SEJ
EBOOK

ENTERPRISE
SEO GUIDE
STRATEGIES, TOOLS, & MORE

CONTENTS

conductor

Get A Free SEO Analysis Now

Get Conductor SEO experts to analyze your website to help improve your rankings & online visibility

Learn how to improve your website rankings

Uncover technical site issues

Discover opportunities to optimize and create new content

See how visible your organization is online

Get recommendations to improve your performance

Get your analysis at conductor.com/seo-analysis

CONTENTS

botify

51% of the pages on enterprise sites are invisible to Google.

Challenge accepted.

Enterprise SEOs (hey, that's you!) who work on solving this problem for the largest, most complex sites on the web deserve:

- Crawls that take hours, not days, to complete
- Visibility into all your SEO data, from log files to rankings
- Time & sanity-saving issue prioritization and alerts
- Autonomy to make changes without waiting on other teams

That's Botify.

Learn more at

Botify.com

WHAT IS ENTERPRISE SEO?

AUTHOR
ANNA CROWE

More pages, more visibility, more problems. SEO can be challenging enough, but when your pages and links number in the thousands or even millions, it's a whole new ballgame.

The stakes are higher, and there are more internal stakeholders to satisfy.

Successful enterprise SEO makes a website eclipse the competition in its category and improves online brand perception.

On the flip side, enterprise SEO failures can have a substantial impact on revenue and brand reputation.

A major news story can send a flood of traffic to your site. A technical issue can tank your products' ranking in search results.

Plus, there are challenges that are just a matter of scale. An acquisition can add thousands of pages (and all the problems that come with them) to your site overnight.

And that's what sets enterprise SEO apart. The sheer scale and impact of the site's performance require skills that go well beyond traditional SEO.

WHAT IS AN ENTERPRISE SITE?

There's no general consensus on what makes an enterprise site.

But the common thread is that the number of pages on the site, and the impact they have on revenue and the company's reputation, are key identifiers.

One school of thought says it's all about the size of the site. A high volume of pages (1,000+) and brand authority are determining factors for an enterprise site.

A small business like MarketingProfs has less than 50 employees but thousands of pages on its site. Plus, it's seen as a leading authority for marketing thought leadership.

By this logic, it's an enterprise site.

There's another school of thought that says enterprise sites are determined by the size of the organization working on the site.

The logic behind this line of thinking is that, if a business needs a big team to maintain its site, then the site must be important for generating revenue and brand recognition.

Regardless of what school of thought you fall under, all enterprise sites have some things in common:

- The impact of the website on the business' bottom line and reputation

- The level of project management and collaboration required to maintain the site

- The level of automation needed to perform tasks across thousands or millions of pages

---

WHY ENTERPRISE SEO MATTERS

TRADITIONAL FIXES DON'T ALWAYS WORK

Enterprise sites are sometimes plagued with problems that seem like **obvious, fixable issues.** But their complexity makes these "simple" issues much more difficult to fix.

Making changes is like turning a ship.

For instance, you may be tempted to create new pages to replace legacy content.

conductor **botify**

But you have to consider how those changes will affect the backlinks and domain authority those pages have acquired over time.

That's the double-edged sword of an enterprise site. They often enjoy all the perks of amazing brand authority.

But they have to be careful not to undermine it while keeping content and SEO fresh.

Sometimes the barrier to change is organizational. It often takes resources from IT, marketing, product, and subject matter experts to execute content improvements.

Enterprise SEOs have to be able to **demonstrate the business case** for the resources and time needed to make changes.

Another hurdle can be the sheer volume of pages, links, or technical issues that need to be addressed. This is often the case with sites that have a long history.

Depending on the issue, and the circumstances behind it, the cure may be worse than the disease.

INTERNAL COLLABORATION IS CRITICAL

When a business revolves around its website, there's bound to be more cooks in the kitchen.

It's not uncommon to work with stakeholders from purchasing to public relations to maintain an enterprise site.

The site doesn't just affect the bottom line. For some employees, it has a direct impact on their job performance.

A category manager in purchasing has a personal stake in whether pages are optimized for her products. A PR director wants to make sure his press releases are ranking properly in search.

And on the other hand, there may be stakeholders whose actions (or inaction) have an impact on the site's performance, but they don't understand the ramifications.

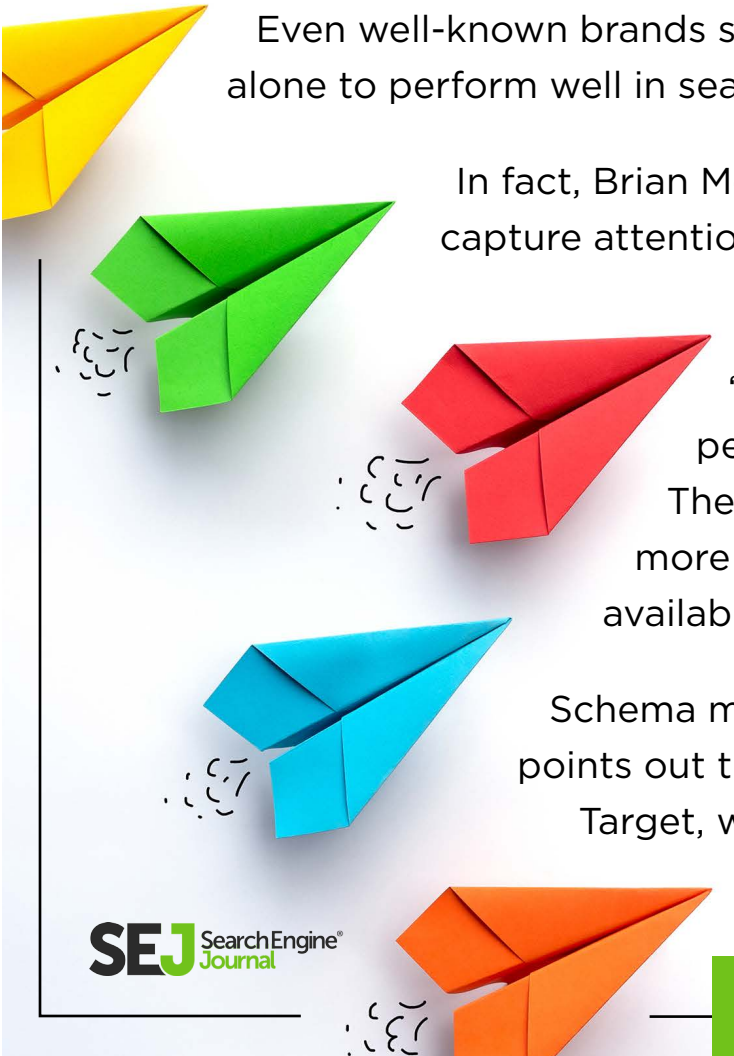Both challenges require a collaborative, proactive approach to SEO.

conductor botify
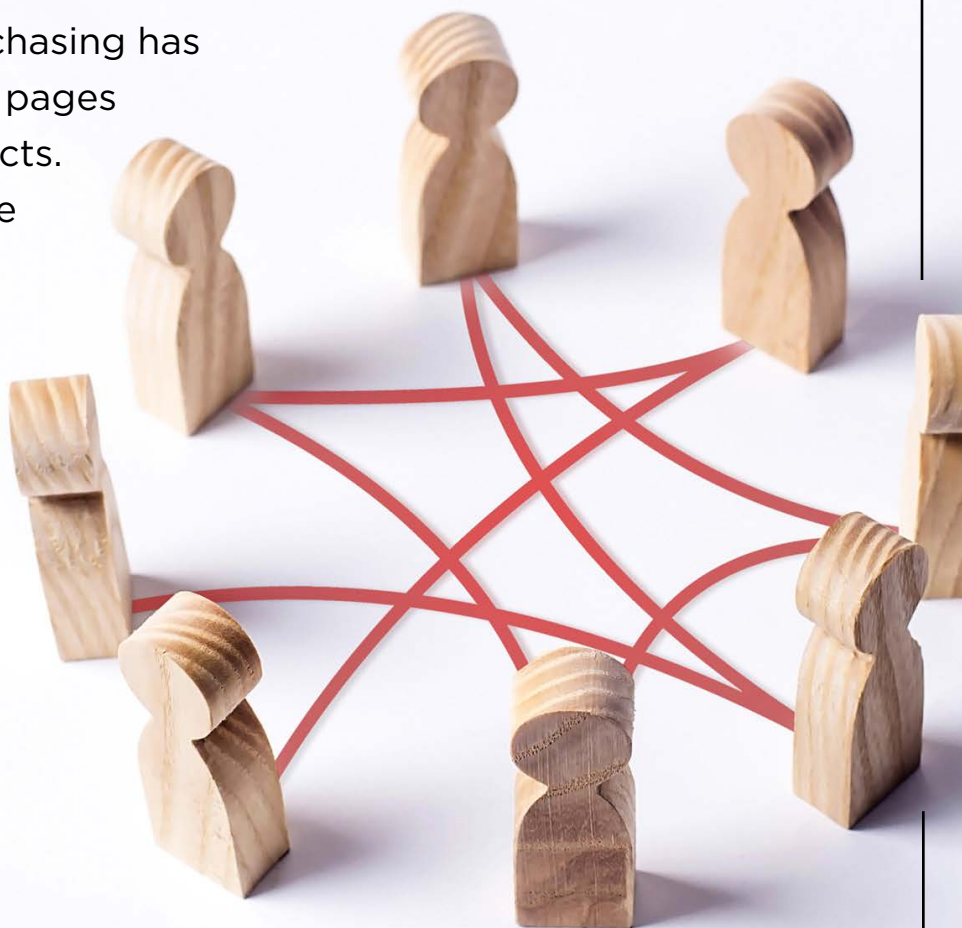
COMPETITION IS STIFF

Enterprise sites have to compete with other well-known brands that have sophisticated SEO.

Take Airtel for instance. The company is a leader in the telecom space, but it couldn't crack the top three search results because both national and local competitors were one step ahead of them.

It took an **enterprise SEO strategy** – which included optimizing content for 2,000+ keywords and 440 local sites – for the company to beat out its competitors.

The aggressive approach paid off, with 2,100 keywords getting into the top three positions, and a 3,500% increase in traffic from local search queries.

Even well-known brands shouldn't rest on brand recognition alone to perform well in search.

In fact, Brian McDowell says limited opportunity to capture attention is one of the **biggest threats** to enterprise e-commerce SEO right now:

"When you have such little real estate, people are going to scroll right past... They're going to spend a tenth of a second more if there's an image, a star rating, or availability."

Schema markup may be basic SEO, but Brian points out that big brands, such as Best Buy and Target, were slow to adopt the practice.

Online shopping has created enough headaches for traditional brick-and-mortar retailers. Failing to keep up with SEO basics can lead to being edged out by younger, less well-known brands with more sophisticated SEO.

Just look at the mobile search results for "40-inch tv:"
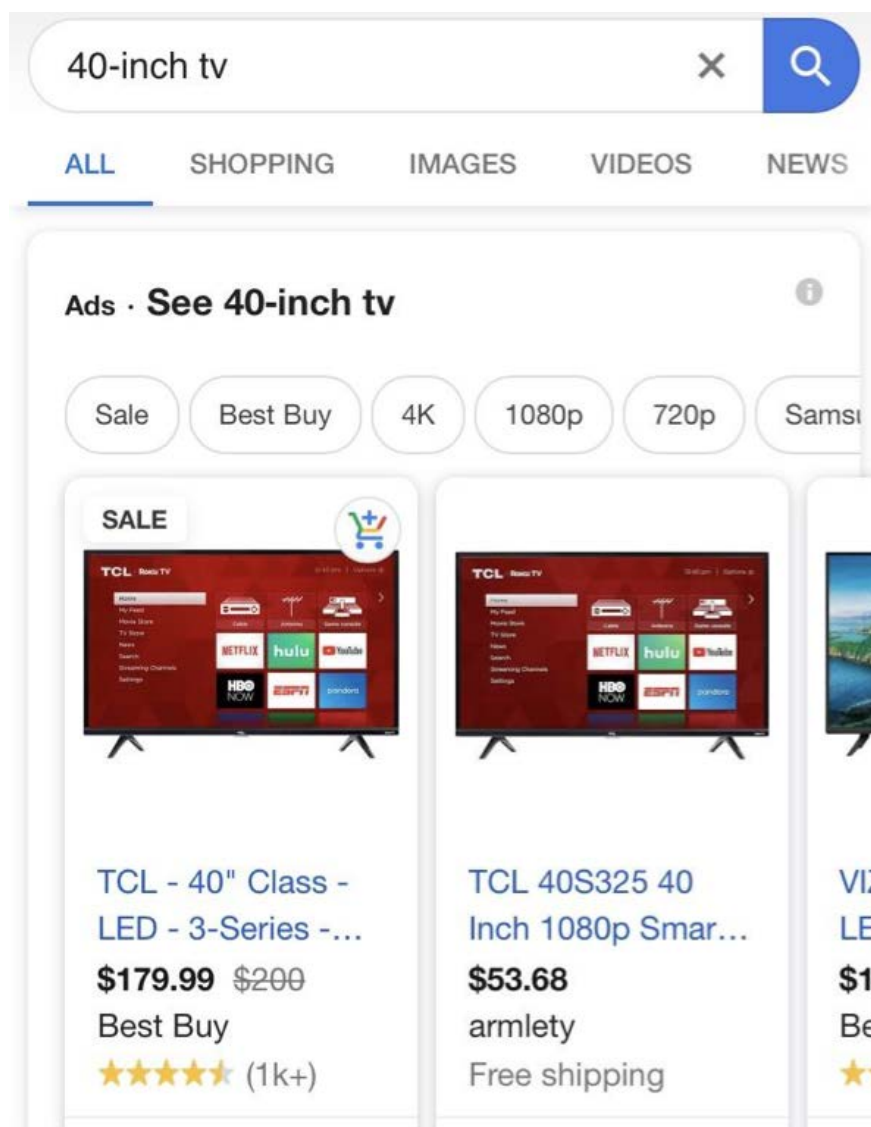
The user sees two full product listings and a sliver of the third.

While Best Buy has upped its schema markup game and landed in the first spot, the second listing is a completely unknown brand (to me, at least).

See what I mean about the stakes being high?

::: conductor botify

WHAT MAKES ENTERPRISE SEO DIFFERENT

On a practical level, enterprise SEO requires more strategy, planning, and patience than regular SEO.

SCALABILITY & AUTOMATION

Whether it's building links or setting up microdata for product listings, the work multiplies exponentially on an enterprise site.

And that number grows even more after a merger, acquisition, or new product launch.

Even with a team of SEOs, doing all of that manually is a poor use of everyone's time. Enterprise SEO **requires tools** that enable you to scale and automate SEO tasks.

MULTIPLE LOCATIONS

Local search continues to grow in importance, with **78%** of local-based searches resulting in an offline purchase.

For large enterprises with franchises or a branch network, the SERPs should serve up **location-specific content** in a way that's consistent with their brand and drives conversions.

And the best way to do that is to use content templates that allow you to answer key user questions: usually addresses, hours, reviews.

That's what Meineke did to drive a **50%** increase in sessions. As one of the biggest auto repair businesses in the country, name recognition wasn't a problem, but keeping up with the increasing importance of local search was.

The company focused its SEO efforts on "near me" optimization and voice search. The result was a 30% increase in visibility when compared with its two nearest competitors.

MULTIPLE SITES OR SUBDOMAINS

Many enterprise SEOs have to manage the varying, and sometimes competing, demands of multiple properties while also maintaining some sort of uniformity.

conductor **botify**
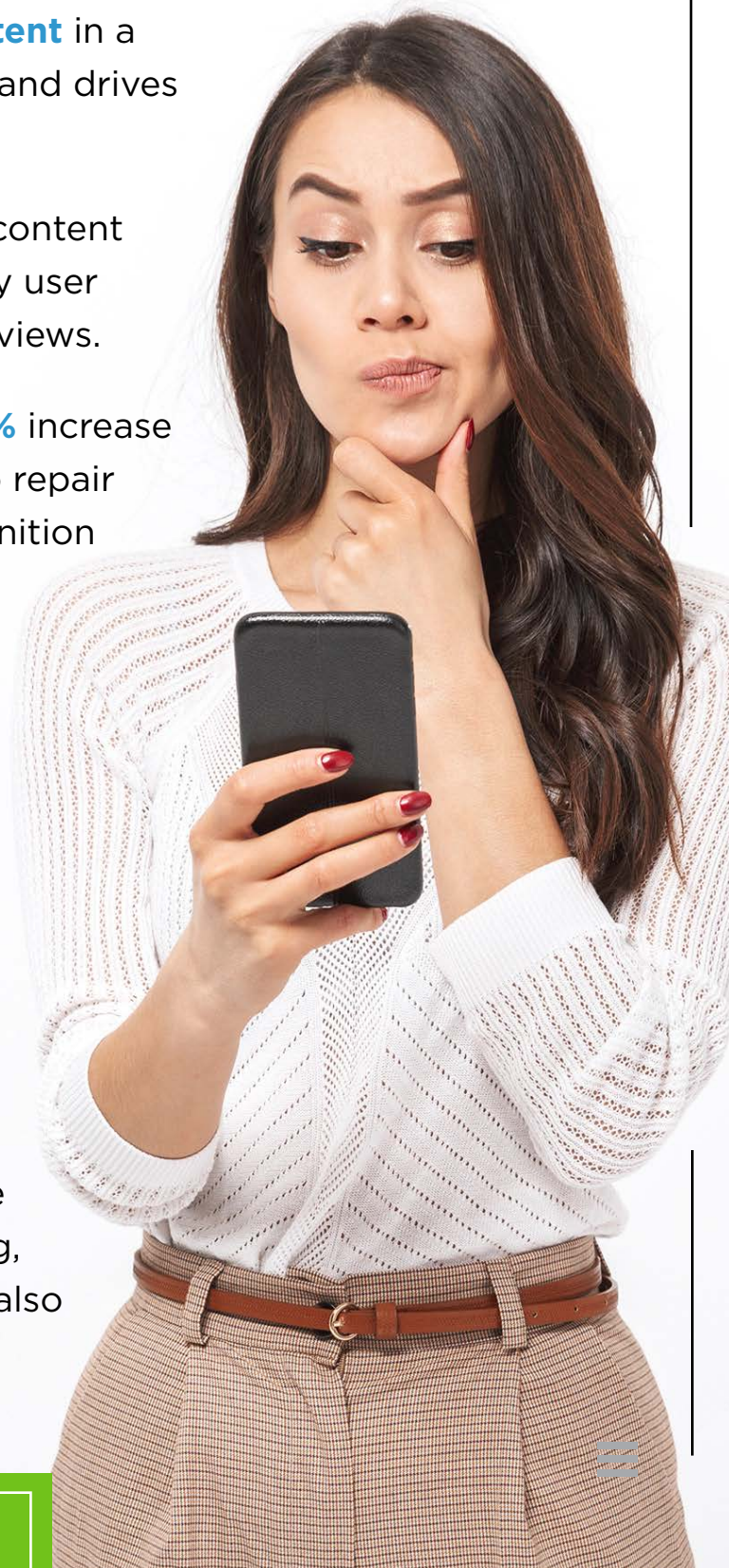
Wayfair is a big enough site on its own, but the parent company actually owns four other ecommerce furniture brands.

Joss & Main, Perigold, AllModern, and Birch Lane sell millions of products each, and Wayfair boasts that it sells **18 million items** altogether.

Without a holistic approach to SEO, there's a lot of potential for duplicate content, keyword cannibalization, and content inconsistency.

REPUTATION MANAGEMENT

The greater the authority, the higher the possibility for bad PR. Negative news and discussions can quickly dominate branded search results.

Imagine you're the CEO of a Fortune 500 company, and there are over 14,000 searches for your name in a month. Three of the top five results are negative stories that make claims against you that aren't true.

No matter how good your PR team is, you need a sophisticated SEO strategy to serve up more accurate SERPs.

That's another aspect of enterprise SEO: undoing the damage caused by unfair claims.

The Fortune 500 CEO story wasn't hypothetical. It really happened to one of **Terakeet's clients.**

To remedy the problem, the agency used a combination of content strategy and technical SEO to highlight the CEO's accomplishments and demote unfavorable stories.

They also made changes to his personal website, Wikipedia page, and even responded to claims about him in community forums.

Companies with non-enterprise sites get bad press occasionally too. But the impact, and the solution, is typically not as far-reaching.
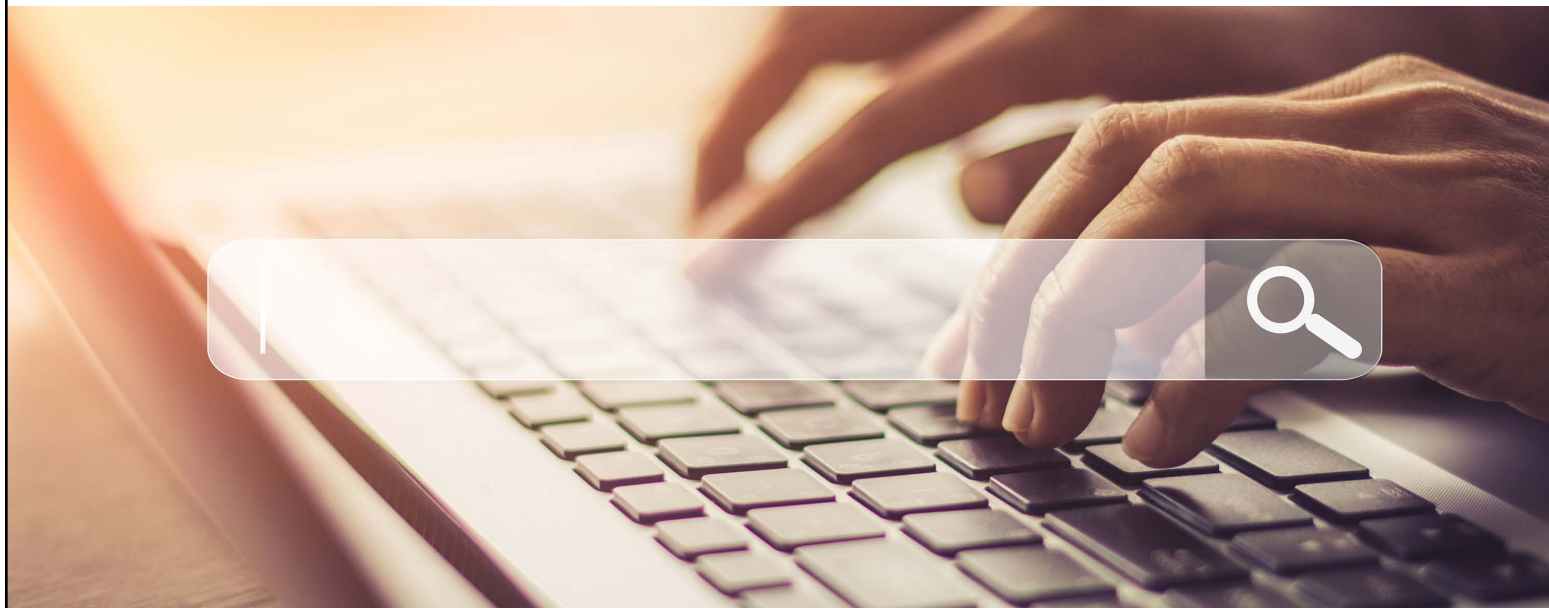
CONCLUSION

The higher the stakes, the more impactful SEO is on a website.

