



CHICAGO

@BRIGHTEDGE #SHARE17





INNOVATING WITH BRIGHTEDGE

Avi Bhatnagar – Senior Director, Web Marketing and Strategy, WhiteHat Security

Boaz Ronkin – VP of Product Marketing, BrightEdge

Hyman Chung – Director, Product Management, BrightEdge



AVI BHATNAGAR

Sr. Dir, Web Marketing & Strategy



BOAZ RONKIN

VP of Product Marketing



HYMAN CHUNG

Director, Product Management



BRIGHTEDGE

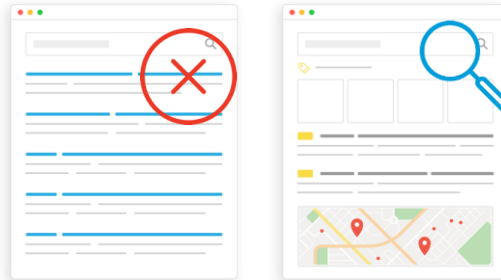
BRIGHTEDGE

HOW BRIGHTEDGE PLATFORM MAXIMIZES SEO AND CONTENT MARKETING RESULTS

INTEGRATING FOR A FORCE MULTIPLIER



“KEEPING AN EYE” ON CHANGE

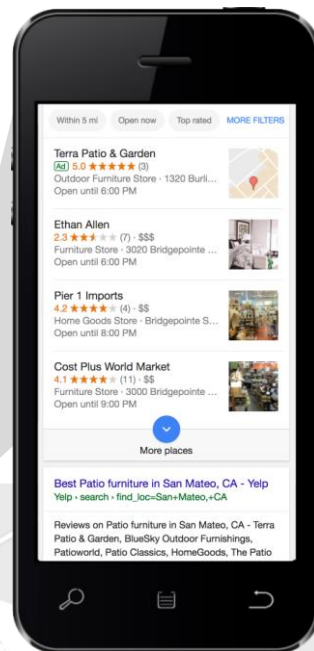
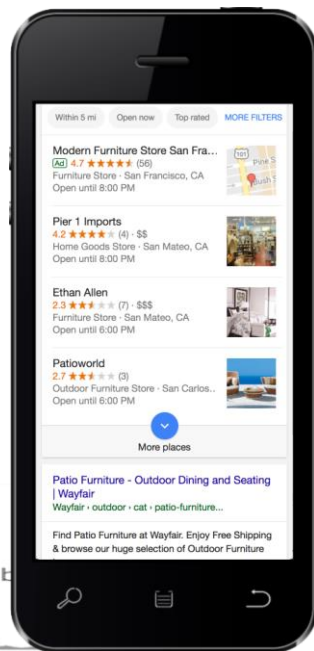


