

# Data Keys: Mining Data for SEO and Content at Scale

Moderator: Lorna Henri, **BrightEdge**

Denis Scott, **Open Table**

Chris Attewell, **Search Laboratory**

Kirill Kronrod, **Adobe**

Matt Saunders, **Rosetta**

Share 14

@brightedge

#Share14

Share

14



OpenTable™

## Mining Data For Scale

Denis Scott

Senior Director of Acquisition Marketing



**BRIGHTEDGE**

# OpenTable By The Numbers

OpenTable is the world's leading provider of online restaurant reservations

- Seats more than 15 million diners per month
- Over 31,000+ restaurants in the network across 6 countries
- Powers online restaurant reservations for over 600 partners

The screenshot shows the OpenTable website interface for San Francisco restaurants. At the top, the OpenTable logo is displayed alongside the text "Restaurant Reservations - Free • Instant • Confirmed". Below this, the page is titled "San Francisco Restaurants: SF & Bay Area Restaurants". A prominent green banner encourages users to "Make a Free Restaurant Reservation". This banner includes a search form with options to search "By Location" (set to "San Francisco") or "By Restaurant Name". It also features input fields for the date "07/22/2014", time "9:00 PM", and number of people "2 people", along with a red "Find a Table" button. A link below the form reads "Not Ready to Reserve? See all 1364 San Francisco restaurants >".

Below the reservation banner is a section titled "Your Local Dining Scene" with a play button icon. It contains four promotional tiles: "SIZZLIN' BURGERS" presented by CHASE SAPPHIRE PREFERRED®, "Earn Free Meals Faster - 1,000-Point Tables", "OpenTable Gifts gift cards for restaurants!", and "Find San Francisco Private Dining Venues".

At the bottom of the screenshot, there are three tabs: "Best Restaurants", "New Restaurants", and "1,000-Point Tables". Below these is a section titled "Diners' Choice Winners: Great For Brunch" with the subtitle "San Francisco's best restaurants based upon thousands of available diner reviews". The first restaurant listed is "Top of the Mark" located in Nob Hill, serving American cuisine, with a 5-star rating and 25 reviews.

# What Do Those Numbers All Mean To A Marketer?

OpenTable like many other companies have lots of data to mine!



