

METASEARCH CUSTOMER JOURNEY

INFOGRAPHIC

Google search results in the order they appear below:

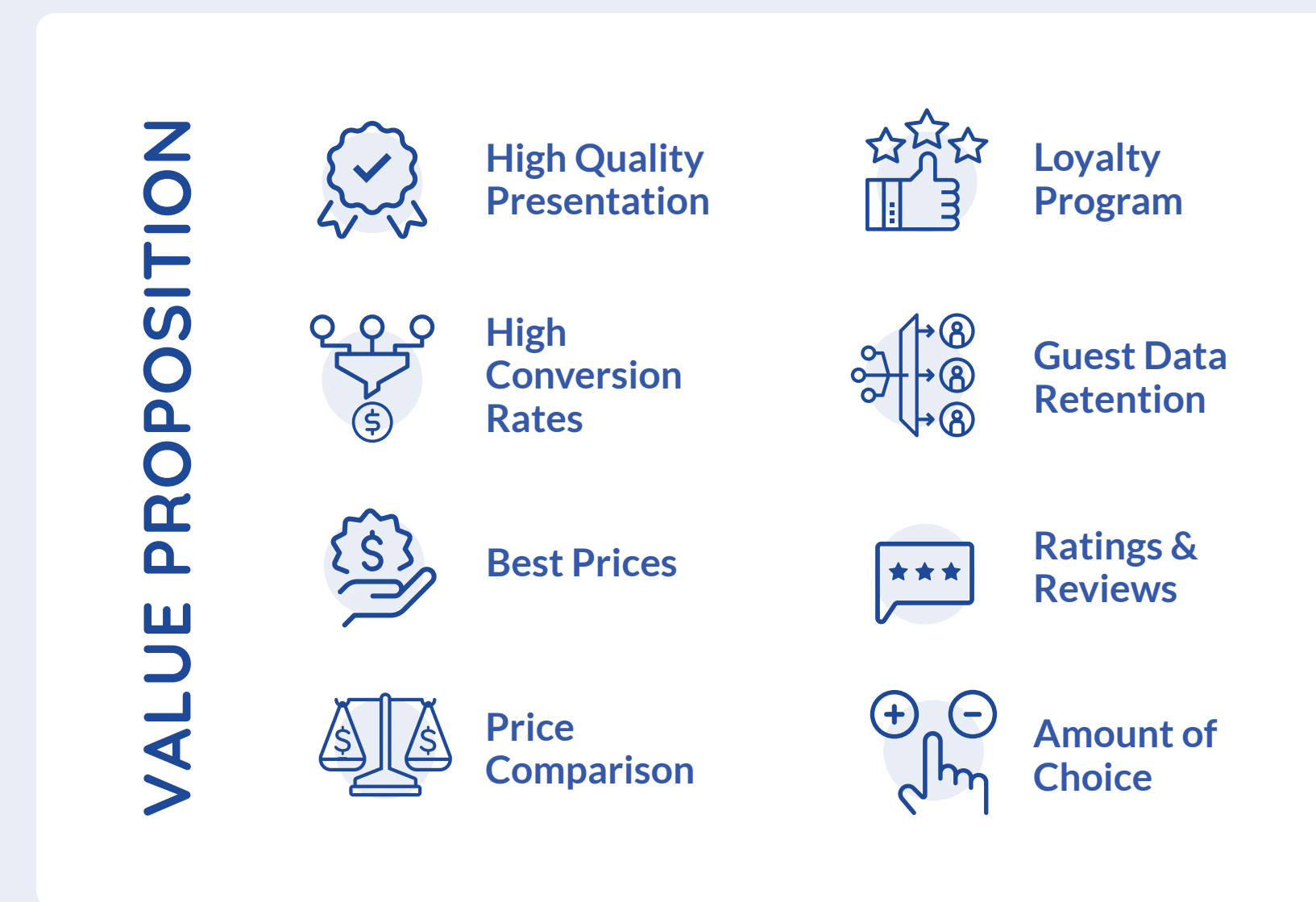
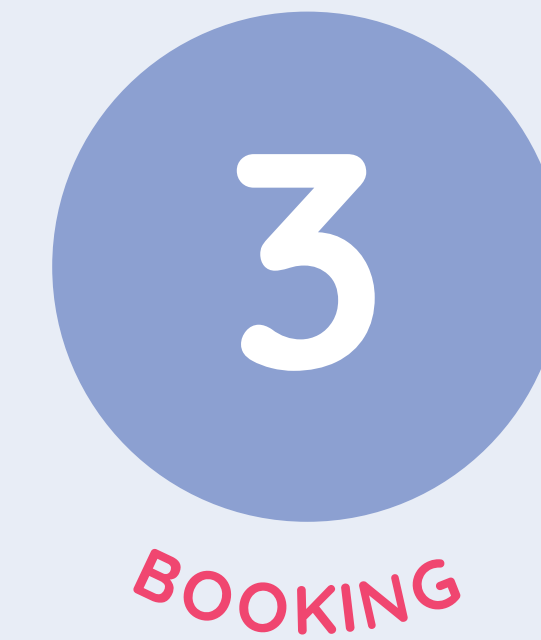
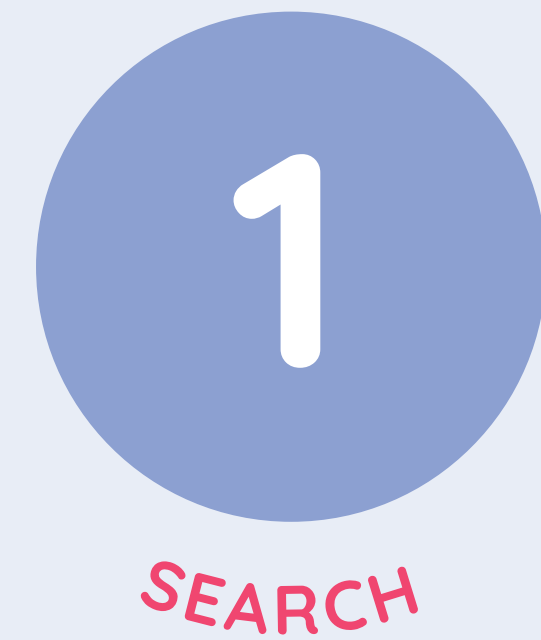
1 Top sections generally dominated by OTAs

