

Reporte de Auditoría SEO Integral

URL Objetivo: https://www.pricetravel.com/es/hoteles-en-cancun_d54455

ID Reporte: ea055ccc-fba3-440a-a735-6c4894a2ece1

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Performance	SEO	Accessibility	Best Practices
100	100	98.21428571428571	75.0

Métricas Core Web Vitals & Rendimiento

Métrica	Valor	Evaluación
LCP (Largest Contentful Paint)	N/A	Poor/Analizar
CLS (Layout Shift)	N/A	Poor/Analizar
FID (First Input Delay)	N/A	Poor/Analizar

Estructura On-Page SEO

Elemento	Detalle	Estado / Cantidad
Title Tag	Los mejores hoteles en Cancún (desde MXN 590) - Pr...	Good
Meta Description	Descubra Cancún, el paraíso mexicano, con PriceTra...	Warning
Canonical	https://www.pricetravel.com/es/hoteles-en-cancun_d54455	Info
H1 Tags	Debe ser exactamente 1	1
H2 Tags	Subtítulos principales	60
Total Links	Int: 87 / Ext: 10	113

Análisis Inteligente (deepseek-chat)

ANÁLISIS TÉCNICO - PRICETRAVEL HOTELES CANCÚN

RESUMEN EJECUTIVO

La página muestra excelentes métricas Lighthouse (Performance: 100, SEO: 100, Accesibilidad: 98.2), indicando una base técnica sólida. Sin embargo, hay oportunidades críticas en datos estructurados y optimización de contenido que pueden mejorar significativamente la visibilidad en búsquedas y la experiencia de usuario.

PROBLEMAS CRÍTICOS

- Datos Estructurados Incompletos:** Los schemas Hotel carecen de propiedades esenciales como `checkinTime`, `checkoutTime`, `amenities`, y `petsAllowed`.
- Errores en Schema:** Valores `null` en campos críticos (`reviewCount`, `worstRating`, `description`), y formato inconsistente en ratings (comas vs puntos decimales).
- Bloqueo de Parámetros en robots.txt:** La regla `Disallow: /*?*` puede bloquear URLs con parámetros importantes para SEO.
- Falta de Schema Específico:** No se implementan schemas `TravelAction`, `TouristAttraction`, o `LocalBusiness` que podrían generar rich snippets adicionales.

SUGERENCIAS DE MEJORA PRIORIZADAS

ALTA PRIORIDAD:

- Completar Schema Hotel:** Agregar propiedades obligatorias faltantes según schema.org/Hotel
- Corregir errores de formato:** Unificar formato de ratings (usar puntos decimales)
- Optimizar robots.txt:** Revisar regla de parámetros para permitir URLs de búsqueda/filtros

MEDIA PRIORIDAD:

- Agregar Schema TravelAction:** Para acciones de reserva y booking
- Implementar Schema TouristAttraction:** Para actividades en Cancún
- Mejorar meta descripción:** Asegurar unicidad y relevancia para cada página

BAJA PRIORIDAD:

- Schema Review adicional:** Para reseñas específicas de hoteles
- Schema VideoObject:** Para contenido multimedia de hoteles

ACCIONES CONCRETAS A TOMAR

1. SEMANA 1 - Corrección de Schemas:

- Agregar a cada Hotel: `checkinTime`, `checkoutTime`, `amenities`, `petsAllowed`
- Corregir: `ratingValue: "4,3" → `ratingValue: "4.3"
- Eliminar valores `null` en campos requeridos

2. SEMANA 2 - Nuevos Schemas:

- Implementar `TravelAction` para botones de reserva
- Agregar `TouristAttraction` para actividades mencionadas en FAQ
- Crear `LocalBusiness` para oficinas/sucursales

3. SEMANA 3 - Optimización Técnica:

- Revisar robots.txt: cambiar `Disallow: /*?*` a reglas más específicas
- Validar sitemap-index.xml para cobertura completa
- Asegurar canonical URLs para páginas con parámetros

4. SEMANA 4 - Contenido y Monitoreo:

- Crear meta descripciones únicas por categoría de hotel
- Implementar schema `AggregateOffer` para precios
- Configurar monitoreo de rich results en Search Console

IMPACTO ESPERADO: Mejora en rich snippets, mayor visibilidad en búsquedas, mejor tasa de clics, y posicionamiento competitivo frente a competidores como Trivago y Booking.com.

