Global Hospitality Brand Corrects YOY Traffic Decline with Ability to Scale Analysis for 800 Unique Sites

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BACKGROUND: SITE MIGRATION

An industry-leading global hospitality brand migrated 800 of their unique sites into their lead domain.

PROBLEM: A DECLINE IN YOY TRAFFIC AND CTR

Soon after the migration of their site profiles, however, **there was a decline in the year-over-year (YOY) traffic and click-through-rate (CTR) from organic search**. While a slight decline in YOY traffic and CTR is common in a site transition of this magnitude, the executive team wanted to clearly identify the exact cause of this decline to better understand whether it was the site migration – *or something else.*

THE INITIAL APPROACH: MANUAL EFFORTS LEADING NOWHERE

The SEO team began reviewing each of the 800 different site profiles underneath their global brand and quickly realized that **they were facing a herculean task**. Despite the great data they knew existed in Google Search Console, with 800 unique site profiles across the board, **scaling their process was not an option** as there is no roll up of data using this tool. Other tremendous challenges became apparent in this approach, such as:

- **Analysis was not time-efficient** because the data needed to be manually exported and then imported into Excel for evaluation

- Reporting roll-ups would require **manual assembly**, also through Excel spreadsheets

- Questions prompted by the analysis would lead to a restart of the process

- More time spent on analyzing the data meant a slower brand response to factors affecting the traffic which would result in **lost revenue**

Not wanting to rely on **tedious analysis**, potential **human error**, and Excel spreadsheets to present to their executives, the SEO team needed a different **solution to scale the analysis for their 800 unique sites** to solve the problem. They brought this challenge to seoClarity.

SOLUTION: THE MAGNITUDE OF SEARCH ANALYTICS

In the matter of a few clicks within the seoClarity platform, all 800 site profiles from Google Search Console were brought in to seoClarity's Search Analytics and rolled-up into **one, cohesive data-set**. Using Search Analytics, **the brand's SEO team quickly uncovered the cause of traffic declines** by comparing YOY performance now that all 800 site profiles were integrated in a single location for analysis.

The SEO team was now able to:

- Aggregate 16 months of historic data **for all 800 profiles in a single location** to view YOY traffic-driving keywords and associated CTR in a single spot.
- **Review page-level performance** of primary data points such as impressions, clicks, average position, and CTR.
- Categorize keyword performance analysis by brand versus non-brand terms to determine consumer intent.
- **Identify customer behaviors** based on device type, country, and more.

This provided the team with a clear picture of:

- Before-and-after trends for each of the migrated sites, allowing their team to see the impact of the migration

- The specific site profiles and areas where organic traffic was still showing decline and those that were recovering
- The true character of their site traffic and how their audience was engaging with their brand through organic search
- The content that performed best and which content needed an enhancement

Armed with this knowledge, the SEO team discovered that the observed YOY softness in traffic had *nothing* to do with the site migration (much to their relief)! Instead, taking advantage of the on-the-fly reporting and analysis capabilities within the seoClarity platform, they saw that the **YOY standstill was actually caused by shifts in device usage and customer behavior from a volume of traffic and CTR perspective**. Imagine their excitement when they discovered this information!

THE OUTCOME:
IMPRESSING THE EXECUTIVE TEAM

As a result of using Search Analytics built on seoClarity's Clarity Grid™ architecture:

- The executive team understood the **reporting that painted a clear picture of user behavior** – and why it had changed,

- The SEO team was able to do the analysis and **produce reporting efficiently**, and

- Questions were answered as they were asked with **on-the-fly reporting**.

The insight gained from the ability to see deep down into the data has enabled this global brand to address shifting customer behaviors and re-engage, building a solid, data-driven plan for the next year, including **relevant content creation that translates into more traffic and greater search visibility**.

EVALUATION: NO PROBLEM TOO LARGE

From struggling to understand the root cause of their issue and needing data analysis at scale to their ability to pinpoint the specific issue *within mere days*, **the SEO team is now empowered to answer the toughest questions across the organization**. This helped win buy-in for their approach and aligned the organization to build a strategy that better matches their customers' intent and needs.

As they move into their next phase, this global brand has expanded their usage of other features from the seoClarity platform to provide them with the same ability to gain the insights they need for continued success. All of this is enabled from the Clarity GridTM infrastructure which provides **real-time, interactive analysis at the speed of thought**.