

BRIGHTEGE

# QUICK WINS WITH SEO FOR AUSTRALIAN MARKETERS

JULY 20, 2017

- Submit your questions using the Q&A box
- Recording of this webinar will be shared by email and on the login page

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#BrightEdgeWebinar

# PRESENTER



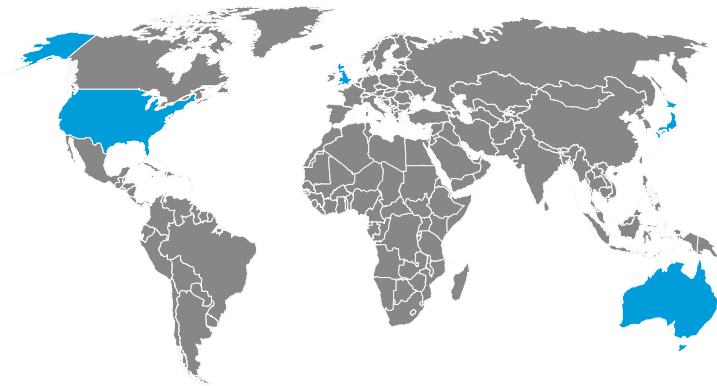
**CAROLYN BAO**

Sr. Director, Product Marketing  
BRIGHTEDGE

# BRIGHTEDGE

Partnering with global brands for SEO and Content Performance Marketing

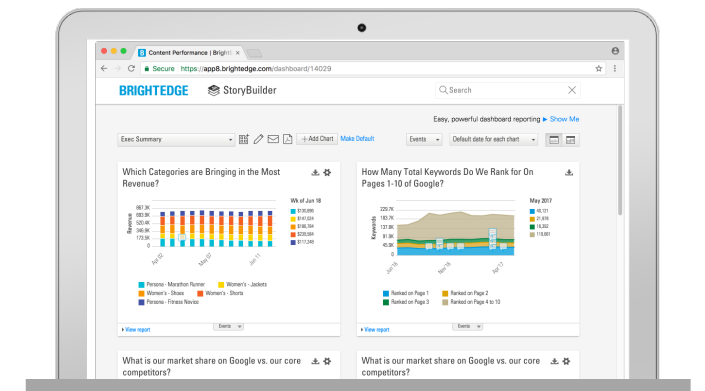
## OFFICES



## CUSTOMERS



## SOLUTIONS



# Agenda



- 01** Introducing trend data in Data Cube for AU
- 02** Optimize content using Intent Signal
- 03** Secure top spot in Local 3-Pack & Quick Answer box
- 04** Key takeaways

