

CAVMIR.COM

PREPARED FOR



sweetpalmvillas.com

Website Audit & Growth Plan

PREPARED BY

Cavmir

DATE

28 September 2026

SCOPE

11 pages, Airbnb listing, market data

REFERENCE

Quote #1368

SUMMARY

What we found

We read every page of sweetpalmvillas.com, your Airbnb listing and the latest figures on who visits Jamaica. All checks were made on 28 September 2026.

Sweet Palm Villas has what very few rentals in Jamaica have: twelve bedrooms behind one gate, a pool, a restaurant on the property and room for up to 45 guests. Group planners can't see that today. Airbnb shows the listing as "16+ guests" with a "No parties or events" rule, and the website says very little about the estate in English and nothing in any other language.

11 PAGES ON YOUR CURRENT SITE	5 OF THEM READ AS EMPTY TO A SEARCH ENGINE	16+ MOST GUESTS AIRBNB WILL SHOW FOR YOUR LISTING	0 PAGES IN A LANGUAGE OTHER THAN ENGLISH
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Your events business can only be booked through your own website

Airbnb sells the estate to sixteen people at a time, and it does that well. A week from 10 to 17 November 2026 costs a group of 16 **\$16,740** on Airbnb, and Airbnb tags the listing "usually booked". The larger business your website describes, the whole estate for up to 45 people with weddings, reunions, retreats and catering at **\$50 to \$75 a guest**, can't be booked on Airbnb at all. It has to come through your site, your WhatsApp and word of mouth.

"comfortably accommodated my large group of 30 people"

Airbnb review from a guest in Mississauga, Canada, March 2026: a group trip for a milestone birthday. The demand for the whole estate is already there.

That buyer finds very little on the site today. The Weddings page reads "under construction", five of the eleven pages have no text a search engine can read, and there are no prices, no availability and no page in any language but English.

On Europe: the guests you are missing are mostly British. The UK sent 7.8% of Jamaica's visitors in 2025; Germany, Italy, Portugal and the Netherlands together sent 1.3%. British visitors stay about two weeks, a third of them in private homes, and 623,119 people in England and Wales identify as Black Caribbean: the same family-reunion buyer as your guests from Mississauga and Florida. They read English. What they can't find is prices in pounds, flights from London and what a UK couple needs to marry in Jamaica.

Search engines and AI assistants can only recommend a property they can read. The plan gives them 200 pages of plain facts about the estate, in English, Spanish and German: capacity, the sleeping plan, rates in four currencies, flights by country, and the rules for marrying in Jamaica by nationality.

THE MARKET

Who visits Jamaica

Stopover visitors by country of residence, 2025: 2,601,416 in total. Most of your guests come from the US and Canada, as 84% of Jamaica's visitors do.

United States		70.7% 1,839,753
Canada		13.3% 345,714
United Kingdom		7.8% 202,160
Latin America, 6 largest		1.8% 47,506
Continental Europe, 4 largest		1.3% 33,097

Continental Europe here is Germany (13,111), Italy (7,849), Portugal (6,453) and the Netherlands (5,684); France, Spain, Switzerland and the Nordic countries each sent fewer than 4,351. Latin America is Argentina, Chile, Peru, Colombia, Mexico and Brazil. Figures compiled by Tourism Analytics from Jamaica Tourist Board data.

British guests stay longest

14.1 nights on average, against 6.6 for Americans and 8.7 for Canadians (2019, the latest year published by market). A third of them stayed in private homes rather than hotels.

Flights from Europe, winter 2026–27

Non-stop each week: British Airways Gatwick to Kingston 4, Virgin Atlantic Heathrow to Montego Bay 4, TUI Gatwick to Montego Bay 2, Condor Frankfurt to Montego Bay 2, TUI Amsterdam to Montego Bay 1. The UK held 80% of Europe's seats to Jamaica in summer 2026.

Your part of the island

Ocho Rios hosted 20.9% of Jamaica's stopover visitors in 2023, 609,524 people. In 2019, 18,173 visitors stayed in resort villas in the Ocho Rios area.

The reunion market lives abroad

1,390,336 Americans report Jamaican ancestry, 249,070 Canadians report Jamaican origin, and 623,119 people in England and Wales identify as Black Caribbean. In 2025, 16.2% of Jamaica's visitors came to see friends and family.

2026 so far

After Hurricane Melissa, stopovers fell 23.5% from January to June: visitors from the US by 27.9%, from the UK by 6.1%. Latin American visitors outnumbered continental Europeans two to one.

Private rentals are a big business

Airbnb hosts in Jamaica earned J\$32 billion in 2024 from 840,000 guest stays, according to the Ministry of Tourism.

What this means for the plan

English first, with a 20-page section written for guests from the UK and Ireland. A Spanish edition, because Latin America now sends twice as many visitors as continental Europe and your Airbnb profile lists Spanish. A German edition for the largest continental market, served by Condor's twice-weekly Frankfurt flight. French, Italian and Dutch editions can follow if the enquiries justify them.

CRITICAL FINDINGS

Airbnb cannot sell the whole estate

CRITICAL 01 The listing stops at "16+ guests" and bans events

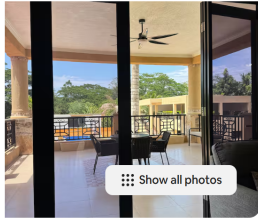
Airbnb displays your listing as **16+ guests · 12 bedrooms · 20 beds · 13 baths**. Its guest count stops at "16+": on 28 September 2026 a search for 40 guests in Jamaica returned exactly the same 246 homes as a search for 16. Your description says the property "can host up to 40 guests comfortably", but a planner only reads that after clicking in. The listing's house rules say **No parties or events**, and Airbnb's own policy bans disruptive gatherings "regardless of size" and any listing marketed as party-friendly.