NOTA: A pesar de las métricas Lighthouse perfectas, las oportunidades en datos estructurados representan una ventaja competitiva inmediata que puede implementarse con bajo esfuerzo técnico pero alto impacto en SEO.

Datos Estructurados (6 encontrados)

Schema #1: Organization

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "PriceTravel",
  "alternateName": "PriceTravel.com",
  "logo": "/assets/img/logo_pricetravel.png.webp",
  "url": "https://www.pricetravel.com",
  "sameAs": [
    "https://www.instagram.com/pricetravel/",
    "https://www.facebook.com/PriceTravel/",
    "https://www.youtube.com/user/PriceTravel",
    "https://twitter.com/pricetravel",
    "https://mx.linkedin.com/company/pricetravel"
  ],
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "telephone": "015586638843",
      "contactType": "customer service"
    }
  ]
}
```

Schema #2: MobileApplication

```
{
  "@context": "https://schema.org",
  "@type": "MobileApplication",
  "name": "PriceTravel",
  "operatingSystem": "Windows 7, Windows 8, Windows 10, Windows 11, OSX, ANDROID, IOS",
  "fileSize": "32mb",
  "applicationCategory": "ShoppingApplication",
  "description": "Inspírate, elige los mejores hoteles para tu viaje y disfruta los descuentos que tenemos en",
  "interactionCount": 100000,
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.7",
    "bestRating": "5",
    "ratingCount": "3574",
    "reviewCount": null,
    "worstRating": null
  },
  "offers": {
    "@type": "Offer",
    "price": 0,
    "priceCurrency": "MXN",
    "url": null,
    "itemCondition": null,
    "availability": null,
    "priceValidUntil": null
  },
  "author": {
    "@type": "Organization",
    "name": "PriceTravel"
  }
}
```

Schema #3: FAQPage

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "¿Cuáles son las mejores épocas para visitar Cancún?",
      "acceptedAnswer": {
        "@type": "Answer",

```

```
    "text": "Las mejores épocas para visitar Cancún son en los meses de diciembre a abril, durante la temp
  },
  {
    "@type": "Question",
    "name": "¿Qué hoteles de 5 estrellas recomienda PriceTravel en Cancún?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "PriceTravel cuenta con una amplia selección de hoteles de 5 estrellas en Cancún. Algunos de
    }
  },
  {
    "@type": "Question",
    "name": "¿Cómo puedo obtener un descuento al reservar hoteles en Cancún con PriceTravel?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Obtenga un 10% de descuento al registrarse en PriceTravel. Además, ofrecemos promociones y d
    }
  },
  {
    "@type": "Question",
    "name": "¿Qué actividades puede recomendar PriceTravel en Cancún?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Cancún ofrece una variedad de actividades como visitar el Parque Xcaret, las Ruinas de Tulum
    }
  },
  {
    "@type": "Question",
    "name": "¿PriceTravel ofrece opciones de pago a meses sin intereses para hoteles en Cancún?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Sí, PriceTravel ofrece planes de pago a meses sin intereses para hoteles en Cancún. También
    }
  },
  {
    "@type": "Question",
    "name": "¿Puedo reservar mi hotel en Cancún ahora y pagar después con PriceTravel?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Sí, en PriceTravel puede hacer su reserva con anticipación y disponer de más tiempo para rea
    }
  },
  {
    "@type": "Question",
    "name": "¿PriceTravel ofrece atención al cliente 24/7?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Sí, ofrecemos servicio de atención al cliente disponible los 365 días del año para brindar a
    }
  },
  {
    "@type": "Question",
    "name": "¿Puedo agregar vuelos y transporte a mi reserva de hotel con PriceTravel?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Sí, en PriceTravel puedes personalizar tu viaje agregando vuelos y transportación a tu reser
    }
  },
  {
    "@type": "Question",
    "name": "¿Cómo funciona la confirmación inmediata en las compras en línea en PriceTravel?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Al hacer su reserva en PriceTravel, recibirás una confirmación inmediata de tu compra en tu
    }
  },
  {
    "@type": "Question",
    "name": "¿Cuáles son las recomendaciones generales para un viaje a Cancún?",
```

```

    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Recomendamos llevar ropa ligera y protector solar debido al clima cálido de Cancún. Una visi
    }
  }
]
}

