



THE KITHMORE, ST ANDREWS | CONTENT STRATEGY

SEO and GEO content strategy

A content plan to grow non-brand search visibility, earn citations in AI answers for St Andrews stays, dining and golf, and build demand ahead of The Open in July 2027.

PREPARED BY

Huck

CLIENT

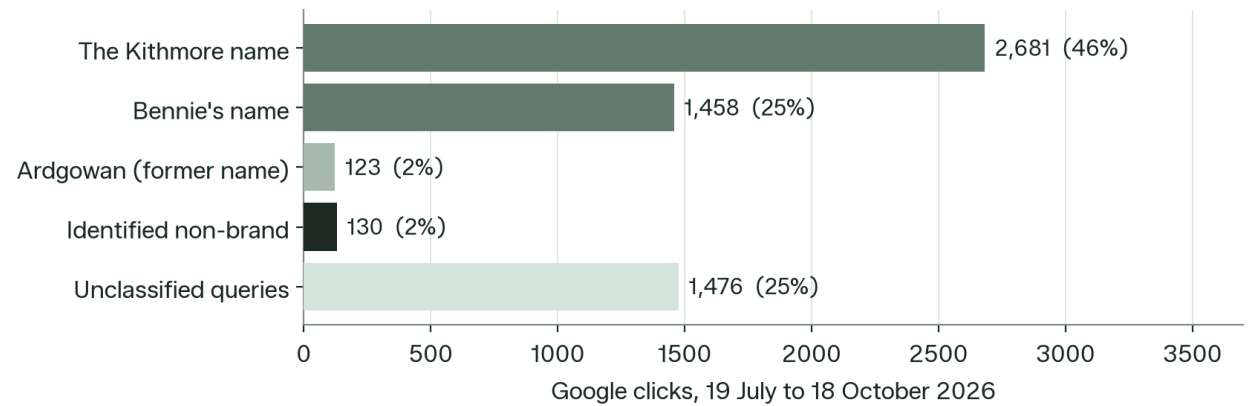
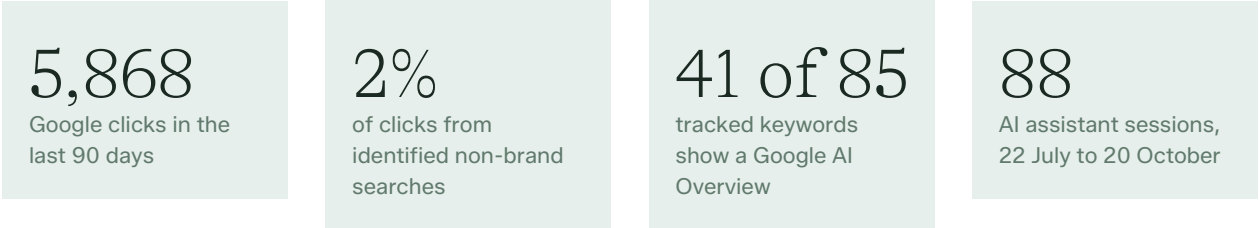
The Kithmore

DATE

22 October 2026

At a glance

The Kithmore opened on 16 June 2026 following a £7.5 million renovation of the former Ardgowan Hotel (SLTN, June 2026). Search is already working well for people who know the name. The opportunity now is content that reaches guests earlier, while they are still deciding where to stay, eat and play golf in St Andrews, and that gives AI assistants clear, consistent facts to quote.



Google clicks by query type, 19 July to 18 October 2026. Unclassified queries are clicks that Search Console does not attribute to an individual query in the reported rows, so they cannot be classed as brand or non-brand. Source: Google Search Console, thekithmore.com.

The headline

Identified non-brand searches accounted for 130 clicks, or 2% of total clicks. Searches for The Kithmore and Bennie’s names accounted for 71% (4,139 clicks), the former Ardgowan name for 2% (123 clicks), and the remaining 25% (1,476 clicks) is unclassified. St Andrews searches for hotels, restaurants, dog-friendly stays and The Open 2027 total tens of thousands a month, and few site pages are built to answer them. The plan addresses the priority gaps through 12 workstreams.

