs vary** – model samples from probability distributions; can generate multiple valid answers.
- **Handles ambiguity & nuance** well (natural language, incomplete data, multi-modal inputs).
- **More creative and adaptive**, but can hallucinate or drift from facts.
- **Difficult to fully audit or guarantee correctness**; requires guardrails & evaluation frameworks.
- **Scales efficiently** – models learn patterns from massive data without hand-built rules.



AI doesn't "know"
answers — it predicts
what comes next based
on patterns.

The background is a solid blue color. On the right side, there is a white line-art pattern of a city street grid, which is partially obscured by a large, light blue, semi-transparent arrow shape pointing towards the left.

Database

Structured Data Storage

ID	Name	City	Age
101	Alice	New York	29
102	Bob	Los Angeles	35
103	Carol	Miami	42

VS



Direct Lookup



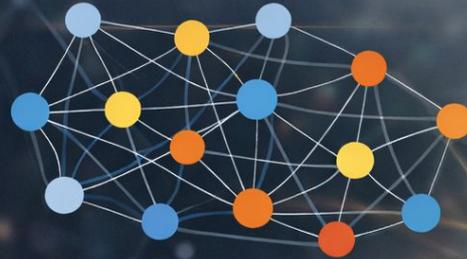
Exact Records



Fixed Entries

Neural Network

Pattern-Based Connections



Embeddings and Weights



Distributed Information



Pattern Recognition



$$\frac{a}{b} = \frac{c}{d}$$

$$L_{1,2}$$

$$1:2$$



$$\frac{a}{b} = \frac{c}{d}$$



You can't "look something up" inside a neural network, you can only ask it to generate based on patterns it has learned.

```
CreateEmbeddingResponse(data=[Embedding(embedding=[-0.026480684, -0.0057121585, -0.011033618, -0.0136816865, 0.0038527225, 0.008494077, 0.0002674748,
-0.0053504007, -0.01723415, -0.042021807, 0.01719074, 0.020128215, -0.009861522, 0.0054191346, 0.005940066, 0.023297213, 0.0096155275, 0.016192287,
0.036031093, -0.016496163, -0.010606744, -0.0032901887, -0.0025232618, -0.01363104, -0.0058930377, 0.0051405807, 0.011706488, -0.028231593, -0.011605196,
-0.016901333, 0.019274466, -0.0071917484, 0.0019317876, -0.02041762, -0.043150492, 0.0048873504, 0.00973129, -0.009796406, 0.040516894, 0.0008433483,
0.009080125, 0.009941109, -0.006189679, -0.0048620272, -0.02268946, -0.001971581, -0.02582952, -0.0044749463, 0.011055323, 0.014224323, -0.00070995085,
0.050501414, -0.017205209, 0.0054951035, 0.0010536201, 0.0062222374, -0.019607283, 0.022284292, -0.0045943265, -0.009702349, 0.0035144787, -0.0009966432,
0.00093966635, 0.0014895385, -0.02769619, -0.0046015615, 0.009695114, 0.00928271, 0.03273186, 0.004999495, 0.035104994, 0.014687374, -0.011489433,
-0.00096679816, 0.024541661, 0.0025956135, 0.0058677145, -0.008783484, -0.002213959, -0.0074088033, -0.0057628048, 0.007481155, 0.007770561, 0.024628483,
0.026408331, -0.004069777, 0.0006054924, 0.021676539, -0.02171995, -0.0014117605, 0.019202113, 0.0048547923, 0.017552497, -0.005567455, -0.008190201,
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-0.0013746803, -0.0062511778, 0.003906986, 0.019809866, -0.0059762415, 0.012683235, -0.023384036, -0.034410417, -0.03585745, -0.008754543, 0.007206219,
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-0.003831017, -0.007517331, -0.01950599, 0.017465675, -0.018333895, 0.0040516895, -0.0030496197, 0.014745255, -0.02363003, -0.006464615, 0.015266187,
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-0.015150424, -0.015642416, -0.0036266237, 0.0361758, -0.021025373, 0.020707026, -0.041414052, 0.0068227556, 0.033860546, -0.007676504, 0.0073473044,
```

Understand your built in advantages and disadvantages

- Traveler enters an interest like “scuba diving”
- AI compares meaning to all destination vectors
- Outputs top matches, not just tagged ones

What a travel interest and destination look like in Open AI embeddings - 1,536 vectors