When done well, enterprise SEO can help brands further dominate in their industry. Brands that fail to execute enterprise SEO properly risk damage to their reputation and bottom line.

Search engine algorithms change constantly, and in terms of agility, non-enterprise sites have the upper hand.

Enterprise sites have brand authority in their favor, but they need consistent, effective enterprise SEO to maintain that dominance.

conductor **botify**

WHY MARKETERS NEED AN ENTERPRISE SEO PLATFORM

EVERYTHING YOU NEED TO KNOW BEFORE YOU INVEST IN SEO.

conductor

AUTHOR

LINDSAY BOYAJIAN

SR. DIRECTOR OF MARKETING, CONDUCTOR

B2B and B2C companies generate two times more revenue from organic search than any other channel.

That's because Google search results are deemed more trustworthy than display advertising or social media.

Facebook has a trust problem. One **study** shows more than three-fourths of consumers don't trust Facebook, and with good reason – their business model arguably drives you to make rash, emotional decisions.

Google, on the other hand, is a trusted brand because of its focus on Expertise, Authority, and Trust. It's in their best interest to make sure you find exactly what you're looking for.

Trust is the core of SEO practice in 2020. To build trust, your website has to be fast, error-free, and truly informative.

Using an enterprise SEO software platform can increase efficiency and productivity while reducing the time and errors involved in managing organic search campaigns.

It also simplifies the cost-intensive work of keeping your site up-to-date.

QUESTIONS YOU NEED TO ASK WHEN LOOKING AT ENTERPRISE SEO PLATFORMS

Marketing across platforms is complex and requires the cooperation of many teams throughout an organization.

Just making sure your business can be found where people are looking – online search – is a process with a lot of moving parts within an organization.

Keeping that in mind, when evaluating enterprise SEO platforms, your purchasing manager should ask the following questions to see which one is the right fit for your business.

HOW DOES THIS PLATFORM INCREASE PRODUCTIVITY?
Both small SEO teams of one or a few people and larger teams at Fortune 500 companies have to optimize hundreds, thousands, or hundreds of thousands of URLs.

What's more, optimization isn't a once-and-done job – it has to become an integral part of the marketing workflow to keep up with changing consumer preferences, search engine algorithm updates, and the adoption of new technology.

conductor
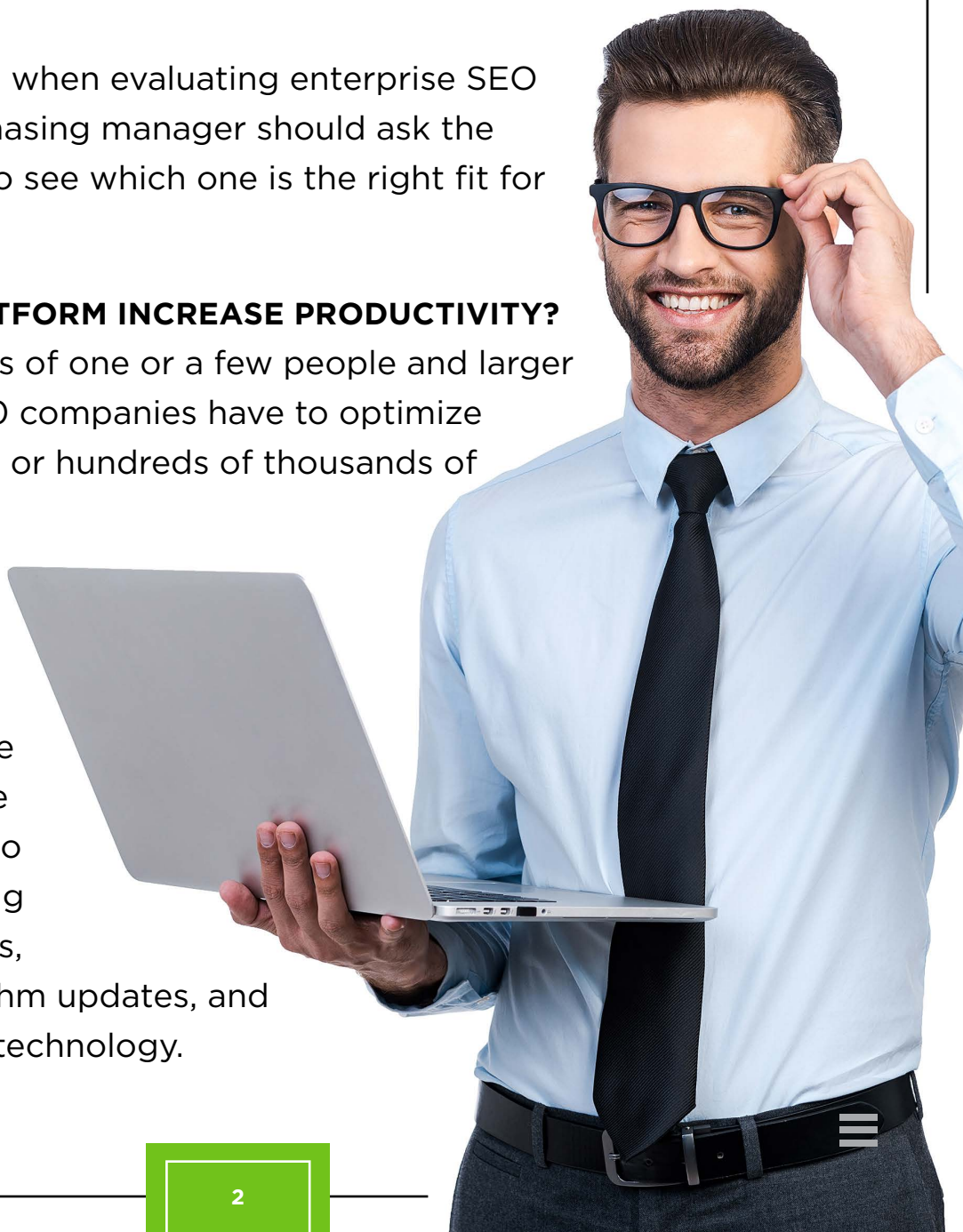
The best enterprise SEO platforms will increase your team's productivity by automating these tasks. With that in mind, your punch list should include the following boxes:

- Does this platform alert the team to content opportunities?

- Does it flag technical problems and suggest solutions? Does it help implement those solutions?

- Does it tie in different teams across the organization to make sure SEO priorities are shared?

Each of these functions allows a single manager or a small team to increase their reach through your organization and boost their productivity exponentially.

Created 25% more content with the same labor hours

Increased traffic by at least 3x per piece of content

CAN WE INTEGRATE THIS SEO PLATFORM WITH TOOLS WE ALREADY USE?

You have one tool for communicating across teams and two separate tools for managing workflows that don't talk to each other.

Throw in an analytics platform, and you have headaches and bottlenecks across the organization.

conductor

In order to take your current SEO efforts to the enterprise level, you need a platform that integrates smoothly with the software you're already using.

Conductor Searchlight is designed with seamless integration as a top priority. It plugs into your existing software tools to enhance and improve what you're already doing.

For instance, **Conductor integrates real-time DeepCrawl** learnings to make improving site health easier and faster. DeepCrawl is a cloud-based website crawler that the world's largest enterprise brands use to monitor and improve site health.

Conductor also partners with Dragon Metrics to make data for Baidu and other Asian search engines available directly in their platform.

conductor

An SEO platform should not only integrate with additional data providers but also plug into your team's workflow productivity tools. SEO is a team sport requiring stakeholders across the org from your SEO manager to content writer to IT lead.

Conductor Actions integrates with productivity apps like Asana and Trello makes integrating insights to fast actions easy.
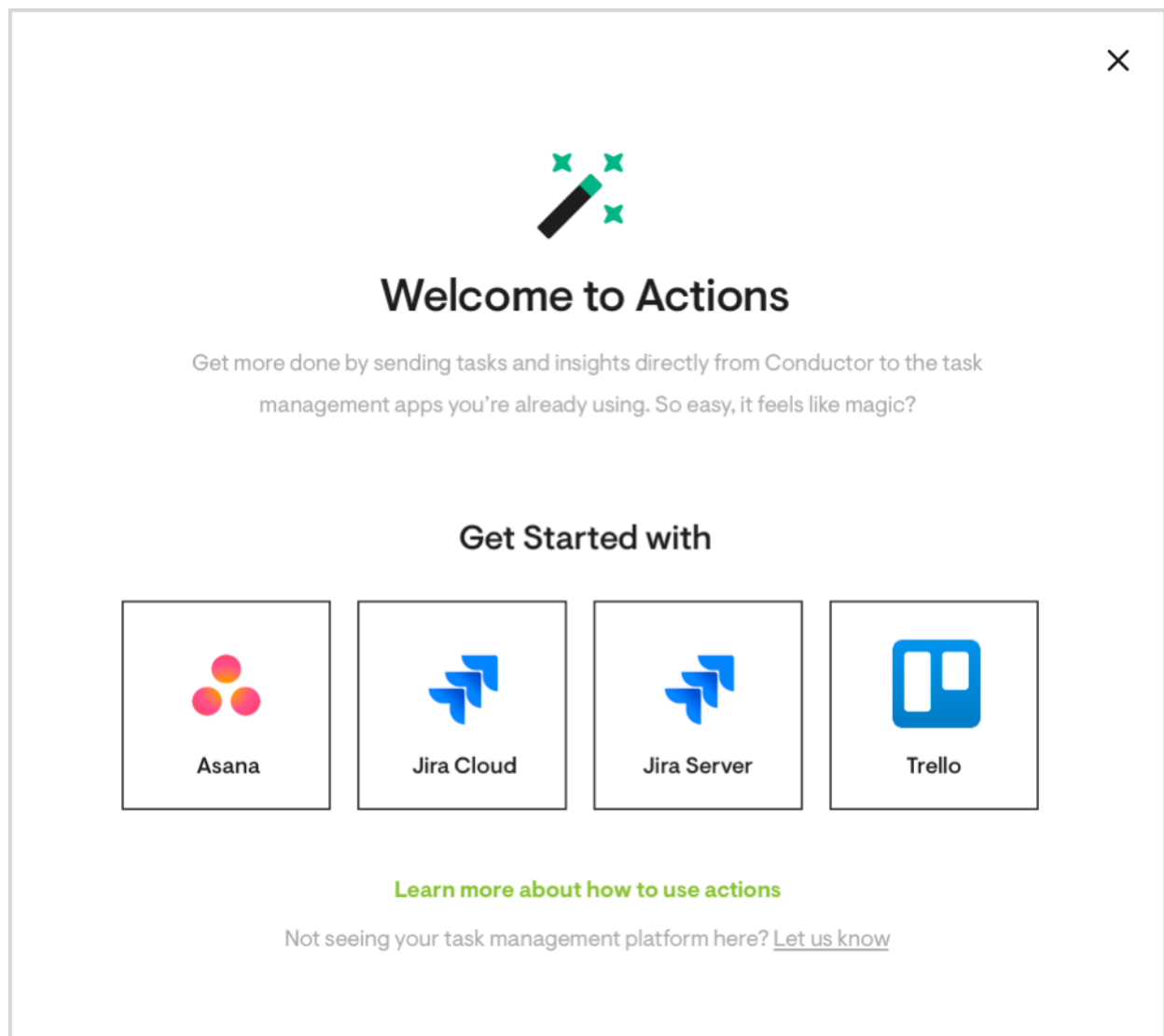
CAN YOU GET QUALITY DATA FROM AROUND THE GLOBE AND AT SCALE?

As enterprises scale, the sheer amount of data business leaders have to sift through can become a burden.

Hiring a business intelligence team is very expensive, but how else can you manage millions – or billions – of data points?

An enterprise SEO platform should be able to report on all your data in a flexible way that's consumable for all your stakeholders.

Conductor's enterprise solution provides you with advanced reporting to meet your business needs. **FlexHub reports** are custom built by Conductor's in-house business intelligence experts to meet your exact needs.

One of the most popular reports created in FlexHub is the location visibility report. This is a heatmap that reveals local search demand.

Brick-and-mortar businesses love this report because it allows them to see demand in places where they don't have a storefront.

Businesses also pair this report with hyper-local marketing efforts to deliver search results to consumers where they are, when they need it.

conductor
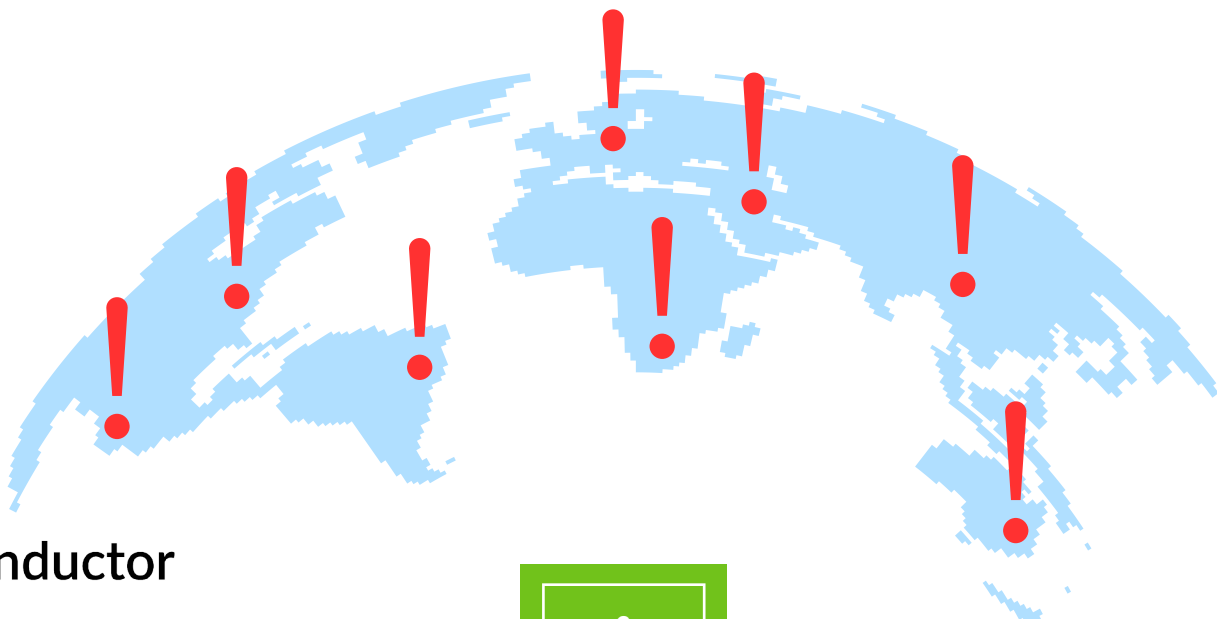
HOW WILL THIS PLATFORM BOOST ROI?

The best enterprise SEO platform will help demonstrate quantifiable ROI to company stakeholders.

Though everyone knows great content and accurate information are key to product success, day-to-day priorities can push efforts to improve quality down the to-do list until they simply don't get done.

Aside from growing organic traffic, an enterprise SEO platform can show demonstrable cost savings by lowering the cost of paid search ad buys.
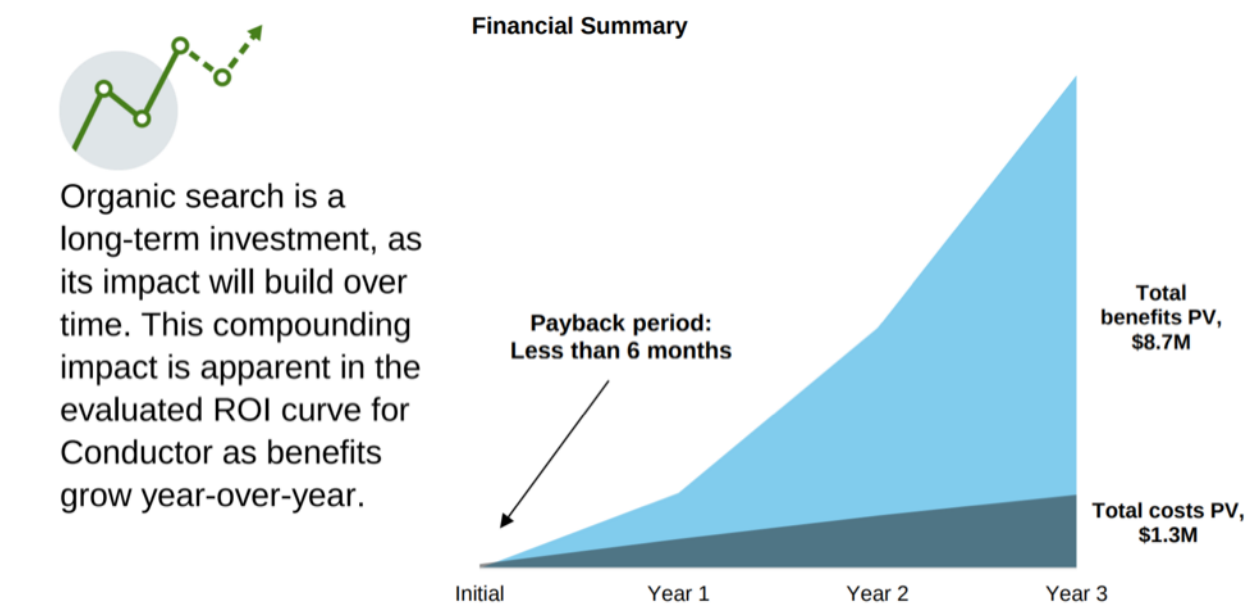
According to **Forrester Research**, cost efficiency for paid search campaigns improved by 15% over 3 years as overall content quality improved trust scores and lowered CPMs.

To get these numbers, Forrester interviewed five Conductor customers to better understand the benefits, costs, and risks associated with an investment in Conductor.

The results of Forrester's research put eye-catching numbers to the value of an SEO platform like Conductor:

conductor

● Organic traffic growth for the interviewed organizations reached as high as a compound annual growth rate (CAGR) of 113%, with a median CAGR of 29%.

● Marketing content created for SEO performed at least 3x better, and Conductor enabled 25% greater productivity from the content team.

● Organic enhancements improved the price efficiency of paid search ads run by a hypothetical company created by Forrester for the analysis, avoiding $2.3M in expense without reducing ad placements.

● Productivity improvements at Forrester's hypothetical organization using Conductor's platform saved it more than $300,000 in labor costs.

Conductor's robust data integration will help content teams bring these hard-number results to stakeholders demonstrating ROI and the value of great content.

Financial Summary

Organic search is a long-term investment, as its impact will build over time. This compounding impact is apparent in the evaluated ROI curve for Conductor as benefits grow year-over-year.

Payback period: Less than 6 months

Total benefits PV, $8.7M

Total costs PV, $1.3M

Initial   Year 1   Year 2   Year 3

Source: Forrester "The Total Economic Impact Of Conductor"

conductor

WHEN YOU BUY AN ENTERPRISE SEO SOLUTION, MAKE SURE IT SUPPORTS YOUR BUSINESS WITH CAN'T-LIVE-WITHOUT SERVICES

SEO is both a technical skill and an art. That means there is no one lever you can pull to improve your SEO and increase your website traffic or conversions.

Whether you have a multi-million dollar marketing budget or a few scrappy marketers wearing many different hats, an enterprise SEO solution is not only about the technology but the additional services your team can access to reach their goals.

The advantage of leveraging an enterprise SEO solution with technology and services is you can easily scale up and scale down the level of support depending on your team's workload, while maintaining access to your data and the technology.

For a smaller business, you may only need an occasional technical site audit to tell you where you can maximize organic search by picking low-hanging fruit.

conductor

Fortune 500 organizations that operate in many countries can maximize their SEO using the services offered by an SEO enterprise solution that allows for nimble, up-to-the-second execution of search strategies across millions of URLs.

With Conductor, you have access to Orchestra – **a team of SEOs with agency-level experience** at your fingertips. Technical SEO improvements, content strategy, and user profile research are all part of the package.

---

4 CRUCIAL THINGS YOU NEED BEFORE YOU'RE READY FOR AN ENTERPRISE SEO PLATFORM

IN-HOUSE TEAM INCLUDING PROGRAM OWNER

1

SEO ain't gonna run itself. Every business, large or small, that has a website and uses it to get customers needs professional SEO help.

After all, Google is the gatekeeper for 75% of all global organic search traffic, and search itself accounts for more than half of all internet traffic.

An SEO's job is to be the liaison between your business and the billions (with a "b") of people who could find it through search.

That means the SEO has to wear many hats and have a say in how the content is made, how the website

product is designed, your company's online user experience, and tracking the flow of conversions.

Whether your SEO sits with the marketing team and reports to a director of marketing, or if you want to make SEO a central part of your business strategy (which you should!) and you hire a team to focus exclusively on SEO, you need one point of contact that will be able to keep the company focused on leading your peers in online search.

2 EXECUTIVE BUY-IN

Creating a team isn't enough if it isn't supported by the company leadership. Too many brilliant SEO initiatives have failed because their efforts were left to die on the vine.

As an executive, either the CMO or the CEO, you need to be prepared to understand the opportunities, strategies, and objectives of your SEOs.

conductor

RESOURCES FOR STAFF TRAINING

Search is a constantly changing field, and your team needs to stay up-to-date on all the latest changes. Using an enterprise tool like Conductor makes staying current easier by giving you professional, agency-level support at the tips of your fingers.

