

ROADMAP TO SEO SUCCESS

BRIGHTEDGE

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CAROLYN BAO
Sr. Director, Product Marketing
BrightEdge Technologies, Inc.



ELIOT PODGORSKY
Marketing Manager





01 Results

02 Challenges

03 Roadmap to SEO Success

04 More Tips and Tricks

05 Key Takeaways

161%↑

DAILY LEADS
WITHIN 3 MONTHS OF
SEO OPTIMIZATION

CHALLENGES

- Aggressive Growth Goals
- Lots of Optimization Opportunities
- Management Considerations



CHALLENGE CONTINUES: SMALL SEO TEAM



- SEO
- PPC
- Social media marketing
- Email marketing
- Facility digital display
- Website management
- Chat management
- Sponsorship advertising
- ...

CHALLENGE CONTINUES: CHANGING SEARCH ALGO

Longer /dynamic description snippets

Google for Jobs

50% increase of Quick Answers

4-pack of ads on top

AMP pages beyond top stories

Local and hyper-local

Micro-moments

Infinite scroll

GSC redesign

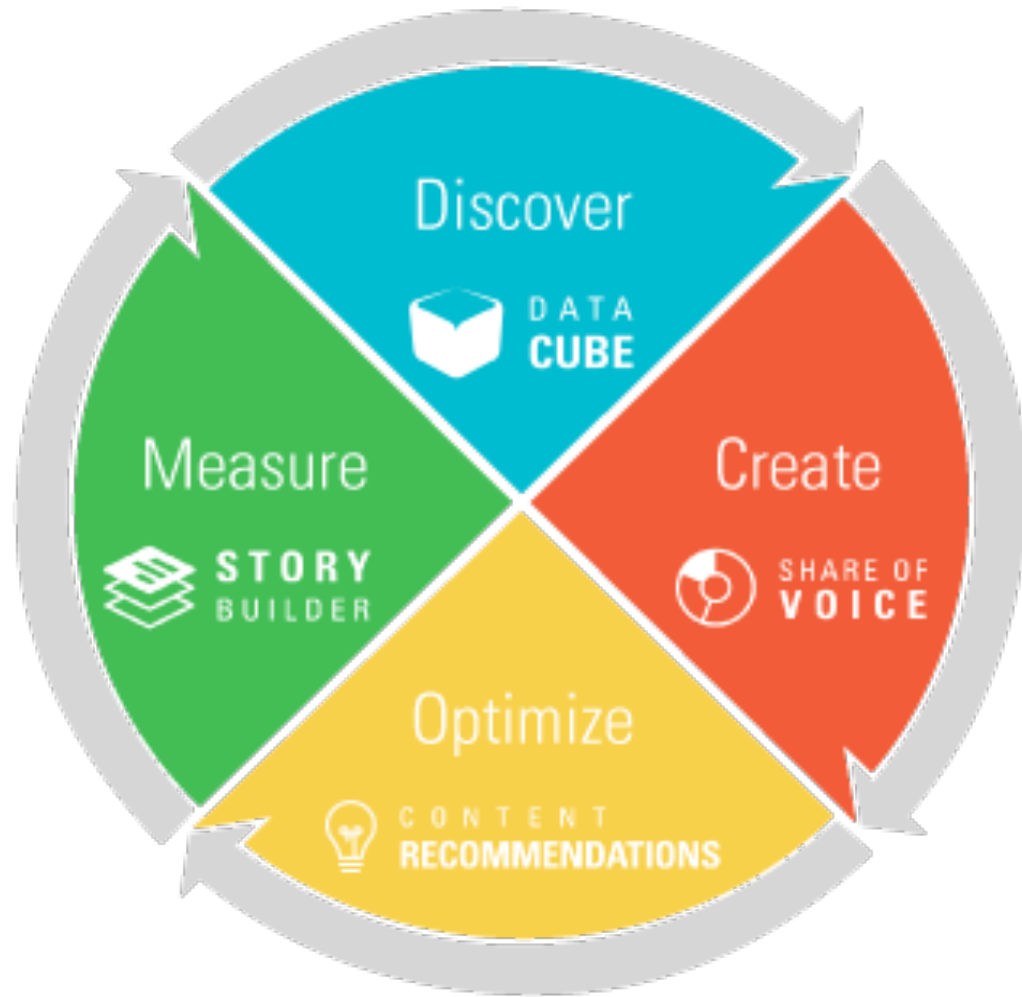
Image takeover

POLL

What are the challenges you are faced with in SEO?

- Aggressive growth expectations
- Human capital – There are not enough hands to do all the things we should do
- Staffing – We only have one or less than one person responsible for SEO
- Technology – I need help automating things
- Ever-changing search algorithms – How should I scale up my efforts?
- Lack of management attention (or additional investments)

HOW DO YOU DO SEO?



DCOM METHODOLOGY
Put the DCOM in your dotcom

ROADMAP TO TURN YOUR WEBSITE INTO A WELL-OILED MARKETING MACHINE

FOUNDATION: BEGIN WITH END IN MIND

DCOM Methodology

DISCOVER

KEYWORDS

* Refine keyword targets

CONTENT

* Identify content gaps

CREATE & OPTIMIZE

ACTION

* Enhance existing content
* Create new content
* Implement technical enhancements

MEASURE

MEASURE

Dashboards

TECHNICAL ENHANCEMENT OPPORTUNITIES

FOUNDATION: BEGIN WITH END IN MIND

Define main success goals for your website & structure each page to help accomplish the main goal

1

Define the main **business-driving KPI** for your site



Define "hard conversion" for your site

2

Page 1



Define key CTA for that page

Insert relevant internal links

Page 2



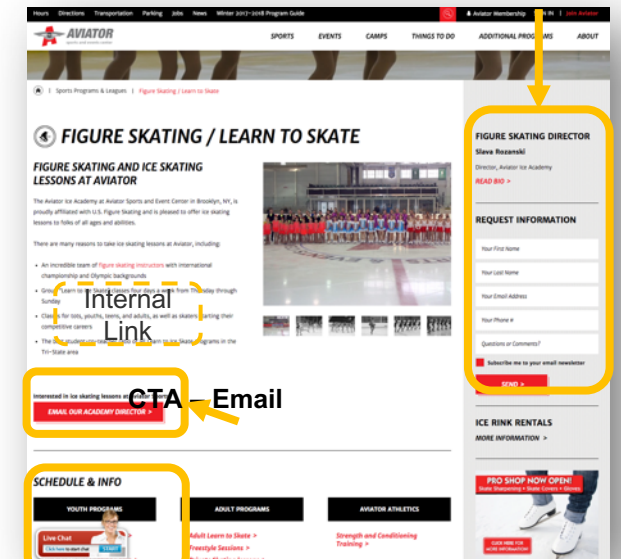
Define key CTA for that page

Insert relevant internal links

Aviator Sports

Drive Leads
(Live Chats, Side-bar Form Submissions and Email Inquiries)

CTA – Form



CTA - Live Chat

DISCOVER OPPORTUNITIES

Keyword

- Identify key content topics
- Add high value topics
- Gain buy-in on key target topics

Content

- Identify content gaps
- Prioritize content creation plans

Tech, etc.

