

BrightEdge Industry Focus: Travel and Hospitality and SEO

Travel and Hospitality Marketing and SEO

The travel-and-hospitality industry occupies a unique place in regard to digitization. Bookings for flights and hotels, as well as subsequent transactions, are all migrating to a fully digital experience, yet a huge part of the customer experience remains connected to physical locations and face-to-face interaction.

A full 72% of businesses say improving customer experience is their top priority, according to a Forrester survey. As websites, mobile applications, and progressive web applications (PWA) increasingly become the main place where customers and prospective customers receive the brand experience, there are obvious implications for web owners in the travel and hospitality space.

Key Digital Trends in Travel and Hospitality

Like many other service-based industries, travel and hospitality is in the midst of a fundamental shift towards digital transformation. As consumers trend away from absolute brand loyalty and towards a longer conversion funnel, opportunities arise for SEOs and digital marketers in this space to get search visibility with prospective customers.

Here are a few of the key digital trends influencing the travel and hospitality industry right now:

- **Ever-increasing digital market:** The market for online travel sales has grown consistently since 2014. Total digital travel sales worldwide are forecast to reach \$817.54 billion by 2020 according to Statista.
- **Growing budgets for digital marketing:** Travel and hospitality brands are responding to the outsized growth of opportunity in the digital space. A 2017 survey of hotel professionals by SiteMinder found that 48% planned to allocate “high spend” towards digital marketing, including website and SEO.
- **The rise of OTAs:** Online travel agencies continue to be a significant presence in the space, accounting for 69% of online hotel bookings in 2017 according to Hitwise. Brands must develop digital strategies that take this into account when determining the best ways to attain search visibility.
- **Influencer marketing and earned media:** Similar to trends in retail and ecommerce, traditional sources of third-party validation for prospective travelers have lost mindshare in favor of influencers like blogs and independent YouTube channels. A full 63% percent of travelers are influenced by “consumer opinions posted online” according to a study by Rhythm One.
- **Data-driven decision making:** As consumers become more data-driven in their decision making, so should travel and hospitality brands.
- **User-experience:** In a digital sector with such a high amount of both direct and indirect competition, developing the best user experience possible on your site, progressive web apps, and mobile apps is of the utmost importance.
- **Mobile:** Mobile connectivity has become essential, not just in the discovery and booking phases, but throughout the entire customer experience. Travelers and guests expect to have the ability to check in, check out, and administrate their accounts on mobile devices and over 3G or 4G cellular networks. An eye-opening study by J.D. Power & Associates found that only 4% of hotel check-ins and 1% of checkouts are done through proprietary mobile apps, those interactions are associated with higher guest satisfaction.
- **Progressive Web Apps:** An outgrowth on the trend towards mobile, PWAs are a new approach to mobile connectivity the bridges the gap between mobile apps and website.

