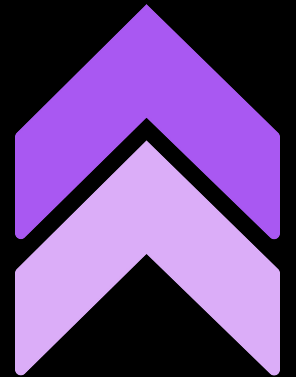


INTENT-DRIVEN OPTIMISATION

# 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 -

✓ 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%

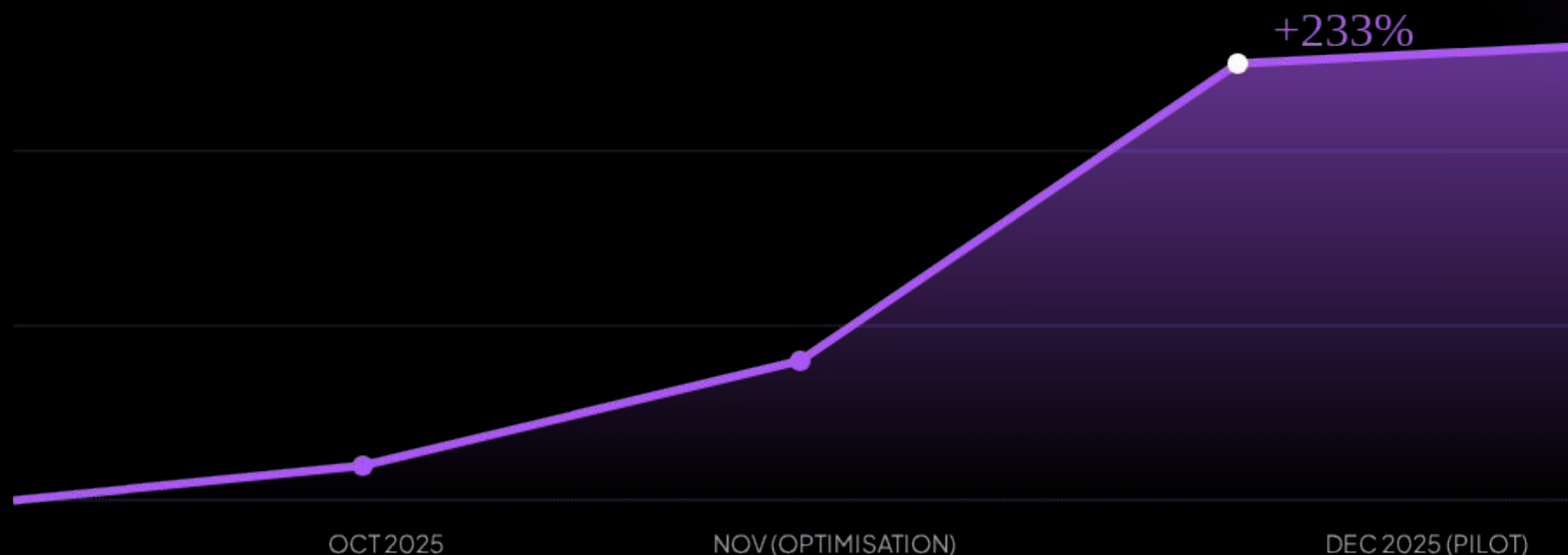
First-Position Rate

### The Single Truth

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

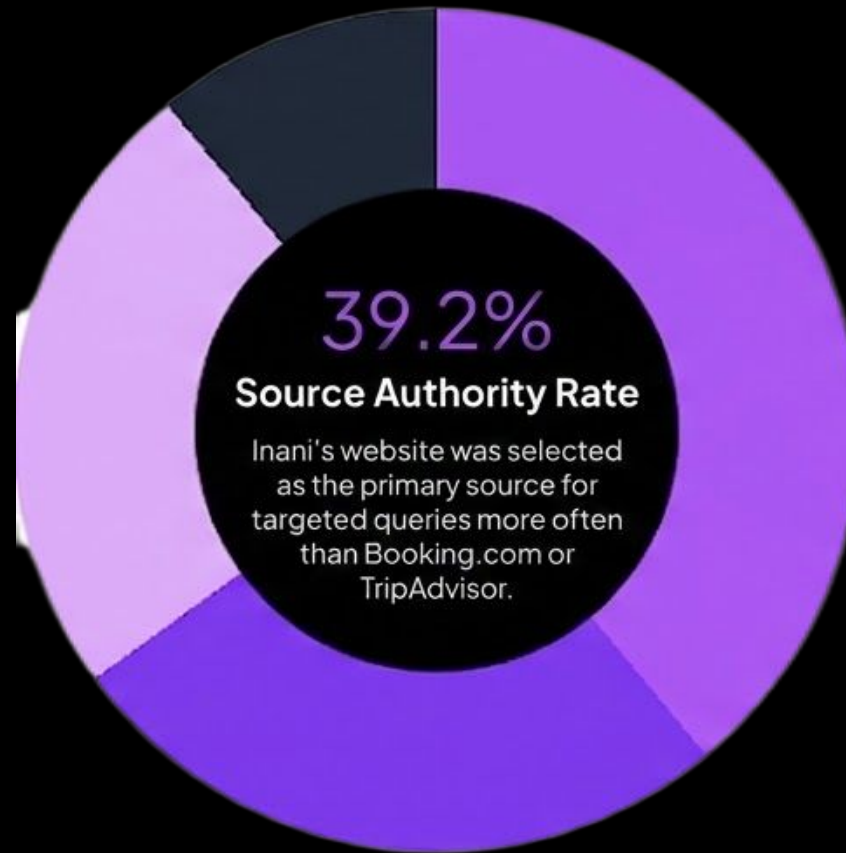
From zero to **cited**.

# 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



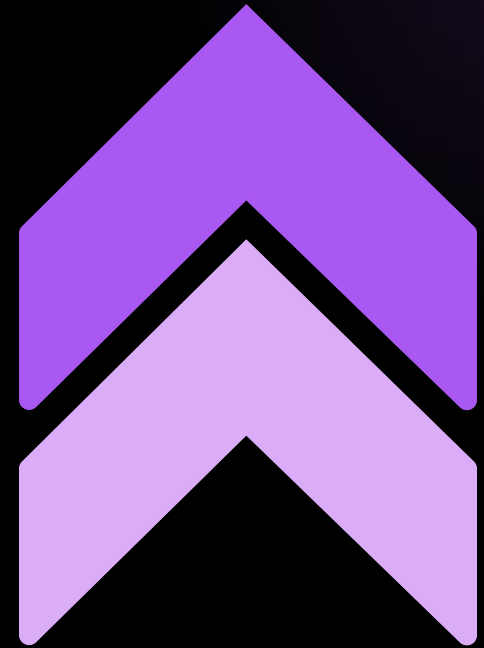
*Precision Beats Budget.*

*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**