- Identify technical improvement opportunities
- Identify opportunities to empower the extended SEO teams

DISCOVER: HIGH VALUE KEYWORDS

Prune your SEO keyword target list

- Remove irrelevant ones
- Add high potential ones
- Pair keyword with PLPs

Brooklyn basketball

basketball

ice skating lessons

booking an event

directions

sky jump

picnic area

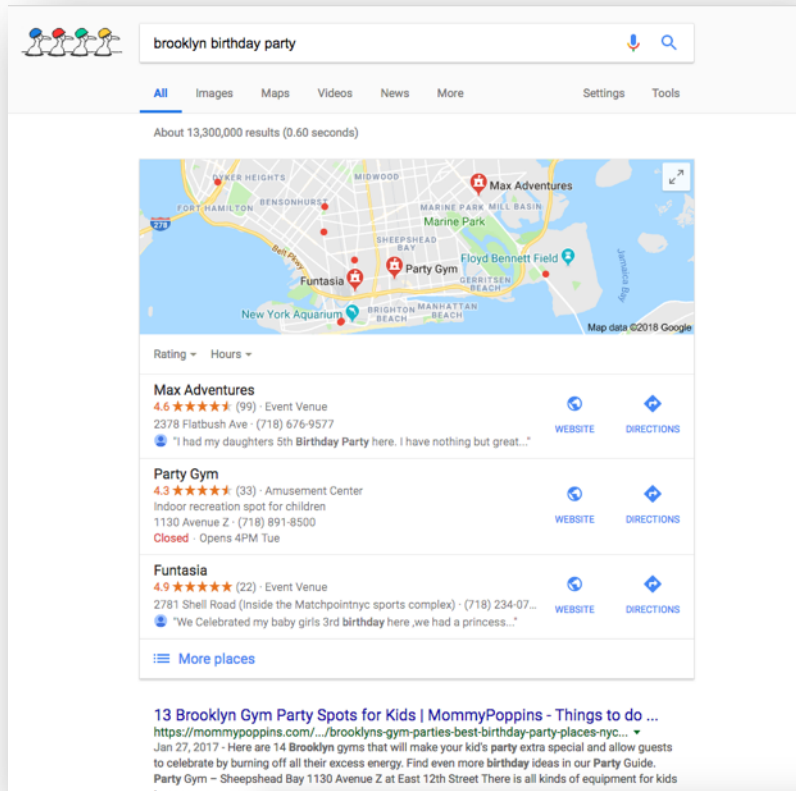
adult gymnastics

public ice skating

DISCOVER: HIGH VALUE KEYWORDS

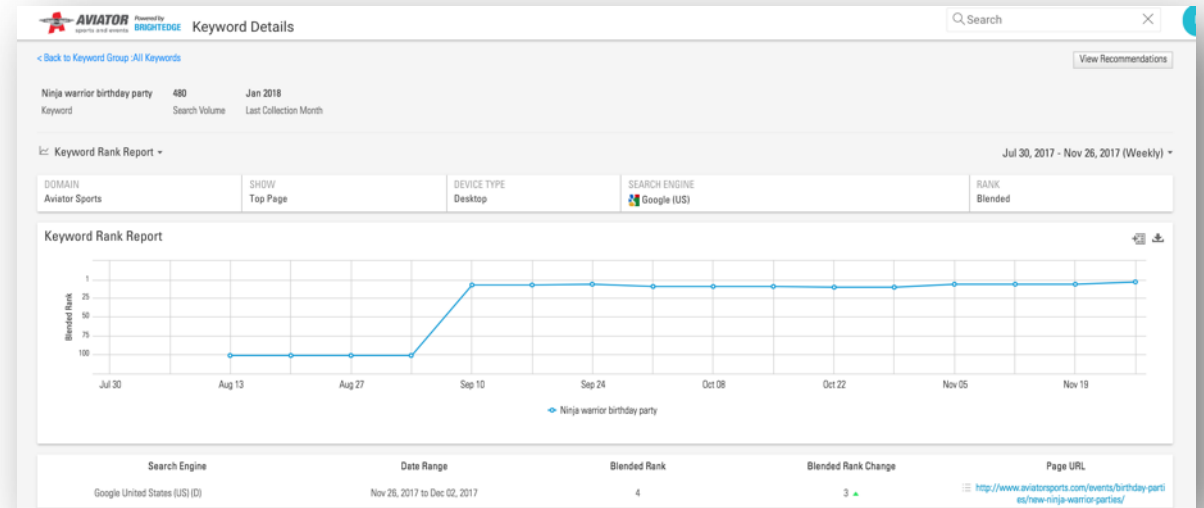
Focus on non-branded “long tail” terms first – less competition

“brooklyn birthday party” is too broad



“ninja warrior birthday party” –

Aviator ranks 4th position, one month after optimization



DISCOVER: HIGH VALUE KEYWORDS

Speak your target customer's language

- Data Cube revealed key insights
 - “figure skating” or “ice skating”?
 - Which version has more search volume?

The screenshot shows the BrightEdge Data Cube interface. At the top, there's a search bar with "figure skating" entered. Below the search bar, there are navigation tabs: "View All Results", "Identify High Volume Keywords", "Discover Long Tail Keywords", and "Explore High Value Keywords". The main content area displays a table of search results. The table has columns for "Keyword", "Search Volume", "Word Value", and "Universal Listing". The data is as follows:

Keyword	Search Volume	Word Value	Universal Listing
ice skate	110,000	75	Images,Local 3-Pack
ice skates	110,000	75	Local 3-Pack
ice skating	110,000	75	Local 3-Pack
roller skating	90,500	68	Local 3-Pack
skate shoes	49,500	77	Local 3-Pack
skating dresses	40,500	80	Images,Local 3-Pack
inline skate	22,200	75	Local 3-Pack
figure skates	18,100	77	Local 3-Pack
figure skating	18,100	70	Local 3-Pack
figure skate	18,100	80	Local 3-Pack

“ice skating” has higher search volume than “figure skating”

