



THE PARASITE INDEX - BRANDED VS EARNED TRAFFIC

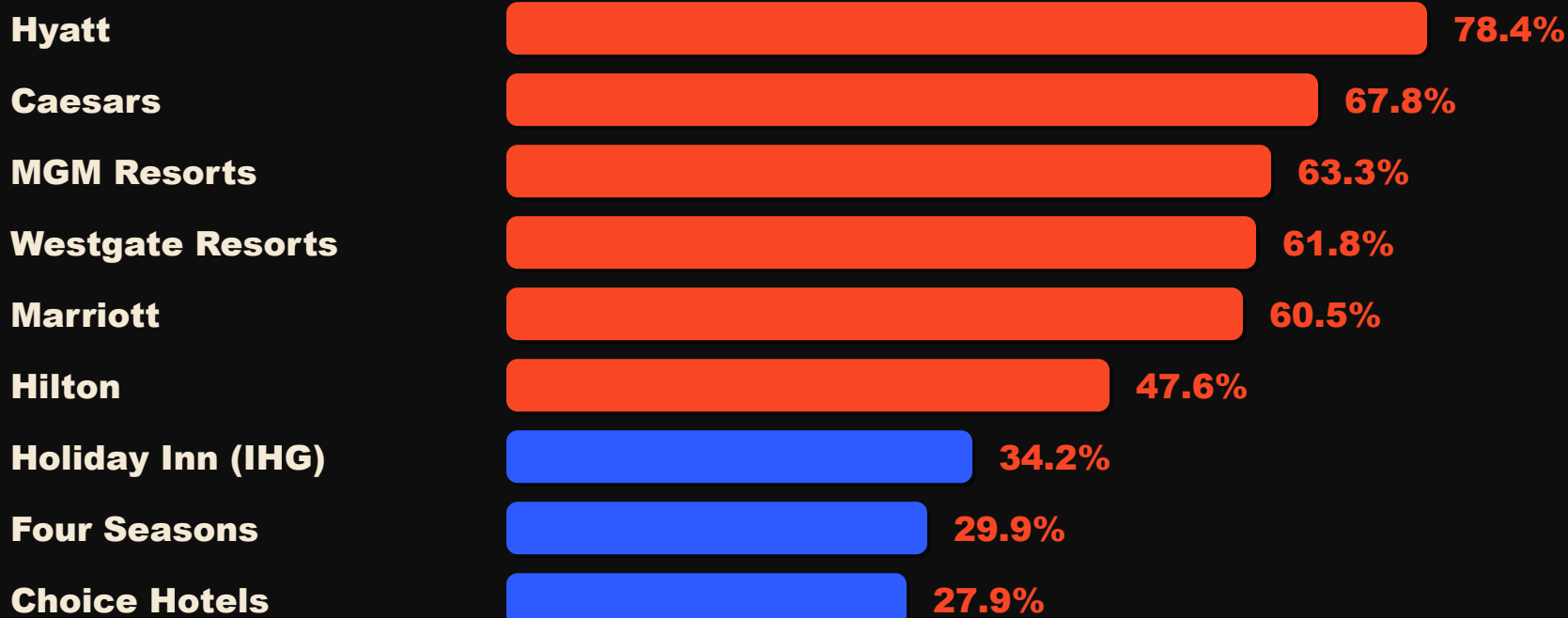
# THE PARASITE INDEX

Split each brand's organic traffic into branded (riding your own fame) vs non-branded (earned discovery). The famous names are the most dependent on their own name.

78%

of Hyatt's traffic is people already searching its name. Choice Hotels? Just 28% - it earns the rest on discovery.

## BRANDED SHARE OF TRAFFIC (HIGHER = MORE NAME-DEPENDENT)



**Blue = the real SEO machines (mostly non-branded).**

Choice, IHG and Four Seasons earn discovery demand. Casinos and destination brands - Westgate included - are searched by name because they ARE the destination. A moat, not a weakness.