



Northwind Hotel Systems

Keyword Rankings Report

2026-06-24 → 2026-09-12 · vs each keyword's previous check

100 keywords 4 engines Google.co.uk / Google.co.uk (Mobile) / Google / Google.com Mobile · United Kingdom, United States top 30

PREPARED BY onwardSEO

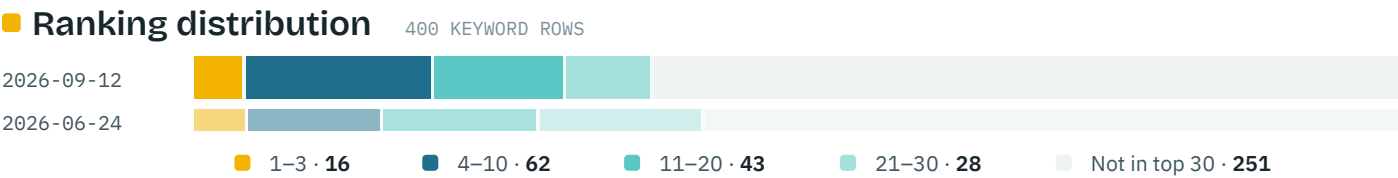
At a glance

Since 2026-06-24: **83 improved**, **108 declined**, 209 unchanged. **25** new in the top 10, 8 dropped out. 105 of 400 SERPs show an AI Overview.

VISIBILITY	AVERAGE POSITION	TOP 3	TOP 10	TOP 30	NOT RANKING
22.8% - 0 vs prev.	12.6 ↑ 2 vs prev.	16 ↓ 1 vs prev.	78 ↑ 17 vs prev.	149 ↓ 17 vs prev.	251 ↓ 17 vs prev.
AI OVERVIEW · GOOGLE					
5 of 135 AI overviews cited					
cited in 5 of 135 AI overviews · mentioned in 6					

What moved VS 2026-06-24

TOP GAINERS				TOP LOSERS			
hotel pms systems data migration steps	national	- → 1	↑ in	pms system	national	3 → -	↓ out
hotel pms systems data migration steps	national	- → 1	↑ in	benefits of ai booking assistants for small hotels	national	5 → -	↓ out
hotel pms systems data migration steps	national	- → 2	↑ in	multi property management software	national	8 → -	↓ out
hotel pms systems data migration steps	national	- → 2	↑ in	goppar calculator	national	10 → -	↓ out
online calculator for hotels	national	- → 2	↑ in	best pms for small hotels	national	11 → -	↓ out
hotel pms system	national	- → 6	↑ in	hotel payment processing	national	12 → -	↓ out
hotel guest messaging	national	- → 7	↑ in	hotel software cloud	national	13 → -	↓ out
hotel pms system	national	- → 8	↑ in	hotel software cloud	national	13 → -	↓ out



All keywords

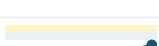
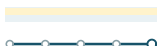
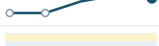
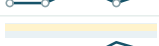
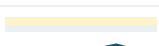
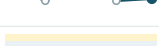
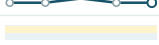
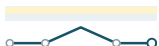
GROUPED BY ENGINE AND LOCATION