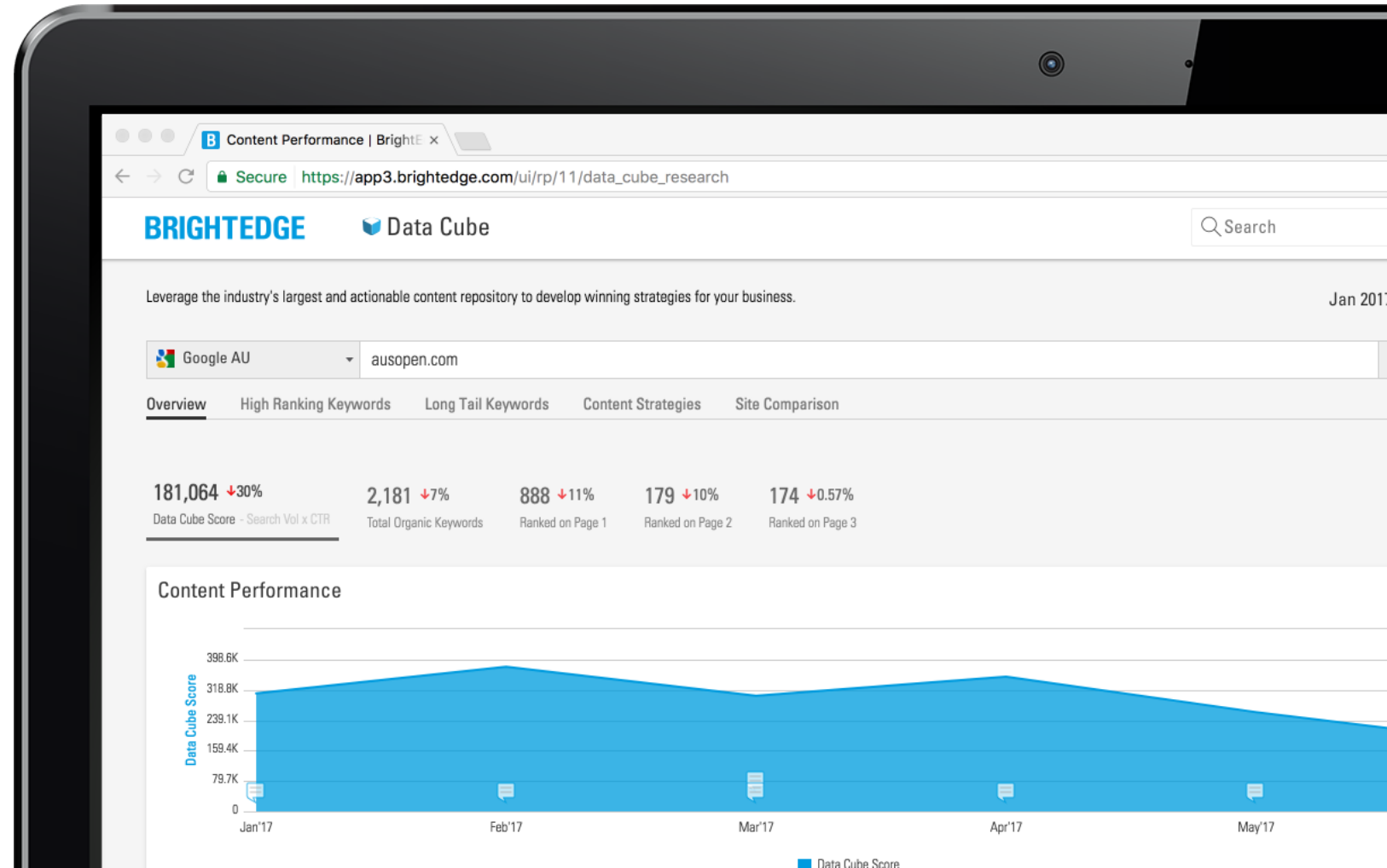
# 01

## TRENDED DATA IN DATA CUBE FOR AUSTRALIA

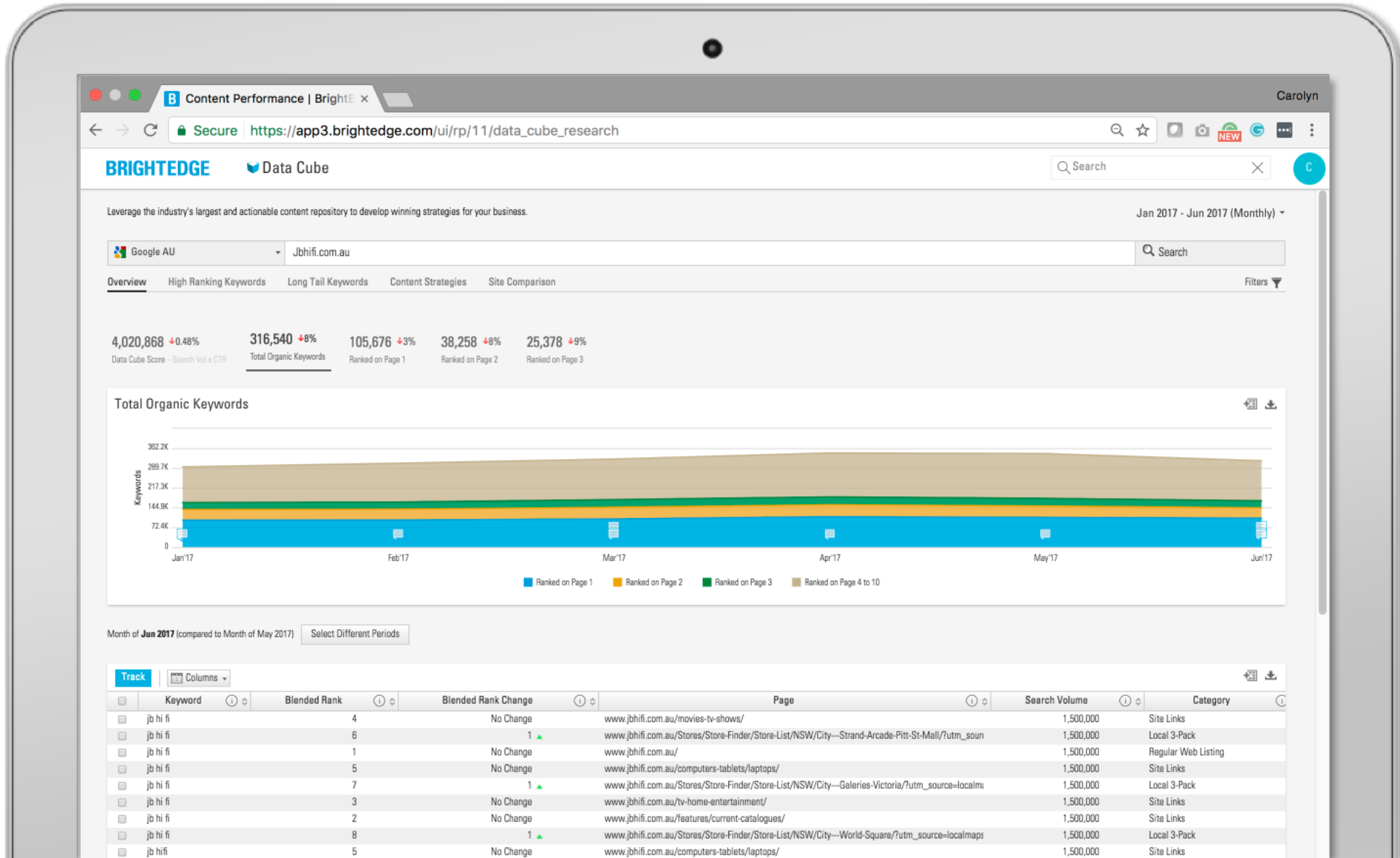
# ANALYZE HOW ORGANIC PERFORMANCE TRENDS IN AUSTRALIA

Data Cube now includes trended data for Google Australia

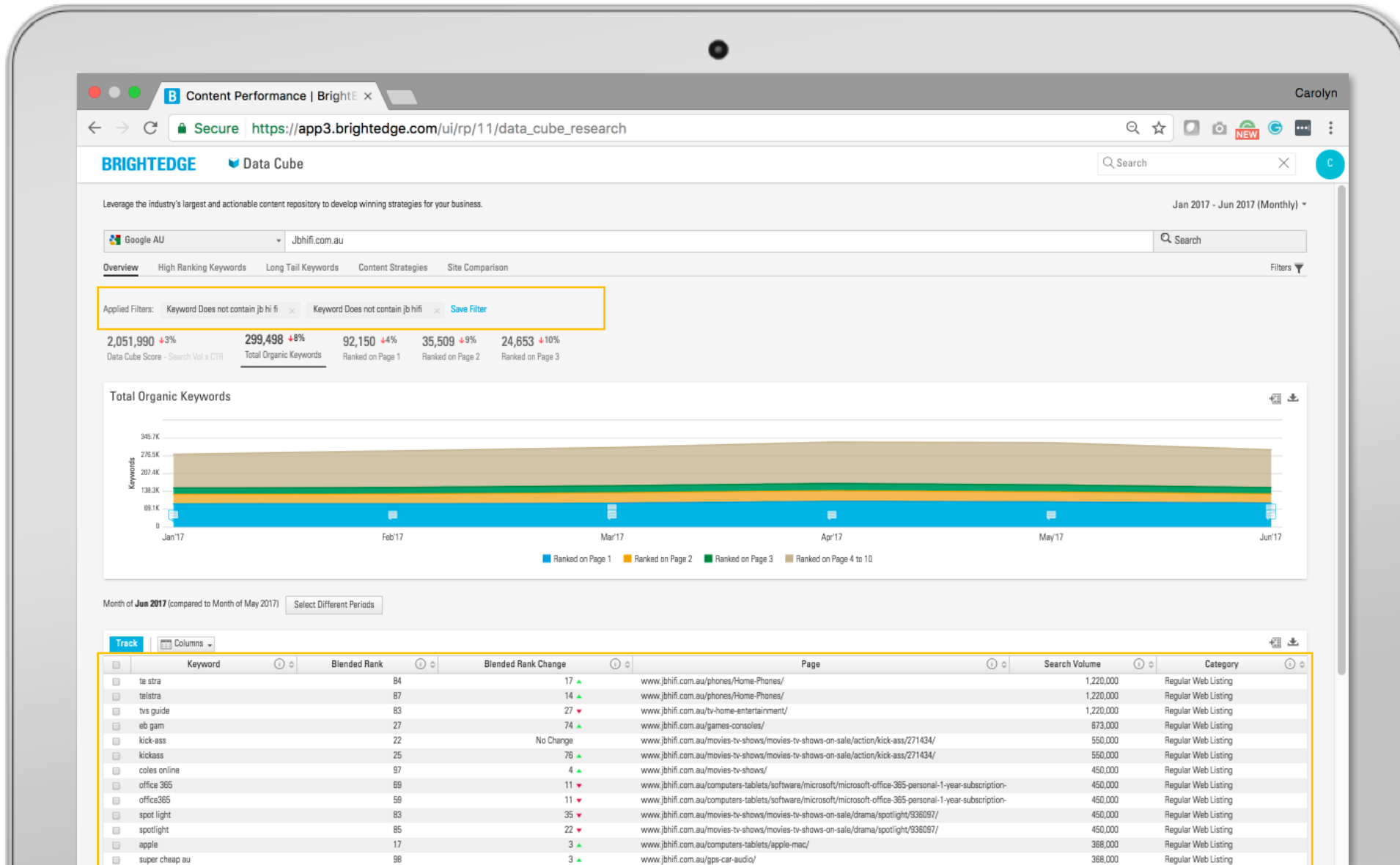
- Data Cube allows you to assess how well your content is capturing the current search intent of your global customers
- Discover what content or keywords have impacted your content performance and how your competition is trending
- [Learn more about Data Cube](#)



# MEASURE CONTENT PERFORMANCE

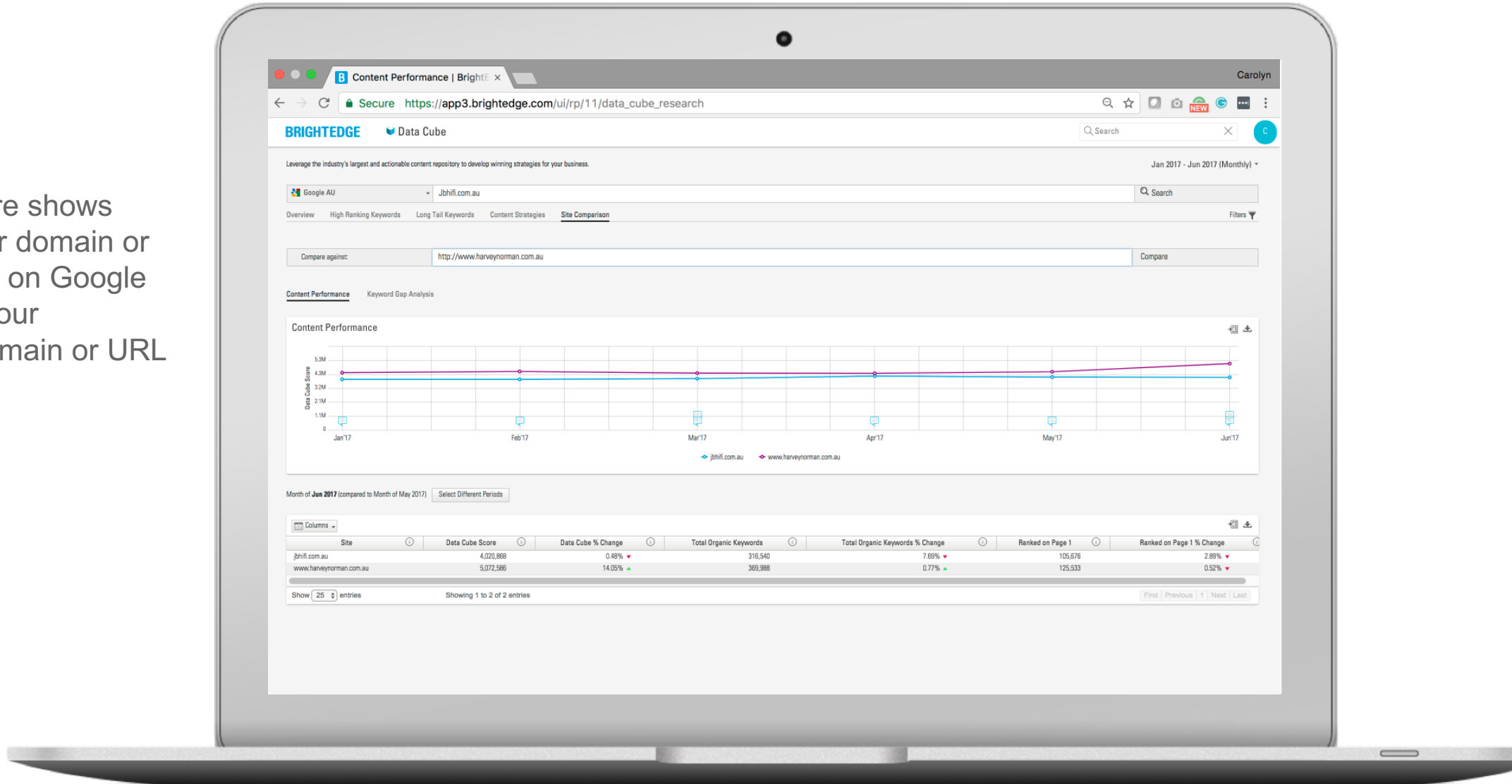


# UNDERSTAND ORGANIC SEARCH DEMAND



# DIAGNOSE YOUR COMPETITION

Data Cube score shows how visible your domain or URL is trending on Google AU SERP vs. your competitor's domain or URL



# DIAGNOSE YOUR COMPETITION

Use Keyword Gap Analysis to see what keywords your competitor's domain or URL is ranking on the top spots, but yours doesn't

The screenshot shows the BrightEdge 'Data Cube' interface. The browser address bar displays 'https://app3.brightedge.com/ui/rp/11/data\_cube\_research'. The page title is 'BRIGHTEDGE Data Cube'. Below the header, there's a navigation menu with 'Overview', 'High Ranking Keywords', 'Long Tail Keywords', 'Content Strategies', and 'Site Comparison'. The 'Site Comparison' section shows a comparison between 'https://www.jbhifi.com.au/computers-tablets/tablets/' and 'http://www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets'. The 'Keyword Gap Analysis' section displays a table of keywords ranked on the competitor's site but not on the user's site for the month of Jun 2017.

Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category
nexus 9 harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	40	Regular Web Listing
android tablet harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	40	Regular Web Listing
nexus 7 harvey norman	1	1 ▲	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	30	Regular Web Listing
tablets for sale harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	50	Regular Web Listing
sony xperia tablet z harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	10	Regular Web Listing
samsung galaxy tab 3 8 inch harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	10	Regular Web Listing
samsung tablet price harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	10	Regular Web Listing
harvey norman tablets 2 for \$148	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	20	Regular Web Listing
harvey norman tablets	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	2,400	Regular Web Listing
samsung tablet harvey norman	1	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	210	Regular Web Listing
in store tablets	1	1 ▲	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	10	Regular Web Listing
ipads harvey norman	2	99 ▲	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	880	Regular Web Listing
samsung galaxy s2 price harvey norman	2	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	30	Regular Web Listing
surface harvey norman	2	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	50	Regular Web Listing
kids tablet harvey norman	2	1 ▲	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	10	Regular Web Listing
microsoft surface 2 harvey norman	2	1 ▼	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	10	Regular Web Listing
harvey norman ipad sale	2	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	70	Regular Web Listing
harvey norman ipad prices	2	No Change	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	50	Regular Web Listing
samsung ipads	2	1 ▲	www.harveynorman.com.au/computers-tablets/ipads-surface-tablets/tablets	720	Regular Web Listing

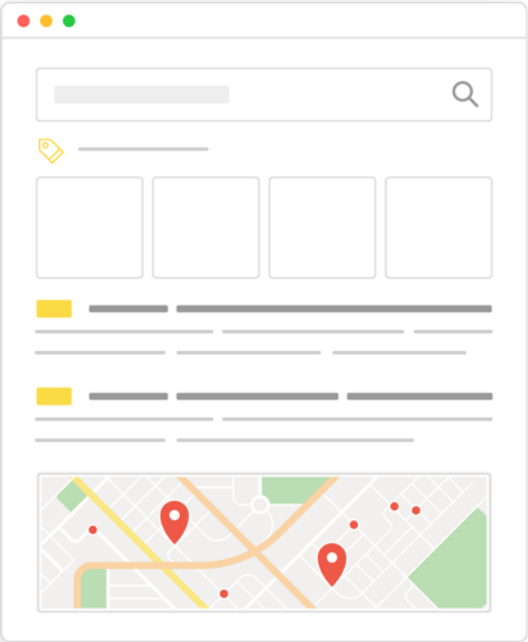
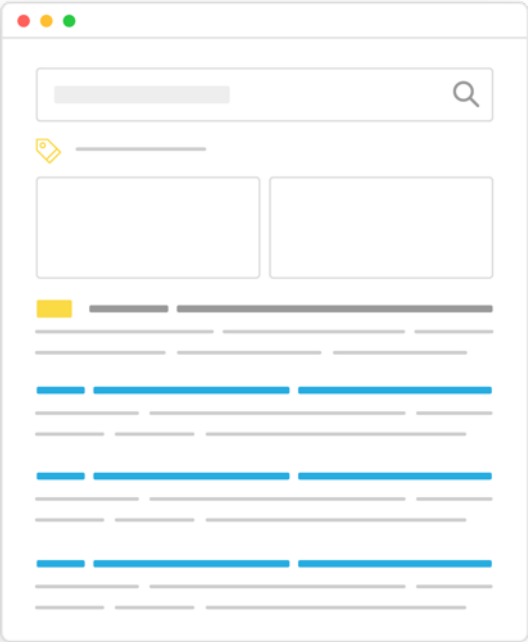
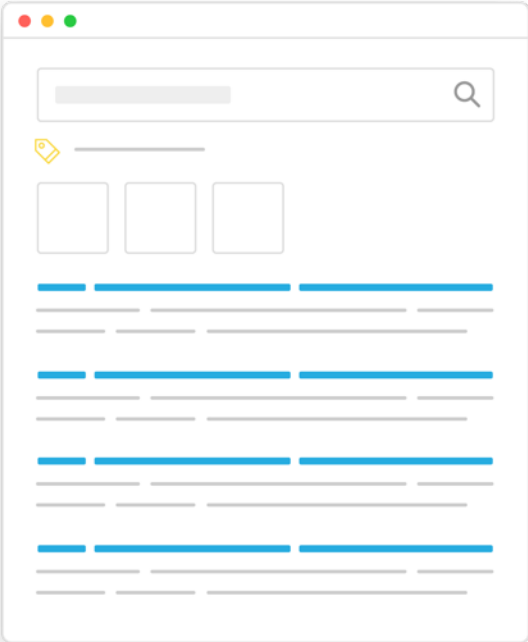
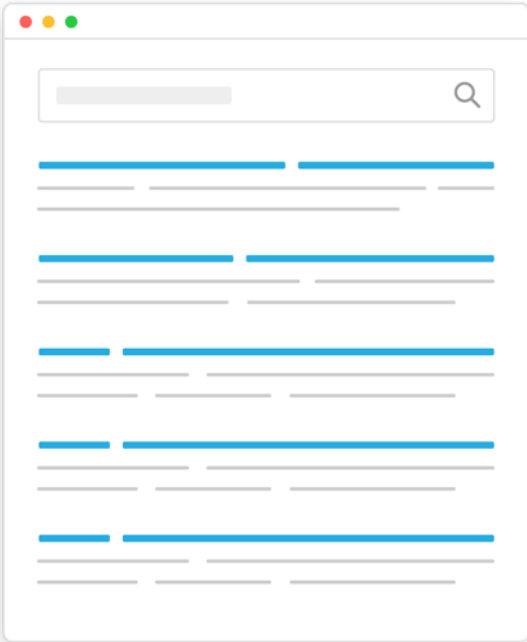
# 02

## OPTIMIZE CONTENT USING INTENT SIGNAL

# SERP LAYOUT IS EVOLVING

10 Blue Links

Highly Contextual



# MICRO-MOMENTS: PAY ATTENTION TO THE TOPICS AND FORMATS CUSTOMERS ARE SEARCHING FOR



I-Want-To-Know Moments

65%

of online consumers look up more information online now versus a few years ago.



I-Want-To-Go Moments

2X

increase in "near me" search interest in the past year.



I-Want-To-Do Moments

91%

of smartphone users turn to their phones for ideas while doing a task.



I-Want-To-Buy Moments

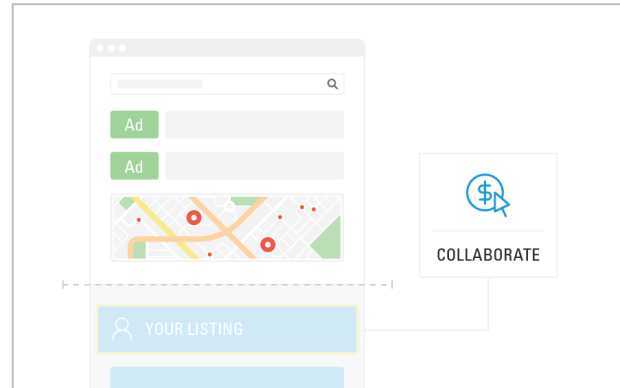
82%

of smartphone users consult their phones while in a store deciding what to buy.

