

Search Marketing Shifts: Real-Time SEO and the Shift from Point Solutions to Platforms

Increasing enterprise-level reliance on SEO insights and demand for real-time, in-the-moment consumer intelligence signifies a major shift from SEO point solutions to a unified platform.

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Enterprises realize the importance of SEO and its ability to drive demand and fortify conversion. Marketers are using SEO insights broadly within their organizations. Conducting the work of SEO outside of unified platforms is messy and overly time consuming. Already thusly burdened, SEO professionals and digital marketers struggle to stay up on advancements in search. These are some of the revelations from a BrightEdge Research study of 295 marketing and SEO professionals.

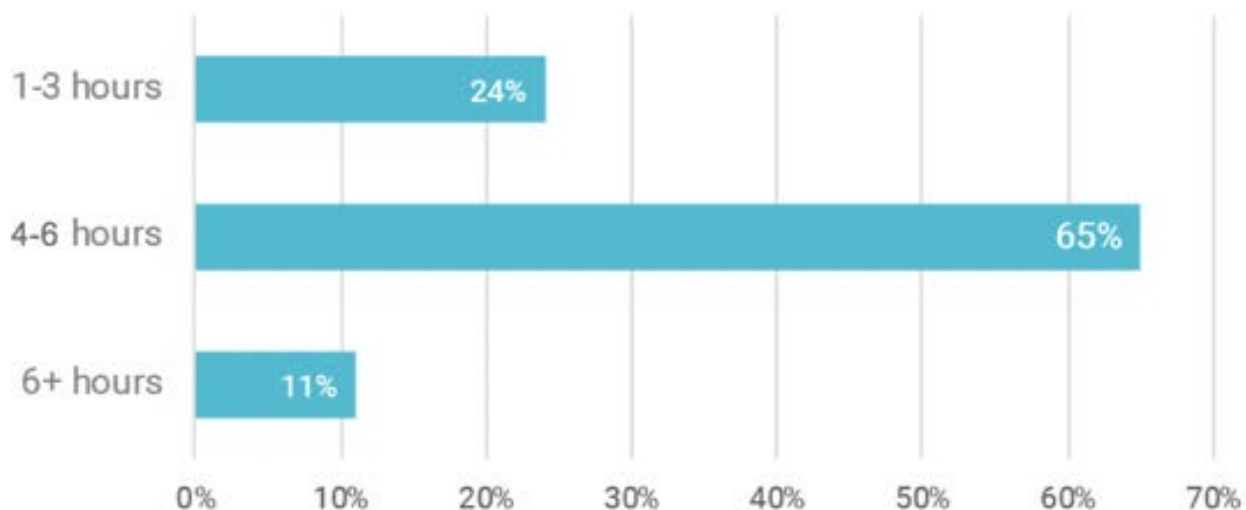
SEO Workflows Are Time Consuming

In spite of, or perhaps, because of the elevated reliance on SEO throughout the enterprise, [nearly all survey respondents \(95%\) reported that saving time in the SEO workflow is important or very important to them.](#)

To give context to the consensus desire for time saving, we quantified the amount of time SEOs and marketers spend on various aspects of the SEO workflow. 76% reported spending more than 2 hours a day on research activities:

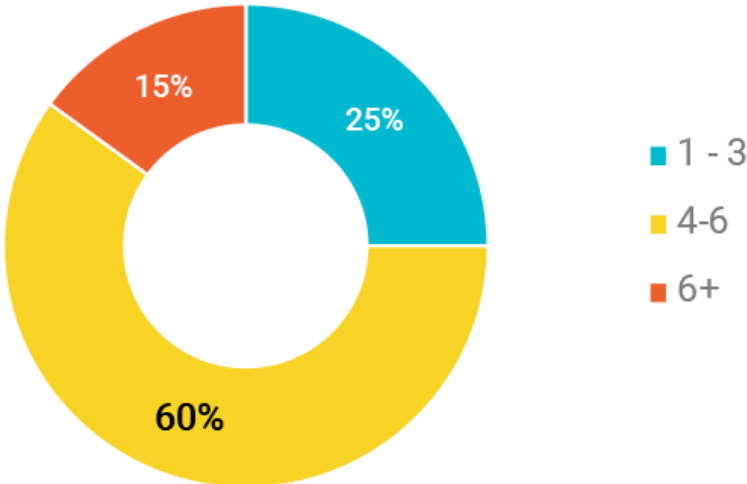
HOW MANY HOURS A DAY DO YOU SPEND ON RESEARCH?