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
Google.co.uk · United Kingdom · national				100 keywords					
complete guide to hotel prices	1	–	1		www.northwindhotels.example/guides/hotel-rate...	VIDR	PAA		
housekeeping efficiency	1	–	1		www.northwindhotels.example/guides/housekeepi...	IMG	PAA		
hotel pms systems data migration steps	1	↑ in	1		www.northwindhotels.example/guides/pms-migrat...	PAA			
online calculator for hotels	2	↓ 1	1		www.northwindhotels.example/tools/	VIDR	REV	PAA	
multi property management for hotels	3	–	3		www.northwindhotels.example/guides/multi-prop...	VIDR	REV	PAA	
understanding hotel rates	4	↓ 2	2		www.northwindhotels.example/guides/hotel-rate...	VIDR	REV	PAA	
trevpab	4	↑ 1	2		www.northwindhotels.example/tools/trevpab/	VIDR	REV	PAA	
cost per occupied room	4	↑ 1	4		www.northwindhotels.example/guides/cost-per-o...	VIDR	REV	PAA	
how to calculate cost per occupied room	5	–	4		www.northwindhotels.example/tools/cost-per-oc...	VIDR	REV	PAA	
adr vs revpar	6	↓ 3	3		www.northwindhotels.example/guides/revpar-vs-...	IMG PAA	VIDR AIOM	REV	Mentioned #2 of 6
OTA channel sync guide	5	↑ 2	2		www.northwindhotels.example/guides/ota-channe...	VID	VIDR	PAA	
hotel pms system	8	↑ in	8		www.northwindhotels.example/guides/pms-explai...	IMG REV AIOM	VID PAA	VIDR AIO	–
ota channel manager	6	↓ 1	5		www.northwindhotels.example/guides/ota-channe...	VIDR	REV	PAA	
hotel point of sale systems	6	↑ 4	6		www.northwindhotels.example/guides/hotel-pos/	VIDR	REV	PAA	
cost per occupied room formula	7	↓ 2	5		www.northwindhotels.example/guides/cost-per-o...	VIDR	REV	PAA	
hotel guest messaging	7	↑ in	7		www.northwindhotels.example/guides/guest-mess...	VIDR	REV	PAA	
best pms system for small hotels	13	↑ 13	8		www.northwindhotels.example/solutions/small-h...	VIDR	REV	PAA	
trevpar calculator	7	–	6		www.northwindhotels.example/tools/trevpab/	VIDR	REV	PAA	
hotel pos system	7	↑ 9	7		www.northwindhotels.example/guides/hotel-pos/	VIDR	REV	PAA	
point of sale system for hotel	8	↑ 6	8		www.northwindhotels.example/guides/hotel-pos/	VIDR	REV	PAA	
best pms for small hotels	14	↑ in	9		www.northwindhotels.example/solutions/small-h...	VIDR	PAA		
par level in housekeeping	16	↓ 3	13		www.northwindhotels.example/guides/linen-par-...	IMG PAA	VID	VIDR	
adr hotel calculator	9	↑ in	7		www.northwindhotels.example/guides/ota-commis...	VIDR	REV	PAA	
hotel text messaging system	10	↓ 1	9		www.northwindhotels.example/guides/guest-mess...	VIDR	REV	PAA	
ai hotel booking assistant	11	↓ 5	6		www.northwindhotels.example/product/ai-bookin...	VID PAA	VIDR	REV	
guest personalization hotel pms	Not in top 30	–	3		–	VID	PAA		
multi property PMS for hotel chain	13	↑ in	2		www.northwindhotels.example/guides/pms-for-ho...	VIDR	REV	PAA	
pms property management system real-time inventory and rate sync	13	↑ in	4		www.northwindhotels.example/guides/what-is-a-...	VIDR	REV	PAA	
how to calculate revpar	16	↑ 6	16		www.northwindhotels.example/tools/revpar/	VIDR AIOM	PAA	AIO	–
goppar calculator	16	↑ in	4		www.northwindhotels.example/tools/goppar/	VIDR	REV	PAA	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
advanced channel manager	Not in top 30	–	–		–	VID	REV	PAA	
hotel software companies solutions	16	↑ 4	8		www.northwindhotels.example/guides/hotel-soft...	VIDR	PAA		
best hotel KPI	17	↑ in	8		www.northwindhotels.example/guides/best-hotel...	VIDR	REV	PAA	
benefits of ai booking assistants for small hotels	16	↓ 12	1		www.northwindhotels.example/guides/hotel-chat...	VIDR	REV	PAA	
guest messaging software	17	↓ 1	16		www.northwindhotels.example/guides/guest-mess...	VIDR	REV		
hotel technology trends	19	↓ 3	11		www.northwindhotels.example/guides/hotel-tech...	VIDR	PAA		
hotel payment processing	19	↓ 6	13		www.northwindhotels.example/guides/hotel-paym...	IMG	REV	PAA	
revpar calculation	27	↓ 4	23		www.northwindhotels.example/guides/revpar/	IMG PAA	VIDR AIO	REV AIOM	–
best hospitality crm	Not in top 30	–	7		–	VIDR	REV	PAA	
revpar hotel	Not in top 30	–	30		–	IMG PAA	VIDR AIO	REV AIOM	–
how to calculate revpar in hotel	28	↓ 11	17		www.northwindhotels.example/guides/revpar/	VIDR AIO	REV AIOM	PAA	–
how to calculate revpar formula	29	↓ 2	27		www.northwindhotels.example/guides/revpar/	VID AIO	REV AIOM	PAA	–
property management system for small hotels	Not in top 30	↓ out	11		–	VIDR	REV	PAA	
pms property management system	28	↑ in	28		www.northwindhotels.example/guides/what-is-a-...	REV	PAA	AIOM	–
how to calculate revpar for hotels	28	↓ 10	18		www.northwindhotels.example/guides/revpar/	VID PAA	VIDR AIO	REV AIOM	–
pms for small hotel	28	↑ in	10		www.northwindhotels.example/solutions/small-h...	VID	REV	PAA	
pms for small hotels	29	↓ 4	9		www.northwindhotels.example/solutions/small-h...	VIDR	REV	PAA	
bed and breakfast reservation software overview	29	↑ in	7		www.northwindhotels.example/guides/bnb-softwa...	REV	PAA		
trevpar hotel	Not in top 30	–	25		–	IMG REV	VIDR PAA	THUMB	
hotel management system	Not in top 30	–	–		–	IMG PAA	VIDR AIO	REV AIOM	–
hotel software cloud	Not in top 30	↓ out	15		–	VIDR	PAA		
hotel front desk software	Not in top 30	–	14		–	IMG REV	VIDR PAA	SL	
booking engine	Not in top 30	–	–		–	VIDR AIO	REV AIOM	PAA	–
online hotel software	Not in top 30	–	–		–	VIDR	REV	PAA	
hotel website booking engine	Not in top 30	–	–		–	VIDR	REV	PAA	
hotel booking engine	Not in top 30	–	–		–	IMG PAA	VIDR AIO	REV AIOM	–
software for hospitality industry	Not in top 30	–	–		–	VIDR AIO	REV AIOM	PAA	–
hospitality software	Not in top 30	–	–		–	VIDR AIO	REV AIOM	PAA	–
software hospitality industry	Not in top 30	–	–		–	VIDR AIO	REV AIOM	PAA	–
hospitality management software	Not in top 30	–	–		–	VIDR AIO	REV AIOM	PAA	–
hotel booking engine software	Not in top 30	–	–		–	VIDR	REV	PAA	
hotel property management system	Not in top 30	–	–		–	VIDR AIO	REV AIOM	PAA	–

