RD030.

Sample report · fictional hotel

Deep Scan · outside view without system access

Where guests of Hotel Musterhof are lost on the way to a direct booking

Google, website, booking path, channels and price structure of a city hotel with 128 rooms. With evidenced findings, an action plan and priorities.

Prepared for	Prepared by	Data as of
General management, Hotel Musterhof	Revard Digital	Date of review

Hotel Musterhof does not exist. Hotel, prices, channels and findings are invented. The report shows the structure and depth of a Deep Scan; real reports contain screenshots of the pages reviewed.

1 · Summary

The technology is in place. The lever is price logic and the visibility of the direct price

The website is well built and the direct price was below the portals on three of four sampled dates. What stands out is what happens on top of that.

61%
of bookable days at the lowest price, over twelve months

3
prices for the same night in Google's price panel

+14%
direct more expensive than two channels on the strongest date

52 / 100
points for the website, median of the comparison set 59

The five most important findings

Finding	Evidence	Chapter
The best direct price does not reach Google.	Google shows €112 for the official website, the booking engine €99. A third party sits below at €108.	3
Restrictions apply on the hotel's own channel only.	On the trade fair date the saver rate is closed direct and open on two portals.	4
The lowest price is the normal price.	€89 on 61% of days, longest run 41 days.	7
A promotion has become permanent.	"For a short time only", bookable on 118 nights.	8
The price ladder has an inversion.	The 30 sqm room costs less than the 24 sqm room.	8

What works well

- The website loads fast in real use and passes Core Web Vitals.
- The booking bar is visible on every page and there are no broken links.
- The hotel runs its own ad on its name on Google.
- Guest reviews are above the market on all platforms.

2 · Scope and method

We reviewed what a guest sees, from the Google search to the room price

The guest’s path and where it catches

1 · Google search	2 · Price panel	3 · Website	4 · Booking path	5 · Portals	6 · Reviews
Own ad runs. Two competitors advertise on the hotel name.	Three prices for one night. A third party is cheapest.	Fast and clear. No prices, no hotel data for Google.	Date dropped on minimum stay. Offers not preselected.	Saver rate open while it is closed direct.	Very good, with sufficient volume.

Method

Area	What was reviewed
Google	Brand search and price panel on four dates, desktop, private window
Website	Home page and three subpages: titles, data, loading time, weight, security
Booking path	Entry via the website, one and two nights, two adults
Channels	Direct price against two portals and one brand channel
Price structure	Public price calendar for 350 days, lowest price per night
Product data	Six categories on four surfaces

What this review cannot do

- No insight into the PMS, channel manager, revenue system, occupancy or contracts.
- Whether a low price is intended cannot be decided from outside, only that it stands out.
- Prices are snapshots and change daily.
- Loading times are single measurements. The mobile layout was not reviewed.

How to read this. Every finding carries a rating: high affects revenue or distribution cost directly, medium costs bookings or trust, low is hygiene.

3 · Google and metasearch

Google shows three prices for the same night, and the best one is missing

Someone who searches for the hotel by name wants to book there. That is exactly where Google shows the price panel.

Recreated price panel · date 2, one night, two guests

Large portal A	**€129**
Large portal B	**€129**
Official website	**€112**
Third party “SMS only rate”	**€108**

A real report shows the marked screenshot here.

Price per night	Date 1	Date 2
Own booking engine	€94	€99
Official website on Google	€94	€112
Portals	€109	€129
Cheapest third party	–	€108
Third party vs direct	–	−4% vs Google, +9% vs booking engine

high **The direct price does not reach Google**

On date 2 the booking engine offers €99. Google shows €112, the price of the next category up. This points to a mapping in the price feed that should be checked.

high **A third party undercuts the official website**

Typically these are passed-on wholesale or package rates. A test booking and a look at the contract list identify the source within days.

medium **Competitors advertise on the hotel name**

Two ads from other hotels in the city sit above the hotel’s own result. Its own ad follows below. It is good that it runs.

low **Listing details**

The phone number on Google differs from the website. The latest two-star review is unanswered.