# SERP OPPORTUNITIES UNCOVERED BY INTENT SIGNAL

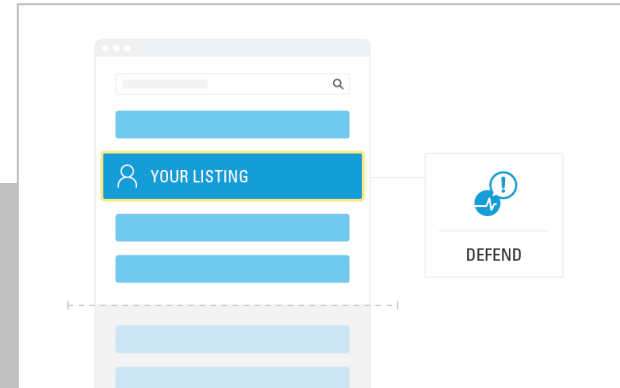
## COLLABORATE

Keyword does not rank above the fold, nor do you have content above the fold



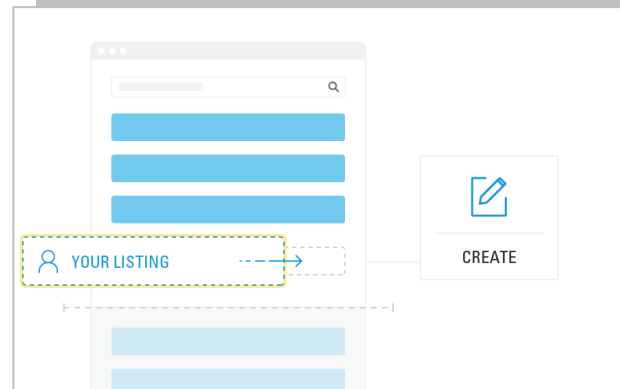
## DEFEND

Keyword and your content are above fold



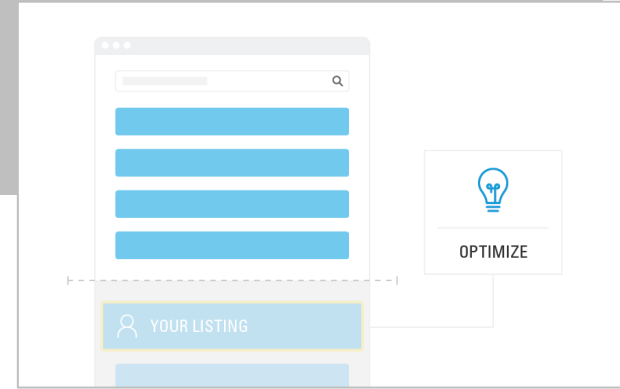
## CREATE

Keyword ranks above the fold, but you do not have existing content



## OPTIMIZE

Keyword ranks above the fold, but your content is just below the fold



# INTENT SIGNAL DASHBOARD

- Build a dashboard that helps you identify and prioritize Intent Signal categories
- Discover keywords that rank above the fold, but your page is not above the fold

The screenshot displays the BrightEdge StoryBuilder interface. The browser address bar shows the URL <https://app1.brightedge.com/dashboard/17956>. The dashboard is divided into several sections:

- Keywords to Optimize:** A section with a description: "Keywords which have organic listings above the fold and that you have a good chance to rank well on." and an action: "Utilize BrightEdge recommendations to improve rankings".
- All Tracked Keywords - Top Keywords for Optimization:** A table with 5 columns: Keyword, Monthly Search Volume, Blended Rank, Organic Listings Above Fold, and Page Ranked Above Fold. It lists 12 keywords.
- Keywords for new content creation:** A section with a description: "Keywords which have organic listings above the fold which you don't currently have appropriate content ranking for" and an action: "Identify and build appropriate content for these keywords".
- All Tracked Keywords - Top Keywords for Content Creation:** A table with 5 columns: Keyword, Monthly Search Volume, Blended Rank, Organic Listings Above Fold, and Page Ranked Above Fold. It lists 2 keywords.

Keyword	Monthly Search Volume	Blended Rank	Organic Listings Above Fold	Page Ranked Above Fold
hotels near me	2,240,000	12	Yes	No
myrtle beach hotel	301,000	23	Yes	No
all inclusive resort	246,000	18	Yes	No
jfk airport	246,000	23	Yes	No
resort	246,000	19	Yes	No
Resorts	246,000	15	Yes	No
newark airport	201,000	19	Yes	No
san diego hotels	201,000	19	Yes	No
Seaworld orlando	201,000	15	Yes	No
hotels near disneyland	201,000	23	Yes	No

Keyword	Monthly Search Volume	Blended Rank	Organic Listings Above Fold	Page Ranked Above Fold
universal studios	1,500,000	78	Yes	No
disneyland	1,220,000	Not Ranked	Yes	No

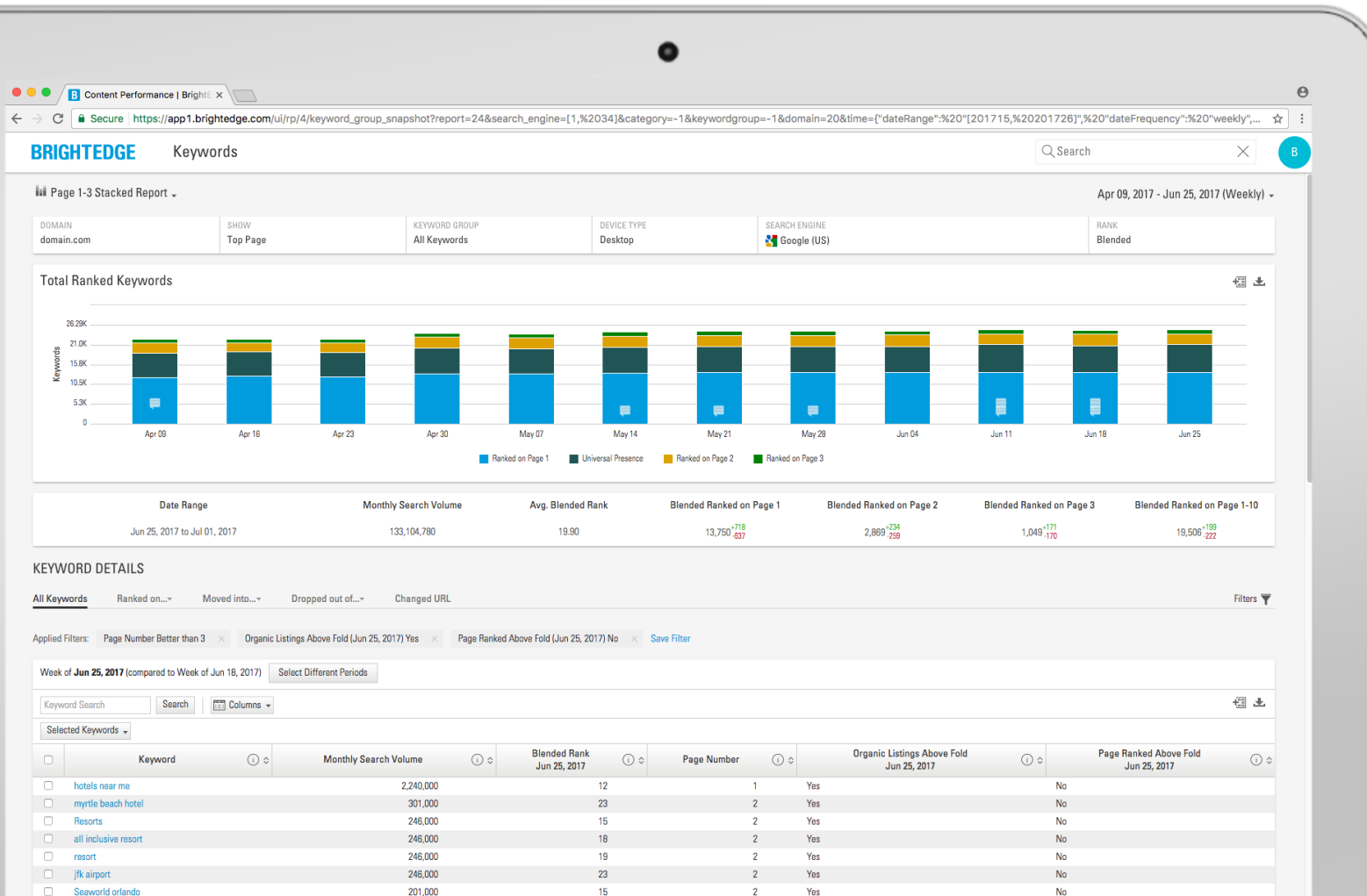
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# OPTIMIZE

## Narrow down your keyword list to low hanging fruit opportunities

- Focus your efforts on keywords with the best chance to rank above-the-fold
- Apply filters
- **Bonus Tip:** Have SEM bid while SEO optimizes



# RECOMMENDATIONS

- Based on the page associated with those keywords – BrightEdge will give you quick wins on how to improve

The screenshot displays the BrightEdge Recommendations dashboard. At the top, the browser address bar shows the URL: [https://app1.brightedge.com/recommendation/pbr\\_viewall/2/2720094/-1/3774/](https://app1.brightedge.com/recommendation/pbr_viewall/2/2720094/-1/3774/). The page title is "BRIGHTEDGE Recommendations".

The main content area shows the following details:

- Keyword:** myrtle beach hotel
- Page:** <http://www.domain.com/hotel-search/myrtle-beach.hotels.south-carolina.unit...>

Below the details, there are several action buttons: "View All (6)", "Optimize My Page", "Content Opportunities", "External & Internal Links", "Increase Social Engagement", and "See Top 10 Ranking Pages".