DISCOVER: NEW PRODUCT OFFERINGS

The screenshot shows the Aviator website's navigation bar with links for Hours, Directions, Transportation, Parking, Jobs, News, and Winter 2017-2018 Program Guide. On the right, there are links for Aviator Membership, SIGN IN, and Join Aviator. Below the navigation bar is the Aviator logo and a menu with categories: SPORTS, EVENTS, CAMPS, THINGS TO DO, ADDITIONAL PROGRAMS, and ABOUT. The main content area features a highlighted section titled "ICE SKATING RINK DISCOUNT OFFERS". This section includes a "FAMILY FOUR PACK" offer: "Get 4 Admissions + Skate Rentals for \$54 + tax (A Buy 3 Get 1 FREE Deal)". A note states: "*Available during all public skating sessions, purchase at customer service desk*". Below this is the "PUBLIC ICE SKATING REGULAR SCHEDULE" with a list of days and times: Mondays (11:00 a.m.-3:45 p.m.), Tuesdays (11:00 a.m.-3:45 p.m.), Wednesdays (11:00 a.m.-3:45 p.m.), Thursdays (11:00 a.m.-3:45 p.m.), and Fridays (11:00 a.m.-3:45 p.m. & 7:30 p.m.-11:00 p.m.). A "Live Chat" widget is visible at the bottom left, featuring a "START" button and a "Click here to start chat" link. On the right side of the page, there is a promotional banner for the "AVIATOR DAY PASS" with the tagline "Come play for the day!".

Hours Directions Transportation Parking Jobs News Winter 2017-2018 Program Guide Aviator Membership SIGN IN | Join Aviator

AVIATOR
sports and events center

SPORTS EVENTS CAMPS THINGS TO DO ADDITIONAL PROGRAMS ABOUT


ICE SKATING RINK DISCOUNT OFFERS

FAMILY FOUR PACK:
Get 4 Admissions + Skate Rentals for \$54 + tax
(A Buy 3 Get 1 FREE Deal)

Available during all public skating sessions, purchase at customer service desk

PUBLIC ICE SKATING REGULAR SCHEDULE

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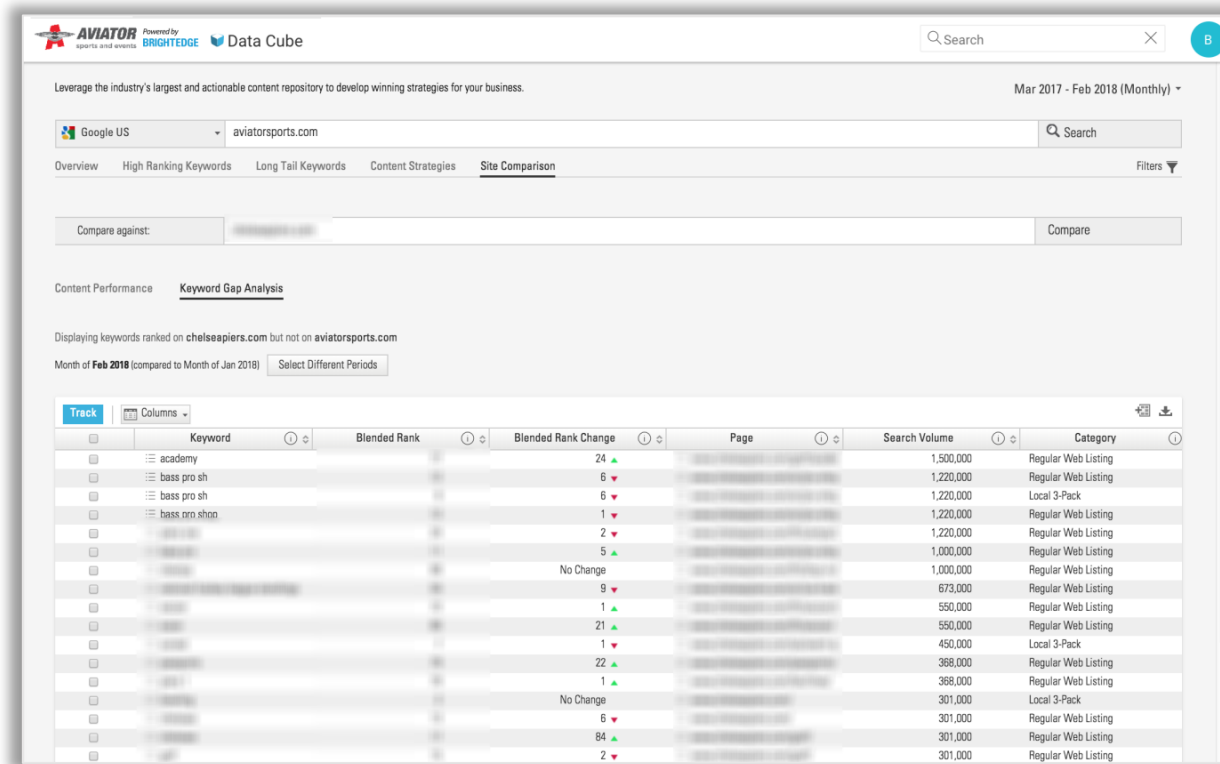
Live Chat  [Click here to start chat](#) **START**

AVIATOR DAY PASS
Come play for the day!

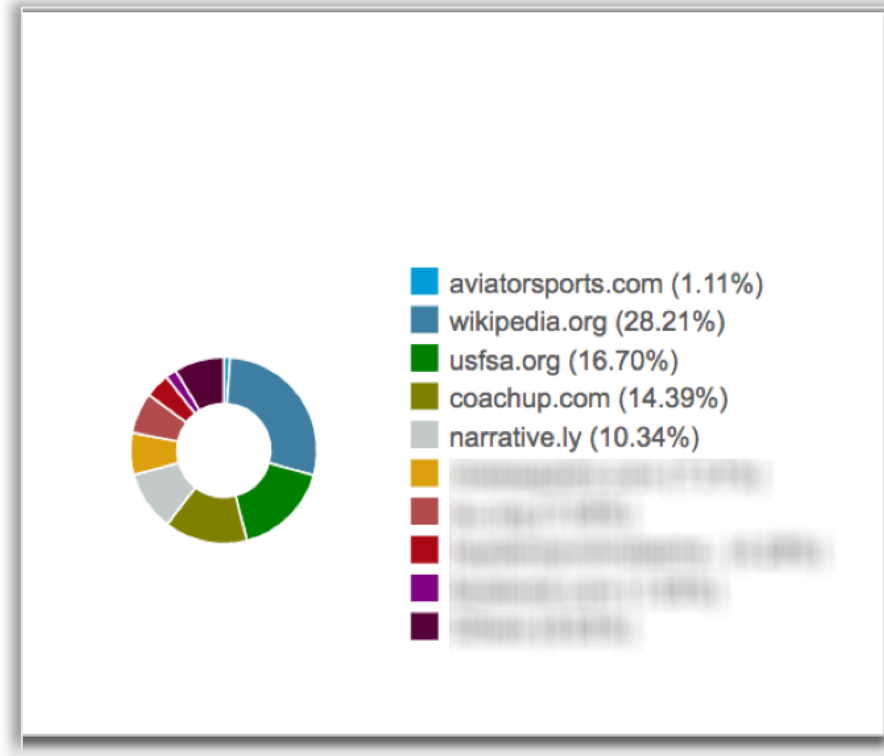
DISCOVER: CONTENT GAPS

Identify content gaps via competitive research (+ content partners)

