

Lift the Veil on Organic Search



Included in this guide:

Understand what content matters to your most coveted audiences

Examples of how organizations are using Data Cube to drive meaningful results



Introduction

Organic search is an essential marketing channel with **more than half** of trackable web traffic coming from search engines. Appearing in organic search results is important and ranking high in the search engine result pages is even more critical with **28.5% of searchers** clicking on the first organic result and the first five organic results capturing **more than 2/3** of all search clicks.

Faced with this reality, marketers and SEO professionals want to understand what people are searching for, how they are searching for it and what content is winning their attention. They also need to understand how their own content is performing in general and compared to direct and indirect competitors. These insights form the basis for a targeted search and content strategy.

BrightEdge Data Cube provides powerful research and reporting tools to marketers and SEOs to help them gather and make sense of these insights, so they can form a targeted SEO and content strategy that drives meaningful traffic.

Search Optimization Matters

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28.5%
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click on the first
result ²

More than 2/3 of
all search clicks
go to top 5
results ³

1. https://videos.brightedge.com/research-report/BrightEdge_ChannelReport2019_FINAL.pdf

2. <https://www.searchenginejournal.com/seo-101/seo-statistics/>

3. <https://www.impactplus.com/blog/seo-statistics>



A Sustainable, High-Performing SEO and Content Strategy Starts With Research

Content by itself does not drive traffic – after all, **less than 10%**⁴ of all content generates any traffic at all – and SEO by itself does not drive conversion. In practice, getting meaningful traffic from organic search requires a coordinated SEO and content strategy, the foundation of which is research.

Data Cube opens a window into the market. It enables marketers and SEOs to understand what their prospective audience looks for and values. It enables them to see how their content is performing now and over time. It enables them to answer and act on key questions, such as:

Marketer

- What content is performing best?
- What topics and content opportunities are we well-suited to rank for?
- What opportunities are available?
- Where are we winning or losing against competitors?
- How can we promote our efforts and success internally to drive organizational support?

SEO

- Which content should we prioritize for optimization?
- Which keywords and topics can we leverage in new content or to improve existing content?
- Are there high-ranking search results we can target for backlinking?
- Which trends can we capitalize on to gain more high-converting traffic over time?

4. <https://www.searchenginejournal.com/seo-101/seo-statistics/>



Integrating Data Cube Research and Reporting Into Your SEO and Content Workflow

Data Cube fortifies the typical SEO / content development workflow by improving the view into the marketplace, increasing confidence in SEO and content decisions, and creating a clearer route to testing and ongoing optimization.

Here's how Data Cube supports your SEO and content development workflow:



1. Establish Baseline Performance



2. Benchmark Key Topics and Competitors



3. Create / Optimize Targeted Content



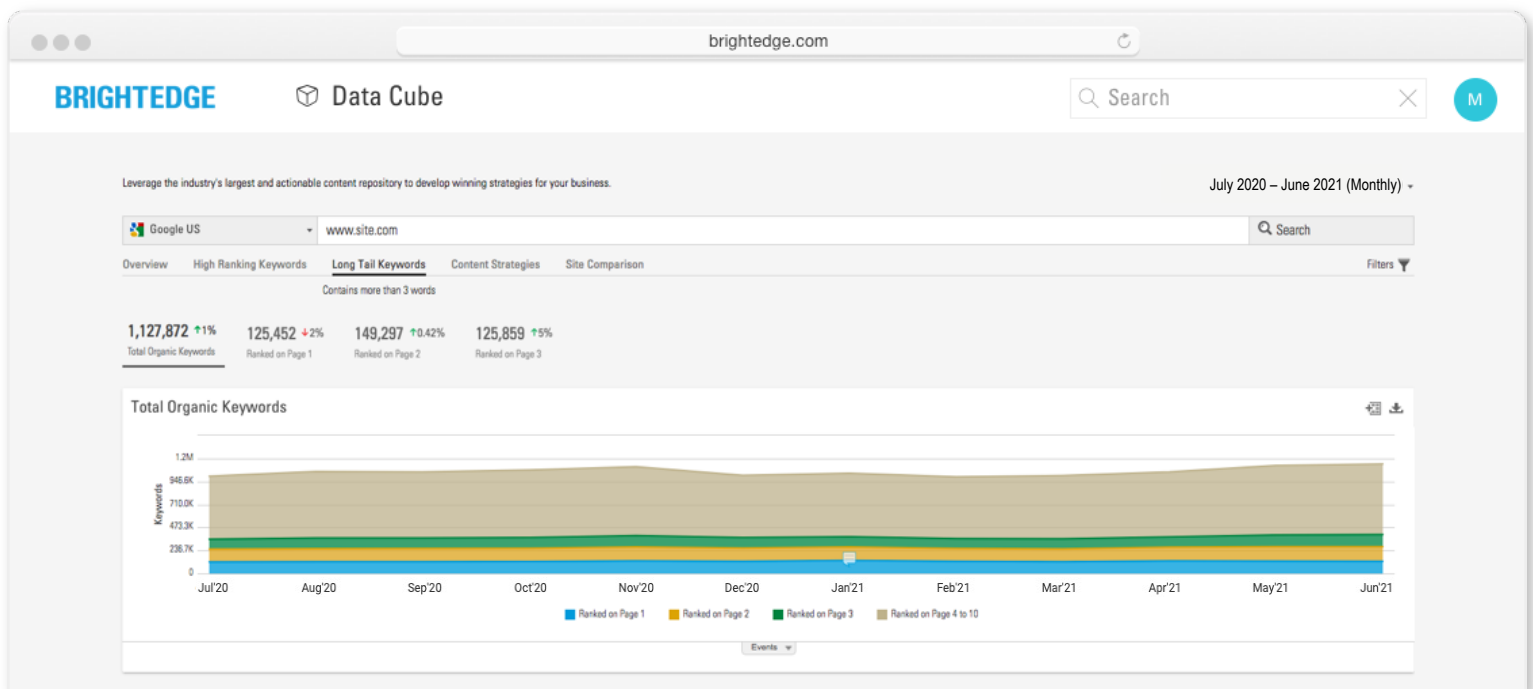
4. Track, Measure and Refine



1. Establish Baseline Performance

Perform extensive site research to drive organic traffic

Data Cube shows you the complete list of keywords that a web page or domain is ranking for. Evaluate them to create new and better-performing content that engages your customers and is more easily found in search engines by your qualified prospects.





2. Benchmark Key Topics and Competitors

Find high-value SEO topics via SEO Research

Data Cube provides the critical insight you need to expand market share, grow revenue and extend brand reach through search-optimized content. By enabling you to quickly and precisely identify relevant, high-performing keywords and semantically related topics, Data Cube empowers you to chart a content strategy aimed at closing content gaps and capturing new ranking opportunities.

Diagnose competitive best practices

Research your competition like never before. With Data Cube, you can analyze your competitors at a domain or specific page level. Detect what keywords your competitor is ranking high for, but your site is not, and observe your competitor's winning pages and content types to boost your own competitive strategies.

Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category	Mobile-Friendly
competitor running	13	3 ▼	video.competitor.com/	390	Regular Web Listing	N/A
running competitor	31	70 ▲	video.competitor.com/category/videos/training	390	Regular Web Listing	N/A
velo news magazine	52	49 ▲	velonews.competitor.com/2011/09/news/en-voigt-renew	250	Regular Web Listing	N/A
competitor training	76	6 ▼	video.competitor.com/category/videos/training	210	Regular Web Listing	N/A
competitor magazine	71	30 ▲	video.competitor.com/	170	Regular Web Listing	N/A

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2. Benchmark Key Topics and Competitors

The screenshot displays the Brightedge Data Cube interface. The main dashboard shows a 'Total Organic Keywords' chart and several key metrics: 43,812,883 (+12%), 1,070,439 (+19%), 127,165 (+0.85%), 132,227 (+8%), and 103,770 (+17%). A modal titled 'Add New Filter' is open, allowing users to filter keywords based on criteria like 'Keyword', 'Search Volume', '# of words in keyword phrase', and 'Page Number'. The modal includes a search bar with 'Cars' entered and a table of filters with 'Remove' buttons. The background dashboard also features a 'Track' section with a table of keywords and their blended ranks.

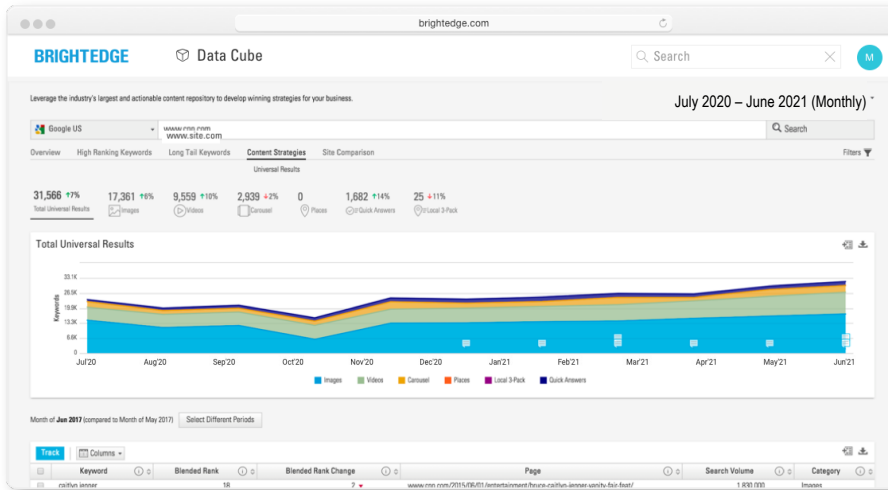
Keyword	Blended Rank	Blended Rank Change
seo	10	
weather	11	

Apply powerful filters creating unique content opportunities

Data Cube will reveal content optimization opportunities, but which ones should you pursue and in what order? Data Cube's robust filters make it easy to narrow and sort opportunities, so you can quickly and accurately set content priorities that align with your goals – even on sites that rank for 100,000 or more topics.