ACCELERATING INNOVATION WITH AI



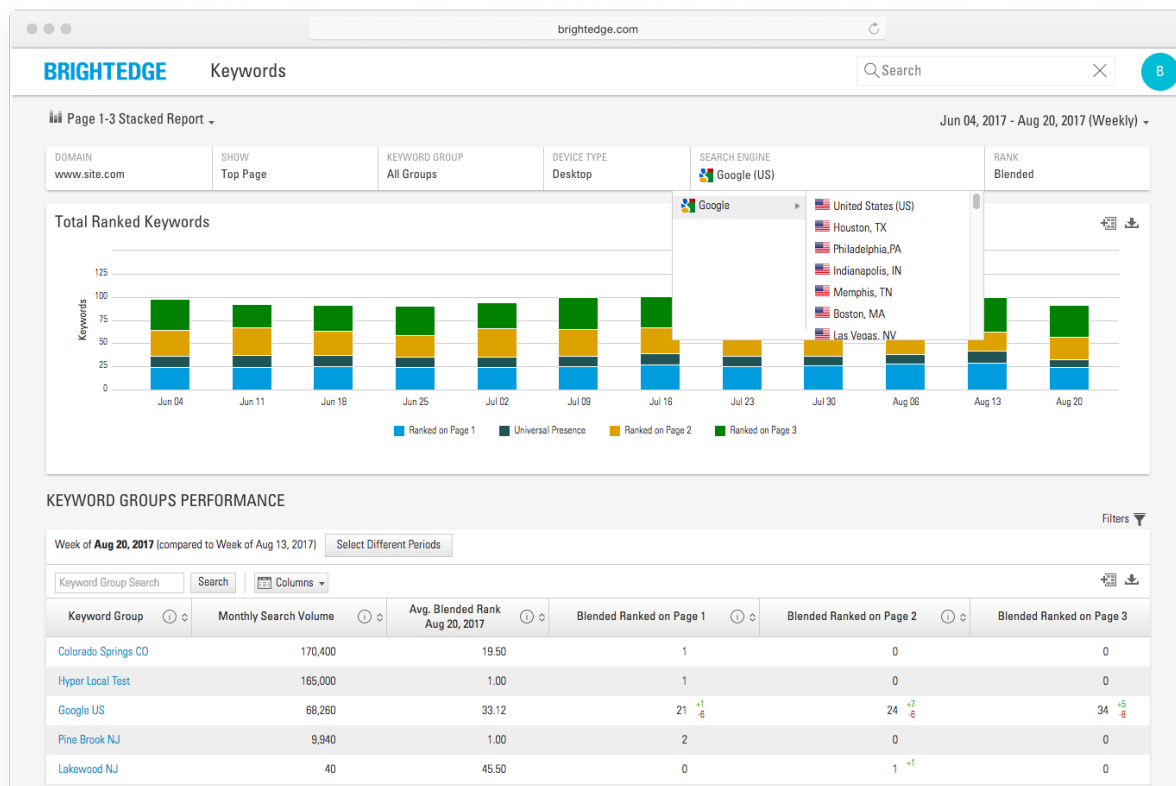
SERPs ARE LOCALIZED TO SMALL AREAS

Limiting your analysis to major cities can skew organic insights



HYPERLOCAL: ORGANIC DEMAND AND PERFORMANCE ANYWHERE

- +70K US and global locations
- Track Stores
- Target Local Demand
- Sample Geographies

