

BRIGHTEDGE



SEO PRO TIPS FOR SUCCESS

EXECUTING A SUCCESSFUL SEO
STRATEGY WITH BRIGHTEDGE

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- Building an SEO Strategy
- Challenges for Implementing SEO
- Checklist for Successfully Executing an SEO Strategy

The BrightEdge Guide for Strategy Execution

Part 1: Platform Setup

- Keyword Groups
- Page Groups

Part 2: Resource Activation

- Role Assignment
- Communication Streams

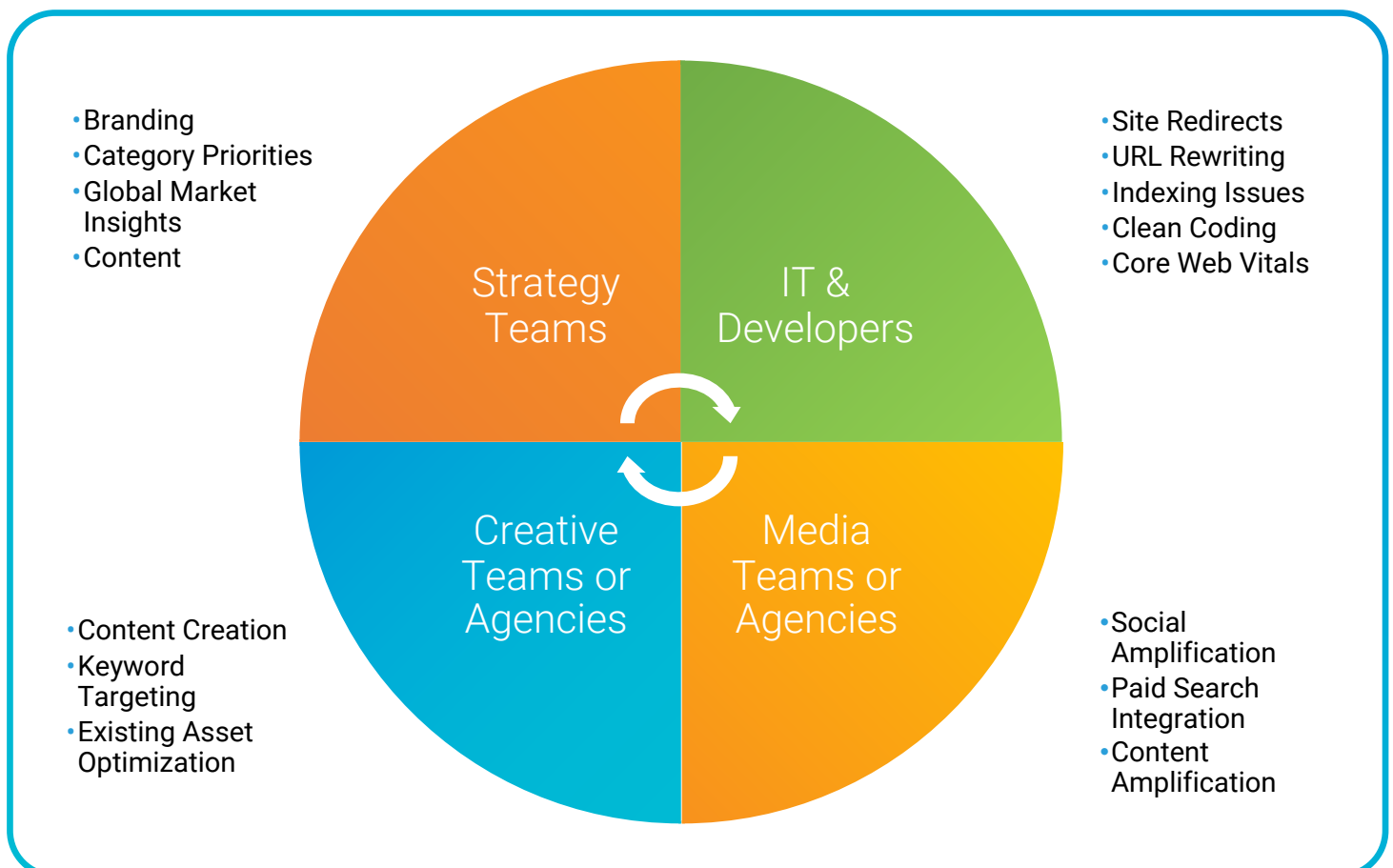
Part 3: Data Consolidation

- Putting the Plan into Action

SEOs are Challenged on Multiple Fronts

Unlike many other channels, the value you get out of your organic channel is almost entirely independent of media investments. To win, you need to build consensus and execute across several disciplines in a strategic and methodical way. This can create some common challenges for Digital Marketers and SEOs:

- Multiple stakeholders need to contribute to produce traction
- Significant research and reporting required to win
- SEO objectives can conflict with other priorities
- Search is constantly evolving requiring ongoing refinement and strategy tuning





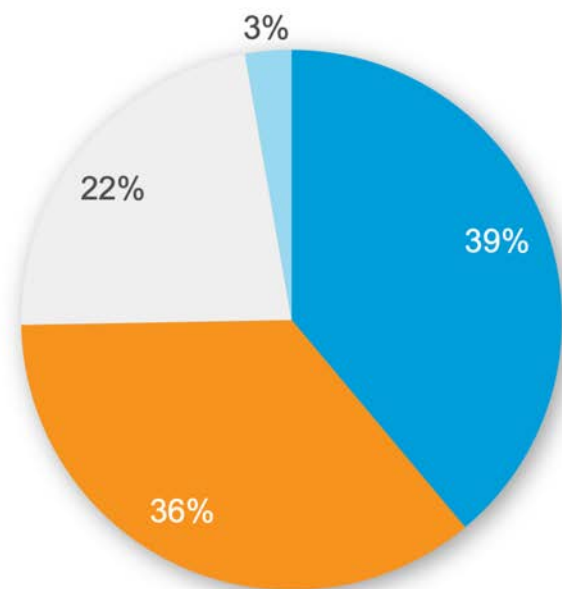
SEO PRIORITIES FOR 2022

WE SURVEYED OVER 700 SEO
PROFESSIONALS AT THE END
OF 2021 TO LEARN THEIR TOP
PRIORITIES FOR 2022

Content and Technical Are Top Priorities

How are search engine changes impacting your plan for work in 2022?