3. Create / Optimize Targeted Content

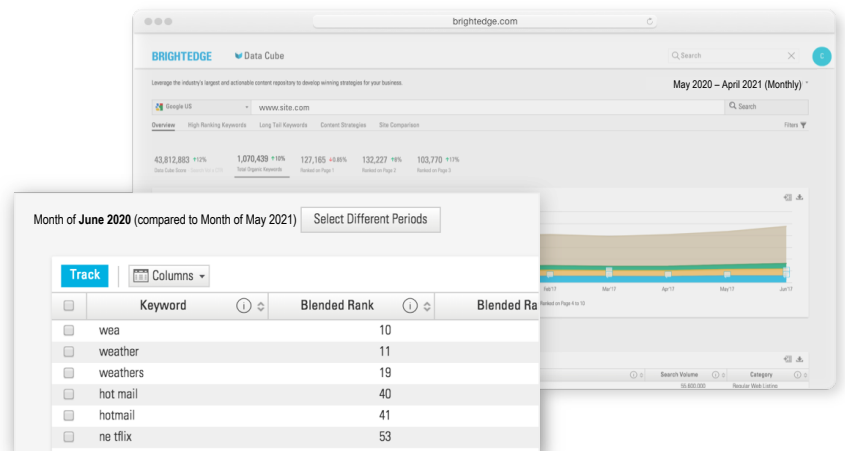


Identify effective content strategies with Data Cube Universal Results

The search engine result page, also known as the SERP, has evolved. The top position could be a regular web listing, place, site link, shopping result, image, video, carousel, quick answer box, or Local 3-Pack, depending on multiple factors. Data Cube allows you to eliminate the guesswork and determine what types of content you should be creating for optimal search engine visibility.

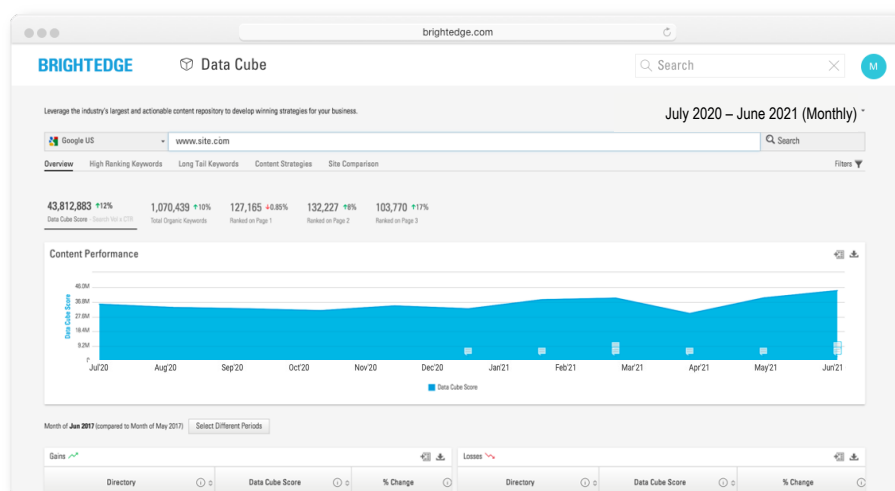
Quickly act on your insights with seamless workflow

Data Cube's native integration with the entire BrightEdge platform makes it easy to act on the untapped content opportunities you've discovered. Add them with a click of a button to your existing SEO workflow. And you'll begin evaluating SEO recommendations, content performance, and opportunity forecasts.





4. Track, Measure and Refine

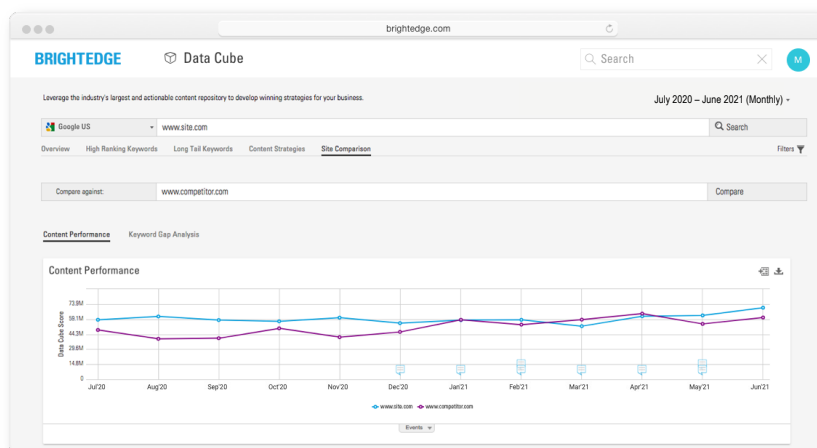


Understand content performance trends

Monitor how your organic content performs over time using Data Cube's trended graphs. Evaluate how well your SEO efforts have improved your search ranking, contextualize fluctuations in your content performance trajectory to spot when and where to dig deeper and see if your competition is trending better or worse.