Google Search Query Activity in Hospitality Queries

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US hotels near me

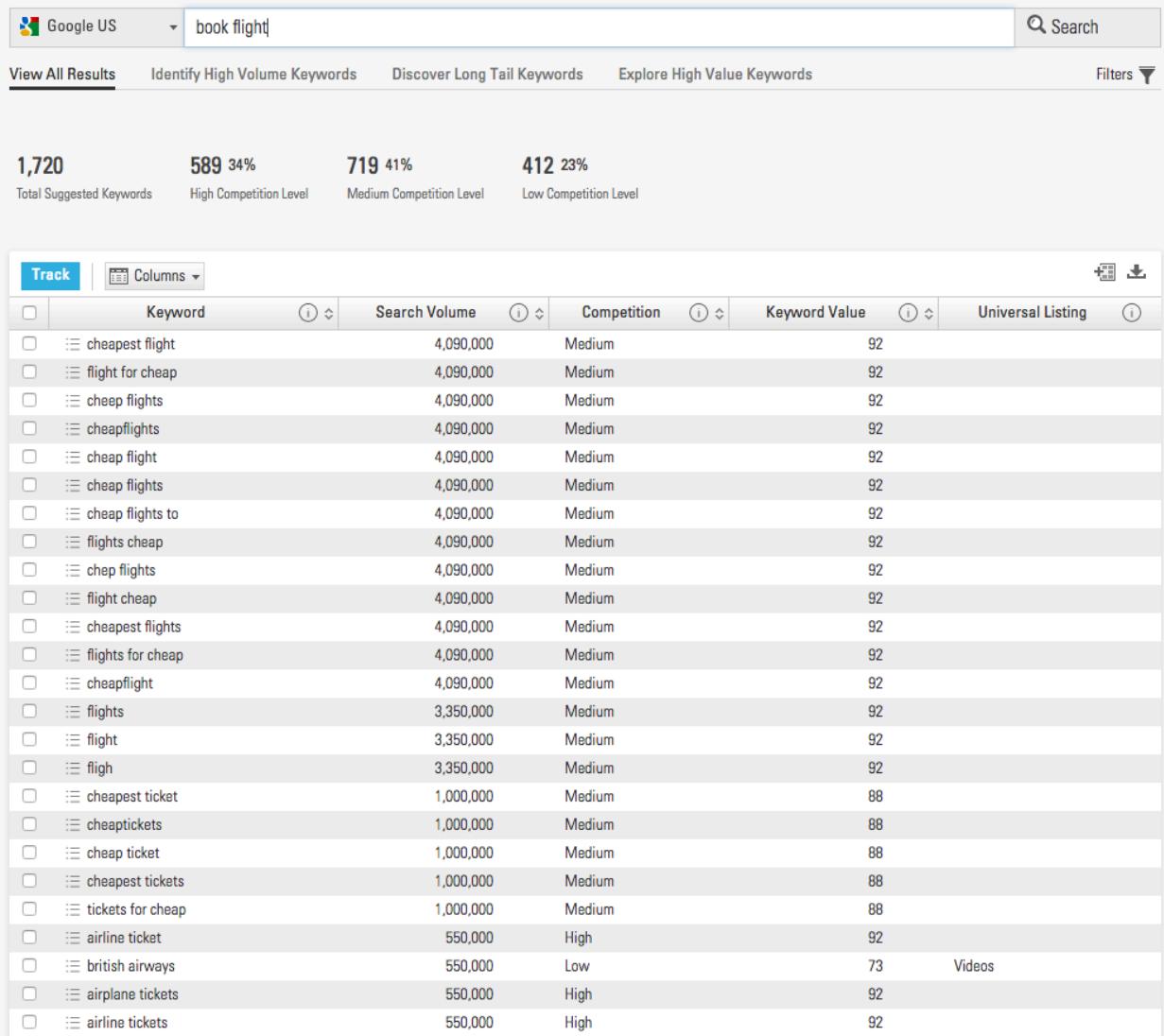
[View All Results](#) [Identify High Volume Keywords](#) [Discover Long Tail Keywords](#) [Explore High Value Keywords](#) [Filters](#)

2,273 **281** 12% **803** 35% **1,189** 52%

Total Suggested Keywords High Competition Level Medium Competition Level Low Competition Level

<input type="checkbox"/>	Keyword	①	Search Volume	①	Competition	①	Keyword Value	①	Universal Listing	①
<input type="checkbox"/>	hotel near me		2,740,000		Medium		92		Local 3-Pack	
<input type="checkbox"/>	hotels nearby me		2,740,000		Medium		92		Local 3-Pack	
<input type="checkbox"/>	hotels nears me		2,740,000		Medium		92			
<input type="checkbox"/>	hotels near to me		2,740,000		Medium		92			
<input type="checkbox"/>	hotels in near me		2,740,000		Medium		92		Local 3-Pack	
<input type="checkbox"/>	hotel s near me		2,740,000		Medium		92			
<input type="checkbox"/>	hotel nearby me		2,740,000		Medium		92			
<input type="checkbox"/>	hotels near me		2,740,000		Medium		92		Local 3-Pack	
<input type="checkbox"/>	hotel in near me		2,740,000		Medium		92			
<input type="checkbox"/>	hotel nears me		2,740,000		Medium		92			
<input type="checkbox"/>	near me hotels		2,740,000		Medium		92			
<input type="checkbox"/>	hotels in vegas		1,000,000		Medium		95		Local 3-Pack	
<input type="checkbox"/>	las vegas hotels		1,000,000		Medium		95		Local 3-Pack	
<input type="checkbox"/>	vegas hotels		1,000,000		Medium		95		Local 3-Pack	
<input type="checkbox"/>	hotels in las vegas		1,000,000		Medium		95		Local 3-Pack	
<input type="checkbox"/>	motels		823,000		Low		90		Local 3-Pack	
<input type="checkbox"/>	motels nearby me		550,000		Low		83		Local 3-Pack	
<input type="checkbox"/>	motels near me		550,000		Low		83		Local 3-Pack	
<input type="checkbox"/>	motels nearest me		550,000		Low		83			
<input type="checkbox"/>	choice hotels		450,000		Low		62		Local 3-Pack	
<input type="checkbox"/>	cheap hotel		450,000		Medium		95		Local 3-Pack	
<input type="checkbox"/>	hotels cheap		450,000		Medium		95		Local 3-Pack	
<input type="checkbox"/>	hotel cheapest		450,000		Medium		95			
<input type="checkbox"/>	cheap hotels		450,000		Medium		95		Local 3-Pack	