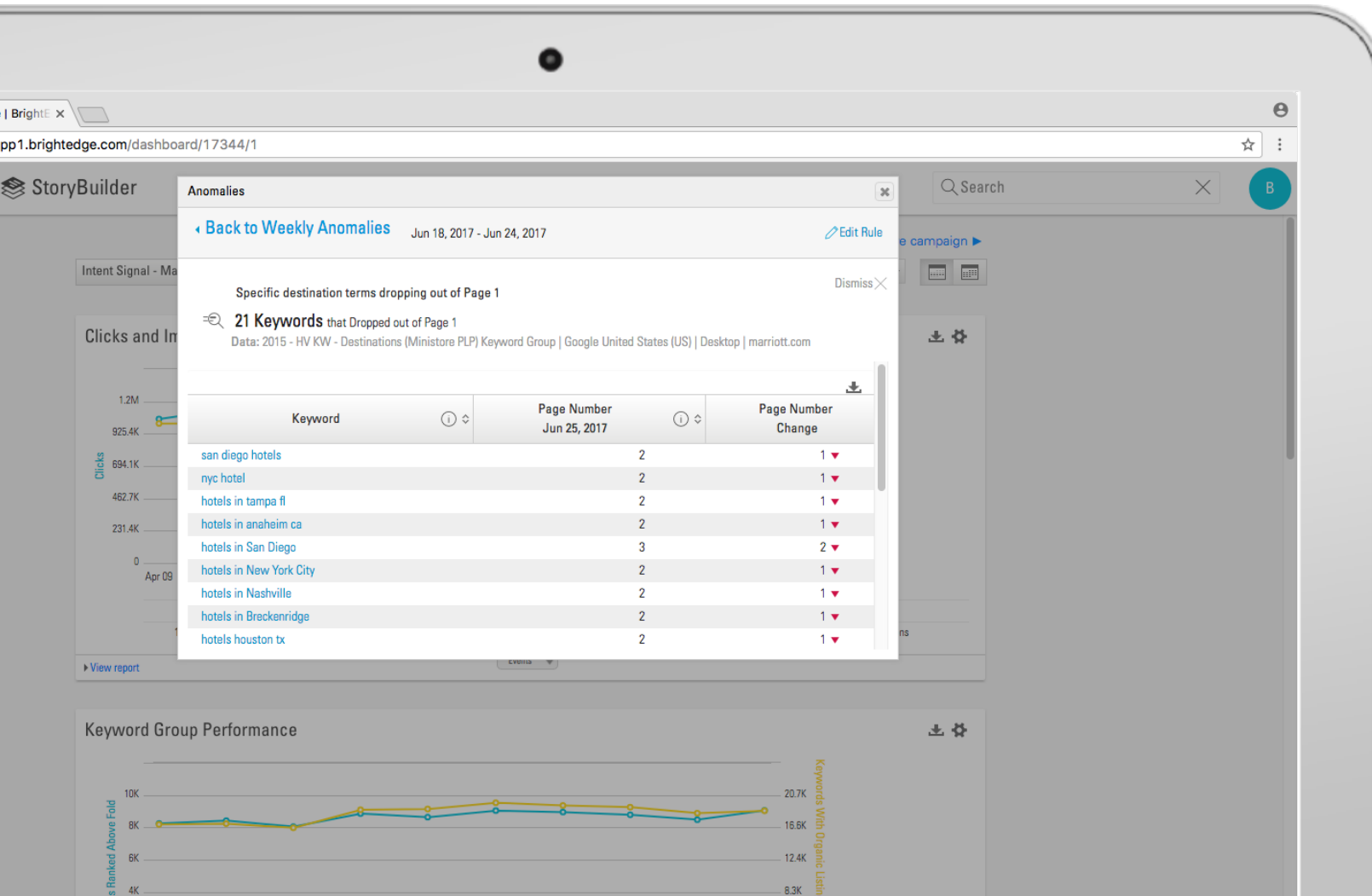
The main table of recommendations is organized into sections:

- Optimize My Page (3)**
  - Add keyword "myrtle beach hotel" and keep "Myrtle Beach hotels", "hotels in Myrtle Beach" in the meta description tag** (Impact: 3 bars, Status: Unassigned, Action: Take Action)
  - Add keyword "myrtle beach hotel", "hotels in Myrtle Beach" and keep "Myrtle Beach hotels" in the alt text of your image tags** (Impact: 2 bars, Status: Unassigned, Action: Take Action)
  - Shorten the page URL** (Impact: 3 bars, Status: Unassigned, Action: Take Action)
- Fix Internal Links (1)**
  - Change the anchor text of your internal links to include your target keywords** (Impact: 3 bars, Status: Unassigned, Action: Take Action)
- Build External Links (1)**
  - Increase number of quality inbound links using keyword rich anchor text** (Impact: 5 bars, Status: Unassigned, Action: Take Action)

At the bottom left, there is a partial logo for "BRIGHTEDGE CONF". At the bottom right, there is a hashtag "#BrightEdgeWebinar".

# ANOMALY DETECTION ALERTS YOU OF CHANGES

Set specific triggers that are relevant to your business metrics and conditions



1. Add filters to narrow down the data set or set rules
2. Set the threshold that will trigger an email alert

# unique vintage

## CHALLENGE

- 10% drop in organic traffic for vintage style swimsuits
- Competes with large retailers for SERP visibility

## SOLUTION

- Unique Vintage worked with EXCLUSIVE to use BrightEdge to identify which PPC keywords had any organic listings above or below the fold, and whether UV content was above or below the fold. Intent Signal categorized them in Defend, Optimize, Create and Collaborate categories
- Ran a PPC test across all categories
- Saw bounce rates for Defend category are ~10% less than other pages; and learned all other categories had higher click-through-rate from paid search ads

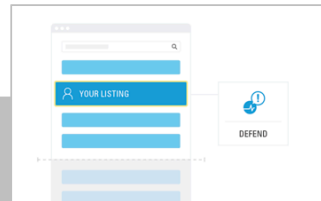
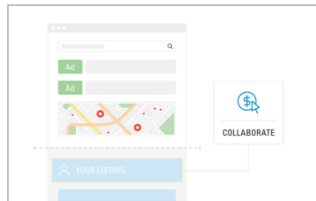
## RESULTS

- Increase PPC budget to keywords for categories where UV content is not shown above the fold to increase site visitor acquisition
- If user engagement is the priority, double down with PPC ads for Defend category

## BrightEdge Intent Signal - insights

### COLLABORATE

Keyword does not rank above the fold, nor do you have content above the fold

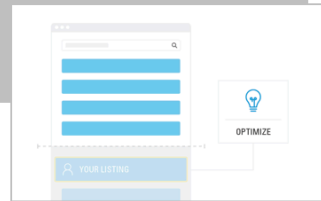
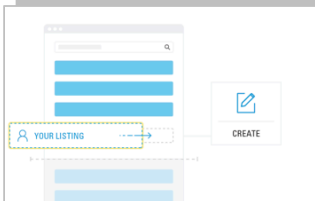


### DEFEND

Keyword and your content are above fold

### CREATE

Keyword ranks above the fold, but you do not have existing content



### OPTIMIZE

Keyword ranks above the fold, but your content is just below the fold

**BRIGHTEDGE**

**03**

**SECURE TOP SPOT IN LOCAL 3-PACK  
AND QUICK ANSWER BOX**

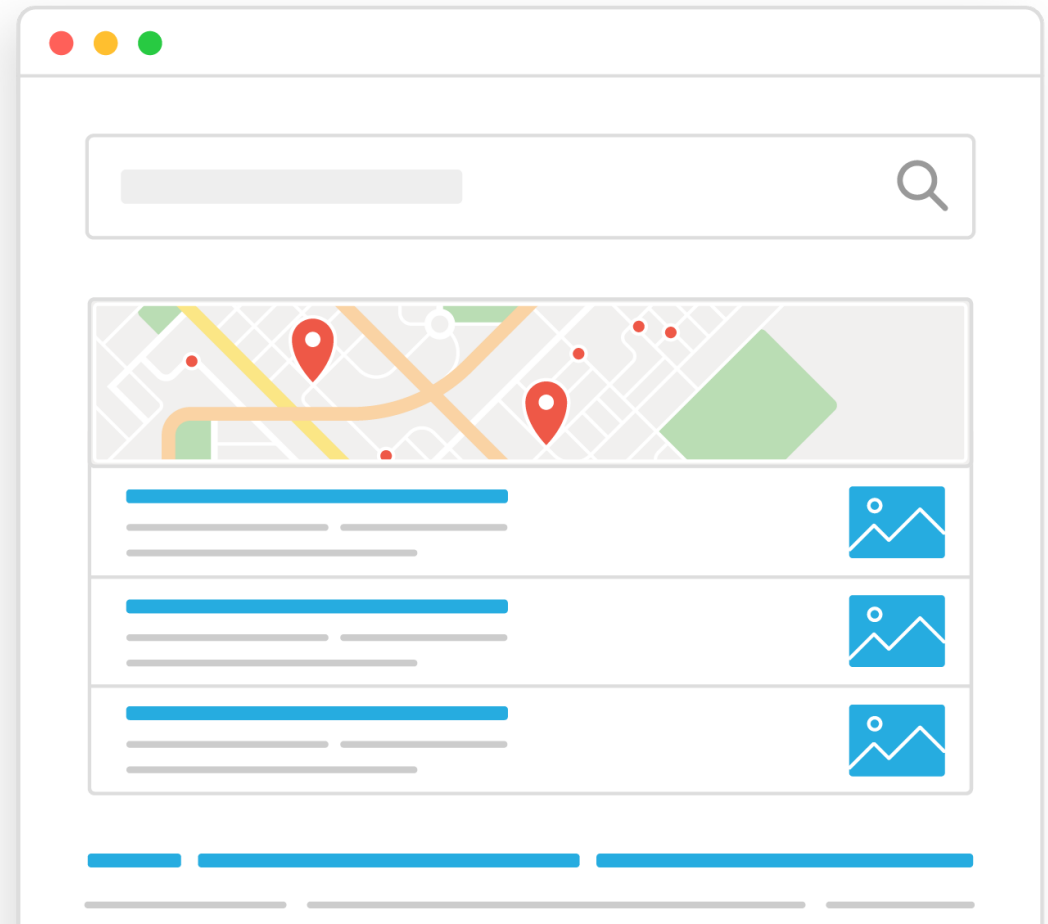
# I-WANT-TO-GO MOMENT

Local 3-Pack and “Near me”

