



SEO CASE STUDY

EVENTBRITE

UNWRAPPING DELICIOUS EVENT DISCOVERY WITH GOOGLE SEARCH

EVENTS STUCK IN A GUMMY SEARCH

Eventbrite, a leading platform for all things happening, has been a connoisseur of SEO since 2015. Their commitment to search engine optimization ensured their events got the spotlight they deserved. Back then, using schema markup gave them their first sugar rush,, allowing them to display events differently in search. Then, in May 2017, Google unveiled a brand new search experience for mobile events – a chance to take their candy-coated strategy to the next level and supercharge discoverability!

A SEARCH ADVANTAGE WITH STRUCTURED DATA

Enter Google's new mobile search experience for events, a candyland for event discovery. "Because of the structured data, Google was able to surface the event date, venue, and other key details to make the information stand out from other search results," says Jilo, an Eventbrite product manager. This juicy information helped them stand out from the crowd, enticing searchers with a peek inside.

AT A GLANCE

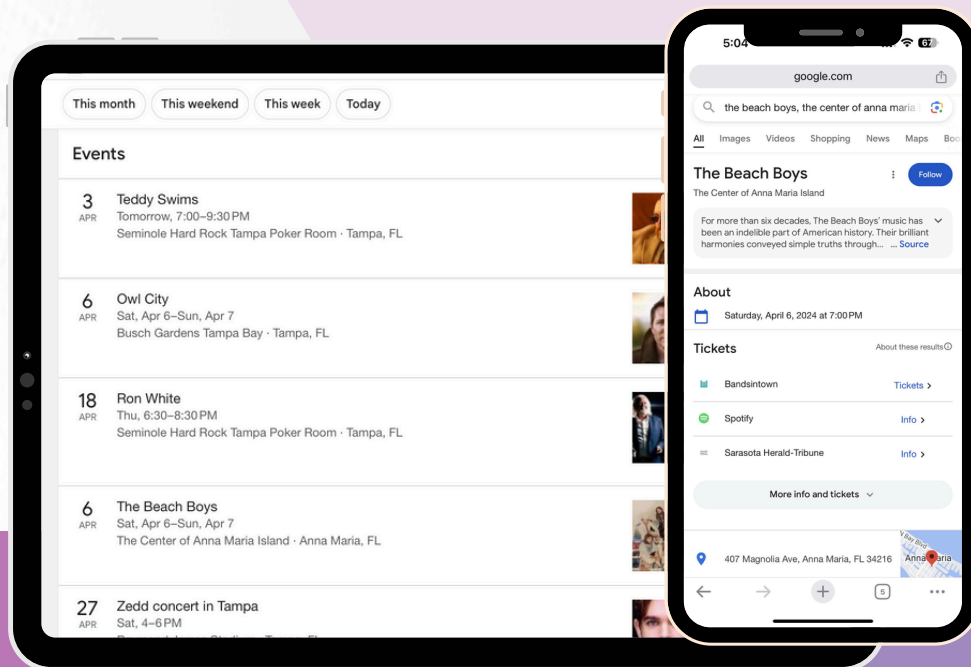
CHALLENGES

- Structured Markup Scalability
- Search Visibility

BENEFITS



100% INCREASE in YOY Growth of Traffic from Google Search to Event Listing Pages



Enriched
results
definitely drive
more eyeballs
to event pages

TRAFFIC SPIKES LIKE A SUGAR RUSH

The results were sweeter than cotton candy! In just a few short weeks results were rolling in and Eventbrite saw a **100% increase in the typical year-over-year growth** of traffic from Google Search. That's a lot more people discovering events and filling their calendars with fun. Jilo states the enriched results "definitely drive more eyeballs to event pages" and lead to "incremental ticket sales".

TAKEAWAY: A SPRINKLE OF SUCCESS

Eventbrite's success story is a sugary sprinkle of SEO wisdom. Overall, Jilo emphasized that their efforts have "definitely been a positive step". Their secret ingredient? Event structured data. This sprinkle transformed their listings into mouthwatering search results, enticing searchers and driving traffic. Remember, if you want your events to be the cherry on top of search results, structured data can be a recipe for success!

BE A CANDY CRUSHER OF SEARCH

STRUCTURED DATA UNLOCKS DELICIOUS DISCOVERABILITY

Inspired by Eventbrite's 100% traffic surge? Structured data can be your secret weapon for mouthwatering search results that drive traffic. Cyberlicious®, your SEO experts, can help you implement a winning strategy for delicious event discovery.

CONSULT & SUGAR
RUSH YOUR SEARCH

* Eventbrite boosted traffic 100% with the events search experience on Google