

Uncover the Micro-Moments that Drive Search Success



“Micro-moments”

Your customers’ digital behavior today - whether they want to go somewhere, do something, know something, or buy something

Customer behavior has changed again, and micro-moments now define what your customers are looking for today. Search results now include a variety of content types, tailored to each micro-moment—from ads and videos to maps, local listings and more.

But, more content types at the top of the results page can mean organic listings are pushed lower, where they are not as immediately visible. Lower visibility translates to a drop in traffic, conversions and revenue.

It is now critical to consider how micro-moments influence search results. Knowing when organic listings—and your pages—appear above the fold helps you understand the “organic-friendliness” of topics to prioritize efforts for maximum business results.

Organic listings that display above the fold deliver on average

69%↑ CTR

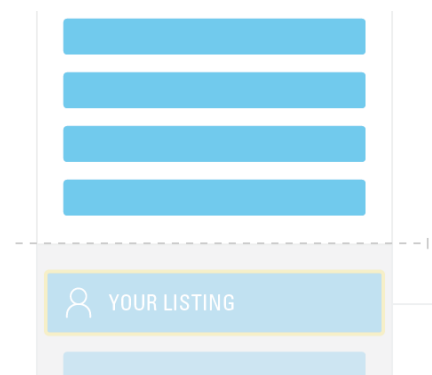
compared to organic listings below the fold.

Uncover the best organic opportunities

BrightEdge Intent Signal is the first and only solution that automatically tells you whether there are organic results above the fold for each topic. It also tells you whether your page appears above the fold for these topics, so that you know when you are maximizing your page performance for organic-friendly topics and when you are missing the mark.

Keyword	Monthly Search Volume	Blended Rank Aug 21, 2016	Organic Listings Above Fold Aug 21, 2016	Page Ranked Above Fold Aug 21, 2016
stroller	110,000	1	Yes	Yes
babies stroller	60,500	1	Yes	Yes
babies strollers	60,500	1	Yes	Yes
baby stroller	60,500	4	Yes	No

Segment and take action to drive more traffic and conversions

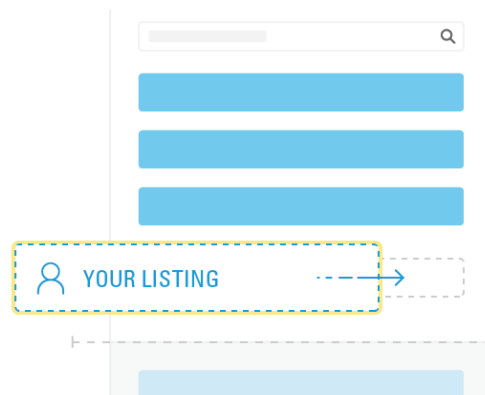
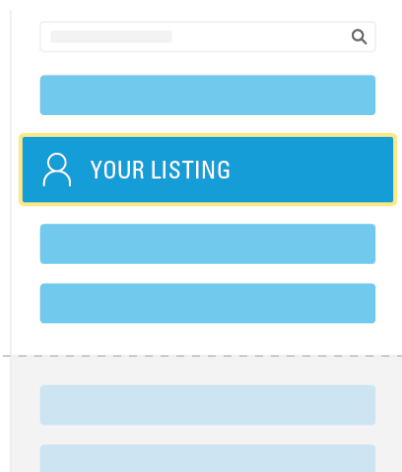


Optimize for the greatest organic impact

When organic listings exist above the fold but your page displays below the fold, the topic is “organic-friendly,” but your page isn’t optimized to capture maximum traffic. Focus your efforts here where organic upside is high.

Capture opportunity that you are missing

When organic listings exist above the fold but you have no pages or only low-ranking pages for these topics, you're missing out on great organic potential. Create content to get in front of customers and drive conversions.

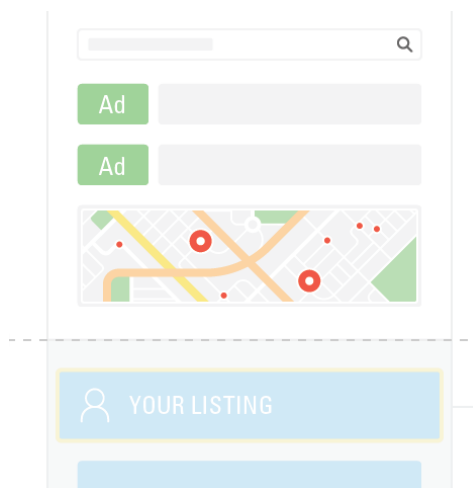


Maintain your strong position

When organic listings exist above the fold and your page displays above the fold, you are performing well for this organic-friendly topic. Defend your position to maintain traffic, conversions and revenue. Set Anomaly Detection to be alerted to changes in your performance.

Collaborate with paid search

When organic listings display below the fold, there is less opportunity for organic. But these topics may be important to your business. Collaborate with your paid search for the time being, while also optimizing for organic to capture the top-performing real estate on this page. Set Anomaly Detection to alert you to changes in organic-friendliness over time.



Since identifying your organic-friendly opportunities is the critical first step in every search marketing program, the Intent Signal categories come pre-built in StoryBuilder to help you segment, optimize and measure performance. Intent Signal metrics in Anomaly Detection alert you to changes before they significantly impact downstream traffic, conversions and revenue.

The introduction of new content types aligned to micro-moments signals a new paradigm in search. With BrightEdge Intent Signal, we remove the guesswork and onerous data-crunching. You access fresh insights on organic-friendliness and focus your time where there is greatest opportunity for the biggest wins.