📄 descriptor	📄 category	📅 date	🗨️ tokens	📄 embedding
47	Scuba diving	Adventure & Active	2025-04-03T19:04:24.126+00:00	3 > [0.007969949,0.063484535,0.009702846,0.03399778,-0.0025065113,0.033970278,0.005535642,0.053499747,0.016...
48	Great snorkeling	Adventure & Active	2025-04-03T19:04:24.126+00:00	3 > [0.0075569334,0.050972257,-0.01279048,0.03110493,-0.020270362,0.007296145,-0.013916612,-0.0009809196,0.0...
49	Surfing	Adventure & Active	2025-04-03T19:04:24.126+00:00	3 > [0.0042669987,0.06747414,-0.0037149244,0.027525347,0.030859161,0.0007417383,-0.042769715,0.056218952,-0.0...
50	Windsurfing	Adventure & Active	2025-04-03T19:04:...	
51	Kitesurfing	Adventure & Active	2025-04-03T19:04:...	
52	Sailing	Adventure & Active	2025-04-03T19:04:...	
53	Kayaking	Adventure & Active	2025-04-03T19:04:...	1 > [-0.03890453,-0.008814742,0.007451135,0.05434946,-0.027675645,0.0061918865,0.027814789,0.0074163494,0.049646...
54	Canoeing	Adventure & Active	2025-04-03T19:04:...	2 > [0.017791614,0.032989163,0.01852529,-0.030919153,-0.0480557,-0.054082315,0.00911853,0.03875375,-0.008804098,-0.0...
55	Zip-lining	Adventure & Active	2025-04-03T19:04:...	3 > [-0.018976629,0.014066307,0.0014073089,-0.0022499887,-0.03174075,-0.0018074594,-0.019641284,0.0066601317,0.02...
56	Mountain biking	Adventure & Active	2025-04-03T19:04:...	4 > [0.0030826817,0.012479697,0.019691244,-0.032150626,-0.018553646,-0.04003254,-0.011897357,0.024769796,-0.02491...
57	Off-road safari	Adventure & Active	2025-04-03T19:04:...	5 > [-0.008150078,0.008904963,0.011256461,0.040055633,-0.04446469,0.015605396,0.04037629,0.0060891774,0.02717583...
58	Skiing	Adventure & Active	2025-04-03T19:04:...	6 > [-0.0066533214,0.0002269225,0.03749942,0.070329845,-0.02477026,0.02597437,-0.035852987,0.007888149,0.0149776...
59	Snowboarding	Adventure & Active	2025-04-03T19:04:...	7 > [0.028022455,-0.024494754,0.011529035,0.043157425,-0.06127956,0.06998501,0.00035961557,0.023499032,0.0283353...
60	Wildlife safari	Adventure & Active	2025-04-03T19:04:...	8 > [0.034426562,-0.031110698,0.0060664862,0.05169297,-0.04460046,0.011867335,0.0023508877,0.055039994,0.0446004...
61	Camping	Adventure & Active	2025-04-03T19:04:...	9 > [0.0072776447,0.003829302,0.011507611,0.108140014,-0.004213546,0.035731394,-0.0043022176,0.055751488,0.03672...
62	Glamping	Adventure & Active	2025-04-03T19:04:...	10 > [-0.014653578,-0.029593715,-0.012934226,0.04196785,-0.037565265,0.009528083,-0.014770808,0.041368682,0.060489...
63	Exploration	Adventure & Active	2025-04-03T19:04:...	11 > [-0.012023727,-0.0075884974,0.028652804,0.03331891,-0.025056014,0.034485437,0.006136415,0.035530448,0.002677...
64	White sand beach	Beach & Water	2025-04-03T19:04:...	12 > [0.017985206,0.0066076084,0.031591408,0.017766683,-0.024644947,0.021047905,0.020917578,0.076319836,-0.002135...
65	Turquoise waters	Beach & Water	2025-04-03T19:04:...	13 > [-0.0072608804,-0.035675928,0.000014246699,0.05835448,-0.008223649,-0.0027378735,-0.017156003,0.06691242,0.02...
66	Crystal-clear water	Beach & Water	2025-04-03T19:04:...	14 > [0.026697017,-0.039115813,-0.007458064,-0.032139573,-0.046634953,-0.022516701,-0.010070762,0.004516234,0.0274...
			2025-04-03T19:00:27.027+00:00	15 > [0.001736019,-0.005177973,0.0001478821,0.03981177,-0.08279871,0.056078423,0.033534702,-0.0054191635,0.02013...

Real Example: What Ranks Closest to “Scuba Diving”?

USVI Among Top Semantic Matches

- Shows up alongside Aruba, St. Lucia, and Puerto Rico
- Highlights thematic similarity, not keyword overlap
- Visual map shows clustered relevance

4 days ago (10)

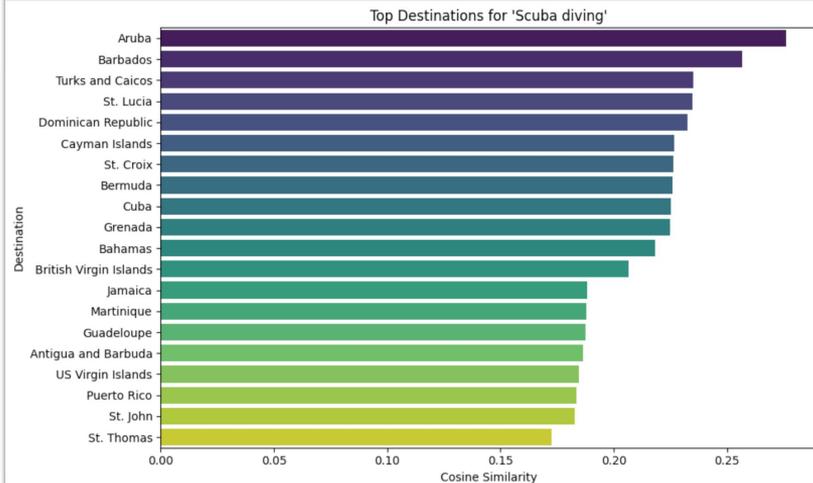
```
# Step 6: Rank Destinations by Similarity
display(destination_pd.sort_values(by="similarity", ascending=False).head(30))
```