4 · Channels, parity and restrictions

Direct is usually cheaper, but 14% more expensive on the strongest date

Four sampled dates, two adults, lowest price shown in each case. The gap follows no pattern.

Date	Direct	Portal A	Brand channel	Gap	Comment
1 · weak week	€94	€109	€104	-14%	Promotional price direct only
2 · weekend	€99	€129	€123	-23%	Largest gap
3 · normal week	€119	€125	€119	-5%	Brand channel in parity
4 · trade fair	€289	€254	€241	+14%	Saver rate closed direct, open on both channels

high **The saver rate is closed on the direct channel only**

Closing a discount rate on a strong date is right. Closing it on the hotel's own channel only moves the booking to where it costs commission. Likely cause: the restriction does not reach the interface to the channels.

medium **The brand channel has a member rate, the website does not**

Signed-in members pay about 5% less there. The direct channel has no equivalent.

medium **The direct advantage follows no rule**

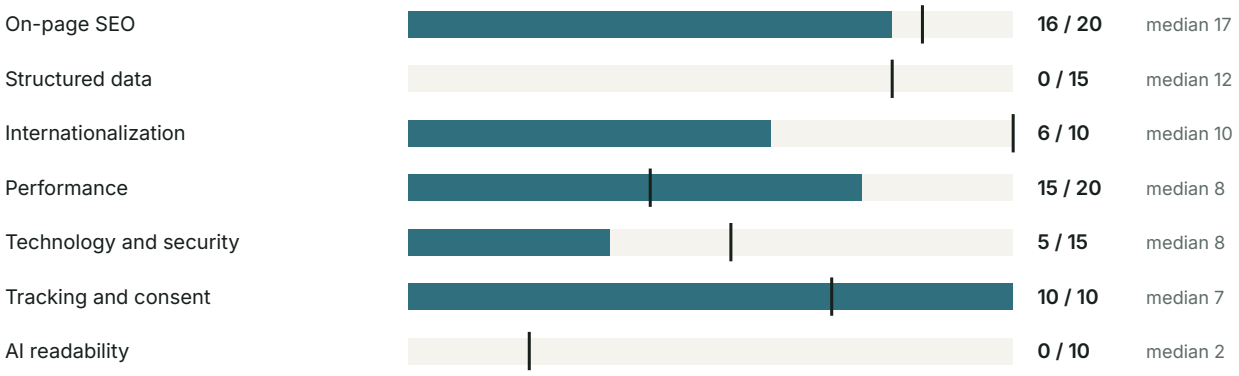
The gap ranges from 5% to 23%. It results from promotions and non-refundable rates, not from a deliberate rule with one percentage and one condition.

Assessment. Parity runs in both directions. On weak days the hotel gives rate away, on the strongest day it loses the booking to the channel with commission.

5 · Website, search and technology

Fast in real use, but Google is not told that this is a hotel

Rating of the home page in seven dimensions out of 100 points, compared with 40 hotel websites of the same class.



Bar: Hotel Musterhof. Line: median of the comparison set. Total 52 of 100 points, median 59, average of the top ten 71.

medium **No structured hotel data**

None of the four pages reviewed provides machine-readable data on name, address, stars, rooms and price level. 29 of 40 websites in the comparison set do.

medium **Hero images too heavy**

The hero image of the home page weighs 940 KB and is delivered as JPEG. Target size below 250 KB in a modern format.

medium **Room pages without a price or direct entry**

No room page shows a from price. The Book button opens the generic room list; the category shown is not preselected.

low **Security headers and sitemap**

HSTS and Content-Security-Policy are missing. The sitemap points to the address without “www” and is redirected.

6 · Booking path and tracking

Avoidable stumbling points lie between the click on Book and the room price

high **Minimum stay drops the date without explanation**

Searching for one night on a Tuesday leads back to the date selection. The two-night notice appears only in small print in the calendar. To the guest this looks like an error or a sold-out hotel.

medium **Offers do not arrive preselected**

The “City weekend” offer page states neither price nor validity. The Book button opens the generic room list.

medium **No reason to book direct**

Neither the website nor the booking path states a benefit of booking direct. A portal advertises a best price promise on the hotel name on Google.

low **Inconsistent rate names**

Four rates, two spellings: “Flex Rate - room only” and “Flex-Rate incl. breakfast”.