Data Cube – Competitive Content Gap Analysis



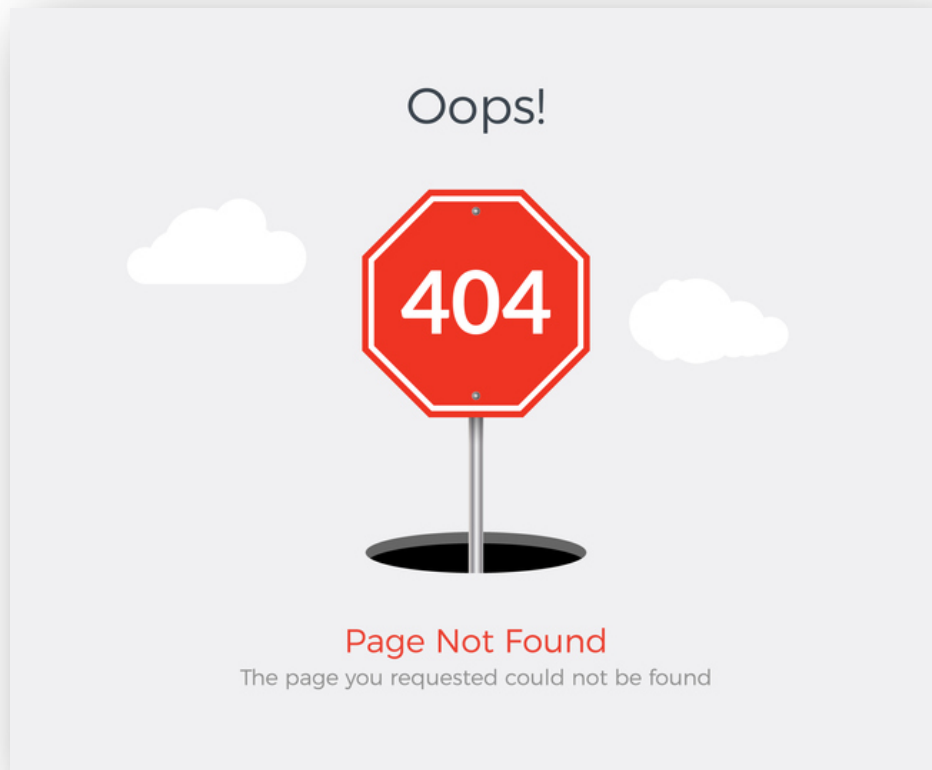
Share of Voice – Competitor Research



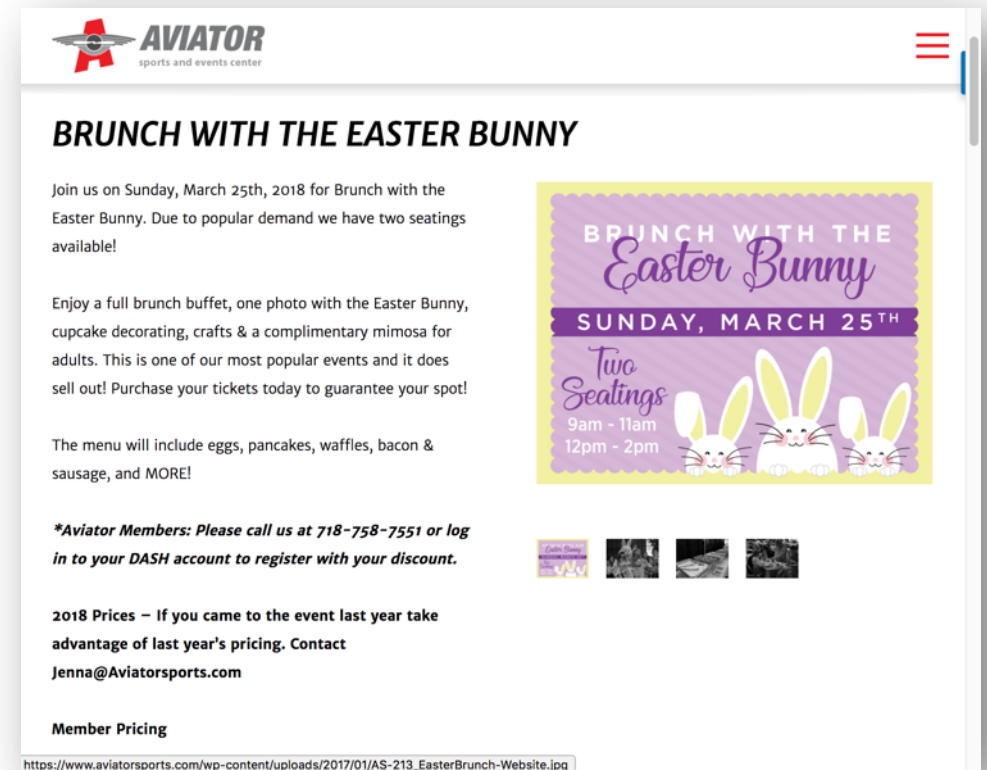
DISCOVER: WEBSITE TECHNICAL ENHANCEMENTS

Use ContentIQ to detect website errors and prioritize key fixes

SEVERE ERRORS



DUPLICATED PAGE TITLE



POLL

What are some surprises in the methodology we explained in Discovery phase?

- Keywords – we were targeting too many "head" terms, but not enough "tail terms"
- Keywords – we didn't know how you can align our language to what our ideal customers use
- Keywords – we didn't know that you can use Data Cube to identify competitive keyword gaps
- Content – we didn't know that you can use BrightEdge to inspect competitors' content strategy
- Content – we didn't know that you can use Share-of-Voice to discover new competitors
- Technical – we didn't know that you can use BrightEdge ContentIQ to run site audit

ACTIONS

Create or Optimize Content & Site Enhancements

- Ensure SEO best practices are incorporated into each piece of content, existing or new
- Create and Optimize content relevant to key buyer personas
- New content is created for the right type of content for the business
- Launch technical site enhancements

ACTION: OPTIMIZE EXISTING CONTENT

AI-powered Recommendations provide prescriptive recommended actions to improve the page