Share 14



@brightedge

#Share14

# What Questions Can All This Data Answer?

Business Trends  
Year Over Year

Geographic  
Performance and  
Key Drivers

Popular Days of  
the Week for  
Dining Out

Types of  
Customers

Sources of Traffic  
& Impact on  
Results

Trends in  
Menu Items

Popular Dishes at  
Restaurants

What Diners  
Are Saying

Holidays Where  
People Are Most  
Likely to Dine Out

Share

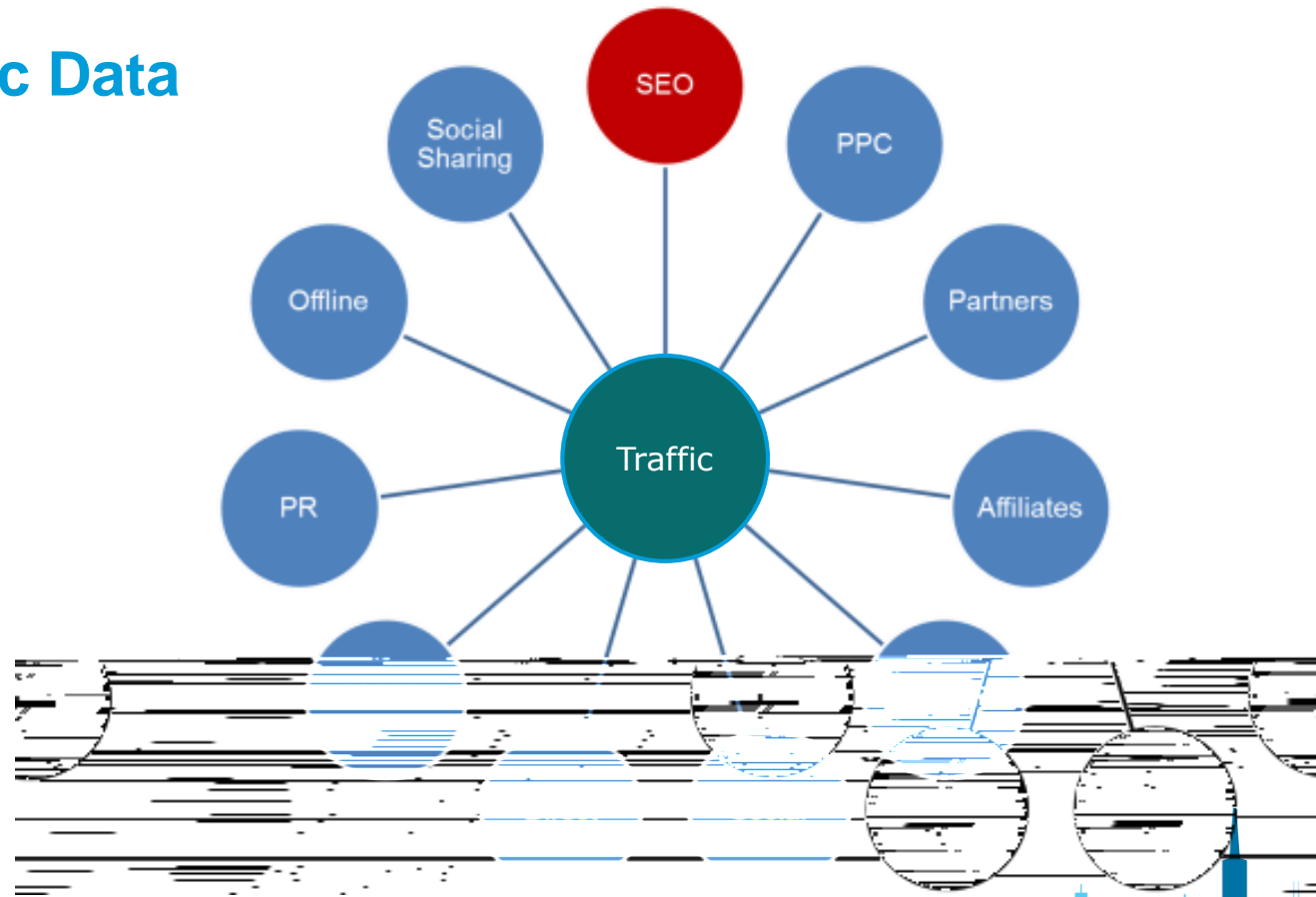
14



@brightedge

#Share14

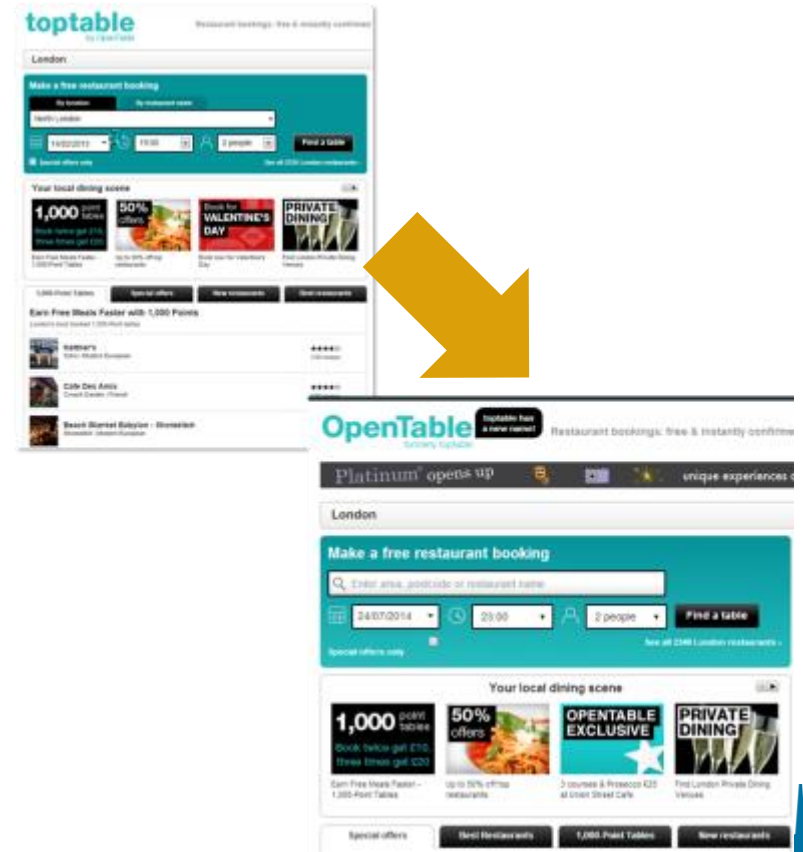
# Sources of Traffic Data



# Example: toptable to OpenTable brand migration

## History of the business:

- toptable was founded in 2000 and was one of one of Europe's largest online dining communities and restaurant booking services
- OpenTable acquired toptable in September of 2010 giving OpenTable a stronger presence in the UK
- toptable continued to operate under it's brand name until April 2014 when the brand officially transitioned to OpenTable