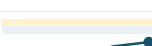
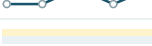
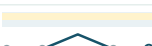
KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES	AI OVERVIEW
software							
best hotel property management systems	Not in top 30	—	—		—	VID PAAVIDRREV	
ai chatbot for hotels	Not in top 30	↓ out	24		—	VIDRREV PAA	
occupancy rate formula	Not in top 30	—	—		—	IMG PAAVIDRAIOREV AIOM	—
revpar index	Not in top 30	↓ out	24		—	IMGVIDRPAA	
Revenue Per Available Room	Not in top 30	↓ out	25		—	IMG PAAVIDRSL	
revenue per available room revpar	Not in top 30	↓ out	26		—	VIDRPAA	
bed and breakfast software	Not in top 30	—	13		—	REV AIOMPAA AIO	—
bed and breakfast reservation software	Not in top 30	—	14		—	REV AIOMPAA AIO	—
bed and breakfast booking software	Not in top 30	—	19		—	REV AIOMPAA AIO	—
marketing strategy for hospitality industry	Not in top 30	—	18		—	VIDRREV PAA	
marketing strategy of resorts	Not in top 30	—	15		—	VIDRPAA	
what are the best practices for hotel marketing	Not in top 30	—	20		—	VIDR PAAASLREV	
best hotel crm	Not in top 30	↓ out	9		—	VIDRPAA	
what is revpar in hotel	Not in top 30	↓ out	21		—	IMG PAAVID AIOREV AIOM	Mentioned #5 of 8
small hotel pms	Not in top 30	↓ out	10		—	IMG PAAVIDRREV	
ai booking assistant	Not in top 30	—	14		—	VID PAAVIDRAIOMREV	
cloud based pms solutions	Not in top 30	—	10		—	VIDRPAA	
hotel crm	Not in top 30	—	29		—	VIDRAIOMPAA AIO	—
hospitality crm software	Not in top 30	—	9		—	VIDRAIOREV AIOMPAA	—
crm for hotels	Not in top 30	—	24		—	VIDRAIOMPAA AIO	—
bed and breakfast reservation system	Not in top 30	—	13		—	VIDRAIOREV AIOMPAA	—
bed and breakfast property management software	Not in top 30	—	19		—	REV PAA	
dynamic pricing software for hotels	Not in top 30	↓ out	12		—	REV PAA	
hotel software price	Not in top 30	—	—		—	VIDRREV PAA	
key features of hotel reservation systems	Not in top 30	—	4		—	VIDRPAA	
hotel front desk system	Not in top 30	—	—		—	IMG REVVID PAAVIDR	
how to calculate adr for hotels	Not in top 30	—	—		—	VID AIOMREV PAA	—
best crm software for hotels	Not in top 30	—	18		—	VIDRREV PAA	
hotel profit calculator	Not in top 30	—	17		—	VIDRREV PAA	
pms system	Not in top 30	—	25		—	IMG REV AIOMVID KP PAAVIDRAIO	—
hotel crm software	Not in top 30	—	—		—	VIDRREV PAA	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES	AI OVERVIEW
bed and breakfast reservation software optimization	Not in top 30	–	7		–	VIDR REV PAA	
hospitality KPI explained	Not in top 30	↓ out	23		–	VID PAA VIDR REV	
multi property management software	Not in top 30	↓ out	8		–	VIDR REV PAA	
best front desk software for hotels	Not in top 30	–	6		–	VIDR PAA SL REV	
small hotel pms integration	Not in top 30	–	5		–	VID REV PAA	
independent hotel pms features	Not in top 30	–	–		–	VIDR REV PAA	
PMS for hotels explained	Not in top 30	↓ out	7		–	VID PAA VIDR REV	
Google.co.uk (Mobile) · United Kingdom · national				100 keywords			
complete guide to hotel prices	1	–	1		www.northwindhotels.example/guides/hotel-rate...	VIDR PAA	
housekeeping efficiency	1	–	1		www.northwindhotels.example/guides/housekeepi...	SL PAA	
hotel pms systems data migration steps	1	↑ in	1		www.northwindhotels.example/guides/pms-migrat...	SL PAA	
online calculator for hotels	2	↑ in	1		www.northwindhotels.example/tools/	VIDR REV PAA	
multi property management for hotels	3	↑ 3	3		www.northwindhotels.example/guides/multi-prop...	LP PAA VIDR REV	
understanding hotel rates	4	↓ 3	1		www.northwindhotels.example/guides/hotel-rate...	VIDR REV PAA	
trevpab	4	↓ 1	2		www.northwindhotels.example/tools/trevpab/	VIDR REV PAA	
cost per occupied room	4	–	4		www.northwindhotels.example/guides/cost-per-o...	VIDR REV PAA	
how to calculate cost per occupied room	4	↑ 1	4		www.northwindhotels.example/tools/cost-per-oc...	VIDR REV PAA	
adr vs revpar	5	↓ 3	2		www.northwindhotels.example/guides/revpar-vs-...	IMG REV VIDR PAA SL AIOM	Mentioned #2 of 6
OTA channel sync guide	5	↑ 2	2		www.northwindhotels.example/guides/ota-channe...	VID VIDR PAA	
hotel pms system	Not in top 30	–	–		–	IMG THUMB AIOM VID PAA VIDR AIO	–
ota channel manager	6	↓ 2	4		www.northwindhotels.example/guides/ota-channe...	VIDR PAA SL REV	
hotel point of sale systems	6	↑ 20	6		www.northwindhotels.example/guides/hotel-pos/	VIDR REV SL PAA THUMB	
cost per occupied room formula	6	↓ 1	5		www.northwindhotels.example/guides/cost-per-o...	VIDR REV PAA	
hotel guest messaging	9	↓ 4	5		www.northwindhotels.example/guides/guest-mess...	VID SL REV PAA	
best pms system for small hotels	13	↑ 11	8		www.northwindhotels.example/solutions/small-h...	VIDR SL PAA	
trevpar calculator	7	–	6		www.northwindhotels.example/tools/trevpar/	VIDR REV PAA	
hotel pos system	8	↑ 7	8		www.northwindhotels.example/guides/hotel-pos/	VIDR REV SL PAA THUMB	
point of sale system for hotel	8	↑ 7	8		www.northwindhotels.example/guides/hotel-pos/	VIDR PAA SL REV	
best pms for small hotels	14	↑ in	9		www.northwindhotels.example/solutions/small-h...	VIDR SL PAA	
par level in housekeeping	12	↑ 1	12		www.northwindhotels.example/guides/linen-par-...	IMG PAA VID VIDR	
adr hotel calculator	9	↑ 1	7		www.northwindhotels.example/guides/ota-commis...	VIDR PAA SL REV	
hotel text messaging system	14	↑ in	14		www.northwindhotels.example/guides/guest-mess...	IMG REV VIDR PAA THUMB	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
ai hotel booking assistant	10	↓ 4	6		www.northwindhotels.example/product/ai-bookin...	VID PAA	VIDR	REV	
guest personalization hotel pms	Not in top 30	–	3		–	VID PAA	VIDR	SL	
multi property PMS for hotel chain	13	↑ in	4		www.northwindhotels.example/guides/pms-for-ho...	VIDR	REV	PAA	
pms property management system real-time inventory and rate sync	Not in top 30	–	12		–	VIDR	REV	PAA	
how to calculate revpar	15	↑ 8	15		www.northwindhotels.example/tools/revpar/	VID PAA	VIDR	SL	
goppar calculator	16	↑ in	4		www.northwindhotels.example/tools/goppar/	IMG PAA	VIDR	REV	
advanced channel manager	Not in top 30	–	–		–	VID	SL	REV	PAA
hotel software companies solutions	17	↑ 2	2		www.northwindhotels.example/guides/hotel-soft...	LP	VIDR	PAA	
best hotel KPI	16	↑ 13	6		www.northwindhotels.example/guides/best-hotel...	VID REV	VIDR PAA	SL	
benefits of ai booking assistants for small hotels	Not in top 30	–	7		–	VID PAA	VIDR	REV	
guest messaging software	17	↓ 3	14		www.northwindhotels.example/guides/guest-mess...	VIDR	REV	PAA	
hotel technology trends	20	↑ in	16		www.northwindhotels.example/guides/hotel-tech...	VIDR	THUMB	PAA	
hotel payment processing	24	↓ 10	14		www.northwindhotels.example/guides/hotel-paym...	IMG REV	SL PAA	THUMB	
revpar calculation	Not in top 30	↓ out	22		–	IMG REV AIOM	VIDR PAA	SL AIOM	–
best hospitality crm	Not in top 30	–	9		–	VIDR PAA	SL	REV	
revpar hotel	26	↑ in	26		www.northwindhotels.example/guides/revpar/	IMG REV AIOM	VIDR PAA	SL AIOM	–
how to calculate revpar in hotel	26	↓ 10	16		www.northwindhotels.example/guides/revpar/	VID AIOM	SL AIOM	REV	PAA
how to calculate revpar formula	Not in top 30	–	–		–	VID AIOM	SL AIOM	REV	PAA
property management system for small hotels	Not in top 30	↓ out	12		–	VIDR PAA	SL	REV	
pms property management system	Not in top 30	–	–		–	SL AIOM	REV	PAA	–
how to calculate revpar for hotels	Not in top 30	↓ out	18		–	VID REV AIOM	VIDR PAA	SL AIOM	–
pms for small hotel	Not in top 30	–	8		–	VID	SL	REV	PAA
pms for small hotels	Not in top 30	↓ out	9		–	VIDR PAA	SL	REV	
bed and breakfast reservation software overview	29	↑ in	8		www.northwindhotels.example/guides/bnb-softwa...	REV	PAA		
trevpar hotel	Not in top 30	–	27		–	IMG PAA	VIDR	REV	
hotel management system	Not in top 30	–	–		–	IMG PAA	VIDR AIOM	SL AIOM	–
hotel software cloud	Not in top 30	↓ out	14		–	VIDR	PAA		
hotel front desk software	Not in top 30	–	16		–	IMG THUMB	VIDR REV	SL PAA	
booking engine	Not in top 30	–	–		–	VIDR AIOM	REV AIOM	PAA	–
online hotel software	Not in top 30	–	–		–	VIDR	REV	PAA	
hotel website booking engine	Not in top 30	–	–		–	VIDR PAA	SL	REV	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES	AI OVERVIEW
hotel booking engine	Not in top 30	—	—		—	VIDR AIO REV AIOM PAA	—
software for hospitality industry	Not in top 30	—	—		—	VIDR AIO REV AIOM PAA	—
hospitality software	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIOM	—
software hospitality industry	Not in top 30	—	—		—	VIDR AIO REV AIOM PAA	—
hospitality management software	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIOM	—
hotel booking engine software	Not in top 30	—	—		—	VIDR REV PAA	—
hotel property management system software	Not in top 30	↓ out	20		—	VIDR PAA SL AIO REV AIOM	—
best hotel property management systems	Not in top 30	—	24		—	VIDR PAA SL REV	—
ai chatbot for hotels	Not in top 30	↓ out	23		—	VID PAA VIDR REV	—
occupancy rate formula	Not in top 30	—	25		—	IMG THUMB AIO VID REV AIOM VIDR PAA	—
revpar index	Not in top 30	↓ out	25		—	IMG VIDR PAA	—
Revenue Per Available Room	Not in top 30	↓ out	27		—	IMG PAA VIDR SL	—
revenue per available room revpar	Not in top 30	↓ out	27		—	VIDR SL PAA	—
bed and breakfast software	Not in top 30	—	13		—	REV AIOM PAA AIO	—
bed and breakfast reservation software	Not in top 30	—	15		—	REV AIOM PAA AIO	—
bed and breakfast booking software	Not in top 30	—	18		—	REV AIOM PAA AIO	—
marketing strategy for hospitality industry	Not in top 30	—	—		—	VIDR REV PAA	—
marketing strategy of resorts	Not in top 30	—	12		—	VIDR PAA SL THUMB	—
what are the best practices for hotel marketing	Not in top 30	—	19		—	VIDR SL PAA	—
best hotel crm	Not in top 30	↓ out	8		—	IMG VIDR PAA	—
what is revpar in hotel	Not in top 30	↓ out	21		—	IMG PAA VID AIO SL AIOM REV	Mentioned #5 of 8
small hotel pms	Not in top 30	↓ out	12		—	IMG REV VIDR PAA SL	—
ai booking assistant	Not in top 30	—	14		—	VID REV VIDR PAA SL AIOM	—
cloud based pms solutions	Not in top 30	—	—		—	VIDR PAA SL REV	—
hotel crm	Not in top 30	—	16		—	VIDR AIO THUMB AIOM PAA	—
hospitality crm software	Not in top 30	—	19		—	VIDR PAA SL AIO REV AIOM	—
crm for hotels	Not in top 30	—	—		—	VIDR AIO SL AIOM PAA	—
bed and breakfast reservation system	Not in top 30	—	13		—	VIDR REV PAA	—
bed and breakfast property management software	Not in top 30	—	19		—	REV PAA	—
dynamic pricing software for hotels	Not in top 30	↓ out	15		—	SL REV PAA	—
hotel software price	Not in top 30	—	11		—	VIDR REV PAA	—