Recommendations

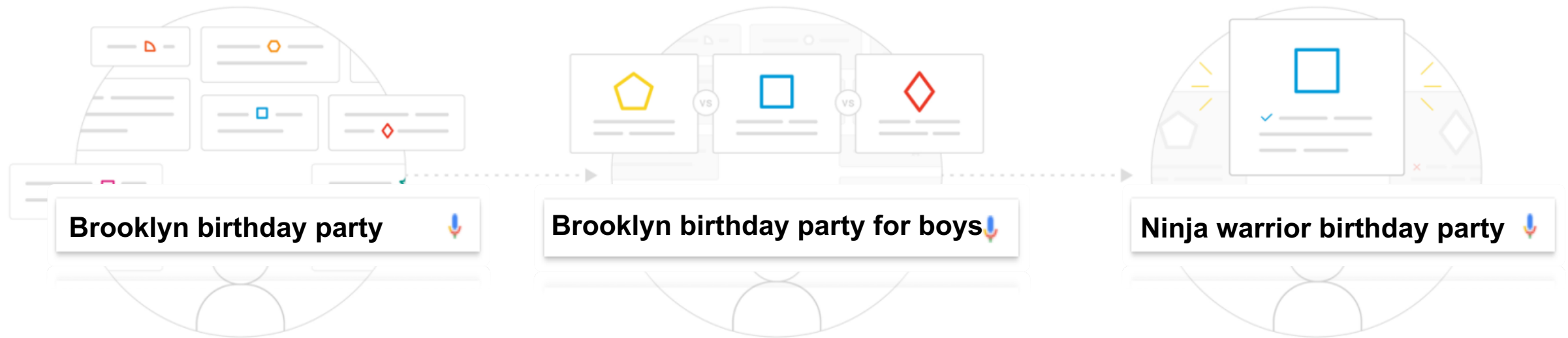
The screenshot shows the 'Recommendations' dashboard for the keyword 'ice skating' on the page <https://www.aviatorsports.com/things-to-do/public-ice-skating/>. The dashboard includes a search bar, a 'View Keyword Ranking' button, and several action buttons: 'View All (2)', 'Optimize My Page', 'Content Opportunities', 'External & Internal Links', 'Increase Social Engagement', and 'See Top 10 Ranking Pages'. Below these is a table with columns for 'Recommendation', 'Current Page Profile', 'Status', and 'Action'. A task is listed under 'On-Page Recommendations' with the recommendation to add the keyword 'ice skating rinks near me' to the meta description tag. The current page profile shows the existing meta description: 'Aviator Sports offers public ice skating seven days a week, 365 days a year. Experience year-round fun in New York City's favorite indoor ice skating rink.' The status is 'Unassigned' and there is an 'Assign Task' button.

NEW – Home + Insights

The screenshot shows the 'Insights' dashboard for the domain 'aviatorsports.com'. It features a navigation bar with 'Back', 'All (5)', 'Optimizations', 'Opportunities (1)', 'Competitive (1)', 'Losses', and 'Wins (3)'. The main content area displays a recommendation for '2 pages where we recommend you add or modify an existing image.' The suggested keyword is 'Boys Gymnastics' (search volume 4,400). Two URLs are listed: <https://www.aviatorsports.com/sports/gymnastics/boys-gymnastics/> and <https://www.aviatorsports.com/sports/gymnastics/tween-and-teen-gymnastics/teen-gymnastics/> (search volume 1,600). A footer note explains that this weekly analysis finds opportunities to increase visibility by adding or updating image alt-tags. A 'Subscribe' button is located in the bottom right corner.

ACTION: CREATE CONTENT ALONG BUYER'S JOURNEY

Not every customer is ready to buy on the first visit. Give them something valuable each step of the way.



Awareness

Consideration

Decision

Customer acknowledges a problem or challenge, performs research to learn more

Having a more defined understanding of the problem, customer seeks out solutions to address it

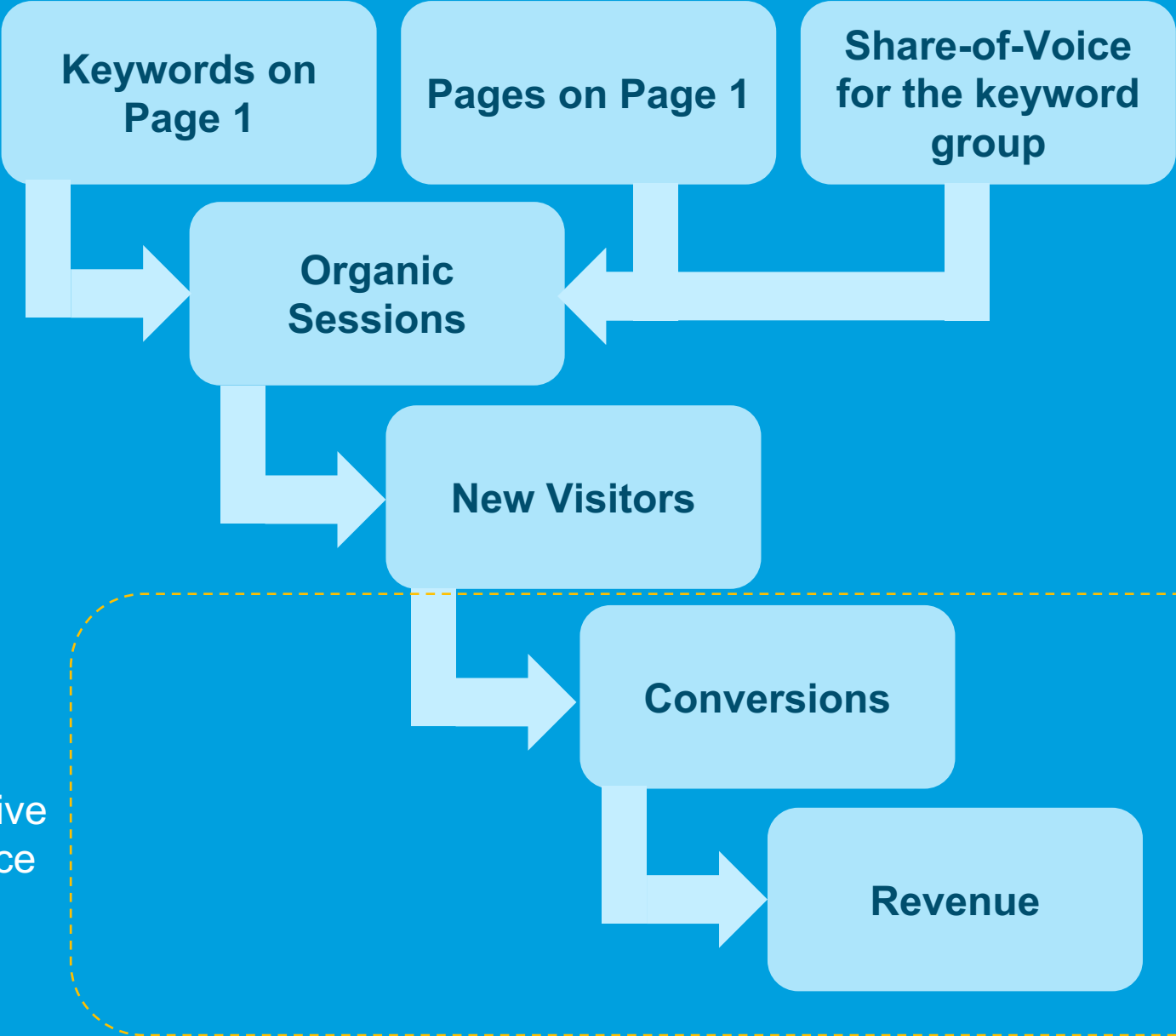
With a list of ideas, vendors, and solutions, the customer now seeks to select and purchase the best option

POLL

Have you recently taken actions on SEO enhancement opportunities?