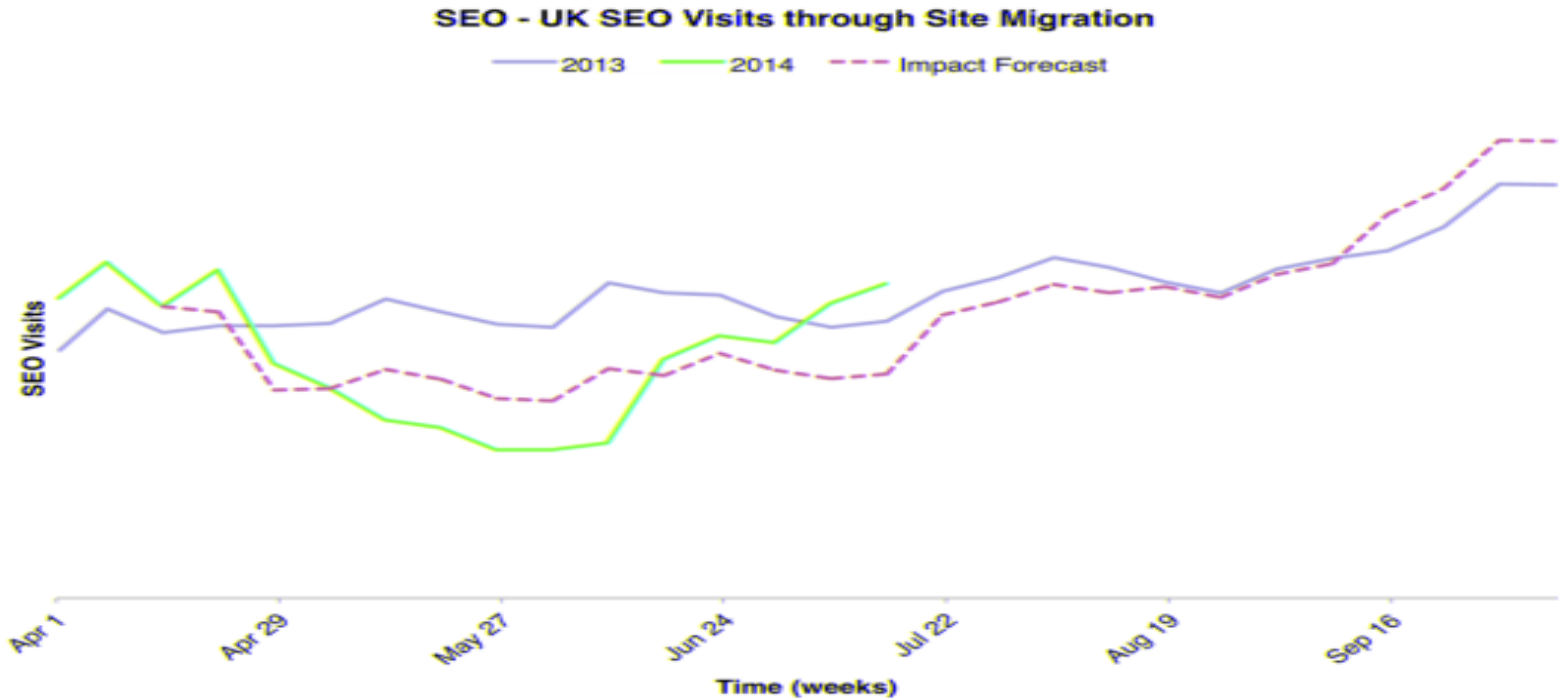
# Key Data Questions To Answer In The Brand Migration

- What impact will this have on the business? Short term vs long term?
- With all of the URLs changing, how will this impact SEO?
- How can we protect as much SEO traffic as possible?
- How will we know if the SEO strategy is working?
- What is our complete marketing strategy for this brand migration?
- What other channels do we focus on?





