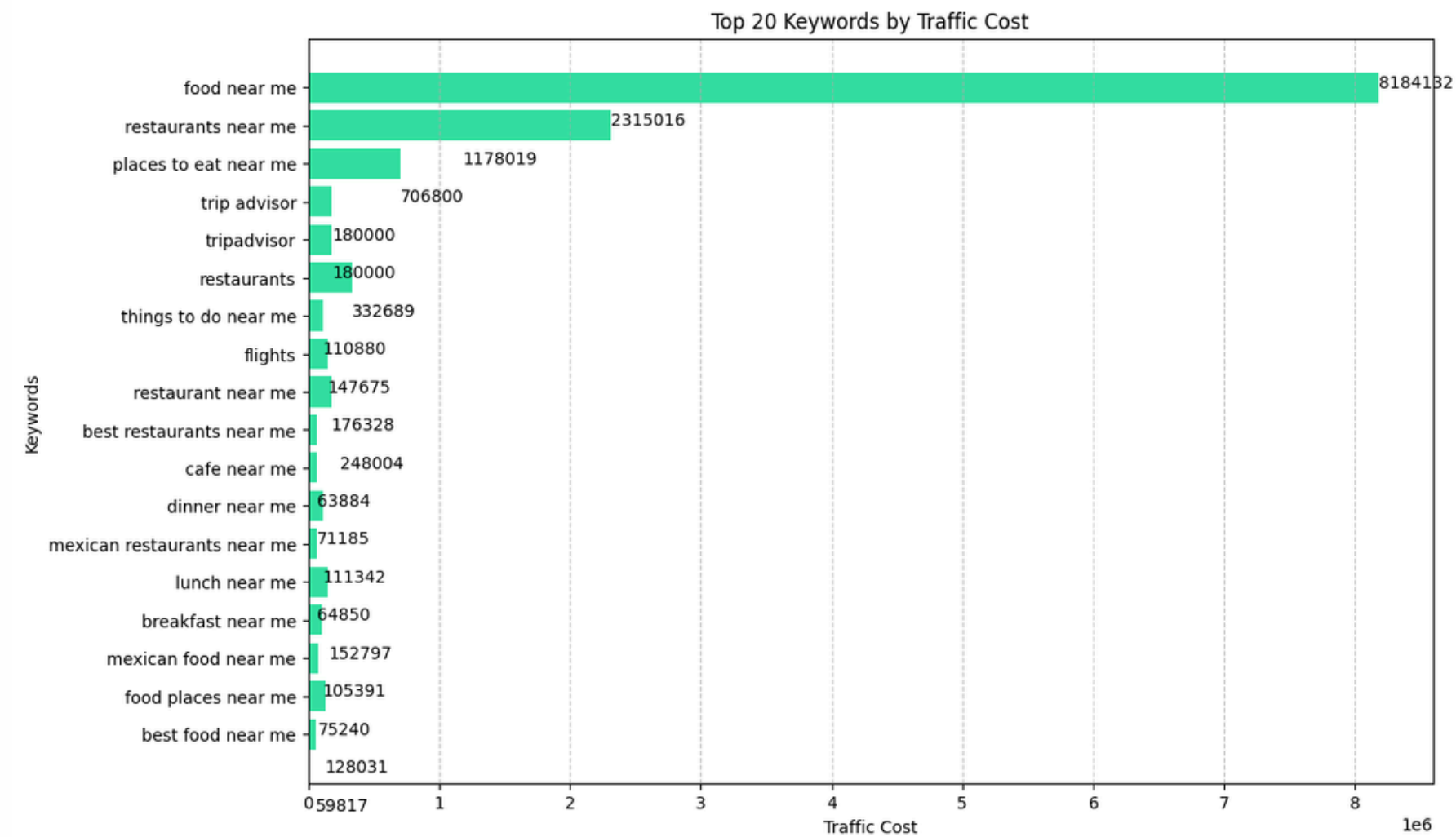
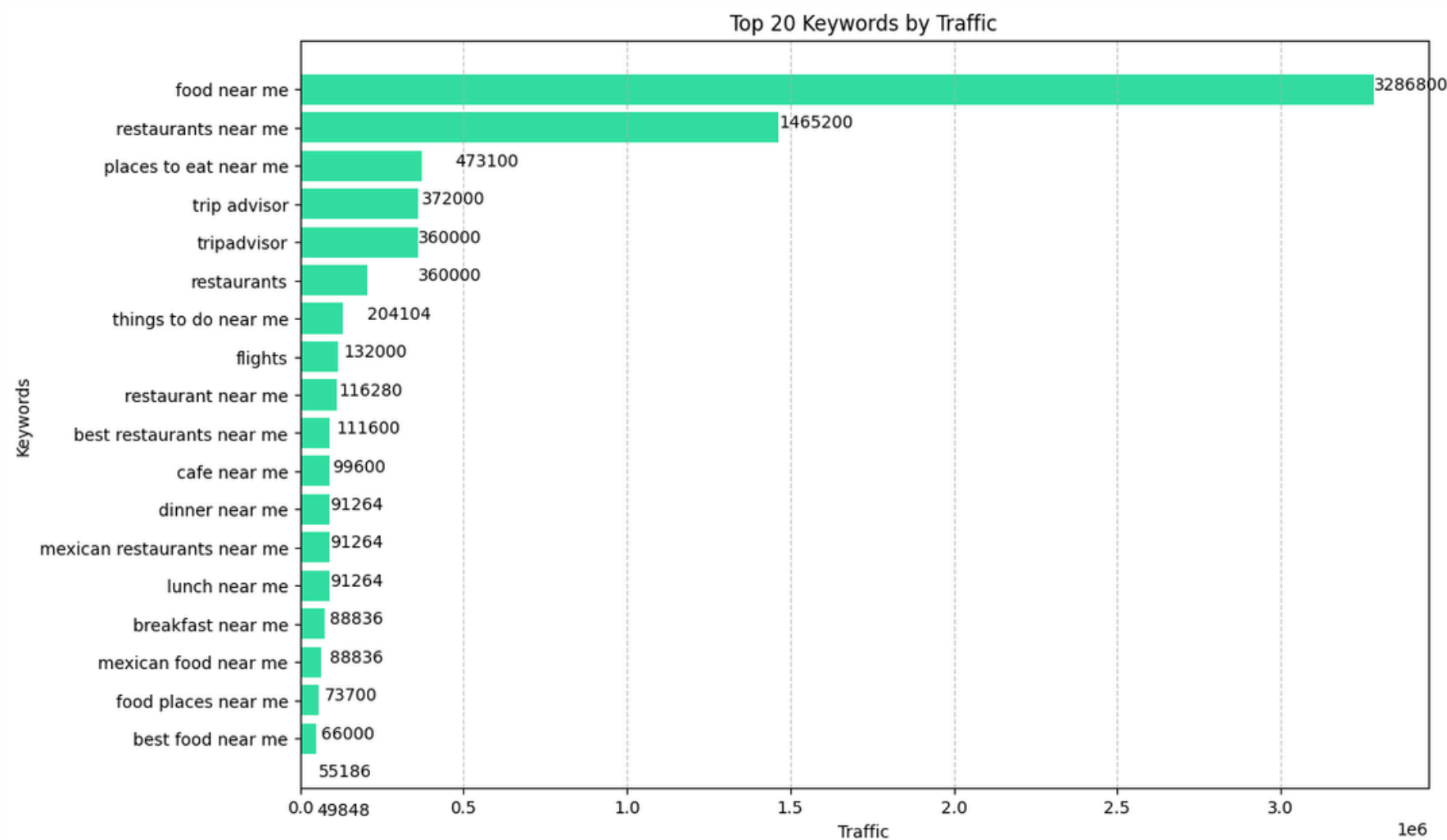




