

Valencia Polytechnic University Streamlines Web Visibility Research with Traject Data

How iMetrics Lab cut manual work and uncovered deeper insights using SERP scraping

The Outcome

- **Significant time saved** on manual data collection.
- **Improved efficiency**, letting the team focus on analysis.
- **Greater confidence** in data quality and accuracy.
- **Supportive experience** working with Traject Data's SERP experts.

With a streamlined data pipeline in place, iMetrics Lab is better positioned to expand its research and dive deeper into the dynamics of web visibility—backed by Traject Data's reliable infrastructure and responsive support.

Summary

The **iMetrics Lab at Valencia Polytechnic University** needed to analyze how often universities are mentioned across the web. Using Traject Data's SERP API, they quickly and accurately collected hit count estimates from tailored search queries—saving hours of manual work and improving their ability to identify patterns in online visibility.

The Challenge

The team set out to evaluate how visible global universities are on the web, focusing on mentions across specific sites. However, manually collecting this data was slow, tedious, and difficult to scale.

“We wanted to analyze the visibility of universities on the web, specifically the number of mentions these institutions receive from specific websites.

— **Cristina I. Font,**

Assistant Professor and Lead Researcher, iMetrics Lab (Universitat Politècnica de València)

The Solution

With Traject Data, they built custom search queries and pulled structured SERP data into their database for statistical analysis—enabling institution-level comparisons and visual reports. The speed and precision of the results stood out.



The speed and accuracy of the data retrieval were particularly impressive... We also liked the possibility to distinguish when the results matched our queries and when Google provided unrelated responses.

— **Cristina I. Font,**

Assistant Professor and Lead Researcher, iMetrics Lab (Universitat Politècnica de València)

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