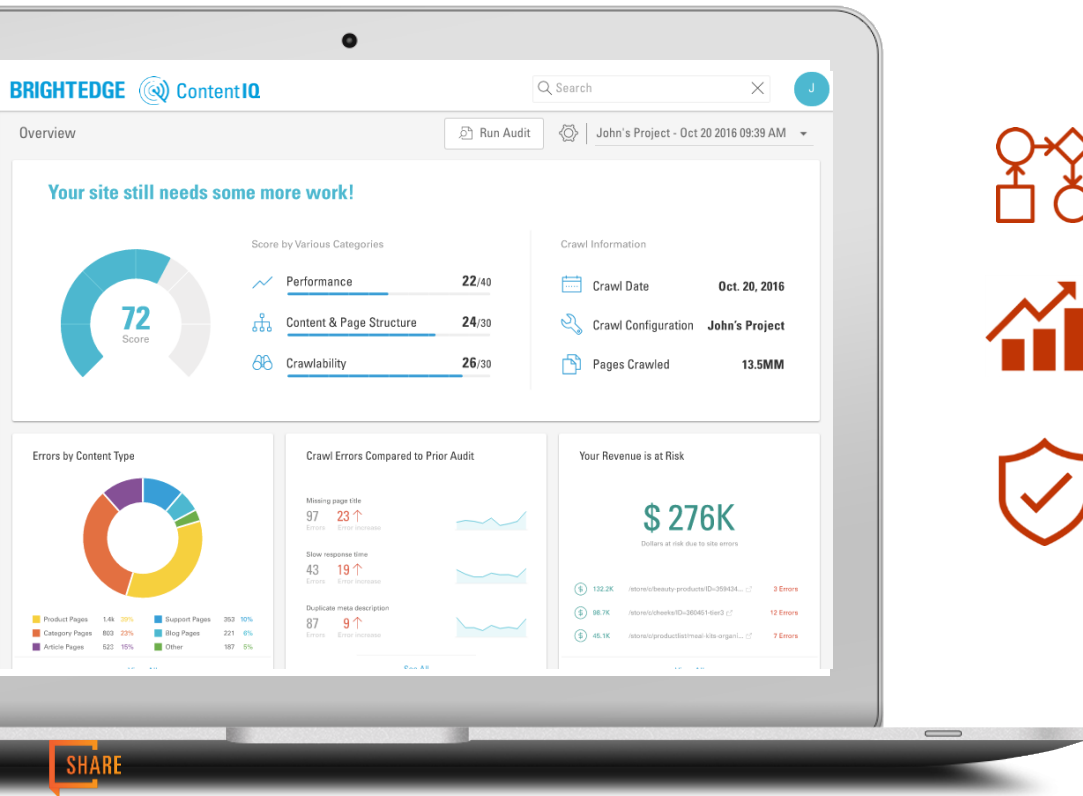


SUPPORT GROWTH OF THREE FRANCHISE BRANDS ACROSS 400 LOCATIONS

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



CONTENTIQ: FULLY INTEGRATED ENTERPRISE-GRADE SITE AUDITING



Maximize resources

Identify, fix and monitor site errors



Optimize for impact

Prioritize error resolutions for maximum impact



Protect traffic and revenue

Immediately address unplanned site changes

CONTENTIQ HELPS PRIORITIZE SITE ERRORS BASED ON BUSINESS IMPACT

Convergence of site errors and site performance

Your Revenue is at Risk

\$ 266K

Dollars at risk due to site errors

\$ 122.2K	/store/c/beauty-products/ID=354... ↗	3 Severe Errors
\$ 98.7K	/store/c/cheeks/ID=360451-tier3 ↗	12 Severe Errors
\$ 45.1K	/store/c/productlist/meal-kits-or... ↗	7 Severe Errors

[View All Pages](#)

CONTENTIQ REPRESENTS A TREMENDOUS LEAP FORWARD IN CONTENT AUDITING

“ContentIQ enables you to monitor site performance in an intuitive interface, helping to identify and prioritize areas of opportunity.

Matt Saunders
Director of SEO
Resolution Media



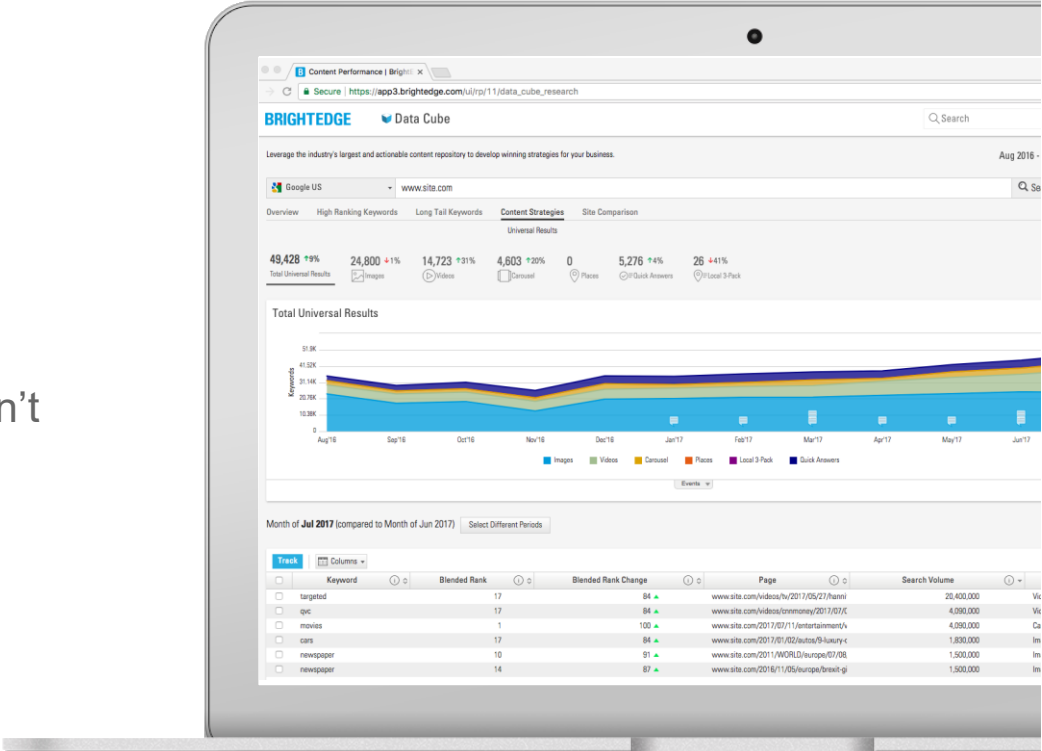
resolution





WINNING WITH VOICE SEARCH

- View brand's and competitors' Quick Answer ranking trends
- Discover Quick Answer topics that your competitors rank for but your brand doesn't
- Get new ideas for Quick Answers topics



GRACO USED BRIGHTEDGE DATA CUBE TO UNCOVER QUICK ANSWER TOPICS

“We improved our Quick Answers presence, and increased our organic site traffic by 67%

