



# Breaking Down Silos to Gain Content Wins

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Wyndham Hotel Group

# Brands

WYNDHAM  
HOTEL GROUP



- **13 Brands**
- **3 Segments**
- **35 Domains**
- **7,500 Hotels**

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# Agenda

- Marketing Clutter that you will come across in an Enterprise Organization
- How to Position Your SEO Organization as a Resource
- Success Stories



# Marketing Teams



# Campaigns





# Franchise Organization

- 5,500 Domestic Hotels
- 2,000 International
- 56 Managed Hotels
- 1 Loyalty Program



# THE OUTCOME

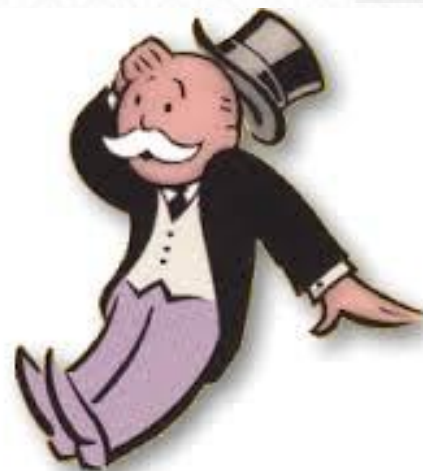
Duplicate Content

Inconsistent UNAP

Low Quality Scores

Increased CPC

Lower Conversion



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Inert  
Speaker  
Logo

**SEO Mission:** Lead Internal Teams, Franchisees,  
and Vendors through, **Research, Analysis, &**  
**Training,** in Creating initiatives that will position  
**Wyndham Hotel Group Brands,**  
within Dynamic Online environments, as the **Voice** the  
**Traveling Consumer** is **Search**ing for.

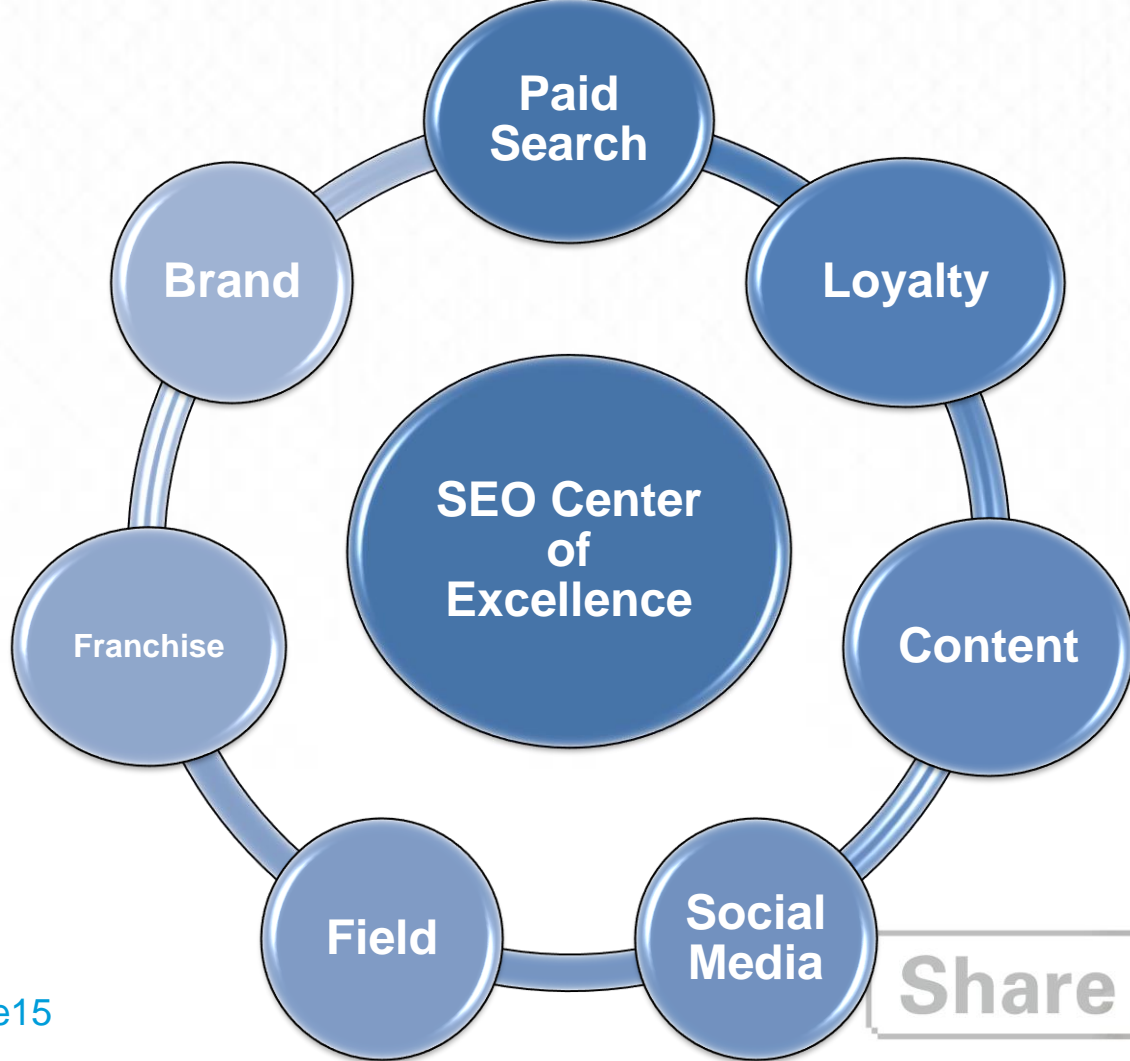
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# Campaigns

