



# Report: Analysing SEO Performance for Seekom Customers

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# Introduction

At Seekom, we understand that as the owner or manager of a hotel, motel, or campground, your primary focus is on providing exceptional guest experiences. Behind the scenes, however, your website plays a critical role in driving bookings and attracting new customers.

This report is designed to give you insights into how websites managed by Seekom with help from SEO have been performing over the past year, with a particular focus on **organic traffic** – visitors who find websites through search engines like Google. By analysing key metrics such as visitor numbers, engagement levels, and how new users are discovering these properties, we aim to show you the impact of our **fully managed SEO services**.

These efforts, which include optimising your website's content, structure, and technical elements, are tailored to help the property stand out online, bring in more visitors, and ultimately convert them into bookings.



# Summary of Metrics

## **Total Sessions**

This represents the total number of visits to your website over the past year. Each session is an opportunity for a potential guest to learn about your property, explore your offerings, and make a booking. A higher number of sessions indicates that your website is successfully drawing in traffic, giving your property more visibility to potential customers.

## **Organic Sessions**

These are visits from people who found your website through search engines like Google, without you paying for ads. Organic traffic is incredibly valuable because it often comes from people actively searching for the types of services you offer, making them more likely to book. The stronger your organic presence, the more your business benefits from free and ongoing exposure online.

## **Total Events**

Events are the actions visitors take on your website, such as clicking on photos, checking room availability, or submitting a booking inquiry. These interactions indicate how engaged visitors are with your site. A high number of events means your website is not only attracting visitors but also encouraging them to take meaningful steps toward becoming paying guests.

## **Organic Events**

These are actions taken specifically by visitors who arrived via organic search. This shows that not only are organic visitors finding your site, but they are actively engaging with it—exploring your amenities, checking availability, or making inquiries. This is a key sign that your website content and SEO strategy are aligned with what potential guests are looking for.

## **New Users**

This is the number of first-time visitors to your website. Attracting new users is essential for growing your business, as these are potential guests who may not have been aware of your property before. The ability to consistently bring in new users ensures a fresh stream of interest and opportunities to convert visitors into bookings.

# Report Overview

A comprehensive analysis of traffic from the past 12 months across all managed website properties reveals that **organic traffic** is a major contributor to overall website engagement. Organic sessions accounted for **50.4%** of total sessions, and organic events represented an impressive **58.4%** of total tracked events. These statistics highlight the efficacy of Seekom's SEO efforts, including **content analysis, structural improvements, and technical optimisation**.

## Key Highlights

### 1. Total Traffic

- **Total Sessions:** 290,838
- **Organic Sessions:** 146,749 (50.4% of total)
- **Key Insight:** Organic search has proven to be a primary driver of traffic, showcasing the value of appearing prominently in search results.

### 2. Engagement (Events)

- **Total Events:** 2,329,608
- **Organic Events:** 1,360,930 (58.4% of total events)
- **Key Insight:** Visitors from organic search are not only more frequent but also more engaged, completing more meaningful actions on the websites.

### 3. New Users

- **Total New Users:** 224,620
- Organic sessions are driving a significant portion of new user acquisition, helping properties expand their reach.

### 4. Average Metrics

- **Average Total Sessions per Property:** ~7,846
- **Average Organic Sessions per Property:** ~3,957
- **Organic Event Engagement:** Organic visitors often engage more deeply, with properties averaging ~23% higher event rates from organic traffic.

Comparing Seekom's managed clients' performance against industry benchmarks underscores the effectiveness of their SEO strategies. Here's how Seekom's results measure up:

## 1. Organic Traffic Contribution

- **Industry Benchmark:** Organic search typically accounts for about 33% of overall website traffic in the travel and hospitality sector.<sup>1</sup>\*(link 1 in sources)
- **Seekom's Performance:** Organic sessions constitute 50.4% of total sessions, significantly surpassing the industry average. This indicates that Seekom's SEO efforts are driving a higher proportion of unpaid, high-intent traffic to their clients' websites.

## 2. Website Engagement Metrics

- **Industry Benchmark:** The average engagement rate for travel and hospitality companies is 13% lower than the overall engagement rate across all industries.<sup>2</sup>
- **Seekom's Performance:** With 58.4% of total events stemming from organic traffic, Seekom's clients exhibit strong visitor engagement, suggesting that the content and user experience are effectively meeting visitor expectations.