75%

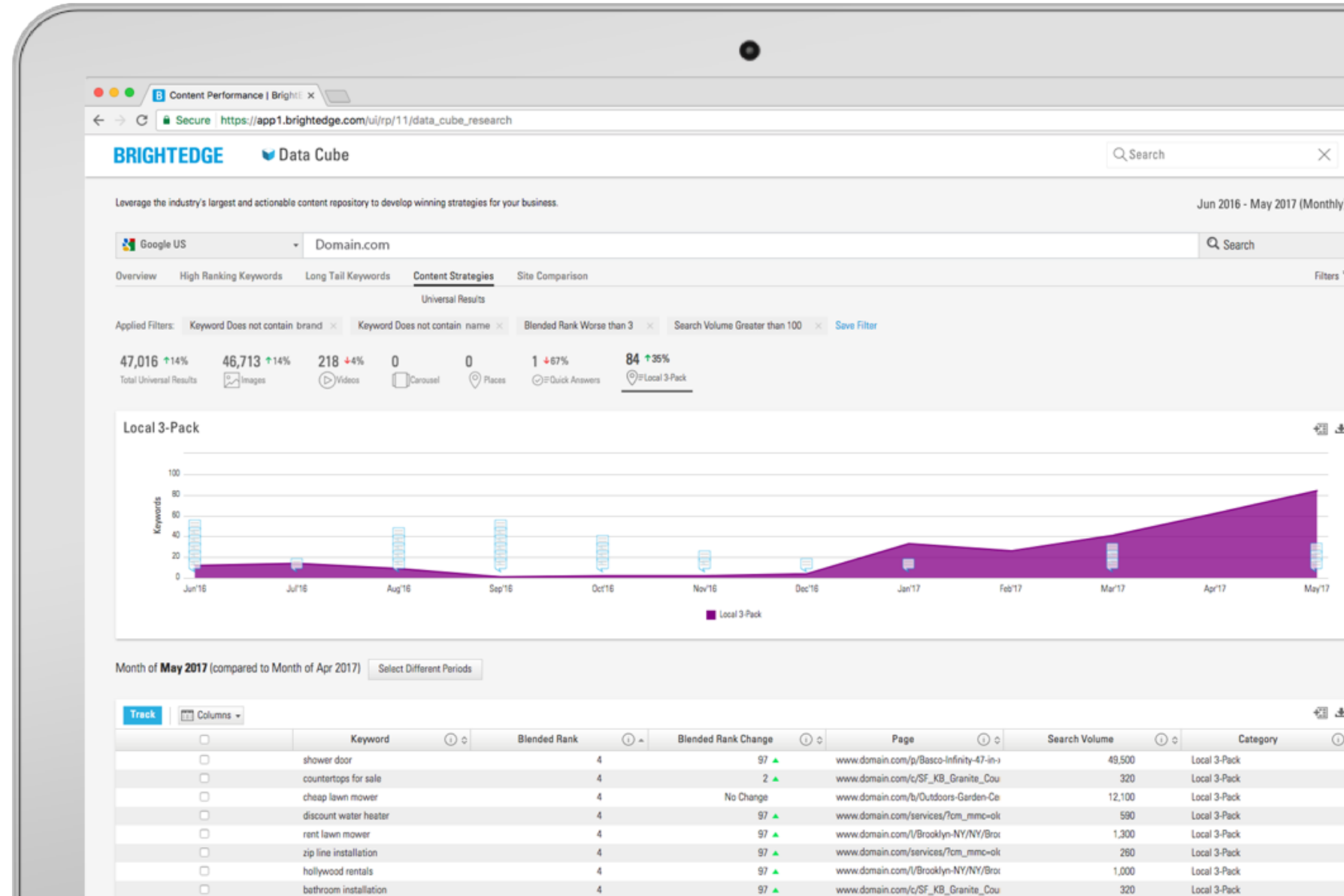
Of customers are more likely to visit stores if online information is valuable

Local 3-pack appears in both desktop and mobile search. Go moments are gaining volume and are an opportunity to drive organic traffic and foot traffic to stores.



# DISCOVER HIGH VALUE LOCAL KEYWORDS

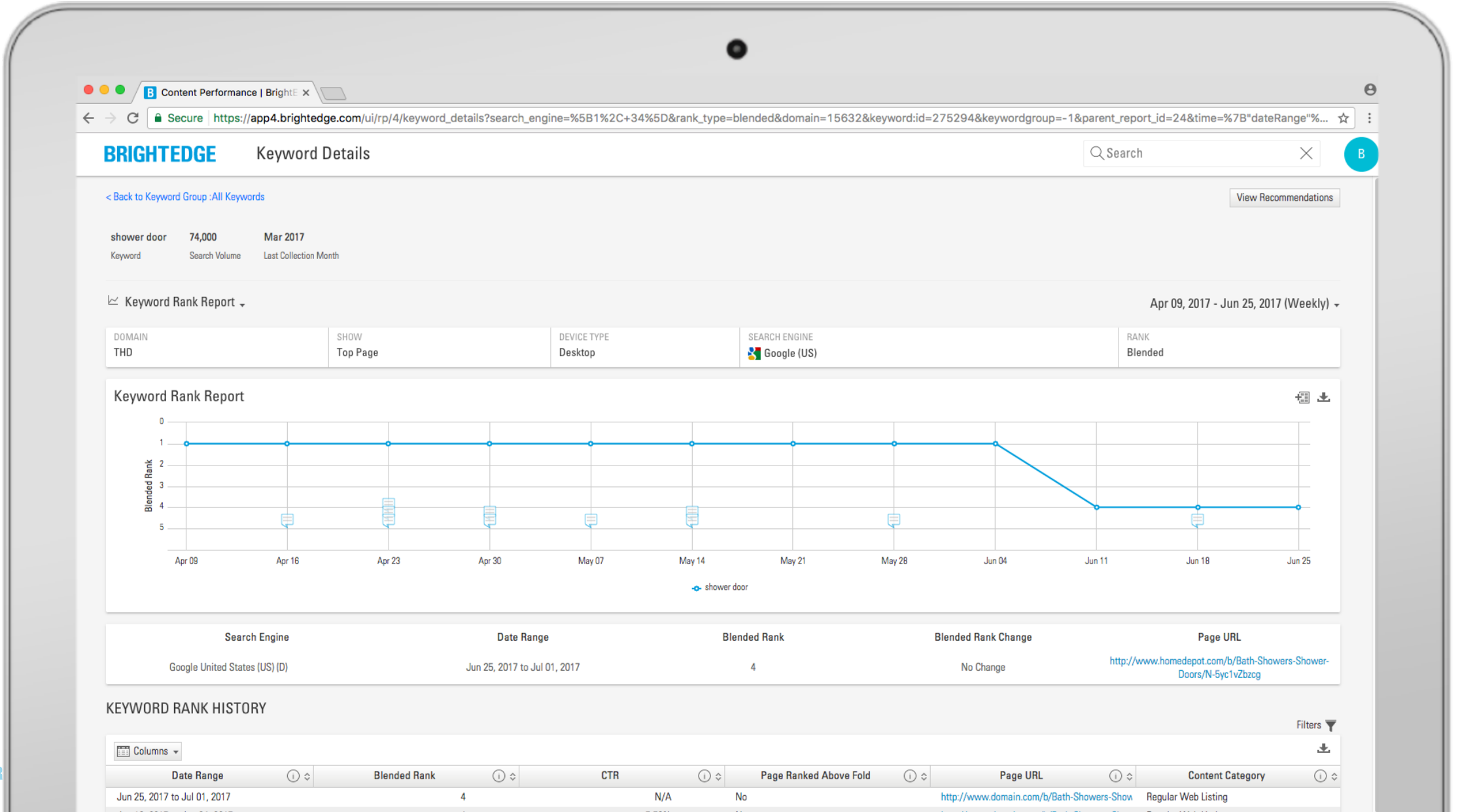
- Use Data Cube
- Identify non-branded keywords in Local 3-Pack
- Use a local search engine



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# KEYWORD REPORTING



# RECOMMENDATIONS

The screenshot displays the BrightEdge Recommendations dashboard. At the top, the browser address bar shows the URL: [https://app4.brightedge.com/recommendation/pbr\\_viewall/2/313729446/-1/275294/](https://app4.brightedge.com/recommendation/pbr_viewall/2/313729446/-1/275294/). The page header includes the BrightEdge logo, the word "Recommendations", a search bar, and a user profile icon labeled "B".