Many enterprise SEO solutions have informative blogs and videos to help SEO managers stay on top of the game.

In addition to basic educational material, Conductor offers **Conductor Academy**, a suite of courses for staff development, to help teams get the most out of their platform and keep their skills sharp.

Conductor also hosts **C3**, the most prestigious conference in the industry, to share their expertise, from marketing leaders to influencers to working marketers at the world's top brands.

conductor

CLEARLY DEFINED KPIS TO TRACK & MEASURE **4**

Often SEOs are asked to:

- Increase traffic.
- Increase revenue.

Broad mandates like that are not only not useful, they are, in fact, totally counter-productive. Between point T (for traffic) and point R (for revenue) there are many measurable steps.

Enterprise SEO software like Conductor can help shape necessary KPIs between the start of a project and its desired goal.

Ranking on Google is often a proxy for the quality of your content and the efforts you've made to successfully answer your clients' questions.

TOP 5 CHALLENGES OF ENTERPRISE SEO

AUTHOR
JENN MATHEWS

What makes enterprise SEO unique from a general knowledge in SEO is the complexities that a larger company has from the technical challenges of a complex site architecture to getting budget for the tools and help needed to be successful.

I have seen many SEOs come from consulting or agency environments that have strong technical, content, and general knowledge of SEO but lack the ability to work with other teams or understand the complexities that enterprise organizations face.

Without the experience of working in-house in such an environment, an SEO will struggle to gain credibility or make any sort of impact resulting in a stagnant outcome with no signs of growth.

Here are the top five challenges any SEO might face when working in an enterprise environment:

- Complex technical challenges

- Getting buy-in

- Priority for the business

- Tracking effectiveness

- Budget for tools/help

If an SEO can navigate through these challenges then support from the organization all the way from the top down will become strong, allowing for the overall health of the company's SEO to flourish.
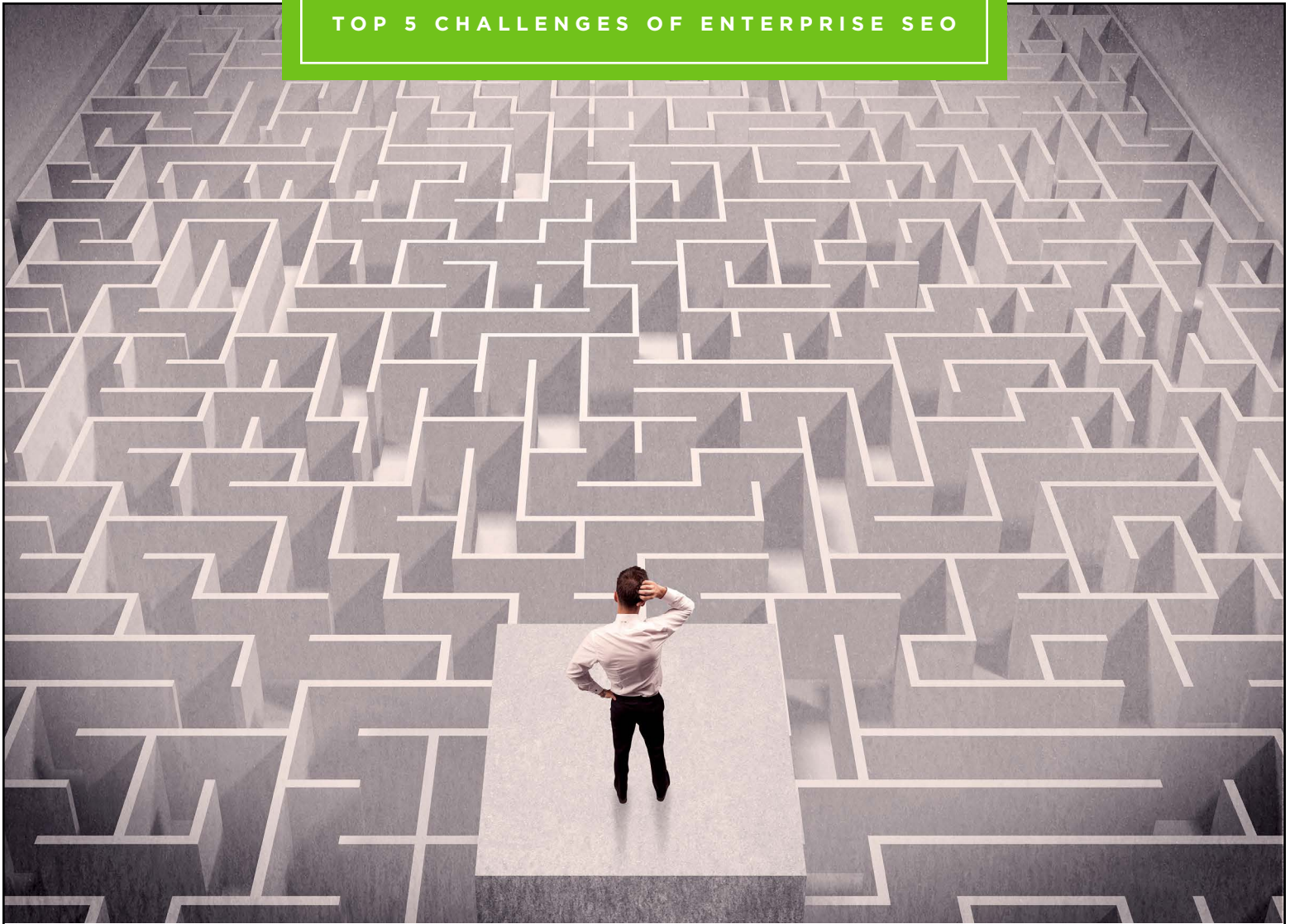
1. COMPLEX TECHNICAL CHALLENGES FOR SEO

When it comes to technical SEO for enterprise organizations, the level of complexity increases tenfold.

Sites that don't focus on the technical aspects of SEO will often fall short no matter how excellent content, brand recognition, or link authority is.

When a site has 90% of its pages throwing errors around redirect chains, improper or self canonicals, duplicate titles, JavaScript issues, etc. are less likely to get results than their competitors who have only 20% (or less) of those issues.

New projects that are launched are less likely to gain traction in the search results or may struggle to ever get indexed at all.

Larger organizations consist of multiple engineering teams working on several aspects to a site and often on different platforms.

As an SEO entering into an enterprise environment, it's good to understand that your first few months are going to be about learning:

- How a site is structured.

- How the engineering teams work.

- How SEO can play a part.

conductor **botify**

From the use of subdomains/subdirectories, pushing sitemaps.xml files, generating robots.txt, identifying pages that need or have noindex tags, pagination, JavaScript implementation, how canonical tags are generated, pagination, infinite scrolling, Ajax calls, and so much more.

All of this may be common knowledge, however, working in the enterprise environment with a large site managed by multiple stakeholders that have business decisions that could impact SEO adds a level of complexity that is a challenge to navigate.

When dealing with the complexities of technical SEO in an enterprise environment, an SEO must not only be knowledgeable but be willing to listen.

A strong enterprise SEO can look at data, analyze crawl reports and web logs, and know who to talk to in order to understand the history of the work that has been done for SEO.

A good SEO should be able to make authoritative decisions while maintaining humbleness as trial and error tests present the best results.

By focusing 30% of the team's effort on technical SEO fixes and mitigating additional issues, an enterprise site will have greater success.
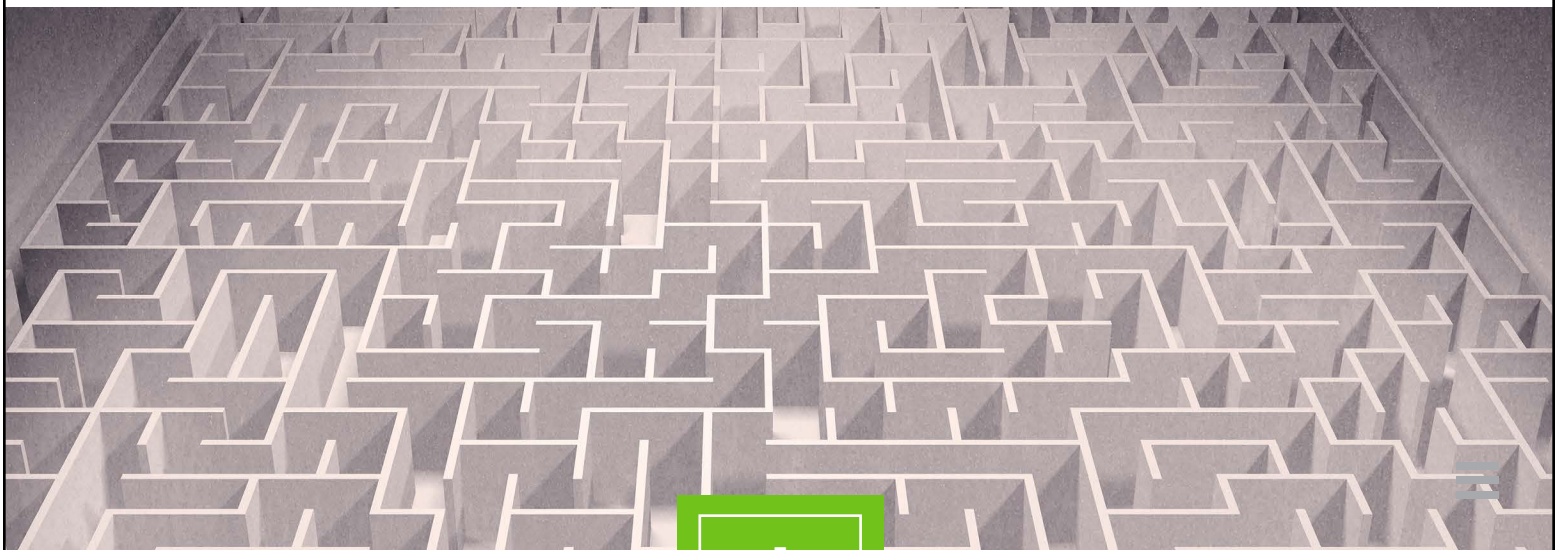
2. GETTING BUY-IN

Ask any SEO and they will tell you how obvious it is why companies should invest time and money into SEO.

With a little effort from engineering, some tweaking by the content teams, and a small investment in SEO experts any company could make money with very little overhead.

Unfortunately, not all organizations see it that way. Whether it's a lack of understanding of what SEO is or what all that goes into SEO companies don't often see it as a worthy investment.

SEOs should know that working within an organization doesn't make it any easier to get work done for SEO.

Calendars could be filled with meetings all day but a discussion might come up in a meeting where stakeholders decide that SEO isn't important and the SEO wasn't in the room.

conductor **botify**

Later they find out that after a project was launched the company could have benefited greatly from considering SEO.

The key to getting buy-in for SEO is for an SEO to get to know as many people as possible in the organization from the top down.

Even when it doesn't seem like someone will ever need or ever work with SEO, it's still good to get to know them and their role.

One of those people could be in a meeting the SEO is left out of when a group decides that they don't need SEO. In which case they would be able to speak up for SEO in their absence.

Additionally, any successes the team can have for SEO are always a good way to get organizational buy-in.

Find some pages or a section of the website that could use some changes to help improve SEO and report on the growth that you have accomplished.

This will show stakeholders and decision-makers that some work for SEO can increase traffic and revenue.

They will have more respect for SEO as well as the team that works on SEO and will want the same for their projects and responsibilities.

Getting buy-in from key stakeholders on what it takes to get work done for SEO is one of the biggest struggles any SEO faces in a larger organization.

From convincing the CEO that SEO can increase the bottom line, all the way down to getting engineering teams to spend the time to make their JavaScript crawlable by Google, SEOs can spend a lot of time getting buy-in.

3. PRIORITY FOR THE BUSINESS

I will, at times, refer to SEO as the red-headed stepchild (a phrase used to describe a person who is neglected, mistreated, or unwanted) of the business.

Many companies know that they can benefit from SEO, but don't understand enough about it to make it a priority.

Organizations that end up in this hole of lack of support, or understanding for SEO, have a difficult time digging themselves out and therefore reaping any benefit from SEO.

While getting stakeholders to buy-into SEO, it's also important to push to establish SEO as one of the important priorities for the business as a whole.

conductor **botify**

By communicating with the business showing small, or even large, wins a team can establish SEO as a priority and align with what the business has planned for.

If the business is focused on location targeting for advertising and building content for local customers, then it would be wise to focus efforts on local SEO strategies.

Aligning with the business isn't always an easy task, and not all organizations are transparent when it comes to communicating what is a priority to the SEO level.

By focusing on getting to know teams and stakeholders within the organization the SEO team could become part of the conversation when there are talks about priorities for the business.

While getting SEO established as a priority for the business is a struggle, the benefits can be astronomical for both the business and the SEO team.
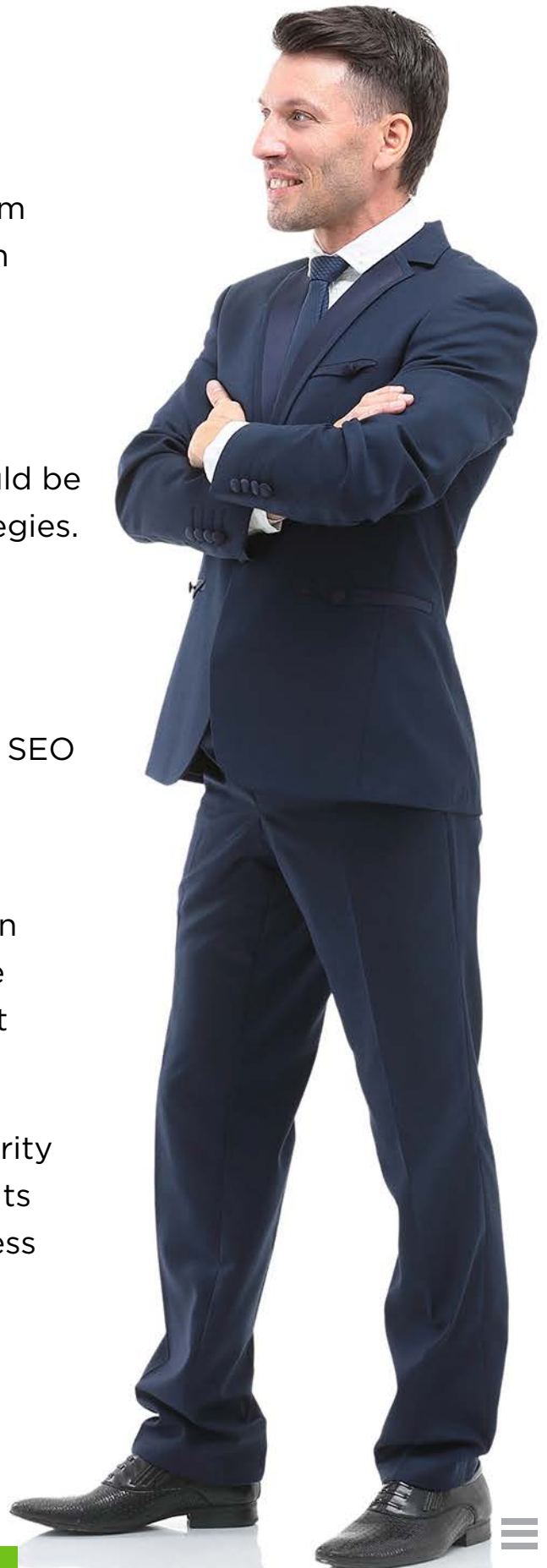
4. TRACKING EFFECTIVENESS

Many times I have worked with agencies that report on their wins by showing keywords that have moved up in rankings, or pages they have worked on appearing higher in the search results.

conductor **botify**

The biggest struggle that SEO will often have within a large organization is reporting. Most enterprise businesses expect SEO to impact revenue.

While ranking changes and increases in traffic are nice, everything boils down to how much the company makes. Tracking keywords to revenue is virtually impossible.

Calculating can be a complex estimation based on formulas with an understanding of what pages showed up for which keyword searches, with a count of keywords to that page, cut by percentages of Google traffic from organic from how much that page generated in revenue.

It's a formula that isn't always doable for each business, especially in times where there are multiple pages that appear in search results for a keyword.

The best way to track SEO's effectiveness is to understand what is important for the business.

Some businesses are happy with free signups and might have a revenue value associated with them.

Some businesses have a calculation of revenue per user or consider a click of a button, or email open as a value.

Working with data scientists and understanding hurdles associated when reporting for SEO is one of the biggest struggles an SEO faces in a larger organization.

5. BUDGET FOR TOOLS/HELP

One of the biggest struggles I have faced in all my years as an SEO and working for many enterprise organizations is getting support and budget to hire help (agencies, consultants, or staff) and the tools needed that can handle large complex systems.

Hiring agencies that have the technical knowledge, experience, and understanding of what it takes to manage SEO for large organizations are few and far in-between, and they don't come cheap.

Getting budget support for the expert help needed takes a lot of hard work and scrappiness from the SEO (or team) that is in place.

conductor **botify**

SEOs shouldn't be expected to know everything there is to know about all aspects of SEO.

Some are more versed in content, or some may be more technically savvy.

Some may have a good sense for navigating the red tape of the organization but aren't strong in content or technical. In that case, hiring a consultant or an agency to help to make the team even stronger would lead the business into a strong SEO presence.

The best way to approach this is for the existing team to not be afraid to speak up and let their coworkers know when they aren't strong in an aspect of SEO.

Most organizations will respect this and support the hiring of an agency or consultant that specializes in that part that is lacking.

If SEO has shown wins from technical fixes and mitigation then an expert or agency that can help put a content roadmap together with a growth plan would make sense.

The key is to show stakeholders that there can be success with one aspect of SEO and that there is potential for growth from others. In the end, everyone will benefit.

At the enterprise level, well-known tools like Moz, DeepCrawl, and Keylime Toolbox aren't able to handle the complexities or the massiveness of enterprise sites.

For larger organizations, tools that are capable of handling complex sites, and that have the staff of support that know what SEOs at that level face, require big budgets.

Getting budget approval for these tools can often be a struggle, but when the support comes in and the tools are being utilized, SEO greatly benefits in the long term.

The key is to start small with the more widely known tools and focus on a smaller part of a site.

Use the data found to gain some wins while expressing that there are tools that are helping, but there are struggles due to their limited capabilities to manage larger sites.

When SEO brings in several billion in revenue for a business and the team is asking for a tool that is a very small fraction of that, the return on investment makes sense.

The challenges that enterprise SEOs face are definitely unique, but they aren't impossible.

By understanding that enterprise SEO has its own struggles and having the patience and experience to navigate through them, any SEO in a larger organization can have a successful career and the business will benefit in the long run.

conductor botify
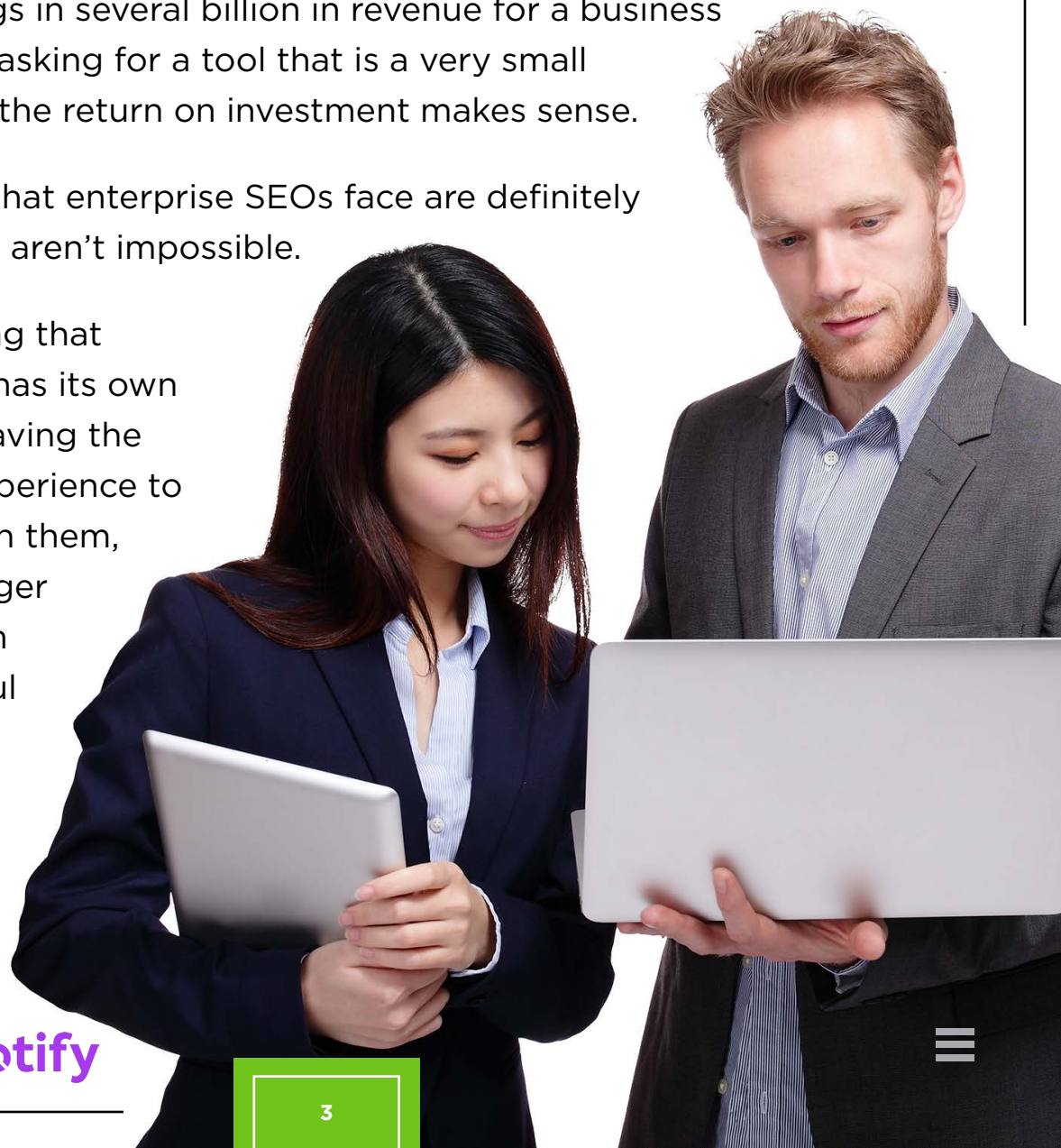
THE
4 PILLARS OF
ENTERPRISE SEO
SUCCESS

AUTHOR
JENN MATHEWS

4

Enterprise companies are realizing that to be successful at SEO they shouldn't only be heavily focused on the technical stuff or at identifying opportunities for growth to build content around.