- Content strategy – Things search engines are doing are directly impacting what we're planning for content
- Technical – Things search engines are doing are directly impacting what we're planning for technical and architectural work next year
- Outreach/Link Building– Things search engines are doing are directly impacting how we're thinking about our websites' footprint next year
- None of the above



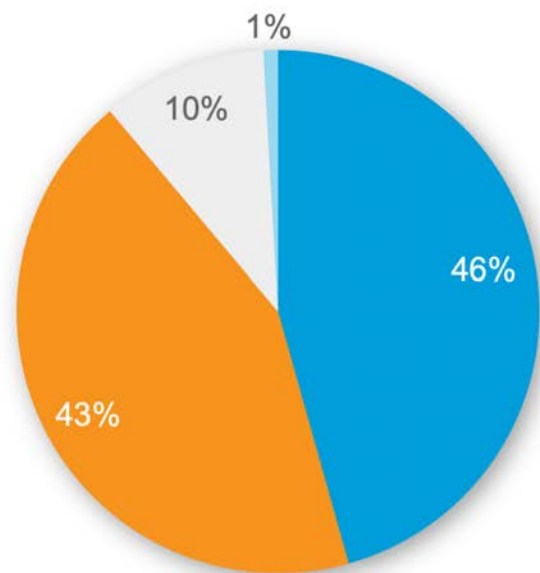
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RESEARCH

- Search engines and external factors are impacting how 97% of surveyed SEOs are thinking about SEO in 2022
- Both content and technical work requires cross-department activation
- The Page Speed update and enhancement like MUM (Google Page Speed Update) fuel the need for tech and content strategic planning

Nearly 90% Will See More Emphasis on SEO

How do you see SEO prioritized for your company in 2022?

- Significant Emphasis – We expect significant increases in investment and a greater priority put on the organic channel and getting results from it
- Somewhat More Emphasis – We expect to see some greater investment on the channel in 2022 but not any more than prior years
- Neutral – We are not expecting SEO to be a higher priority in 2022 than 2021
- Somewhat Less Emphasis – Our company will be less focused on SEO in 2022 than they were in 2021



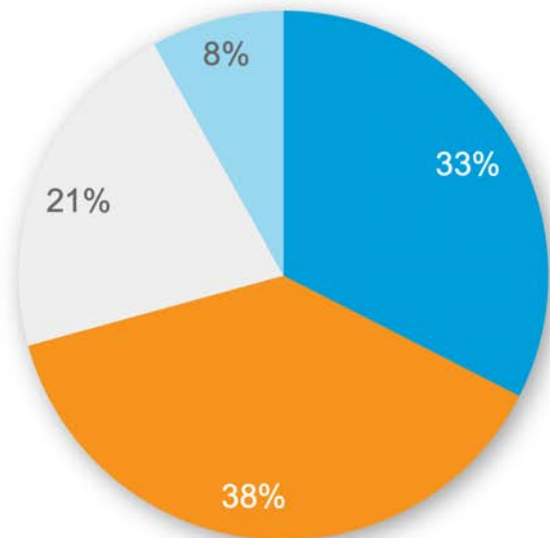
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RESEARCH

- Higher priorities for SEO across the board implies search will be more competitive in 2022
- SEOs will have more eyes on them requiring more data visualization and demand for insights
- SEO managers will need to justify increased resources and prioritization to sustain program growth

71% Say SEO is Informing Business Intelligence

How much of a role does organic search data play in your company's business intelligence?

- Very Significant – Organic search and traffic data is a key input into how our company formulates its broader business strategies
- Moderately Significant – Basic metrics are viewed outside the search organization, but it is not a core piece of how broader strategy is derived
- Somewhat Insignificant – Organic search data is not driving company decisions
- Not Significant Today – We aren't using organic data in broader planning, but it is on our roadmap to incorporate it more



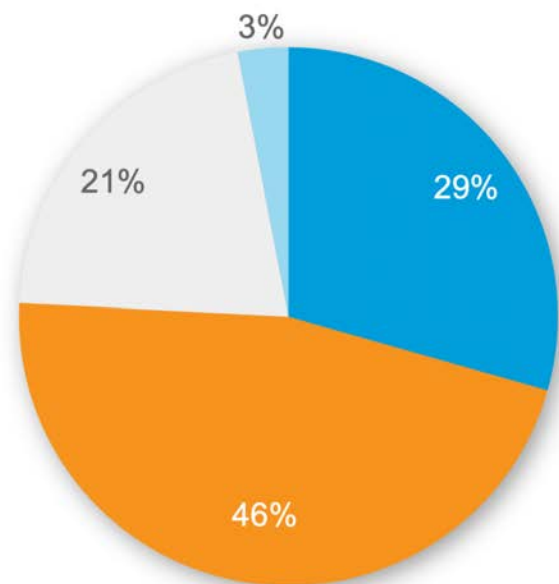
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RESEARCH

- In addition to winning in the channel, SEOs are also driving broader business strategy
- SEOs need to take organic data and make it valuable for non-search audiences
- As other channels face privacy concerns, we expect organic data to play a greater role in helping brands understand audiences

75% Say Speed-to-Value is Significant for SEO

How important is automation and speed-to-value for SEO in your planning?