TripAdvisor Keyword Performance: Detailed Insights and Analysis

Data source - SEMRUSH

Food Near Me: Generating 3M Traffic with an \$8M Cost Per Click

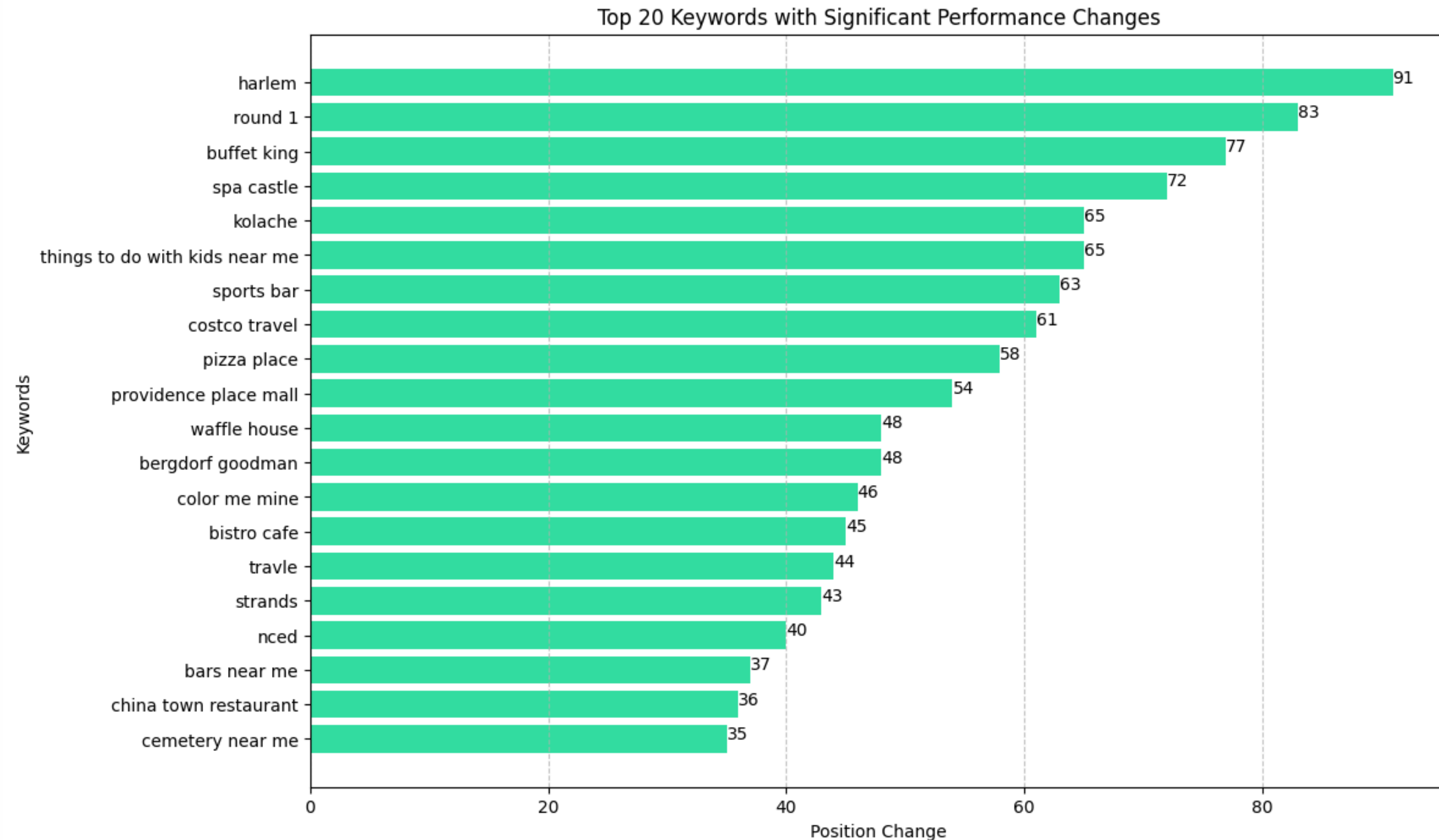


Top 20 Keywords with Major Performance Shifts

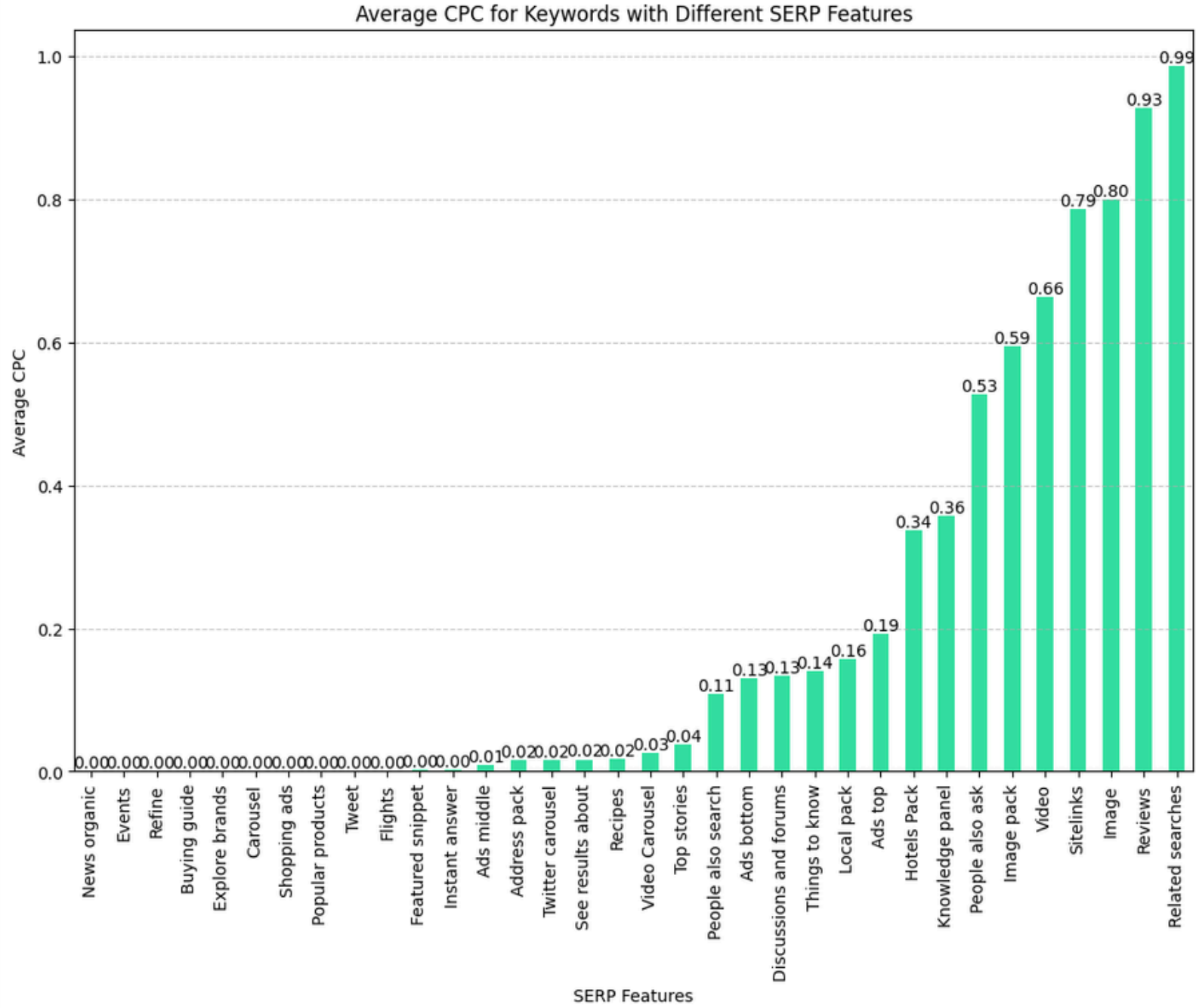
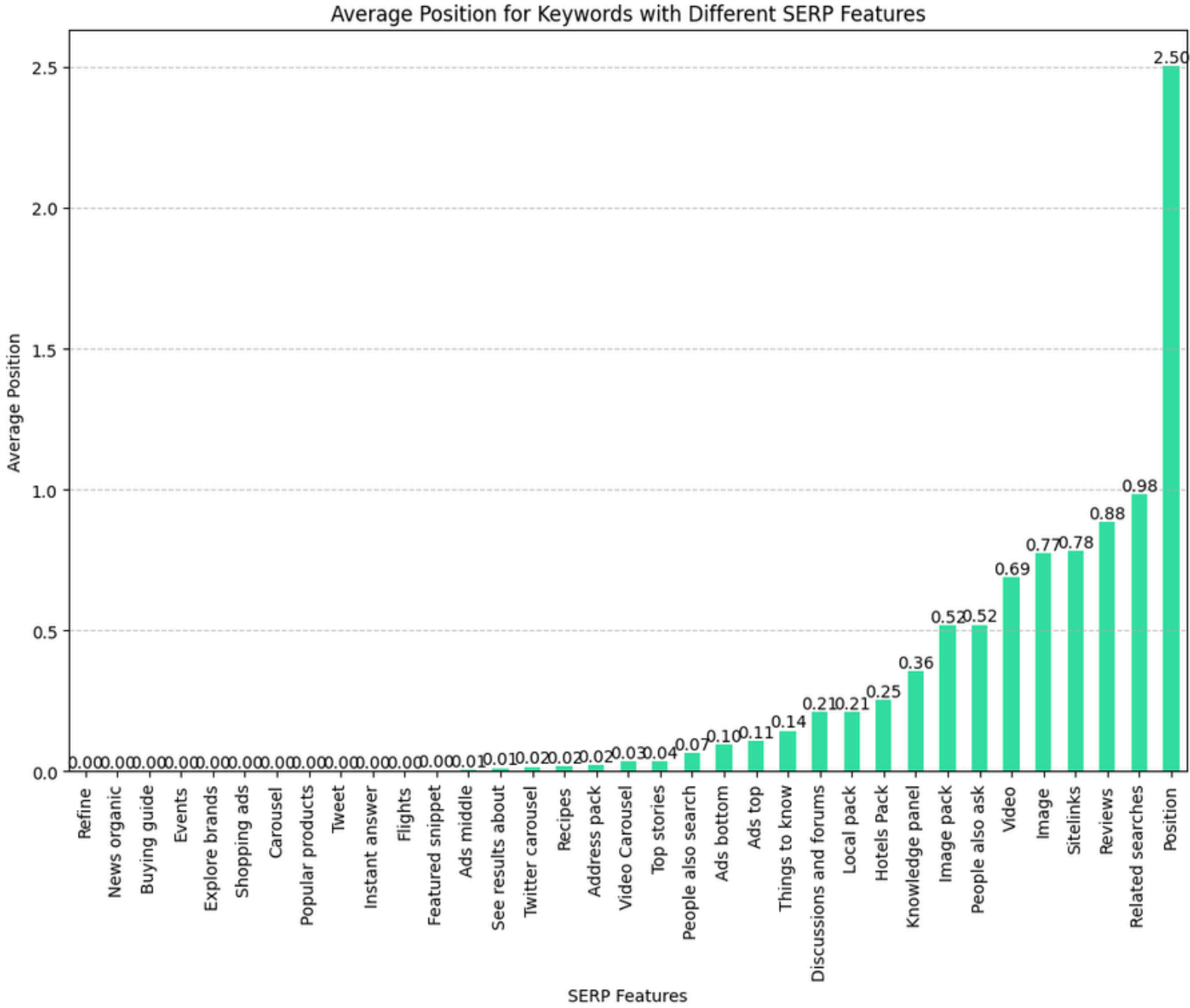