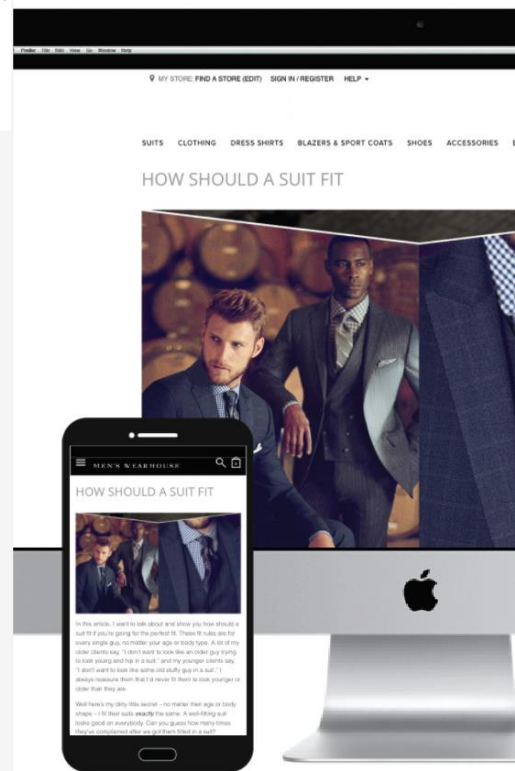
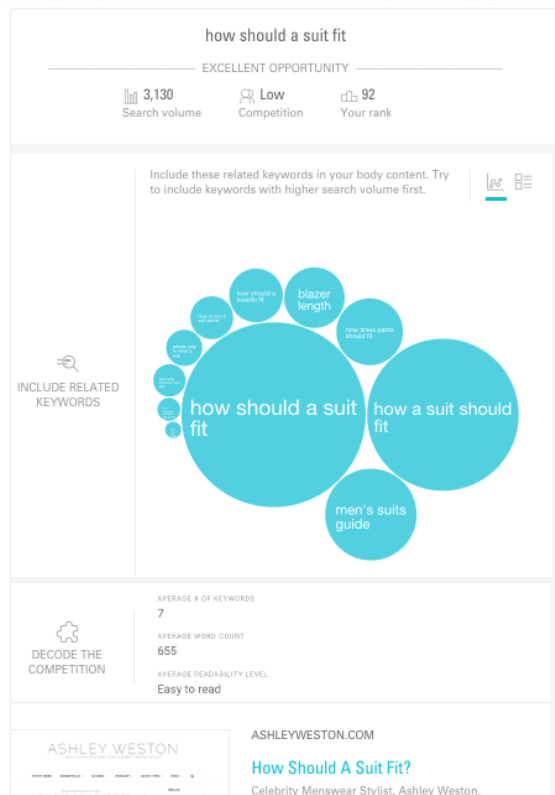
Geoff Angell
Sr. SEO Specialist
Graco



BRIGHTEDGE CONTENT

AI-powered content marketing product that drives performance

- Identify new revenue opportunities
- Create Smart Content that stays optimized
- Activate and amplify faster
- Drive performance and measurable ROI





WINNING IN CONTENT MARKETING

AVI BHATNAGAR

Director, Digital Strategy



CHALLENGES AND OPPORTUNITIES

Limited SEO resources

Complex B2B solution set

Disparate content, inconsistent messaging



BEST PRACTICES

Automate actionable insights, reporting, and intelligence for content

Automate authoring and publishing. Optimize published content

Deliver consistent UX to keep visitors reading and clicking

TACTICS

Content Strategy

Topic Ideation

Content Development

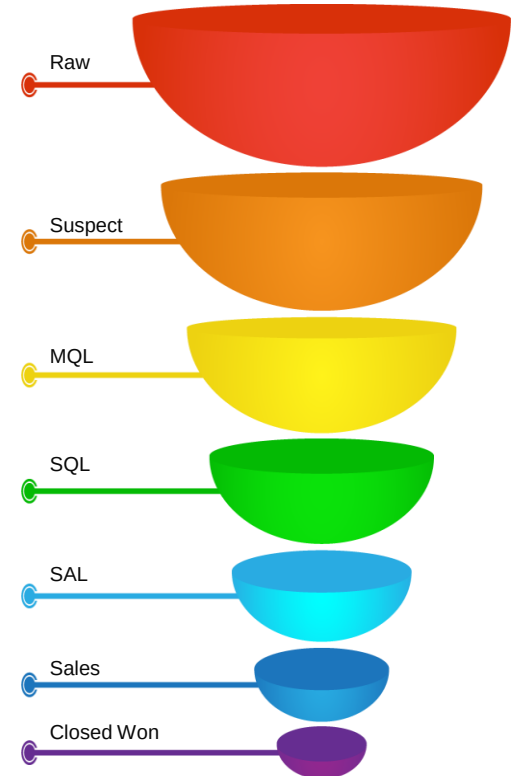
On-page Conversion Optimization

Continuous Optimization



CONTENT STRATEGY

- Map content and conversion onto buyer's journey
- Offer consistent UX across web properties
- Uncover content opportunities leveraging industry and audience trends