Content priorities and editorial angles

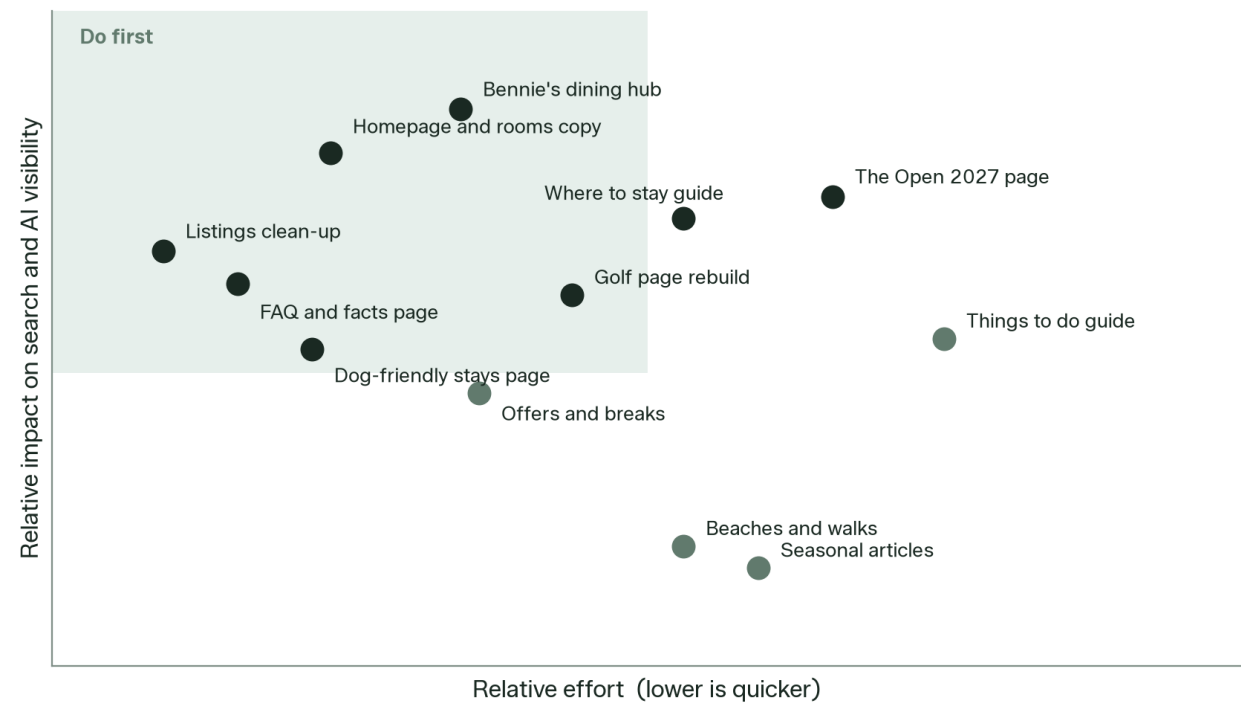
The plan is organised into 12 workstreams, ranked by priority. Together they cover 18 pages on the website (some workstreams include several pages) plus off-site listings. Each has a distinct editorial angle rooted in what makes The Kithmore different: Georgian townhouses from 1847, a North Street address a short walk from the Old Course, Bennie's downstairs, golfer-first service and dog-friendly rooms.

#	Topic	Editorial angle	Monthly searches	Where it lives
1	Bennie's dining hub	All-day Scottish bar and restaurant on North Street, from breakfast through to the bar at midnight. Covers St Andrews dining searches	23,010	Existing Bennie's page
2	Homepage, rooms hub and four room pages	A 44-bedroom boutique hotel in three Georgian townhouses, a short walk from the Old Course	13,200	Existing homepage and rooms pages
3	Facts and FAQs	One trusted source for check-in, parking, dogs, accessibility and dining times	Supports all	Existing FAQs page
4	Dog-friendly stays	Bring the dog to St Andrews: rooms, Bennie's dog-friendly areas, beaches and walks	1,910	New page
5	Golf stays	Built for golfers: reduced golfer's breakfast from 6am, secure club storage, drying racks for coats and shoes, tee-time help, Ship Sticks	4,420*	Existing golf page
6	The Open 2027	Staying in St Andrews for The 155th Open, 11 to 18 July 2027	4,420*	New page, first batch
7	Where to stay in St Andrews	Planning guide comparing areas of town, for guests who have not yet chosen a hotel	13,200	New guide
8	Things to do in St Andrews	Town sights, history and rainy-day ideas, with walking times from the hotel	12,620	Rebuild local attractions page
9	Offers and short breaks	Each package as its own crawlable section with what is included	Supports stays	Existing offers page
10	Beaches, walks and running routes	Outdoor coast: beaches, coastal walks, dog walks and the hotel's own running routes	4,750	New guide
11	Seasonal stays	Graduation, Christmas and winter in St Andrews	990	Three new articles
12	Third-party listings	Make every listing match the hotel's own facts	AI answers	Off-site

Monthly searches are average UK volumes for the distinct keywords in each theme. *Golf stays and The Open 2027 share one golf demand pool. Source: DataForSEO, Google UK, October 2026.

Where to start

Plotting each workstream by likely impact and effort shows the quickest wins: fix the facts, strengthen the pages that already earn traffic, then build the new guides.



Relative impact and effort for each workstream. Source: Huck assessment based on search demand, current rankings and page condition, October 2026.

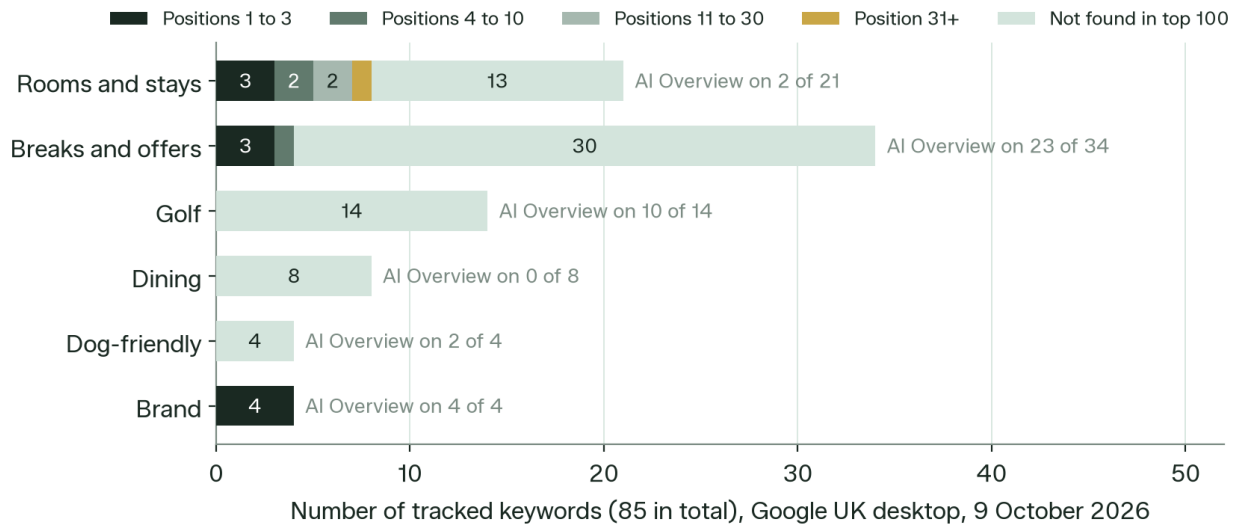
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01

Where search
stands today

Rankings by theme

The Kithmore ranks well for its name and for a handful of accommodation and offer terms. Golf, dining, dog-friendly and most Scotland-wide break searches were not found in the tracked top 100.