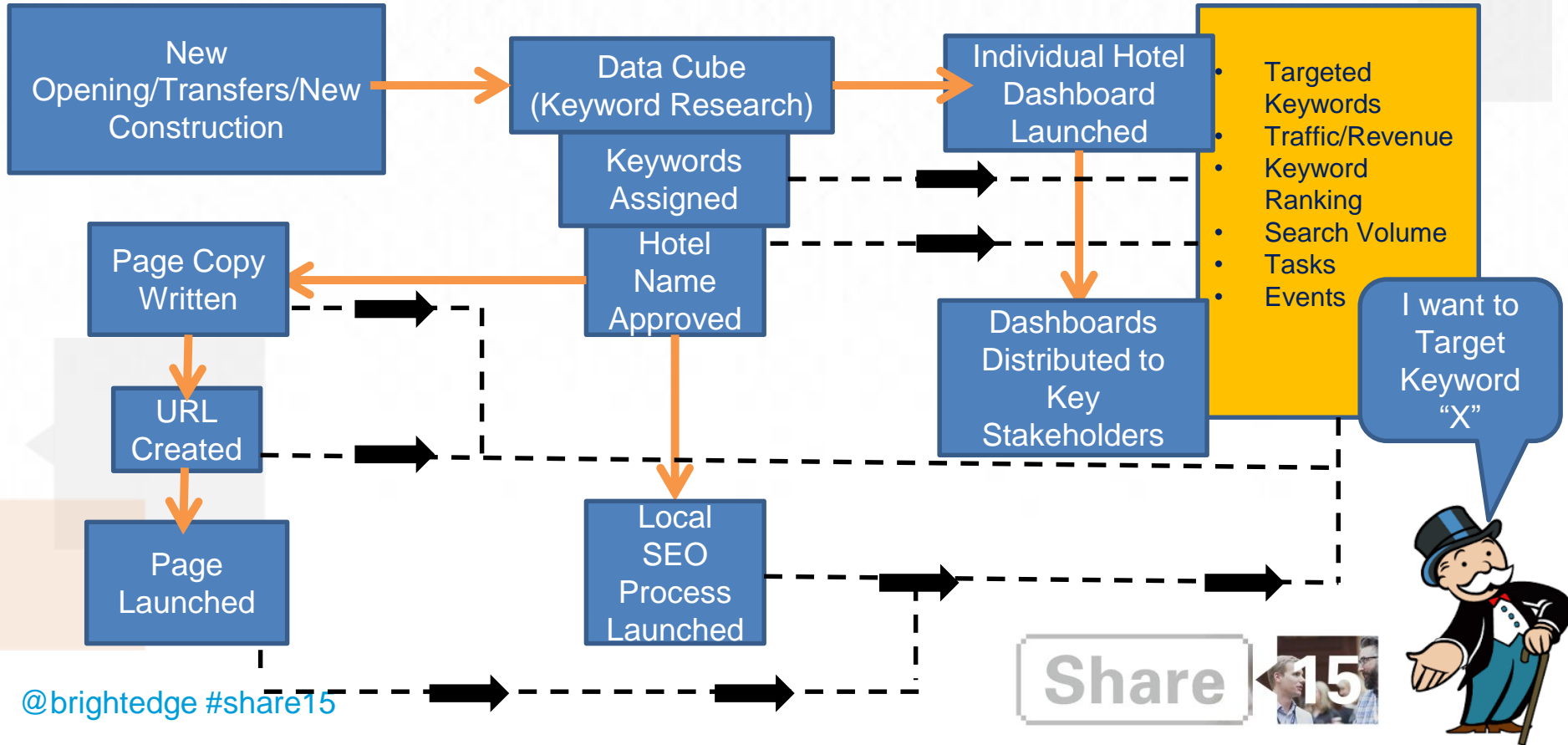




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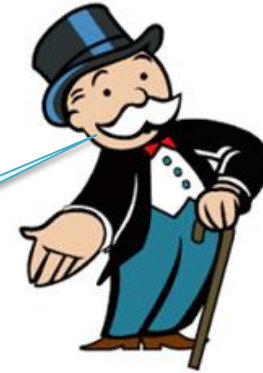
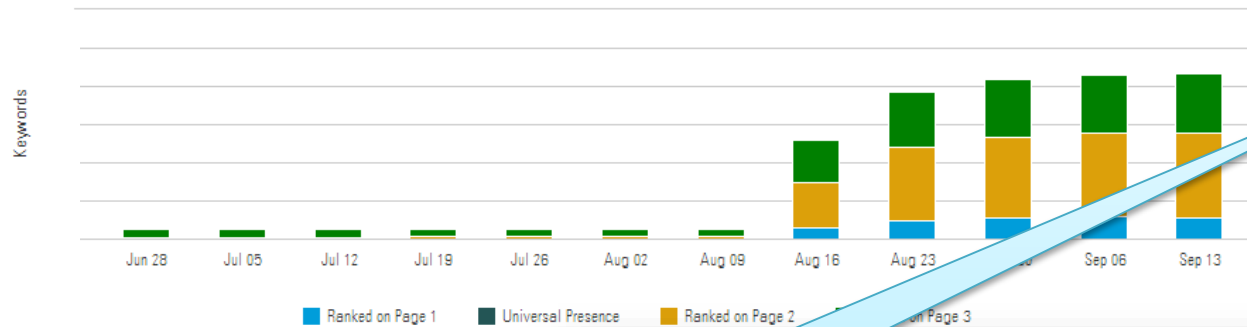


# Organizational Optimization Workflow



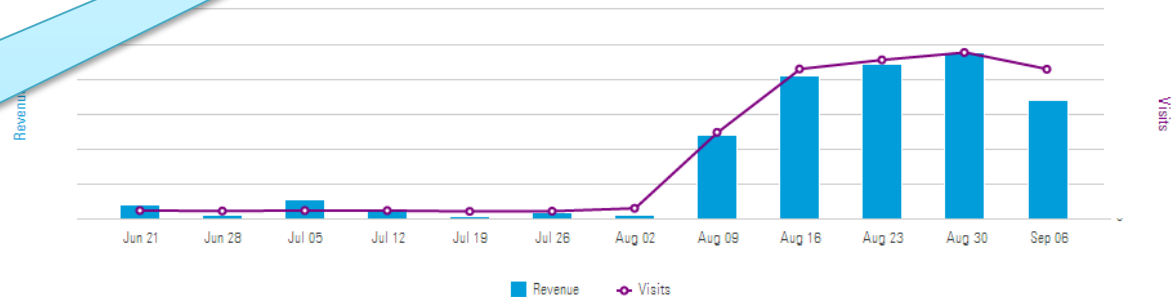
# Duplicate Content

Total Ranked Keywords



Clean That Mess Up

Total Organic Search Revenue & Visits



# Local Optimization

!! PLEASE READ WHG Brightedge Guidel...      [Make Defau](#)



- Property Days Inn: Baytown TX 49097
- Property Days Inn: Bellvue WA 06264
- Property Days Inn: Berlin BE 13403
- Property Days Inn: Blainville Quebec 48249
- Property Days Inn: Blairsville PA 49564
- Property Days Inn: Boerne TX 49121
- Property Days Inn: Bronx NY 47142
- Property Days Inn: Cadiz OH 48732
- Property Days Inn: Charleston SC 05262
- Property Days Inn: Chongqing China 48551
- Property Days Inn: Chula Vista CA 09976
- Property Days Inn: College Park MD 11381
- Property Days Inn: Colonia Uruguay 49217