Benchmark domain performance with a common measure

Data Cube combines multiple metrics — including search volume, expected click-through rates, and your organic listing ranking — to provide one score: the Data Cube Score. This score demonstrates how well your site is optimized for search. The higher your domain's score is, the more optimized the domain is for search visibility.





Data Cube in the Real World

Data Cube is a central part of SEO and content planning for Nestle Health Science and Dumpsters.com. The case studies below demonstrate how the insights that each company gained from using Data Cube helped produce meaningful business results.



Case Study

Profile: MERITENE®

Background

MERITENE®, a brand of **Nestlé Health Science**, offers nutritional products designed to meet the needs of adults over 50 years old, such as ready-to-drink beverages and flavored powders. Due to its target audience's characteristics, often not being actively digital, MERITENE needed to increase its organic relevance through enriched content that added value to its consumers.

One of the territories to explore was focused on **"Healthy Living"** and the related food components -- a strong demand territory with an average of 388,000 searches per month.



Target 'Healthy Living' market

388,000
searches/month



Solution

MERITENE, working with its agency to obtain the desired relevance in search engines, employed a strategy to prioritize keywords with the highest search volume. They first used BrightEdge **Data Cube** to discover high-value keywords with a minimum of 29,000 monthly searches.

Using BrightEdge Recommendations, they optimized the meta tags and existing content to improve SEO performance. Where content didn't currently exist, they developed SEO-friendly content based on "habits of healthy living" and food supplements using the language their consumers use in search.

From the beginning of the project to the end, MERITENE used Data Cube to track their content's performance and share successes with the broader team.

Data Cube discovers high-value keywords with

29,000+
monthly searches



1558%
traffic growth
from search

Results

MERITENE understood and responded to its audience's concerns in the health space, earning positions above Wikipedia for terms such as "Resveratrol" or "Healthy Life." Where they started out unranked on generic terms on page one, they earned rankings for more than 90 terms related to health on page one. This increased traffic from a nascent 435 users in Q1 to 67,735 in Q4. Additionally, Meritene.es has managed to reach 73% more users in its target age range of 45 to 65.



Case Study

Profile: Dumpsters.com

Background

Dumpsters.com launched in late 2016 with the goal of owning top SERP positions for high-value keywords. The primary challenge lay with its low domain authority compared to competitors, and they knew they had to get strategic and creative to generate quick wins for long-tail keywords that would then improve relevance for more impactful head terms. With that in mind, they prioritized the pages that could have the greatest impact in the shortest timeframe and started with the pricing page for their core business line: roll-off dumpster rentals.

Solution

Using BrightEdge's Data Cube, the SEO team identified several target search terms that returned Quick Answers with specific prices for various dumpster sizes.

To compete for those search terms, the SEO and analytics teams calculated average prices across the country and displayed the proprietary size-specific pricing near the top of the page using a table. They chose a table because:

- Google likes to show featured snippets in the form of bulleted lists and tables and competitors were ranking with similarly structured content.
- By inserting the price information in an HTML table, the information would be crawlable and replicable directly in search results.

Finally, the team used the above-the-fold CTAs in the hero image and on the table itself to drive customers to use the zip code search bar, which directed them to high-converting local pages with location-specific content.

Results

- 22 Quick Answers by EOY 2017 and 35 Quick Answers by June 2018 (high of 38 in April 2018)
- 134 page-one rankings by EOY 2017 and 230 page-one rankings by June 2018
- Drove 25% of all organic sessions by EOY 2017 and 36% of all organic sessions by June 2018
- Reduced bounce rates from 65% in February 2018 to 34% in June 2018

22 Quick Answers
by EOY 2017

35 Quick Answers
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**Reduced Bounce Rates
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The Power of SEO Research in Your Organization

BrightEdge Data Cube helps thousands of organizations everyday reach customers through organic search by equipping them with the tools and insights to:

1. Establish Baseline Performance
2. Benchmark Key Topics and Competitors
3. Create / Optimize Targeted Content
4. Track, Measure and Refine SEO Efforts

Schedule a demo today and a BrightEdge product expert will walk you through Data Cube and answer your questions about how you can use it in your organization.

REQUEST A DEMO