destination	region	type	embedding	1,2 similarity
1 Aruba	Caribbean	Island	[-0.014653578, -0.029593715, -0.012934226, 0.04196785, -0.037565265, 0.009528083, -0.014770808, 0.041368682, 0.060489...	0.276132416335242847
2 Barbados	Caribbean	Island	[0.028022455, -0.024494754, 0.011529035, 0.043157425, -0.06127956, 0.06986501, 0.00035961557, 0.023499032, 0.0283353...	0.2565384600804965
3 Dominica	Caribbean	Island	[0.03520207, 0.001980986, 0.024571879, 0.017197533, 0.0032714966, 0.028370364, 0.011012821, 0.05192653, 0.01960463, -0...	0.24065861215370116
4 Turks and Caicos	Caribbean	Island	[-0.012023727, -0.007588497, 0.028652804, 0.03331891, -0.025066014, 0.034485437, 0.006136415, 0.035630448, 0.002677...	0.23525441933142818
5 St. Lucia	Caribbean	Island	[0.026697017, -0.039115813, -0.007458064, -0.032139573, -0.046634953, -0.022516701, -0.010070762, 0.004516234, 0.0274...	0.23484953659939997
6 Dominican Republic	Caribbean	Island	[0.017985206, 0.006607608, 0.031591408, 0.017776683, -0.024644947, 0.021047905, 0.020917578, 0.076319836, -0.002135...	0.23250682894052416
7 Bonaire	Caribbean	Island	[-0.02198226, -0.005371373, 0.001331476, 0.03460474, -0.055289984, -0.0061261547, -0.006165561, 0.03557474, 0.04811...	0.230451873205538
8 Anguilla	Caribbean	Island	[0.0001710957, -0.016082361, 0.00429725, 0.022036564, -0.052445095, 0.022589883, -0.019715026, -0.008323855, 0.047248...	0.22811293832767132
9 Cayman Islands	Caribbean	Island	[0.0072776447, 0.003829302, 0.011507611, 0.108140014, -0.004213546, 0.035731394, -0.0043022176, 0.056751488, 0.03672...	0.22659180118515432
10 St. Croix	Caribbean	Island	[-0.018976628, 0.014066307, 0.0014073089, -0.0022499987, -0.03174075, -0.0018074594, -0.019641284, 0.0066601317, 0.02...	0.22612115057594095
11 Bermuda	Caribbean	Island	[-0.001365271, 0.003045618, 0.03898391, 0.0683135, -0.056995247, 0.014229434, -0.01947668, 0.04781334, 0.023448395, 0...	0.22575325522235357
12 Cuba	Caribbean	Island	[0.013199021, -0.030420117, -0.0050275926, 0.043326391, -0.04658478, 0.01806115, -0.008508723, 0.062214866, 0.0223250...	0.22528931747557712
13 Grenada	Caribbean	Island	[0.023828954, 0.000646635, 0.055706687, 0.006230186, -0.06058935, 0.006063075, 0.04885126, 0.027650218, 0.00232164...	0.22448883849950894
14 Bahamas	Caribbean	Island	[-0.0066533214, 0.0002269225, 0.03749942, 0.070329845, -0.02477026, 0.02597437, -0.035852987, 0.007888149, 0.0149776...	0.2180965831929636
15 Curacao	Caribbean	Island	[-0.0047326502, -0.02566864, 0.029777324, 0.061447706, -0.027500534, 0.019084092, -0.023126032, 0.029956397, 0.022524...	0.2180564756693411

```
top10 = destination_pd.head(20)

plt.figure(figsize=(10, 6))
sns.barplot(
    x="similarity",
    y="destination",
    data=top10,
    palette="viridis",
    order=top10.sort_values(by="similarity", ascending=False)["destination"] # sorts y-axis from bottom up
)

plt.title(f"Top Destinations for '{input_term}'")
plt.xlabel("Cosine Similarity")
plt.ylabel("Destination")
plt.tight_layout()
plt.show()
```



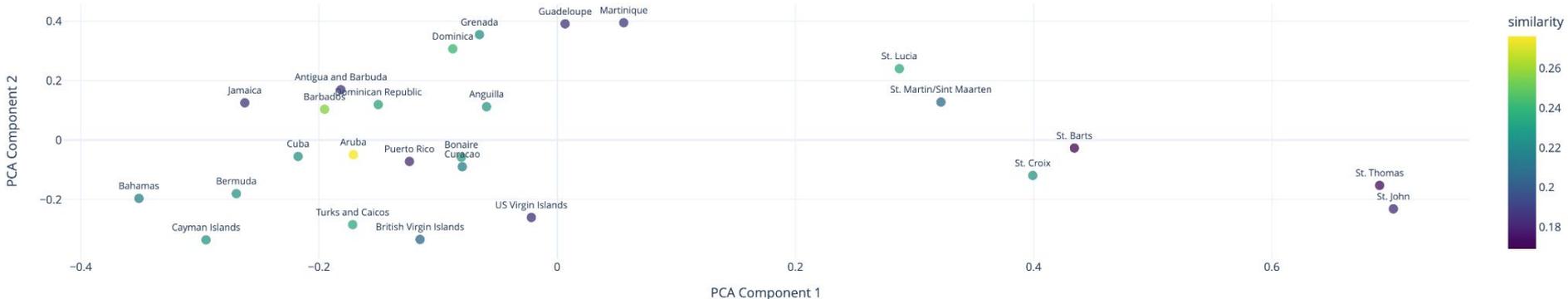
Real Example: What Ranks Closest to “Scuba Diving”?

USVI Among Top Semantic Matches

- **Principal Component Analysis**, compresses the 1536 vectors for each **destination** and **“Scuba Diving”** into summary dimensions
- **PCA Component 1** is the biggest thematic difference among destination responses (ie. hard-core dive spots vs. general beach spots).
- **PCA Component 2** is the second biggest difference (e.g., rustic/adventurous vs. luxury/cultural).
- **Color shows relevance** — how strongly AI thinks this destination is a match for scuba diving.