- Create new content
- Optimize existing content
- Launch website essential fixes – eliminate “Severe Errors”
- Launch website enhancements – improve website performance to outsmart the competition

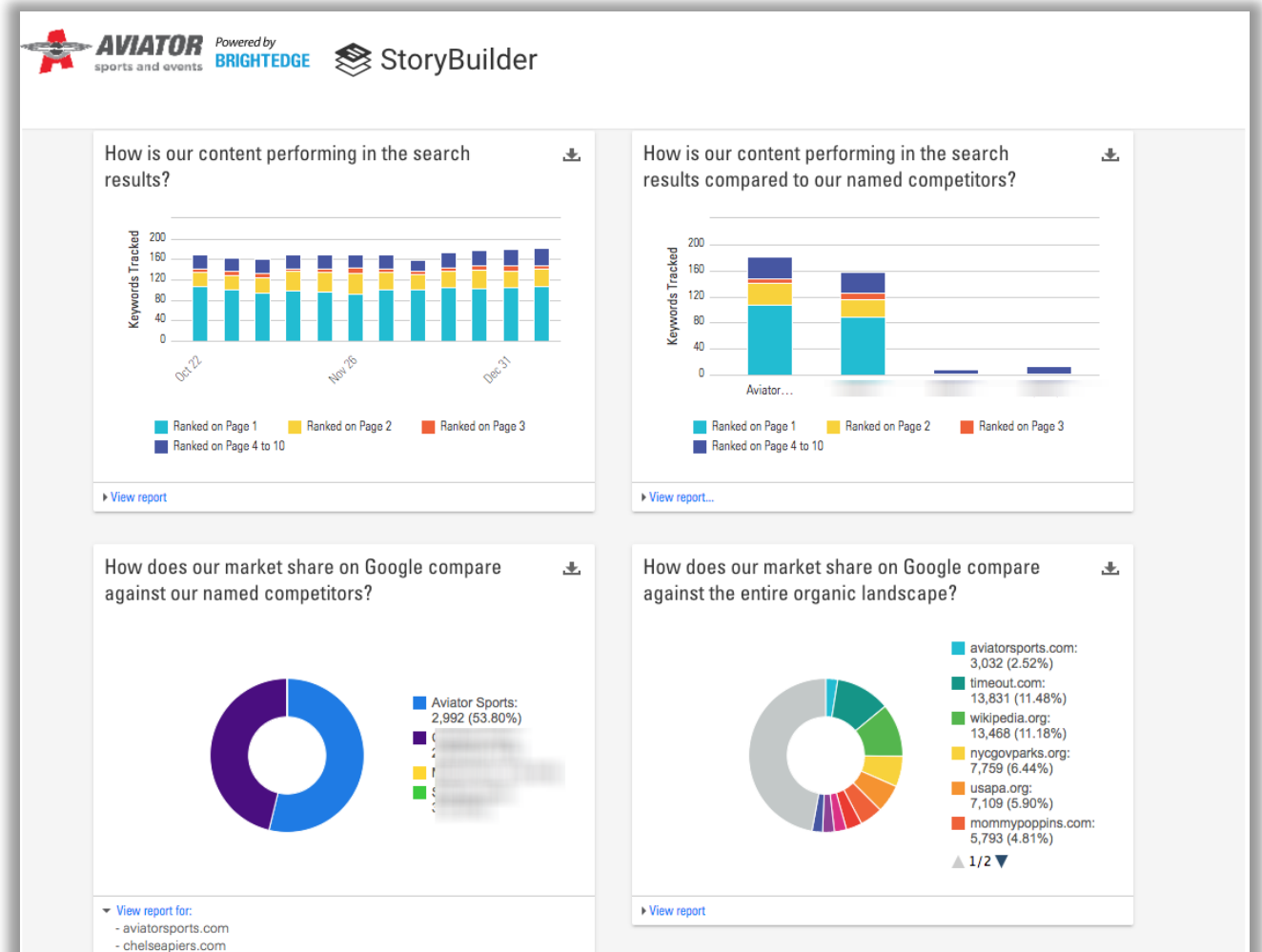
MEASURE



Executive audience

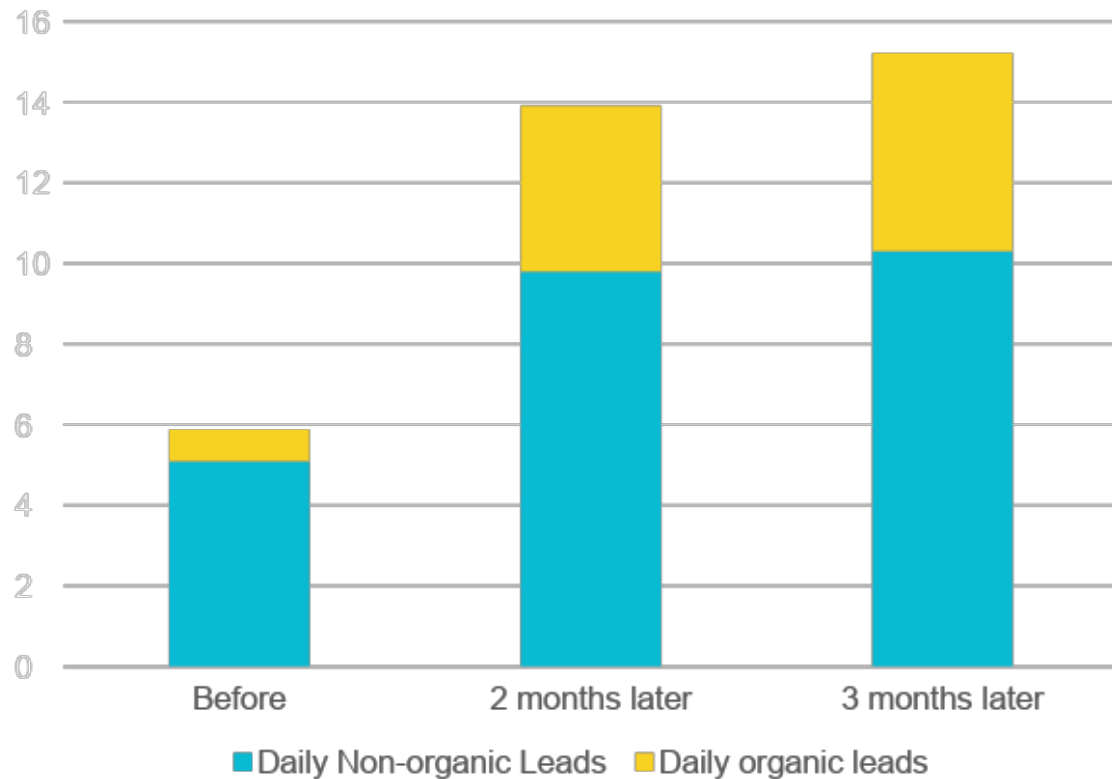
MEASURE: MONITOR, IMPROVE & CELEBRATE SUCCESS

- StoryBuilder dashboards to establish baseline metrics
- Review performance over time to identify opportunities and wins
- Iteratively improve the outcome from your SEO program and the website
- Celebrate wins to motivate extended team members who can help make you successful



RESULTS: CONVERSIONS INCREASED BY 161%

Aviator's Daily Leads Grew Exponentially



Key Actions Taken

- Foundation
 - Fixed severe errors from 50 to zero
- Discover: keyword and content gaps
 - Re-evaluated keywords
 - Removed keywords not relevant, such as “directions”
 - Removed keywords with low chance to win, such as “basketball”
 - Added long tail keywords, such as “ninja warrior birthday party”
