

## Tabelog drives app usage with Firebase App Indexing



### At a glance

#### What they wanted to do

- Drive Search traffic into their app for a better mobile user experience.

#### What they did

- Implemented App Indexing for all individual restaurant pages

#### What they accomplished

- **9.6% increase** in restaurant pageviews within their app.

*"We feel that with App Indexing becoming more widely adopted, users' actions in Google search and apps will become more united; and this will foster a much smoother user experience. It's going to feel much more natural!"*

— Kyonosuke Maemura,  
Service Planning Dept. Manager

#### About App Indexing

App indexing lets Google index apps just like websites, so deep links to your app appear in search results. This allows users to find exactly the right content within your app. On Android, Google will also surface install buttons for users who do not yet have your app installed.

Learn how to get your app into the Google index at [g.co/appindexing](https://g.co/appindexing)

Tabelog is a premier restaurant review app and site. The Japan based company's mission is to create the most dynamic, interactive environment where users can publicly post "word-of-mouth information" and come together over a shared passion for fine dining.

#### Challenges

With more than 40 million monthly users, restaurant pageviews are the main aspect of the Tabelog's service. Tabelog is able to deliver this information in a more relevant and personal way via the app. However, the majority of traffic from Google Search comes to the mobile website even if the user has the app installed.

#### Solution

By enabling App Indexing for all restaurant pages, Tabelog was able to direct traffic from search directly to the app and provide users a much more dynamic experience.

#### Results

After implementing App Indexing, Tabelog saw an immediate **9.6% increase in restaurant pageviews** in their app. Additionally, since App Indexing and the App Indexing API are now ranking signals, Tabelog has seen a **63% increase in impressions** and **2.6% increase in clicks** from Google Search results. Building off of their success with core App Indexing, Tabelog integrated with the App Indexing API, which enables search autocompletions. These autocompletions have seen a **CTR of about 10%**.

*"It was super easy to integrate and we were able to see positive results immediately."*

— Yoshinori Isogai, Senior Engineer



Search results page



In-app deep link