- Very Significant – One of our top priorities is to move faster next year
- Moderately Significant – We are exploring efficiency routes but it is not a key priority
- Neutral – Our team hasn't run into bandwidth or speed to implement issues
- Completely Irrelevant – Automation and building implementation cases does not impact our business



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RESEARCH

- Nearly a third of surveyed SEOs say speed and automation are top priorities
- Efficiency and automation frees SEOs up to be more strategic and high level
- With most SEOs indicating an emphasis on SEO this year, reducing task-loads to focus on scale aligns with the need for automation



EXPERT TIPS FOR FLAWLESS EXECUTION

HOW POWER-USERS ARE
LEVERAGING BRIGHTEDGE
TO OPTIMIZE THEIR
EXECUTION STRATEGY

Imperatives for Winning in 2022

Based on what we learned about priorities this year, there are four things SEO teams need to be prepared to do:



TELL THE
RIGHT STORY

REDUCE
MANUAL WORK

SIMPLIFY
COMMUNICATION

FLEXIBLE
AND AGILE
EXECUTION

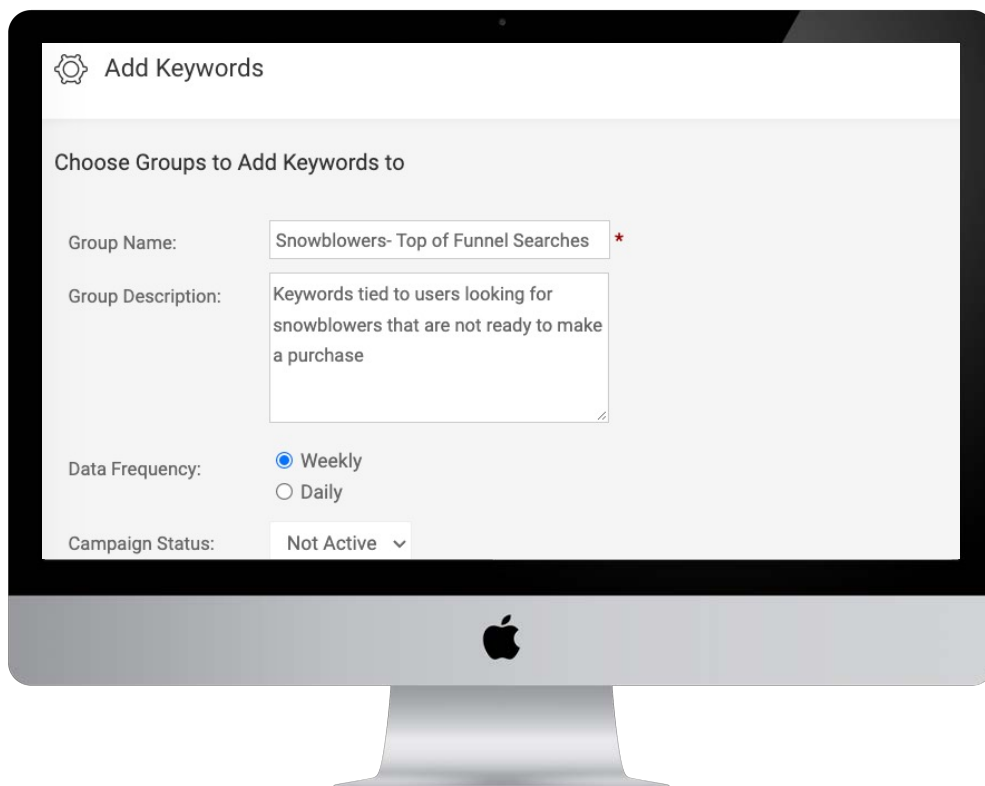
With competing priorities and multiple stakeholders, winning in SEO is not just about knowing what to optimize, but how to execute those optimizations throughout your organization. The following section outlines steps BrightEdge power users are taking this year to ensure their SEO strategies are executed, measured and communicated across teams in their organizations.



PLATFORM SETUP

CONFIGURE YOUR
BRIGHTEDGE PLATFORM
FOR SUCCESS IN 2022

Keyword Groups Must Align to Your Business Lines and Customer Mindsets



Tip: You can use data cube filters to help you understand customer mindsets by filtering on universal search results (Local intent, purchase intent, informational etc). Build keyword groups around these to put customers at the root of your SEO program

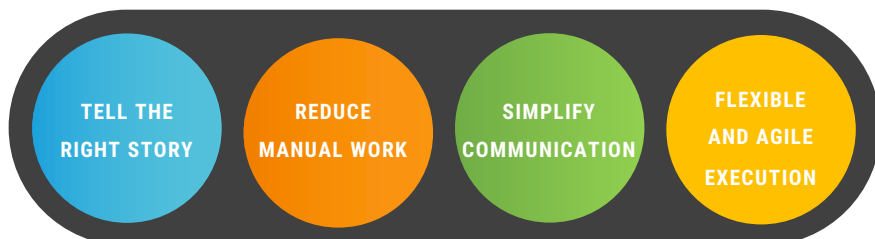
Your keyword groups are the fuel that powers much of how you're going to measure and execute your SEO strategy. How you organize them will define your market segments, measure share of voice and track how you stack up to competitors.

BrightEdge power users routinely add, modify and re-configure keyword groups to ensure they are organized in a way that aligns to their broader strategies. Common pitfalls include just building a single master keyword group and organizing keywords using SEO-centric themes (i.e. 'head terms', 'long tail'). These can be useful to internal SEO work but make it difficult to translate your work to other teams within your organizations. Instead, ensure you're organizing by company-oriented themes like your customer's journey, product lines or personas. This will set you up for success as the year progresses.