What it costs you: the bookings worth the most to you, the full estate for a wedding or reunion of 30 to 45 people, can't be marketed through the channel that brings most of your guests today. Every one of them has to find your own website.

HOW WE FIX IT

Build the website that sells the whole estate: the buyout, the sleeping plan for 45, event pages, dated enquiries and rates, so the 17-to-45-guest market has somewhere to land and events are booked on your own terms. Airbnb keeps doing what it does well. (Plan items 02, 03 and 17)

airbnb.com/rooms/1489838154361836306



Entire guesthouse in Saint Ann, Jamaica

16+ guests · 12 bedrooms · 20 beds · 13 baths

 Guest favorite

One of the most loved homes on Airbnb, according to guests

5.0

★★★★★

6

Reviews

Add dates for prices

CHECK-IN

Add date

CHECKOUT

Add date

GUESTS

1 guest

Your Airbnb listing on 28 September 2026. **"16+ guests"** is as high as Airbnb's count goes. The house rules, lower on the page, read: No pets · Quiet hours 11:00 PM to 7:00 AM · **No parties or events** · No commercial photography.

WHAT A GROUP OF 40 IS LOOKING FOR	WHAT AIRBNB CAN SHOW THEM
Beds for 40 to 45 people	"16+ guests"
A price for the whole estate at 45	A price for 16
A place for the wedding, party or reunion dinner	"No parties or events"
Catering for the group	Your catering menu is not on the listing

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04

CRITICAL FINDINGS

The two pages that should sell the most

CRITICAL 02 The Weddings page says "under construction"

Weddings sit in your main menu under Events. The page behind that menu item contains one phrase, repeated across a scrolling banner: **under construction**. It is also the page's main heading, so that is what a search engine reads as its subject. The page is listed in your sitemap and in the file your site gives AI assistants.

What it costs you: a wedding for 45 is the largest booking the estate can take. Your own Jamaican buffet menu at \$75 a guest comes to \$3,375 for one dinner, before a single night's stay.

HOW WE FIX IT

Eleven wedding pages: ceremony and reception spaces, what is included, a 45-guest weekend day by day, catering and bar, the legal steps to marry in Jamaica, and pages for US and Canadian couples. UK couples get their own pages in the UK section, and the Spanish and German editions carry the rules for their readers. (Plan items 03, 08, 10 and 11)



The Weddings page on 28 September 2026. This is the whole page apart from the menu, the footer and the cookie notice.

CRITICAL 03 Nothing on the site is written for British or European planners

English suits the UK, your largest European market, but no page speaks to a British planner: nothing on flights from London, Manchester or Birmingham, prices in pounds, UK school holidays, or what a UK couple needs to marry in Jamaica. For everyone else there is no page in another language and no `hreflang` tag to tell Google which page suits which country. The site even declares its language as Canadian English (`lang="en-CA"`).

A UK OR EUROPEAN PLANNER LOOKS FOR	ON YOUR SITE TODAY
Prices in pounds or euros	None; the only prices are the catering menu, in US dollars
How to fly in from their country	Not mentioned
The rules for marrying in Jamaica as their nationality	None; the Weddings page is under construction
Pages in their own language	None
A privacy notice and a cookie choice	None (Finding 14)

HOW WE FIX IT

A 20-page section for guests from the UK and Ireland inside the English site, a continental-Europe travel page, and Spanish and German editions written for their readers: flights, currency, marriage rules, school holidays. (Plan items 06, 08, 10 and 11)

FINDINGS

What a search engine can read

HIGH 04 Your facts differ from place to place

Your website says the estate takes **up to 45 guests**; your Airbnb description says **up to 40**; Airbnb's own display says **16+**. The site promises a "private heated pool" and an "exclusive private beach", while Airbnb describes a "shared pool area" and "beach access". Both may be true in different cases, a whole-estate booking or a single room, but a reader can't tell which. Search engines and AI assistants compare sources before they repeat a fact, and when sources disagree they tend to leave it out.

HOW WE FIX IT

One fact sheet, confirmed with you: sleeping capacity, event capacity, bedrooms, beds, bathrooms, distances and rates. Every page, every language and the structured data read from it, so the numbers can't drift apart again. (Plan item 14)

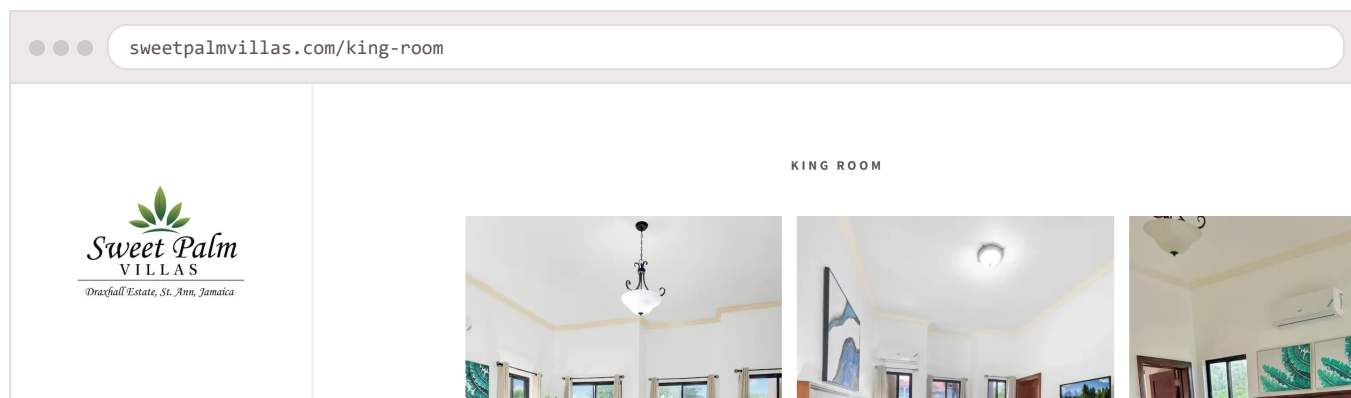
HIGH 05 Five of eleven pages are empty to a search engine

We read each page the way a crawler does, as plain HTML. Across the whole site there are **roughly 1,500 words**, and most of them sit on three pages.