Interactive PCA Map for 'Scuba diving'



#	Topic	Description	Current Strength
1	Beaches & Water Activities	World-class beaches, snorkeling, diving, sailing, kayaking, and underwater trails	Strong — Well-covered with dedicated pages, strong imagery, and "best beach" accolades
2	No-Passport Caribbean Travel	Ease of domestic travel for U.S. citizens — no passport, U.S. currency, cell service	Moderate — Mentioned but not a dedicated content hub or campaign pillar
3	History & Heritage	Danish colonial history, sugar plantation ruins, Fort Christiansvaern, Blackbeard's Castle, 99 Steps	Moderate — Covered on island-specific pages but could be expanded with deeper storytelling
4	Culinary Scene	St. Croix's award-winning restaurants, Caribbean fusion cuisine, rum distilling, food festivals	Moderate — Growing in press coverage but underdeveloped as a content vertical on site
5	Carnival & Festivals	Three distinct island Carnival celebrations, cultural festivals, Agrifest, VI Jam Fest	Strong — Dedicated events section with calendar and promotional content

Competitive Diving Scorecard

Criteria	USVI	Bonaire	Cayman Islands	Turks & Caicos	Bahamas	Cozumel (MX)	BVI	Puerto Rico
Wall Diving	8	6	10	9	5	4	5	3
Reef Diving	7	9	8	8	7	8	7	5
Wreck Diving	7	6	8	5	6	4	9	4
Shore Diving Access	6	10	6	4	4	5	3	4
Marine Life Diversity	7	8	8	9	9	8	7	5
Visibility	7	9	9	9	8	9	8	6
Dive Infrastructure	7	9	9	7	7	9	5	5
Accessibility for U.S. Travelers	10	4	6	6	7	6	5	10
OVERALL DIVE SCORE	7.4	7.6	8.0	7.1	6.6	6.6	6.1	5.3

Cite Sight Citation Audit Report

Client: Visit Lincoln **Domain:** lincoln.org **Date Range:** 90daysAgo to yesterday **Audit ID:** 0a4f91bb-e085-43d1-81c5-f6c39e91af59 **Generated:** 2026-02-09 16:02 UTC

Executive Summary

Overall Site Score: 45/100

Metric	Value
Pages Analyzed	50
Total Organic Sessions	501,679
Total Engaged Sessions	501,679
High Performers (70+)	0
Needs Improvement (<50)	34

Score Distribution

Rating	Count	Percentage
Excellent (80+)	0	0%
Good (60-79)	3	6%
Fair (40-59)	33	66%
Poor (<40)	14	28%

Component Score Breakdown

How your content scores across key citation factors.

LLM Visibility Report

Brand: Lincoln **Domain:** lincoln.org **Generated:** 2026-02-09 14:58 UTC **Platforms:** Google AI Overview, ChatGPT

Methodology

This report analyzes your brand's visibility in AI-generated responses using the **DataForSEO AI Optimization API**. DataForSEO maintains a continuously updated database of millions of AI response records — including Google AI Overviews, "People Also Ask" results, and ChatGPT responses — which they index with cited sources, competing domains, and proprietary AI search volume estimates.

We query LLM Mentions Search across two platforms to find queries where your brand or domain appears in AI responses:

- **Google AI Overview** — Broad coverage across multiple locations and query categories. Volume estimates reflect how often each query triggers an AI Overview in Google Search.
- **ChatGPT** — US-only coverage based on ~16M indexed prompts (GPT-5 model). Volume and query counts are typically lower than Google AI due to the smaller prompt database and single-market scope.

Competing domains are identified via the LLM Mentions Top Domains endpoint. Strategic analysis is generated by **Claude** (Anthropic).

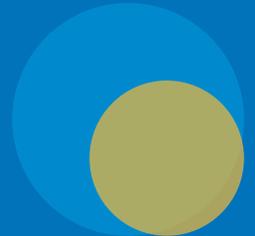
Executive Summary

Metric	Google AI	ChatGPT
Queries Analyzed	100	19
Mention Rate	100%	100%
Total AI Search Volume	93,640	1,490

AI Visibility & Citation Audit

lincoln.org

Prepared by Miles Partnership • February 2026



What We'll Cover

01

LLM Visibility Snapshot

Where Lincoln appears in Google AI & ChatGPT responses

02

Citation Audit Results

How citation-ready your content is (score: 45/100)

03

Competitive Landscape

Who else gets cited — Reddit, Facebook, peer DMOs

04

Top Priorities & Quick Wins

High-impact fixes ranked by traffic × improvement potential

05

Strategic Recommendations

Content gaps, expansion opportunities, and next steps

LLM Visibility at a Glance

lincoln.org is mentioned in 100% of tracked AI responses across both platforms

100

Google AI Queries

queries analyzed

19

ChatGPT Queries

queries analyzed

95.1K

Total AI Search Volume

combined monthly

100%

Mention Rate

both platforms

Top Queries Driving AI Mentions

Query	Platform	AI Volume
attractions in omaha nebraska	Google	40,500
holmes lake lincoln	Google	5,400
lincoln nebraska city	Google	5,400
lincoln nebraska concerts	Google	2,900
colleges and universities in nebraska	Google	2,400
things to do in lincoln	Google	1,900
fun things to do in lincoln ne	Google	1,900
places to visit in nebraska	Google	1,900
is lincoln, ne worth visiting?	ChatGPT	—
what is lincoln, nebraska known for?	ChatGPT	—

Google AI drives 98% of AI search volume. ChatGPT surfaces different, conversational queries.