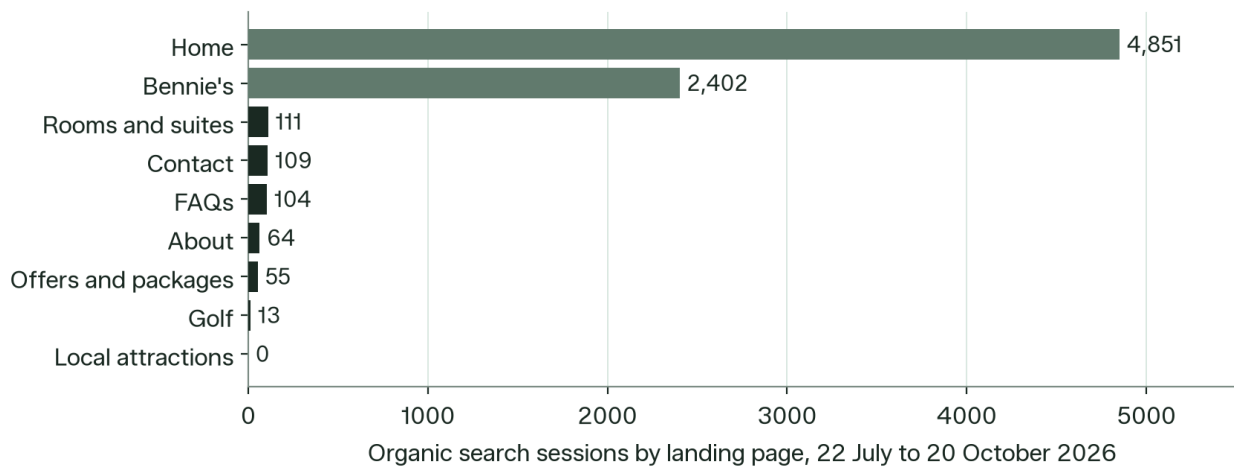


Tracked keyword positions by theme, with Google AI Overview presence. Source: Advanced Web Ranking, Google UK desktop, 9 October 2026.

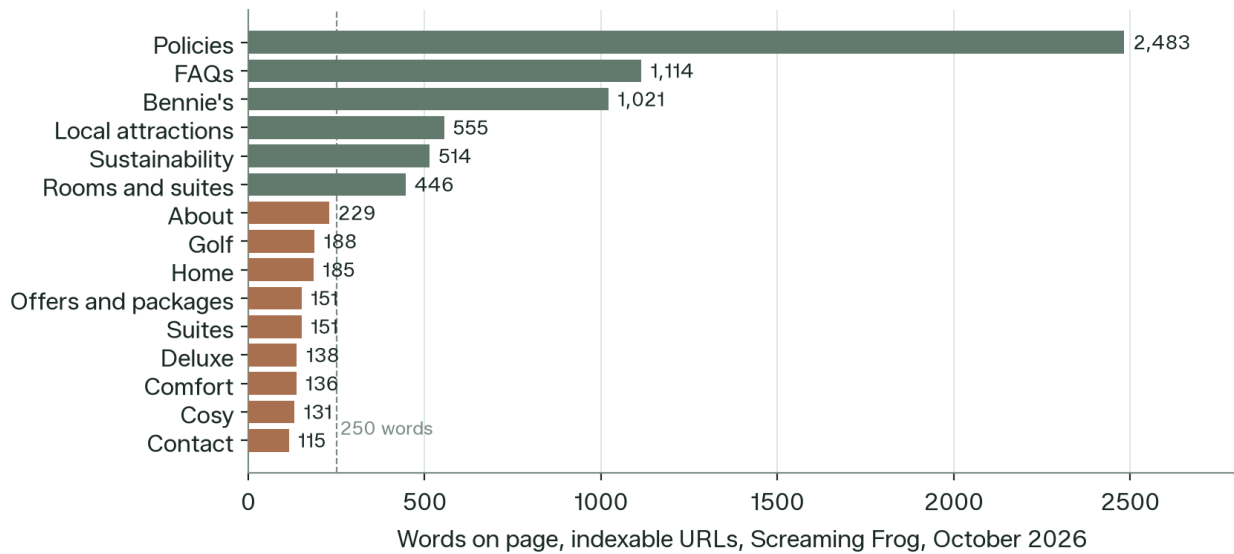
- Strong already: accommodation st andrews fife (position 1), hotel deals st andrews (1), accommodation st andrews (3), short breaks st andrews (4).
- At the edge of the top 10: hotels in st andrews scotland (10) and hotels in st andrews town centre (10) are just inside; hotels in st andrews fife scotland (11) is just outside.
- Not found in the tracked top 100: all 14 golf terms, all eight dining terms and all four dog-friendly terms.
- AI Overviews concentrate on planning searches: 23 of 34 break and offer terms and 10 of 14 golf terms show one, which makes clear, well-structured answers on these topics worthwhile.

Where organic visits land

Organic search is the largest traffic channel, with 8,464 sessions in 90 days. Almost all of it lands on the homepage and Bennie's. Pages that should attract planning searches, such as golf and local attractions, receive very few visits.



Organic search sessions by landing page, 22 July to 20 October 2026. Source: Google Analytics 4, property 497230380.