The main content area is titled "All Keywords > shower door". It features a summary box with the following information:

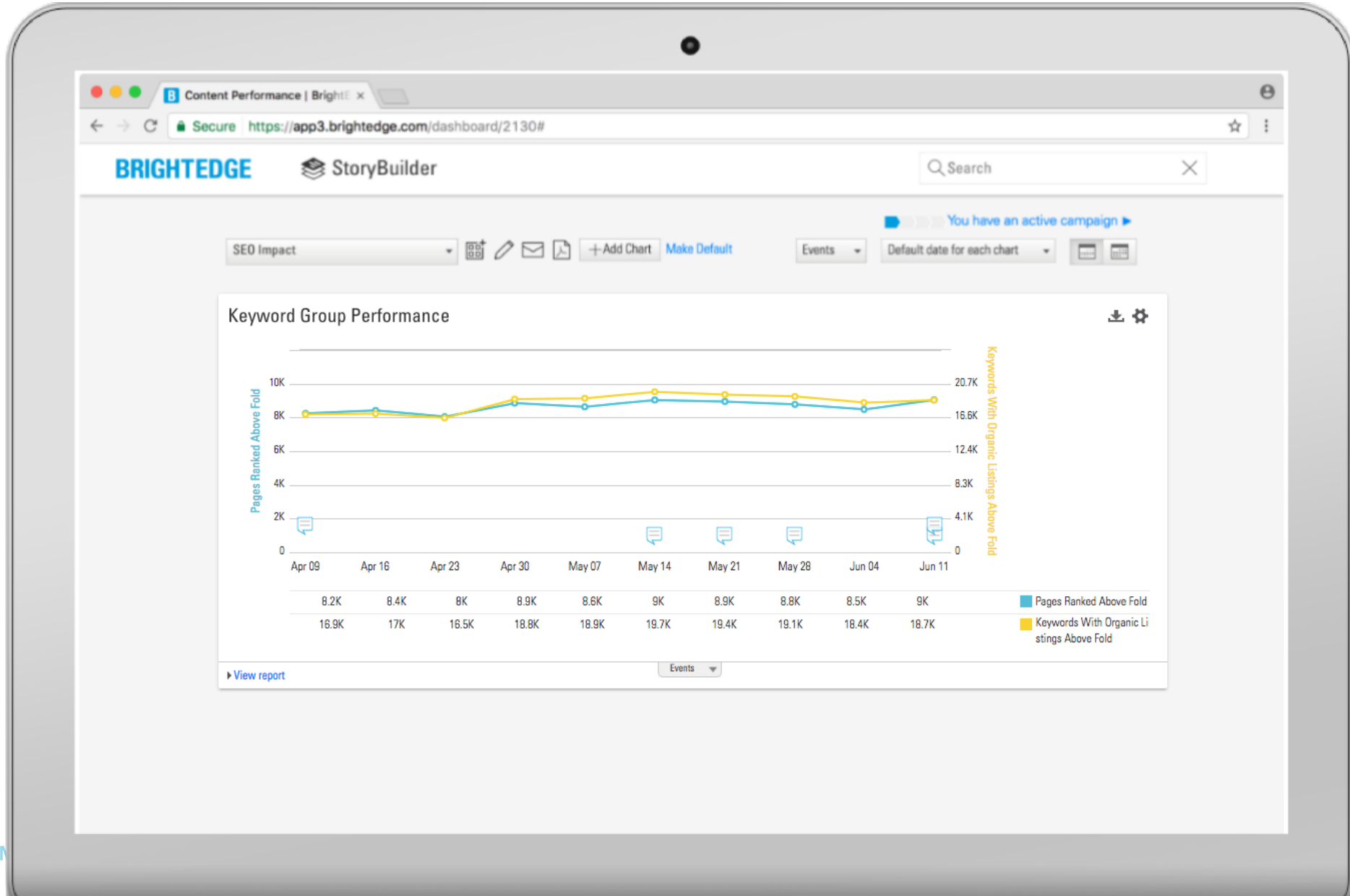
- Keyword:** shower door
- Page:** <http://www.domain.com/b/Bath-Showers-Shower-Doors/N-5yc1vZbcg>
- [View Keyword Ranking](#)

Below the summary box are several action buttons: "View All (5)", "Optimize My Page", "Content Opportunities", "External & Internal Links", "Increase Social Engagement", and "See Top 10 Ranking Pages".

The main table displays a list of recommendations under the heading "Optimize My Page (5)". The table has columns for "Details", "Impact", "Status", and "Action".

Details [ expand all   hide all ]	Impact	Status	Action
<b>Optimize My Page (5)</b>			
▶ Investigate duplicate page title	■■■■■	Unassigned	<a href="#">Take Action</a>
▶ Investigate duplicate meta description tag	■■■	Unassigned	<a href="#">Take Action</a>
▶ Add keyword "shower door", "glass shower door" and keep "shower doors" in the meta description tag	■■■	Unassigned	<a href="#">Take Action</a>
▶ Add keyword "shower doors", "glass shower door" and keep "shower door" in the alt text of your image tags	■	Unassigned	<a href="#">Take Action</a>
▶ Review your page content and use the keyword "shower doors" no more than 10 times on your page	■■■■■	Unassigned	<a href="#">Take Action</a>

# TRACK YOUR PROGRESS ON A LOCAL LEVEL





## CHALLENGE

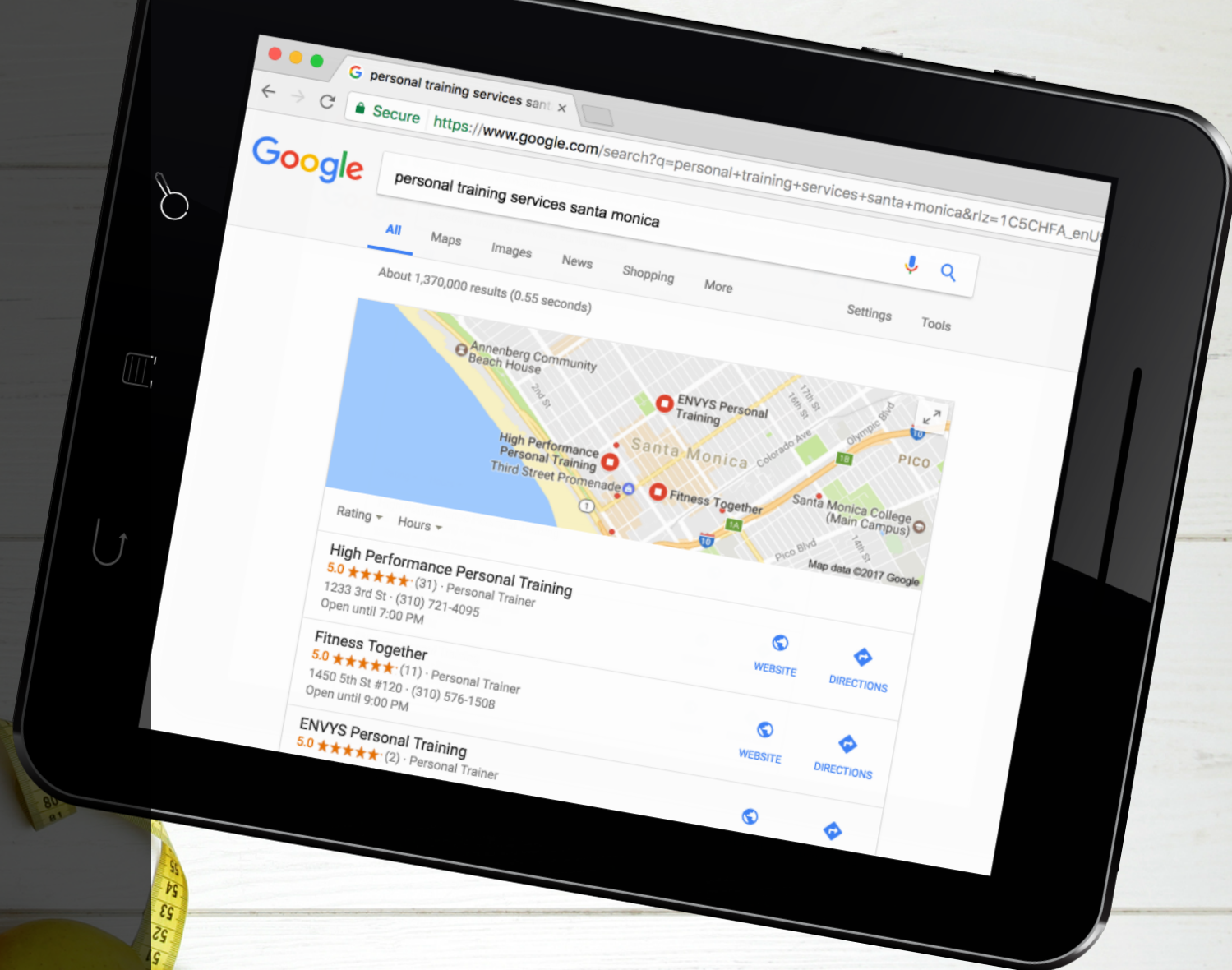
- Support growth of Fitness Together and two other franchise brands across 400 locations

## SOLUTION

- Customized reporting dashboards by location
- Filtered trended Data Cube reports by location
- Enabled franchisees to view reports