PAGE	WHAT A CRAWLER FINDS
Weddings	"under construction"
King Room	The heading "King Room" and three photos. No description, bed size, price or amenities.
Double Room	No text. The only heading on the page is the cookie notice, "This website uses cookies."
Testimonials	No testimonials. The page is in the sitemap but not in the menu.
Amenities & Services	One heading. The amenity list that visitors see sits inside an embedded code block, which a plain HTML reader skips.
Overview (the estate)	The best page on the site: "up to 45 guests", the units and the highlights, about 430 words.

HOW WE FIX IT

Rebuild every page as plain, fast HTML with the full text on the page itself: rooms with their beds and prices, the amenity list, the pool, the restaurant, the beach, and your reviews. (Plan items 01, 02 and 15)



The King Room page: a heading and a photo carousel. **No words about the room**, its bed, its bathroom or its price.

FINDINGS

Booking, and what AI assistants see

HIGH 06 No prices, no availability, no booking path

The site shows no rates for the estate, the villa or the rooms, and no calendar. A group can send a form with three fields (name, email, message) or open WhatsApp. No email address or phone number is printed anywhere on the site. A planner comparing five venues for a 2027 wedding will usually drop the one that can't give a price range on the page.

The screenshot shows a web browser window with the address bar displaying 'sweetpalmvillas.com/12-bedroom-villa'. The page features the Sweet Palm Villas logo on the left, which includes a palm tree icon and the text 'Sweet Palm VILLAS Draxhall Estate, St. Ann, Jamaica'. To the right of the logo is a form titled 'SEND US AN INQUIRY' with the sub-header 'Request Your Stay'. The form contains three input fields: 'Name', 'Email*', and 'Message'. To the right of these fields, there is explanatory text: 'Tell us about your trip including dates, group size, event, special requests, etc.' and 'Fill out the form and our team will confirm availability, pricing, and next steps.' At the bottom right of the form area, the text 'Sweet Palm Villas' is displayed.

The enquiry form on the estate page: name, email, message. Dates, group size and event type go in the message box, if the guest thinks to add them.

HOW WE FIX IT

A rates page in US dollars, Canadian dollars, pounds and euros; an enquiry form that asks for dates, group size, event type and country, so every enquiry arrives ready to quote; WhatsApp kept as it is; and a site that is ready for live booking if you add a booking system later. (Plan items 02 and 17)

HIGH 07 AI assistants get a list of page names and nothing else

ChatGPT, Perplexity, Gemini and Claude read a site's pages, its structured data and, where it exists, a file called `llms.txt` written for them. Your GoDaddy site generates that file automatically. This is the whole of what it tells an assistant about the estate:

```
# Sweet Palm Villas
> Sweet Palm Villas - Your Tropical Getaway Awaits
## Pages
- [3 Bedroom Villa] · [Home] · [King Room] · [Amenities %26 Services] · [Catering 1]
- [Overview] · [Double Room] · [Weddings] · [Testimonials] · [Overview 1] · [12 Bedroom Villa]
## Contact
Location: Saint Ann, St. Ann Parish, Jamaica
```

No capacity, no bedrooms, no prices, no events, and two of the links lead to empty pages. None of the eleven pages carries structured data (the `schema.org` markup that states "this is lodging, it sleeps 45, it is here"). Your robots.txt does not block AI crawlers, which is good, but it does not point to your sitemap either.

HOW WE FIX IT

Cavmir AI-BOT Search: a written `llms.txt` and a full-text `llms-full.txt` built from the fact sheet, an explicit welcome for the 23 AI crawlers in robots.txt, a public "site summary for AI assistants" page with its FAQ, and lodging, venue, FAQ and review markup on every page, in every language. (Plan item 12)

FINDINGS

Speed and search basics

HIGH 08 Pages took up to 58 seconds to arrive

We timed how long the server took to return each page's HTML on 28 September 2026. Some pages arrived in half a second; others took far longer, and two requests gave up after 30 and 40 seconds. AI assistants fetch pages live while they write an answer, and they don't wait that long.

PAGE	TIME TO RETURN THE PAGE
/king-room	57.9 s
/3-bedroom-villa	16.9 s
/ (home)	15.6 s and 2.5 s on two visits
/12-bedroom-villa	3.9 s
/weddings	0.6 s

HOW WE FIX IT

Move the site off GoDaddy's website builder to Cavmir's Cloudflare hosting as static pages served from Cloudflare's global network, so every page is fast from London, Frankfurt, Toronto or Kingston. Included in the build. (Plan item 01)

HIGH 09 The basics Google reads first are missing

Descriptions: only the homepage has a meta description; ten pages have none. **Titles:** two different pages are both titled "Overview", and titles such as "12 Bedroom Villa" name no place. **Headings:** the main heading of the Weddings page is "under construction" and of the Double Room page is "This website uses cookies." **Canonical tags:** none. **Sitemap:** lists the empty pages, and robots.txt doesn't mention it. **Images:** 57 of 103 have no description (alt text), so image search and screen readers get nothing.