Measurement along the path

Step	Event	Status
Home page	page_view	present
Room list	view_item_list	present
Room selected	view_item	missing
Checkout started	begin_checkout	missing
Booking completed	purchase	with consent only, no value
Enquiry, voucher, call	–	not measured

high **Measurement breaks at the point of purchase**

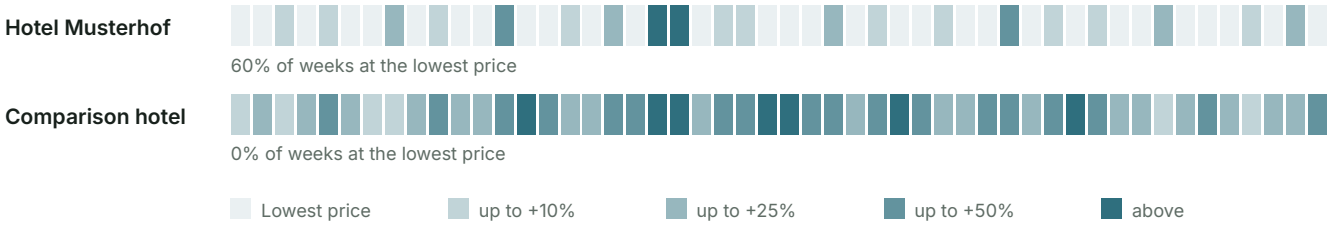
Without consent no measurement code was detectable in the booking path, while the website loads measurement in restricted mode. The purchase is passed without a value. Campaigns cannot be steered by revenue this way.

Basis: publicly delivered configuration. Statements on data quality require access to analytics and the ads account.

7 · Price structure

The calendar shows the lowest price on 61% of days

The public price calendar over 350 days, lowest bookable price per week. The lighter, the closer to the lowest price. For comparison, an actively steered hotel of the same class.



Hotel	Lowest price	Days at lowest price	Price points	Longest run	Median	Highest price
Hotel Musterhof	€89	61%	14	41 days	€89	€289
Comparison hotel	€96	1%	74	3 days	€134	€310

What stands out

- €89 on 214 of 350 days, 41 of them in a row.
- Friday and Saturday are on average cheaper than Tuesday and Wednesday.
- There is not a single price point between €119 and €189.

What follows

Peaks are recognized: for the trade fair the price triples. The gradation between peak and floor is missing. In our experience the larger part of the achievable uplift lies in the many average days.

8 · Price ladder and promotions

A permanent promotion and a price ladder with gaps cost rate without anyone noticing

Category	Size	Date 1	Date 3	Observation
Classic	20 sqm	€94	€119	
Comfort	24 sqm	€109	€129	
Comfort courtyard	30 sqm	€104	€129	Larger and cheaper or the same price
Superior	32 sqm	€196	€141	Gap of €12 or €87 depending on the day
Junior suite	44 sqm	€260	€260	Fixed price on all dates

high **Promotional price on 118 nights**

The “City whispers” offer at €89 including breakfast is advertised as “for a short time only”. It can be booked on 118 nights in five months, including 22 nights in the strongest month. Without the promotion the median of all bookable nights is €124.

medium **A package below cost**

The weekend package includes dinner, parking and late check-out with a combined value of €96 and costs a supplement of €35.

high **Price ladder with inversion and jump**

On date 1 the 30 sqm courtyard room is cheaper than the smaller comfort room. The gap to the superior category is €12 once and €87 another time. An upgrade cannot be sold this way, at the desk or online.

An order of magnitude, not a promise. Without booking data we state no revenue figure. For orientation: if ten rooms on each of the 118 promotional nights achieved just €15 more, that would be about €17,700. How many rooms were actually sold at the promotional price is in the PMS.

