

# Hotel vs Rental Real Screenshot + Authority Kit

Great Price Flights v8.4 - screenshot implementation checklist, redaction plan, image filenames, alt text, Google Hotels workflow proof plan, real comparison examples, backlink outreach angles, and launch validation.

Important: do not fabricate prices, reviews, checkout totals, maps, or cancellation terms. Use real screenshots only and redact personal/account details before publishing.

## 1. Real Screenshot Set to Capture

Screenshot	Purpose	Suggested filename
Hotel checkout total	Shows room rate + taxes + resort/destination/parking fees.	hotel-all-in-price-breakdown-real.jpg
Rental checkout total	Shows nightly rate + cleaning + service + taxes + deposit.	vacation-rental-all-in-price-breakdown-real.jpg
Google Hotels map	Shows location, price, rating, and nearby area context.	google-hotels-map-location-comparison.jpg
Amenities comparison	Shows breakfast/front desk/pool vs kitchen/laundry/space.	hotel-vs-rental-amenities-comparison.jpg
Cancellation terms	Shows refund window and penalties side by side.	hotel-vs-rental-cancellation-comparison.jpg
Review pattern	Shows recent cleanliness/noise/location/support comments.	hotel-vs-rental-review-quality-redacted.jpg

## 2. What to Redact

- Account names, email addresses, phone numbers, loyalty numbers, confirmation numbers, payment details, addresses, and exact personal travel plans.
- Keep route/destination, public property details, visible fee categories, public cancellation terms, and general map context where allowed.
- Avoid showing private guest messages or any content that violates platform terms.

### 3. Alt Text and Caption Plan

Image	Alt text	Caption angle
Hotel total	Hotel checkout total showing room rate, taxes, resort fee, and parking.	Hotel appears cheaper/expensive only after total fees.
Rental total	Vacation rental checkout total showing cleaning fee, service fee, taxes, and deposit.	Rental nightly rate changes after mandatory fees.
Map comparison	Google Hotels map showing lodging options by location, price, rating, and neighborhood.	Location can change the best value.
Cancellation	Hotel and vacation rental cancellation policy comparison.	Refund rules can change risk.
Reviews	Redacted hotel and vacation rental review comparison showing cleanliness, noise, location, and support comments.	Repeated recent reviews matter more than one comment.

### 4. Google Hotels Workflow Proof

1. Search destination and dates.
2. Open map view and compare neighborhoods.
3. Filter by price, rating, hotel class, and amenities.
4. Open a property and review photos, reviews, amenities, and booking partners.
5. Capture final hotel checkout or partner price if available.
6. Compare against a vacation rental checkout total.

## 5. Real Example Blocks to Add

Example	Storyline	Proof needed
Hotel wins	Hotel wins a short city stay because location, check-in, luggage storage, and support beat a rental.	Map + hotel total + rental total.
Rental wins	Rental wins a family/group stay because kitchen, laundry, and bedrooms beat multiple hotel rooms.	All-in totals + amenity screenshots.
Cheap option loses	Lower nightly rate loses after fees, transport, chores, cancellation, or deposits.	Checkout totals + rules.
Location flips winner	Higher nightly price wins because it reduces transit, rideshare, and daily friction.	Map comparison + transport estimate.

## 6. Backlink Outreach Angles

Target	Pitch angle
Family travel blogs	Free hotel vs rental calculator for families comparing bedrooms, kitchen, laundry, and total fees.
Budget travel blogs	All-in lodging cost calculator that exposes cleaning fees, resort fees, parking, and transport costs.
Digital nomad blogs	Lodging decision framework for long stays with Wi-Fi, kitchen, laundry, and review checks.
City travel blogs	Destination-specific hotel vs rental guides for Paris, Rome, Tokyo, NYC, and Cancun.
Personal finance sites	Tool that compares lodging by total cost, not nightly rate.

## 7. Implementation Checklist

- Upload real screenshots to WordPress Media Library.
- Use descriptive filenames before upload.
- Replace placeholders with optimized images and captions.
- Add alt text that describes the visible comparison.
- Confirm images are compressed and lazy-loaded.
- Test mobile layout after replacing placeholders.
- Run schema validation.
- Submit page and support pages in Search Console.
- Start outreach to relevant travel/budget/family travel sites.