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Why is SEO so time-consuming? A contributing factor, according to respondents is the disjointed nature of using multiple data sources and point solutions across the SEO workflow. 85% of SEOs and marketers report using 4 or more distinct tools and data sources to execute SEO.

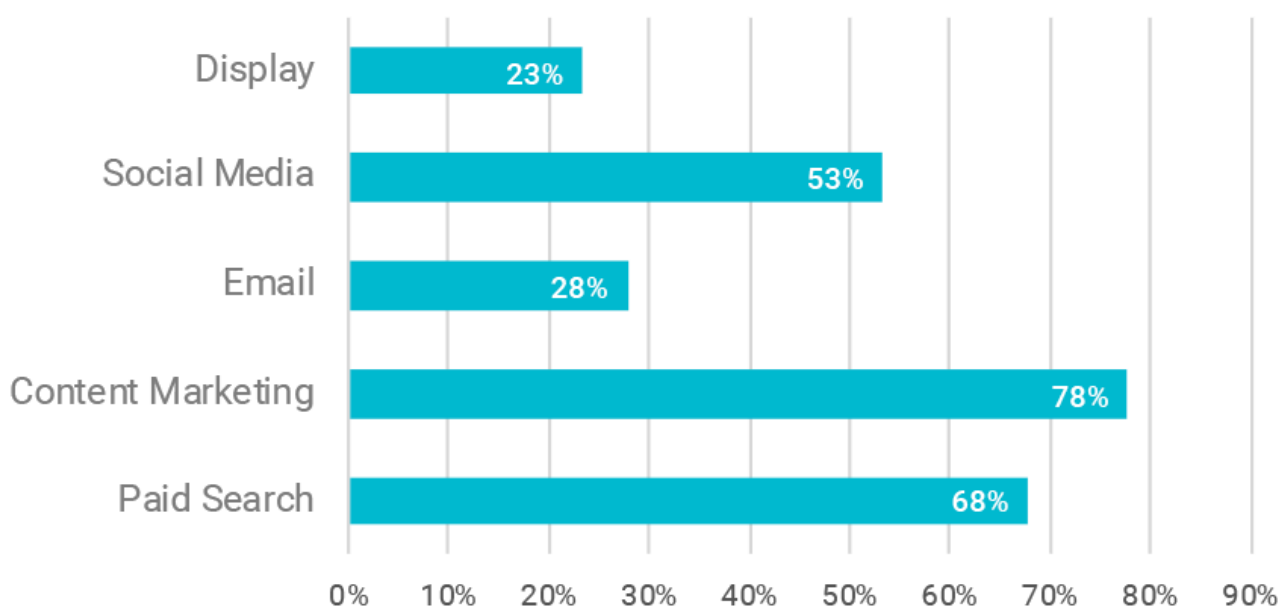
HOW MANY SEO TOOLS AND DIFFERENT DATA SOURCES DO YOU USE FOR SEO?



SEO Has Value Across All Digital Channels

SEO insights inform more than just website content creation and optimization. According to respondents every content or demand generating marketing discipline is applying SEO insights in their work:

WHAT OTHER TEAMS OUTSIDE OF SEO USE SEO INSIGHTS AND TECHNOLOGY?

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The data clearly shows that SEO and content marketing have converged and there is closer alignment with paid search.

It was also widely reported that SEO is integral to understanding the customer journey and navigating risks to the enterprise's interests.

| Search is Outpacing Search Optimizers

SEOs and digital marketers understand the importance of advances in search like voice and video search, but many are not sure how to tackle them.

- **Voice Search:** 75% of respondents deemed voice search as important or very important to their businesses, but 56% of those people do not have a strategy in place for search
- **Video Search:** Respondents value the importance of search in equal proportion to voice search with 75% of respondents designating YouTube search optimization as important or very important. They are only moderately better equipped to handle it, however, with 44% admitting to not having a strategy in place for video search.

| What does this mean for enterprise marketers?