PAGE	PAGE TITLE TODAY	TITLE AFTER THE REBUILD
/overview	Overview	12-Bedroom Estate for Groups in St. Ann, Jamaica
/overview-1	Overview	Weddings and Events at Sweet Palm Villas, Jamaica
/12-bedroom-villa	12 Bedroom Villa	Whole-Estate Buyout in St. Ann's Bay, Jamaica
/amenities-%26-services	Amenities & Services	Pool, Restaurant and Amenities at Sweet Palm Villas

HOW WE FIX IT

A title, description, heading structure, canonical tag, language tags and image descriptions for all 200 pages; clean sitemaps; submission to Google Search Console and to Bing Webmaster Tools, whose index Microsoft Copilot searches. (Plan item 13)

FINDINGS

How you compare, and your proof

HIGH 10 The villas that rank are the ones that publish guides

We read all 63 results for seven English searches a group planner would type, such as "villa for 40 people Jamaica". 44 were agencies and aggregators. The only single villas in the results were three that publish guides and wedding or retreat pages. Sweet Palm appeared in none of them, and neither did the other estates that take 40 or more guests.

PROPERTY	WHERE	SLEEPS	PER GUEST PER NIGHT	IN THE 63 RESULTS
Sweet Palm Villas	St. Ann's Bay	40 to 45	\$60 at 40	0
Jaquar Villas	Runaway Bay, St. Ann	40, or 50+ with a fee	\$87.50, staff included	0
Morgan's Cliff	Boscobel, St. Mary	46	\$154	0
Mirando Place	Montego Bay	up to 50	\$180 at 40	0
Bluefields Bay	Westmoreland	up to 56	not published	4
Villa Serenity	Ocho Rios	16		6
Mais Oui	Discovery Bay	16		4

On Airbnb and published rates for 10 to 17 November 2026, your price per guest is the lowest of the 40-plus estates we found. In ten more searches in German, French, Italian, Spanish and Dutch, no Jamaican group villa ranked with a page in the searcher's language; the results were tour operators, rental portals and English pages.

HOW WE FIX IT

Publish the guides, wedding pages and comparisons that rank for these searches, with your numbers stated plainly, in English, Spanish and German. (Plan items 03, 04, 09, 10 and 11)

MEDIUM 11 Your best proof is not on your own site

Airbnb rates the listing **5.0 from 6 reviews**, and marks it a **Guest favorite**. Three of the reviews are group trips, from guests in Mississauga (Canada), Hialeah (Florida) and Ocho Rios (Jamaica). None of that appears on [sweetpalmvillas.com](#), where the Testimonials page is empty and not in the menu. Google shows 5.0 from 3 reviews; Facebook has 3 followers and no reviews. A group organiser has to convince twenty or forty other people, and reviews are what they forward.

HOW WE FIX IT

Show your reviews on the site as written, with names and dates, marked up so search engines and assistants can read the rating, and add a way for direct guests to leave one. (Plan item 15)

MEDIUM 12 The address appears four ways, with two phone numbers

Your logo reads **Draxhall Estate, St. Ann**. The villa page gives **Santa Gloria Cr, Saint Ann's Bay**. Google and Booking.com give **373 Santa Gloria Cr, St Ann's Bay**. Facebook gives **drax hall estate, Ocho Rios**. The site's WhatsApp number is +1 876 807 8888; Facebook lists +1 905-524-2222. Maps and AI assistants match a business by name, address and phone, and each extra version weakens the match.

HOW WE FIX IT

One name, one address and one phone number on every page and in the structured data, ready for you to copy to your Google profile and your listings. (Plan item 14)

FINDINGS

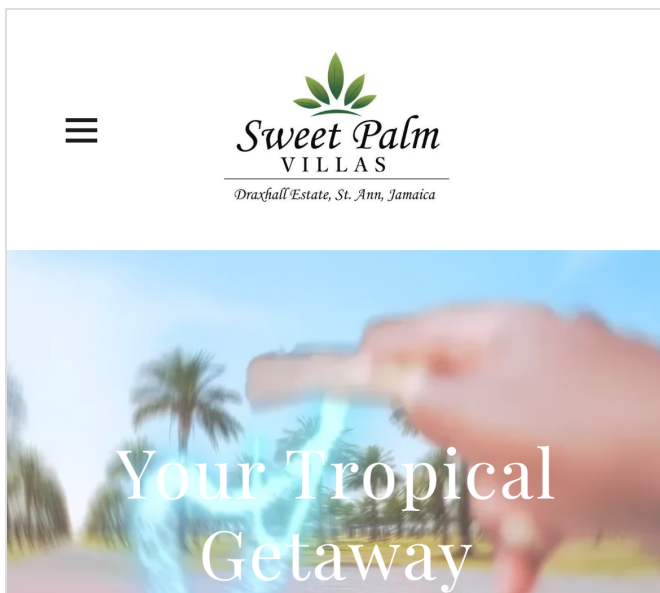
The first screen and the share preview

MEDIUM 13 Nothing on the first screen says Jamaica, 12 bedrooms or 45 guests

The homepage opens on a video under the line "Your Tropical Getaway Awaits"; each time we captured it, the frame on screen was a blurred transition. On a phone, the cookie notice then covers the lower part of the screen. The preview image that WhatsApp and Facebook show when someone shares your link is a tall frame taken from the same video. Group trips are usually planned by one person sending links to the others, often on WhatsApp.

HOW WE FIX IT

A 15-second hero video cut from your own footage, a first screen that states the estate in one line (twelve bedrooms, up to 45 guests, St. Ann, Jamaica), and a proper share card for every page. (Plan items 13 and 19)



Homepage on an iPhone-size screen, 28 September 2026.



The image your site gives WhatsApp and Facebook for link previews.

MEDIUM 14 The cookie notice has no "decline" button and there is no privacy policy

The notice says visitors' data "will be aggregated with all other user data" and offers one button: Accept. The only "Privacy Policy" link on the site is Google's, attached to the form's spam check. Visitors in the UK and the European Union are protected by the GDPR, which expects a real choice and a privacy notice from any site that collects their name and email.

HOW WE FIX IT

A privacy policy, terms, a consent banner with accept and decline, and analytics that respect the choice. Needed before we market to Europe. (Plan item 16)

ISSUE REGISTER

Everything we found

Each finding mapped to the plan item that resolves it. Severity reflects what it costs you in bookings, not how hard it is to fix.