Word count of indexable pages. Pages under 250 words are highlighted. Source: Screaming Frog crawl, October 2026.

Early non-brand signals

Search Console shows which non-brand searches Google already associates with the site. Volumes are small, so these are early signals rather than trends, but they show where better content is most likely to move rankings first.

Query	Impressions	Clicks	Avg position	Content response
new hotel st andrews	204	64	1.6	Protect: keep 'newest hotel' wording on homepage
hotels in st andrews	241	2	34.3	Homepage (the hotel itself)
hotels st andrews	86	2	30.6	Homepage (the hotel itself)
st andrews restaurants	58	5	65.3	Bennie's hub
restaurants st andrews	44	2	69.1	Bennie's hub
playfair's restaurant st andrews	18	2	9.8	Mention former restaurant name on Bennie's
best hotels in st andrews	14	0	58.4	Where-to-stay guide
boutique hotels st andrews	9	0	34.7	Homepage H1 and title
top 10 restaurants in st andrews	4	1	18.2	Monitor; outside the current content scope
where to stay for the open at st andrews	5	2	1.0	The Open 2027 page. Encouraging early signal from five impressions

Non-brand queries, 19 July to 18 October 2026. Source: Google Search Console.

What this tells us

Google already trusts the site for 'new hotel' searches and is testing it for broad hotel and restaurant terms. The former names (Ardgowan and Playfair's) still carry search interest, so naming them on the right pages helps both Google and AI assistants connect old and new.

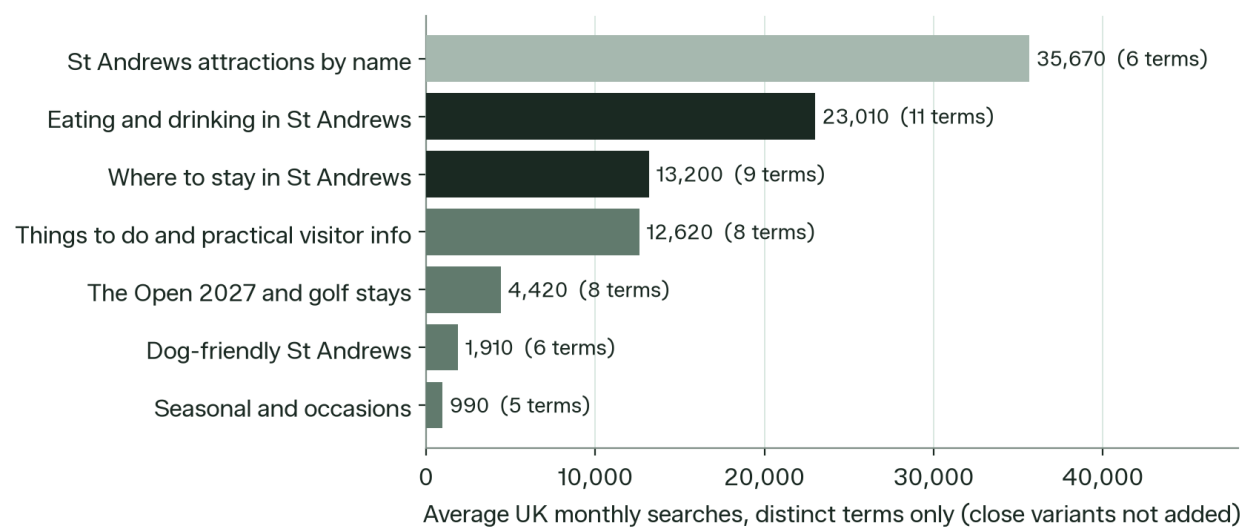
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02

Search demand to
build content around

Demand by content theme

Expanding the tracked keywords with DataForSEO shows where St Andrews visitors search. Dining and where-to-stay searches are the biggest commercial pools. Attraction names carry high volume but are mainly navigational, so they are best served inside a things-to-do guide rather than as standalone pages.



Average UK monthly searches by theme, using distinct terms only. Darker bars are the highest-value commercial themes.
Source: DataForSEO, Google UK, October 2026.

Keyword targets by theme

Representative keywords for each theme, used to brief the pages in section 04. Keyword difficulty runs from 0 to 100; most St Andrews terms sit below 30, which is realistic for a new site with strong local relevance.

Eating and drinking

Keyword	Searches	KD
restaurants st andrews	12,100	29
places to eat st andrews	2,400	28
best restaurants st andrews	1,900	29
pubs st andrews	1,900	19
seafood restaurant st andrews	1,600	27
lunch st andrews	1,000	6
afternoon tea st andrews	720	N/A
breakfast st andrews	720	N/A
dog friendly restaurants st andrews	720	19
brunch st andrews	390	N/A
cocktail bar st andrews	170	N/A
sunday lunch st andrews	110	N/A

Golf and The Open 2027

Keyword	Searches	KD
the open 2027	2,400	0
st andrews golf courses	720	N/A
st andrews open 2027	390	0
the open 2027 dates	390	0
the open 2027 tickets	260	4
st andrews tee times	170	N/A
golf breaks st andrews	70	N/A
the open 2027 accommodation	20	N/A

Where to stay

Keyword	Searches	KD
st andrews hotels	6,600	36
st andrews accommodation	2,900	11
hotels st andrews	1,900	20
bed and breakfast st andrews	880	7
best hotels in st andrews	320	N/A
st andrews where to stay	260	5
luxury hotels st andrews	140	N/A
new hotel st andrews	110	8
boutique hotel st andrews	90	0

Things to do, beaches and walks

Keyword	Searches	KD
st andrews what to see	3,600	0
things to do in st andrews	2,900	0
st andrews beaches	3,600	0
st andrews parking	1,600	0
west sands st andrews	590	N/A
st andrews harbour	390	N/A
st andrews walks	170	N/A
is st andrews worth visiting	90	N/A
how to get to st andrews	70	N/A