	Keyword	Position	Previous position	Position Change	Search Volume	CPC
1835	harlem	6	97	91	74000	0.24
4406	round 1	3	86	83	165000	0.00
1263	buffet king	1	78	77	8100	0.00
3792	spa castle	8	80	72	49500	1.25
2336	kolache	4	69	65	74000	1.82
1064	things to do with kids near me	7	72	65	74000	1.12
6917	sports bar	9	72	63	110000	1.46
174	costco travel	7	68	61	1000000	2.58
9881	pizza place	10	68	58	33100	1.31
5941	providence place mall	2	56	54	33100	0.00
6375	waffle house	7	55	48	1000000	2.49
4412	bergdorf goodman	5	53	48	165000	8.14
8594	color me mine	7	53	46	135000	0.45
4585	bistro cafe	3	48	45	14800	0.71
9951	travle	5	49	44	60500	0.80
8566	strands	28	71	43	1000000	1.95
7011	nced	19	59	40	246000	0.00
41	bars near me	10	47	37	1000000	0.92
2775	china town restaurant	2	38	36	9900	0.60
3190	cemetery near me	8	43	35	49500	2.29

Top 20 Keywords with Major Performance Shifts



Influence of SERP features on Traffic

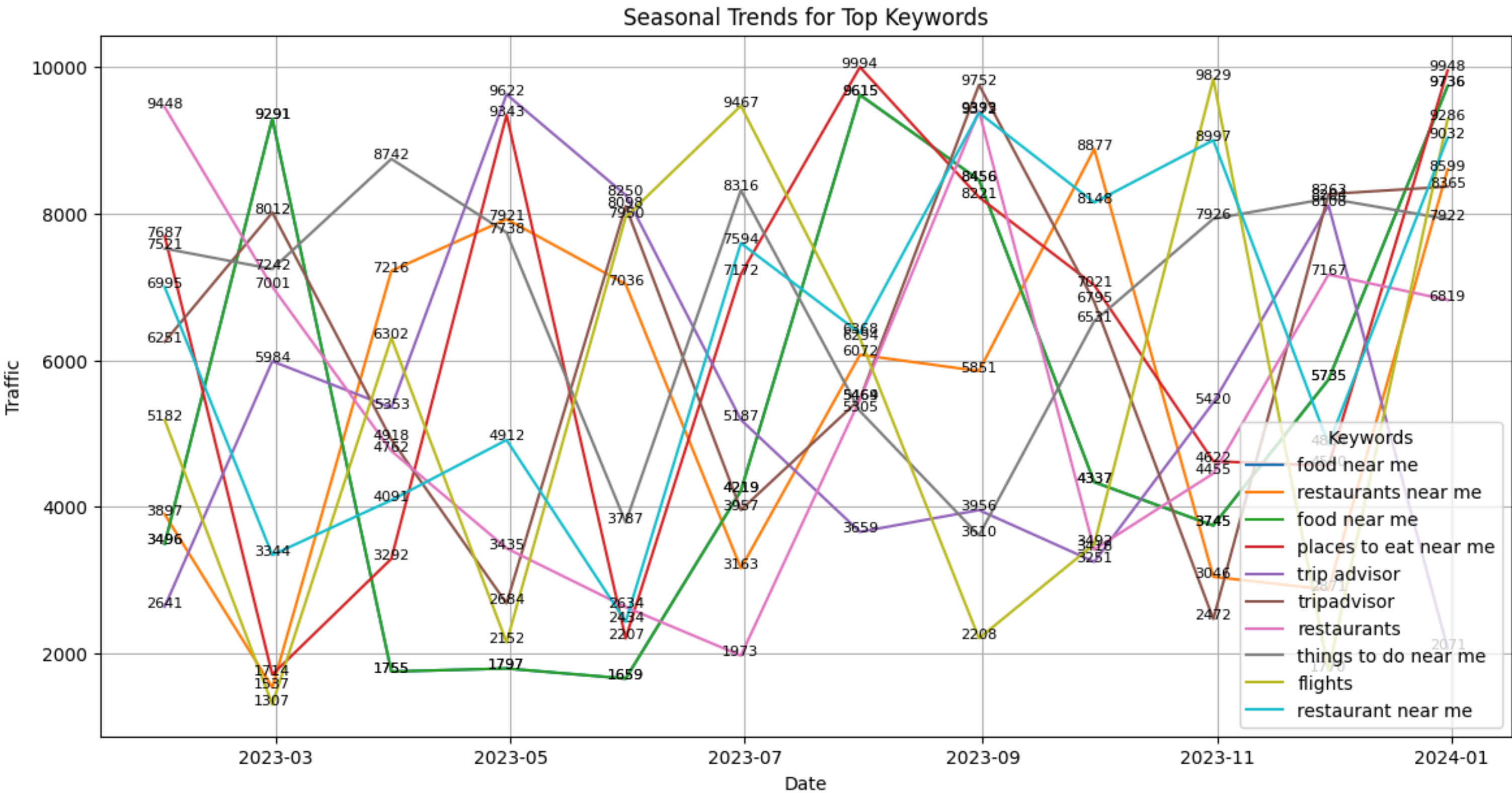


Seasonal Trends fror top Keywords 2023



	food near me	restaurants near me	places to eat near me	trip advisor	tripadvisor	restaurants	things to do near me	flights	restaurant near me
2023-01-31	3496	3897	7687	2641	6251	9448	7521	5182	6995
2023-02-28	9291	1537	1714	5984	8012	7001	7242	1307	3344
2023-03-31	1755	7216	3292	5353	4918	4762	8742	6302	4091
2023-04-30	1797	7921	9343	9622	2684	3435	7738	2152	4912
2023-05-31	1659	7036	2207	8250	8098	2634	3787	7950	2434
2023-06-30	4219	3163	7172	5187	3957	1973	8316	9467	7594
2023-07-31	9615	6072	9994	3659	5469	5464	5305	6294	6368
2023-08-31	8456	5851	8221	3956	9752	9393	3610	2208	9372
2023-09-30	4337	8877	7021	3251	6795	3418	6531	3492	8148
2023-10-31	3745	3046	4622	5420	2472	4455	7926	9829	8997
2023-11-30	5735	2871	4560	8108	8263	7167	8204	1770	4854
2023-12-31	9736	8599	9948	2071	8365	6819	7922	9286	9032