SEVERITY	FINDING	WHAT IT COSTS YOU	PLAN
● Critical	Airbnb shows "16+ guests" and "No parties or events"	Groups of 17 to 45 and all events need another way in	02-03-17
● Critical	Weddings page reads "under construction"	The largest booking the estate can take has no page	03-08
● Critical	Nothing for UK planners; no pound or euro prices; English only	British and European planners have nothing to read or share	06-08-10-11
● High	Capacity given as 45, 40 and 16+; pool and beach described two ways	Search engines and assistants can't state it	14
● High	Five of eleven pages empty to a crawler; about 1,500 words site-wide	Almost nothing to rank or quote	01-02-15
● High	No rates, no availability, three-field form, no email or phone shown	Planners drop venues they can't price	02-17
● High	llms.txt lists page names only; no structured data on any page	AI assistants have no facts to repeat	12
● High	Pages took 0.6 to 57.9 seconds to arrive	Live AI fetches and impatient visitors give up	01
● High	1 of 11 meta descriptions, two pages titled "Overview", no canonicals, 57 of 103 images without alt text	Weak listings in Google and image search	13
● High	0 of 63 results for group-villa searches; the villas that rank publish guides	Your 40-guest advantage never reaches planners	03-04-09-10-11
● Medium	5.0 Airbnb rating and group reviews not shown on the site	Organisers have no proof to forward	15
● Medium	Address written four ways; two phone numbers	Weaker match in Google Maps and AI answers	14
● Medium	First screen and share preview show a blurred video frame	Links shared on WhatsApp sell nothing	13-19
● Medium	Cookie notice with no decline; no privacy policy	Not ready for UK and EU visitors	16

THE PLAN

What we build

A 200-page site: 160 pages in English for the US, Canada, the UK and Ireland, a 25-page Spanish edition and a 15-page German edition. The page-by-page list is in the appendix.

01 · New home for the site

INCLUDED

We move sweetpalmvillas.com from GoDaddy's website builder to Cavmir's Cloudflare hosting: fast static pages, SSL, redirects from every old address, your domain kept, and a login to edit pages, photos and rates yourself.

02	The estate and booking	22 pp
	Whole-estate buyout, the villa and rooms, a room-by-room sleeping plan for 45, pool, restaurant and chef, catering menus, Columbus Cove, rates in four currencies, dated enquiries, terms and event policy, reviews	
03	Weddings, celebrations and group stays	30 pp
	Eleven wedding pages; family and homecoming reunions; birthdays, anniversaries, Christmas and Easter; church and mission groups, retreats, company offsites, sports teams, school groups	
04	Planning guides and answers	25 pp
	Villa or all-inclusive for 40, what a 45-guest wedding costs, entry rules by passport, weather by month, getting 45 people around, feeding a group for a week	
05	St. Ann and the north coast	20 pp
	Dunn's River Falls with a group, Nine Mile, Seville Heritage Park, Green Grotto Caves, beaches, restaurants that take large groups, day trips	
06	Getting here	8 pp
	The three airports and drive times, group transfers, and flights from the USA, Canada and continental Europe	
07	Journal	20 pp
	Twenty seasonal articles, topics agreed with you at kickoff	
08	Guests from the UK and Ireland	20 pp
	Flights from London, Manchester and Birmingham, rates in pounds, British-Jamaican family reunions, marrying in Jamaica as a UK couple, school holidays, two-week stays	
09	Choosing the Caribbean for a group	15 pp
	How the islands compare for a 40-guest wedding or reunion, marriage rules across the Caribbean, non-stop flights by country, villa or resort buyout	
10	Spanish edition	25 pp
	For Latin America, Spain and Spanish-speaking families in the US	
11	German edition	15 pp
	For Germany, Austria and Switzerland	

TOTAL PAGES

200

THE PLAN, CONTINUED

Languages, AI search and the foundations

Where the 200 pages go, and the work that makes every one of them readable by search engines and AI assistants.

125 English core US and Canada first: the estate, events, guides, the area, travel, journal	20 UK and Ireland 7.8% of Jamaica's visitors, the longest stays, 80% of Europe's seats	15 Caribbean guides For planners still choosing an island	25 Español Latin America sent twice as many visitors as continental Europe in 2026	15 Deutsch Largest continental market; Condor flies from Frankfurt twice a week
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Both editions are written for their readers, not translated word for word. **French, Italian and Dutch** editions can be added later if enquiries grow; in 2025 those three countries together sent under 1% of Jamaica's visitors.

12	Cavmir AI-BOT Search llms.txt and llms-full.txt from the fact sheet, 23 AI crawlers welcomed by name in robots.txt, and a public site summary for AI assistants with its FAQ	—
13	Search foundation Titles, descriptions, headings, canonical and language tags; lodging, venue, FAQ and review markup; share cards; sitemaps; Search Console, Bing Webmaster Tools, IndexNow	—
14	One fact sheet Capacity, beds, distances and rates confirmed once and used on every page, in every language and in the structured data	—
15	Your reviews on your own site Airbnb and TripAdvisor reviews shown with names and dates as written, plus a way for direct guests to leave one	—
16	Privacy and consent Privacy policy, terms, a consent banner with accept and decline, accessibility statement	—
17	Enquiries and booking An enquiry form that asks for dates, group size, event type, country and language; WhatsApp kept; ready for a live booking system when you want one	—
18	Analytics Google Analytics and enquiry tracking, so you can see where enquiries come from by country and language	—
19	Hero video and photography A 15-second hero video made from your own photos and footage, and 5 photos edited for the web	—

HOW 200 PAGES STAY USEFUL

Why page count alone doesn't work

Google's spam policies name two practices that sink large sites. Doorway abuse is "when sites or pages are created to rank for specific, similar search queries". Scaled content abuse is "when many pages are generated for the primary purpose of manipulating search rankings and not helping users", and Google's examples include pages made by translating other pages when they add little for the reader.