Companies know that they need people who can communicate to executives effectively as well as with a mix of teams (technical, creative, some that know SEO and some that have no clue), all in the same room at the same time.

In addition, companies are looking for more deeper-level analytical abilities with expectations of understanding SQL, large data sets, and issues that arise from dynamically built sites such as:

- Duplicate content.
- Thin content.
- Products or content coming and going.
- User-generated content on a massive scale
- Etc.

Throughout my years working in enterprise-level organizations, it's become apparent that there are four aspects of SEO that become the most important to balance in order for SEO to be successful.

The four pillars of SEO within an enterprise organization:

1. SEO MITIGATION:
ERROR MANAGEMENT & TECHNICAL SEO

I use the word "mitigation" as I have found that a good percentage of an SEO Manager's time in larger organizations is spent identifying issues after a project has been launched.

For instance, having to go back to the engineering teams and request that bugs be filed to make the necessary corrections. If only the issues had been identified before the launch, then the company could have saved time, effort, and money.

The SEO responsible for mitigation works with the engineering teams as well as project and product managers during the indoctrination of a project and remains involved.

Education is also key as those involved understand the nuances of SEO enough to either ask questions before making decisions or make the decisions themselves, saving the company the time and effort in the long term.

2. SEO ANALYSIS/REPORTING: CALCULATING ASSUMPTIONS & REPORTING ON SUCCESSES

Every company needs to understand how much SEO plays a part in key performance indicators like traffic and revenue.

When it comes to reporting, there are complexities to SEO that other channels don't have.

conductor **botify**

Google does not provide referring keywords to a site from organic search like they do for paid search, which makes reporting difficult as data scientists and analytics experts need to stitch data from Google Search Console and other Analytics reporting tools to complete the story.

Understanding that organic traffic from Google is X percent of all search traffic and result in $x revenue, pulling clicks from Google Search Console from specific keywords, and then calculating the percentage of all clicks to get the estimated revenue for that keyword will allow companies to have better insight into:

● How their SEO is performing.

● Which efforts are working.

● Where there might be opportunities.

An SEO who can make these calculations and report on the performance to key stakeholders is an important part of the larger SEO piece.

3. SEO PROJECT MANAGEMENT: DETERMINING GROWTH & MANAGING PROJECTS FOR SEO

While making corrections and reporting on the successes of the work on SEO is important, so is growth.

Identifying upward trends in searches and gaps that might be present on current or past efforts for SEO is imperative to the success of a good enterprise SEO team.

A project manager is tasked with initiatives identified on a larger scaled that impact a large portion of the website, including:

- Overhauling design and content on a set of pages.

- Driving initiatives for an internal linking plan that affects many aspects of the site.

The project manager in SEO would focus all their time and energy getting teams to commit to delivery dates and keep it all organized throughout multiple teams.

In the end, resulting in revenue growth from SEO.

conductor botify

4. RELATIONSHIP BUILDING: CHAMPIONING SEO TO STAKEHOLDERS & OTHER TEAMS

The final piece to the SEO enterprise puzzle is the ability to build and engage in relationships across the organization.

I usually recommend that the SEO team begin with the first three aforementioned, and follow through with the relationship-building team members once those are in place and the team is working well.

While the other aspects are being built out by the team, the relationship-building part can come from the SEO team's manager or director, or instill this into each team member as they engage with others in the organization.

In some cases, one of the SEO team members might be more inclined to work with other teams than the others.

If that is the case, then this person can be tasked with engagement and education until a full-time person is needed in the role.

The goal is to build relationships in engineering, creative, legal, and public relations, among others.

SEO touches every aspect of the organization and will, at some point, require support from one or more of these teams.

Having a good solid relationship with the members of those teams will get buy-in for SEO initiatives faster with more efficiency, ultimately leading to the overall growth of SEO and the company at large.

conductor botify

In 2018, I met with REI and got to understand how they structure their SEO. The team at REI had openings for several positions on different teams within the organization.

The interesting part about these positions is that rather than placing SEO in marketing with the paid search, social media, and email teams, these positions were as program managers.

The roles are defined by the core strengths every enterprise SEO should have. These include:

- Communicating effectively across channels and teams.

- Evangelizing SEO through education and documentation.

- Working with teams to prioritize SEO initiatives.

- Reporting for SEO to key stakeholders and identifying opportunities.

- Managing vendors (tools, agencies, consultants, etc).

- Staying up-to-date with the latest SEO trends.

In a sense, these roles were covering the four pillars in one role as an individual contributor.

As the person in the role becomes successful, teams would then be built out to support each strength.

In the end, this will develop a strong team and presence for SEO that would drive the success of the business.

It seems that some companies have SEO roles and teams that are moving away from marketing and splitting up to subject matter expert (SME) roles, or individual contributor (IC) roles sitting on engineering, content/creative, reporting, and marketing then coming together to communicate from time to time.

Lastly, being able to report revenue, prioritize projects, and communicate that up through the chain.

This is all such a big shift in recent years of how corporate is structuring and visualizing for SEO which is beneficial for the company and the industry as a whole.

HOW TO PLAN YOUR ENTERPRISE SEO STRATEGY

5

AUTHOR

JENN MATHEWS

Most enterprise-level organizations expect a strategy for SEO before the fiscal year begins.

This strategy is usually communicated up through the key stakeholders (Directors, VPs, and even C-levels) who tend to show an interest in SEO for the company.

Once the strategy is agreed on and confirmed by all involved, it will act as a sort of reference throughout the year as the SEO team lead (Manager, Director or sometimes VP) to report against progress and key performance indicators (KPIs) that could include revenue increase, team efficiency increase, or other metric everyone has agreed on.

Having been through this process on numerous occasions while working both within the organization and as a consultant, I put together an outline of what to consider when getting your strategy in place.

As I mentioned in the 10 Important SEO trends of the Year by Search Engine Journal:

> *...Google is continually updating to optimize search results based on user intent rather than a focus on content/page to keyword matching.*
>
> *'SEOs need to understand the nuance of what this means with their content as well as have a firm grasp on Google's past updates leading to this trend.*

The latest trends include patent releases by Google the last couple of years (Neural Matching, RankBrain, BERT, E-A-T., etc.), webmaster guidelines best practices updates, and any trending searches that could be coming up for growth opportunities.

Your SEO strategy for enterprise SEO should reflect all of the latest trends with the addition of plans for team improvements and additional help to increase efficiency.

Below is a recommended outline that sets your strategy to encompass all that is important today in SEO and includes the needs an enterprise SEO strategy has that sets you apart from the smaller SMBs.

TECHNICAL FOUNDATIONAL SEO

Google Search Console Reported Issues
Crawl Reports – Content and Bug Fixes
Page Speed Improvements
Accelerated Mobile Pages (AMP)

GROWTH PROJECTS

Keyword Groupings
New Keyword Search Trends
Discovery Optimization
Answer Box Opportunities

NEURAL MATCHING OPTIMIZATION

Current Content Adjustments
New Content Synonyms and
Internal Linking Strategy

TEAM AND TOOLS

Agencies and Consultants
Team Additions
Reporting and Crawling Tool(s)

CROSS-ORGANIZATION COMMUNICATION

SME Communication
Engineering Communication
Key Stakeholder Communication

The outline isn't "one size fits all" since every organization is different – from team structure to communication across the organization, technical issues (or none at all), to agency and/or a consultant and any reporting tools needed.

Let's dive deeper into each point so you can decide if what I recommend fits your organization.
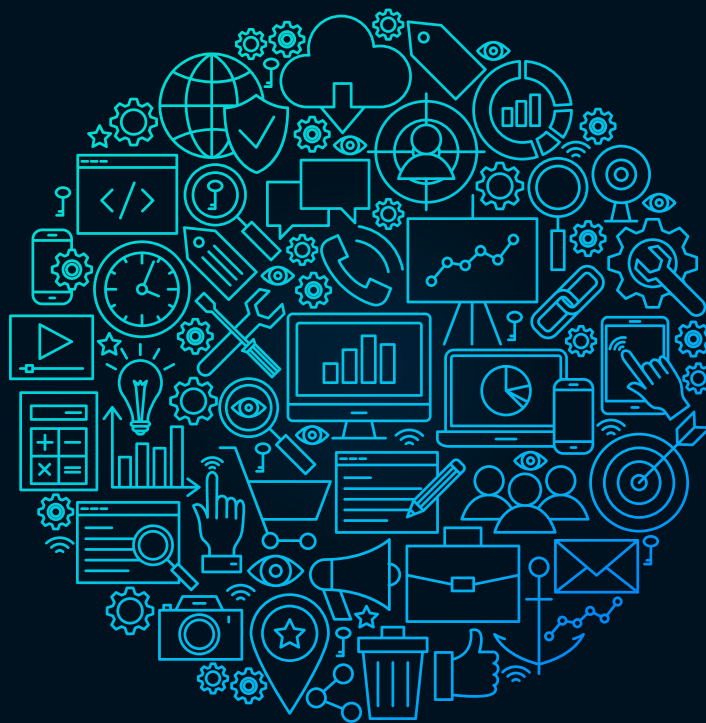
TECHNICAL FOUNDATIONAL SEO

THE WHY

Every enterprise SEO organization I have worked with/for has always needed some form of technical and/or foundational SEO.

If a website has issues surfaced in Google Search Console, or other reporting tools, more often than not any effort made to increase SEO from growth strategies will fall flat.

The key to this part of the strategy is to communicate that this part should be flexible.

Engineering hours should always be allocated for bug fixes and larger projects to resolve any major issues.

KPIS

Reporting on success for your technical SEO at an enterprise level can vary.

If reporting on revenue increase, estimate an overall .5 or full position improvement for the main domain resulting in an increase in CTR and therefore a revenue boost from the additional traffic.

I have found some organizations I work for like to state that the technical SEO fixes fall under a simple "keep the lights on" (same as stress testing and general engineering processes) and therefore won't need any key performance results.

Whatever you decide to add for projects or checklists, I highly recommend including this in your strategy no matter how well (or how bad) your site's foundation is.

GOOGLE SEARCH CONSOLE & BING REPORTED ISSUES

500 errors, soft 404s, AMP issues, structured data issues, crawl rate, etc. All of these should be checked regularly and addressed quickly if anything should come up.

CRAWL REPORTS: CONTENT & BUG FIXES

Hopefully, your organization has crawling tools to report on issues that Google or Bing won't tell you.

Similar or duplicate content, non-compliant URLs, canonical issues, internal linking issues, etc should all fall under fixes just as GSC and Bing reported issues do.

conductor **botify**

PAGE SPEED IMPROVEMENTS

While page speed is important for SEO, it is also important for conversion improvements.

If your organization has conversion optimization, or user experience team(s) this is a good opportunity to line with additional teams to gain more exposure and prioritize any fixes identified to improve page speed.

I will usually identify pages (or sets of pages) that have good SEO value but tend to be slow and determine a KPI to a specific time at the "time to interact" (TTI) level.

AMP

If your company doesn't have AMP, this is a good opportunity to set a strategy on which pages should have AMP counterparts.

If you have AMP, they will most likely need improvements, or could need some fixes within the year. Allocate time under a strategy that defines where the pages are at, and what work needs to get done with AMP.

Every organization is different, so add any issues you have now or could potentially see when search engines update their algorithms or update their guidelines.

By allocating engineering time for technical SEO this will avoid any discussion on prioritizing and fighting for resources later in the year ensuring the work will get done, and the site will see improvements from SEO work by the end of the year.
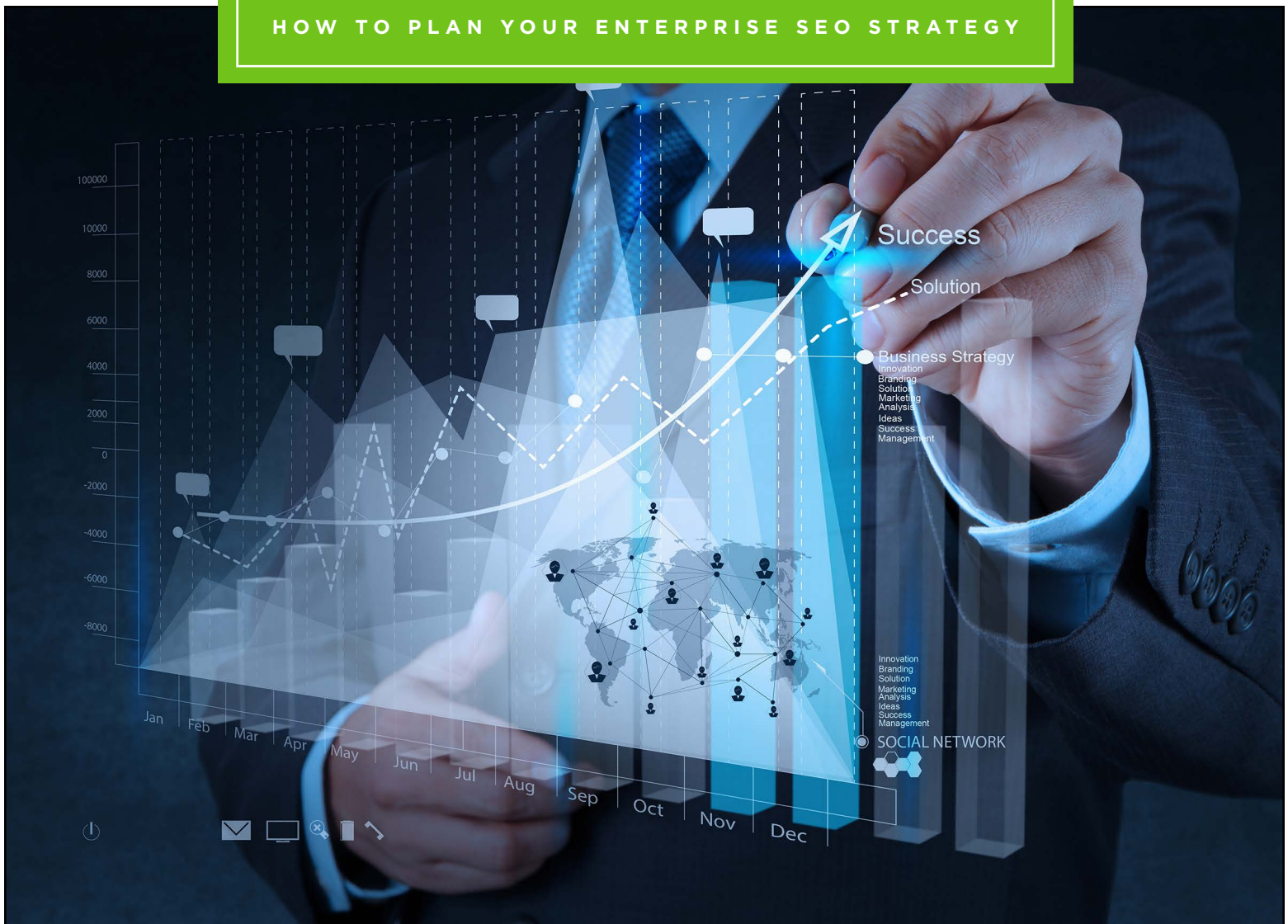
GROWTH PROJECTS

THE WHY

Playing **"whack a mole"** alone doesn't work for enterprise SEO.

Planning for larger strategies that focus on growth potential will show your organization that you can impact the business in a positive way with SEO.

Understanding trends, new position opportunities (discovery, answer boxes, etc) and keywords being searched by your target audience is key.

conductor **botify**

At Nordstrom, my team met with the buyers that were identifying fashion trends each season. We would look at up and coming designers, brands that were trending hot, and new style trends that were hitting the market.

My SEO team used reports to see what people were searching which helped us target those terms and related terms (for neural matching) and generate pages for them that the merchandising team added products for.

At Groupon we used local search trends with popular things to do, trendy food and restaurants, etc. GitHub focuses on terms that emphasize the security provided, CI/CD workflows, project management tools, and many other related terms.

If you don't know what to optimize for at the start of the year, define a strategy called "seasonal trends" or "food trends" that allocate time from resources needed to optimize when you are ready to define them.

KPIS

Reporting of growth opportunities is probably easier than the other strategies you will have in your SEO plan.

With a simple keyword analysis you'll be able to:

- Estimate impressions from search volume (use the percentage of the search volume based on potential rankings not the entire search volume number).

- Calculate click-through rate based on estimated position (use your current CTR report per avg position).

- Calculate revenue based on current revenue per visit overall (or specifically for the pages you're improving for a more accurate number).

For Discovery and Answer box, use your current numbers and estimate a percentage increase in traffic then revenue.

KEYWORD OPTIMIZATION

Look at any low-hanging fruit with gap reports that you could gain some potential.

Some possibilities for improvement that should be easy to include:

- Terms that you get rankings for that have a high search volume but the page isn't monetizing well.

- Pages that have high impressions and the position is on the second page.

conductor botify

NEW KEYWORD SEARCH TRENDS

This is where your trends come into play. Set a strategy around new opportunities that could get you ahead of the competition.

DISCOVERY OPTIMIZATION

Keyword discovery is fastly playing an important role in search.

Google and Bing are anticipating what a user wants before they search. If your site isn't optimized for this, then you're missing out.

ANSWER BOX OPPORTUNITIES

Answer boxes have been around for a while now and have proven to be lucrative for SEO. Sites that have taken the time to optimize and monetize this position are winning at the SEO game.

NEURAL MATCHING OPTIMIZATION

THE WHY

Google is releasing updates around the neural matching algorithm regularly.

What this means for SEO is that focusing on user intent more so than just optimizing a page for a keyword is becoming more important to your enterprise SEO success.

Chances are that at an enterprise level, the site has been optimized for SEO in the past and needs some updating.

conductor **botify**

KPIS

Given that this is an improvement on what already exists, you can estimate a slight increase to the existing pages, or focus on pages that might have dropped from the various updates.

CURRENT CONTENT ADJUSTMENTS

Take a look at pages that are doing well in impressions, position, and revenue and revisit them to ensure that synonyms are mentioned on the pages.

NEW CONTENT SYNONYMS & INTERNAL LINKING STRATEGY

Write articles and blog posts on related terms and link to those pages to keep them at the top of the results throughout the year.

Having this in your strategy will show your key stakeholders that you are keeping up with the latest SEO trends and will stay ahead of the competition throughout the year.
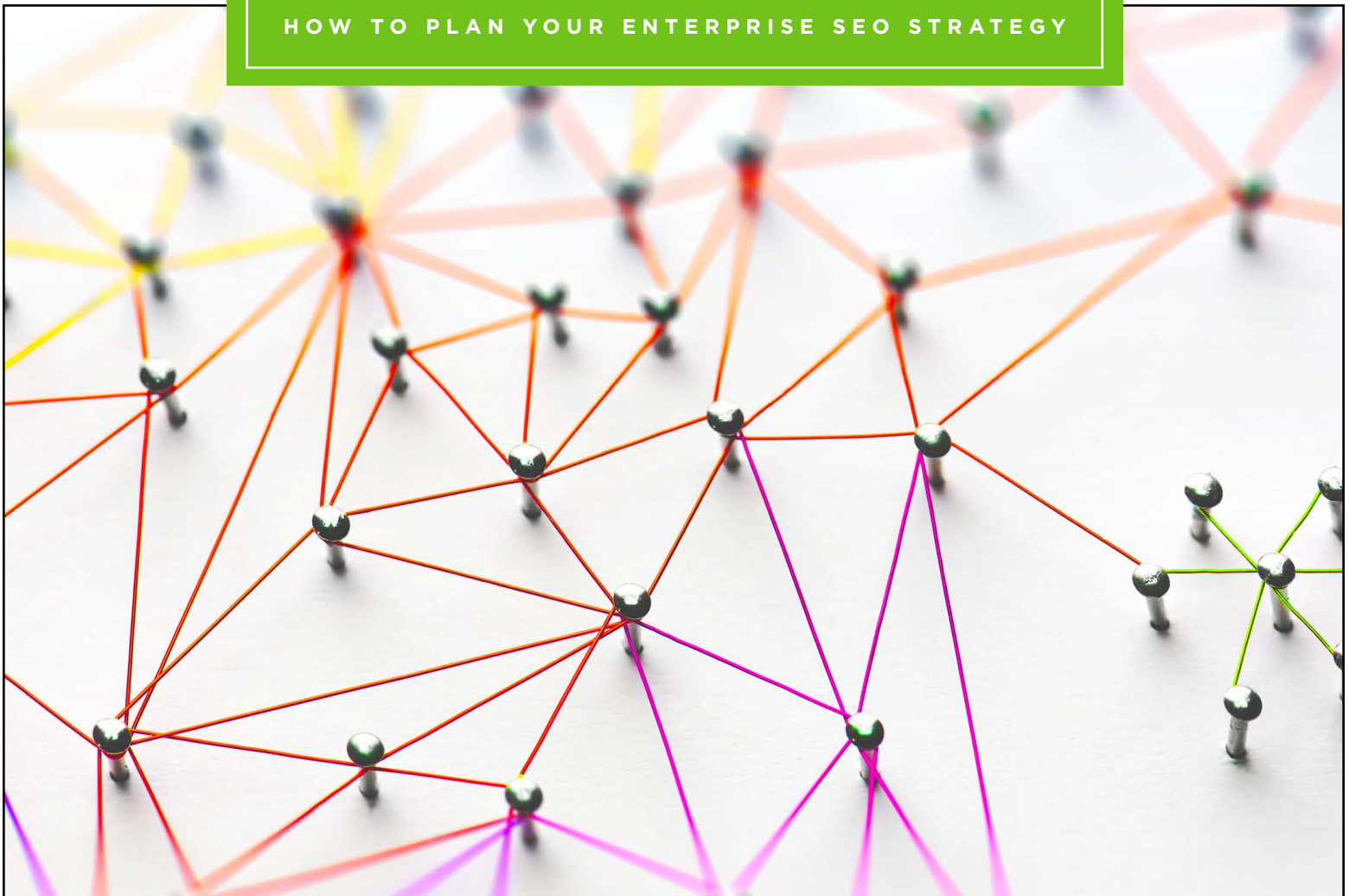
CROSS-ORGANIZATION COMMUNICATION

THE WHY

One aspect that sets enterprise SEO from the small or medium businesses is that within a larger organization there are multiple teams that deal with SEO.