→ How keyword groups are set up is the most important factor in translating strategy to execution

→ Orient keyword groups to:

- Product Priorities
- Customer Mindsets (learning, converting etc)
- Key events, sales, or seasons



Ensure Page Groups are Oriented to How Your Company Views Your Customer Journey

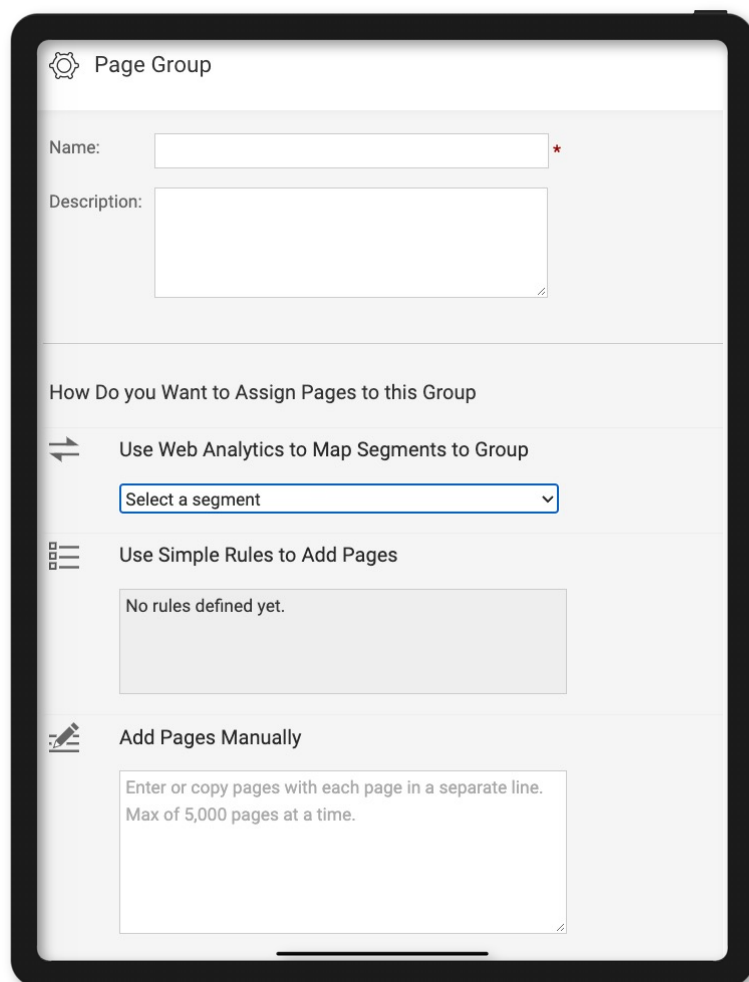
→ Ensure Page Groups are also aligned to your SEO strategy – these are critical to ensuring tech and content teams have meaningful insights in their dashboards

→ Orient page groups to:

- Product Priorities
- Customer Mindsets (learning, converting etc)
- Content functions (learning, discerning, transacting)

Similar to keyword groups, page groups serve as a foundation for how measure and execute your SEO strategy through the BrightEdge platform. As you think about your SEO strategy, it is imperative you translate it into how your page groups are organized.

When you think about how you're going to group pages, think about what pages are designed for and how they map to your customers' purchase journey. For example, typically a blog is designed to educate and inspire your customer as a top-of-funnel driver, whereas your product and pricing pages are designed for your customer to transact or make a purchase decision. Grouping these pages by these names helps bring your strategy and the SEO performance to life for your organization.



Tip: You can use URL elements to help you group pages at scale. For example, if the page contains /blog/ you can tell it to add it to a "top of funnel" group.

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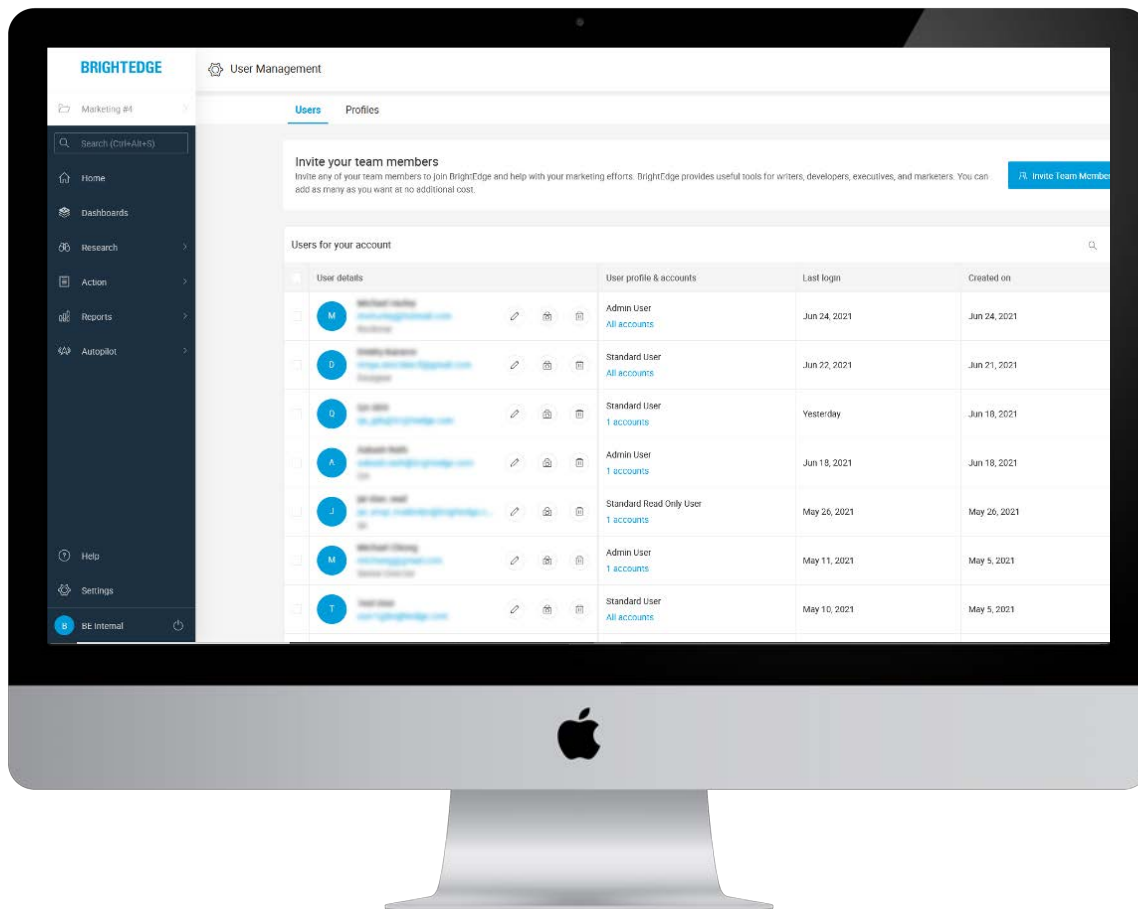
SIMPLIFY
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TEAM AND RESOURCE ACTIVATION