BRIGHTEDGE PRODUCT DEMO



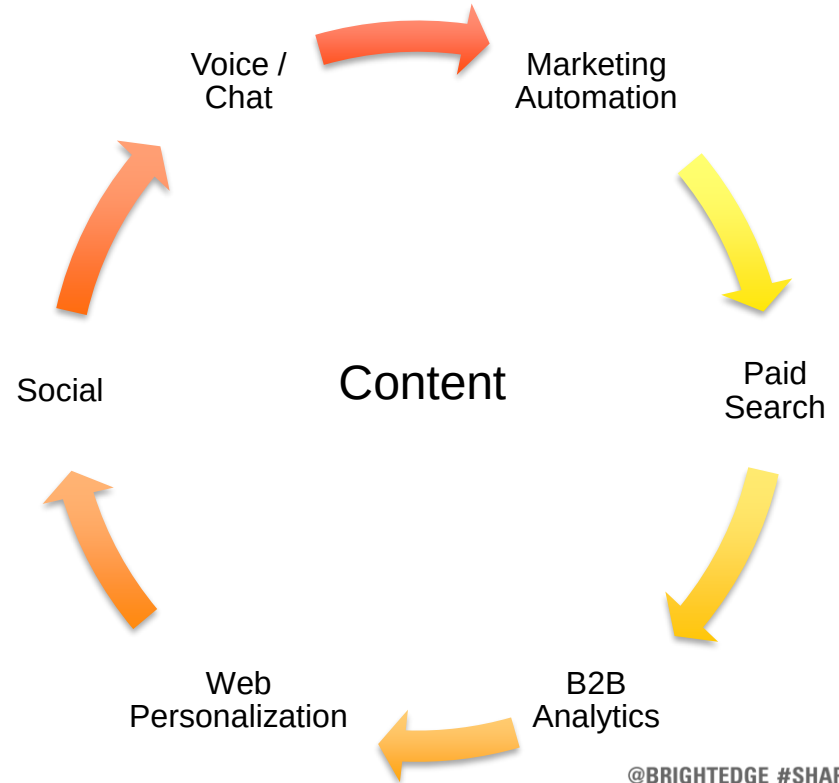
CONTINUOUS OPTIMIZATION

Integrated Search: SEO + SEM

CPM + ABM Alignment

Social Sharing/Integration

Voice Search



RESULTS: YEAR OVER YEAR

100% 

ORGANIC IMPRESSIONS

60% 

ORGANIC SITE VISITS

150% 

WEBSITE LEADS





UPCOMING PRODUCT INNOVATIONS

LEMUEL PARK

CTO and Founder



BRIGHTEDGE

DATAMIND IS THE INTELLIGENCE LAYER

Applications



Page
Reporting



Campaigns



Content



ContentIQ

Insights



Story
Builder



Anomaly
Detection



Recos



Content
Optimizer



Reporting

Deep Learning



DataMind

Data



Data
Cube



Share of
Voice



Social
Signals



Intent
Signal



Search
Demand

10,000+
Integrations



API

BRIGHTEDGE CONTENT: POWERED BY DATAMIND

- Prioritize profitable content topics
- Identify topics with excellent value
- Win in the moments that matter

The screenshot displays the BrightEdge Content dashboard interface. At the top, the navigation bar includes the BrightEdge logo, the text 'BrightEdge Content', and a search bar. Below the navigation bar, there are two main sections: 'Start New Content' and 'Content in Progress'. The 'Start New Content' section features a list of filters on the left: 'Stop competitive threats', 'Target Quick Answers in search results', 'Capitalize on local demand', 'Win on topics with excellent value', and 'Seize opportunities with weak competitors'. The main content area shows a grid of topic cards. Each card includes a title, a brief description, a 'VERY GOOD OPPORTUNITY' rating, and three metrics: Search volume, Competition, and Your rank. The cards are as follows:

- business lead generation**: paid lead generation, lead generation digital agency, digital marketing lead generation, d...
240 Search volume, Low Competition, Not Ranked Your rank
- google tag manager training**: google analytics training chicago
230 Search volume, Low Competition, Not Ranked Your rank
- marketing mix promotion**: promotional mix strategies, product price promotion and distribution strategies, marketing...
200 Search volume, Low Competition, Not Ranked Your rank
- seo strategy development**: seo strategy document template, seo strategy plan template, seo strategy outline, search e...
380 Search volume, High Competition, Not Ranked Your rank
- blog topic generator**: blog content generator, content idea generator, hubspot's blog topic generator, seo title ...
770 Search volume, Low Competition, Not Ranked Your rank
- search engine optimization terms**: seo terms, seo terms explained, seo terms glossary, seo terms and definitions
550 Search volume, High Competition, Not Ranked Your rank

At the bottom, there is a section titled 'Stop competitive threats' with the subtitle 'Your tracked competitors are beating you on these topics'. It includes a 'See All' link.