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
key features of hotel reservation systems	Not in top 30	–	5		–	VIDR	SL	PAA	
hotel front desk system	Not in top 30	–	24		–	IMG THUMB	VID REV	VIDR PAA	
how to calculate adr for hotels	Not in top 30	–	16		–	VID REV	VIDR PAA	SL AIOM	–
best crm software for hotels	Not in top 30	–	18		–	VIDR	REV	PAA	
hotel profit calculator	Not in top 30	–	17		–	IMG PAA	VIDR	REV	
pms system	Not in top 30	–	25		–	IMG SL AIO	VID REV AIOM	KP VIDR PAA	–
hotel crm software	Not in top 30	–	–		–	VIDR	PAA		
bed and breakfast reservation software optimization	Not in top 30	–	10		–	VIDR	REV	PAA	
hospitality KPI explained	Not in top 30	↓ out	23		–	VID	SL	REV	PAA
multi property management software	Not in top 30	–	–		–	VIDR	REV	PAA	
best front desk software for hotels	Not in top 30	–	9		–	VIDR PAA	SL	REV	
small hotel pms integration	Not in top 30	–	7		–	VID	SL	PAA	
independent hotel pms features	Not in top 30	–	–		–	VIDR PAA	SL	REV	
PMS for hotels explained	Not in top 30	–	9		–	VIDR PAA	SL	REV	
Google · United States · national100 keywords									
complete guide to hotel prices	1	–	1		www.northwindhotels.example/guides/hotel-rate...	VID	VIDR	PAA	
housekeeping efficiency	2	↑ 4	2		www.northwindhotels.example/guides/housekeepi...	VIDR	REV	PAA	
hotel pms systems data migration steps	2	↑ in	2		www.northwindhotels.example/guides/pms-migrat...	VIDR	PAA		
online calculator for hotels	5	↓ 1	4		www.northwindhotels.example/tools/	VIDR	REV		
multi property management for hotels	7	–	7		www.northwindhotels.example/guides/multi-prop...	LP PAA	VIDR	REV	
understanding hotel rates	4	–	3		www.northwindhotels.example/guides/hotel-rate...	VID AIOM	VIDR	PAA	–
trevpab	4	↑ 1	2		www.northwindhotels.example/tools/trevpab/	VIDR	REV	PAA	
cost per occupied room	8	↑ 2	6		www.northwindhotels.example/guides/cost-per-o...	VIDR AIO	REV AIOM	PAA	–
how to calculate cost per occupied room	7	↑ 1	3		www.northwindhotels.example/tools/cost-per-oc...	VIDR AIO	REV AIOM	PAA	Cited #1 of 1
adr vs revpar	6	↓ 3	3		www.northwindhotels.example/guides/revpar-vs-...	IMG PAA	VIDR AIO	REV AIOM	Cited #2 of 2
OTA channel sync guide	Not in top 30	–	2		–	VID	VIDR	PAA	
hotel pms system	6	↑ in	6		www.northwindhotels.example/guides/pms-explai...	IMG AIO	VIDR AIOM	PAA	–
ota channel manager	7	–	7		www.northwindhotels.example/guides/ota-channe...	VIDR	REV	PAA	
hotel point of sale systems	10	↑ 4	8		www.northwindhotels.example/guides/hotel-pos/	VIDR	REV	PAA	
cost per occupied room formula	6	↓ 1	5		www.northwindhotels.example/guides/cost-per-o...	VIDR AIO	REV AIOM	PAA	Cited #1 of 1
hotel guest messaging	17	↓ 11	6		www.northwindhotels.example/guides/guest-mess...	VIDR	REV	PAA	
best pms system for small hotels	8	↑ 5	8		www.northwindhotels.example/solutions/small-h...	REV	PAA		