Take an Inventory of All Stakeholders in SEO and Make Sure They are Set Up in Your BrightEdge Instance



Tip: Assign read-only access for non-SEO team members to simplify their experience

A common trait among BrightEdge power users is to take advantage of unlimited users and get as many users activated on the platform as possible.

When you give people in your organization a login to BrightEdge, you enable new communication streams and open up possibilities to let BrightEdge take care of a lot of repetitive communication streams.

→ Even if they aren't active users, the login ensures team members:

- Access Dashboards
- See Tasks
- Can be assigned roles



Track Activity and Projects Using the Task Manager

- The Task Manager is a powerful way to assign and track tactics from within BrightEdge
- Task manager will automatically track implementation (if it's site-specific)

One of the critical aspects of SEO is measuring the impact of efforts. To effectively do this, you need to know when things were implemented and what the impact was. It can be time consuming to track this across multiple toolsets and difficult to tie together.

BrightEdge's task manager not only helps your team by keeping tasks top of mind with team members, but as things are completed, it automatically annotates them in the platform. This will fuel your dashboards and reporting downstream and automatically show the value different teams are adding to the overall SEO program.

The screenshot displays the 'Tasks' section of the BrightEdge platform, specifically the 'New Task' form. The form is titled 'Task Details' and includes a 'Cancel' and 'Save' button. The 'Task Name' field is populated with 'PPC re-allocation to Accounting Software for nonprofits'. The 'Task Description' field contains a detailed note about a 20% lift in accounting software for non-profit keywords. The 'Related To' dropdown is set to 'Account', and the 'Marketing #2' field is empty. The 'Comment' field contains a request to send bid parameters and landing pages to the SEO team. The 'Task Assignee(s)' dropdown is set to 'Select Assignee(s)', and the 'Send Notification Email' checkbox is checked. The 'Status' dropdown is set to 'Assigned', and the 'Due Date' is set to '07/02/2021'.

Tip: Be clear what channel is being tasked in the title so you create a concise record of what was done over any period

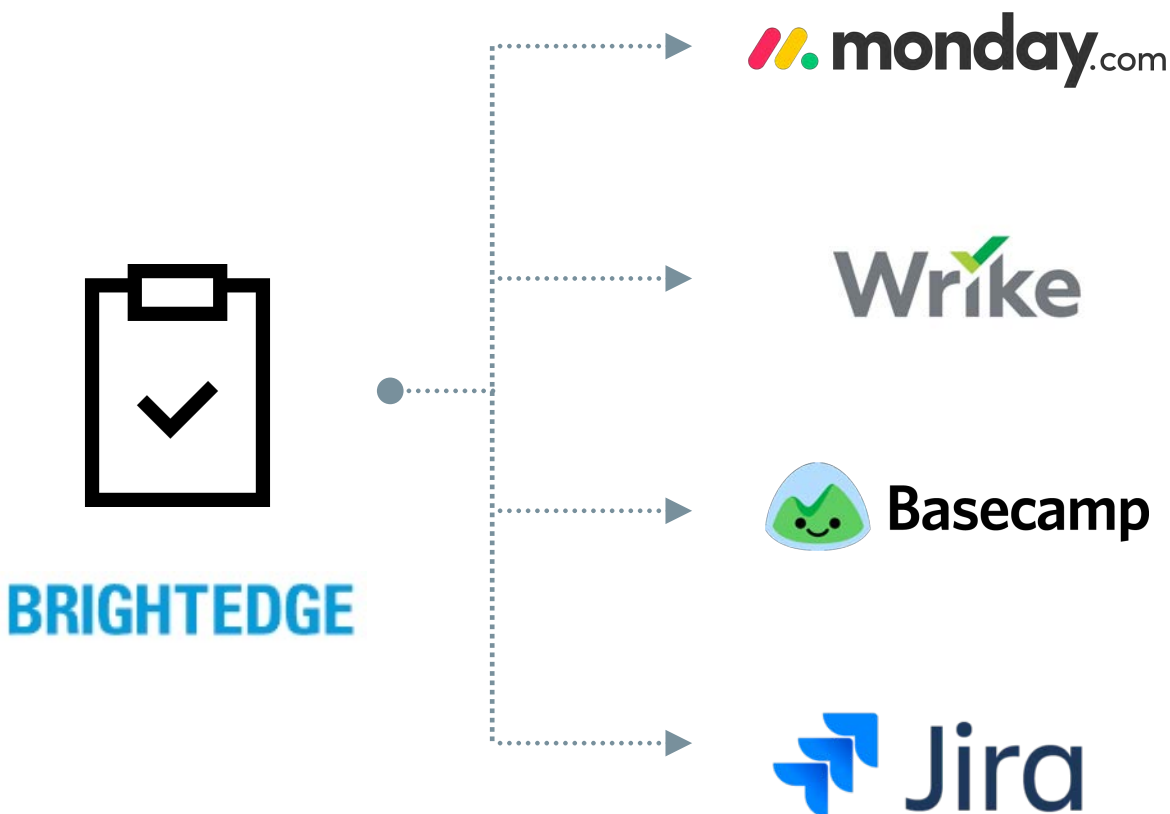
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Integrate Task Manager Into Your Project Management Tool