Dog-friendly

Keyword	Searches	KD
st andrews dog friendly	390	0
dog friendly hotels st andrews	210	0
dog friendly pubs st andrews	210	19
dog friendly cafe st andrews	210	0
dog friendly accommodation st andrews	170	0

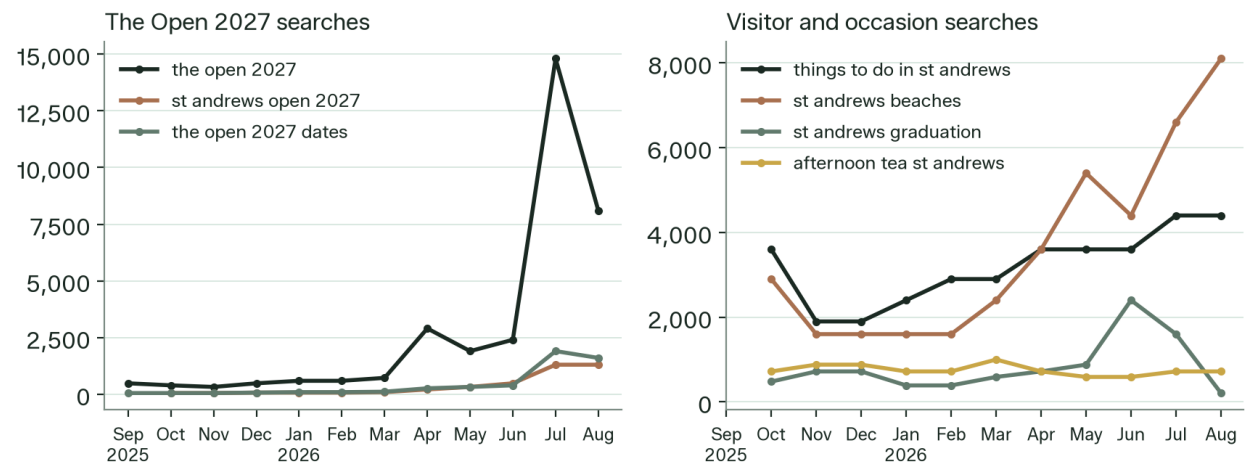
Average UK monthly searches. KD is keyword difficulty (0 to 100). N/A means the metric was not returned. Source: DataForSEO, Google UK, October 2026.

Seasonal

Keyword	Searches	KD
st andrews graduation	720	N/A
st andrews christmas	140	N/A
st andrews in winter	30	N/A

Timing: when demand peaks

Searches for The Open 2027 jumped to 14,800 in July 2026 as this year’s Championship ended, and they will build again into July 2027. Beach and things-to-do searches peak in summer, graduation searches peak in June, and dining demand is steady all year.



UK monthly searches, September 2025 to August 2026. Source: DataForSEO, Google UK.

November and December 2026	The Open 2027 page once booking terms are confirmed, alongside facts, homepage, rooms and Bennie’s. Publishing early gives the Open page time to be indexed before searches build in spring.
December 2026 to February 2027	Dog-friendly stays, golf and offers, ahead of spring demand.
February to April 2027	Accommodation guide, local attractions, beaches and walks, and graduation content, before beach and things-to-do searches rise from April and graduation searches peak in June.
By October 2027	Christmas and winter articles, ahead of the November and December peak.

Timings match the roadmap in section 05. The 155th Open runs from 11 to 18 July 2027 at St Andrews. Source: The Open, theopen.com.

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03

Content coverage
for AI search

How AI features use web content

Google states that SEO best practice still applies to AI Overviews and AI Mode, and that there are no additional requirements, special optimisation or special schema needed to appear in them. Pages must be indexed and eligible to show with a snippet, and any structured data should match the visible text. Google also explains that these features may use 'query fan-out', running several related searches across subtopics to build one response (Google Search Central).

For a hotel, one question such as "best dog-friendly hotel near the Old Course" may be broken into smaller questions about dogs, location, golf, dining and price. Our reasoning is that pages answering each of these clearly and accurately give Google and AI assistants relevant material to draw on. In academic research, Aggarwal et al. reported that the content methods they tested raised visibility in generative engine responses by up to 40% on their GEO-bench benchmark. That is a research benchmark result, not an expected uplift for The Kithmore.

3

tracked AI Overviews name The Kithmore, two on non-brand searches

3

branded searches where AI Overviews link to the site

94

AI assistant sessions, 1 June to 20 October

84%

of those sessions were engaged

Named mentions without a link to thekithmore.com: 'hotels in st andrews fife', 'hotels in st andrews scotland' and 'ardgowan hotel st andrews'. Linked citations: 'the kithmore', 'the kithmore st andrews' and 'the kithmore hotel st andrews'. AI assistant sessions: 94 from 1 June to 20 October 2026 (88 within the 22 July to 20 October window used on page 2), of which 79 were engaged and 85 came from chatgpt.com. Sources: Advanced Web Ranking, 9 October 2026; Google Analytics 4.

The GEO opportunity

AI assistants already send visits, mostly to the homepage, and AI Overviews link to the site only on branded searches so far, within the tracked keyword set. Our reasoning is that a clear, fact-led page for each topic (dogs, golf, The Open, dining, location) gives Google and assistants a more specific page to link to for each part of a guest's question.

One consistent set of facts

AI assistants can combine the hotel website with listings and travel sites. Several third-party pages currently describe The Kithmore differently from its own FAQs. Our reasoning is that inconsistent facts raise the risk of an assistant repeating an outdated or incorrect version, so aligning them is a quick and worthwhile task.