```

Schema #4: Place

```

{
  "@context": "https://schema.org",
  "@type": "Place",
  "name": "Cancún",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.0720024108887",
    "longitude": "-86.7769241333008"
  }
}

```

Schema #5: ItemList

```

{
  "@context": "https://schema.org",
  "@type": "ItemList",
  "url": "https://www.pricetravel.com/es/hoteles-en-cancun_d54455",
  "numberOfItems": 569,
  "itemListElement": [
    {
      "@context": "https://schema.org",
      "@type": "Hotel",
      "name": "Hilton Cancun Mar Caribe All-Inclusive Resort",
      "image": "https://img.cdnpth.com/media/237991/7fdb34a8-1d75-4a06-94c5-0c5d163b3a54_main.jpg",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "Blvr Kukulcán km 17, M 53, L 50, Sección A, Segunda Etapa, Retorno Gucumatz, Zona H",
        "addressLocality": "Cancún",
        "addressRegion": "Quintana Roo",
        "addressCountry": "Mexico"
      },
      "description": "Hotel todo incluido para familias en la Zona Hotelera",
      "geo": {
        "@type": "GeoCoordinates",
        "latitude": "21.0720024108887",
        "longitude": "-86.7769241333008"
      },
      "starRating": {
        "@type": "Rating",
        "ratingValue": "4,3"
      },
      "priceRange": "$$",
      "aggregateRating": {
        "@type": "AggregateRating",
        "ratingValue": "4,3",
        "bestRating": "5",
        "ratingCount": null,
        "reviewCount": "2284",
        "worstRating": "1"
      }
    },
    {
      "@context": "https://schema.org",
      "@type": "Hotel",
      "name": "Moon Palace The Grand",
      "image": "https://img.cdnpth.com/media/240611/999b327a-0cfe-4658-87a3-63c7f49c3054_main.jpg",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "Carr Cancún-Chetumal km 36.5",
        "addressLocality": "Cancún",
        "addressRegion": "Quintana Roo",

```

```

    "addressCountry": "Mexico"
  },
  "description": "Hotel exclusivo todo incluido dentro del complejo Moon Palace",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "20.986320844133257",
    "longitude": "-86.83013784061434"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "4,2"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4,2",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1352",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Moon Palace Cancun",
  "image": "https://img.cdnph.com/media/100409/77fa8044-ce28-47d7-8545-d7elaced8ec2_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Carr Cancún-Chetumal km 36.5",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Golf, spa y lujosas instalaciones, todo en un mismo lugar",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "20.986204077714",
    "longitude": "-86.83018684387207"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "4"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "2398",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Royal Solaris Cancun Resort Marina & Spa All Inclusive",
  "image": "https://img.cdnph.com/media/100538/4b1cc095-a6df-4eeb-9c57-dfefddf8dbe6_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcan km 20.5 L 64 2a etapa Sección A, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel familiar todo incluido en la Zona Hotelera de Cancún",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.04959921060116",

```

```

    "longitude": "-86.78292632102966"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,9"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,9",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1370",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "All Ritmo Cancún Resort & Waterpark",
  "image": "https://img.cdnpth.com/media/100091/2bf0c5e4-2e8b-44d3-a42f-839af2474b42_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Carr a Puerto Juárez-Punta Sam km 1.5",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel familiar con parque acuático en Puerto Juárez",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.201575957261277",
    "longitude": "-86.80563022157997"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,2"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,2",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "969",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Secrets Mirabel Cancún Resort & Spa - Adults Only - All Inclusive - Grand Opening!",
  "image": "https://img.cdnpth.com/media/558207/54bfd1f5-9f5b-4f5f-a14c-5506a9aef31e_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcan km 19.5, Secc A, L 60, M 55",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "México"
  },
  "description": "Hotel de playa solo para adultos todo incluido con spa",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.05371908845849",
    "longitude": "-86.78176061489268"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "2,9"
  }
},

