



BRIGHTEDGE CASE STUDIES

Meta SEO Case Study

**Meta Doubles Monthly Search
Traffic with Help from Non-Branded
Keyword Research**

Meta was successfully ranking for branded keywords, but when it came to non-branded terms they lacked visibility. By refocusing their SEO strategy, the team was able to double monthly traffic with the help of BrightEdge.

The Business Challenge



Historically, the Meta Global Business Marketing (GBM) SEO team had seen great success in driving traffic to their pages with branded keywords and topics. Now they needed to do the same for non-branded traffic, which historically converted at even higher rates. And with more and more businesses looking to grow digitally, there was huge upside in these non-branded keywords.

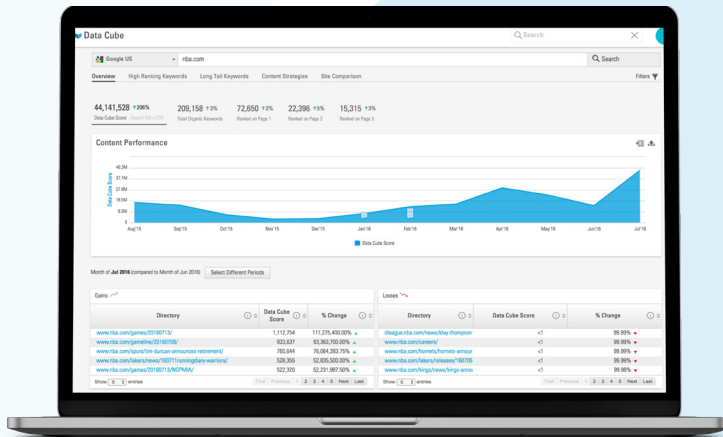
The GBM SEO team needed a scalable way to implement programs for the 40k pages on the Facebook.com/business subdirectory and track performance of content for non-branded traffic. Partnering with BrightEdge, the GBM team set out with a focus around three core strategies: content optimization, business intelligence, and technical SEO.

Ultimately, they were able to grow their monthly traffic by 2x, with significant gains in non-branded traffic. All thanks to the robust processes they built out for SEO.

↑ 2x

INCREASE IN MONTHLY TRAFFIC

The BrightEdge Solution



The Meta Team of SEO Professionals Established Three Strategic Areas of Focus for The Organic Channel:

- 1 Growth and Discovery: Improve rankings for non-branded keywords through content creation and optimization.
- 2 Business Intelligence: Scale SEO insights and best practices globally through training and reporting to monitor performance.
- 3 Technical Foundations and Maintenance: Establish technical SEO workflows through collaboration with web development and engineering teams to improve index performance and health of the website.

The team began by creating a baseline understanding of the opportunities and threats around SEO. Using BrightEdge's Keyword Reporting feature, they were able to assess rankings and identify opportunities for growth. The team then leveraged another BrightEdge capability, Site Report, to isolate severe site errors in a visual report. They used the visual insights to communicate with the development and engineering teams and collaborate on effective solutions.

The BrightEdge Solution



Growth and Discovery

In the Growth and Discovery bucket, the GBM SEO Team used DataCube and Content Research to understand current rankings and competitor's current rankings. This helps shape content strategy and create content that is in high demand for non-branded topics. The team often used features within BrightEdge Instant to discover the ways people were searching for a specific topic or to study search volume trends.



Business Intelligence

For Business Intelligence, they used features within BrightEdge such as Keyword Reporting and Bulk Keyword Volume to report on how current pages are performing in rankings and how search volume has grown for Meta products on the <https://www.facebook.com/business.domain>. They also leveraged BrightEdge Instant to identify the questions people are searching related to specific topics which powers the content built for the website, and across social channels.



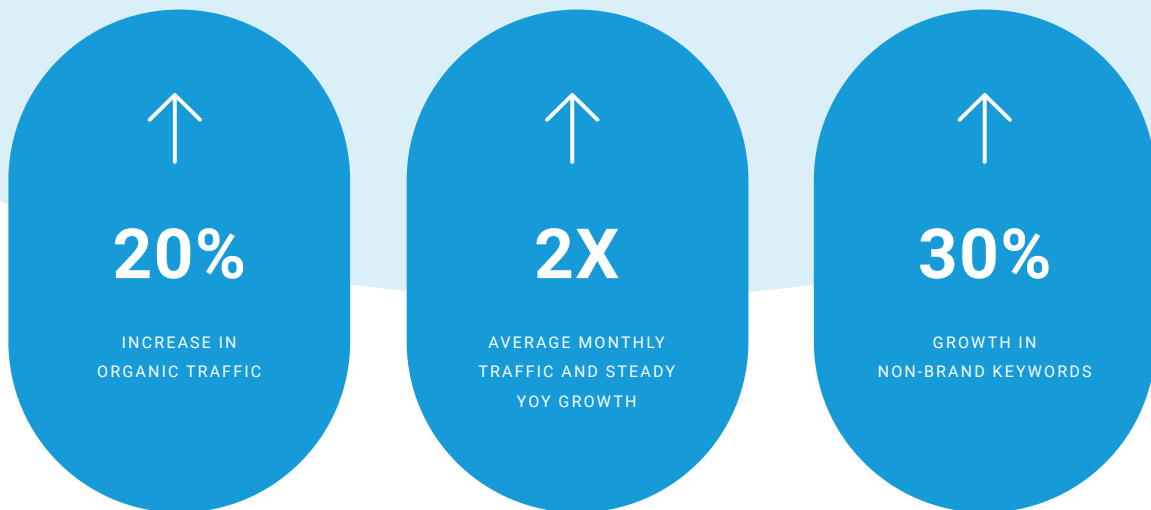
Technical Foundations

In Technical Foundations, they leveraged the Site Audit tool to surface technical opportunities. With regular crawls of the website, they were able to identify issues such as broken links, missing metadata and slow page load speeds. The data from these crawls is then broken out into sprints where our web development team works on them. 2022 is the first year they've had an ongoing workstream on technical SEO.

"Our long-lasting relationship with BrightEdge was fundamental to prove SEO is an essential channel for the site. When I started at Meta, even the simplest technical changes proposed by the BrightEdge platform enabled us to quickly increase our traffic to the site. I am thankful for the monitoring BrightEdge provided us to augment the story of our metrics and prove that even with simple technical changes made on a content management system we can exponentially increase business metrics."

—Sonny Brabez, Web Development Manager at Meta

The Results



Over The Course of A Year

Historically, the organic search channel has earned Meta's highest levels of engagement and lowest bounce rate. Simply preserving the channel's position as the leading source of high-quality traffic would have been a significant achievement for the SEO team in the face of a corporate rebrand. What they accomplished, however, went well beyond status quo.

"We set out with lofty goals for SEO in the face of a major rebranding. The team really rose to the occasion to deliver the results that exceeded even our own high expectations," said Linnie Nguyen, the Head of Search and Content Optimization at Meta Global Business Marketing. "When I built this SEO program, I knew we needed the best talent on the team and first-in-class tools. Thankfully, we had already been an active partner and user of BrightEdge for 7 years. Without the business intelligence BrightEdge delivers, the success of this program would look very different."