## BENEFITS GAINED

- Franchises now visible on 1st SERP
- Local 3-Pack visibility for many key topics
- Increased site traffic, store traffic, and revenue





## CHALLENGE

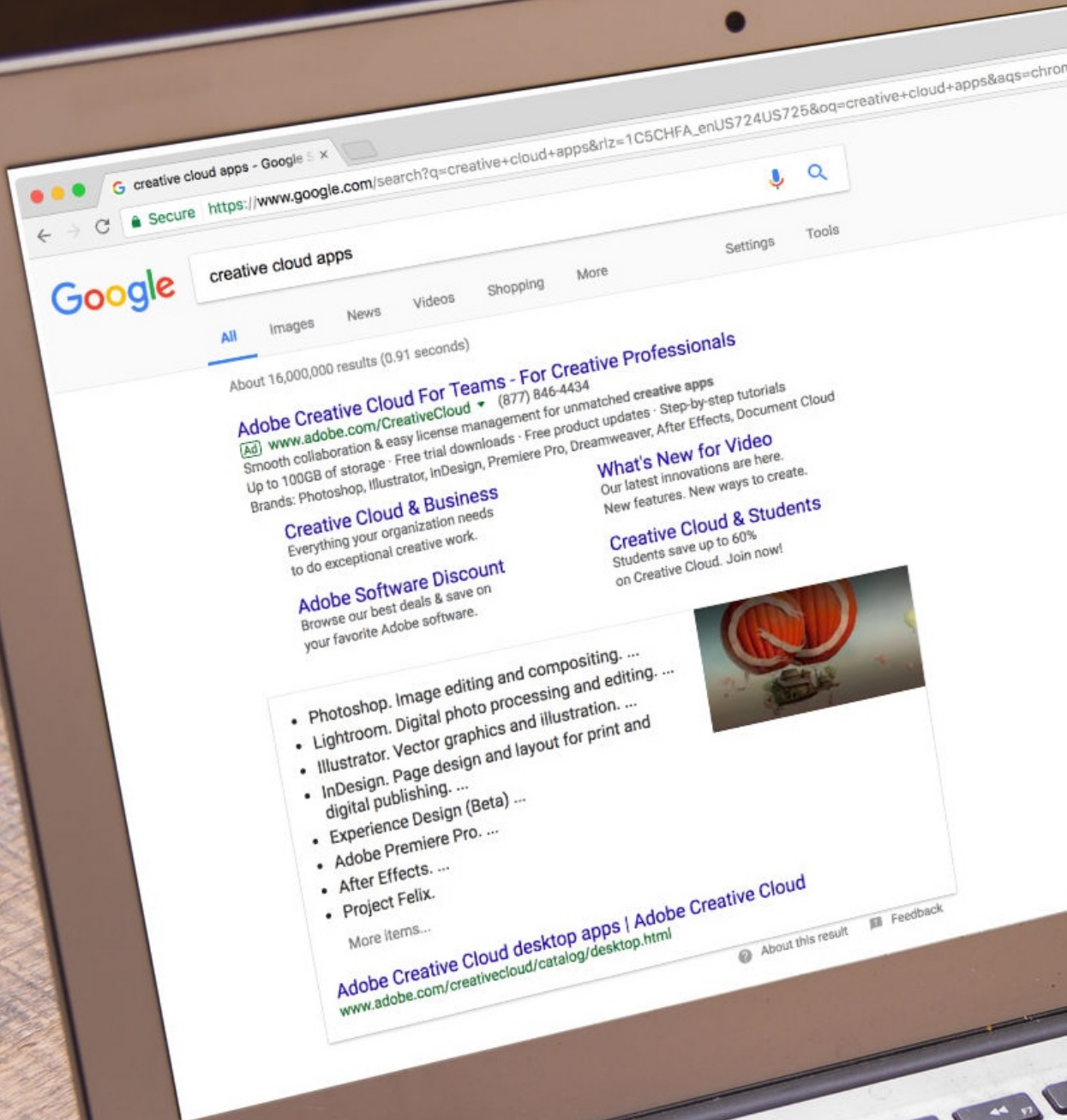
Create content for non-branded queries that could answer specific questions

## SOLUTION

- Using BrightEdge Data Cube, Adobe prioritized in-demand topics
- Created feature-related how-to-use content focused on user experience
- Monitored topic performance using Universal Results tracking

## BENEFITS GAINED

- Secured 5,900+ Quick Answers boxes
- Increased the number of topics featured in Quick Answers by 17%
- For a subset of 2,000 “How to” topics, 60% were featured in Quick Answers



# Key Takeaways

## Trend Data in Data Cube

Assess how well your  
content is performing  
Discover what new content  
topics or keywords

## Intent Signal

Optimize existing content  
based on keywords that  
have the possibility to rank  
above the fold

## Local 3-Pack

Narrow in on keywords in  
striking distance in order to  
rank high in universal  
results

## Orphan Pages

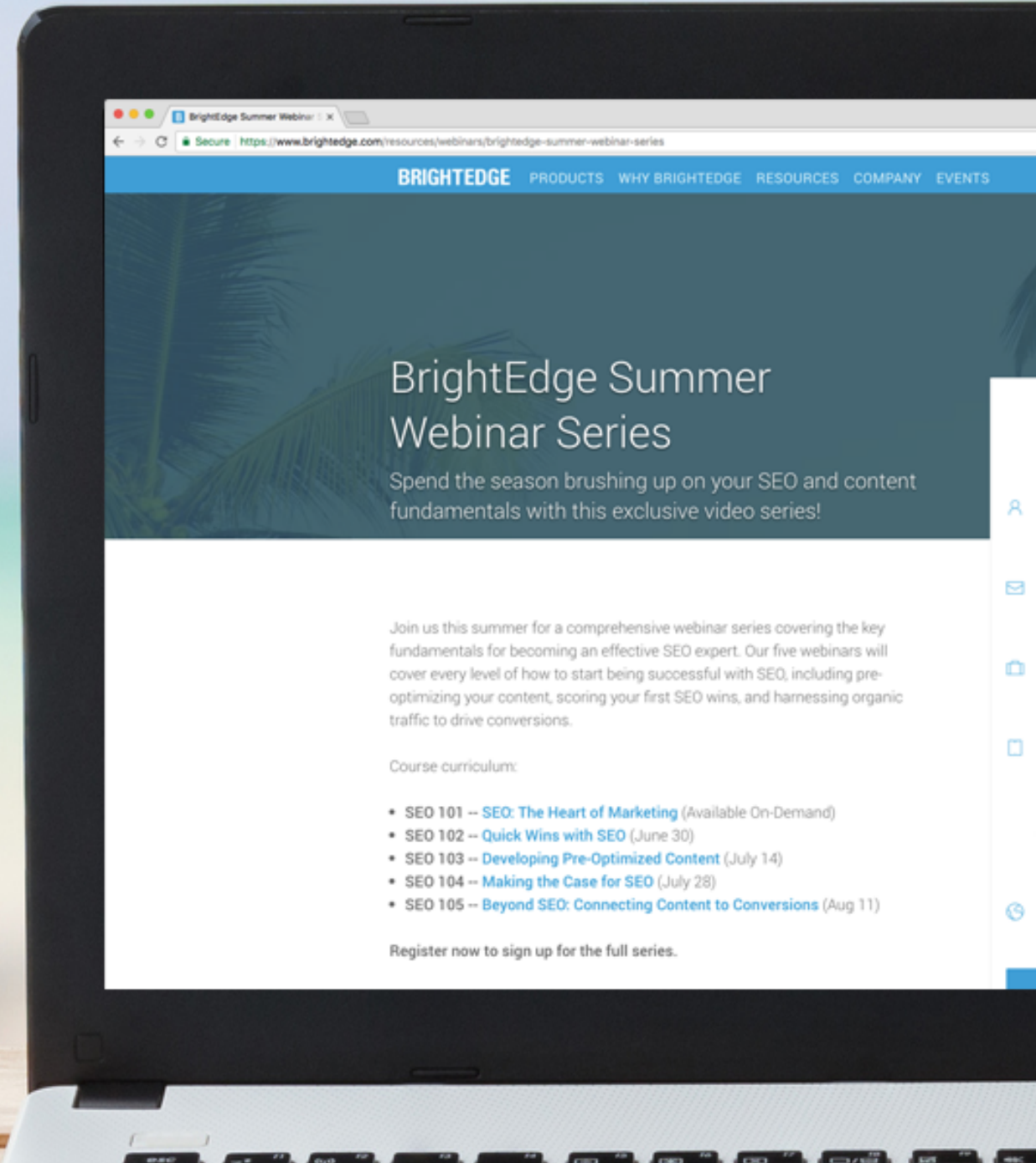
Capitalize on great content  
to help increase rank and  
traffic to your site

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Upgrade your SEO and content skills this summer with the latest insights and best practices

- [SEO: The Heart of Marketing](#) (on-demand)
- [Quick Wins with SEO](#) (on-demand)
- [Developing Pre-Optimized Content](#) (July 14)
- [Making the Case for SEO](#) (July 28)
- [Beyond SEO: Connecting Content to Conversions](#) (Aug 11)

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# Q&A

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THANK YOU!

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