Weeding through the bureaucracy and red tape that it takes to get any SEO work done is the enterprise SEO's main role.

Determining a strategy of communication across these teams will guarantee support and that work will get done within the year.

conductor botify

KPIS

Establishing improvements to report against with regards to communication can be tricky.

If your company has tools like BrightEdge or Conductor you can reference usage reports or dashboard access as a key performance indicator.

If you don't have such tools available grab a report on how many meetings you have each month with each team, or use reports on SEO revenue for each vertical you communicate with.

SME COMMUNICATION

Determining subject matter experts (SMEs) within each team you work with will make your life easier in the long run.

If you don't have people you work with now, make it your strategy to establish who these people are and how you plan to educate and/or communicate with them.

ENGINEERING COMMUNICATION

Engineering holds the keys to the castle and if you don't have a working relationship with the team you won't get your work done.

If you need to focus on product or project managers to get to engineering then be sure to outline that in your strategy.

KEY STAKEHOLDER COMMUNICATION

Enterprise SEOs need executives and key stakeholders across the organization in order to help prioritize SEO as the business level.

Oftentimes, you will hear teams say "The business sets the priorities" when you ask why something isn't getting done, or why your project moved down in the queue.

If you have buy-in from the business then your SEO projects won't fall down.

Coming into enterprise corporations on numerous occasions I have found that this part of the strategy often gets overlooked or isn't documented.

By defining what it is your plan to do throughout the year to keep communication flowing, the overall health of SEO for the site and for the business will continue to grow.

TEAM AND TOOLS

THE WHY

Another key aspect of the enterprise corporation is establishing a good SEO team with clear roles and responsibilities, along with an agency and/or consultant to assist in work and help champion SEO with reporting and crawl tools.

All of these play an integral part in the overall success of SEO within a larger organization.

KPIS

Reporting on key performance improvements can be a bit tricky since it doesn't directly relate to revenue. However, by determining a solid strategy you can show improvements in efficiency and overall growth from SEO that will affect the bottom line.

AGENCIES AND CONSULTANTS

If you don't have an agency or a consultant to help you with your enterprise SEO, I highly recommend you find a good one.

Check your ego at the door by taking advantage of the extra help and the back-up expertise when you find other teams challenge your recommendations.

Setting a strategy on finding an agency and/or consultant is key, and once you have one be sure to have a solid plan to utilize them throughout the year.

TEAM ADDITIONS

As your SEO will grow throughout the year it's good to have a plan for new hires that can assist with the additional work.

In the previous chapter, I define what the key aspects of enterprise SEO success are.

Falling in line with the strategic recommendations in this chapter, your hires can take on each aspect as a specialization and turn into team leads as you grow.

If you avoid thinking hierarchy and lean more towards roles and responsibilities, then your enterprise SEO will benefit and your team will be a strong unit in the long run.

conductor botify

REPORTING AND CRAWLING TOOL(S)

Whether you have tools and need to review and maximize current costs (I managed to cut the SEO budget by including a tool review one year by $600,000) or you need to add new tools, it's important to list them as part of your strategy.

If you're adding tools that you didn't have before, and need to justify the spend, this is a good time to say this is a team efficiency improvement as a KPI.

By including the above three in your strategy, it will help you to get buy-in from finance for headcount and the costs associated with the added costs.

While you aren't spending money on advertising that your SEM counterparts do, this is where your overhead comes into play.

At the end of the day, your return on investment will still be much higher than any paid advertising channel so document what you need and fight for the budget.

A complete strategy that encompasses all of the latest SEO strategies, as well as organizational team growth and improvements, will provide a holistic view of the role SEO plays within the organization resulting in overall growth for the business.

6 ENTERPRISE SEO STRATEGIES & TACTICS THAT REALLY WORK

AUTHOR
WINSTON BURTON

We all know that SEO has really changed a lot over the last few years.

With advancements to algorithms and the introduction of machine learning to search, SEO has become harder to perfect.

We've compiled the top SEO tactics and strategies that still work and help you succeed. Let's explore!

1. STRIKING DISTANCE

An oldy but goody. Targeting keywords that rank in striking distance (i.e., keywords that rank in positions 11 to 20) are low hanging fruit and provide quick wins to improve your performance.
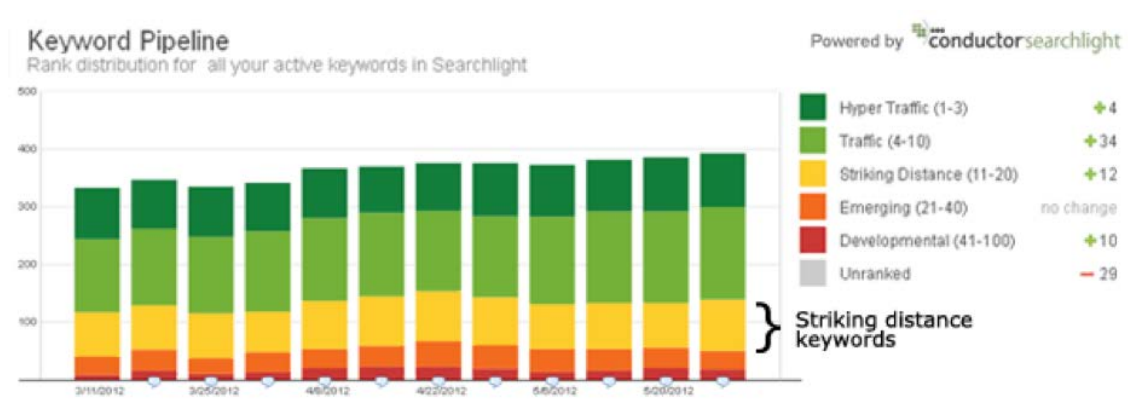
The process of finding striking distance keywords is easy:

- Enter your domain in Ahrefs.

- Go to organic keywords and click on the flag (i.e., U.S., or wherever you're targeting).

- Click on position and enter in 11 to 20 and filter your keywords that rank in striking distance.

WHY SHOULD BRANDS DO THIS

It's a lot easier to move keywords that are close to Page 1 to the first page.

Targeting keywords that rank in striking distance is the easiest way to find the best opportunities.

THE BENEFITS

- Incremental traffic.

- Potential lift in conversions.

- Better Visibility.

RESULTS

We increased traffic by 15% from a keyword in three months for one of our hospitality clients by moving the keyword from position 11 and to position 6.

By optimizing the title, content, building links, and getting some social endorsements to landing pages that rank for these keywords, you may be able to increase your visibility onto the first page and eventually into one of the top three positions over time.

Once you get your clients or your site to the top 3, the site will have more incremental traffic and conversions and be more visible in the ultra-competitive SERPs.

conductor **botify**

2. CONTENT EXPANSION

Once you find keywords that rank in striking distance and your site is relevant for those keywords, you can expand the current content to meet end **user intent** and make it more relevant and useful for your users.

This is especially important if you have thin or empty pages (pages with little to no content).

The process of finding thin pages and expanding the content is easy.

- Enter your domain in DeepCrawl.

- Go to the Content section and click on content > body content > thin pages.

- Grab the URL and paste it in Ahrefs and see what keywords the page is ranking for and find the position. If the keyword is ranking in striking distance and is relevant and important, review the page, and expand the content to cover more topics, answer more questions, etc.

WHY SHOULD BRANDS DO THIS

Google has been going after sites with low quality or thin content for a while now through numerous updates.

Brands need to give users high-quality content.

Content that has no value neither ranks well nor provides users with a good experience.

If you want to make your site rank, give users useful and meaningful content that they can consume and find helpful.

In other words: stop selling and start helping.

THE BENEFITS

- Good user experience.
- Higher domain authority.
- Better engagement metrics.
- Better visibility and more traffic.

RESULTS

We increased traffic on a page for one of our B2B clients by 25% in 6 months and also increased the number of keywords ranking from 1 to 15 by expanding the content to cover off on new topics and increasing the amount of content on the page from 100 to 1,200 words.

conductor **botify**

Here's an example of a site that has thin content and received a **manual action from Google.**

There are some easy fixes to clean up thin or empty pages:

- Add the noindex meta tag to those pages and block them in the robots.txt file so Google won't crawl the pages.

- Add high quality, relevant, and useful content to the pages to satisfy multiple intents (i.e., 600 words or more).

- Remove the page and let the page result in a 404-response code (or 301 redirect it to better, relevant content).

3. BE A CONTENT-PRODUCING MACHINE

Content is extremely important for SEO, especially early-stage content "awareness."

Nearly every consumer journey starts with a problem and informational (not transactional) search.

If brands and agencies want to be successful and win in the SERPs, they must continue to develop high-quality content based on intent for all stages of the user journey.

Most SEO pros will run out of things to do for their clients if they had them for several years, but you can never stop developing content.

A blog is a great way to add content to capture early to mid-stage and even transactional content.

Most people ask what kind of content they should create.
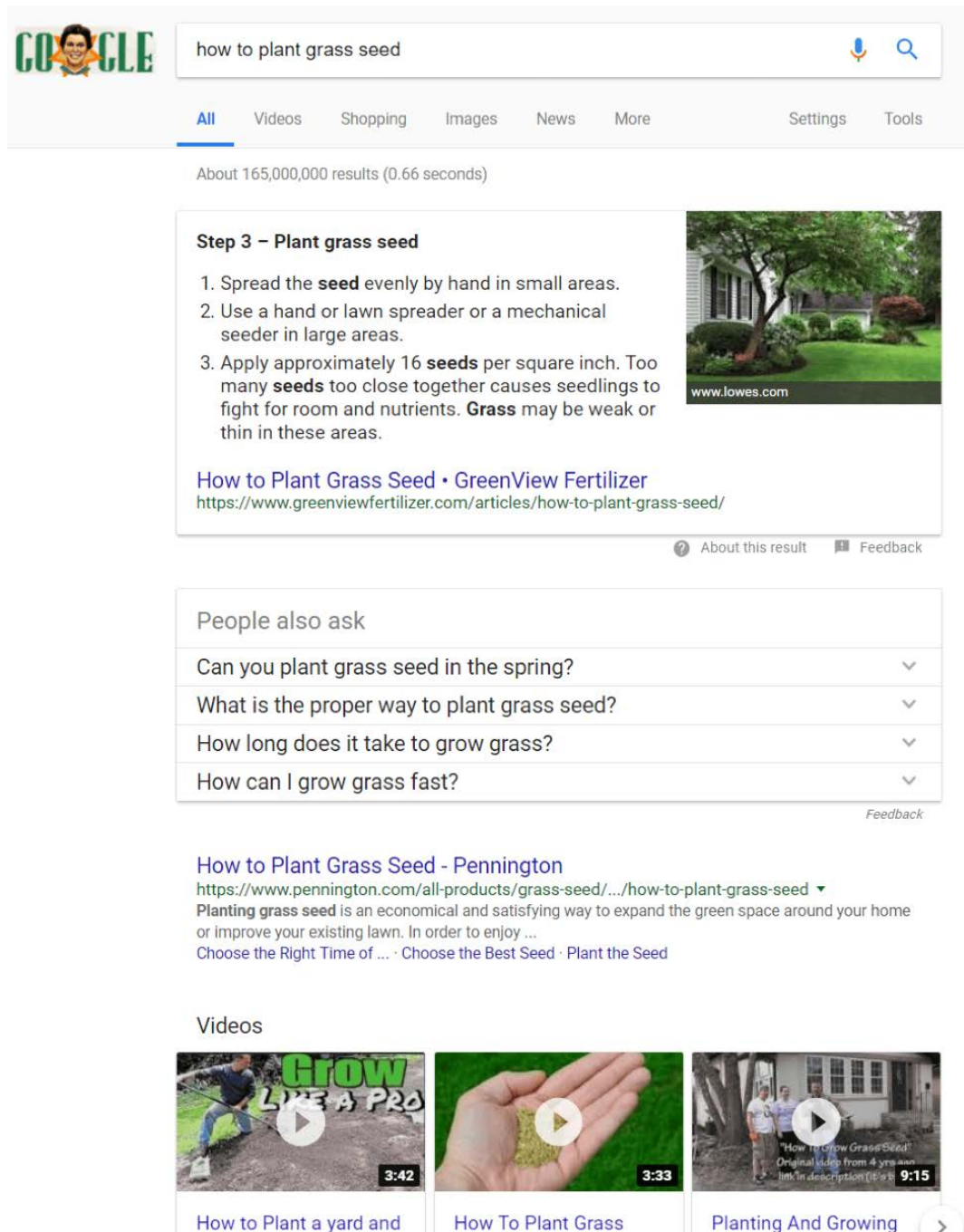
The answer?

All types.

conductor **botify**

Let's stop thinking of content as only text. Content can also be in the form of **images and videos.** Video content and answer box are perfect content types.

Let's look at an example: [how to plant grass seed].

The video and answer box cover off well on this intent and take up prime real estate.

People always ask, "what performs better, short-form, or long form-content?" (Long-form content is defined as content that is over 1,000-1,200 words.)

Numerous correlation studies support the idea that long-form content performs the best in the SERPs. Users engage more with content that is longer and more valuable.

However, if you create content that is short, resourceful, and satisfies or provides value to the user and their intent, that might work as well.

Depending on your audience, it is best to test and see what works better for your users to provide them with the best experience.

Finally, when creating content, we need to stop thinking that we need to create content that is targeting one or two keywords. You're either going to be relevant for certain topics and keywords based on the user's search intent, or you aren't.

We need to create content with the following in mind:

- Write content that **answers users' questions.**

- Create unique, specific, high-quality, and original content that provides users with a good experience.

- Review and analyze the competitive landscape for any topic or query. Determine the level of content quality needed to rank in search and to engage your target audience and use that as a guide to know what to shoot for.

- Create content that is engaging by adding images, facts, or lists.

- Be useful and informative. Create content that your users will get some benefit from. For example, if they have a problem, the content will help them solve the problem either through a product or an answer.
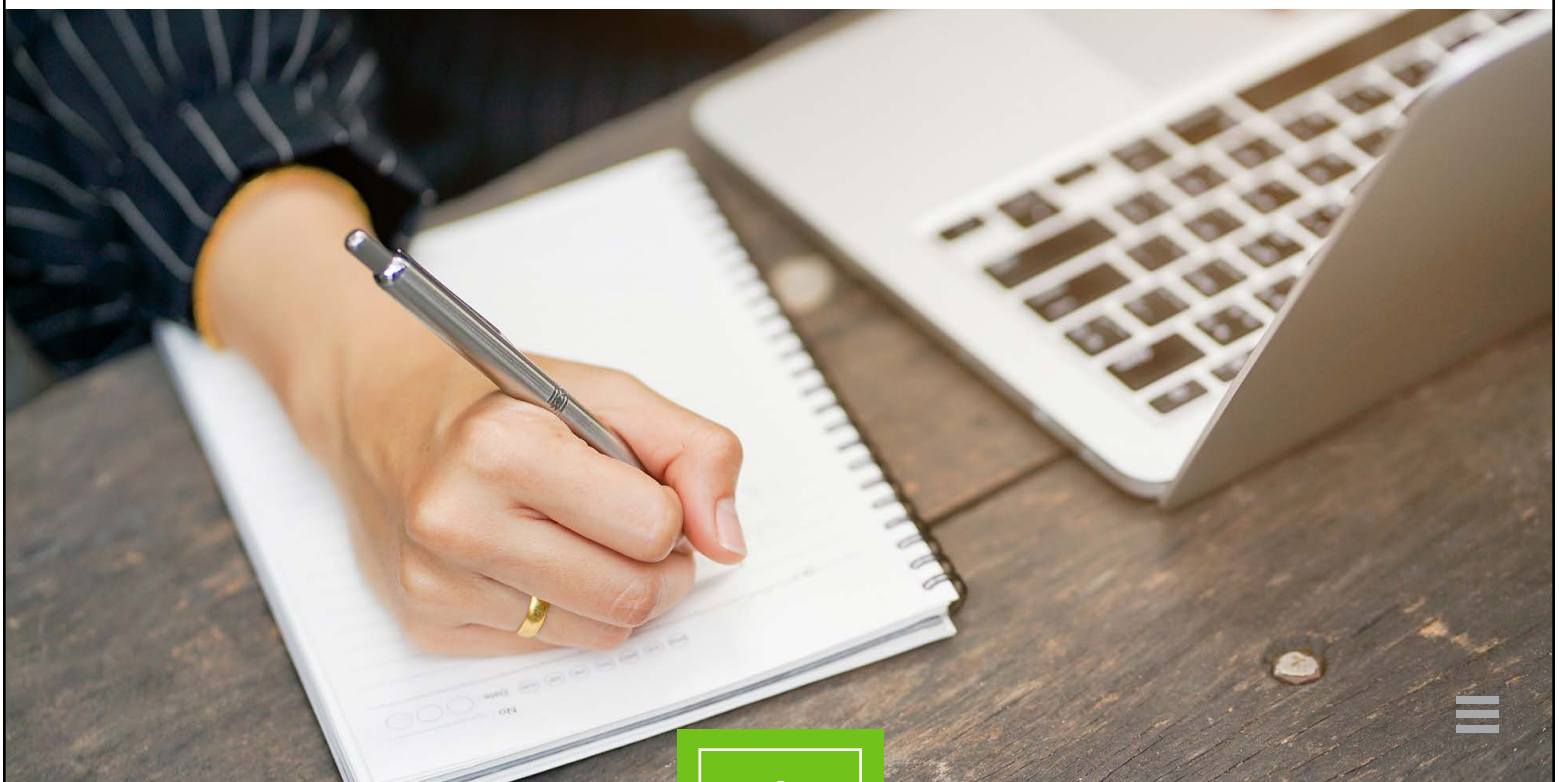
4. ANSWER BOX OPTIMIZATION

Having an answer box strategy is the Holy Grail for search.

The answer box is not only tied to the answer for voice search, it appears before the organic results, which could give you maximum exposure and traffic by ranking in position 0.

TIPS TO SHOW UP IN ANSWER BOX

- Target keywords that already have answer boxes.

- Answer the question clearly, quickly, and in under 100 words.

- Make sure you're using factual and accurate information that users will find useful.

- Include numbered list, tables, or graphs.

- Don't give all the information away. Give users a reason to want to go to your site to learn more.

HOW TO RANK IN GOOGLE'S ANSWER BOX

To obtain answer boxes results, you must:

- Address the users' queries first in the content, specifically in an H1.

- Then optimize the answer in a format preferred by users.

Is your content directly answering users' queries about the topic? If not, then update your content to make sure it answers the user's question.

You can use tools like SEMrush to find out if there is an answer box that currently appears for your query. Be sure to use lists, tables, and paragraphs with proper markup.

5. INTERNAL & EXTERNAL LINKING

Most SEO pros forget about the power of **internal linking.**

If you have pages of related content that can link to one another, you should take advantage of it.

Internal links connect your content and give Google and other search engines a good idea of the structure of your website and let them find important pages that offer more value.

The good thing about internal linking is that you can control what pages it links to and you can also control the anchor text that links to another page.

Getting links from external and related sites with high authority are still important to improve your organic performance, but as always, continue to focus on quality rather than quantity.

Also, be sure to use social to **distribute your content** to get more high-quality links and endorsements for your content.

conductor **botify**

6. USING STRUCTURED DATA

Structured Data is important to dress up and decorate your content since it helps Google understand your content better.

This will increase the chances of your content showing up in the rich results, and getting higher click through rates, traffic, and more.

While we're in the age of automation, there are also some tasks and strategies that can be automated that can free up our time and allow us to spend more time on strategy, sales, and client communications.

SUMMARY

The search engines' algorithms are getting smarter and the war to rank on Page 1 is getting more competitive all the time.

But with the right tactics and strategies, you can get to the top of the search engines in time.

While there are more strategies (e.g., page speed optimization) that can improve your organic performance but were not mentioned in this post, these are the six tactics that still work based on my experience working with enterprise brands.

These are worth testing out on your own sites or with your clients.

LOCAL SEO
FOR ENTERPRISE
SITES FROM
2004 TO DATE

AUTHOR

JENN MATHEWS

Since 2004, Google has been prioritizing searches based on local results and stressing that businesses optimize for a local presence.

The idea is to connect small mom-and-pop shops, medium-sized chains, and websites that cater to the local customer with users who have a high intent to purchase.

It's no wonder that a simple search for **[Local SEO]** brings up many checklists that provide valuable information, including Search Engine Journal's **Guide for Local SEO**.

However, enterprise companies that target a large audience pose a challenge in optimizing for local searches.

Sites like TripAdvisor with their **Activities in Seattle** page, Yelp's **Restaurants in Seattle**, and Groupon's **Things to do Near Me** page show us that enterprise sites can properly optimize for local searches.

The key is using the right signals, adding off-site optimization for local, and developing content that makes sense based on user intent.

AUTHORITATIVE DOCUMENT IDENTIFICATION PATENT

In December 2004, Google filed the Patent for **Authoritative Document Identification** that kicked off their focus on providing local searches with quality local content. The abstract stating:

> *"A system determines documents that are associated with a location, identifies a group of signals associated with each of the documents, and determines authoritativeness of the documents for the location based on the signals."*

The patent uses four main signals that determine a location for a business:

> 1. The page associated contains a physical address with a legitimate phone number.
>
> 2. The H1 matches the business name.
>
> 3. The URL contains the name of the business.
>
> 4. The page has many links pointing to it from a number of other pages and/or websites that mention the location and/or the business name.

In 2005, Google announced its **Maps** feature with a launch to mobile later in the year.

The goal was to continue to push for local results forcing websites to optimize for searches around countries, provinces, states, and cities.

In 2008, I optimized a website to save the breakfast sandwich at Starbucks using the four signals from a database of cities for people looking for Starbucks in their city.

The website was so successful that Howard Schultz named it in his book **"Onward"**.