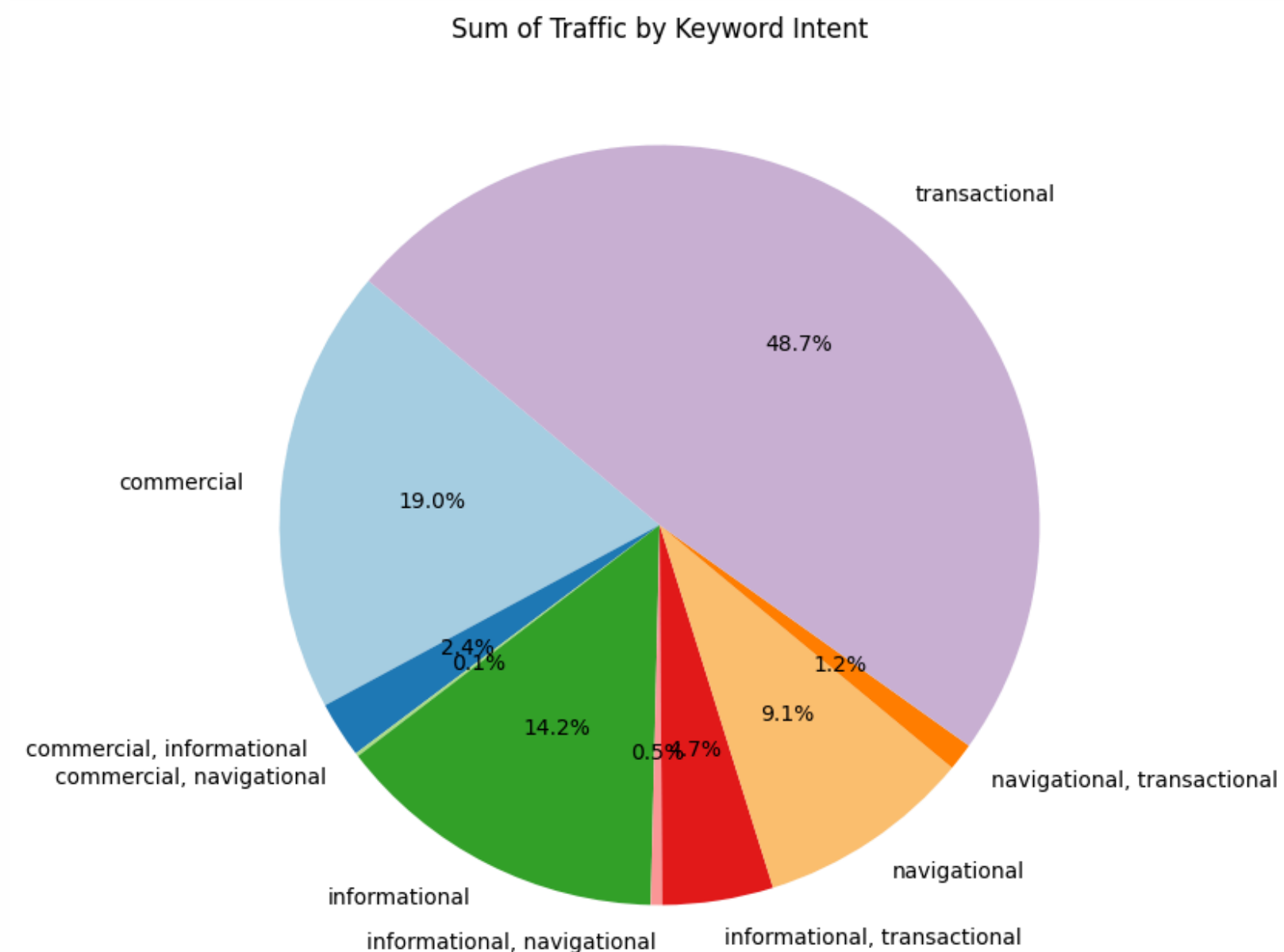
Seasonal Trends for top Keywords 2023





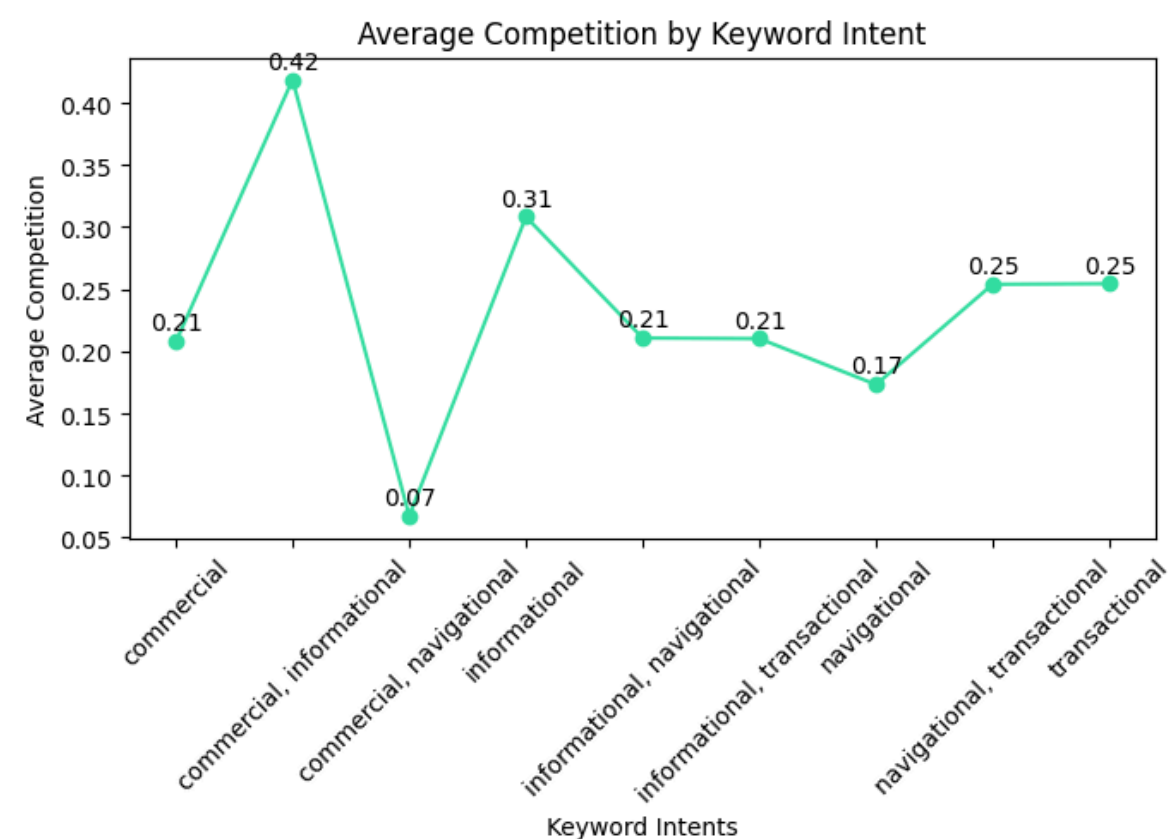