INSIGHTS: POWERED BY DATAMIND

- Insights for SEO pros and digital marketers
- Proactive alerts about the most important aspects of SEO
- Integrated insight-to-action workflow



5 pages we recommend you update for "Quick Answers".

If possible, adjust the content of the following pages to include the suggested "quick answers" keyword(s):

http://www.sas.com/en_us/industry/banking.html
software development life cycle phases (search volume: 9,900)

http://www.sas.com/en_us/software/analytics/sas-or.html
big data analytics (search volume: 8,100)

http://www.sas.com/en_us/software/business-analytics.html
what is my internet speed (search volume: 5,400)

http://www.sas.com/en_us/software/analytics.html
what is a credit check (search volume: 2,421)

http://www.sas.com/en_us/industry/defense-security.html
what is data protection (search volume: 2,180)



This analysis identifies keywords that you can target with Quick Answers using your existing content. Consider modifying your content (description, headers, text) to include the suggested keywords.



Organic was your **best channel** driving 73% of all revenue last month.



Visit for "Big Data" is up by 52%.



5 keywords with the most significant **downward trend** in search rankings.



5 **keyword suggestions** for your blog and editorial content.

SEARCH RESULTS HAVE EVOLVED TO MATCH CONTENT TYPE TO INTENT

Ensure that you are serving the right type of content to align with customer expectations

I-Want-to-Know

I-Want-to-Do

I-Want-to-Go

I-Want-to-Buy

Blog page



BRIGHTEDGE

How to Maximize SEO ROI



Setting up the right process for your SEO team and creating a culture of content with BrightEdge

White paper

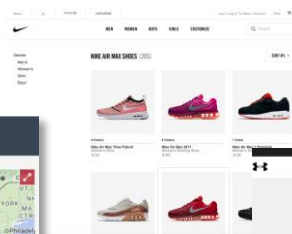
How-to page



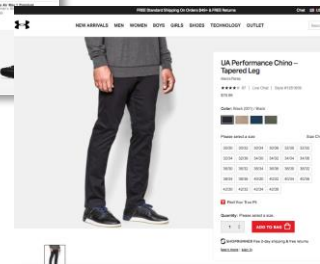
Locator page



Category page



Product page



@BRIGHTEDGE #SHARE17

INTENT MATCH – RIGHT CONTENT FOR THE RIGHT MOMENT

The screenshot shows a Google search interface with the query "where can I get a flu shot". The search results are as follows:

- HealthMap Vaccine Finder**
<https://vaccinefinder.org/> ▼
Please call ahead to confirm the vaccine is in stock. Flu Near You logo Help Track the Flu Flu Near You logo Help Track the Flu Report Flu Vaccine Shortages ...
[About](#) · [HealthMap Vaccine Finder](#) · [Take our quiz](#) · [Report a Flu Vaccine Shortage](#)
- Flu Shots - Flu Vaccine Information - CVS.com**
www.cvs.com/immunizations/flu ▼
Discover important flu information including prevention, pediatric vaccine, flu relief ideas, and how to get high dose flu and pneumonia shots for Medicare Part B ...
[See Flu FAQs](#) · [Get Vaccinated](#) · [Flu Prevention](#)
- Find a Flu Shot | American Lung Association**
www.lung.org > [Lung Health and Diseases](#) > [Lung Disease Lookup](#) > [Influenza](#) ▼
Oct 5, 2016 - The HealthMap Vaccine Finder provides information on where to find flu vaccinations. Simply enter your zip code to find mapped locations, ...
- Fluzone® (Influenza Vaccines) Locator**
www.fluzone.com/locator-map.cfm ▼
Aug 11, 2016 - Fluzone High-Dose vaccine. Fluzone Intradermal Quadrivalent vaccine Fluzone Quadrivalent vaccine is given to people 6 months of age ...

