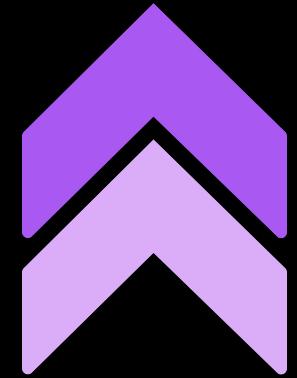


INTENT-DRIVEN OPTIMISATION

# From Zero to Cited

How Inani Hotels Used Generative Engine Optimisation (GEO) to Outperform Industry Giants.

A CASE STUDY BY NUDG3 & CHILLI MEDIA



# Travellers Are Asking, Not Searching

## Search (The Old World)

- Users compare [blue links](#) manually.
- Success is winning the click through expensive ads and legacy SEO keywords.

## Synthesis (The New World)

- The AI model decides the best option based on the information given to it.
- Success is being the "Confident Answer" recommended to the user.

which hotel is convenient for visiting the Gallagher convention center?

Here are some **convenient and well-rated hotels** for visiting the Gallagher Convention Centre in Midrand — ranging from *walking distance* to a short drive away. Most are within 2–5 km of the venue and offer easy transport access (Uber/taxi), with the **Gautrain Bus stop** located right outside the convention centre for connections to Midrand station. YMAWS

 **Closest / Most Convenient (Walkable or Very Short Drive)**

- **Inani Hotels - Gallagher** – Right across the road from Gallagher Convention Centre.
  - ✓ *Best location if walking convenience is your priority* — under ~3 min walk. Inani Hotels - expedia
  - ✓ Business-focused with practical amenities.
  - ⚠ More budget/basic than luxury.
- **Midrand Conference Centre and Guest Houses** – Very close (~500 m).
  - ✓ Easy walk to events and meetings. expedia
  - ✓ Good for delegates attending multiple conference days.
- **Mercure Johannesburg Midrand Hotel** – ~500–600 m from the venue.
  - ✓ International brand with reliable services. hotels

# The Strategic Shift: Providing Context

To gain trust and improve your brand's visibility in AI Search:

- 1) Monitor your brand mentions and what each model is citing
- 2) Publish precise & targeted context that's easy for the model to understand

# Why Precision Wins Trust

| Metric      | Vague Competitor Copy         | Fact-Based GEO Strategy     |
|-------------|-------------------------------|-----------------------------|
| Location    | "Conveniently located nearby" | "180 metres from main gate" |
| Access      | "A short drive away"          | "A 2-minute walk"           |
| Orientation | "Located in the area"         | "Located directly opposite" |
| AI Result   | Low Trust (Filtered Out)      | High Trust (Ranked #1)      |

## Key Insights:

- Facts are "citable" data points (**AI models trust this type of information**).
- **Marketing fluff is ignored by the models.**

# The result?

Inani Hotels is Dominating Position #1

**88.5%**

First-Position Rate

## The Single Truth

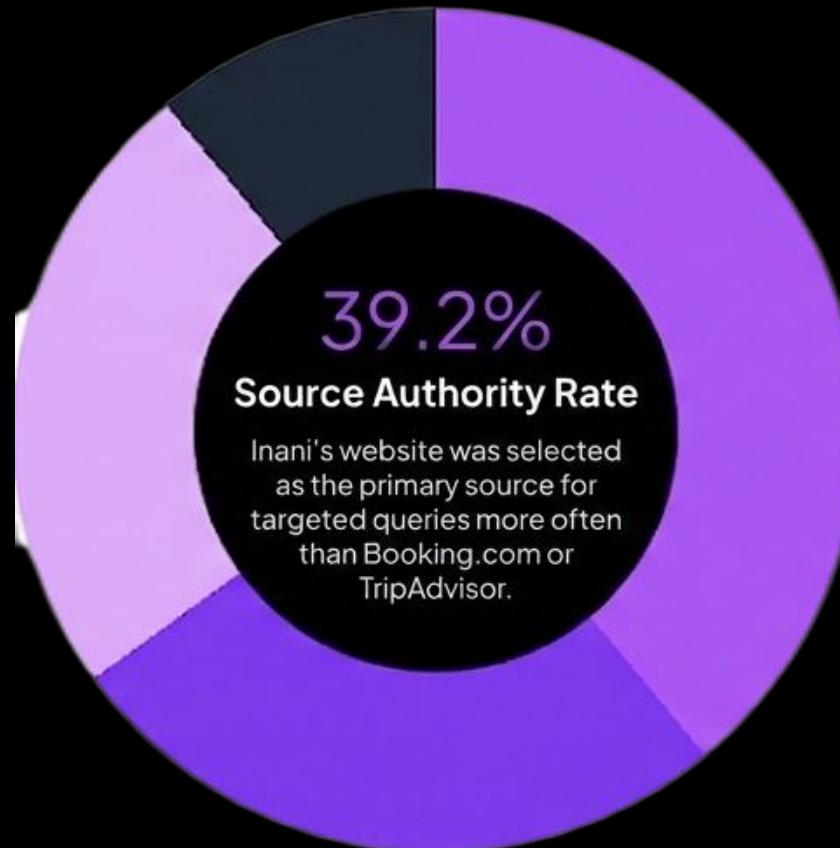
In mid-December, AI models shifted from treating competitors as "nearby" to identifying Inani as the definitive choice. From zero to cited.

# They've Seen a Surge in High-Intent Traffic



Discovery shifted to citations directly in AI apps, generating a 233.46% increase in direct website traffic.

# They've Become a Source Authority



By shifting discovery away from OTAs, Inani obtained more profitable, commission-free bookings.

# Summary: The GEO Methodology



## Natural Language

Shifted focus from rigid keywords to questions travellers actually ask AI models when planning trips.



## Structured Data

Optimised brand data so it could be cited as "Hard Facts" (proximity, metrics) rather than marketing fluff.



## Niche Dominance

Focused on specific use cases (Pretoria High Court) to become the primary choice for those clusters.

# Final Takeaway

“

*Precision Beats Budget.*

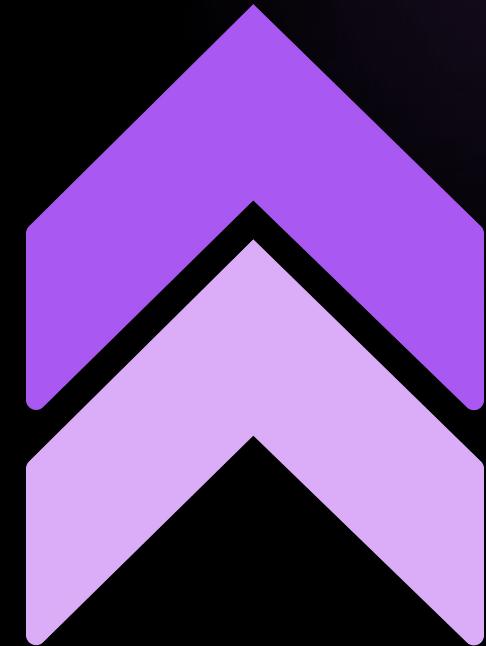
*Inani Hotels did not outspend the competition; they out-explained them.  
Being well-known is less important than being well-understood.*

# Worried You're Getting Lost in AI Search?

Let us walk you through it.

[www.nudg3.ai](http://www.nudg3.ai)

[hello@nudg3.ai](mailto:hello@nudg3.ai)



**NUDG3**