Fact	The Kithmore website	Third-party version	Action
Pets	Dog-friendly rooms. £30 per stay covers up to two dogs for stays of up to three nights; additional charges apply for longer stays	Trivago FAQ says pets are not allowed	Update listing with the full policy; add to dog page
Parking	Free public on-street parking opposite on Abbotsford Crescent and behind the hotel at The Scores; free Murray Place car park about 45m away	Trivago FAQ says no parking	Update listing to explain nearby free public parking; add to facts page
Check-out	11am	Trip.com lists check-out until 10:30	Update listing
Address	2 Playfair Terrace, North Street, KY16 9HX	Golfbreaks lists 3 Playfair Terrace; some OTAs use 'Playfairs'	Request correction; use one format everywhere
Status	Open since 16 June 2026	Marram Collection page still says 'Opening Summer 2026'	Update group website
Grading	Boutique hotel with 44 bedrooms	Trip.com describes a 3-star stay	Confirm official grading and state it on site

Sources: thekithmore.com FAQs; trivago, Trip.com, Golfbreaks and Marram Collection listings, checked October 2026.

Sites that rank for St Andrews searches

The top 10 Google results for key St Andrews searches are mostly travel blogs, review sites and booking platforms rather than hotel websites. Our view is that coverage on sites like these is likely to support AI visibility alongside the hotel's own pages, so the plan pairs on-site content with PR and partner activity.

Search	Types of site ranking in the top 10	Content and PR response
things to do in st andrews	Travel blogs, Welcome to Fife, Tripadvisor, About St Andrews	Own guide plus local partner features
restaurants st andrews	Restaurant sites, Tripadvisor, Reddit, golf forums	Bennie's hub, review generation, local food press
where to stay in st andrews	Stay in St Andrews, booking sites, Telegraph, Cool Stays	Accommodation guide plus travel press outreach
boutique hotels st andrews	SLH, Mr & Mrs Smith, booking sites, individual hotels	Homepage copy and curated-collection listings
dog friendly hotels st andrews	Booking sites, Facebook groups, dog travel blogs	Dog page plus dog-travel blogger stays
the open 2027 accommodation	Facebook, local news, golf tour operators	Open page plus golf operator partners

Source: DataForSEO Google UK organic results, October 2026.

Suggested page format

The formats below are suggested editorial practices to make each page clear, accurate and easy to quote. They are not requirements for appearing in AI Overviews, AI Mode or other assistants.

Element	Suggested format at The Kithmore
Answer block	A short, self-contained answer, typically around 40 to 60 words, under the H1, naming The Kithmore, St Andrews and the topic
Entity line	"The Kithmore, formerly the Ardgowan Hotel, is a 44-bedroom boutique hotel on North Street, St Andrews."
Facts table	Key details in a simple table: times, prices, distances, room sizes, dog charges and conditions
Question headings	H2s written the way guests ask, such as "Can I bring my dog to Bennie's?"
Sub-question answers	Each likely sub-question answered briefly, often in around three sentences, so it reads clearly on its own
Attributed facts	Event dates, distances and statistics with a named source, such as The Open or VisitScotland
Named voices	Where the hotel approves, a short quote from a named team member with their role
Freshness	Visible 'Last updated' date and a review every 90 days
Structured data	Accurate Hotel, Restaurant (Bennie's) and BreadcrumbList markup matching visible text. Keep FAQs as on-page content; FAQ rich results stopped appearing in Google Search on 7 May 2026, so FAQPage markup is not a priority
Page text	Menus, packages and prices in page text as well as PDFs or images

Menus in HTML

Bennie's PDF menus earned 290 Google clicks in 90 days, so Google already finds them. Publishing the menus as page text, with the PDFs kept as downloads, makes them easier to read on a phone, quicker to update in one place, and lets each menu link straight to a table reservation.

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04

Page-by-page content plan

Which page owns which searches

Each page has a distinct purpose and set of target searches, so pages support rather than compete with each other.

Page	Purpose	Main searches
Homepage	The hotel itself, for guests comparing hotels	st andrews hotels, boutique hotel, new hotel
Rooms hub and four room pages	Choosing a room	st andrews accommodation, luxury hotels
Accommodation guide	Planning: comparing areas of town before choosing a hotel	where to stay, best hotels, bed and breakfast
Bennie's	All dining searches; no separate dining guide in this plan	restaurants, places to eat, lunch, breakfast, pubs
Things to do	Town sights, history, museums, rainy days, practical visitor information	things to do, what to see, parking
Beaches, walks and running routes	Outdoor time on the coast, including dog walks	beaches, West Sands, walks, harbour
Dog-friendly stays	Staying and eating with a dog	dog friendly hotels, restaurants, pubs
Golf	Golf stays and facilities	golf hotel, golf courses, tee times
The Open 2027	Open week stays and practical information	the open 2027, dates, accommodation

Existing pages to strengthen

Homepage | thekithmore.com

Targets	st andrews hotels (6,600), boutique hotel st andrews (90), new hotel st andrews (110), hotels in st andrews (GSC position 34)
Angle	The newest boutique hotel in St Andrews, in three Georgian townhouses from 1847, a short walk from the Old Course
Change	Grow from 185 to around 600 words. H1 and title to include 'boutique hotel in St Andrews'. Short sections on rooms, Bennie's, golf, dogs and location, each linking to its own page
Answer block	"The Kithmore is a 44-bedroom boutique hotel on North Street, St Andrews, set across three Georgian townhouses dating from 1847. Formerly the Ardgowan Hotel, it reopened in June 2026 after a £7.5 million renovation and sits a short walk from the Old Course, with Bennie's bar and restaurant downstairs."

