CLIENT SNAPSHOT

EXPEDIA

The world's most successful online travel company needs huge volumes of search data to drive their SEO strategy. Here's how they get exactly what they need, fresh every single day.

For anybody who books their vacations online, Expedia is one company that hardly needs an introduction.

With over 30 points of sale and localized sites in 23 countries, this global leader has played a key role in getting so many of us online when we want to book flights or hotels, rent a car, or explore package vacations and attractions.

Of course, all of this success means competition. That's why Expedia relies on the talents of their in-house SEO specialists to hold on to their top rankings for searches related to thousands of destinations and travel products.

BIG DATA, BIG CHALLENGES

Heading up Expedia's team of in-house experts is Tevin Anderson, Director of SEO. As he explains, finding a vendor that can keep up with their needs has not been an easy task.

"The number one factor we look at is whether they are able to handle the scale that we require," he says.

With so many points of sale, destinations, and travel products — and so many long-tail and multi-lingual searches to account for — scale is a reality that Expedia can't ignore. But it's not just a matter of coverage; as Anderson notes, massive scale translates into real, far-reaching insight.

"Before STAT, rankings were very anecdotal and small scale," he says. "Questions like 'How are we doing for New York hotels today?' were constantly being spot checked. We often stared into a black hole of data; we'd see year-over-year numbers fluctuate massively and could only guess that it could be attributed to a spike or a drop in rankings the same time a year ago." ▶

Expedia®

INDUSTRY

Travel

EMPLOYEES

10,000+

REGIONS

Local in 20+ countries

NEEDS MET BY STAT

Unlimited keywords across the globe

Daily data and instant custom alerts

Barrier-free API for total data portability

Unlimited users and multi-lingual support for closer collaboration between team

Expert partnership with the STAT data team

"STAT is quite simply a tool that I couldn't live without."

Tevin Anderson, Director of SEO

Of course, like everybody else in SEO, Anderson always has to keep an eye on what search providers are doing — and be ready to move quickly when disruptive change happens.

"Our current challenges revolve around the ever-changing headwinds of Google," he says. "We are consistently combatting SERP changes with the likes of Google Places, Google Flights Search, and Google Hotel Finder."

To stay on top, Expedia needs not only scale, but also the responsiveness that only comes with having the freshest search data available.

FINDING A SOLUTION

Following a word-of-mouth recommendation, Expedia looked at STAT and found exactly the combination of massive scale, daily tracking, and unlimited API that they were looking for. After a short period of using STAT in their US offices, the company adopted it across the globe in 2011.

"Deciding to use STAT across all points of sale was an easy decision after using it in the US," says Anderson, noting that the level of partnership that STAT offers to enterprise clients was a large part of that decision.

At the same time, Expedia moved to take advantage of STAT's barrier-free data portability through the STAT API.

"Integrating STAT ranking data into our data warehouse has added tremendous insight as to how rankings and our business numbers correlate," he says. "We are continuing to evolve our reporting regularly as we think of new ways to mash these data points together."

On a day-to-day level, the insight that STAT offers has meant more strategic decision-making, faster response to fluctuations in search volume and ranking, and improved clarity when it comes to the return on Expedia's SEO investments.

"STAT is quite simply a tool I couldn't live without," says Anderson. "Its ever-expanding feature set, top-notch customer support, and devilishly simple (yet effective and scalable) UI make it a must have for any enterprise SEO campaign. STAT is a competitive advantage I hope my competitors never hear about. ◄

EXPEDIA LOVES STAT. **HERE ARE A FEW REASONS WHY.**

CHALLENGE

Massive scale, global scope.

SOLUTION

Unlimited tracking across the planet.

Expedia needs to track hundreds of thousands of keywords in dozens of countries, locations, and languages.

With STAT, Expedia has one source for accurate location-based ranking data, including universal and multi-lingual tracking.

"We operate on a global scale, so the providers we use need to be able to handle massive amounts of data," explains Anderson. "As a global company with over 23 countries supported, we need to be sure any vendor can handle multi-lingual support."

CHALLENGE

Coordinating with many teams.

SOLUTION

Unlimited users and total data flexibility.

Expedia needs the flexibility to share data and insights easily between teams across the world.

Between STAT's app and API, our clients can work with their data in any way they want, without barriers. That makes it easier to share, easier to benchmark, and easier to integrate with the company's other business metrics.

"Also, the ability to add an unlimited number of tags has proved to be invaluable," says Anderson. "We're constantly thinking of new ways to tag our keywords to have different slices of data and to see how we're performing across different sets of keywords."

**CHALLENGE**

Rapid change in search algorithms.

SOLUTION

Daily data and instant custom alerts.

Expedia needs fresh data and speedy reporting options to keep on top of disruptive changes in SERPs and search algorithms.

With new data every day, STAT lets them respond faster than ever. Instant custom alerts also make it easier to keep an eye on performance in multiple projects at the same time.

"The 'set and forget' approach works well for us," says Anderson. "Most of the members of the team are working across multiple projects against multiple sets of keywords. STAT gives us the insight to take action on certain keywords when we need to, allowing us to better hit our target numbers."

With new data every day, STAT lets them respond faster than ever.

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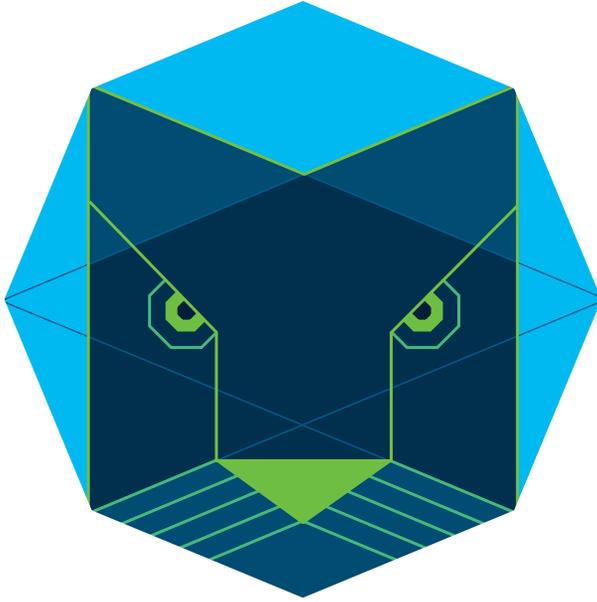
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WE DO BIG DATA FOR ENTERPRISE SEO.

Since 2009, we've equipped SEO professionals with fresh, location-based search data at massive scale — all backed up by one-on-one expert service. That's how we've built a client base that includes some of the world's largest online brands and nimblest SEO agencies.

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