We have seen what happens when a site ignores this. In one audit we measured, Google had found 4,696 pages and left 4,107 of them unindexed, because 87% of the text on any two pages was the same. Search sent that whole site two clicks in 28 days. The 200 pages in this plan follow six rules so that does not happen here.

- 01 **Every page answers one real question** and carries facts that are only true on that page: numbers, names, prices, dates, distances.
- 02 **No page for a place the estate is not in**, and no pages that swap one city name for another. There will be no "villa in Negril" page.
- 03 **The UK section and the Spanish and German editions are written for their readers**: their flights, their currency, their rules for marrying abroad and their school holidays.
- 04 **Facts about the estate come from you**; facts about Jamaica come from named public sources and carry a date. Nothing about the estate is invented.
- 05 **One fact sheet feeds everything**: every page in every language, the structured data, the AI files and your listings.
- 06 **Every page is linked** from its hub and from related pages. Nothing is left orphaned.

HOW AI ASSISTANTS WILL FIND YOU

Where the answers come from

52% of British travellers now use AI tools to plan holidays (MMGY, June 2026), and 25% of Americans (Deloitte, May 2026). Search engines still lead: in an Expedia Group survey of travellers in the US, UK and India, 59% use them to plan a trip and 8% rely on AI chatbots (April 2026). So the site is built for both. When someone asks an assistant for "a villa in Jamaica for 40 people", it searches, reads a handful of pages and names the ones that answer plainly:

ASSISTANT	WHAT IT READS	WHAT WE DO
Google AI Overviews, Gemini	Google's index and Google Business Profiles	Search Console, sitemaps
Microsoft Copilot	Bing's index	Bing Webmaster Tools, IndexNow
ChatGPT search	Pages its crawler, OAI-SearchBot, is allowed to read	OAI-SearchBot welcomed by name, fast static pages
Perplexity, Claude	Pages fetched live while answering	Fast static pages, llms.txt, crawler access
All of them	Pages in the language of the question	Three languages, one set of facts

HOW IT SHIPS

Live in one week

All 200 pages, the move and the technical work ship together within seven days of the kickoff call. The clock starts when we have the fact sheet from you (page 16).

DAY 1	Kickoff and fact sheet Capacity, beds, rates and event rules confirmed; old site exported; every old address mapped to its new page.
DAYS 2-4	The 200 pages Written, built and linked together: the English site, the UK section, the Caribbean guides and the Spanish and German editions.
DAY 5	Foundation AI-BOT Search, structured data, language tags, consent banner, analytics, share cards.
DAY 6	Checks Phones and desktops in all three languages, links, speed, forms, WhatsApp.
DAY 7	Launch Domain switched on a short call with you; sitemaps sent to Google and Bing.
AFTER	Indexing Search Console takes only a small number of indexing requests a day (about ten, in our experience), so after launch we submit the 200 pages in daily batches until all are in.

INVESTMENT

Website Package, Mid Tier The 200-page site in English, Spanish and German; move to Cloudflare with redirects; 15-second hero video; SEO, schema and AI-search optimization; privacy and cookie consent; analytics	\$4,948
Discount Special price for Sweet Palm Villas	-\$3,148
Total for the website \$900 at signing, \$900 at launch · 12 months of hosting included · you own the site at launch	\$1,800

What one booking is worth

Airbnb's price for one week at the estate for 16 guests, 10 to 17 November 2026, is **\$16,740**. The complete website costs about a ninth of that, and about half of one 45-guest dinner from your Jamaican buffet menu (**\$3,375**).

BEFORE KICKOFF

What we need from you

Most of this is a one-hour call. Anything we can pull ourselves, from your listings and your current site, we will.

- 01 **Capacity:** the most guests who can sleep at the estate, and the most you allow for a daytime or evening event.
- 02 **Beds:** the bed types in each of the twelve bedrooms, for the sleeping plan.
- 03 **Rates:** whole estate, 3-bedroom villa, king room and double room, by season, with minimum stays and deposit terms.
- 04 **Events:** what you allow, music hours, any event fee, and the vendors you work with.
- 05 **Weddings:** where ceremonies can take place, what you provide, and any officiant you recommend.
- 06 **The beach:** how guests reach Columbus Cove and on what terms, so the pages describe it exactly.
- 07 **Photos and footage:** the original files, including any drone footage.
- 08 **Domain:** fifteen minutes on launch day to point sweetpalmvillas.com at the new site from your GoDaddy account.

Next step

The quote that goes with this report can be reviewed and signed online. The 50% deposit starts the week; the balance is due at launch.

Quote #1368: <https://crm.cavmir.com/q/96156c10-afae-420c-8cd0-66068b247a64>

Does this change my Airbnb listing?

No. Airbnb keeps selling stays of up to 16 guests as it does now; the website handles larger groups and events.

Do I need a booking system?

Not to start. Enquiries arrive with dates, group size and event type, and you quote as you do today. If you add a system such as Hostaway, Lodgify or OwnerRez later, the site is ready for live booking.

Who writes the Spanish and German pages?

We do, from the same fact sheet as the English site. You, or anyone you trust, can review them before launch.

What happens after launch?

You own the site. Twelve months of hosting are included, and you get a login to edit pages, photos and rates yourself.

CAVMIR.COM

Prepared by Cavmir — a Trousdale Digital company
Trousdale Digital Technologies LLC · cavmir.com

APPENDIX A

The English site: the estate, events and guides

Page titles are working titles; final wording is agreed with you. Every page carries facts that are only true on that page.