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.



The screenshot shows the Brightedge SEO platform interface. At the top, there is a search bar with the query "book flight" and a "Search" button. Below the search bar, there are four tabs: "View All Results" (underlined), "Identify High Volume Keywords", "Discover Long Tail Keywords", and "Explore High Value Keywords". To the right of these tabs is a "Filters" button. The main content area displays the following statistics for suggested keywords:

Category	Count	Percentage
Total Suggested Keywords	1,720	
High Competition Level	589	34%
Medium Competition Level	719	41%
Low Competition Level	412	23%

Below the statistics is a table titled "Track" showing a list of keywords with their search volume, competition level, and keyword value. The table includes columns for Keyword, Search Volume, Competition, Keyword Value, and Universal Listing. The "Universal Listing" column for the last row shows "Videos".

Keyword	Search Volume	Competition	Keyword Value	Universal Listing
cheap flight	4,090,000	Medium	92	
flight for cheap	4,090,000	Medium	92	
cheep flights	4,090,000	Medium	92	
cheapflights	4,090,000	Medium	92	
cheap flight	4,090,000	Medium	92	
cheap flights	4,090,000	Medium	92	
cheap flights to	4,090,000	Medium	92	
flights cheap	4,090,000	Medium	92	
chep flights	4,090,000	Medium	92	
flight cheap	4,090,000	Medium	92	
cheapest flights	4,090,000	Medium	92	
flights for cheap	4,090,000	Medium	92	
cheapflight	4,090,000	Medium	92	
flights	3,350,000	Medium	92	
flight	3,350,000	Medium	92	
fligh	3,350,000	Medium	92	
cheapest ticket	1,000,000	Medium	88	
cheaptickets	1,000,000	Medium	88	
cheap ticket	1,000,000	Medium	88	
cheapest tickets	1,000,000	Medium	88	
tickets for cheap	1,000,000	Medium	88	
airline ticket	550,000	High	92	
british airways	550,000	Low	73	Videos
airplane tickets	550,000	High	92	
airline tickets	550,000	High	92	

Many of the search engine results pages for travel and hospitality queries on related SEO head terms are top-heavy with Pay-Per-Click listings from OTAs as well as direct competitors.

Below those paid listings are typically universal elements tuned specifically for travel-related queries. Notable examples include Local 3-Packs customized for hotel booking pricing trends as well as a disintermediated Google Flights widget that allows users to make a search for available flights directly from the SERP.

About 181,000,000 results (0.68 seconds)

[Hotels in Tokyo, Japan | Book Your Hotel Now & Save | expedia.com](#)Ad www.expedia.com/Hotels/Tokyo ▾★★★★★ Rating for expedia.com: 4.3 - 258,040 reviews

Save up to 50% on Great Hotels. Save Big on Hotels in Tokyo, Japan. Compare & Save. 11+ Million Hotel Reviews. No Change or Cancel Fees. Packages: Save up to 20% Daily Deals up to 40% Off. Verified Guest Reviews. Expedia's Best Prices. Secure Booking. Save up to 50% on Hotels.