A few years later, I began work at usedcars.com and discovered that the location-specific section of the site dropped considerably with Google's **Panda** and **Penguin** updates.

conductor botify

Pages were developed for local searches of "used cars in.." plus each city.

Each page included the four signals: addresses and phone numbers of car dealers with mentions of "used cars in…" plus city.

Tiles of vehicles for sale in that location, special deals based on cars priced below KBB value, and additional dynamically driven content supplemented the page for a valuable experience.

The project resulted in contributing to over 60% of the revenue for the business from SEO by the time my two years there were up.

MERGING SEARCH RESULTS PATENT

In March 2013, Google's **Merging Search Results** patent was approved and applied in full effect forcing many sites to reconsider their local SEO strategy. The abstract:

> *"Methods, systems, and apparatus, including computer programs encoded on a computer storage medium, for merging search results. In one aspect, a method combines search results responsive to a query that is obtained from a local search engine and a universal search engine such that the combined search results are ordered and presented in a way that emphasizes certain business entities in the results."*

With the authority results, the pages that have been chosen to be associated with the business entity in a local result will include the general and local page in local results.

The authority page of the business is the homepage of the business.

If an authority page ranks highly in both web results and local search results, that URL may be merged so that it only appears one time in the search result as a local listing.

For example, a project I developed while at Nordstrom, a user searching for Nordstrom in Seattle will see the local **store page** as the authority page in the search results and connect to the results in the local pack rather than the Nordstrom homepage.

With the patent, when the local search result is considered the authority page for the query and within proximity of the searcher, the combined results might then appear before other results in response to a query.

Since the release of the patent, users are accessing search on their mobile devices.

Google has placed an emphasis on more signals around "near me" and for general queries like "restaurants" or "shopping" assuming that users are expecting local results.

Claiming your business page on Google Places, Yelp, TripAdvisor, Groupon, and many other location-specific websites to add local link signals to your webpage are becoming increasingly important.

For enterprise sites, services like Yext Local SEO and **Render SEO:** Local Marketing Hub will:

- Manage local pages.

- Provide an interface to monitor and respond to reviews.

- Push the information out to the location sites (Yelp, Google, TripAdvisor and 40k+ more).

THE ENTERPRISE LOCAL SEO CHECKLIST

- Establish authoritative pages for each location.

- H1 should include the location name with a business name (or topic).

- Content on pages should include addresses and phone numbers where possible.

- **Local Schema** around the local information:

```
<div itemscope itemtype="https://schema.org/LocalBusiness"><span
itemprop="name">Name Of Business</span><span itemprop="address">Business's
Address</span><div itemscope itemtype="http://schema.org/PostalAddress"><span
itemprop="addressLocality">City</span><span
itemprop="addressRegion">State</span><span itemprop="postalCode">Zip
Code</span><span itemprop="telephone">Business Phone Number</span></div>
```

- URLs should contain location and business name (where applicable).

- Using Yext or SweetIQ services will provide local signals from other location authoritative pages with inbound links to pages.

- Maps (preferably Google Maps) on pages with pin to address.

- Unique content from:

    - Customer reviews.
    - Location-specific products and/or services.
    - Links to nearby location pages.
    - Hours of operation (if applicable).
    - Any events happening at the location.
    - Location description.

- Images of location (even better if the location is in the text and alt text on the image).

- Sub pages with additional information.

- Internal links pointing to pages where mentions make sense.

Targeting ranking for local SEO can prove to be extremely successful for an enterprise company.

Nordstrom is leading the omnichannel experience with the **latest technologies** with the local project I started in 2018.

The initiative has the potential to drive hundreds of millions in increased revenue with even more potential.

Connecting online with offline activity users will be able to save products and find them on hold in the store to try on and purchase.

If your enterprise site doesn't have a solid local SEO strategy, it's time to get something started.

END-TO-END SEO:
5 STEPS FOR ENSURING YOUR ENTERPRISE GETS IT RIGHT

botify

AUTHOR
KAMERON JENKINS
DIRECTOR OF CONTENT, BOTIFY

Getting enterprise SEO right is tough, but worth it.

SEO practitioners know well that organic search has the potential to drive a majority of a brand's traffic (as well as its revenue!), but the size and complexity of enterprise organizations and their websites present unique obstacles to this.

To get SEO right, enterprises need an end-to-end strategy – one that covers everything from framework to culture.

Let's take a look.

Search

1. THE RIGHT FRAMEWORK

Search is a process.

While it's natural to focus on the rankings and organic search traffic that SEO can produce, it's easy to forget how those ranking pages came to be.

If search engines like Google aren't crawling your pages, they won't be added to the index where they can rank, be clicked, and earn revenue for your business.

In other words, search is a process with a clear beginning and end. To succeed, you need to focus on success at every step.

botify

STEP 1:
HELPING SEARCH ENGINES CRAWL YOUR SITE

Search engines don't have unlimited time and resources. So, what's their solution for crawling the web?

A budget – the amount of pages search engine bots will visit on your site before moving on.

That's not a problem for many sites, but for enterprise websites?

It's a big concern.

In fact, our data shows that reality has led to Google missing 51% of the pages on enterprise websites.

STEP 2:
KNOWING HOW SEARCH ENGINES RENDER YOUR JAVASCRIPT

The modern web runs on JavaScript, and enterprise websites are no exception.

Just like crawling, Google doesn't have unlimited time and resources to render all the JavaScript on the web, so they have a second wave of indexing, causing some JavaScript loaded content and links to be missed.

Heavy JavaScript usage can also cause performance issues.

botify

STEP 3:
ENSURING ONLY YOUR IMPORTANT PAGES GET INDEXED

Crawl budget optimization and JavaScript SEO analysis are necessary steps for enterprise SEOs to ensure that their important content gets indexed and low value pages (e.g., duplicate facet pages) stay out of the index.

STEP 4:
CREATING INTENT-MATCHING CONTENT THAT RANKS

Once content is in the index, it qualifies to rank. However, just because it's in the index doesn't mean it'll show up in the top spots for relevant queries.

Enterprise SEOs need to create and optimize existing content so that it's the most relevant, helpful answer to real searcher queries.

STEP 5:
CONVERTING SEARCHERS INTO VISITORS & REVENUE

Achieving top rankings for relevant queries isn't an end unto itself.

You'll want to be clicked on by searchers and convert those searchers so that your company makes money from your SEO efforts.

As you can see, enterprise SEOs need to focus on the entire SEO funnel – from crawling to conversions – in order to drive the most impact for their organization.

botify

2. THE RIGHT TOOLS TO IMPLEMENT IT

Knowing what'll drive impact is one thing. Executing it is another.

While enterprise SEOs are some of the smartest of the bunch, they need the right tools in their toolkit to be able to get a full picture of their website and execute the highest-priority changes at scale.

So, what should that toolkit look like?

botify

THE RIGHT DATA

In order to optimize for the full SEO funnel, enterprise SEOs need tools that can give them data from every step of that funnel.

That means needing a powerful crawler, log file analyzer, keyword tracking, and on-site analytics data – preferably in the same platform.

Unifying this data helps you uncover new insights like how many pages actually exist in your website structure (crawl) vs. how many Google is crawling (log files) so that you can uncover your true crawl budget.

SPEEDY CRAWLS

Enterprise websites are huge. That means crawls can take a long time – time that you don't have.

You need a crawler that can get through your whole site in hours, not days.

For example, Botify can crawl HTML at a rate of 250 URLs/second and JavaScript at 100 URLs/second.

THE LESS MANUAL, THE BETTER

With as many pages, keywords, and traffic as you're managing, doing things manually just isn't feasible.

Enterprise SEO tools need to give you the ability to scale while still being able to customize where necessary.

PRIORITIZATION BAKED IN

When time and resources are in short supply, but you have a mountain of data you need to wade through, you need a platform with prioritization baked in – a tool that alerts you when things go awry and points you toward the highest-impact tasks.

botify

AUTOMATION

One of the biggest barriers to an enterprise SEO's effectiveness is the ability to execute.

SEOs, especially those who work in-house at large organizations, often struggle to get their projects and fixes implemented because they have to go through another team to do it.

Tools that offer autonomy through automation are ideal fixes for this common problem.

3. THE RIGHT PEOPLE TO RUN IT

In a Forrester thought leadership study commissioned by Botify, they found that **47%** of enterprise organizations say finding and hiring SEO talent is one of their top challenges.

That's a huge problem, considering that the best frameworks and tools in the world can't make up for a lack of SEO talent and experience.

There are many qualities that make a great enterprise SEO, such as:

botify

EXPERIENCE SOLVING LARGE SITE PROBLEMS

One of the major characteristics that makes enterprise SEO unique is website size.

The bigger the website, the more likely you'll run into indexing challenges.

Enterprise SEOs should be familiar with diagnosing indexing challenges and coming up with scalable solutions.

KNOWLEDGE OF AGILE DEVELOPMENT

Enterprise SEOs often have to work closely with engineering teams, many of which subscribe to an agile development methodology.

The more familiar enterprise SEOs can be with sprint cycles and how dev teams operate, the more likely they'll be able to get their projects executed.

botify

ABLE TO COMMUNICATE WITH EXECUTIVES

A CROSS-FUNCTIONAL MINDSET

As enterprise SEO consultant Jessica Bowman says, "Everyone touching the website is doing SEO, whether they know it or not."

Enterprise SEOs need to be able to work with all the teams that touch the website, from content to UX to engineering.

### THE ABILITY TO JUGGLE MULTIPLE AGENCY & TECHNOLOGY PARTNERS

It's becoming increasingly common for in-house SEO teams to increase their bandwidth by outsourcing some aspects of their SEO strategy to agency and technology partners.

Enterprise SEOs then need to be able to delegate and communicate their vision to multiple partners on an ongoing basis.

A big part of enterprise SEO is building business cases so that you can get the buy-in and support you need to keep going.

This means being able to translate SEO-speak into terms your executives care about.

botify
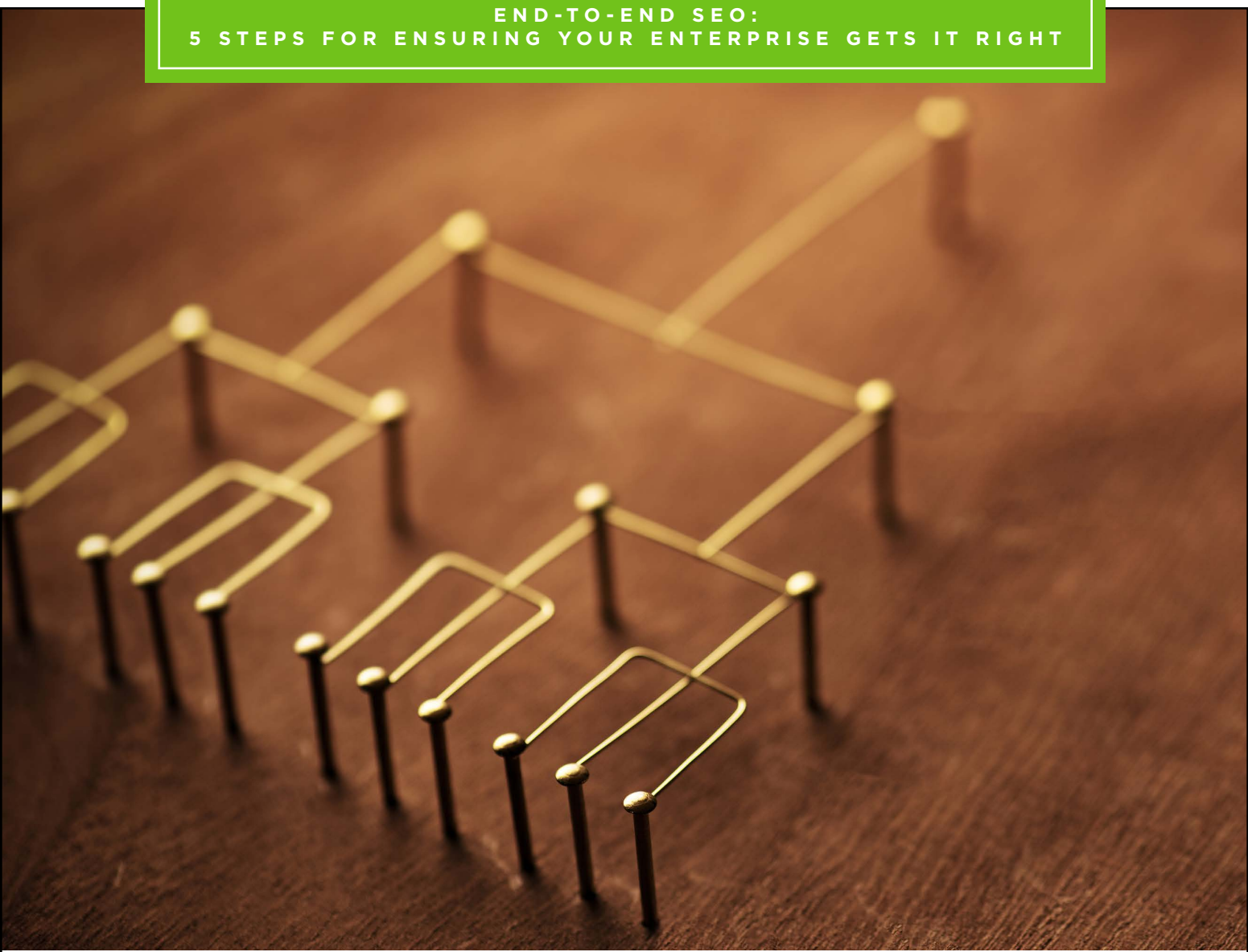
4. THE RIGHT ORGANIZATIONAL STRUCTURE TO ENABLE IT

Even the best enterprise SEOs can be hamstrung by the wrong organizational structure.

So what's the "right" organizational structure?

Every enterprise brand is going to have to decide for itself what setup best suits their needs, but in general, SEO teams thrive when they're integrated with all the teams that touch the website.

botify

What we find that leads to in many cases is multiple specialties within SEO rather than generic, duplicative roles. This can include, among other things:

- An SEO project manager.

- A technical SEO specialist (which can be further broken down into sub-specialties like crawling & indexing, JavaScript, etc.).

- A content SEO specialist.

- A specialist in charge of SEO reporting and analysis.

In a large enterprise where SEOs need to work with multiple stakeholders across the organization, it's helpful to have SEOs who are dedicated to a single practice area and can liaise with their corresponding stakeholder.
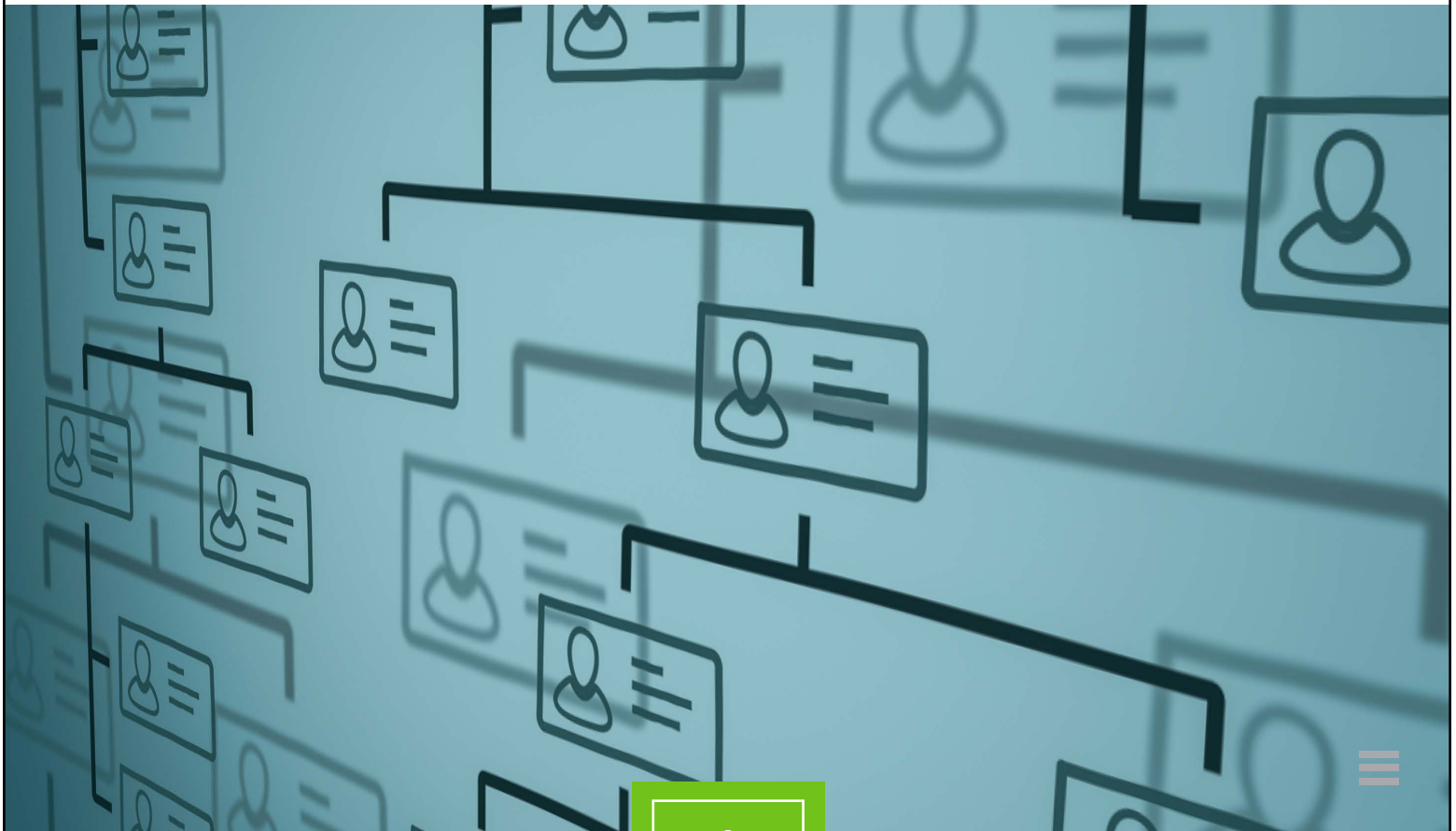
5. THE RIGHT CULTURE TO SUPPORT IT

SEOs can't do their job in a vacuum.

They need help executing their initiatives (and ensuring that other teams' initiatives don't harm the site's performance in search).

botify

But without enterprise-wide buy-in, SEO programs are dead in the water.

Ideally, this comes from the top.

When executives understand the value of SEO, they can encourage their teams to follow these best practices and even hold them accountable to SEO KPIs.

The alternative is that SEOs are left asking favors from teams that are under no obligation to acquiesce.

Sometimes, an SEO culture doesn't come from the top, meaning SEOs have to take the lead in evangelizing SEO throughout their organization themselves. This can be accomplished through methods like:

- Regular training sessions.

- An SEO Slack channel where any team can go to ask SEO questions.

- Providing the data to show what happens when SEO is and isn't considered.

Enterprise SEO isn't easy, but it is worth it.

When organic search has the potential to be a brand's top traffic and revenue driver, it's critical to have the right framework, tools, talent, structure, and culture in place.

botify

6 ENTERPRISE-LEVEL LINK BUILDING BEST PRACTICES

AUTHOR
KEVIN ROWE

The size of your business deeply influences your marketing strategy.

Many large brands or websites inherently have an unfair advantage over smaller businesses and brands – name recognition, reach, a much larger budget to work with, and additional resources in other departments.

Take all of these benefits into consideration when planning your next enterprise link building strategy.

To successfully implement a **large-scale link building campaign**, scalability is key.

Look to start with one brand or product/service and then, as you learn what works and what doesn't, you can expand both your campaigns to cover more products and your outreach to get links from more sources.

ENTERPRISE-LEVEL LINK BUILDING: WHERE TO FOCUS

The most successful large-scale link building campaigns start niche-specific.

Even if you were a home improvement store like Lowe's or Home Depot, you couldn't easily start a campaign trying to cover all home improvement products you offer.

Build your initial campaign around a specific product line, category, or other niche offerings, and then expand to others, using what works.

A good rule of thumb is to start with a **one-page plan.**

If you can't fit the elements of a link campaign on a one-page plan, to start, then you are not focused enough.

1. PROMOTE SPECIFIC CONTENT

In this Home Depot-sponsored post on Simply Designing with Ashley Phipps, the author walks her audience through some of the light fixtures and other items you can make with pipes:

DIY INDUSTRIAL PIPE LIGHT FIXTURE

BY ASHLEY PHIPPS — 34 COMMENTS

This post is sponsored by The Home Depot.

All of my long time followers know that over the last year we worked to makeover our kitchen. I love the transformation that it has been taking and while I still have a few more ideas in mind of projects I want to complete in this room, one of the big things on my list was that I wanted a pendant light over my island. After several unsuccessful attempts, I finally decided to make my own! I have been eyeing some beautiful industrial light fixtures and so I figured that with a little bit of pipe and a lot of creativity I could come up with a fun and completely unique DIY industrial pipe light fixture. I ended up with something that fit my kitchen space and my style perfectly and I am so excited to share this with you today! (Oh and I am hosting a giveaway at the bottom of the post so be sure to scroll down and enter to win!)

DIY Industrial
Pipe Light Fixture
SIMPLY DESIGNING

conductor botify

She also directs readers over to The Home Depot's Apron blog for a full DIY how-to for the fixture.

This is a great example of working with influencers for content and as part of a traffic-focused link building campaign.

Not only did Phipps expose her audience and link to these available products at The Home Depot, The Home Depot gave Phipps exposure **on their blog** for the DIY tutorial.

Home Depot certainly paid for that content, however, a niche-focused topic with a strong connection between the brand or product will make it easier to secure unpaid mentions as well.

The Home Depot is a great example of a collaborative campaign.

Additionally, because the subject of the blog is so niche (pipe light fixture kits), the post did well on social media as well, with over 1,800 pins at the time of publication.

This example does not suggest that paid links in sponsored content will drive ranking but is a great example of a link that can drive traffic.

2. INCREASE SITE OR SITE SECTION AUTHORITY

Besides growing your inbound link portfolio to specific pages, link building is also a great way to increase your site, sub-domain, or page authority, usually if you are a smaller brand within the brand portfolio.

If you're working on link building for a smaller brand that is owned by a larger corporation, be sure to leverage the name recognition and reputation of the products and their manufacturer.