Annotations on the right side of the results:

- Locator type** (next to HealthMap Vaccine Finder)
- Product type** (next to CVS.com)
- Locator type** (next to American Lung Association)
- Locator type** (next to Fluzone®)

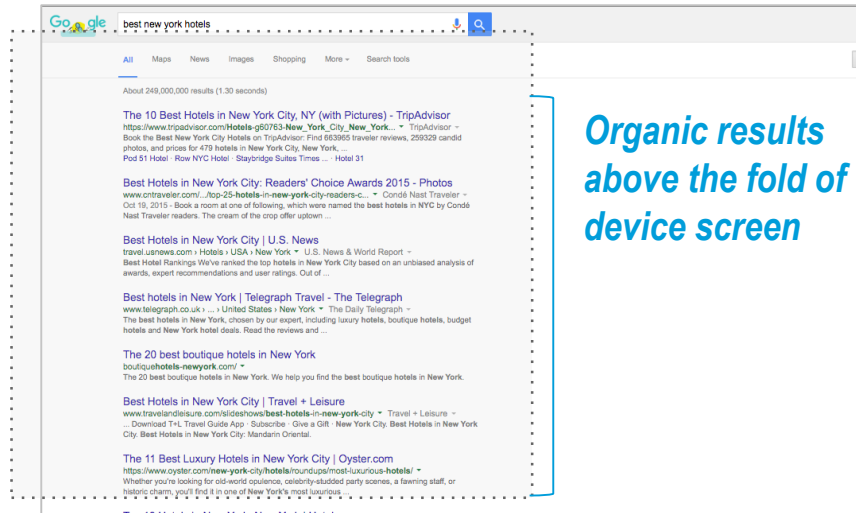
INTENT MATCH: POWERED BY DATAMIND

☐	Keyword ⓘ ↕	Preferred Content Type ⓘ ↕	Your Content Type ⓘ ▲	Monthly Search Volume ⓘ ↕	Blended Rank Jan 22, 2017 ⓘ ↕	Page URL ⓘ ↕
☐	seo services	Home Page	Product Page	12,100	27	http://www.acmeco.com/services/seo/
☐	Internet Marketing Webinars	Documentation page	Other	7,500	12	http://www.acmeco.com/resources/webinars/upcoming/
☐	bay area seo agency	Documentation Page	Blog Post	6,200	13	http://www.acmeco.com/blog/5-reasons-to-work-with-a
☐	ppc campaign management	Product Page	Blog Post	4,320	14	http://www.acmeco.com/blog/the-beginners-guide-to-pp
☐	seo agency bay area	Product Page	Blog Post	1,400	17	http://www.acmeco.com/blog/5-reasons-to-work-with-a
☐	b2b digital marketing	Blog Post	Article Page	900	21	http://www.acmeco.com/resources/ebooks/2016-state-c

ORGANIC REAL-ESTATE ABOVE THE FOLD CHANGES FOR EACH INTENT

“best new york hotels”

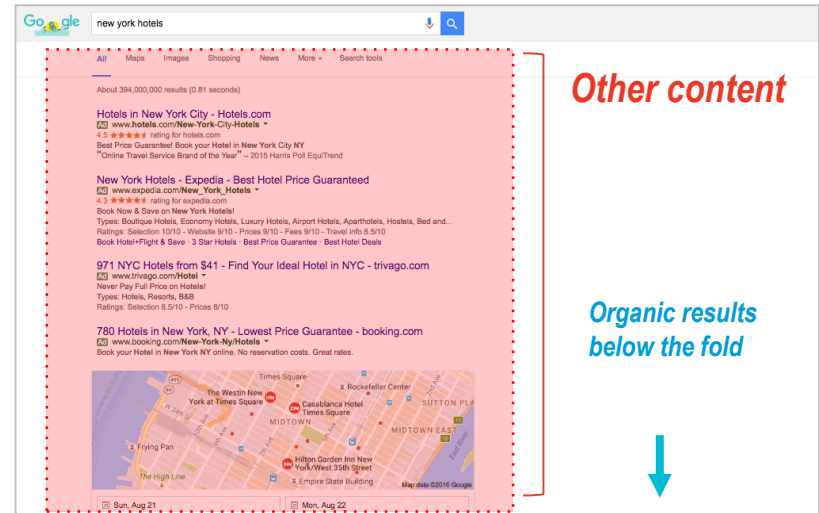
I-want-to-know moment



Organic results
above the fold of
device screen

“new york hotels”