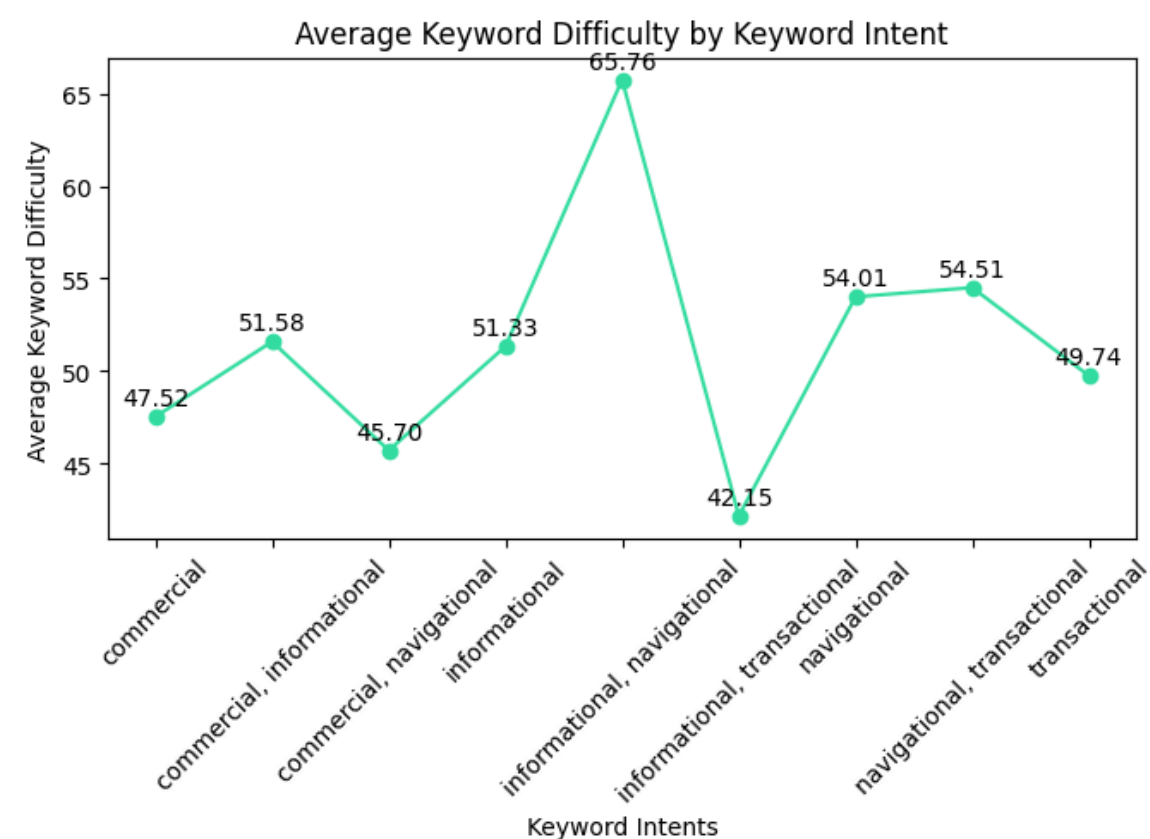
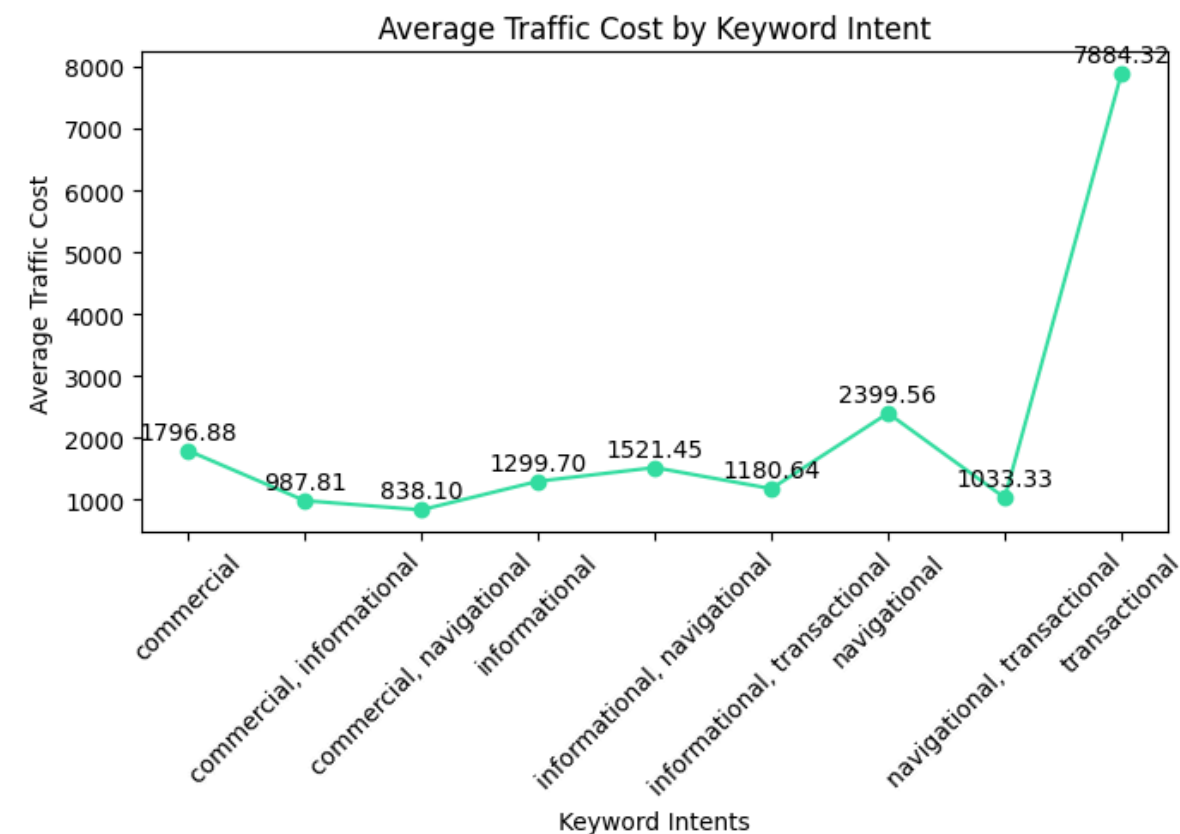
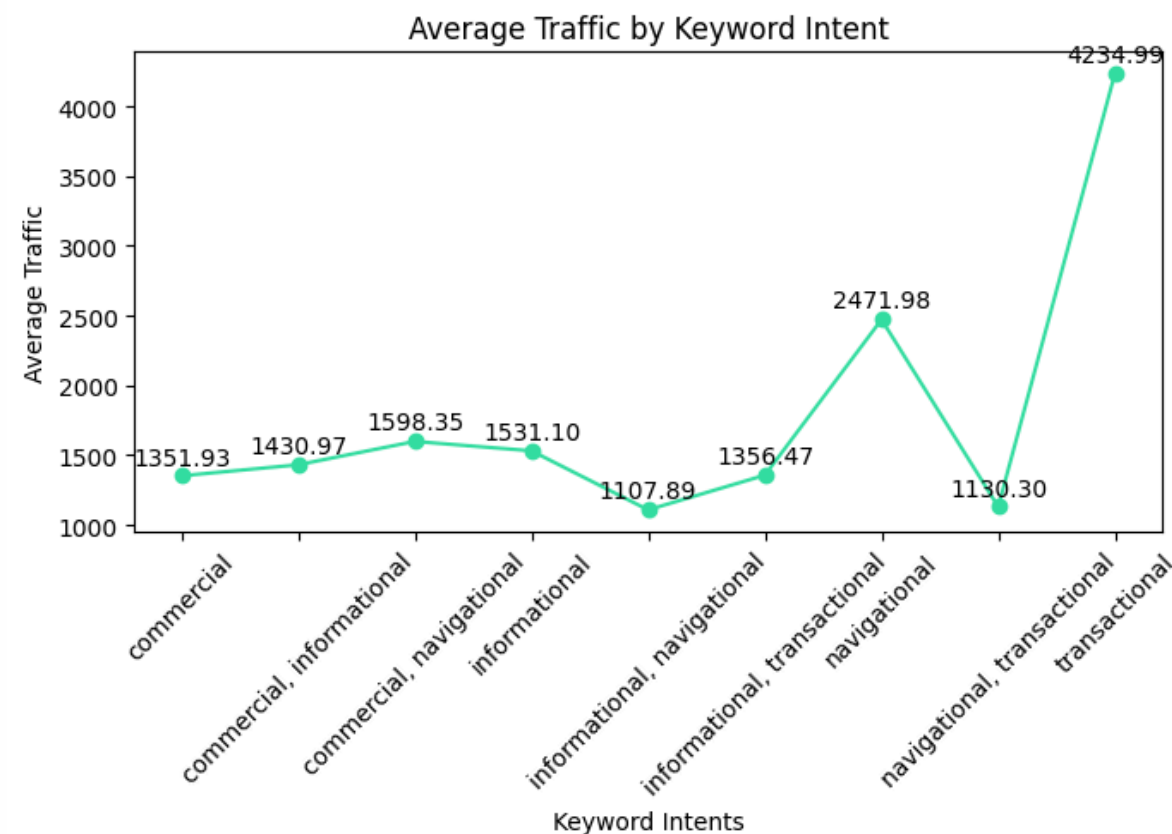
Traffic by Keyword Intent