For instance, this post on Ma Nouvelle Mode is for a product line at a jeweler. This review gave more exposure to that specific product line, while also mentioning the jeweler, whose name may be more well-known.

conductor botify

Targeting a specific topic, as well as a specific brand or line, is what makes influencer and link building campaigns more effective.

If you try to be too broad (e.g., if Staples tried to promote all of their available school supplies during the back-to-school season), you risk the reader losing interest or not knowing what to focus on.

More likely than not, a post about "getting all the back-to-school supplies we need at Staples" won't get as much traction as "where to find the cheapest notebooks" or "how sticky notes have made me more productive."

HOW TO APPROACH ENTERPRISE-LEVEL LINK BUILDING

Once you've narrowed down your focus to a specific product or brand, you need to work on your approach.

Below are some of the areas you can focus on to actually get links for large corporations or brands.

3. UNLINKED BRAND MENTIONS

A brand has a wonderful advantage to generate links with **unlinked brand mentions.**

These are mentions or references of your brand terms, typically in articles, that don't link back to your domain.

In general, these links are natural and as the writer clearly knows the brand but for some reason didn't link.

These types of links are also much easier to get than others, meaning they are easier to find and the conversion rate on securing a link can be as **high as 15-20%.**

I have most recently been using Ahrefs' Content Explorer because you can find the mentions over time and I trust their dataset to be large.
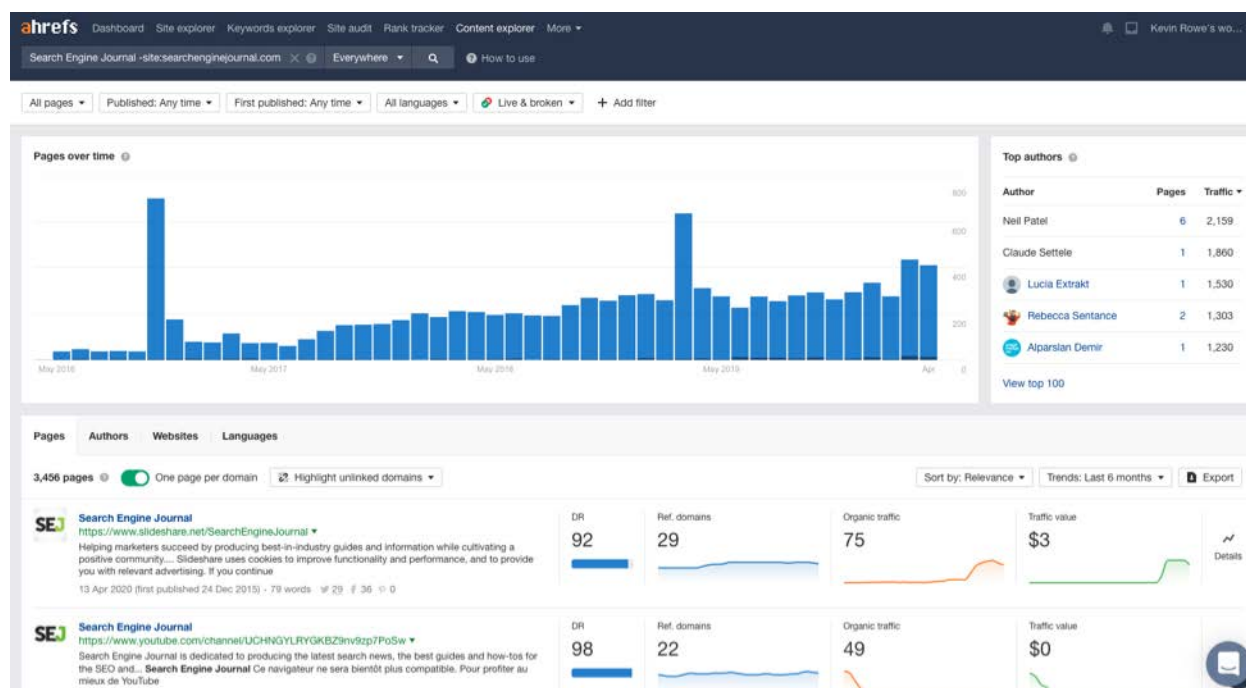
4. LEVERAGE INFLUENCER MARKETING

Start building your link building campaign by researching the specific publications, influencers, or bloggers that you want to reach out to.

Use a tool like Buzzsumo to find popular posts about related topics then work backward to research the publication the post is on.

For instance, if we wanted to do more posts about DIY projects for The Home Depot, there are several blogs that we could reach out to:

How has the competitive landscape changed?

Find out if your competitors secured their market positions in recent months.

Try experimenting with the date range filter to get the best results for what you need and to see what has been trending recently.

5. LEVERAGE CLIENTS & CUSTOMERS

In addition to reaching out to influencers for content campaigns, why not utilize your existing connections?

Many companies have a "my favorite products" page. If you're one of their clients, asking for a link on that page isn't unreasonable.

Here's a screenshot of some of the non-affiliate products and tools author and entrepreneur Chris Ducker shares on his resources page:

Email Marketing and List Building

Leadpages – THE leader in the game when it comes to landing pages, sales pages, squeeze pages, popup boxes and more. This is the piece of kit you need to grow your email list fast, without panic and as painless as possible. They make it so freakin' easy!

Sumo – A great suite of list building (and more) free products from the team at AppSumo. Easy to use and install on any website.

Selling Products & Services Online

Samcart – This is the shopping cart software I use to sell all my products and services online. But, it's so much more than a 'shopping cart' – everything is template driven, and you can create beautiful cart pages to sell anything you want. Their support is incredible, too. *Grab a 14-day trail here!*

Paypal – The big player in online payment

Entrepreneurial Productivity

Dropbox – The quickest, easiest and most reliable way to share documents (written, photos, audio and video files) with your virtual assistants and co-online buddies and partners.I seriously use this thing almost hourly during my work day!

Evernote – Great note collector that can help you become super productive. Available on the web, iPad, iPhone and everywhere else where you need to make a note, clip something to read later and then move on. I love this thing.

Hubstaff – Easy to use time tracking and remote team management dashboard. Also has the ability to grab screenshots, and to create time-sheets and other reports.

Online Courses & Training I Recommend

Ramit Sethi's Zero to Launch (Free Automation Training) – Ramit Sethi is without a doubt one of the

Any nonprofit work your company does could be a potential for a link as well.

Ask to be mentioned on the event information page if you sponsor an event or on the donor appreciation page if you donated to an annual drive and the nonprofit mentions and links to donors on its website.

∷ conductor botify

Of course, asking current customers and clients for links should be done with tact and savvy. You don't want to come off as opportunistic.

Be specific without sounding demanding. Often, something like:

> "I noticed that you listed the event donors on the event page [link to URL], can CompanyXYZ be included as well? We love the work we're doing with you and look forward to [something specific and genuine]"

Be upfront and to-the-point so the request seems painless.

6. INTERLINK AMONG CORPORATE/BRAND SITES

Often enterprise companies have multiple brands with their own online identity and website.

Have these websites link to one another when it makes sense (and is helpful to the user).

This could be offering related products, comparing a small to large scale solution, or sharing promotions that work across different brands.

Gap Inc. does a good job of this from an e-commerce perspective:
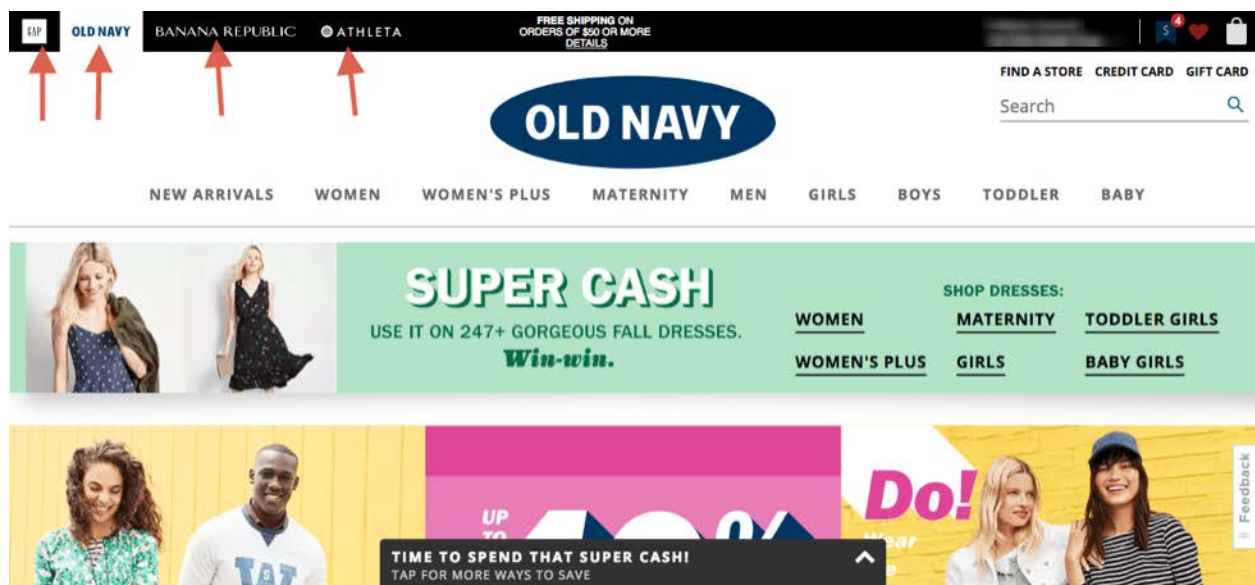
When you're on one of their brands' websites (in this case, OldNavy. com), there is a tabbed format at the top that takes you to their other brands.

The shopping cart and several of the promo codes work across all their brands, making for a more seamless shopping experience.

This saves the consumer time – they can do all their shopping online across four different stores at once.

conductor **botify**
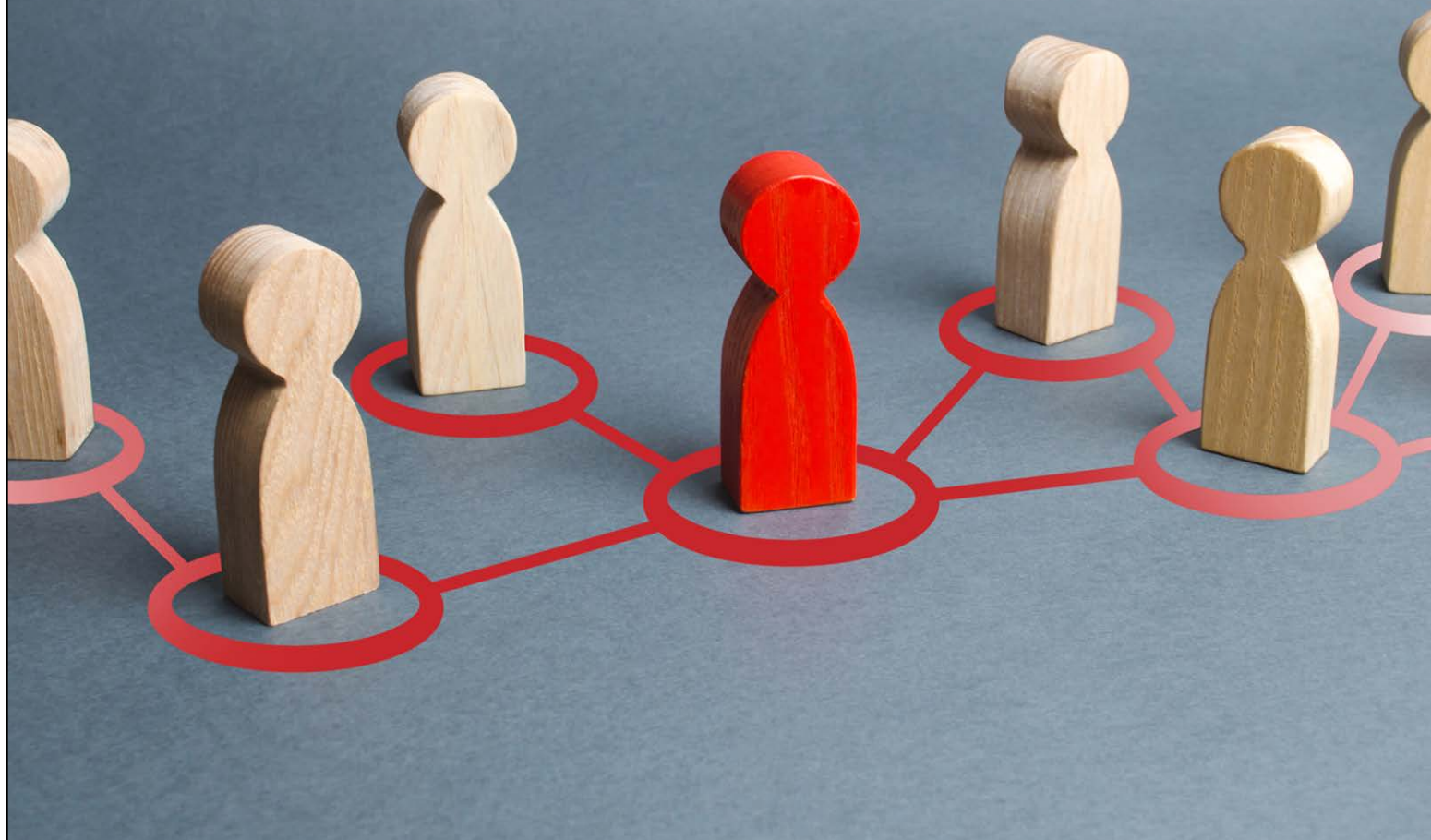
CONCLUSION

Remember to always be purposeful with your link building.

Don't go after any link that seems doable. Build a thorough strategy.

Link building is best with a multi-faceted approach.

Target a specific audience using a niche topic for influencer marketing projects, then work with your customers and your own sites to get more links where it makes sense.

BRAND EQUITY:
THE KEY TO
ENTERPRISE
LINK BUILDING

AUTHOR
KEVIN ROWE

Organizations that have substantial brand equity, or are working to build it, you will have a gold mine of untapped linking opportunities scattered on a blog, influencer, and news sites.

While good PR teams are great at getting their company and brand or product story published, they don't always have the direction, or it's out of their scope to align that work with SEO and link building efforts.

The reality is most organizations have not captured link building as a PR metric, but they should!

That said, as a rule of thumb, generating branded anchor text for unlinked brand mentions can generate a significant number of links with minimal effort.

Some people have reported **15–20%** successful placement rates from outreach to secured links.

Data-driven link building is certainly a good option to secure a significant number of links. However, the amount of time it takes to build this content increases the resources needed to generate a link.

4 TYPES OF UNLINKED MENTIONS TO FIND

There are four types of brand mentions to search for.

The route you choose will depend on your company structure and how you brand the company, the products, and its people.

1. COMPANY BRAND

Depending on the structure of your company, the corporate or company brand name may provide the most unlinked brand mentions.

The brands can certainly have a lot of mentions. For example, B&H Photo Video and Audio has a lot of online references, as seen in the Moz report.

An example of a company brand:
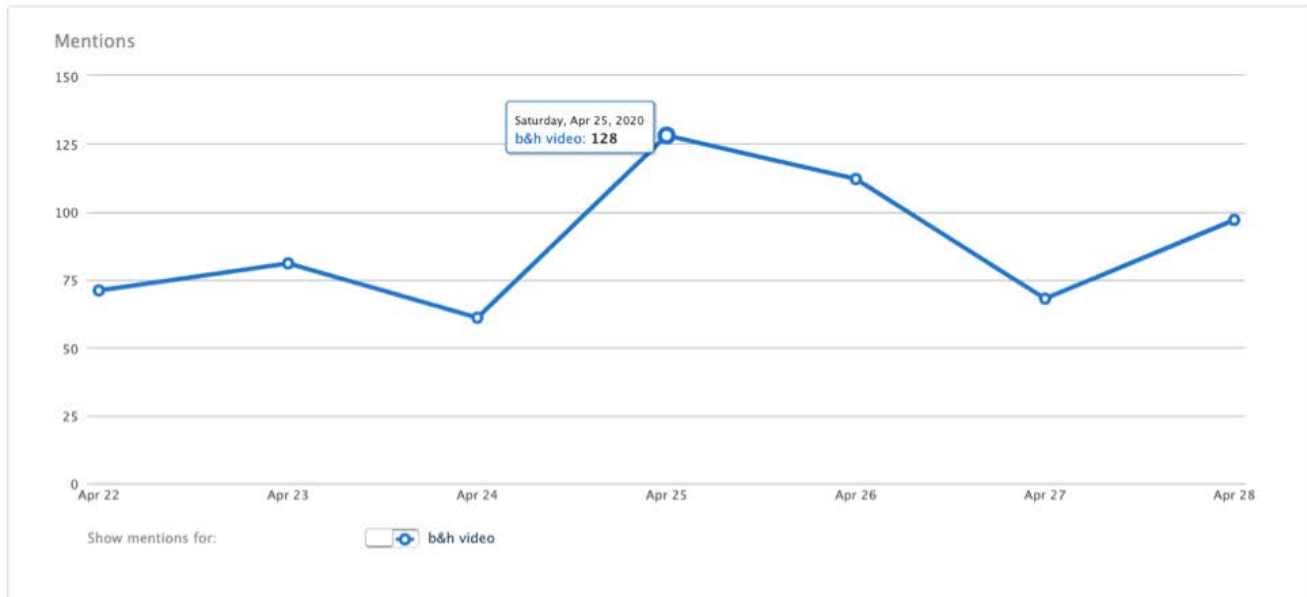
2. PRODUCT BRAND

If your company sells a product with a well-known brand name, then finding the product brand mentions is a very effective approach to generate links..

A product brand example is the Allbird Wool Runners from Allbirds. This popular sneaker brand has 137,000 unique unlinked mentions.

Although most of these are not good prospects for links, this will certainly create some opportunities.

This could be a direct-to-consumer CPG or a digital product like a branded training course.
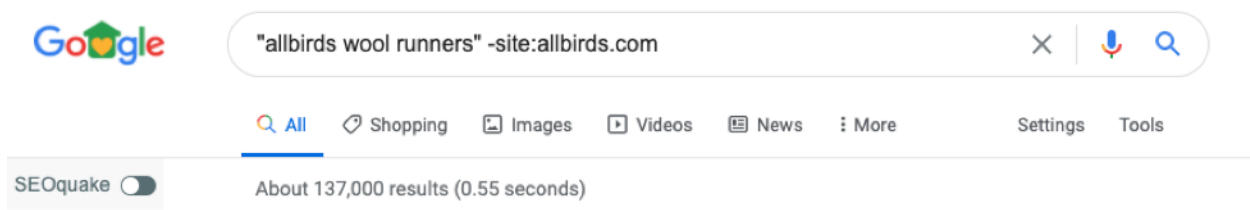
3. ECOMMERCE RETAIL BRANDS

This refers to a product that an ecommerce retailer sells from another company or CPG brand product.

You see that Farfetch sells Gucci Sneakers, but this product is produced by Gucci and Farfetch is a reseller of that product.
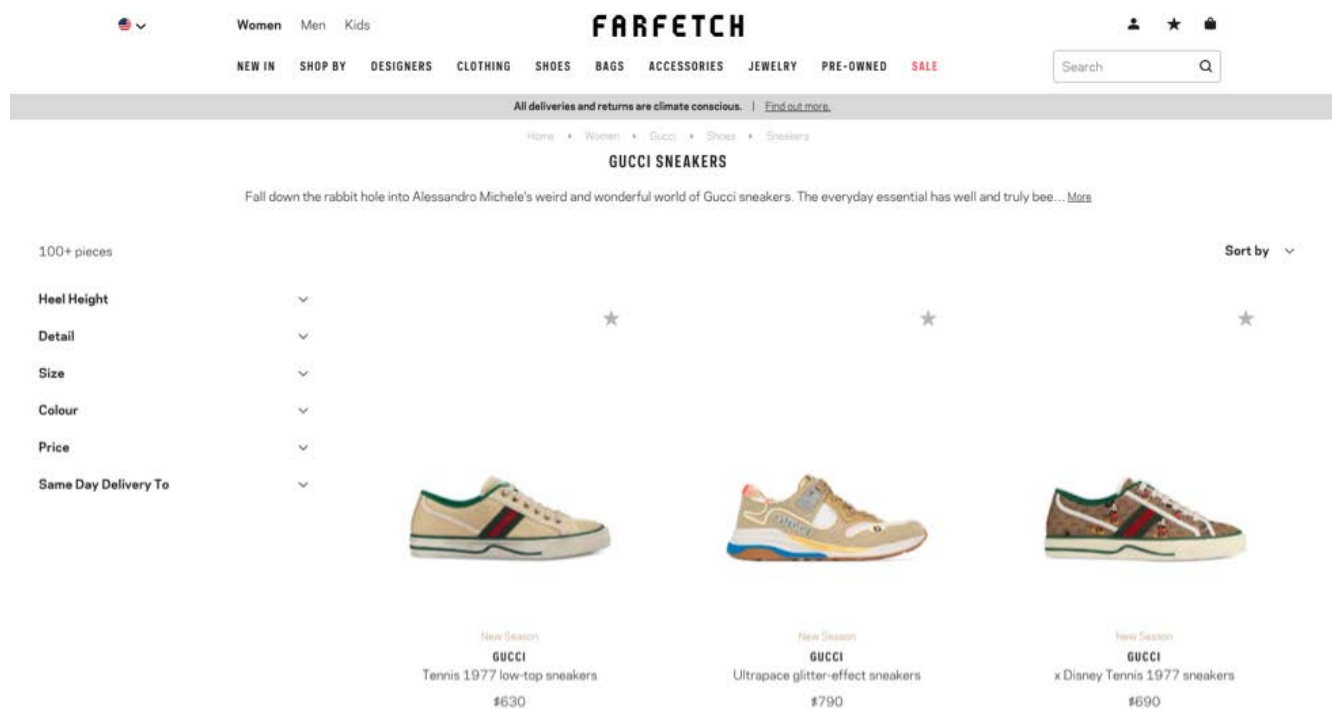
4. EXECUTIVE OR COMPANY INFLUENCERS

Executive influencers have become an effective growth strategy, and some influencers have gone on to launch successful products or services.

It's difficult to speak of executive influencers and not bring up Gary Vaynerchuk.