```

```

    "priceRange": "$$",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": "2,9",
      "bestRating": "5",
      "ratingCount": null,
      "reviewCount": "994",
      "worstRating": "1"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "Hotel",
    "name": "Catalonia Grand Costa Mujeres All Suites & Spa - Todo Incluido",
    "image": "https://img.cdnph.com/media/397517/2c484230-86da-4fca-88c2-b0968e4aa33a_main.jpg",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "Blvar Costa Mujeres, L 6, M 2, SM 6, Punta Sam",
      "addressLocality": "Playa Mujeres",
      "addressRegion": "Quintana Roo",
      "addressCountry": "Mexico"
    },
    "description": "Hotel familiar frente a la playa todo incluido con servicio de bodas",
    "geo": {
      "@type": "GeoCoordinates",
      "latitude": "21.286967634245034",
      "longitude": "-86.81961625814438"
    },
    "starRating": {
      "@type": "Rating",
      "ratingValue": "4,1"
    },
    "priceRange": "$$",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": "4,1",
      "bestRating": "5",
      "ratingCount": null,
      "reviewCount": "1263",
      "worstRating": "1"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "Hotel",
    "name": "Grand Fiesta Americana Coral Beach - All Inclusive",
    "image": "https://img.cdnph.com/media/100202/21e30048-a374-4dca-9206-6a234edb56e0_main.jpg",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "Blvr Kukulcan km 9.5",
      "addressLocality": "Cancún",
      "addressRegion": "Quintana Roo",
      "addressCountry": "Mexico"
    },
    "description": "Lujoso hotel con playa privada y spa frente al centro de convenciones",
    "geo": {
      "@type": "GeoCoordinates",
      "latitude": "21.135745255030603",
      "longitude": "-86.74495697021484"
    },
    "starRating": {
      "@type": "Rating",
      "ratingValue": "4,6"
    },
    "priceRange": "$$",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": "4,6",
      "bestRating": "5",
      "ratingCount": null,

```



```

        "reviewCount": "3271",
        "worstRating": "1"
    },
    },
    {
        "@context": "https://schema.org",
        "@type": "Hotel",
        "name": "Wyndham Grand Cancun All-Inclusive Resort & Villas",
        "image": "https://img.cdnpth.com/media/100450/af41f773-beaa-42fa-b2ce-24a21210d4ad_main.jpg",
        "address": {
            "@type": "PostalAddress",
            "streetAddress": "Blvr Kukulcan km 16.5, Zona Hotelera",
            "addressLocality": "Cancún",
            "addressRegion": "Quintana Roo",
            "addressCountry": "Mexico"
        },
        "description": "Hotel todo incluido en la playa de Cancún con fiestas temáticas",
        "geo": {
            "@type": "GeoCoordinates",
            "latitude": "21.074719454347665",
            "longitude": "-86.77525520324707"
        },
        "starRating": {
            "@type": "Rating",
            "ratingValue": "4,1"
        },
        "priceRange": "$$",
        "aggregateRating": {
            "@type": "AggregateRating",
            "ratingValue": "4,1",
            "bestRating": "5",
            "ratingCount": null,
            "reviewCount": "2991",
            "worstRating": "1"
        }
    },
    },
    {
        "@context": "https://schema.org",
        "@type": "Hotel",
        "name": "Hard Rock Hotel Cancún",
        "image": "https://img.cdnpth.com/media/100111/ed84b70a-a9ce-42e5-857b-8744b14bed7d_main.jpg",
        "address": {
            "@type": "PostalAddress",
            "streetAddress": "Blvr Kukulcan km 14.5, Zona Hotelera",
            "addressLocality": "Cancún",
            "addressRegion": "Quintana Roo",
            "addressCountry": "Mexico"
        },
        "description": "Hotel todo incluido con temática de rock y familiar frente a la playa",
        "geo": {
            "@type": "GeoCoordinates",
            "latitude": "21.089325090288785",
            "longitude": "-86.76999807357788"
        },
        "starRating": {
            "@type": "Rating",
            "ratingValue": "3,8"
        },
        "priceRange": "$$",
        "aggregateRating": {
            "@type": "AggregateRating",
            "ratingValue": "3,8",
            "bestRating": "5",
            "ratingCount": null,
            "reviewCount": "881",
            "worstRating": "1"
        }
    },
    },
    {
        "@context": "https://schema.org",