- Actions – Optimize and Create
 - Added missing page title, image tags,, etc.
 - Removed keyword stuffing issues
 - Increase keyword to content ratio
 - Created new content pages
- Measure

POLL

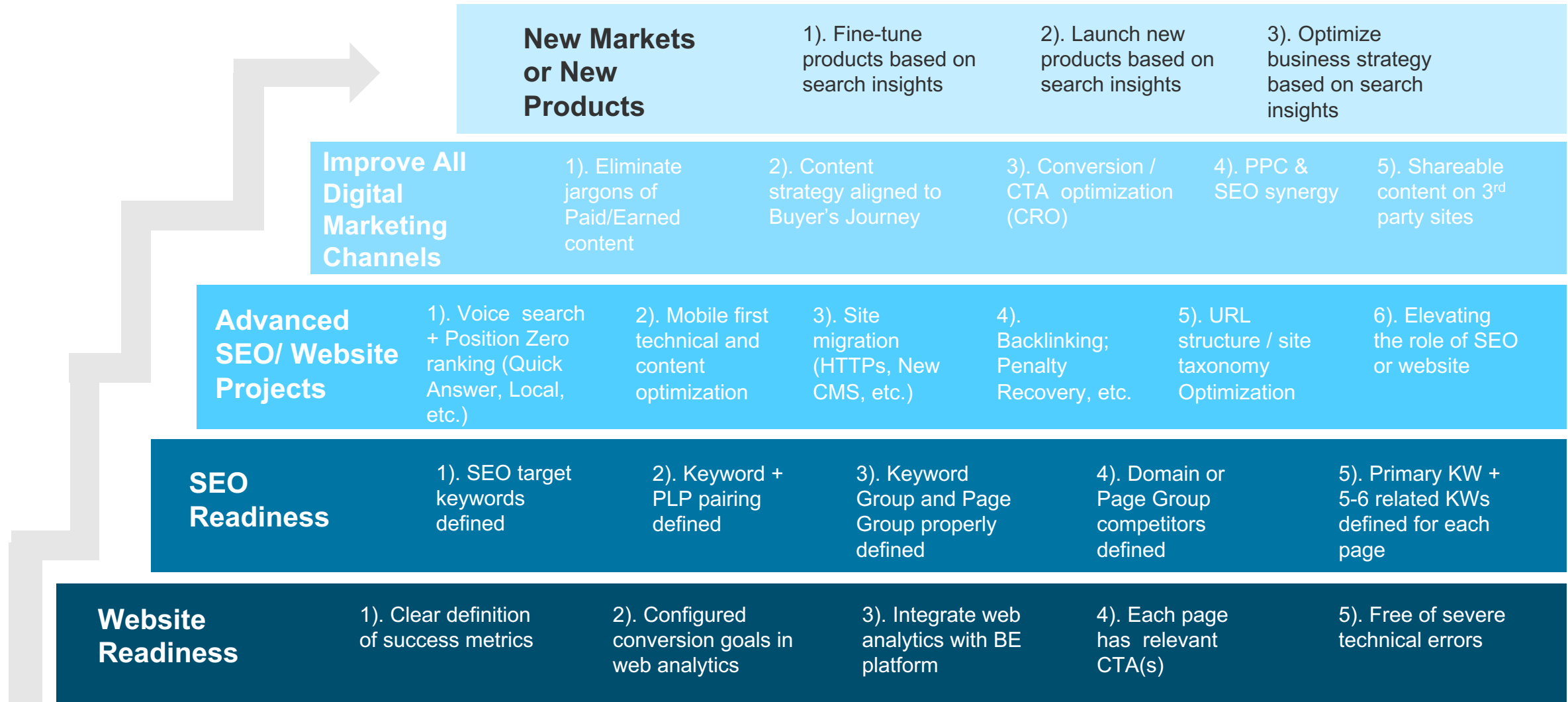
What do you report on your monthly management report?

- Revenue growth
- Conversion growth
- Organic visit growth, including % of traffic through organic
- New visitor growth
- Organic sessions growth
- Pages ranked on page 1
- Keywords ranked on page 1
- Competitive Share-of-Voice – snapshot of today and SOV trended over time

MORE TIPS & TRICKS

SEARCH (DATA) IS BEYOND SERP

SEARCH DATA CAN EMPOWER GROWTH OF THE COMPANY



ROADMAP TO TUNE YOUR WEBSITE INTO A WELL-OILED MARKETING MACHINE

FOUNDATION: BEGIN WITH END IN MIND

DISCOVER

KEYWORDS

- *KW research - Data Cube
- *KW Groups/ PLPs/ Page Groups/ Data Integration
- *KW Prioritization - Intent Signal

CONTENT

- * Competitive content gaps – Data Cube & Share of Voice
- * Build business cases - Opportunity Forecasting
- * Content gaps along Buyer's Journey