	Keyword Intent	Total Traffic
0	commercial	4195029
1	commercial, informational	528027
2	commercial, navigational	31967
3	informational	3143345
4	informational, navigational	107465
5	informational, transactional	1041766
6	navigational	2022080
7	navigational, transactional	257709
8	transactional	10773826





Average Keyword Intent

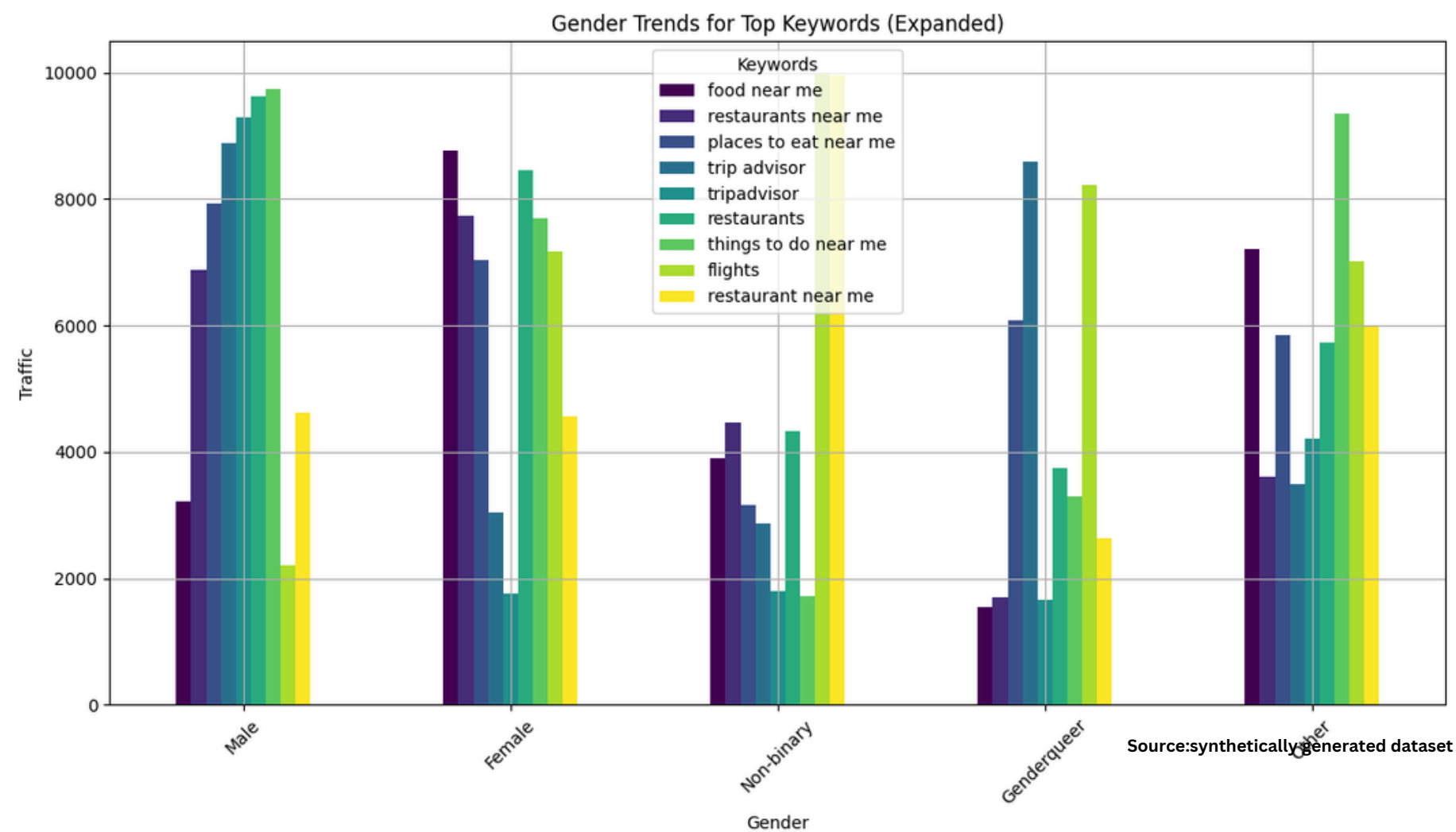
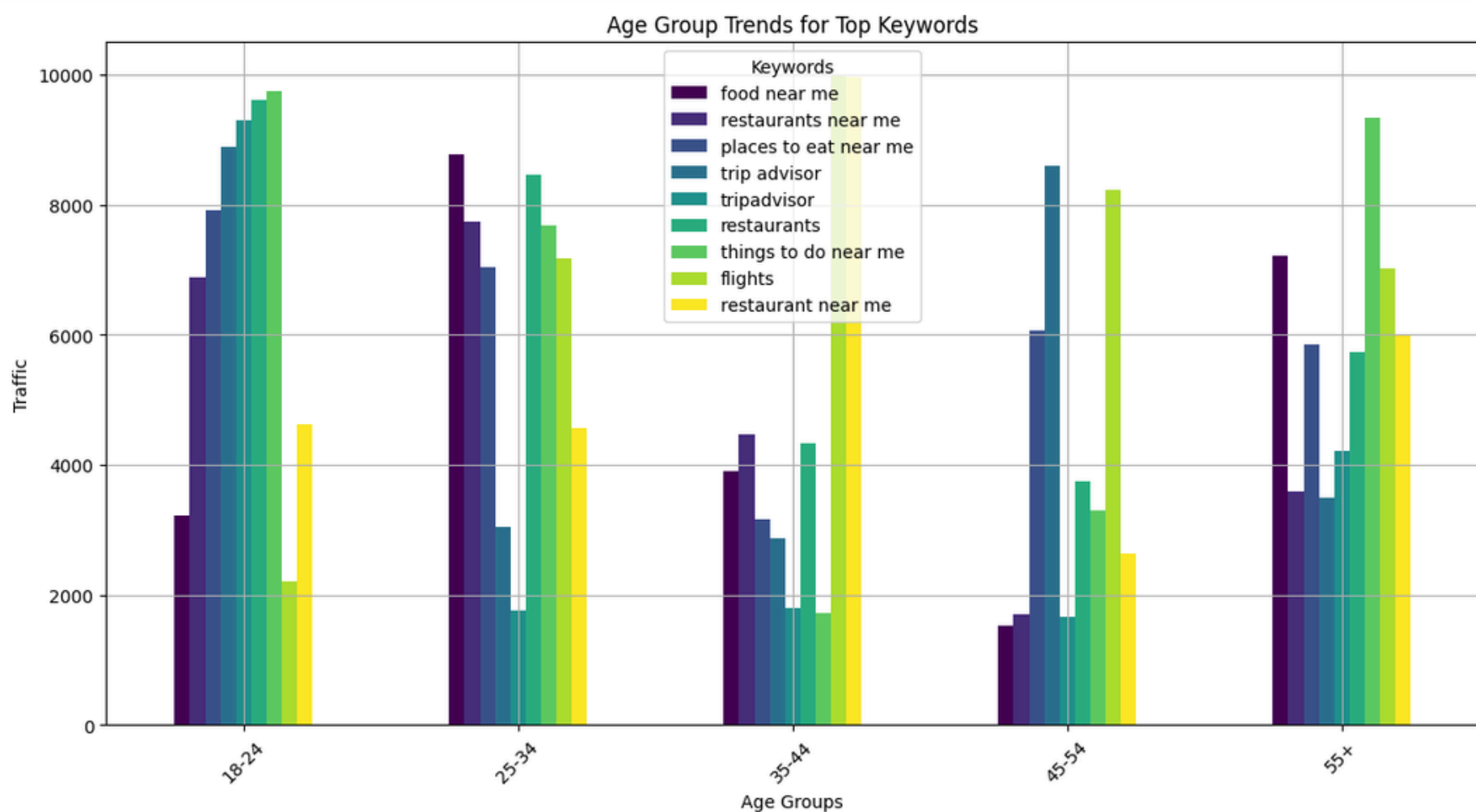




Top 20 URLs by Traffic and KD

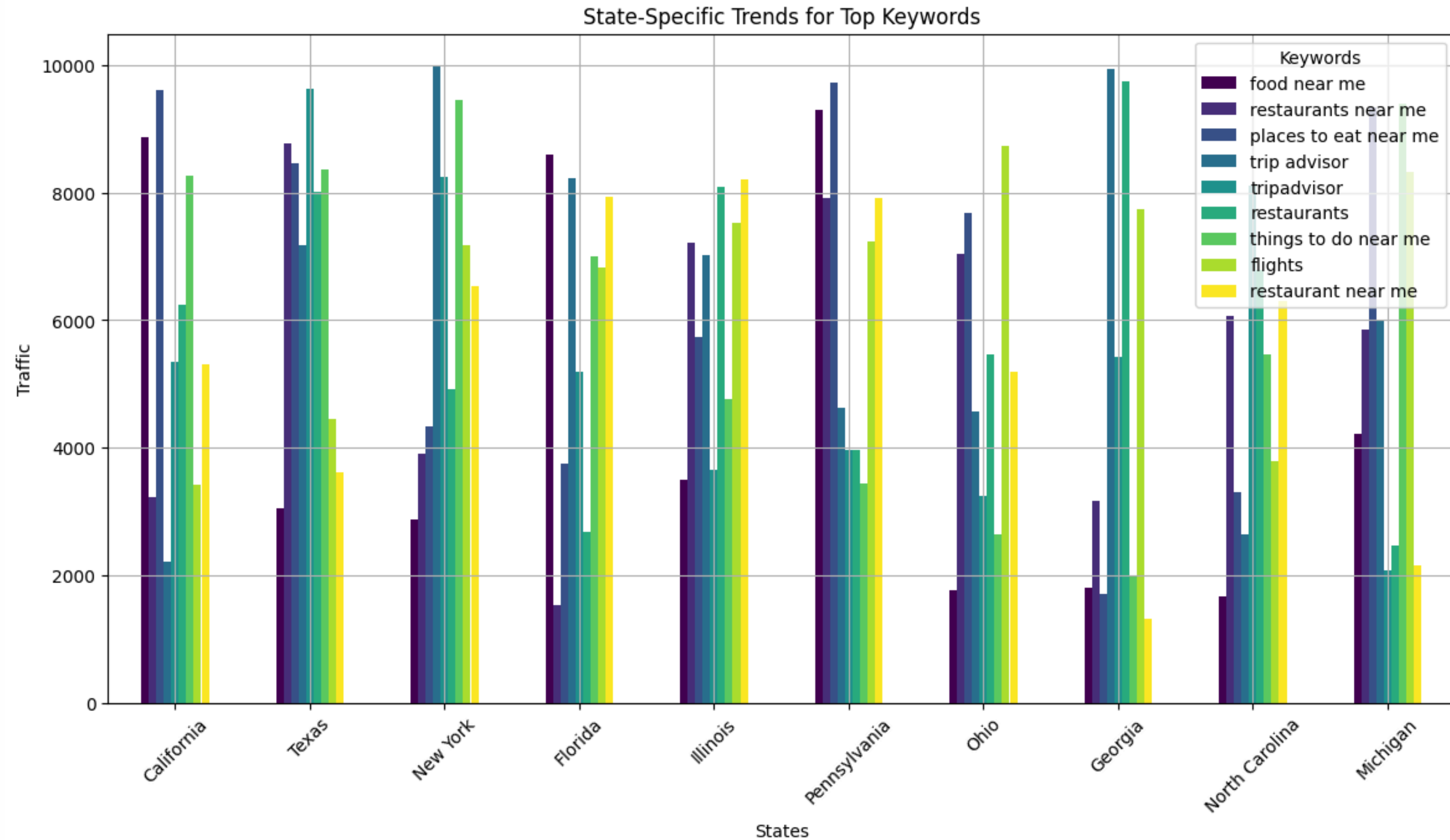
	URL	Traffic	Keyword Difficulty
0	https://www.tripadvisor.com/Restaurants	3286800	92
1	https://www.tripadvisor.com/Restaurants	1465200	96
2	https://www.tripadvisor.com/ShowTopic-g60331-i...	473100	92
3	https://www.tripadvisor.com/Restaurants	372000	57
4	https://www.tripadvisor.com/	360000	73
5	https://www.tripadvisor.com/	360000	100
6	https://www.tripadvisor.com/Restaurants	204104	82
7	https://www.tripadvisor.com/Attractions	132000	55
8	https://www.tripadvisor.com/CheapFlightsHome	116280	74
9	https://www.tripadvisor.com/Restaurants	111600	100
10	https://www.tripadvisor.com/ShowTopic-g60331-i...	99600	92
11	https://www.tripadvisor.com/Restaurants	91264	63
12	https://www.tripadvisor.com/Restaurants-c8-Caf...	91264	77
13	https://www.tripadvisor.com/Restaurants	91264	85
14	https://www.tripadvisor.com/Restaurants-c29-Me...	88836	60
15	https://www.tripadvisor.com/Restaurants	88836	82
16	https://www.tripadvisor.com/Restaurants-g60763...	73700	80
17	https://www.tripadvisor.com/Restaurants-c29-Me...	66000	66
18	https://www.tripadvisor.com/Restaurants	55186	88
19	https://www.tripadvisor.com/Restaurants	49848	33