```

```

"@type": "Hotel",
"name": "Dreams Natura Resort & Spa",
"image": "https://img.cdnpth.com/media/338831/051e96f0-d4f0-4c81-bdb6-225d170378e5_main.PNG",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "SM 31 M 03 L 101-21, Carr Cancún-Tulum Km 332",
  "addressLocality": "Puerto Morelos - Riviera Maya",
  "addressRegion": "Quintana Roo",
  "addressCountry": "Mexico"
},
"description": "Hotel familiar todo incluido a pie de playa",
"geo": {
  "@type": "GeoCoordinates",
  "latitude": "20.938364499978416",
  "longitude": "-86.83821737766266"
},
"starRating": {
  "@type": "Rating",
  "ratingValue": "4"
},
"priceRange": "$$",
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4",
  "bestRating": "5",
  "ratingCount": null,
  "reviewCount": "1339",
  "worstRating": "1"
}
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "The Grand Oasis Cancún",
  "image": "https://img.cdnpth.com/media/100231/9ef962fe-ab7f-4049-b03c-f151e54fbecb_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcán km 16.5, L 45, 46 y 47, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel de playa todo incluido con espectáculos",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.0778028746619",
    "longitude": "-86.77476972341537"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "2,9"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "2,9",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1339",
    "worstRating": "1"
  }
}
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Planet Hollywood Cancun by Royalton, An Autograph Collection All-Inclusive Resort",
  "image": "https://img.cdnpth.com/media/416459/880c1b1b-82f3-49a9-b69b-6d4db86780d4_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Carr a Punta Sam, SM 006 M 002 L 07-08, Zona Costera Continental",

```

```

        "addressLocality": "Costa Mujeres",
        "addressRegion": "Quintana Roo",
        "addressCountry": "Mexico"
    },
    "description": null,
    "geo": {
        "@type": "GeoCoordinates",
        "latitude": "21.29169356849471",
        "longitude": "-86.81858360767365"
    },
    "starRating": {
        "@type": "Rating",
        "ratingValue": "3,7"
    },
    "priceRange": "$$",
    "aggregateRating": {
        "@type": "AggregateRating",
        "ratingValue": "3,7",
        "bestRating": "5",
        "ratingCount": null,
        "reviewCount": "933",
        "worstRating": "1"
    }
},
{
    "@context": "https://schema.org",
    "@type": "Hotel",
    "name": "Dreams Sands Cancún Resort & Spa",
    "image": "https://img.cdnpth.com/media/210269/39127f9b-60d2-49fe-94b5-200efa123f24_main.jpg",
    "address": {
        "@type": "PostalAddress",
        "streetAddress": "Blvr Kukulcan km 8.5, Zona Hotelera",
        "addressLocality": "Cancún",
        "addressRegion": "Quintana Roo",
        "addressCountry": "Mexico"
    },
    "description": "Hotel familiar todo incluido en la playa de Cancún",
    "geo": {
        "@type": "GeoCoordinates",
        "latitude": "21.137559673882976",
        "longitude": "-86.75181319230671"
    },
    "starRating": {
        "@type": "Rating",
        "ratingValue": "4"
    },
    "priceRange": "$$",
    "aggregateRating": {
        "@type": "AggregateRating",
        "ratingValue": "4",
        "bestRating": "5",
        "ratingCount": null,
        "reviewCount": "944",
        "worstRating": "1"
    }
},
{
    "@context": "https://schema.org",
    "@type": "Hotel",
    "name": "Ocean Allure Costa Mujeres - Adults Only - All Inclusive",
    "image": "https://img.cdnpth.com/media/556590/4b5d29fa-9cda-4020-a354-3929bf7cbalc_main.jpg",
    "address": {
        "@type": "PostalAddress",
        "streetAddress": "Playa Condominio Maestro Costa, SM 006 M 002 L 001",
        "addressLocality": "Costa Mujeres",
        "addressRegion": "Quintana Roo",
        "addressCountry": "Mexico"
    },
    "description": "Hotel todo incluido solo para adultos",
    "geo": {

```

```

    "@type": "GeoCoordinates",
    "latitude": "21.298340023560147",
    "longitude": "-86.81691923942566"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "5"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Grand Oasis Palm Cancún",
  "image": "https://img.cdnpth.com/media/100882/59ad138b-da8e-47a9-bfcb-18b4be12a86b_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcán km 4.5, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel de playa todo incluido ideal para familias",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.14346052363482",
    "longitude": "-86.78656876087189"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,3"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,3",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "918",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Seadust Cancun Family Resort",
  "image": "https://img.cdnpth.com/media/100653/6e3b16e2-4593-4413-bc51-996a66149012_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcán km 16.9 L 52-04, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel familiar todo incluido en playa Delfines con parque acuático",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.068843265743197",
    "longitude": "-86.78047831117158"
  },
  "starRating": {
    "@type": "Rating",