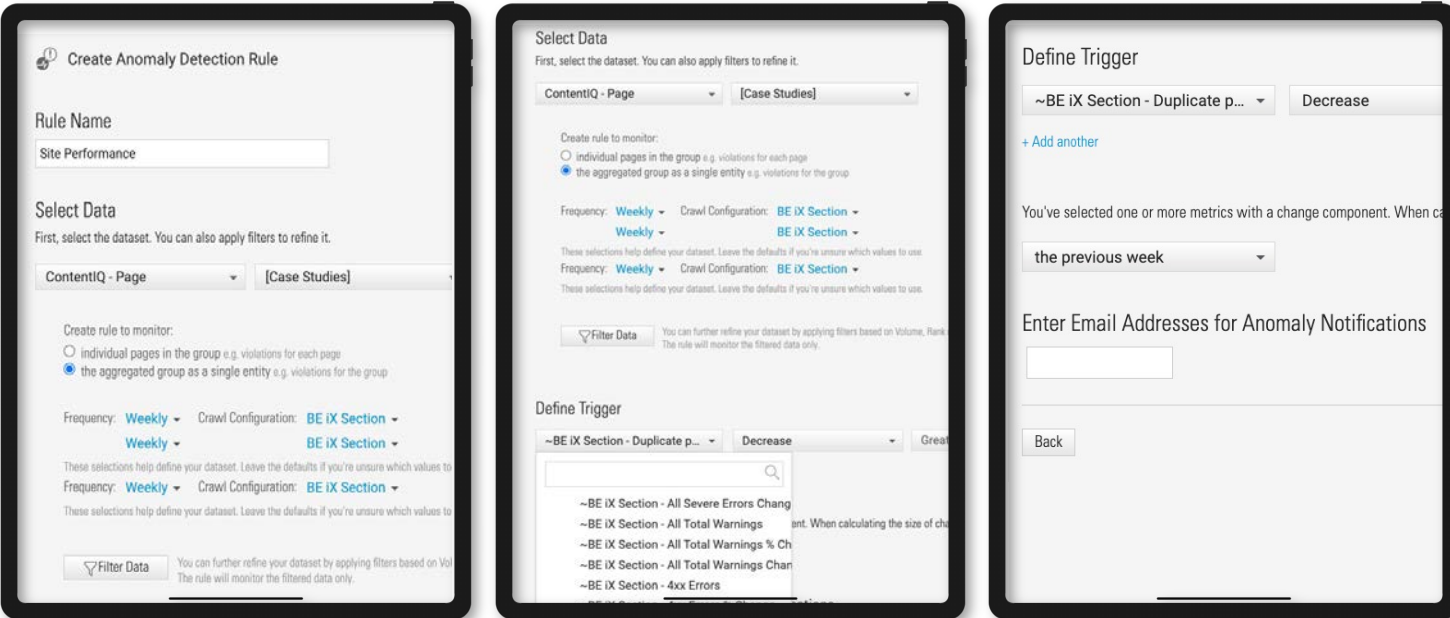
For many enterprise organizations, there are project management tools preferred by the company. You need to align to these in order to help your company track all the activity across all channels and to simplify communication.

Fortunately, BrightEdge's task system can plug into these tools. Simply create a login for your communication or ticket system within the BrightEdge platform and assign tasks as needed. This keeps it simple for your teams to operate while preserving your log of activity within the platform without adding to your reporting and tracking manual tasks.

- Create a unique user in BrightEdge to track tasks in your preferred task system
- Eliminate multiple places for tasks to be tracked while preserving optics in the platform
- Ensure SEO tasks have visibility among other business priorities



Set up Anomaly Detection of Technical Issues for Your Technical Teams



Create a new rule in settings

Select Page Groups and Add Technical Issues

Assign Email Addresses for Tech Recipients

For large complex sites, any number of issues can derail positive traction in organic results. Your goal is to address these issues before they've become a hindrance to your performance.

BrightEdge power users avoid these problems by plugging in the technical teams responsible for ensuring the accessibility and uptime performance of the website, so they receive anomaly alerts for issues such as 500 level server responses, 404 pages, page speed decreases and so forth. Anomaly detection can be configured for dozens of alerts. Setting these up now eliminates fire drills down the road and could potentially save you hours in researching what led to drops after the fact.

→ Move faster on technical issues by automating IT and Tech communication

→ Ideal for:

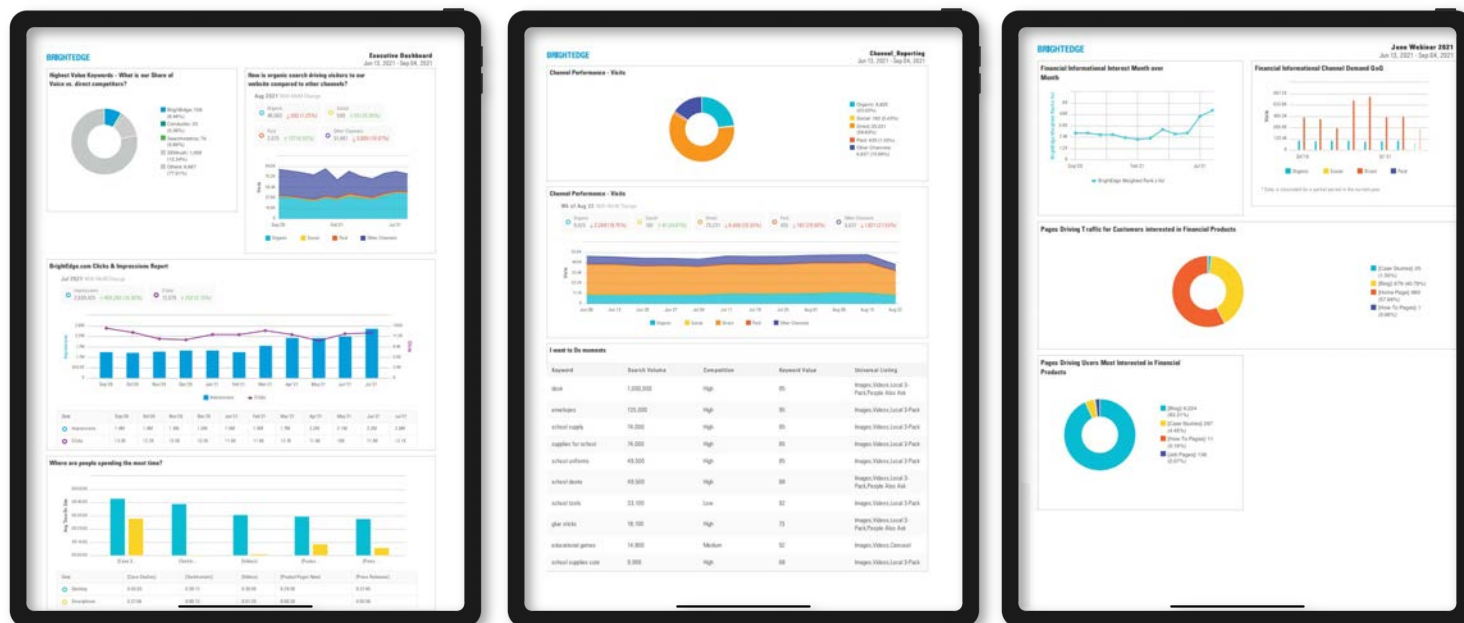
- Dead pages
- Duplicate content
- Pages reporting server errors
- Canonical Issues





COMMUNICATION AND DATA CONSOLIDATION

Avoid Death By PowerPoint with Dashboards



Create a new rule
in settings

Select Page Groups and
Add Technical Issues

Assign Email Addresses
for Tech Recipients

- Instead of a one-size fits all dash, create views for each group touching SEO with the story that matters to them
- Dashboards are updated alongside the rest of the platform
- Create a single source of truth for all groups to eliminate disparities in data

Reporting and telling stories through data are important pieces of an SEO program. However, the setup and configuration of these visuals through traditional methods like PowerPoint presentations can take up a lot of your time, particularly when multiple stakeholders require different views. Death by PowerPoint is a real thing!

Power users are replacing PowerPoints with dashboards in many of these scenarios. Rather than putting a deck together for each report or meeting, simply configure the dashboard for the story you need to tell for each group. The platform will automatically update the data leaving you to focus on strategy and insights vs. formatting.

→ Ideal for:

- Weekly standups
- Monthly reports
- Team check-ins
- Functional-team insights

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Annotations Streamline Broad Communications

The screenshot shows a form for creating an annotation. It includes fields for 'Created By' (dave.mcanally@brightedge.com), 'Account' (Marketing #2), 'Event Description' (The Redesigned product pages went live), 'Event Date' (09/02/2021), and 'Related To' (Page Group, Pages - [Product Page]). At the bottom are buttons for 'Cancel', 'Create', and 'Create & Return to Dashboard'.

- Annotations allow you to communicate sitewide updates and share them across all dashboards
- Annotations can be assigned to specific aspects of your site to ensure your stakeholders have an accurate view of how actions impact the site

There are some issues, including site redesigns, new campaign or product launches and market conditions that impact all stakeholders. You can use annotations in BrightEdge to communicate these in your dashboard views.

A common challenge with SEO are the external factors that impact the organic channel. Things like algorithm updates, or even competitor launches or news that impacts your industry can drastically alter search behavior and rankings. It's critical that you can tie those instances to performances. Annotations marking these instances across your dashboards makes it easy for teams to see exactly what happened and how performance was or wasn't impacted – saving you significant education time and potential manual work backtracking to understand what happened.

- Eliminate redundant communication
- Build a record for RACI participants
- Create an agile work environment by eliminating backtracking
- Help validate technical SEO by tying it to performance



Reduce your Manual Communication with Auto-Scheduling

The screenshot shows the 'Email dashboard report: June Webinar 2021' interface. It has two tabs: 'Send Now' and 'Schedule'. Under the 'Schedule' tab, there are two dropdown menus: 'Schedule email frequency:' set to 'Monthly' and 'Select day of the month' set to '1'. To the right, it says 'Next delivery on: Jul 1, 2021'. Below these is a note: 'Note: If the date falls on a weekend, email will be sent on Monday. If Monday falls in next month, email will be sent on Friday.' At the bottom, there is a 'Subject:' field. To the right of the main interface is a tip box: '• Tip: Create a message in the automated email body that calls out specifically what people should be looking for in the report'.

Below the main interface is a smaller screenshot of the 'Dashboards' section. It shows 'June Webinar 2021' with a dropdown arrow, a '+ Add Chart' button, a 'New Dashboard' button, and a 'Share Dashboard' button. Below this is a 'Original View' dropdown and an information icon.

As you align different groups and more eyes are on the SEO program, you need to be efficient in your communication streams to manage your team's time effectively.

BrightEdge power users rely on auto scheduling dashboards to automate a large piece of this process. It eliminates the need for many team members to login in to see what's going on and gives you control of when your team members get data. Schedule reports to drop before standups and check-ins so team members can get a pre-read and the information is fresh in their inbox.