A THE ESTATE AND BOOKING

22

1. Home
2. The estate: 12 bedrooms for up to 45 guests
3. Whole-estate buyout
4. The private 3-bedroom villa
5. King rooms
6. Double queen rooms
7. Sleeping plan, room by room
8. Site plan of the compound
9. Amenities and services
10. Pool and outdoor spaces
11. On-site restaurant and private chef
12. Catering menus and per-guest prices
13. Columbus Cove beach
14. Photo gallery
15. Rates in USD, CAD, GBP and EUR
16. Availability and dated enquiries
17. Booking terms, deposits and cancellation
18. House rules, quiet hours and event policy
19. Guest reviews
20. Location and distances
21. Security at the estate
22. Contact and group enquiry

B WEDDINGS, CELEBRATIONS AND GROUP STAYS

30

1. Weddings at Sweet Palm Villas
2. Ceremony and reception spaces
3. Wedding packages and what is included
4. A 45-guest wedding weekend, day by day
5. Wedding catering and bar
6. Getting legally married in Jamaica
7. Marrying in Jamaica as US citizens
8. Marrying in Jamaica as Canadians
9. Vow renewals
10. Rehearsal dinners and welcome parties
11. Wedding planners and vendors on the north coast
12. Family reunions
13. Family reunion planning timeline
14. Multigenerational stays
15. Homecoming reunions for Jamaican families abroad
16. Milestone birthdays

17. Anniversaries
18. Christmas and New Year for large families
19. Easter and spring holidays for large groups
20. Church groups and faith retreats
21. Mission team stays in St. Ann
22. Yoga and wellness retreats
23. Pricing a retreat at the estate
24. Corporate retreats and team offsites
25. Incentive trips
26. Sports teams and training camps
27. Music and festival groups
28. School and university groups
29. Photo and film shoots
30. Private events: what is allowed

C PLANNING GUIDES AND ANSWERS

25

1. Villa or all-inclusive for 40 people: the costs side by side
2. What a 45-guest wedding in Jamaica costs
3. Splitting the cost of a group villa
4. How many bedrooms a group of 40 needs
5. Jamaica group trip checklist
6. Entry requirements by passport
7. Weather in St. Ann by month
8. Hurricane season: dates and booking protections
9. Travel insurance for group trips
10. Money, cards and tipping in Jamaica
11. Plugs and voltage for visitors from abroad
12. Getting 45 people around: buses and drivers
13. Feeding a group for a week
14. Dietary needs and allergies
15. Travelling with children
16. Travelling with older relatives
17. Phones, SIM cards and Wi-Fi
18. Health, pharmacies and hospitals near St. Ann's Bay
19. Staying safe in St. Ann
20. Group trip planning timeline
21. Group booking FAQ
22. Wedding FAQ
23. Family reunion FAQ
24. Retreat FAQ
25. Site summary for AI assistants

APPENDIX A, CONTINUED

The area, travel, the journal, the UK section and the Caribbean guides

Long-form guides for British and Irish planners, and comparisons for people still choosing an island.

D ST. ANN AND THE NORTH COAST

20

1. St. Ann's Bay
2. Ocho Rios
3. Dunn's River Falls with a group
4. Mystic Mountain
5. Dolphin Cove
6. Blue Hole
7. Seville Heritage Park
8. Nine Mile, Bob Marley's birthplace
9. Green Grotto Caves
10. Konoko Falls
11. Fern Gully
12. Beaches near the estate
13. Boat trips from Ocho Rios
14. River rafting on the north coast
15. Jerk and Jamaican food near the estate
16. Restaurants that take large groups
17. Markets and shopping in Ocho Rios
18. Festivals and events on the north coast
19. Day trips: Kingston, Port Antonio, Montego Bay, Negril
20. Things to do with children

E GETTING HERE

8

1. Airports and drive times
2. From Ian Fleming International (OCJ)
3. From Sangster International, Montego Bay (MBJ)
4. From Norman Manley International, Kingston (KIN)
5. Group airport transfers
6. Flying in from the USA
7. Flying in from Canada
8. Flying in from continental Europe

F JOURNAL

20

1. 20 seasonal articles, topics agreed at kickoff

G GUESTS FROM THE UK AND IRELAND

20

1. Group trips to Jamaica from the UK and Ireland

2. Flying from London with a group
3. Flying from Manchester and Birmingham
4. Flying from Ireland
5. Rates in pounds and paying from the UK
6. British-Jamaican family reunions at the estate
7. Homecoming trips to St. Ann for UK families
8. Marrying in Jamaica as a UK couple
9. Timeline and budget for a UK wedding party
10. UK school holidays and the best weeks to travel
11. Two-week stays at the estate
12. Milestone birthdays for UK families
13. Church and community groups from the UK
14. Sports clubs and tours from the UK
15. Christmas and New Year for UK families
16. Easter and summer holidays for UK groups
17. Travel insurance and booking protection for UK groups
18. Passports, money, plugs and phones for UK visitors
19. Excursions UK groups ask about most
20. UK and Ireland FAQ

H CHOOSING THE CARIBBEAN FOR A GROUP

15

1. What to compare in a Caribbean villa for a large group
2. How Caribbean islands compare for a 40-guest wedding
3. Jamaica or the Dominican Republic for a group trip
4. Jamaica or the Bahamas for a family reunion
5. Jamaica or Barbados for a destination wedding
6. Marriage requirements across the Caribbean
7. Caribbean islands with non-stop flights from the UK
8. Caribbean islands with non-stop flights from Canada
9. Caribbean islands with non-stop flights from the US Northeast
10. Villa or resort buyout in the Caribbean
11. The Caribbean for multigenerational family trips
12. The Caribbean for church and mission groups
13. English-speaking Caribbean islands for groups
14. Planning a Caribbean retreat for 30 to 45 people
15. Caribbean weather by month for group trips

APPENDIX B

The Spanish and German editions

Written for their readers rather than translated word for word: flights from their countries, prices, and the rules for marrying in Jamaica as their nationality.