Your Most Cited Pages

12

/things-to-do/attractions/

things to do, fun things to do

4

/listing/university-of-nebraska-lincoln/

colleges in nebraska, UNL address

4

/blog/post/summer-family-fun/

lincoln family activities

4

/things-to-do/itineraries/family-friendly/

family activities in lincoln ne

4

/events/

things to do this weekend, events today

3

/things-to-do/itineraries/outdoor-adventures/

activities, date night ideas

3

/datenight/romantic-date-ideas/

date ideas in lincoln ne

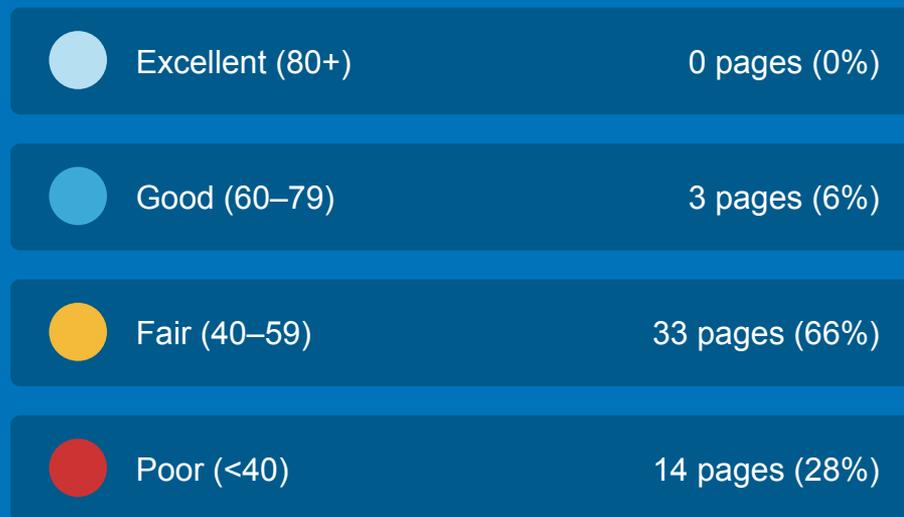
The attractions page dominates with 12 citations. Family content is split across 3+ URLs — consolidation opportunity.

Citation Audit

How AI-ready is your content?

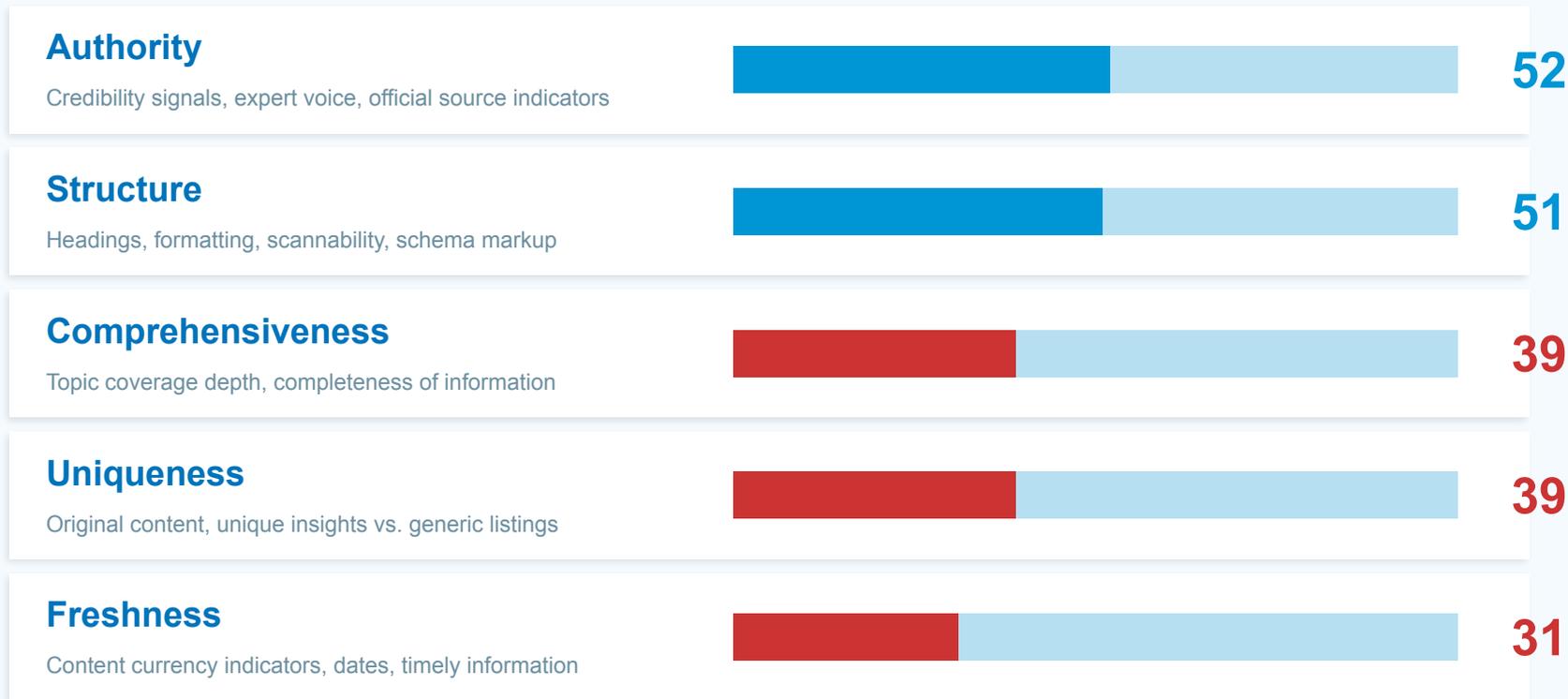


Score Distribution (50 pages)



50 pages analyzed • 501,679 organic sessions • 0 high performers

Citation Score Breakdown



Freshness is the weakest signal (31/100) — most pages lack publish dates or update timestamps entirely.

Competitive Landscape

Community Sources Dominating

- **r/lincoln**
56 citations — Largest single competitor
- **Facebook Groups**
7 citations — Local activity queries
- **YouTube**
4 citations — Travel guide videos
- **Instagram (visit_nebraska)**
1 citation — State tourism

Peer DMO Benchmarks

Your Score	45
Peer DMOs	51
Regional Neighbors	49
Publishers (OTAs)	39

Reddit's r/lincoln subreddit alone has 56 AI citations — more than all of lincoln.org's pages combined.