2 Google shows their map with hotels. Linking to their own meta search engine Google Hotel Ads.

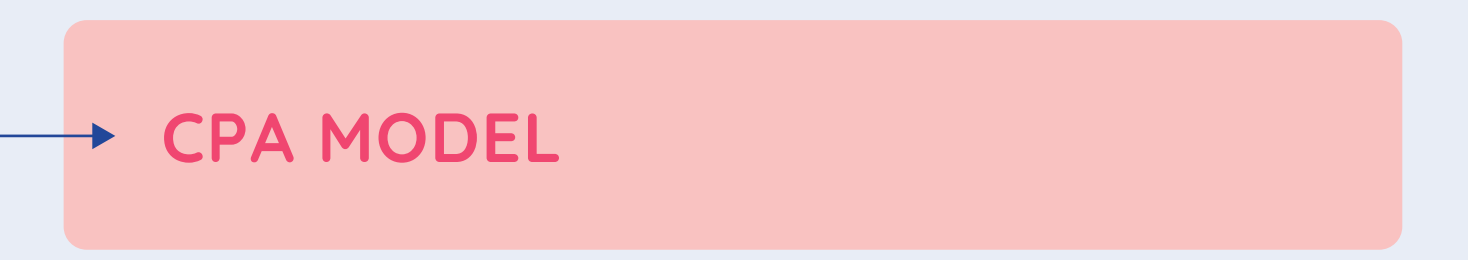
3 Hotels and OTA's will be on this section depending on the search query and Google's constantly evolving algorithm.

OBJECTIVE IS TO RANK TOP ON BOTH PAID AND ORGANIC SEARCH RESULTS.

DIRECT BOOKING OPTIONS



Time of purchase, either through the OTA website, Hotel Website or MetaSite such as a KAYAK, Trivago, Tripadvisor or Google.



METASEARCH MONETISATION MODELS

Find out more via the supporting [podcast](#) and [video](#).