# SEO Impact: Forecast vs Actual



Share 14

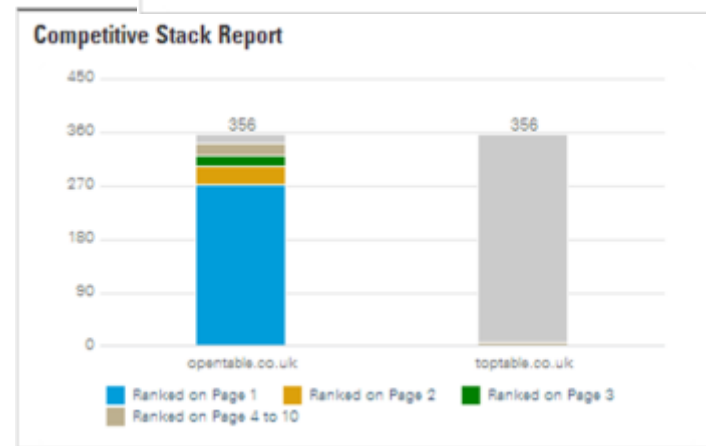
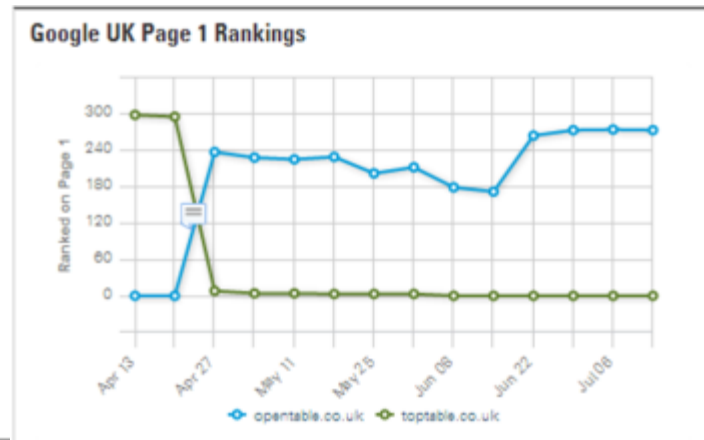


@brightedge

#Share14

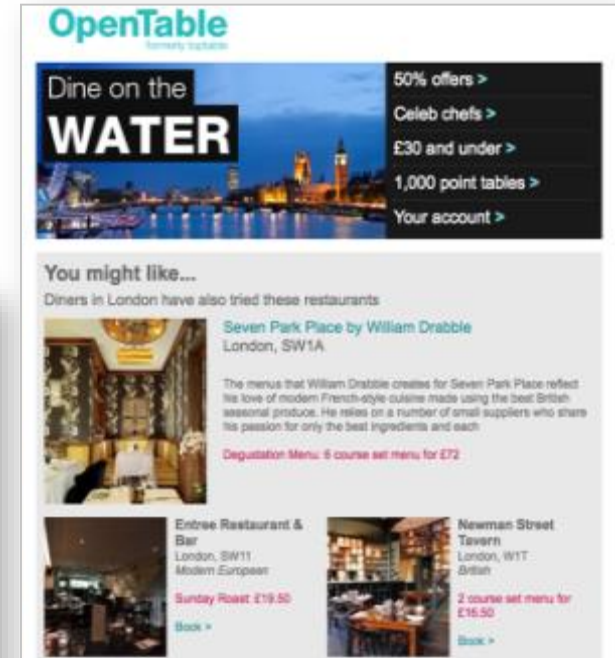
# Data Used To Validate Strategy

- Apart from traffic data there were numerous data points that showed strategy and results such as domain page rank
- Created weekly dashboards that allowed the organization to visually see that even as traffic dipped we were seeing positive SEO signs