CREATE & OPTIMIZE

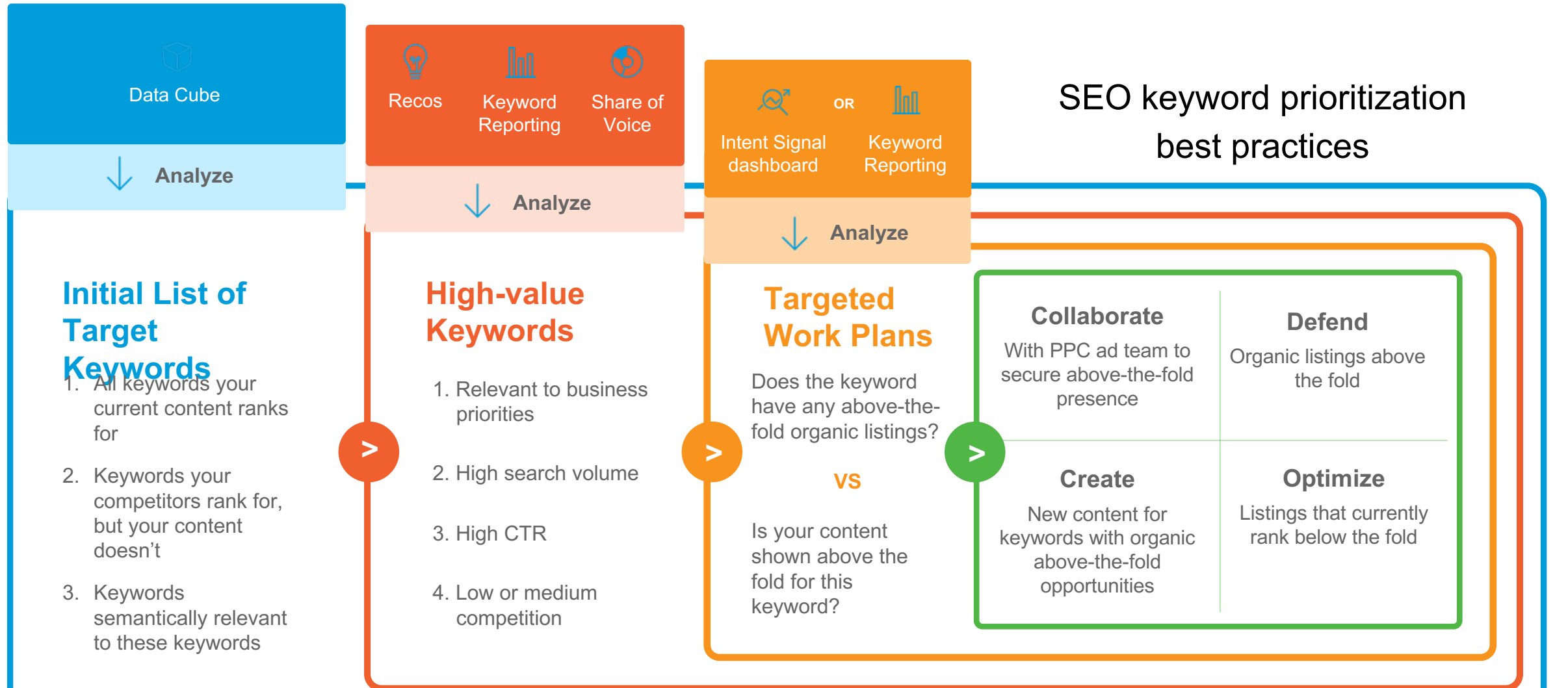
- * Enhance existing content - Insights & Recommendations
- * Create new content - BrightEdge Content
- * Launch site technical enhancements – Insights & ContentIQ

MEASURE

- * Customizable dashboards, trended charts & data-driven optimization – StoryBuilder
- * Identify full list of keywords that each page ranks for – Site Report (GSC Data)

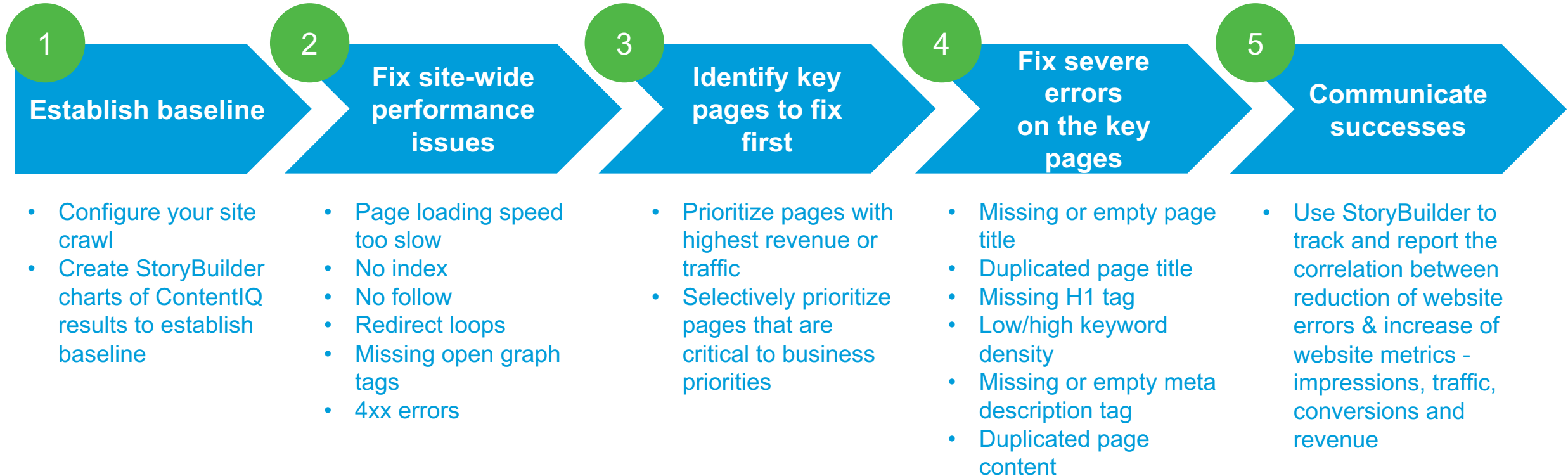
TECHNICAL ENHANCEMENT OPPORTUNITIES – ContentIQ

FOUNDATION: IDENTIFY YOUR SEO KEYWORDS



FOUNDATION: WEBSITE READINESS

Use site auditing solutions like ContentIQ to detect and fix most critical site errors first



KEY TAKEAWAYS

- ❑ SEO is important – and – is possible to manage by anyone
- ❑ Search data can empower business growth beyond just the website
- ❑ The 1st step: define and configure conversion goals for your site
- ❑ Put the DCOM in your dotcom
 - Discover - your MVP SEO keyword, content and technical gaps
 - Create new content
 - Optimize existing content or launch technical site enhancements
 - Measure and celebrate your successes, iteratively

THANK YOU

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SEEDED QUESTIONS

- What are your hard conversions?
- Have you configured your conversion goals in your web analytics tools?
- When was the last time you refreshed your keywords?
- What were the keywords you removed recently?
- Have you seen 404 errors on other websites? What does that make you feel like?