Most searched keywords based on Age & Gender

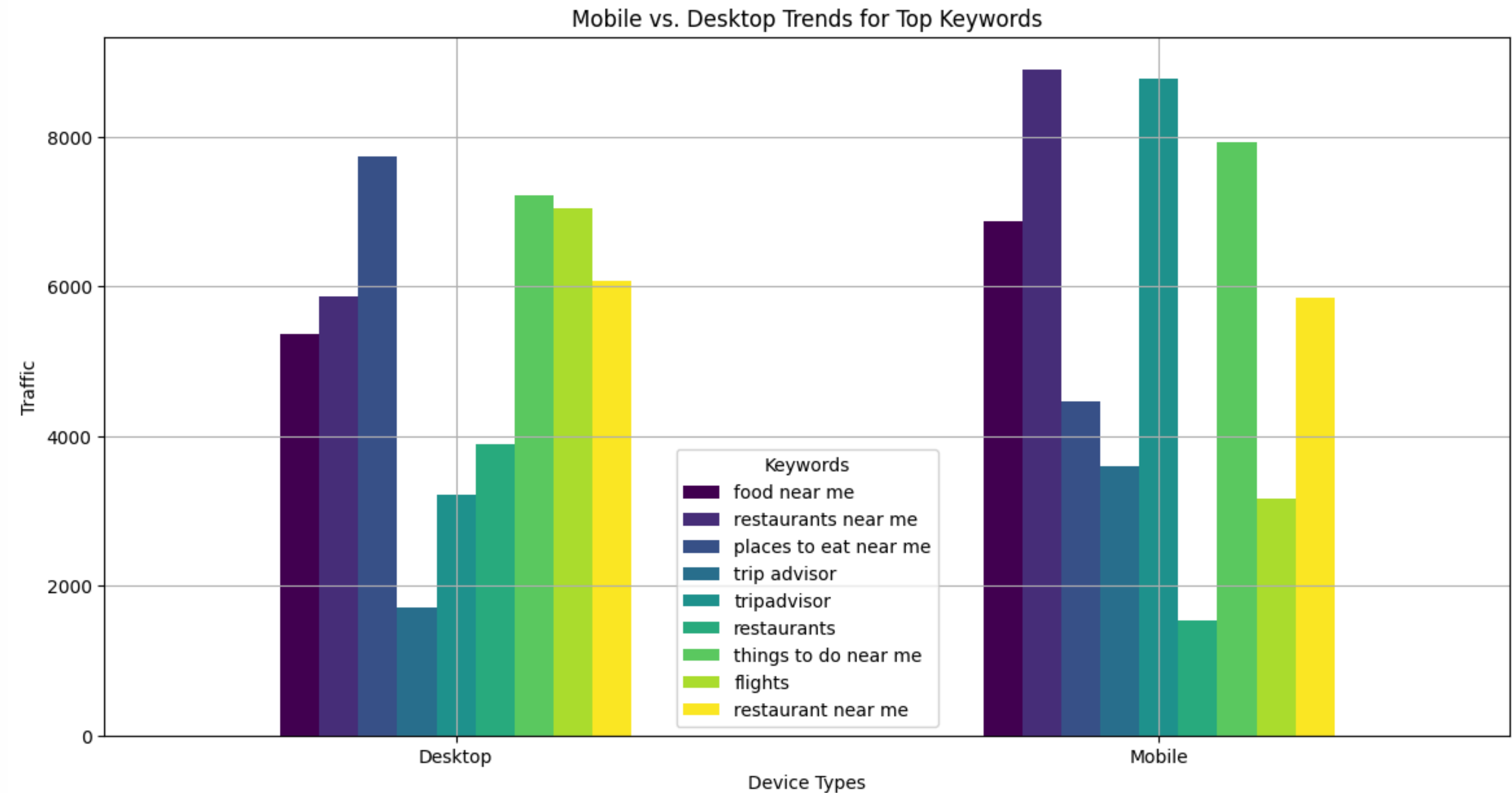


Source: synthetically generated dataset

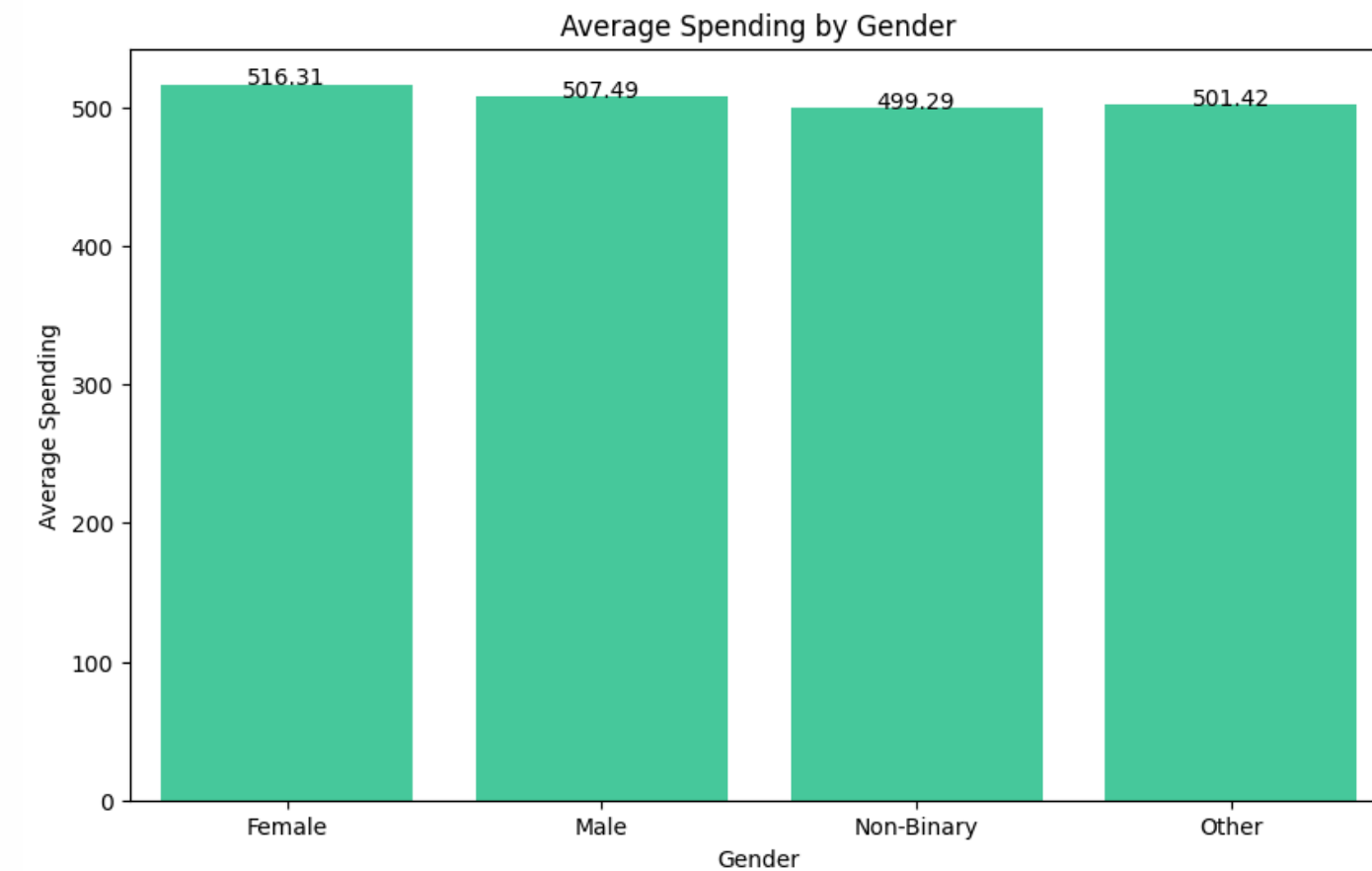
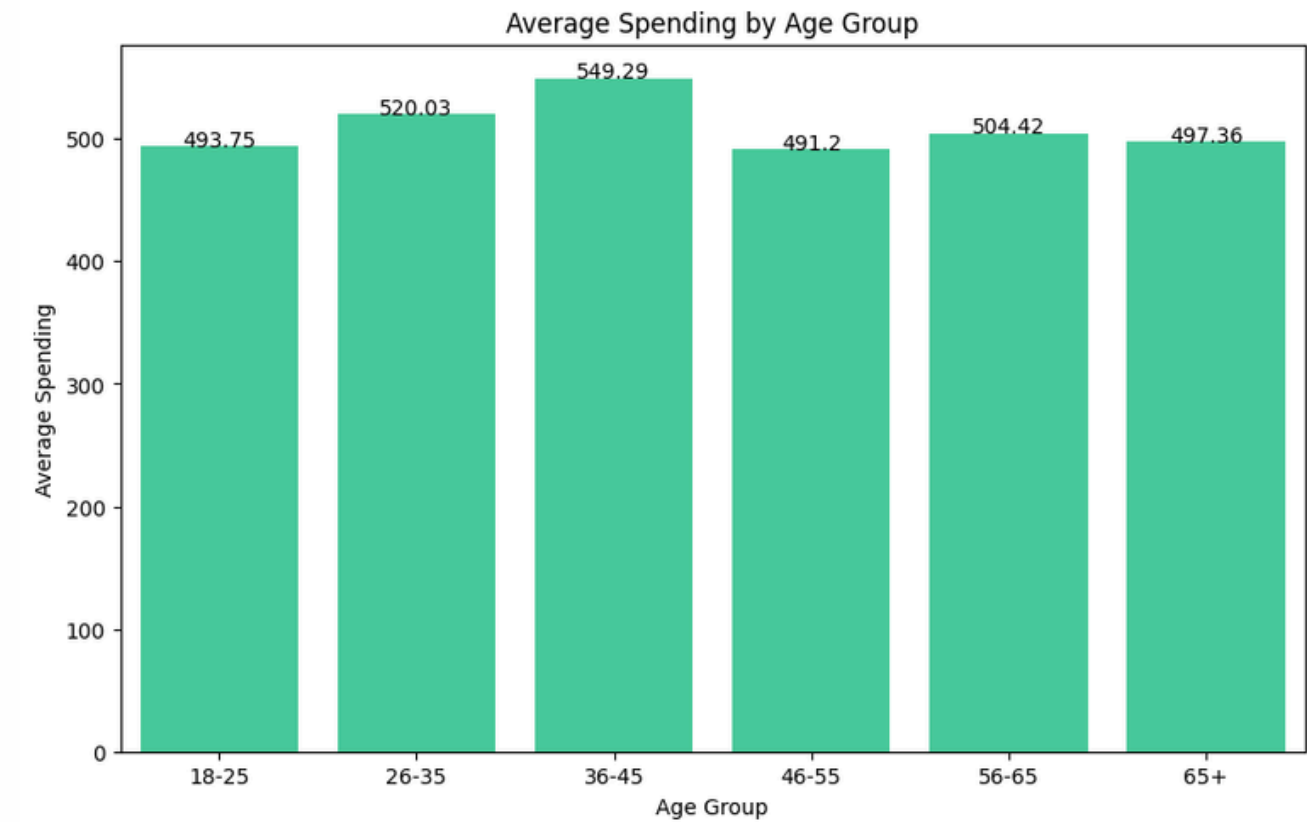
Most searched keywords based on each state