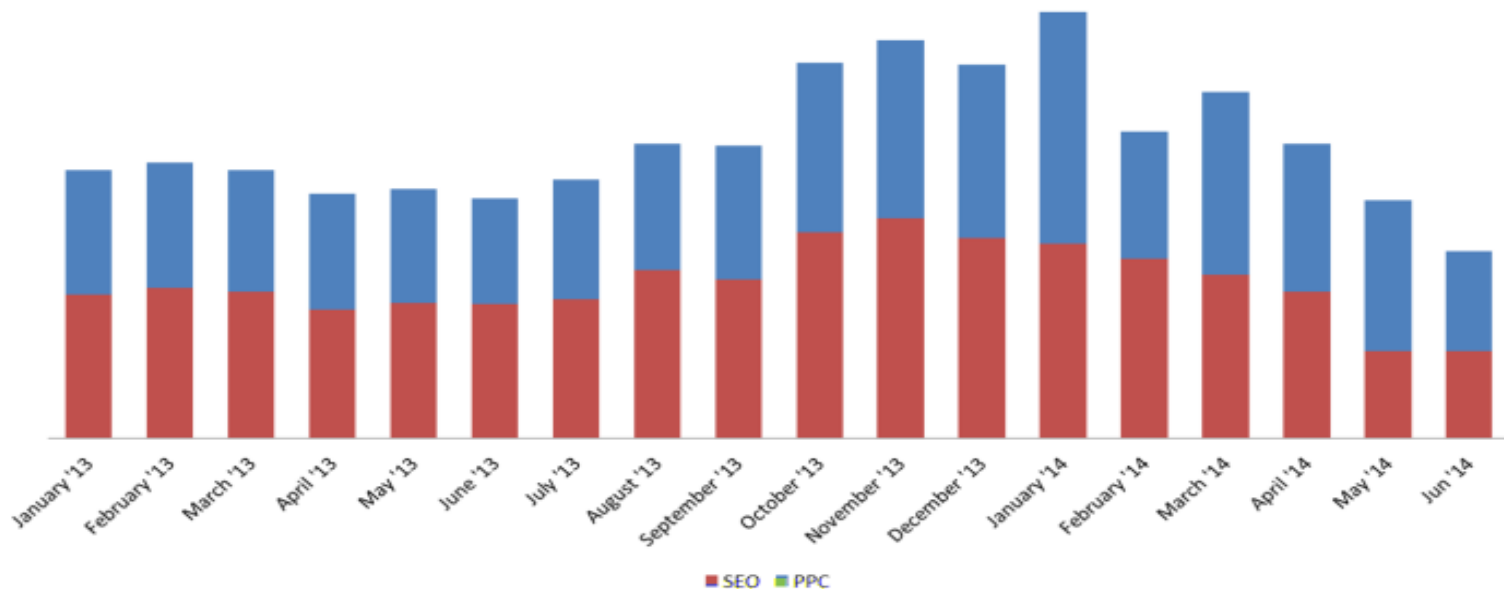
# Strategies Included Other Marketing Channels

- Data was measured in other channels as well (PPC/Display/Partners)



# Example of data we used to tell the SEO story

## UK Visits from Search (SEO+PPC)



Share 14

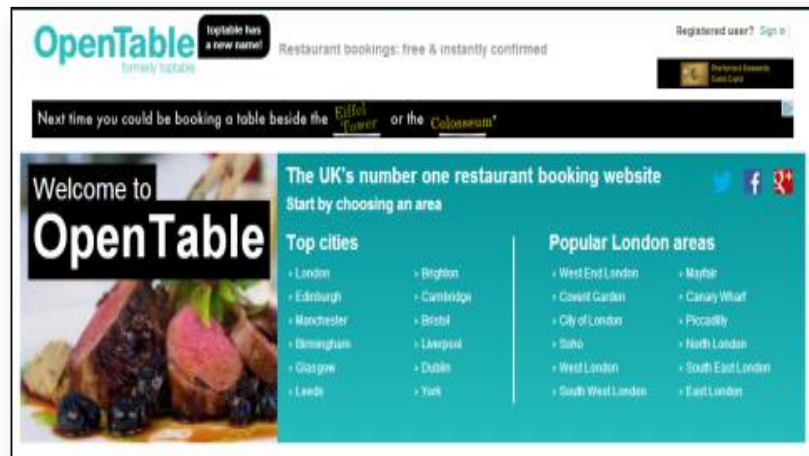


@brightedge

#Share14

# Key Takeaways:

- Start with what you need to answer
- More data will exist than you need usually
- Tell the obvious story which is usually your answer
- Stop and ask yourself if there are other answers they help complete this story



**Conclusion: In our example, the brand migration impact to SEO was just the first answer to the real story we needed to tell**

Share

14



OpenTable™

Thank You

Denis Scott



**BRIGHTEDGE**