```

```

    "ratingValue": "3,9"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,9",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1920",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Krystal Cancun Hotel & Resort",
  "image": "https://img.cdnph.com/media/100415/f3aad6a2-f5eb-445b-81ee-db90b2830a0d_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcan km 9",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel de playa en la zona hotelera de Cancún",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.133663764869624",
    "longitude": "-86.7456865310669"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,7"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,7",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1226",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Grand Park Royal Cancun",
  "image": "https://img.cdnph.com/media/100312/798aece1-0dbd-4baf-a672-072b76435575_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcan km 10.5, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel todo incluido frente a la playa en la zona hotelera",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.12393136706941",
    "longitude": "-86.75471339409843"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "4,1"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4,1",

```

```

        "bestRating": "5",
        "ratingCount": null,
        "reviewCount": "2124",
        "worstRating": "1"
    },
    {
        "@context": "https://schema.org",
        "@type": "Hotel",
        "name": "TORRE CARIBE",
        "image": "https://img.cdnpth.com/media/553969/48d074c6-1151-4355-a8e4-dce721edb068_main.jpg",
        "address": {
            "@type": "PostalAddress",
            "streetAddress": "Marian Abasolo",
            "addressLocality": "Cancún",
            "addressRegion": "Quintana Roo",
            "addressCountry": "Mexico"
        },
        "description": null,
        "geo": {
            "@type": "GeoCoordinates",
            "latitude": "21.1769714355469",
            "longitude": "-86.8192291259766"
        },
        "starRating": {
            "@type": "Rating",
            "ratingValue": "0"
        },
        "priceRange": "$$",
        "aggregateRating": {
            "@type": "AggregateRating",
            "ratingValue": "0",
            "bestRating": "5",
            "ratingCount": null,
            "reviewCount": "0",
            "worstRating": "1"
        }
    },
    {
        "@context": "https://schema.org",
        "@type": "Hotel",
        "name": "AVA Resort Cancun",
        "image": "https://img.cdnpth.com/media/507756/4690bfe0-cc06-4ef0-9d14-e569e5a96f65_main.jpg",
        "address": {
            "@type": "PostalAddress",
            "streetAddress": "Blvr Kukulcán km 25.3, Zona Hotelera",
            "addressLocality": "Cancún",
            "addressRegion": "Quintana Roo",
            "addressCountry": "Mexico"
        },
        "description": "Hotel familiar todo incluido con laguna artificial",
        "geo": {
            "@type": "GeoCoordinates",
            "latitude": "21.01040356739503",
            "longitude": "-86.81884109973907"
        },
        "starRating": {
            "@type": "Rating",
            "ratingValue": "3,6"
        },
        "priceRange": "$$",
        "aggregateRating": {
            "@type": "AggregateRating",
            "ratingValue": "3,6",
            "bestRating": "5",
            "ratingCount": null,
            "reviewCount": "124",
            "worstRating": "1"
        }
    }
},

```

```

{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Hilton Cancun, an All Inclusive Resort",
  "image": "https://img.cdnpth.com/media/440321/6f84a00f-d0cf-4f73-bd77-52aa4bb0320e_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Carr Federal 307 Cancún-Tulum km 248-868, SM 36 L1",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel con salones de eventos y servicios de spa",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "20.95584900990377",
    "longitude": "-86.83594286441803"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "4,2"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4,2",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "3092",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Flamingo Cancun All Inclusive",
  "image": "https://img.cdnpth.com/media/100207/59e31f3d-0d54-4c2f-b989-bd8ffc041ad9_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcan km 11 , Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel familiar todo incluido en la Zona Hotelera ",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.117623802179175",
    "longitude": "-86.75659239292145"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,3"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,3",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1089",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Meliá Casa Maya Cancún - All Inclusive",
  "image": "https://img.cdnpth.com/media/108464/31bf6f0b-cd40-41bb-9348-0cfb678ac95c_main.jpg",
  "address": {