- Eliminate steps in your team's process by ensuring market insights from dashboards are delivered to their inbox
- Schedule reports to be delivered before broader team meetings so they are topical and in-the-moment



Enterprise Accounts Should Combine Multiple Regions and Domains for Executive Rollups to Simplify Communication



Many SEOs operate and implement strategies across multiple domains and territories. This can make it difficult to discuss channel performance at a high level with executives.

As you're building dashboards, a strategy that can help you demonstrate macro level performance is to combine multiple domains or accounts onto a single view. This works even across different sub-accounts. This minimizes the need to create separate views for each region which saves your global teams time looking at different reports and helps you communicate broader performance metrics.

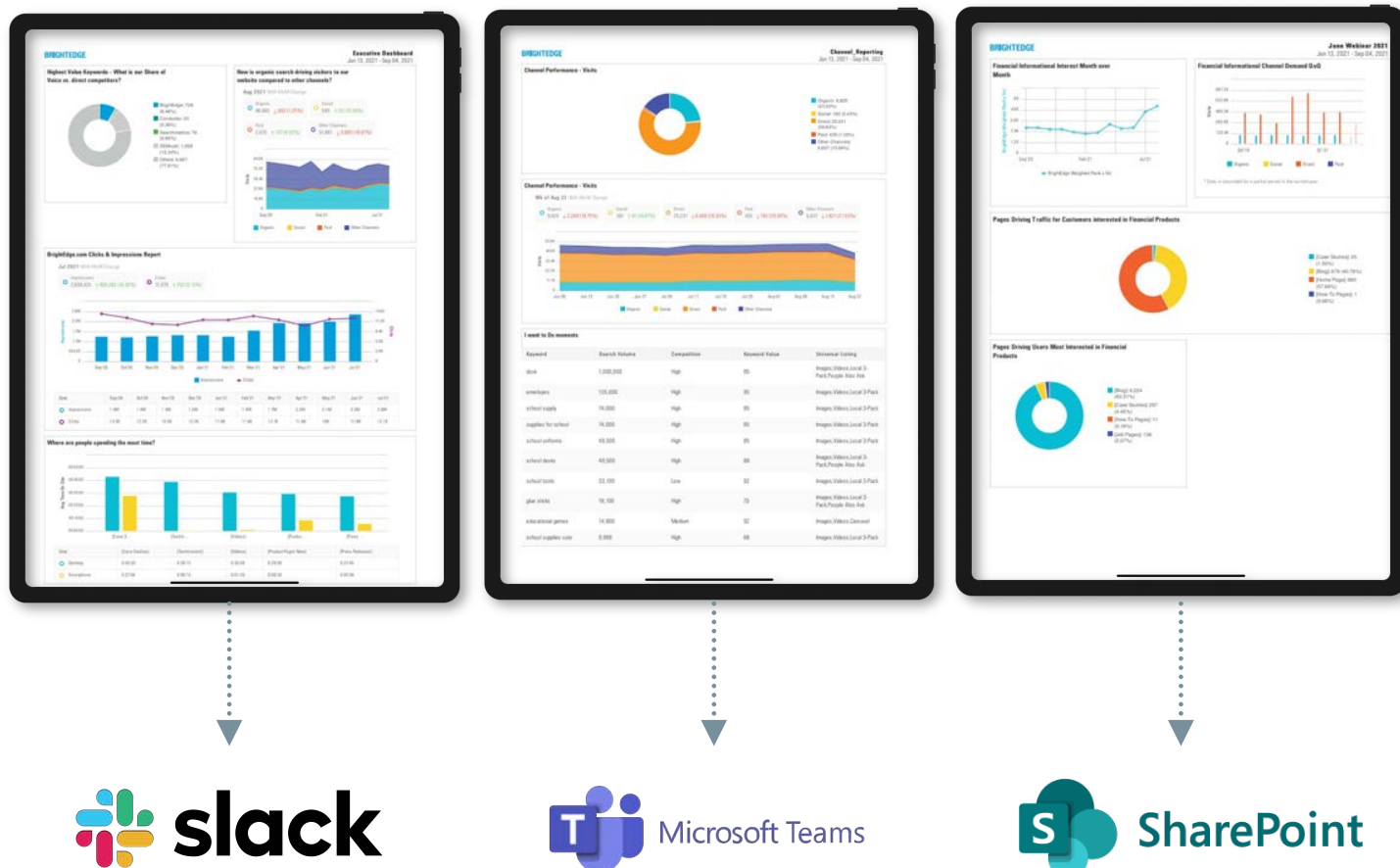
→ If you have multiple domains or regions, reduce the reports by combining them to single dashboard views

→ Ideal for:

- International domains
- Multiple brands within a domain
- Subdomains



Leverage Company Comms to Share Dashboards



Similar to aligning the task manager to the task system, you also need to align how you share reporting to your company's preferred communication platforms.

Power users ensure there is a dedicated channel or profile in the company communication platforms for SEO. Use this resource as a place to share out dashboards and provide insights. While auto-distributing dashboards will help save you time on manual tasks, ensuring your communication is centralized provides your team with a go-to resource as a failover for email.

→ If your company has a communication tech, dashboards are great to share specifically to teams

→ Ideal for:

- Creating multiple access places to see data
- Readouts before meetings begin
- Creating a repository in team sites



Now You Have

- ✓ YOUR STRATEGY IMPLEMENTED
WITHIN THE PLATFORM
- ✓ UNIQUE COMMUNICATION
PATHS FOR SEO ACROSS YOUR
ORGANIZATION
- ✓ AUTOMATION BETWEEN YOUR
EXECUTION AND REPORTING
- ✓ CENTRALIZED WORKSTREAMS
TO SIMPLIFY TRACKING

THANK YOU

We hope you found this guide helpful in laying the groundwork to execute your SEO strategy this year. If you would like to learn more about BrightEdge or how some of the tools discussed can be leveraged in your organization, please reach out!

[REQUEST A DEMO](#)