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
trevpar calculator	10	↓ 3	6		www.northwindhotels.example/tools/trevpab/	VIDR	REV	PAA	
hotel pos system	10	↑ 6	10		www.northwindhotels.example/guides/hotel-pos/	VIDR AIO	REV AIOM	PAA	—
point of sale system for hotel	9	↑ 9	9		www.northwindhotels.example/guides/hotel-pos/	VIDR AIO	REV AIOM	PAA	—
best pms for small hotels	Not in top 30	↓ out	11		—	VIDR	REV	PAA	
par level in housekeeping	16	↑ 5	16		www.northwindhotels.example/tools/linen-par/	IMG PAA	VID AIOM	VIDR	Mentioned #4 of 11
adr hotel calculator	20	↓ 5	9		www.northwindhotels.example/guides/ota-commis...	VIDR	REV	PAA	
hotel text messaging system	Not in top 30	—	24		—	VIDR	REV		
ai hotel booking assistant	17	↓ 6	10		www.northwindhotels.example/product/ai-bookin...	VIDR	REV	PAA	
guest personalization hotel pms	11	↑ in	4		www.northwindhotels.example/guides/guest-pers...	VID	PAA		
multi property PMS for hotel chain	17	↑ in	1		www.northwindhotels.example/guides/multi-prop...	VIDR	REV	PAA	
pms property management system real-time inventory and rate sync	19	↑ in	6		www.northwindhotels.example/guides/what-is-a-...	VIDR	REV	PAA	
how to calculate revpar	18	↑ 4	18		www.northwindhotels.example/tools/revpar/	VIDR	PAA	AIOM	—
goppar calculator	Not in top 30	—	6		—	VIDR	REV	PAA	
advanced channel manager	17	↑ in	16		www.northwindhotels.example/guides/channel-ma...	VID	VIDR	PAA	
hotel software companies solutions	Not in top 30	—	15		—	VIDR	PAA		
best hotel KPI	23	↑ 4	23		www.northwindhotels.example/guides/best-hotel...	VIDR	REV	PAA	
benefits of ai booking assistants for small hotels	Not in top 30	↓ out	5		—	VIDR	REV	PAA	
guest messaging software	Not in top 30	↓ out	15		—	VIDR	REV		
hotel technology trends	25	↓ 8	17		www.northwindhotels.example/guides/hotel-tech...	VIDR			
hotel payment processing	19	↓ 6	13		www.northwindhotels.example/guides/hotel-paym...	IMG AIO	REV AIOM	PAA	—
revpar calculation	28	↑ in	28		www.northwindhotels.example/guides/revpar/	IMG AIOM	VIDR	PAA	—
best hospitality crm	24	↑ in	24		www.northwindhotels.example/guides/hospitalit...	VIDR	REV	PAA	
revpar hotel	Not in top 30	—	—		—	IMG PAA	VIDR AIO	REV AIOM	—
how to calculate revpar in hotel	Not in top 30	—	—		—	VIDR AIOM	REV	PAA	—
how to calculate revpar formula	28	↓ 1	27		www.northwindhotels.example/guides/revpar/	VID AIOM	REV	PAA	—
property management system for small hotels	Not in top 30	↓ out	19		—	VID	REV	PAA	
pms property management system	29	↑ in	29		www.northwindhotels.example/guides/what-is-a-...	VIDR AIO	REV AIOM	PAA	—
how to calculate revpar for hotels	Not in top 30	↓ out	19		—	VIDR AIOM	REV	PAA	—
pms for small hotel	Not in top 30	—	17		—	VID	REV	PAA	
pms for small hotels	Not in top 30	—	18		—	VIDR PAA	SL	REV	
bed and breakfast reservation software overview	Not in top 30	↓ out	9		—	REV	PAA		
					—	VIDR	REV	PAA	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES	AI OVERVIEW
trevpar hotel	29	↓ 8	21		www.northwindhotels.example/guides/revpar-vs-...	AIOM	—
hotel management system	Not in top 30	—	—		—	IMG AIO VIDR AIO PAA	—
hotel software cloud	Not in top 30	↓ out	13		—	VIDR PAA	—
hotel front desk software	Not in top 30	—	13		—	IMG REV AIO VIDR PAA SL AIO	—
booking engine	Not in top 30	—	—		—	VIDR AIO SL PAA	—
online hotel software	Not in top 30	—	—		—	VIDR SL PAA	—
hotel website booking engine	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIO	—
hotel booking engine	Not in top 30	—	—		—	IMG REV AIO VIDR PAA SL AIO	—
software for hospitality industry	Not in top 30	—	—		—	VIDR AIO REV AIO PAA	—
hospitality software	Not in top 30	—	—		—	VIDR AIO PAA AIO	—
software hospitality industry	Not in top 30	—	—		—	VIDR AIO REV AIO PAA	—
hospitality management software	Not in top 30	—	—		—	VIDR AIO PAA AIO	—
hotel booking engine software	Not in top 30	—	—		—	VIDR REV PAA	—
hotel property management system software	Not in top 30	—	—		—	VIDR AIO PAA AIO	—
best hotel property management systems	Not in top 30	↓ out	22		—	VIDR AIO REV AIO PAA	—
ai chatbot for hotels	Not in top 30	↓ out	23		—	VIDR REV PAA	—
occupancy rate formula	Not in top 30	—	—		—	IMG PAA VIDR AIO REV AIO	—
revpar index	Not in top 30	↓ out	28		—	IMG AIO VIDR PAA	—
Revenue Per Available Room	Not in top 30	↓ out	29		—	IMG REV VIDR PAA SL AIO	—
revenue per available room revpar	Not in top 30	↓ out	26		—	VIDR REV PAA	—
bed and breakfast software	Not in top 30	—	13		—	REV AIO PAA AIO	—
bed and breakfast reservation software	Not in top 30	—	—		—	REV PAA	—
bed and breakfast booking software	Not in top 30	—	—		—	REV PAA	—
marketing strategy for hospitality industry	Not in top 30	—	—		—	VIDR REV PAA	—
marketing strategy of resorts	Not in top 30	—	24		—	VIDR PAA	—
what are the best practices for hotel marketing	Not in top 30	—	24		—	VIDR SL PAA	—
best hotel crm	Not in top 30	—	24		—	VIDR REV PAA	—
what is revpar in hotel	Not in top 30	↓ out	28		—	IMG PAA VID AIO REV AIO	—
small hotel pms	Not in top 30	—	13		—	IMG PAA VIDR AIO REV AIO	—
ai booking assistant	Not in top 30	—	—		—	VID REV PAA	—
cloud based pms solutions	Not in top 30	—	—		—	VIDR PAA	—