The image shows a Google search results page for 'hotel in tokyo'. At the top is a map of Tokyo with price markers for various hotels: \$124, \$145, \$96, \$260, \$118, \$156, \$164, \$188, and \$124. Below the map are two date selection boxes: 'Wed, Sep 5' and 'Thu, Sep 6'. A 'Max price/night' slider is set between \$0 and \$300+. Below the slider are sorting options: 'Sort by', 'Rating', 'Hotel class', and 'Amenities'. The main list displays three hotel entries:

Hotel	Price	Image
Hotel Okura Tokyo	\$164	
Hotel Niwa Tokyo	\$96	
Hotel Metropolitan Tokyo Ikebukuro	\$124	

At the bottom of the list are links to 'View 3,190 hotels' and 'About these results'.

[THE 10 BEST Hotels in Tokyo for 2018 \(from \\$20\) - TripAdvisor](#)[https://www.tripadvisor.com/Hotels-g298184-Tokyo_Tokyo_Prefecture_Kanto-Hotel... ▾](https://www.tripadvisor.com/Hotels-g298184-Tokyo_Tokyo_Prefecture_Kanto-Hotel...)

The #1 Best Value of 1544 places to stay in Tokyo. Free Wifi. Pool. The Capitol Hotel Tokyu. Show Prices. #2 Best Value of 1544 places to stay in Tokyo.

Tokyo Hotel Deals · Park Hotel Tokyo · Shangri-La Hotel, Tokyo · Hotel Niwa Tokyo

[Top 10 Hotels in Tokyo, Japan | Hotels.com](#)<https://www.hotels.com> > Hotels in Japan ▾

Channel Marketing Mix in Travel and Hospitality SEO

Using our proprietary data sets we have looked into the prevalence of Organic channel share vs. other marketing channels for travel and hospitality brands. Travel and hospitality shows very high proportions of Paid traffic at 24% and 18% and therefore the SEO average traffic is on the low side at 42% and 47% respectively.

Travel and Hospitality Industry SEO – BrightEdge Benchmark Stats

Universal search results refer to the results on a SERP that are not the standard direct links to websites. Examples of universal results include Images, Videos, News, Places, Carousel, Quick Answer, 3-Pack results, and Apps.

BrightEdge Data Cube Metrics		Avg for eCommerce
The average Data Cube score for the industry is:		343,864
The average number of position one listings is:		348
The average page 1 listings is:		2,444
The average total universal content results is:		420
The average number of images is:		111
The average number of Quick Answers is:		61

Travel and Hospitality Industry SEO Click Curve

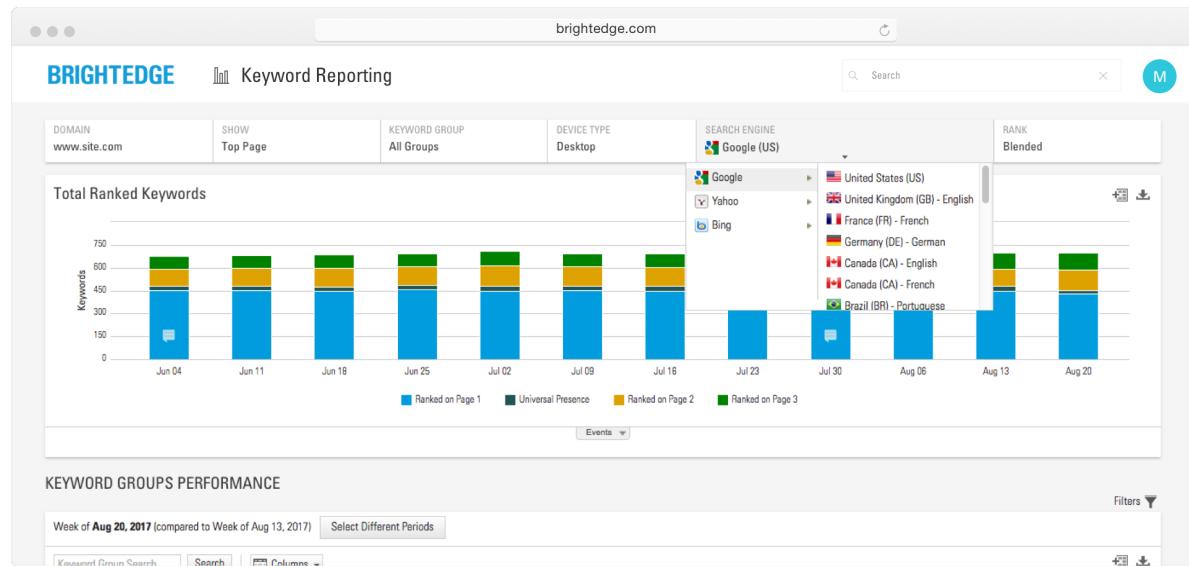
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mobile	16.8%	11.2%	7.25%	4.6%	3.1%	2.0%	1.5%	1.3%	0.9%	0.6%	0.5%	0.6%	0.8%	1.0%
Desktop	24.0%	11.0%	7.6%	5.1%	3.3%	2.1%	1.5%	1.3%	1.1%	0.8%	0.7%	0.6%	1.7%	1.5%