The benefits of SEO to the organization are now understood and institutionalized. The next milestone for enterprise marketers is to maximize the knowledge they gain from SEO by speeding up the research and reporting process so they can focus on extracting greater meaning in analysis.

As the industry has done with other mature Martech technologies marketers will need to turn to a unified SEO platform to:

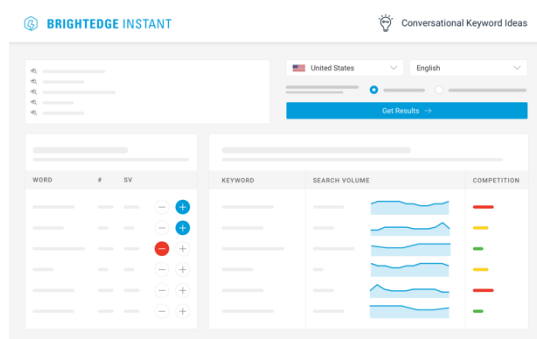
- Speed up and even automate currently manual workflows
- Gain access to robust, live, real-time rank and keyword data
- Maintain alignment with rapid changes in search like the emergence of voice and growing dominance of video SERPs and vertical search engines, and
- Exploit advances in artificial intelligence (AI) to benefit from predictive SEO analysis.

Introducing BrightEdge Instant: Everything an SEO needs – all in one platform

BrightEdge Instant, a revolutionary set of innovations that transforms how search marketers drive performance at scale. BrightEdge Instant is the industry's first and most powerful real-time SEO solution that empowers marketers to utilize real-time insights and take action to optimize content all within one unified platform.

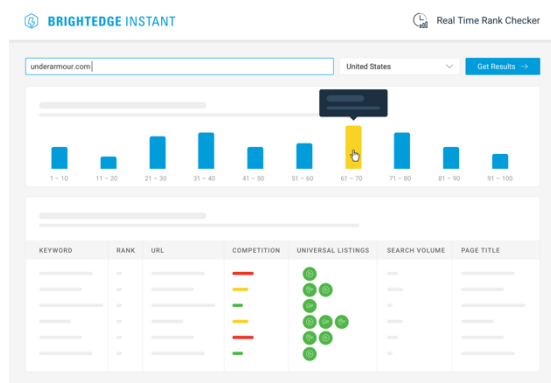
BrightEdge Instant is set to transform the search industry rapidly. It is the industry's first and only solution to give marketers real-time, up-to-the-second research, rankings and recommendations for mobile and desktop search (SEO), commerce (Amazon) and video (YouTube) engines. All in one unified platform.

Research on Demand:



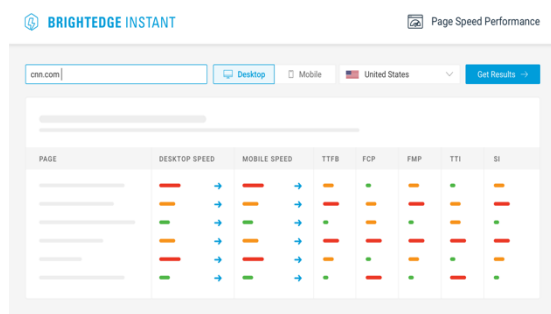
Utilize real-time research to answer questions and uncover opportunities as they happen. BrightEdge Instant gives marketers access to real-time, on-demand data, which allows them to ask specific questions and discover quantitative, data-driven answers with rapid speed, ease and accuracy. Marketers for the first time can take action on the voice opportunity with a data-driven approach to conversational search.

Rankings in Real-time:



Understand in real-time how content is performing across any search engine and any device across 37,000 locations and 46 languages. Real-Time Rank Checker allows marketers to optimize at the speed of Google through analysis of video (**YouTube**) and image SERP rankings. **Amazon Rank Checker** enables marketers to protect their brand on Amazon.

Recommendations and Page Speed Performance:



Take action on instantly identified content opportunities, page insights and link recommendations through an integrated approach to page speed analysis and data insights. Page Speed Performance allows marketers to understand, at scale, desktop and mobile site speed performance while comparing and contrasting against the competition.

How and when the data was obtained

BrightEdge Research sourced the data in April 2019 from a survey of 295 marketing and SEO professionals.

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,700+ customers include global brands, such as Microsoft and Adobe, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.