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
hotel crm	Not in top 30	—	13		—	VIDR AIO	PAA	AIO	—
hospitality crm software	Not in top 30	—	—		—	VIDR	REV	PAA	
crm for hotels	Not in top 30	—	—		—	VIDR AIO	REV AIO	PAA	—
bed and breakfast reservation system	Not in top 30	—	26		—	VIDR	REV	PAA	
bed and breakfast property management software	Not in top 30	—	16		—	REV	PAA		
dynamic pricing software for hotels	Not in top 30	↓ out	24		—	VIDR	REV	PAA	
hotel software price	Not in top 30	—	17		—	VIDR	REV	PAA	
key features of hotel reservation systems	Not in top 30	—	3		—	VID	VIDR	PAA	
hotel front desk system	Not in top 30	—	18		—	IMG PAA	VIDR	REV	
how to calculate adr for hotels	Not in top 30	—	—		—	VID PAA	VIDR AIO	REV AIO	—
best crm software for hotels	Not in top 30	—	—		—	VIDR	REV	PAA	
hotel profit calculator	Not in top 30	—	27		—	VIDR	REV	PAA	
pms system	Not in top 30	—	29		—	IMG AIO	VIDR AIO	PAA	—
hotel crm software	Not in top 30	—	24		—	VIDR AIO	REV AIO	PAA	—
bed and breakfast reservation software optimization	Not in top 30	—	9		—	VIDR	REV	PAA	
hospitality KPI explained	Not in top 30	↓ out	25		—	VID PAA	VIDR	REV	
multi property management software	Not in top 30	—	17		—	VIDR	REV	PAA	
best front desk software for hotels	Not in top 30	—	6		—	VIDR PAA	SL	REV	
small hotel pms integration	Not in top 30	—	10		—	VIDR	SL	PAA	
independent hotel pms features	Not in top 30	—	19		—	VIDR	PAA		
PMS for hotels explained	Not in top 30	—	11		—	VID	PAA		
Google.com Mobile · United States · national				100 keywords					
complete guide to hotel prices	1	↑ 1	1		www.northwindhotels.example/guides/hotel-rate...	VID REV	VIDR PAA	SL	
housekeeping efficiency	2	↑ 2	2		www.northwindhotels.example/guides/housekeepi...	VIDR	SL	PAA	
hotel pms systems data migration steps	2	↑ in	2		www.northwindhotels.example/guides/pms-migrat...	VIDR	SL	PAA	
online calculator for hotels	5	↓ 1	4		www.northwindhotels.example/tools/	VIDR	REV	PAA	
multi property management for hotels	7	↓ 2	5		www.northwindhotels.example/guides/multi-prop...	VID	REV	PAA	
understanding hotel rates	4	↓ 1	3		www.northwindhotels.example/guides/hotel-rate...	VID PAA	VIDR AIO	SL	—
trevpab	4	↓ 2	2		www.northwindhotels.example/tools/trevpab/	VIDR	REV	PAA	
cost per occupied room	9	↑ 2	5		www.northwindhotels.example/guides/cost-per-o...	VIDR AIO	REV AIO	PAA	—
how to calculate cost per occupied room	7	↑ 2	6		www.northwindhotels.example/tools/cost-per-oc...	VIDR AIO	REV AIO	PAA	Cited #1 of 1
adr vs revpar	6	↓ 2	4		www.northwindhotels.example/guides/revpar-vs-...	IMG REV	VIDR PAA	SL	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES			AI OVERVIEW
OTA channel sync guide	Not in top 30	–	1		–	VID	VIDR	PAA	
hotel pms system	Not in top 30	–	–		–	VID PAA	VIDR AIO	THUMB AIO	–
ota channel manager	8	↓ 2	6		www.northwindhotels.example/guides/ota-channe...	VIDR PAA	SL	REV	
hotel point of sale systems	7	↑ 7	5		www.northwindhotels.example/guides/hotel-pos/	VIDR REV AIO	SL PAA	THUMB AIO	–
cost per occupied room formula	6	–	4		www.northwindhotels.example/guides/cost-per-o...	VIDR AIO	REV AIO	PAA	Cited #1 of 1
hotel guest messaging	14	↓ 3	11		www.northwindhotels.example/guides/guest-mess...	VID PAA	VIDR	REV	
best pms system for small hotels	7	↑ 6	7		www.northwindhotels.example/solutions/small-h...	SL	REV	PAA	
trevpar calculator	10	↓ 3	6		www.northwindhotels.example/tools/trevpab/	VIDR	REV	PAA	
hotel pos system	10	↑ 6	10		www.northwindhotels.example/guides/hotel-pos/	VIDR REV AIO	SL PAA	THUMB AIO	–
point of sale system for hotel	8	↑ 8	8		www.northwindhotels.example/guides/hotel-pos/	VIDR PAA	SL AIO	REV AIO	KP –
best pms for small hotels	9	↑ 2	9		www.northwindhotels.example/solutions/small-h...	VIDR PAA	SL	REV	
par level in housekeeping	9	↑ 13	9		www.northwindhotels.example/guides/linen-par-...	IMG PAA	VID AIO	VIDR	Mentioned #4 of 11
adr hotel calculator	19	↓ 4	9		www.northwindhotels.example/guides/ota-commis...	VIDR PAA	SL	REV	
hotel text messaging system	17	↓ 7	10		www.northwindhotels.example/guides/guest-mess...	VIDR PAA	THUMB	REV	
ai hotel booking assistant	13	↓ 2	7		www.northwindhotels.example/product/ai-bookin...	VIDR	REV	PAA	
guest personalization hotel pms	Not in top 30	–	3		–	VID	SL	PAA	
multi property PMS for hotel chain	16	↑ in	8		www.northwindhotels.example/guides/multi-prop...	VIDR	REV	PAA	
pms property management system real-time inventory and rate sync	20	↑ in	10		www.northwindhotels.example/guides/what-is-a-...	VIDR	REV	PAA	
how to calculate revpar	17	↑ 6	17		www.northwindhotels.example/tools/revpar/	VID AIO	SL	PAA	–
goppar calculator	Not in top 30	↓ out	6		–	VIDR	REV	PAA	
advanced channel manager	16	↑ in	16		www.northwindhotels.example/guides/channel-ma...	VID PAA	VIDR	SL	
hotel software companies solutions	Not in top 30	–	–		–	VIDR	SL	PAA	
best hotel KPI	21	↑ 4	18		www.northwindhotels.example/guides/best-hotel...	VIDR PAA	SL	REV	
benefits of ai booking assistants for small hotels	Not in top 30	–	12		–	VIDR	REV	PAA	
guest messaging software	29	↓ 14	15		www.northwindhotels.example/guides/guest-mess...	VIDR	REV	PAA	
hotel technology trends	24	↑ in	14		www.northwindhotels.example/guides/hotel-tech...	VIDR	THUMB	PAA	
hotel payment processing	Not in top 30	↓ out	12		–	IMG THUMB AIO	VIDR REV AIO	SL PAA	–
revpar calculation	23	↓ 1	22		www.northwindhotels.example/guides/revpar/	IMG PAA	VID AIO	SL	REV –
best hospitality crm	24	↑ in	24		www.northwindhotels.example/guides/hospitalit...	VIDR	REV	PAA	
revpar hotel	28	↑ in	28		www.northwindhotels.example/guides/revpar/	IMG REV AIO	VIDR KP	SL PAA	AIO –
how to calculate revpar in hotel	Not in top 30	↓ out	19		–	VID REV	VIDR PAA	SL AIO	–
		↑ in			www.northwindhotels.example/	VID	SL	REV	PAA –

