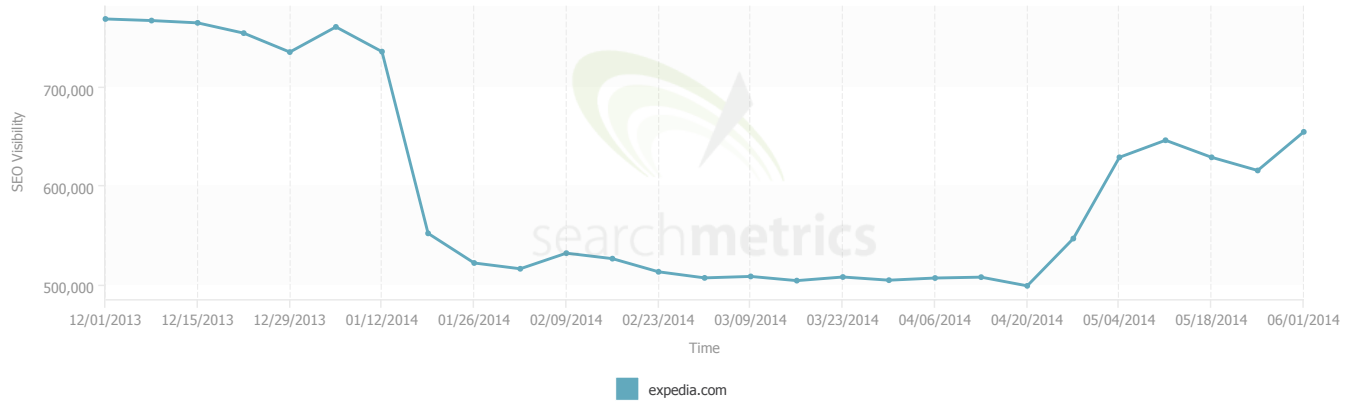
SEO VISIBILITY	VISIBILITY SPREAD	Ø TRAFFIC VALUE	Σ ORGANIC KEYWORDS
654,463	upgrade to view	12345	12345
+ 1,23% upgrade to view		upgrade to view	upgrade to view

SEO Visibility

Weekly



Rankings (10 of 574,678)

Weekly

Keyword	URL	Pos.	CPC	Search Volume	Traffic Index
expedia	www.expedia.com/	1	€ 0.11	5,670,833	1,510,456
expedia.com	www.expedia.com/	1	€ 0.11	435,360	115,960
disneyland	www.expedia.com/Cheap-Flights-To-Disneyland-Park.d61	2	€ 0.24	882,000	52,056
expedia flights	www.expedia.com/Flights	1	€ 0.18	153,556	40,900
delta airlines	flights.expedia.com/delta-air-lines-reservations-and-flight	3	€ 0.12	1,754,166	33,752
jetblue	flights.expedia.com/jetblue-airways-reservations-and-fligh	5	€ 0.09	2,800,000	22,620
hawaiian airlines	flights.expedia.com/hawaiian-airlines-reservations-and-fli	4	€ 0.31	657,000	22,368
hotels	www.expedia.com/Hotels	5	€ 1.82	813,750	20,496
expedia hotels	www.expedia.com/Hotels	1	€ 0.48	105,866	14,980
cheap airline tickets	www.expedia.com/Flights	2	€ 1.44	264,333	13,512

Top subdomains (5 of 13)

Weekly

Subdomains	SEO Visibility	in %
www.expedia.com	509,724	77.88
upgrade to view	118,507	18.11
upgrade to view	16,472	2.52
upgrade to view	5,124	0.78
upgrade to view	3,600	0.55

Top directories (5 of 1,060)

Weekly

URL	SEO Visibility	in %
flights.expedia.com/continental-airlines-reservations-	16,510	2.55
flights.expedia.com/delta-air-lines-reservations-and-f	12,710	1.97
flights.expedia.com/jetblue-airways-reservations-and	10,281	1.59
upgrade to view	7,411	1.15
upgrade to view	7,157	1.11

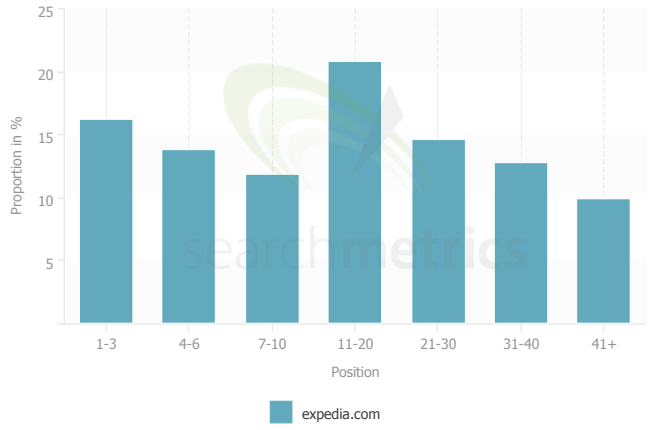
Organic Competitors

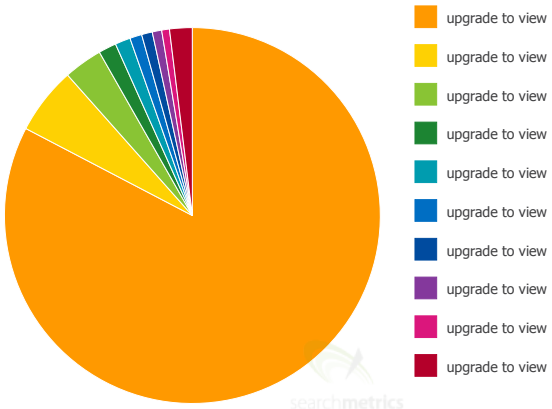
Long Tail

Domain	Competitive Keywords	Competitor Traffic Index	Traffic Index
tripadvisor.com	424,355	5,409,318	2,317,869
hotels.com	281,718	1,575,142	1,524,887
priceline.com	212,185	712,615	1,703,132
kayak.com	207,604	1,332,162	1,699,047
yelp.com	194,694	1,303,250	917,679
upgrade to view	181,239	887,048	1,702,959
upgrade to view	153,439	330,420	577,082
upgrade to view	136,853	1,276,160	2,043,967
upgrade to view	121,465	3,445,865	2,058,452
upgrade to view	116,771	227,335	1,716,666

Position Spread - current

Weekly



Industry Spread

Weekly