## 3. New User Acquisition

- **Industry Benchmark:** The median number of users across the industry is approximately 3,020 per month.<sup>3</sup>\*(link 3 & 5 sources)
- **Seekom's Performance:** Seekom's clients have attracted on an average of 6806 new users

## 4. Conversion Rates

- **Industry Benchmark:** The average conversion rate for hotel websites is about 2-3%. \*(link 4 & 5 sources)
- **Seekom's Performance:** While specific conversion rates aren't provided in the data, the high levels of organic traffic and engagement suggest a positive impact on conversions, as engaged visitors are more likely to book.

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<sup>1</sup> *The 2024 Organic Search Traffic Benchmarks Report*, Conductor (<https://www.conductor.com/academy/organic-website-traffic-industry-benchmarks/>)

<sup>2</sup> *Hospitality Product Benchmarks 2024*, Amplitude Travel (<https://amplitude.com/benchmarks/retention/travel-and-hospitality>) and *The Hotel Industry's 14 Most Critical Metrics*, Guiding Metrics (<https://guidingmetrics.com/content/hotel-industrys-14-most-critical-metrics/>)

<sup>3</sup> *Website Traffic Benchmarks by Industry*, Databox traffic benchmarks by industry (<https://databox.com/website-traffic-benchmarks-by-industry>) and *The 2024 Organic Search Traffic Benchmarks Report*, Conductor (<https://www.conductor.com/academy/organic-website-traffic-industry-benchmarks/>)

# The Role of Effective SEO in Driving Results

Seekom's three-pillar approach to SEO—**content optimisation**, **structural SEO**, and **technical SEO**—has played an important role in driving results. Key strategies include:

## 1. **Content Optimisation:**

- High-quality, relevant content tailored to users' search intent ensures properties rank for targeted themes, attracting more qualified traffic.

## 2. **Structural SEO:**

- Enhancing internal linking, mobile usability, and navigational flow has significantly improved user experience and search engine crawling efficiency.

## 3. **Technical SEO:**

- Fast loading times, clean coding, and robust indexing practices ensure sites meet modern search engine requirements.

# Boosting Your Website's Visibility with Smart Tools

## **What is Schema Markup and How Does It Help?**

Think of schema markup as a way to provide extra details about your business to search engines like Google. By adding specific information (like that you're a hotel, motel, or campground, or even promoting events), search engines can show more detailed and eye-catching listings in search results. For example, instead of just seeing your website link, potential guests might see your business name, photos, star ratings, or details about special offers—all at a glance. This makes your property stand out, encouraging more people to click and visit your website.

## Helping Your Property Get Noticed Everywhere

We use tools like **Google Business Profile**, **Bing Places**, **Webmaster Tools**, and **IndexNow** to help your property spread its roots across the web, making it easy for potential guests to find you.

We spread your website and relevant content using these platforms as far and as wide as possible. We also make sure you stay relevant in local searches.

The ultimate aim is to help the property appear on SERPs, or **Search Engine Results Pages**.

They are the pages you see when you search for something on Google, Bing, or another search engine. For example, if someone searches for “affordable motels near me,” the results they see—the links, maps, and information—are part of the SERP.

When your property ranks well on a SERP, it means your website or business listing appears near the top of the results. This is important because most people click on one of the first few results they see. If your property shows up on the first page—especially in a prominent spot—it’s far more likely to attract visitors to your website.

Together, these tools and strategies make it easier for people to find you online and get excited about staying with you!

# Conclusion and Recommendations

The analysis confirms that **SEO is a critical driver of traffic and engagement** for Seekom's fully managed customers. With 50% of total sessions and 58% of event interactions coming from organic sources, ongoing investment in SEO is vital. To further optimise performance:

- **Expand Schema Implementation:** Continue leveraging rich snippets to enhance visibility and engagement.
- **Increase Content Production:** Focus on event-driven and localised content to attract and engage organic users.
- **Leverage Analytics:** Use data to refine strategies, identify trends, and focus on high-performing pages.

By maintaining and enhancing these strategies, Seekom's customers can continue to see growth in both traffic and meaningful user engagement, translating into more bookings and revenue.

## Interested in Boosting Your Property's Online Visibility?

If you'd like to see similar results and benefit from Seekom's **fully managed SEO plans**, we'd love to help. Our team offers tailored strategies that combine content, structural, and technical SEO to drive traffic and engagement.

[Contact us here](#) to learn more or to get started with a fully managed plan.