These click curves indicate the average performance in various search result positions. These numbers help understand and forecast the traffic that should and is coming in from the organic search channel

How Travel and Hospitality Customers Use BrightEdge

HyperLocal

Both global-level players with hundreds of franchise properties around the world as well as single-location boutique brands have a need for SEO campaigns that are geo-targeted to where their properties are. HyperLocal capabilities allow the SEO to design and track those targeted campaigns down to level of search engines results in specific localities or metropolitan areas.



Recommendations

Recommendations allows a digital team to not only assign content to writers but guide non-expert content creators through the steps of the SEO optimization process in order to run a scalable SEO campaign.

All Pages > http://www.site.com/travel/

Page: > http://www.site.com/travel/

View 25 target keywords for this page

View All (6) Optimize My Page Content Opportunities External & Internal Links Increase Social Engagement See Top 10 Ranking Pages

Details [expand all | hide all] Impact Status Export to CSV

Optimize My Page (3)

- Add keyword "myrtle beach hotel" and keep "Myrtle Beach hotels","hotels in Myrtle Beach" in the meta description tag
- Add keyword "myrtle beach hotel","hotels in Myrtle Beach" and keep "Myrtle Beach hotels" in the alt text of your image tags
- Shorten the page URL

Keyword Reporting

Track your brand's performance across hundreds of keyword groups tailored to whichever campaigns you're running in local optimization, branded terms, service-related terms, and more.

Estimated Traffic & Rank Report

Estimated Visits

Events

KEYWORD GROUPS PERFORMANCE

Week of Aug 20, 2017 (compared to Week of Aug 13, 2017) Select Different Periods

Filters

Keyword Group	Monthly Search Volume	Avg. Blended Rank Aug 20, 2017	Avg. Blended Rank Change	Est. Visits Aug 20, 2017	Est. Visits Change
Keyword Group 1	1000	15	10	1000000	1000000
Keyword Group 2	1000	15	10	1000000	1000000
Keyword Group 3	1000	15	10	1000000	1000000

Dashboards

Build customized reports on the week-to-week and month-to-month progress on key campaigns. Tailor those reports to speak to the priorities of any stakeholder or project owner.

The screenshot shows a web browser window for brightedge.com with the title "StoryBuilder". A modal dialog box is open, titled "Select a Template". The dialog lists several SEO-related dashboard templates:

- Custom Dashboard**
Build your own!
- Executive Dashboard**
SEO Program Overview
- SEO Lead Dashboard**
Rankings, competitors, backlinks and task status
- Campaign Dashboard**
Detailed keyword ranking, top movers, competitors and tasks
- Competitive Landscape Dashboard**
Analysis of your SEO vs. a group of competitors
- Primary Competitor Insight Dashboard**
Analysis of your SEO vs. your main competitor
- Top Page vs Preferred Page Dashboard**
Confirm that you are pairing your best pages with your keywords
- Backlinks and Social Performance Dashboard**
Summary of external and off-page SEO activity

On the right side of the dialog, there are icons for "New", "Edit", "Delete", and "Settings". A message at the top right says "You have an active campaign ▶".

Case Study



Best Western International, Inc.

Felipe Carreras, director of ecommerce for Best Western, shares his story of how he and his content team leveraged the BrightEdge platform and BrightEdge Content Optimizer to scale its content marketing strategy to create more than 16,000 pages of unique content across 2,056 individual property websites within three months with a team of five.

<https://www.brightedge.com/resources/videos/best-western-testimonial>

"In order to scale our efforts, we've had to partner with a number of strategic partners...one of the most important being BrightEdge."

-- Felipe Carreras, Director of eCommerce
Best Western

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,700+ customers include global brands as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.