What Competitors Do Better

Author Attribution



6 of 8 competitor pages show author bylines



0 of 6 client pages have any authorship

Publish / Update Dates



5 of 8 competitors show visible dates



0 of 6 client pages display timestamps

Substantive Content



High-scorers have 200+ words of editorial



4 of 6 pages have minimal or no main content

FAQ Schema



2 of 8 competitors implement FAQ markup



0 of 6 pages use FAQ structured data

Editorial Voice



3 of 8 use authentic personal perspective



Client pages use generic institutional voice

Your competitive advantage: strong LocalBusiness schema (5/6 pages) and consistent contact info across listings.

Top Improvement Priorities

Ranked by impact: traffic × improvement potential

#	Page	Score	Sessions	Top Fix
1	/restaurants/	35	263K	Add BreadcrumbList schema, expand overview to 3–5 paragraphs
2	/restaurants/beer-wine/breweries/	40	24.6K	Add BreadcrumbList schema, expand to 300+ words, add FAQ
3	/things-to-do/attractions/	42	17.3K	Add breadcrumbs, expand overview, add CollectionPage schema
4	/listing/scooters-coffeehouse/	25	13.3K	Add business description — currently has zero content
5	/ (homepage)	35	13.8K	Add Organization schema, trust signals, destination stats

The /restaurants/ page alone has 263K sessions — fixing its schema and content depth would have massive impact.

Quick Wins

High-impact fixes that can be implemented quickly

Lincoln Monument

Expand description with dimensions, materials, architecture, visitor experience

55 → 65+

NE State Capitol

Enhance schema: add priceRange (free), tourBookingPage, amenityFeature

58 → 68+

Holmes Lake

Add OpeningHoursSpecification schema with seasonal hours

55 → 65+

Sunken Gardens

Add TouristAttraction schema: openingHours, isAccessibleForFree

58 → 68+

5 Must-Visit Bookstores

Add author byline with credentials and staff expertise bio

58 → 68+

Content Gap Opportunities

Queries AI is answering that you're not winning

Free Things to Do

"free things to do in Lincoln NE today," "Lincoln NE free attractions"

Create dedicated /free-things-to-do/ page

Hotels & Lodging

"best hotels in Lincoln NE," "where to sleep in Lincoln"

Build accommodation guide content

Dog-Friendly Lincoln

"is Lincoln, Nebraska dog friendly?"

Create pet-friendly activity guide

Nightlife

"does Lincoln have good nightlife?"

Add nightlife / bar guide content

Event-Specific / Date-Driven

"Lincoln NE events free today," "events Lincoln today"

Enhance dynamic event calendar

Strategic Recommendations



Technical / Schema Fixes

- Add BreadcrumbList schema to all category and subcategory pages
- Implement publish dates and last-updated timestamps across all pages
- Add Organization schema to homepage with DMO contact and social profiles
- Layer TouristAttraction and FAQ schema on top attractions
- Add Event schema to /events/ with structured date and location data



Content & Strategy

- Consolidate family activity content from 3+ URLs into one authoritative guide
- Create new pages: Free Things to Do, Hotels & Accommodation, Dog-Friendly, Nightlife
- Expand thin pages to 300+ words with editorial voice and local expertise
- Engage with r/lincoln (56 citations) through AMAs or contributed guides
- Add author attribution with credentials to blog content and key pages

Next Steps

Now

Quick Wins (1–2 weeks)

Implement schema fixes on top 5 listing pages. Add publish dates and author attribution to blogs.

Next

Template-Level Fixes (2–4 weeks)

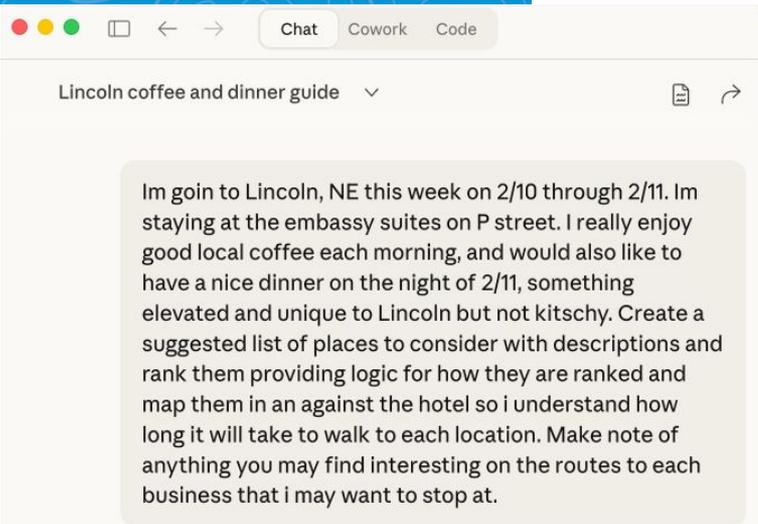
Roll BreadcrumbList schema across all category/subcategory pages. Expand thin content to 300+ words per page.

Then

New Content (4–8 weeks)

Build Free Things to Do, Hotels, Dog-Friendly, and Nightlife pages. Consolidate family content. Engage Reddit.

Full audit details available in the Cite Sight and LLM Visibility reports.



I'll research the best coffee shops and restaurants in Lincoln, NE near the Embassy Suites on P Street, then build you a comprehensive guide.

Searched the web >

Now let me search for the coffee shops' specific addresses and get details on the most interesting ones near the hotel.

Searched the web >

Now I have enough information. Let me search for points of interest along the walking routes and the Nebraska State Capitol, which is between many of these locations.

Searched the web >



Now let me build the interactive map and guide. Let me read the



OVERVIEW MAP

Your Spots, Mapped

All walkable locations plotted against the Embassy Suites with walking times. Tap markers for details.