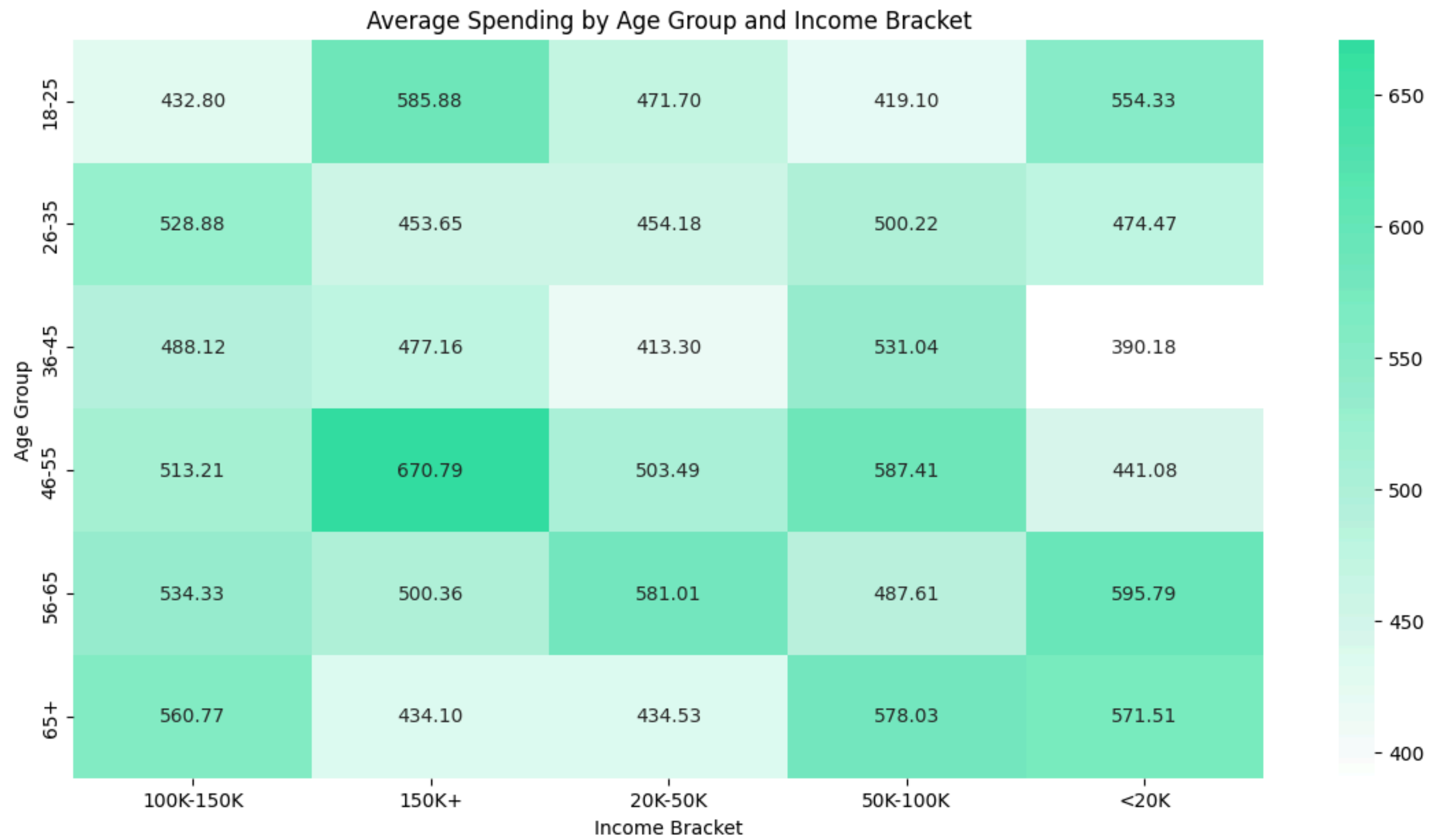


Most searched keywords based on device



	Gender	Age Group	Income Bracket	Spending
0	Male	36–45	50K–100K	963.469995
1	Other	46–55	50K–100K	304.964183
2	Female	56–65	<20K	941.439292
3	Male	18–25	20K–50K	75.610673
4	Other	36–45	100K–150K	460.803042
5	Other	46–55	50K–100K	129.619049
6	Other	56–65	20K–50K	4.787385
7	Other	46–55	50K–100K	553.766074
8	Female	65+	50K–100K	113.894105
9	Other	18–25	<20K	722.024531
10	Female	36–45	100K–150K	698.116376
11	Non-Binary	46–55	100K–150K	176.332907
12	Male	46–55	50K–100K	941.742143
13	Other	46–55	20K–50K	721.043408
14	Non-Binary	26–35	100K–150K	297.970264
15	Male	46–55	<20K	709.233764
16	Male	36–45	100K–150K	731.930278
17	Male	36–45	<20K	342.226331
18	Non-Binary	36–45	20K–50K	375.588562
19	Female	56–65	50K–100K	359.106508





General Insights



Top Performing Keywords: Keywords like "food near me" and "restaurants near me" drive significant traffic. These high-traffic keywords indicate areas where TripAdvisor is highly relevant to users.

Cost Per Click (CPC): The keyword "food near me" has a high CPC of \$8M, which indicates intense competition and high commercial value. Investing in such high-value keywords can be costly but potentially very rewarding if it drives conversions.

Keyword Trends: Keywords with significant performance shifts, such as "harlem" and "round 1," suggest changes in user interest or search behavior. Monitoring these trends can help adjust marketing strategies.

Observations



SERP Features Impact: Analyzing how SERP features like reviews, images, and videos influence traffic for top keywords. Leveraging these features can improve visibility and click-through rates.

Seasonal Trends: Observing how keyword performance varies seasonally. For example, keywords related to holiday travel or seasonal attractions might spike during certain times of the year.

Device-Specific Trends: Noting any differences in keyword performance across devices. For instance, some keywords may perform better on mobile devices compared to desktops, influencing mobile optimization strategies.

Recommendations



Focus on High Traffic Keywords: Continuing to optimize and invest in high-traffic keywords like "food near me" and "restaurants near me." Ensure the content is up-to-date and highly relevant to maintain or improve search rankings.

Target Long-Tail Keywords: Considering optimizing for long-tail keywords such as "best Mexican restaurants near me" or "family-friendly restaurants near me." These keywords often have lower competition and can drive targeted traffic.

Monitor and Adapt to Trends: Regularly review keyword performance data to identify emerging trends. Adjust your SEO and content strategies accordingly to capitalize on new opportunities.

Balance Investment in CPC: While investing in high CPC keywords can be beneficial, it's important to balance the budget across various keywords to maximize ROI. Evaluate the performance regularly and reallocate resources as needed.