```

```

    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcán km 5.5, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel todo incluido frente al mar",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.1447513659209",
    "longitude": "-86.77892714738846"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,7"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,7",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "31",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Emporio Cancun - with Optional All Inclusive",
  "image": "https://img.cdnph.com/media/157062/8fff60a5-1c63-4597-aa58-c0844da3ca35_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcán, Ret Cucumatz km 17 L 49, Segunda Etapa, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel de playa todo incluido para familias en Cancún con tres piscinas",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.07353812702457",
    "longitude": "-86.77656412124634"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "3,9"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3,9",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1483",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Hyatt Place Cancun Airport",
  "image": "",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Carretera Cancun Tulum 60",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },

```



```

"description": null,
"geo": {
  "@type": "GeoCoordinates",
  "latitude": "21.0425624847412",
  "longitude": "-86.8503952026367"
},
"starRating": {
  "@type": "Rating",
  "ratingValue": "5"
},
"priceRange": "$$",
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "5",
  "bestRating": "5",
  "ratingCount": null,
  "reviewCount": "1",
  "worstRating": "1"
}
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Dreams Vista Cancun Golf & Spa Resort",
  "image": "https://img.cdnpth.com/media/318767/434155a5-d805-4ea2-97e6-3d0681eed9ac_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "SM 84, M 12, L 1-03",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel familiar todo incluido junto al club de golf de Puerto Cancún",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.178469383141085",
    "longitude": "-86.80733978748322"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "4,2"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4,2",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "903",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Royalton Splash Riviera Cancun All Inclusive Resort",
  "image": "https://img.cdnpth.com/media/463214/fb395eea-26f6-427b-973b-afd9c85848f8_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Carr Federal 307 Tulum-Cancún km 332,L15 SM 31 M 3",
    "addressLocality": "Puerto Morelos - Riviera Maya",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel todo incluido libre de humo frente a la playa con variedad de su",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "20.939777364303893",
    "longitude": "-86.8386036157608"
  }
},

```

```

"starRating": {
  "@type": "Rating",
  "ratingValue": "4"
},
"priceRange": "$$",
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4",
  "bestRating": "5",
  "ratingCount": null,
  "reviewCount": "1278",
  "worstRating": "1"
}
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Secrets The Vine Cancun",
  "image": "https://img.cdnpth.com/media/108202/06436d23-e3d1-4b87-9bed-be7aaf53a0d9_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Blvr Kukulcan km 14.5, Ret Ixchel L 38, Zona Hotelera",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel todo incluido solo para adultos frente a la playa en Cancún",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.0907865759437",
    "longitude": "-86.77019655704498"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "4,3"
  },
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4,3",
    "bestRating": "5",
    "ratingCount": null,
    "reviewCount": "1619",
    "worstRating": "1"
  }
},
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Xoza Hotel Urban Escape",
  "image": "https://img.cdnpth.com/media/557134/f664ee01-c32c-46ee-882a-bb152e617147_main.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Av José López Portillo, entre Av Uxmal SM 62, M 2 L 45-01",
    "addressLocality": "Cancún",
    "addressRegion": "Quintana Roo",
    "addressCountry": "Mexico"
  },
  "description": "Hotel con piscina cerca de la central de autobuses",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "21.16827123592618",
    "longitude": "-86.8382463558197"
  },
  "starRating": {
    "@type": "Rating",
    "ratingValue": "0"
  },
  "priceRange": "$$",
  "aggregateRating": {

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```

        "@type": "AggregateRating",
        "ratingValue": "0",
        "bestRating": "5",
        "ratingCount": null,
        "reviewCount": "0",
        "worstRating": "1"
    }
}
]
}

```

Schema #6: **BreadcrumbList**

```

{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "item": {
        "@id": "https://www.pricetravel.com",
        "name": "Inicio"
      }
    },
    {
      "@type": "ListItem",
      "position": 2,
      "item": {
        "@id": "https://www.pricetravel.com/es/hoteles",
        "name": "Hoteles"
      }
    },
    {
      "@type": "ListItem",
      "position": 3,
      "item": {
        "@id": "https://www.pricetravel.com/es/hoteles-en-cancun_d54455",
        "name": "Hoteles en Cancún"
      }
    }
  ]
}

```