● Hotel ● Coffee ● Dinner ● Notable Stop --- Dashed = walking route



Lincoln coffee and dinner guide



I want to better understand how you sourced this. Can you Break down this full list of sources for me, I want a clean analytical read of source list with interactive tables: domain counts, counts by source type, sources-per-venue, and "unique domains per venue". For review sites does the review count matter? Who are authors/creators vs orgs? Once complete I want to output as csv. What else could be helpful to me?

2:26 PM

Great question — let me analyze the full source corpus systematically.

Check the frontend design skill for the interactive table artifact >

Now let me build the full source catalog and analysis as an interactive artifact, then export to CSV.

Creating a comprehensive source analysis dashboard with interactive tables,...

Now let me also generate the CSV files directly so you have them as standalone downloads.

Created a file, read a file >

Here's everything. The interactive HTML dashboard has five analysis sections with the tables you asked for, plus the CSV downloads built into buttons at the bottom. The standalone CSV is also attached directly.

The key findings that are probably most useful to you from a

SOURCE AUDIT

How the Lincoln Guide Was Built

A full breakdown of every source consulted across 10 web search calls, cataloged by domain, source type, venue coverage, and authority. 100 indexed search result documents total.



1. Domain Frequency

HIT COUNTS

Sorted by frequency. Domains appearing more often had more surface-level influence, though authority and specificity mattered more than raw count in final recommendations.

DOMAIN	HITS	SOURCE TYPE	AUTHORITY
tripadvisor.com	7	Review Platform	Aggregated crowd reviews
yelp.com	7	Review Platform	Aggregated crowd reviews
dishdowntown.com	5	Official / 1st Party	Venue-owned (Dish)
lincolnbymouth.com	4	Local Editorial	Individual local food blogger
downtownlincoln.org	4	Local Directory	Downtown Lincoln Assoc. (org)
lincoln.org	4	Tourism / CVB	Lincoln CVB (org)
capitol.nebraska.gov	4	Government	State of Nebraska (org)
visitnebraska.com	3	Tourism / CVB	Nebraska Tourism Comm. (org)
casabovina.com	3	Official / 1st Party	Venue-owned (Casa Bovina)



2. Counts by Source Type

How the 100 source documents break down by type. Editorial sources carried the most weight in ranking decisions because they reflect curated, comparative judgment – not just crowd noise or self-promotion.

SOURCE TYPE	DOCUMENTS	UNIQUE DOMAINS	WEIGHT IN RECOMMENDATIONS
Official / 1st Party	23	9	High – verified hours, menus, addresses, direct descriptions
Review Platform	15	3	Medium – crowd consensus on quality, but noisy
Editorial / Journalism	8	5	Highest – curated opinions with local expertise
Aggregator / Directory	18	15	Low – mostly duplicative; used for cross-reference
Tourism / CVB	7	3	Medium – useful for discovery, biased toward promotion
Reservation / Ordering	4	4	Medium – verified diner reviews, booking logistics
Local Directory	4	2	Low-Medium – proximity data, business listings
Government	6	3	High for Capitol info – authoritative, no commercial bias

3. Sources Per Venue

COVERAGE DEPTH

How many distinct source documents informed each recommended venue. More sources generally means higher confidence, but source quality matters more than count.

VENUE	TYPE	TOTAL SOURCES	UNIQUE DOMAINS	HAS EDITORIAL?	HAS OFFICIAL?	CONFIDENCE
Dish	Dinner #1	12	9	Yes (3)	Yes (5)	Very High
JTK	Dinner #2	10	8	Yes (2)	Yes (1)	Very High
The Mill	Coffee #1	8	7	Yes (2)	Yes (3)	Very High
Casa Bovina	Dinner #4	7	6	Yes (2)	Yes (3)	High
L's Kitchen	Dinner #3	10	9	Yes (2)	Yes (2)	High
Crescent Moon	Coffee #2	6	5	Yes (2)	No	Medium-High
The Coffee House	Coffee #3	9	8	Yes (1)	Yes (2)	High
Embassy Suites	Hotel	10	8	N/A	Yes (2)	N/A
NE State Capitol	Landmark	8	5	Yes (1)	Yes (6)	Very High