9 · Product data and reviews

The same junior suite has 44 sqm on the website and 36 sqm on a portal

Six categories compared on four surfaces. Three differ in name or size.

Website	Booking engine	Portal A	Brand channel	Deviation
Comfort, 24 sqm	Comfort double room	Double room	Comfort	Name shortened
Comfort courtyard, 30 sqm	Comfort courtyard	Double room with garden view	Comfort quiet, 28 sqm	Three names, two sizes
Junior suite, 44 sqm	Junior suite, 44 sqm	Superior double room, 36 sqm	Junior suite	Sold as a smaller category

medium **Portal texts from the template**

On portal A the facility list starts with kettle, hairdryer and cable TV. Roof terrace, sauna and regional breakfast appear only in the body text.

low **Old name in the address**

Portal B lists the hotel under an address containing its former name.

Reviews

Source	Score (count)	Comment
Google	4.5 (812)	Latest critical review unanswered
Portal A	8.9 (1,240)	Above the city median (8.4)
Portal B	4.4 (305)	Listed under the former name

With these scores the hotel has room in its price. This supports the recommendation to build out the price levels between floor and peak.

10 · Action plan

First close the leaks, then put the price logic in order, then steer it as a routine

Short term · within 4 weeks · no system change

Action	Owner	Effort	Impact
Correct the price feed to Google: lowest category, correct name	Revenue · booking engine provider	low	high
Test booking with the third party, identify and close the source of the rate	Revenue · sales	low	high
Synchronize restrictions and check daily across all channels	Revenue	low	high
Limit the promotion: period, weekdays, allotment	Revenue	low	high
Notice on minimum stay, link offers with a rate code	E-commerce · agency	low	medium

Mid term · 1 to 3 months · rules instead of single decisions

Action	Owner	Effort	Impact
Define price levels: weekday pattern, seasons, occupancy thresholds	Revenue	medium	high
Rebuild the price ladder: gaps by size, location and features	Revenue	medium	high
Define the direct advantage: one percentage, one condition, the same everywhere	Revenue · marketing	medium	high
Structured hotel data, image formats, from price on room pages	Agency	medium	medium
Measurement concept: consistent events through to purchase, with value	Tracking agency	medium	high

Long term · 3 to 12 months · steering as a routine

Action	Owner	Effort	Impact
Continuous channel monitoring with fixed responsibilities	Revenue · distribution	medium	high
Reorganize wholesale and package contracts, restrict onward distribution	Sales	high	high
Monthly key figures: direct share, distribution cost, achieved rate	Management	low	medium

11 · Priorities and next step

Three topics need attention first

The yardstick is not the number of anomalies but where several stages of the path are affected at once.

1 · Price on Google

The direct price is missing from the price panel, a third party sits below. Affects every guest who searches for the hotel by name.

First step: price feed and test booking.

2 · Promotion and lowest price

The promotional price shapes the calendar on 118 nights and pulls the median down.

First step: sales figures of the promotional rate from the PMS.

3 · Restrictions

On the strongest dates bookings move to the channel with commission.

First step: daily check for 30 days.

From the outside view to a reliable figure

This report shows what is visible from outside. Whether a finding costs money, and how much, is decided in the hotel's data. With exports or read-only access the Deep Scan also reads the setup in six layers: PMS and rate structure, revenue system, CRS and channel manager, channel programmes, booking engine, and parity and conditions.

Suggestion. A 45-minute conversation in which we walk through the findings and clarify which ones you already know, which are intended and where a closer look is worthwhile.

Appendix · measurement points

Website: home page, room overview, one room page, one offer page. Booking engine: room list, rate view, price calendar over 350 days. Channels: two portals and one brand channel, public price without sign-in, four dates, two adults. Google: brand search and price panel, desktop, private window. Comparison set: 40 hotel websites of the same class. A real report lists all addresses, retrieval times and the complete tables here.

Revard Digital 030 GmbH · Rudi-Dutschke-Str. 23, 10969 Berlin · revard.de · rd030.com/en/deep-scan