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES	AI OVERVIEW
how to calculate revpar formula	27		27		guides/revpar/	AIOM	
property management system for small hotels	28	↑ in	18		www.northwindhotels.example/solutions/small-h...	VIDR PAA SL REV	
pms property management system	Not in top 30	—	—		—	VID REV AIOM SL PAA THUMB AIO	—
how to calculate revpar for hotels	Not in top 30	↓ out	19		—	VID AIOM SL REV PAA	—
pms for small hotel	Not in top 30	—	17		—	VID SL REV PAA	
pms for small hotels	Not in top 30	—	15		—	VIDR PAA SL REV	
bed and breakfast reservation software overview	Not in top 30	↓ out	11		—	REV PAA	
trevpar hotel	29	↓ 8	21		www.northwindhotels.example/guides/revpar-vs-...	VID PAA THUMB AIOM REV	—
hotel management system	Not in top 30	—	—		—	IMG THUMB AIOM VIDR PAA SL AIO	—
hotel software cloud	Not in top 30	↓ out	13		—	VIDR SL PAA	
hotel front desk software	Not in top 30	—	15		—	VIDR REV AIOM SL PAA THUMB AIO	—
booking engine	Not in top 30	—	—		—	VIDR AIOM SL PAA	—
online hotel software	Not in top 30	—	—		—	VIDR SL PAA	
hotel website booking engine	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIOM	—
hotel booking engine	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIOM	—
software for hospitality industry	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIOM	—
hospitality software	Not in top 30	—	—		—	VIDR AIO SL AIOM PAA	—
software hospitality industry	Not in top 30	—	—		—	VIDR PAA SL AIO REV AIOM	—
hospitality management software	Not in top 30	—	—		—	VIDR AIO SL AIOM PAA	—
hotel booking engine software	Not in top 30	—	—		—	VIDR REV PAA	
hotel property management system software	Not in top 30	—	—		—	VIDR AIO SL AIOM PAA	—
best hotel property management systems	Not in top 30	↓ out	21		—	VIDR PAA SL AIO REV AIOM	—
ai chatbot for hotels	Not in top 30	↓ out	23		—	VIDR REV PAA	
occupancy rate formula	Not in top 30	—	—		—	IMG THUMB AIO VID REV AIOM VIDR PAA	—
revpar index	Not in top 30	↓ out	30		—	IMG AIOM VIDR PAA	—
Revenue Per Available Room	Not in top 30	—	—		—	IMG REV VIDR KP PAA SL AIOM	—
revenue per available room revpar	Not in top 30	↓ out	29		—	VIDR PAA SL REV	
bed and breakfast software	Not in top 30	—	28		—	REV AIOM PAA AIO	—
bed and breakfast reservation software	Not in top 30	—	22		—	REV PAA	
bed and breakfast booking software	Not in top 30	—	18		—	VIDR SL PAA	
marketing strategy for hospitality industry	Not in top 30	—	—		—	VIDR REV PAA	

