

Integrating SEO Into Other Marketing Functions

Search is the largest marketing channel, driving 51% of all traffic. Knowing customer intent and word choice better informs the language and logic of your website, blog, display ads, emails, social, ebooks, white papers, videos, FAQs, and support resources.

Search captures two critical insights: Intent and Relevance. Search knows what people are looking for, the words they use to describe it, and whether your brand's content matches that intent. The reward? Better visibility, higher traffic, conversions, and revenue.

Add the insights of search to the following areas and channels to increase their ability to capture intent, relevance, effectiveness, conversion, and contribution.

- 0. SEO & Analytics – Marketing Ops, Sales Ops, Analytics, APIs, DB**
- 1. SEO & Research – Trending industry topics, product topics, usage**
- 2. SEO & Style Guide – Add SEO best practices**
- 3. SEO & SEM – Drive quality score up to improve CPC, select landing pages**
- 4. SEO & Blog – Help select the best topics to develop**
- 5. SEO & Web Site – Structure, menus, redirects, UX, site search, page speed**
- 6. SEO & Conversion Rate Optimization (CRO) – Journey & content mapping**
- 7. SEO & PR/IR/AR – Public Relations/Investor Relations/Analyst Relations - Select intent-rich keywords, add to content, build and track links**
- 8. SEO & Video, YouTube – Topic selection, optimization**
- 9. SEO & Social – Links, rank, traffic, freshness**
- 10. SEO & Recruiting – On-page, Google My Business, Google for Jobs markup**
- 11. SEO & Display – Identify resonant messages, search retargeting**
- 12. SEO & Email – Inject intent, enhance content, search retargeting**
- 13. SEO & ABM (Account Based Marketing) – Messaging, content, retargeting**
- 14. SEO & Retail – Local content, NAP (name, address, phone), Google My Bus**
- 15. SEO & ASO/PSO – App Store Optimization and Play Store Optimization**

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.