

IMPROVING RANKINGS WITH OPTIMISED EUROPEAN CONTENT

easyHotel

Research shows that the closer you are to the first position in the SERP (Search Engine Results Page), the bigger the click through rate (CTR) is. Having qualified traffic on the website also increases the chances of conversions.

easyHotel used the hiatus of the pandemic to move forward strategically and revamp its domestic and international websites in anticipation of a travel industry rebound and wanted to improve onsite traffic to its main sites within Europe, covering France, Germany, Italy, Spain and the Netherlands.

Locaria provided a team of international SEO specialists to leverage local search trends and create new metadata for hotels and editorial pages in the local language of their target audience. With Locaria's expertise in content production and SEO practices, easyHotel's online traffic grew organically in just a matter of months.

HOW WE DID IT

Locaria combined deep specialisms in SEO and content production to achieve the objectives set by easyHotel.

Identifying E-commerce opportunities

Locaria evaluated the search demand related to "hotels" and "destinations" through in-language keyword research for each of the local languages. Our team then matched user search intent data with keywords to improve chances of conversion on the website.

Improving the online customer browsing experience

To improve the online customer experience, Locaria incorporated local research into the metadata creation.





Although the level of English proficiency has increased over the last decade worldwide, CSA research shows that two thirds of online consumers do not feel confident purchasing any products or services in another language. This highlights the importance of introducing the local search terms in the metadata, in stylistically sound copy to build trust with the website visitor.

Getting the tone of voice right in every language

SEO metadata sits in the wider scheme of marketing and needs to be able to adapt to the copy of the brand messaging in any language, delivering offerings that have fundamental value for customers.

Using easyHotel's brand tone of voice correctly in German, French, Spanish, Dutch and Italian, Locaria's language specialists identified the best local terms across the various language types which matched the brand positioning and resonated with the audience.

Defining priority pages

Focussing on product landing pages and product description pages with transactional conversion goals, for example "book now", Locaria prioritised these for content creation, followed by editorial pages including city and travel guides.

Preparing content creation

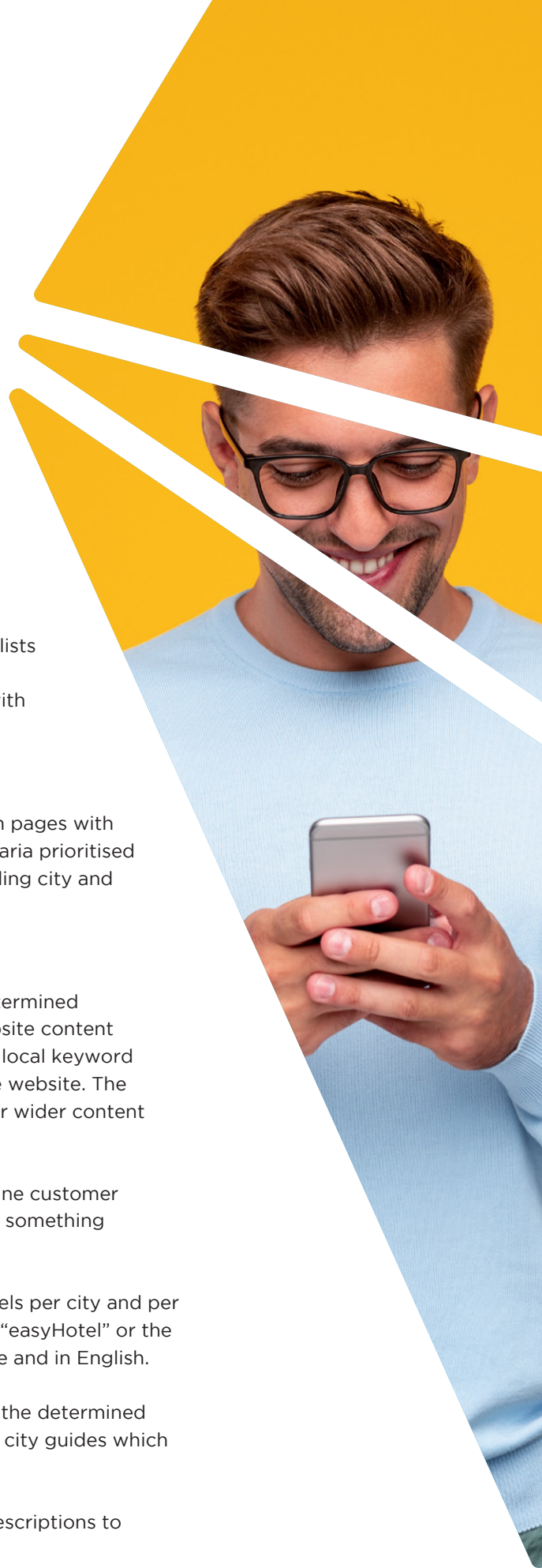
Locaria's combined SEO and Website Localisation teams determined which specific pages to work on in order of priority. The website content team developed content on the landing pages, including the local keyword research used by the SEO team to ensure consistency on the website. The website localisation team also added the SEO insights in their wider content creation framework.

The goal was to ensure that visitors enjoy the smoothest online customer experience to maximise conversion on the website and book something through easyHotel.

The SEO team focused on long tail generic keywords for hotels per city and per country, including brand specific compound terms featuring "easyHotel" or the exact name of the accommodation both in the local language and in English.

Content specialists worked on matching the user intent with the determined URLs, including tips and question-based queries for travel or city guides which were likely to be featured in rich snippets.

An example was introducing compelling CTAs in the meta descriptions to increase the CTR by up to 4% for the Dutch market.





RESULTS

Keyword rankings saw a dramatic improvement just three months after the implementation of the strategies Locaria implemented, **with 47 keywords ranking on the first page in the first ten positions.**

- 34 keywords are now ranking in 1st position across DE, FR, NL, IT and ES. Most search terms are related to hotels in countries or metropolitan cities. This corresponds to a 76% ranking improvement YoY from the first position.
- The remaining keywords that used to rank on the second page the year before, saw an increase of 16.6 positions on average.
- In Italy, the keywords improved by 22 positions on average.
- The Netherlands saw an increase in ranking of 8 positions as half of the keywords already featured on the bottom of the first page.



WE ARE CONFIDENT THAT THIS STRATEGIC INVESTMENT WILL CONTINUE TO DRIVE A LONG-TERM INCREASE IN RANKINGS AS GLOBAL TRAVEL PICKS UP AND AT THE TIME OF WRITING, KEY PROPERTIES HAD RETURNED TO PRE-PANDEMIC OCCUPANCY LEVELS.