...sure to mark your personal dashboards as private. The S...  
...member of the SEO Center of Excellence. This process is

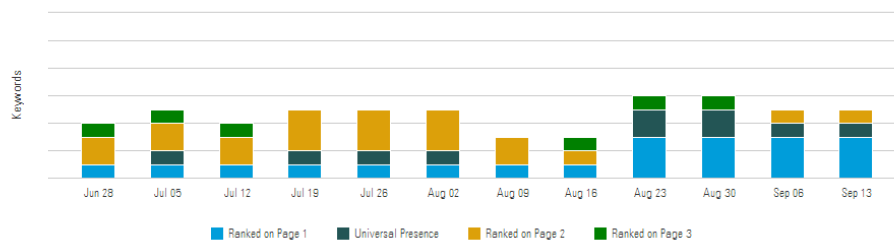
...edge platform. The E-Commerce team is charged by...  
...This process is in place to ensure that we do not go c

reilly@wyn.com

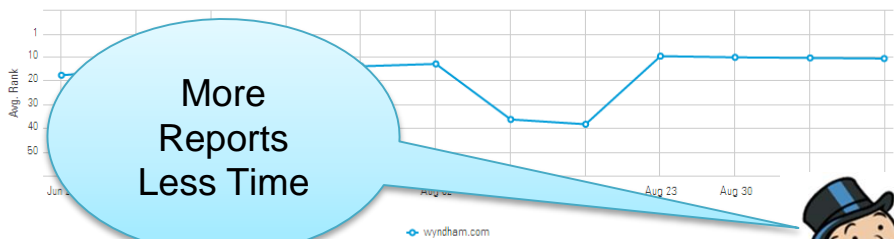
gist | casey.reilly@wyn.com | monali.uj

5-753-7828 | 973-722-0792 | richard.m

Total Ranked Keywords

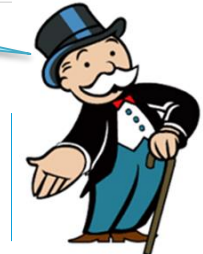


Average Keyword Rank



More Reports  
Less Time

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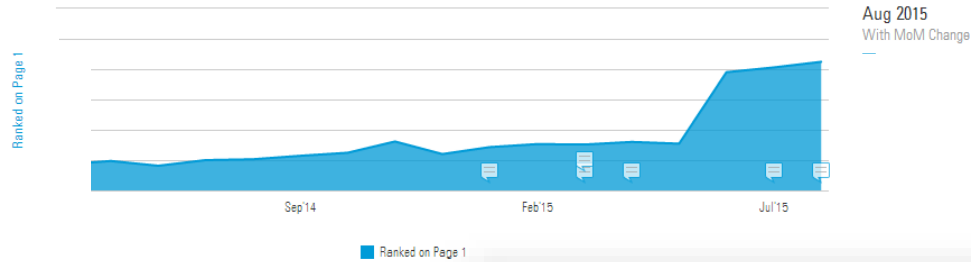


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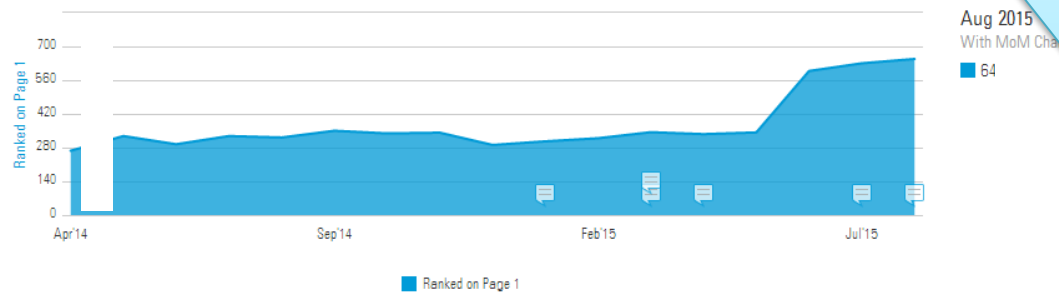


# Loyalty & Brand Marketing

WR Long Tail (3+ words in phrase) - # Keywords Ranked on Page 1



WR Total # Keywords Ranked on Page 1



Started from  
the Bottom  
Now We're  
Here!

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# Takeaways

- Position Your Team as a Resource
- Use Data & Documentation to Back Decisions
- Automate Reporting & Task Management