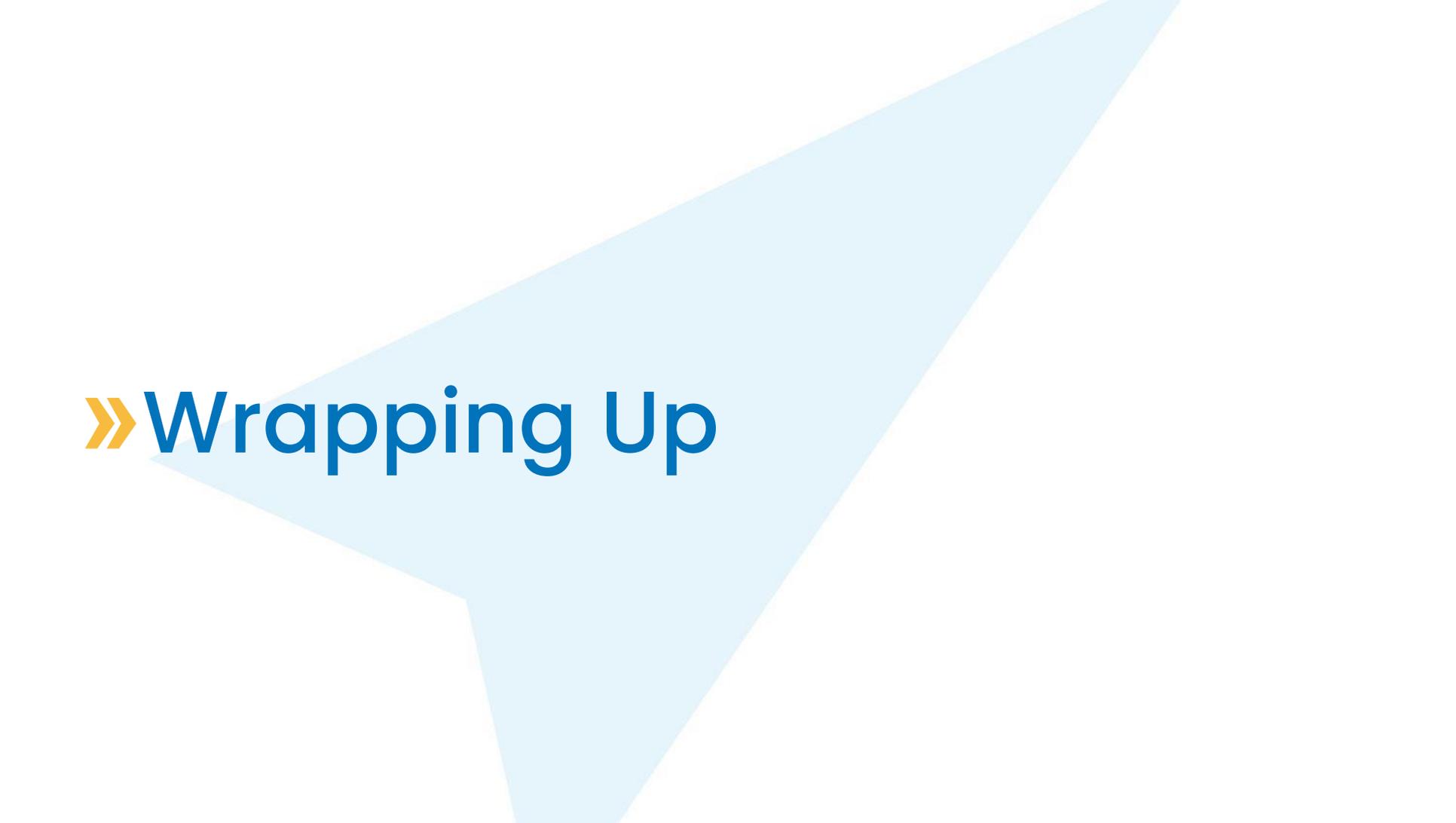
4. Authors & Creators vs. Organizations

WHO WROTE WHAT

Individual voices with demonstrated local expertise carried more weight in ranking decisions than organizational or platform-generated content.

SOURCE	TYPE	CREATOR	EXPERTISE SIGNAL
lincolnbymouth.com	Individual	Anonymous local food blogger	Deep Lincoln dining knowledge; comparative rankings across all restaurants; clearly eats everywhere in town
baristamagazine.com	Individual	Jon Ferguson (writer/photographer)	30 years living in Lincoln; coffee industry trade publication; professional barista perspective
journalstar.com	Individual	Jeff Korbelik (restaurant critic)	Lincoln Journal Star features editor; author of "Lost Restaurants of Lincoln, Nebraska"; reviewing since 1998
flatwaterfreepress.org	Organization	Nonprofit investigative newsroom	Deep-dive feature on Casa Bovina / Piedmontese business; investigative journalism lens
lincolntoday.co	Organization	Lincoln lifestyle magazine	Local magazine; restaurant directory with editorial commentary
tripadvisor.com	Community	Crowd-sourced reviewers	Volume of reviews; self-selected travelers; no editorial curation
yelp.com	Community	Crowd-sourced reviewers	Local + visitor reviews; star ratings; recency-weighted
opentable.com	Community	Verified diners only	Higher trust – must have booked and dined; smaller sample
capitol.nebraska.gov	Organization	State of Nebraska	Authoritative on all Capitol facts; no commercial bias
visitnebraska.com	Organization	Nebraska Tourism Commission	State tourism body; promotional bias but broad discovery value
downtownlincoln.org	Organization	Downtown Lincoln Association	Business directory with proximity data; no quality curation
Venue websites (7)	Organization	Venue owners/operators	Authoritative on their own facts; inherently self-promotional
Aggregators (15+ domains)	Automated	Scraped / AI-generated	Low expertise; cross-reference only

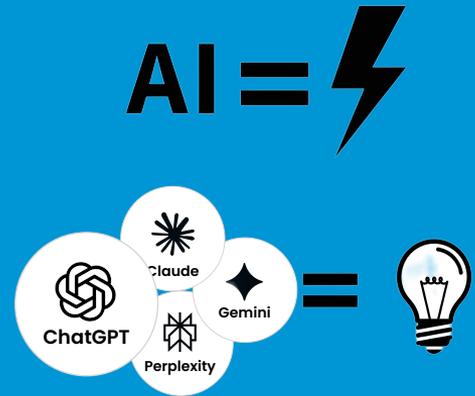


A large, light blue abstract shape that resembles a stylized arrow or a large 'Y' shape, pointing towards the top right corner of the slide. It has a soft, semi-transparent appearance.

» Wrapping Up

When electricity arrived in the late 1800s, factories did the obvious thing: they **swapped gas lamps for light bulbs. The result was brighter, safer workplaces.** But the **true revolution came later, when factories reorganized** around electric motors. Production lines were redesigned and whole industries changed. The **light bulb was the headline,** but **the re-engineered factory was the real story.**

-Rob Thomas, Senior Vice President Software and Chief Commercial Officer, IBM in Fortune Magazine OCT 2025





Use
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Q&A



The background of the image is a solid blue color with a white topographic map pattern. The pattern consists of numerous irregular, concentric contour lines that create a sense of depth and movement, resembling a terrain map.

miles
PARTNERSHIP