Rooms hub and four room pages

Targets	st andrews accommodation (2,900, AWR position 3), luxury hotels st andrews (140)
Change	Room pages are 131 to 151 words. Add size, bed options, who each room suits, views and quiet or busy side. Note that every room type except Cosy can be set up as twin
Comparison	A table across Cosy (11 to 14 sqm), Comfort (14 to 21 sqm), Deluxe (22 to 27 sqm) and Suites (30 to 37 sqm) with guests per room

Bennie's dining hub | /bennies/

Targets	restaurants st andrews (12,100), places to eat (2,400), best restaurants (1,900), pubs (1,900), lunch (1,000), breakfast (720), dog friendly restaurants (720)
Scope	Bennie's covers St Andrews dining searches. A separate dining guide is not part of this plan; it can be added later if Search Console shows demand the hub cannot meet
Angle	All-day Scottish bar and restaurant on North Street: full breakfast from 7am, all-day dining from 11:30am, bar until midnight, front terrace, dog-friendly areas
Change	Menus as HTML with clear reservation links. Separate sections for breakfast, lunch, dinner, bar and whisky, terrace and dogs. Mention Playfair's as the former restaurant name. Accurate Restaurant structured data with opening hours
Answer block	"Bennie's is the all-day Scottish bar and restaurant at The Kithmore on North Street, St Andrews, open to hotel guests and visitors. It serves full Scottish breakfast from 7am, all-day dining from 11:30am with last tables at 9pm, and the bar stays open until midnight, with a front terrace and dog-friendly areas."

Golf stays | /golf/

Targets	golf hotel st andrews (260), st andrews golf courses (720), st andrews tee times (170), golf breaks st andrews (70)
Angle	Built for golfers: a reduced golfer's breakfast from 6am to 7am before the full breakfast, secure club storage, drying racks for coats and shoes, tee-time booking help subject to availability, and Ship Sticks club shipping
Change	Grow from 188 words. Add a course-by-course section on the seven St Andrews Links courses with how to book, ballot basics and a golfer's FAQ
Answer block	"The Kithmore is a short walk from the Old Course in St Andrews. Golfers can take a reduced golfer's breakfast from 6am to 7am, keep clubs in the secure golf store, dry coats and shoes on its drying racks, ask reception to book tee times subject to availability, and ship clubs ahead with Ship Sticks."

Facts and FAQs | /faqs/

Role	Already earns 5,652 impressions at position 2.1. Make it the single source of truth that listings and AI assistants can rely on
Change	Group answers under question headings and keep them as on-page content. Add a short facts table: check-in 3pm, check-out 11am, nearby free public parking, dog policy with charges and conditions, Wi-Fi, accessibility, Leuchars station about 10 minutes by car

Offers and packages | /offers-packages/

Targets	hotel deals st andrews (AWR position 1), short breaks st andrews (4), weekend breaks st andrews (50), romantic breaks in scotland (1,000)
Change	Grow from 151 words. Give each package its own section with inclusions, conditions, who it suits, a price-from where approved, and a booking link

New pages and guides

Dog-friendly stays in St Andrews | new page

Targets	st andrews dog friendly (390), dog friendly restaurants (720), dog friendly hotels (210), dog friendly pubs (210), dog friendly accommodation (170)
Sections	Dog-friendly rooms and what is provided; the £30 charge for up to two dogs and up to three nights, with additional charges for longer stays; dining with dogs in Bennie's; links to the beaches and walks guide and Fife Council beach guidance
Answer block	"The Kithmore in St Andrews has dog-friendly bedrooms and dog-friendly dining areas in Bennie's. A £30 charge per stay covers up to two dogs for stays of up to three nights, with additional charges for longer stays. Each dog-friendly room comes with a dog bed, blanket, water bowl and treats."

Staying in St Andrews for The Open 2027 | new page

Targets	the open 2027 (2,400 average, 14,800 in July 2026), st andrews open 2027 (390), the open 2027 dates (390), the open 2027 accommodation
Sections	Dates (11 to 18 July 2027) and practice days; getting to the course on foot; Open week booking terms; breakfast and dining times during the week; club storage; FAQ
Timing	First delivery batch, once Open week booking terms are confirmed. Then update monthly as The R&A releases guest information
Early signal	Position 1 for 'where to stay for the open at st andrews' from five impressions and two clicks: encouraging, but too small to treat as an established ranking

Accommodation guide: where to stay in St Andrews | new guide

Targets	st andrews where to stay (260), best hotels in st andrews (320), bed and breakfast st andrews (880)
Purpose	Distinct from the homepage: the homepage presents the hotel; this guide helps guests who have not yet chosen where to stay, comparing North Street and the town centre, the Old Course and West Sands, the harbour and East Sands, and outside town
Approach	Our reasoning: a balanced comparison is more useful to readers and more credible to quote than self-promotion. The Kithmore appears in context for its area, with a link to the homepage

Things to do in St Andrews | rebuild /local-attractions/

Targets	st andrews what to see (3,600), things to do in st andrews (2,900), st andrews parking (1,600), is st andrews worth visiting (90)
Purpose	Town sights, history and practical visitor information. Beaches and coastal walks link out to their own guide
Change	Currently 555 words, with one Google click in 90 days. Rebuild with walking times from the hotel to the castle, cathedral and British Golf Museum (round the corner on The Scores), plus a rainy-day section and practical tips

Beaches, walks and running routes | new guide

Targets	st andrews beaches (3,600), west sands st andrews (590), st andrews harbour (390), st andrews walks (170)
Purpose	Outdoor time on the coast, including dog walks, linking to the dog-friendly page
Angle	The hotel already gives guests a jogging map of local routes. Publishing it with distances and maps creates content specific to The Kithmore