ES ESPAÑOL

25

1. Inicio
2. La villa: 12 dormitorios para hasta 45 huéspedes
3. Habitaciones y distribución de camas
4. Precios y reservas
5. Bodas en la villa en Jamaica
6. Casarse en Jamaica: requisitos para extranjeros
7. Vacaciones en familia y en grupo
8. Reuniones familiares
9. Retiros de yoga, de empresa y de iglesia
10. Cumpleaños y aniversarios
11. Fin de año y Semana Santa en grupo
12. Vuelos desde América Latina
13. Vuelos desde España
14. Traslados del aeropuerto para grupos
15. Ocho Ríos y la costa norte
16. Dunn's River Falls en grupo
17. Excursiones para grupos grandes
18. Comida jamaicana y catering
19. Villa o todo incluido para 40 personas
20. Presupuesto de una boda para 45 invitados

21. Mejor época para viajar
22. Seguridad y consejos prácticos
23. Dinero, pagos y propinas
24. Preguntas frecuentes
25. Contacto y solicitud

DE DEUTSCH

15

1. Startseite
2. Das Anwesen: 12 Schlafzimmer für bis zu 45 Gäste
3. Zimmer und Schlafplan
4. Preise in Euro und Buchung
5. Hochzeit im Anwesen auf Jamaika
6. Heiraten auf Jamaika als Deutsche, Österreicher und Schweizer
7. Familien- und Gruppenurlaub
8. Retreats für Yoga-, Firmen- und Kirchengruppen
9. Geburtstage und Jubiläen
10. Anreise aus Deutschland, Österreich und der Schweiz
11. Flughafentransfer für Gruppen
12. Ausflüge an der Nordküste
13. Beste Reisezeit und Schulferien
14. Häufige Fragen
15. Kontakt und Anfrage

How every page is built

- Facts about the estate from the fact sheet you confirm
- Facts about Jamaica from a named, dated public source
- A title, description and heading written for the page's own question
- Lodging, venue, FAQ or review markup where the page needs it
- Links to its hub and to related pages, so nothing is orphaned
- Language tags linking each page to its Spanish or German equivalent
- A share card for WhatsApp and social previews
- Served as static HTML from Cloudflare, fast from any country

SOURCES

Where the numbers come from

Measurements of your site and listing were made by Cavmir on 28 September 2026. Everything else comes from the public sources below.

Your site and listing

- [sweetpalmvillas.com](#): the 11 pages in its sitemap, plus [/robots.txt](#), [/sitemap.xml](#) and [/llms.txt](#), read as plain HTML and in a browser.
- Airbnb listing 1489838154361836306: capacity display, description, house rules, reviews, and the price for 10 to 17 November 2026 at 16 guests.
- Airbnb search for Jamaica at 16, 20 and 40 guests, and Airbnb rates for 10 to 17 November 2026.
- Your Google Maps listing, Facebook page and Booking.com listing (via its public mirror).
- Seven English and ten European-language searches for group villas in Jamaica, on a US search index; 63 English results classified by type.
- Competitor sites and listings: [jaquarvillas.com](#), [morganscliff.com](#), [bluefieldsvillas.com](#), Airbnb 637877549639191842 (Mirando Place), [jamaicaoceanviewvilla.com](#), [makeitjamaica.com](#).

Visitors and flights

- Tourism Analytics, Jamaica statistics, compiled from Jamaica Tourist Board data: [tourismanalytics.com/jamaica-statistics.html](#)
- Ministry of Tourism, Sectoral Debate presentation, 17 June 2025: [mot.gov.jm](#)
- Jamaica Information Service, visitor arrivals to May 2026, 24 June 2026: [jis.gov.jm](#)
- Jamaica Tourist Board, Annual Travel Statistics 2019 (length of stay and accommodation by market): [jtbonline.org](#)
- Jamaica Tourist Board, UK and continental Europe seats for summer 2026, 9 March 2026: [jtbonline.org](#)
- British Airways press release 24981, 16 March 2026: [mediacentre.britishairways.com](#)
- Condor, Frankfurt to Montego Bay: [condor.com](#)
- Virgin Atlantic and TUI schedules: [aeroroutes.com](#), [info.flightmapper.net](#)

Diaspora

- Office for National Statistics, Census 2021, England and Wales (ethnic group; country of birth): [nomisweb.co.uk](#)
- Statistics Canada, Census 2021, ethnic or cultural origin: [statcan.gc.ca](#)
- US Census Bureau, American Community Survey 2024, table B04006: [data.census.gov](#)

Airbnb policy

- Airbnb Newsroom, official codification of the party ban, 28 June 2022: [news.airbnb.com](#)
- Airbnb Help Center, Community Disturbance Policy: [airbnb.com/help/article/2704](#)

Marrying in Jamaica

- Ministry of Justice, Minister's Marriage Licence: [moj.gov.jm](#)
- GOV.UK, marriages abroad: [gov.uk/marriages-civil-partnerships-abroad](#)
- Hague Conference, Apostille Convention status table (Jamaica in force from 3 July 2021): [hcch.net](#)

Search and AI

- Google Search Central, spam policies: [developers.google.com/search/docs/essentials/spam-policies](#)
- OpenAI, crawler documentation (OAI-SearchBot): [developers.openai.com/api/docs/bots](#)
- MMGY Travel Intelligence, UK travellers and AI, 11 June 2026: [mmgyintel.com](#)
- Deloitte, 2026 summer travel survey, 19 May 2026: [deloitte.com](#)
- Expedia Group, AI trust gap study with YouGov, 14 April 2026: [ir.expediagroup.com](#)

Market notes

- The Jamaica Tourist Board's own 2024 and 2025 country tables could not be downloaded on 28 September 2026; the compiled tables used here match the Ministry's and JIS totals.
- Length of stay by market is from 2019, the latest year published by market.