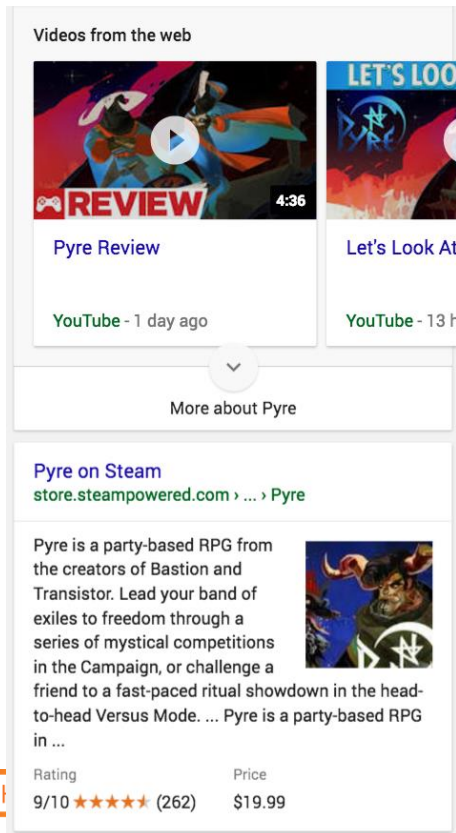
I-want-to-buy moment



Other content

Organic results
below the fold

BRIGHTEDGE IS THE ONLY SOLUTION THAT PARSES SERPS VISUALLY



Assess organic potential by understanding layouts on different devices, pixel-by-pixel

INTENT SIGNAL

FIRST VISUAL PARSER FEATURE

Identify the organic-friendliness of topics



☐	Keyword	Monthly Search Volume	Blended Rank Jul 17, 2016	Organic Listings Above Fold Jul 17, 2016	Page Ranked Above Fold Jul 17, 2016	Page URL
☐	stroller	110,000	1	Yes	Yes	http://www.toysrus.com/products/baby-str
☐	car toys	90,500	11	Yes	No	http://www.toysrus.com/products/car-toys
☐	xbox one elite controller	49,500	2	No	No	http://www.toysrus.com/buy/xbox-one-con
☐	xbox 360 controller	74,000	16	Yes	No	http://www.toysrus.com/products/xbox-36
☐	xbox 360 games	74,000	1	No	No	http://www.toysrus.com/products/xbox-36
☐	wireless speakers	40,500	71	No	No	http://www.toysrus.com/products/wireless
☐	Ediscovery	6,600	Not Ranked	Yes	No	Not Ranked in Top 100 Positions
☐	solar companies in ny	170	4	Yes	Yes	http://www.toysrus.com/products/xbox-36
☐	york dealers	260	22	No	No	http://www.toysrus.com/products/xbox-36
☐	pratt valves	390	2	Yes	Yes	http://www.toysrus.com/products/xbox-36

CONTINUED INVESTMENT IN VISUAL PARSING TO ASSESS TRUE IMPACT OF RANK ON SITE VISITS AND REVENUE

Google

golden state warriors

ALL NEWS IMAGES VIDEOS MAPS

Top stories

Draymond Green Slapped With Lawsuit
NBC Bay Area · 18 hours ago · AMP

B-R BLEACHER REPORT

Draymond Green's Alleged Assault Victim Says He Wakes Up Crying After...
AMP · 12 hours ago

The Mercury News

Warriors off KD, Iguodala, Pachulia, W...
AMP · 10 hours ago

People also search for

Andre Iguodala

Draymond Green sued for assault

McGregor CJ Watson jersey

Page 1

Golden State Warriors
Basketball team

nba.com/warriors

The Golden State Warriors are an American professional basketball team based in Oakland, California. The Warriors compete in the National Basketball Association as a member of the league's Western Conference Pacific Division. [Wikipedia](#)

Location: [Oakland, CA](#)

NBA championships: 2017, 2015, 1975, 1956, 1947

Golden State Warriors on Google

Oh, the places I have been... After winning their second NBA Championship in three seasons, the Warriors... [more](#)

12 hours ago

Page 2

Golden State Warriors - NBA.com
[NBA.com](#) > [warriors](#)

The official site of the Golden State Warriors. Includes news, scores, schedules, statistics, photos and video.

GoldenStateWarriors
Twitter > warriors

What a season, #DubNation 🙌

6 hours ago · Twitter

Officially official Curry, Durant, Ig... Livingston, Pac... [on.nba.com/2v...](#) #DubNation

12 hours ago

2016-17 NBA Champions | Golden State Warriors - NBA.com
[NBA.com](#) > [warriors](#) > [championship](#)

Championship gear is also available at Warriors Team Store and Dunk Contest locations throughout the Bay Area. [Store Locator](#)...

Page 3



Ranking #1 does not yield 24% CTR anymore



THANK YOU

@BRIGHTEDGE #SHARE17