Seasonal articles | three new articles

Targets	st andrews graduation (720, June peak), st andrews christmas (140, November and December peak), st andrews in winter (30)
Angle	Practical guides for graduation families and winter visitors, linking to rooms, Bennie's and offers

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05

Roadmap and measurement

Phased roadmap

Timing	Actions
First: confirm facts and inputs	Agree one hotel fact sheet: address, grading, dog policy, accessibility, parking, breakfast and dining hours, room details and golf facilities. Obtain editable menus, Open booking terms and minimum stays, planned packages and approved team quotes
November to December 2026	Correct third-party and group listings. Improve FAQs, homepage, rooms hub and four room pages. Rebuild Bennie's with HTML menus and clear reservation links. Apply relevant, accurate structured data. Publish the Open page once terms are confirmed
December 2026 to February 2027	Publish dog-friendly stays. Expand golf content with booking guidance and practical facilities. Improve offers with inclusions, conditions, prices where approved and booking links
February to April 2027	Publish the accommodation guide, rebuild local attractions, publish beaches, walks and running routes, and prepare graduation content. Agree distinct keyword targets and links between pages
May to July 2027	Update Open information monthly, refresh practical visitor guidance, and carry out golf and travel press and partner outreach
From August 2027	Review content every 90 days, prepare Christmas and winter articles, and use Search Console results to select further topics
Monthly throughout	Track non-brand visibility, priority-page traffic, rankings, AI mentions and citations, and verified commercial outcomes. Record publication dates and completed listing corrections

Workstreams and completion checks

Owners and approvers are agreed at kick-off and recorded here. Each workstream is complete when its check is met.

Workstream	Owner	Approver	Completion check
1. Bennie's dining hub	To agree	To agree	HTML menus live, reservation links tested, structured data validated
2. Homepage, rooms hub and room pages	To agree	To agree	Copy live on all six pages and consistent with the fact sheet
3. Facts and FAQs	To agree	To agree	Fact sheet agreed; FAQs updated to match
4. Dog-friendly stays	To agree	To agree	Page live with full charges and conditions; linked from rooms and Bennie's
5. Golf stays	To agree	To agree	Facilities and booking guidance live and checked by the hotel
6. The Open 2027	To agree	To agree	Page live with confirmed booking terms; monthly updates logged
7. Accommodation guide	To agree	To agree	Guide live with distinct targets and a link to the homepage
8. Things to do	To agree	To agree	Local attractions page rebuilt; walking times checked
9. Offers and packages	To agree	To agree	Each package shows inclusions, conditions and a booking link
10. Beaches, walks and running routes	To agree	To agree	Guide live with routes and distances checked
11. Seasonal articles	To agree	To agree	Graduation live by April 2027; Christmas and winter by October 2027
12. Third-party listings	To agree	To agree	Each correction confirmed live; dates recorded in a log

How success is measured

Visibility measures show whether content is being found; commercial measures show whether it brings bookings and enquiries. Baselines are taken from the last 90 days so progress can be tracked monthly.

Measure	Baseline	Source
Identified non-brand Google clicks	130 clicks from 5,134 impressions	Google Search Console
Tracked keywords in top 10	13 of 85	Advanced Web Ranking
Named mentions in AI Overviews	3 tracked keywords (2 non-brand)	Advanced Web Ranking
AI Overview links to thekithmore.com	3 branded keywords	Advanced Web Ranking
AI assistant sessions	88	Google Analytics 4
Organic search sessions	8,464	Google Analytics 4
Organic sessions to golf and local attractions pages	13	Google Analytics 4
Organic online room bookings and revenue	3 room bookings (two Comfort, one Cosy), £1,027.50	Google Analytics 4
Organic enquiry actions	44 phone link clicks, 40 email link clicks	Google Analytics 4
Organic PDF menu clicks	108	Google Analytics 4
Dining reservations from organic search	Added once reservation tracking is in place	Reservation system

The 195 organic key events recorded in Google Analytics 4 are 108 PDF menu clicks, 44 phone link clicks, 40 email link clicks and 3 purchases. All three purchases are room bookings completed through the hotel's online booking engine. Phone and email clicks show intent to get in touch rather than confirmed enquiries. Baseline windows: Search Console 19 July to 18 October 2026; Google Analytics 22 July to 20 October 2026; Advanced Web Ranking 9 October 2026.

Sources

Source	Detail or URL
Google Search Console, thekithmore.com	Query, page and date data, 1 June to 18 October 2026
Google Analytics 4, property 497230380	Channels, landing pages and AI assistant sessions
Advanced Web Ranking	Keyword ranking export, Google UK desktop, 9 October 2026
Screaming Frog	URL inventory and word counts, October 2026
DataForSEO	Keyword suggestions, search volume and Google UK organic results, October 2026
SLTN	https://sltn.co.uk/2026/06/16/marram-collection-opens-the-kithmore-luxury-hotel-in-st-andrews/
The Scotsman	https://www.scotsman.com/business/first-look-at-attractive-scottish-hotel-that-has-been-renamed-after-ps75m-transformation-5206872
The Open	https://www.theopen.com/st-andrews-2027
Google Search Central: AI features	https://developers.google.com/search/docs/appearance/ai-features
Google Search Central: documentation updates	https://developers.google.com/search/updates
Aggarwal et al., GEO: Generative Engine Optimization	https://arxiv.org/abs/2311.09735
The Kithmore FAQs	https://thekithmore.com/faqs/
trivago listing	https://www.trivago.co.nz/en-NZ/oar/the-kithmore-hotel-st-andrews
Trip.com listing	https://uk.trip.com/hotels/st-andrews-hotel-detail-9833519/the-kithmore/
Golfbreaks listing	https://www.golfbreaks.com/en-gb/holidays/fife/kithmore/
Marram Collection	https://marramhotels.com/hotels/the-kithmore/