KEYWORD	POSITION	CHANGE	BEST	TREND · UP TO 5 CHECKS	RANKING URL	SERP FEATURES	AI OVERVIEW
marketing strategy of resorts	Not in top 30	-	16		-	VIDR SL PAA	
what are the best practices for hotel marketing	Not in top 30	-	-		-	VIDR SL PAA	
best hotel crm	Not in top 30	-	-		-	VIDR PAA SL REV	
what is revpar in hotel	Not in top 30	↓ out	27		-	IMG AIO VID AIOM SL PAA	-
small hotel pms	Not in top 30	-	-		-	IMG PAA VIDR SL	
ai booking assistant	Not in top 30	-	-		-	VID REV VIDR PAA SL	
cloud based pms solutions	Not in top 30	-	-		-	PAA	
hotel crm	Not in top 30	-	12		-	VIDR PAA SL AIOM THUMB AIOM	-
hospitality crm software	Not in top 30	-	-		-	VIDR PAA SL REV	
crm for hotels	Not in top 30	-	24		-	VIDR AIOM PAA AIOM	-
bed and breakfast reservation system	Not in top 30	-	27		-	VIDR REV PAA	
bed and breakfast property management software	Not in top 30	-	22		-	REV PAA	
dynamic pricing software for hotels	Not in top 30	↓ out	14		-	VIDR PAA SL REV	
hotel software price	Not in top 30	-	-		-	VIDR REV PAA	
key features of hotel reservation systems	Not in top 30	-	9		-	VID VIDR PAA	
hotel front desk system	Not in top 30	-	18		-	IMG THUMB VID REV VIDR PAA	
how to calculate adr for hotels	Not in top 30	-	-		-	VID AIO SL AIOM REV PAA	-
best crm software for hotels	Not in top 30	-	-		-	VIDR PAA SL REV	
hotel profit calculator	Not in top 30	-	-		-	IMG PAA VIDR REV	
pms system	Not in top 30	↓ out	3		-	IMG PAA VIDR AIOM KP AIOM	-
hotel crm software	Not in top 30	-	28		-	VIDR AIO REV AIOM PAA	-
bed and breakfast reservation software optimization	Not in top 30	-	8		-	VIDR REV PAA	
hospitality KPI explained	Not in top 30	-	-		-	VID REV VIDR PAA SL	
multi property management software	Not in top 30	-	-		-	VIDR PAA SL REV	
best front desk software for hotels	Not in top 30	-	17		-	VIDR PAA SL REV	
small hotel pms integration	Not in top 30	-	19		-	VIDR SL PAA	
independent hotel pms features	Not in top 30	-	-		-	VID SL PAA	
PMS for hotels explained	Not in top 30	-	10		-	VID SL PAA	

SERP features (as tracked by Rank Tracker)

FS	Featured Snippet	LP	Local Pack	IMG	Images	NEWS	News	VID	Videos	VIDR	Videos (not universal)	SL	SiteLinks	THUMB	Thumbnail
REV	Reviews	TW	Tweet Box	KP	Knowledge Panel	PAA	People Also Ask	ANS	Answers	ADS↑	Ads Top	ADS↓	Ads Bottom		
SHOP	Shopping	AIO	AIO Rank	AIOM	AIO Mentions										

Method: organic Google results, desktop and mobile, checked to position 30. City rows are checked from a point inside that city, not from a national average. Positions count organic results and universal blocks the same way Rank Tracker does, so figures are comparable with the project history. Visibility is Rank Tracker's own score (31 – position for the top 30, 0 below, averaged over the keyword rows). Every keyword row is compared with its own previous check (the latest stored check before its newest one); every row had one. "Not in top 30" is drawn as a hollow dot on the trend line.

Domain Rating by Ahrefs

Prepared by onwardSEO for Northwind Hotel Systems

Data as of 2026-09-12