If I were handling SEO for VaynerMedia, I would have a full-time job claiming unlinked brand mentions for the term "gary vaynerchuk."

If you want to determine if this process is the right fit for your brand, then here are two ways to identify if there is a significant volume of mentions.
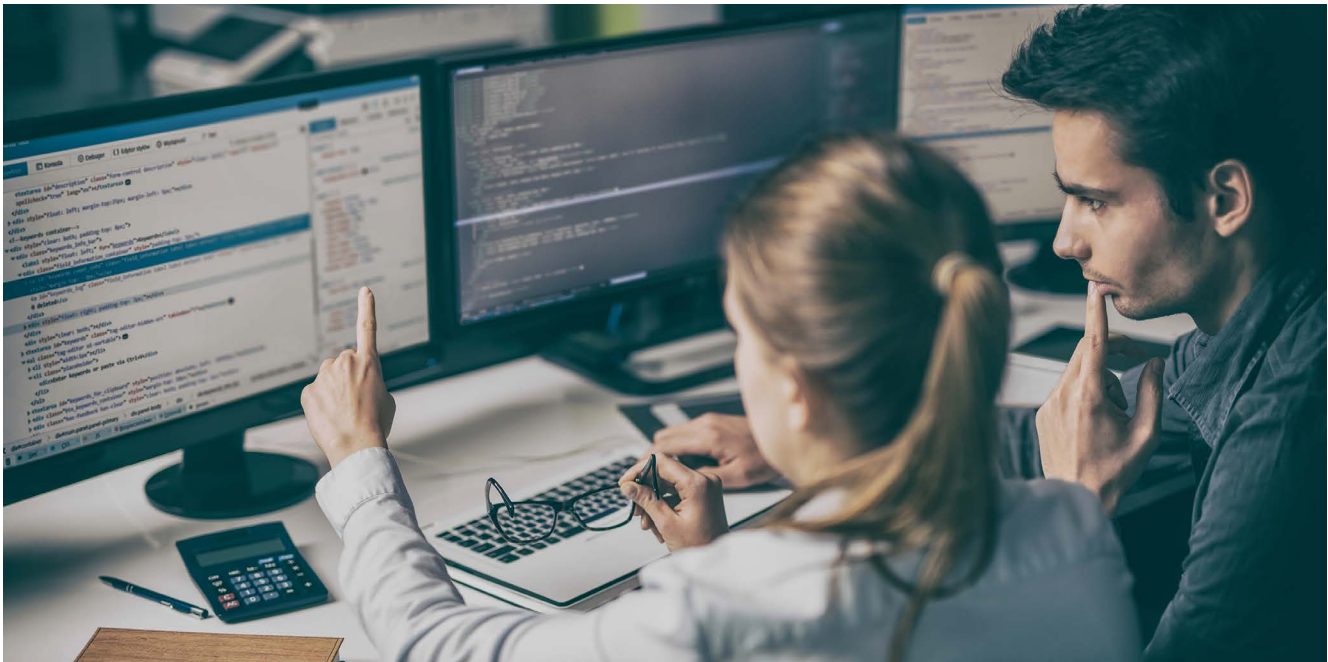
Google Search Operators

The manual method involves using Google search operators to find all of a company's brand mentions outside of their website and primary social media channels.

Using the "intext" operator to define the "company brand," in conjunction with using the minus operator (e.g., "-intext:searchenginejournal.com" and -insite:facebook.com) to only return sites without links to the domain, you will be able to start finding all of the off-page results.

conductor botify

As the listings come up in Google, you may find it very difficult to sort through and make sense of the results without going page by page.

Industry Tools

If you prefer more data on the prospective sites and content, then there are several tools that you can use.

Since I've already written a few times about how to use Ahrefs, I wanted to explore other great alternatives:

Moz's Fresh Web Explorer

I like the simplicity of the tool, and if you use Moz data, but you still need to know your **operators.**

The main benefits are the tool's "mention authority" score and the ability to build a campaign around it.
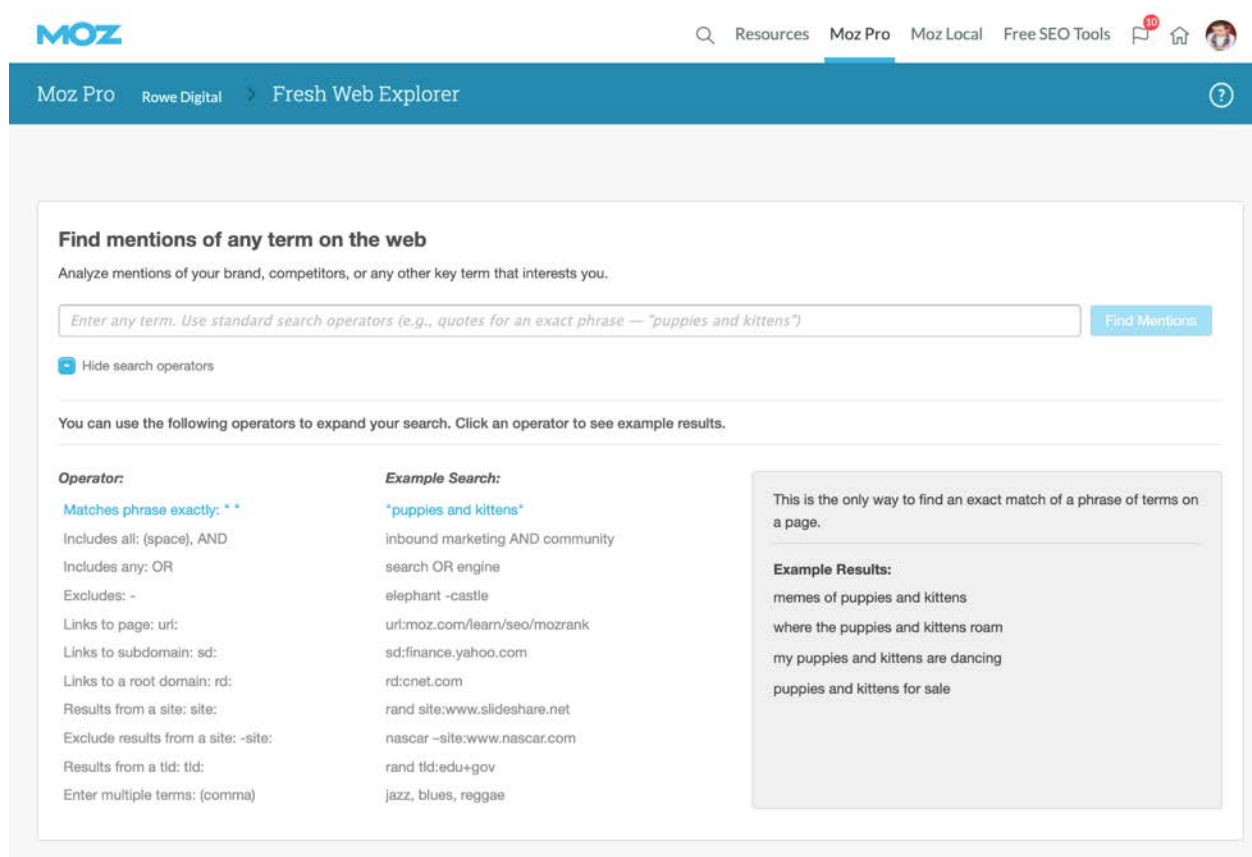
Make sure to use quotation operators around text for exact matches.

So if you're searching for a product brand like "shure sm7b", you'll get results that only have that phrase.

Now that you have a prioritized target list of opportunities, it is time to figure out how to contact the authors to get consideration for backlinks.

FIND THE RIGHT CONTACT

Here is where the PR team can start making your work even easier, starting with their list of journalists.

If the team has been in place for any amount of time, they should have relationships with journalists, bloggers, and influencers in their space.

Those relationships can help make your life easier in terms of the initial outreach and some quick wins getting backlinks set up.

Getting the inhouse team involved helps manage the client and expectations, creates buy-in to the process, and develops a sense of joint ownership of the results.

While the spreadsheet of journalist relationships is a helpful starting point, once a program begins to scale, you will need to automate.

If you are dealing with a medium-sized business or enterprise account, they will likely have tools already in place, such as Cision, Muck Rack, or Meltwater.

These traditional PR tools have press release distribution, journalist management, media intelligence, and PR reporting as their core DNA, and they can be helpful in aspects of the backlink outreach effort.

However, they are not specifically designed for this purpose.

I have found that BuzzStream is a useful tool to prospect and build relationships with lists of journalists, run PR campaigns, and, most importantly, conduct effective link building campaigns, all from one platform.

conductor **botify**

CREATE A NATURAL & IMPACTFUL LINK

The last part of this equation is how you secure a link in the article and pitch the site.

I group these because the pitch will require an understanding of how much content, if any, you'll need to provide the publisher.

HOW TO APPROACH THE REQUEST AND CONTENT

- **Update the brand mention:** This is a fast and straightforward method of securing a link, but it has a lower response rate typically. With this, you will only get the link update for the exact mention of the brand name.

- **Custom paragraph:** A paragraph that updates the content around a brand mention provides added value to the publication's audience by appending a deeper understanding of the topic. Thankfully, this method will not tax your resources.

● **Full content refresh:** Many, if not most, of your unlinked brand mentions will be in articles older than six months, typically. In this case, I recommend a full content refresh. This means, update the material for the site and then rewrite with recent resources and more in-depth content.

HOW TO PERFORM OUTREACH

When you think about it, the easy part is gathering the link opportunities and establishing the list of appropriate contacts.

The question now is, how do you get them to take action on behalf of you and your client?

Here are some key considerations when building the outreach program:

● **To scale, you must automate/semi-automate:** Undertaking an extensive link building program with tens of thousands of link opportunities, you will need to automate and try to minimize the complexity of outreach.

● **Personalized templates:** Templated outreach scales effectively and is highly measurable in support of campaigns. Keep in mind you are also building a relationship with bloggers and should take the time to personalize your one-to-one outreach appropriately. Most email software, like MailChimp or Buzzstream, will offer some form of dynamic insertion into your email-based.

conductor botify

● **Automate the Follow Up:** Writers are busy, and as a professional, you should follow up. Instead of manually doing follow up, use automated drips and reminders to help stay on top of things. I've been experimenting with AI email response automation with RoboResponse.

● **Analyze and optimize daily:** Conduct periodic reviews to examine your progress while the campaigns are in process and adjust as necessary to optimize your results. I like to roll out emails in small batches and A/B split test titles and copy.

● **Report on The Metrics:** The final step to a link building campaign is the review of internal metrics. You should review how team members contribute to the end results and report back to the client on the success and set a baseline plan for the next effort. For a custom outreach campaign, monitor backlinks can allow you to find and monitor links and growth against historic link profiles.

A FINAL NOTE

A strong brand will create a lot of opportunities to build links.

Through creative analysis of your company's brands or internal influencers, there can very well be a large volume of low-hanging fruit capable of a powerful impact on search engine rankings.

While getting backlinks is relatively simple in concept, it is not easy.

As discussed in this article, having the right tools to simplify the process and keep things organized is vital to scale the project and your offerings overall successfully.

As a final benefit, along with scale, automation will provide the simplification of reporting and the visualizations needed to determine and articulate program success.

conductor botify

THE TOP 4 ENTERPRISE SEO PLATFORM TOOLS: AN IN-DEPTH REVIEW

AUTHOR
JENN MATHEWS

With millions of pages and keywords to manage and report on, enterprise SEO is increasingly more complicated and time-consuming.

Using an enterprise SEO platform tool can increase efficiency and productivity for organic search marketing teams in a large organization that are managing organic search initiatives.

These SEO tools can help you with:

- Identifying opportunities.
- Tracking performance.
- Optimizing content.
- Backlink reporting and management.
- Cross-organization communication.
- Competitive analysis.
- Integrating analytics tools.
- Technical analysis from crawling to conversions.
- Local, national, and global.

While there are many free SEO tools available, none are able to manage the large scale and complexity that comes with an enterprise site.

For the past 20 years, I have seen enterprise SEO platform tools come into the space with the promise of providing the ability to increase efficiency in reporting on the aforementioned.

However, few tools have managed to truly capture all that an enterprise SEO needs.

I gathered a shortlist of a select few that can handle the complexities and volume of an enterprise site including:
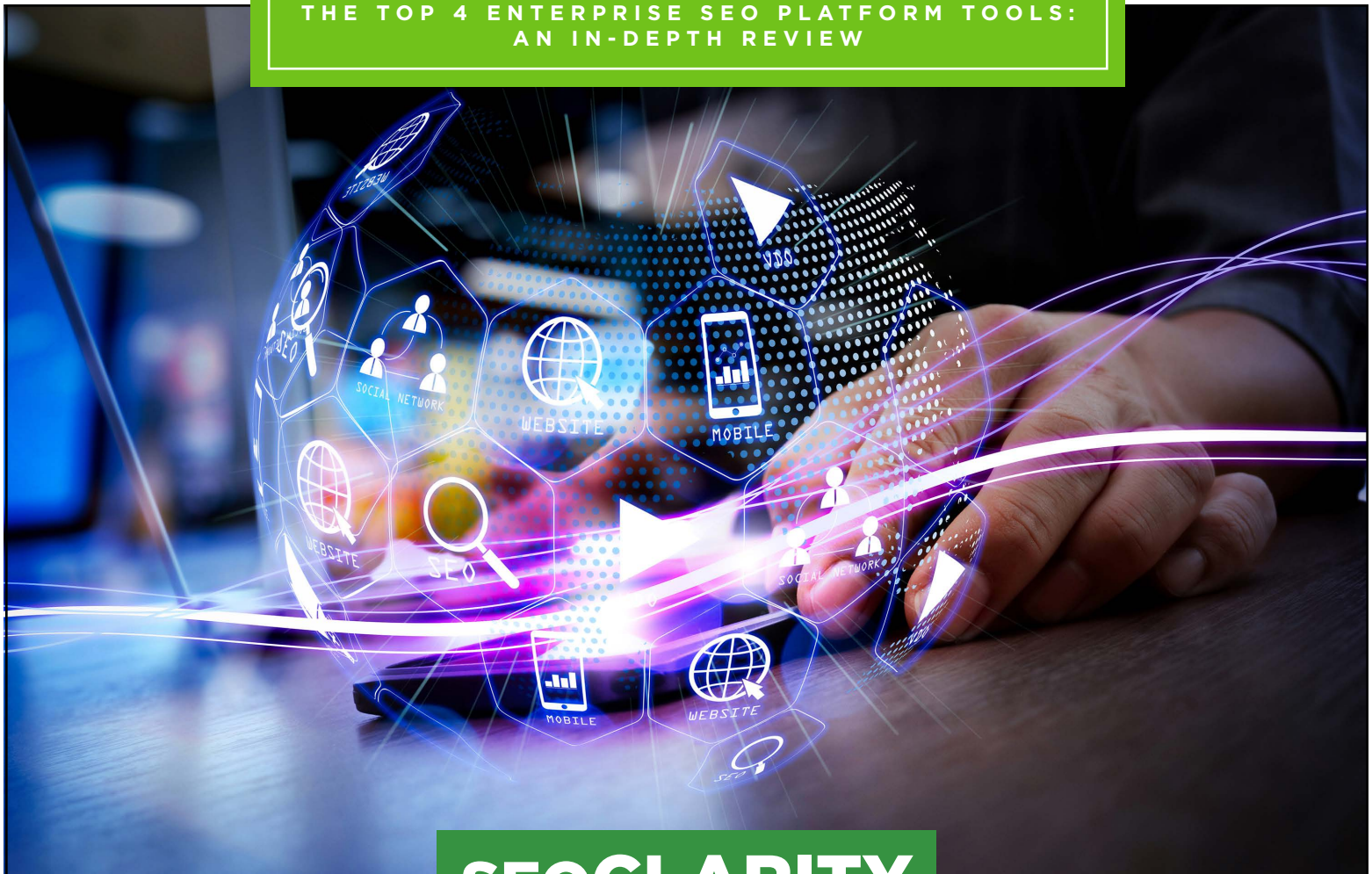
- seoClarity
- Conductor
- Botify
- BrightEdge

The tools I chose to review are all companies I have encountered throughout my years managing teams at enterprise-level organizations.

I asked the sales reps to run me through a review process complete with filling out an extensive questionnaire (similar to what would be in an RFP) and lengthy demos focusing on what ecommerce and B2B enterprise-level companies would need for their SEO reporting tool.

It's a process that took me a few months and was completely worth it.

This review should help you begin your evaluation process while you decide which enterprise SEO tool best fits your needs.

SEOCLARITY

In the summer of 2019, I attended the SMX Advanced conference in Seattle with my team from Groupon.

We walked through the hall browsing the various booths for any new SEO companies breaking into the space.

The sales team at seoClarity had some of the coolest swag and eager salespeople ready to show us what they have to offer.

Founded in 2009, seoClarity is an enterprise SEO and content optimization platform powered by Clarity Grid infrastructure.

It's the combination of petabytes of data (keywords, daily crawls of the web, and years of historical data), machine-learning algorithms, and patented analyses.

The tool enables real-time, interactive analysis, and insights to improve search visibility and deliver the best customer search experience.

Executives, SEO practitioners, content marketers, data analysts, IT, product, and merchandising teams will all find seoClarity useful.

The company works with over 3,500+ brands across top industries with a heavy footprint that includes travel and hospitality, ecommerce, automotive, higher education, and technology.

ECOMMERCE & B2B FEATURES

seoClarity has a proven track record of aiding in growth from SEO for B2B companies.

In this **case study**, the company was able to identify and resolve problematic technical elements, then push out the data delivered by real-time reporting to gain a holistic view of the entire search landscape.

The result was a 30% year-over-year growth in organic search traffic.

seoClarity can be a powerful tool for ecommerce focused businesses as well as users gaining insight into category-focused optimization, identify duplicate content, and continue to improve pages for SEO.

conductor **botify**

KEY FEATURES

During the demo, I stopped the sales rep for a moment to walk me through the Actionable Insight portion of the tool.

The basic idea is that while the tool offers up suggestions, those can be manually overridden based on impact and effort that might be unique to the company.


Content Fusion was also talked about with its powerful ability to scale content writing and optimization.

It analyzes top ranking content and provides insights to help clients write the most authoritative content faster than ever before.

seoClarity's additional features that set the tool apart from the competition include:

- **Rank Intelligence** provides an advanced, real-time exploration of ranking data to easily navigate and understand ranking performance – at scale. It includes 27+ SEO metrics to slice, dice, and analyze ranking data, including unlimited competitor comparisons.

  - Unlimited daily rank tracking from every country, on every search engine, both desktop and mobile. It includes all instances of Google, Bing, Yahoo, Baidu, Yandex, Naver and more.
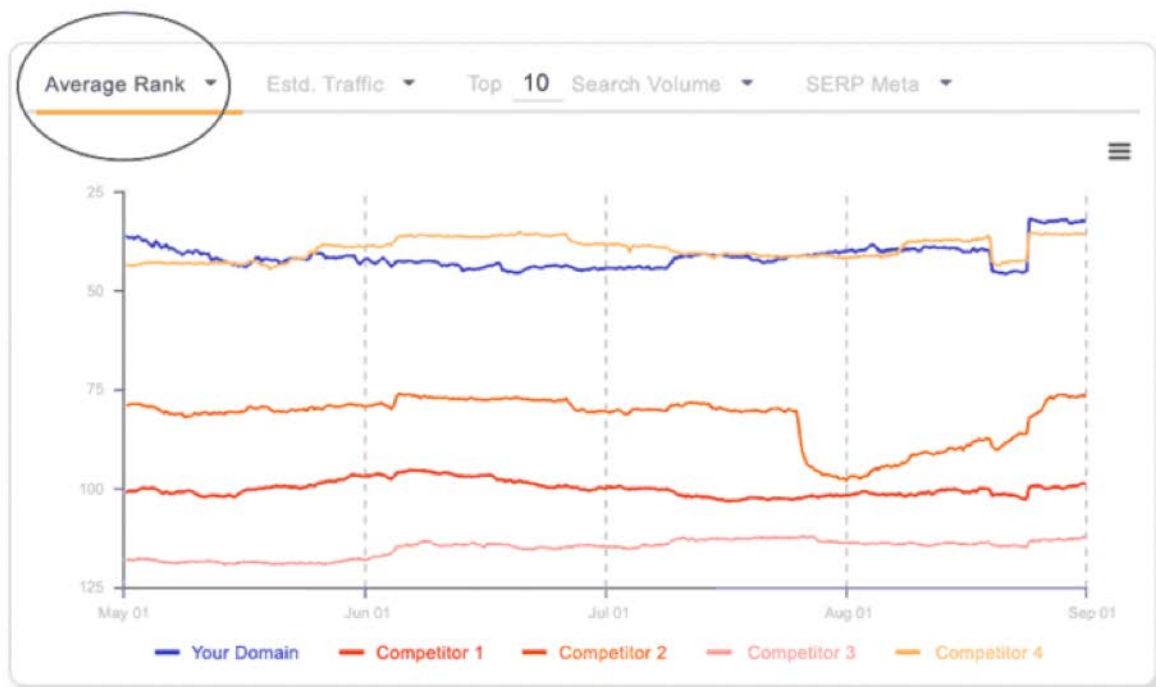
- **Research Grid** provides interactive and dynamic keyword research and discovery to analyze the performance of content and provides access to the entire search landscape.

conductor **botify**

- **Clarity Audits** is a site audit technology that includes 40-plus technical health checks and includes a built-in HTML and JavaScript crawler, that crawled up to 48 million pages.

  - Includes an unlimited number of crawl projects or number of pages crawled, internal link audit, and analysis.

- **Content marketing suite** includes the full lifecycle of Content Optimization management features and services and also applies User Search Intent throughout for content research, content ideas, and an AI-driven content writer, Content FusionTM.

- **Bot Clarity** is an advanced log-file analysis tool to identify search engine crawl issues as they happen. It also identifies spoof-bots acting as search engines and how quickly new pages are being crawled by the search engines.

- **Actionable Insights** algorithm designed to learn from hundreds of data points and automatically generate insights to scale SEO practices across the enterprise.

- **Page-level analytics and advanced Google Search Console integrations** identify close to 100% visibility into the term "(not provided)" and includes 16 months of historical GSC data. It allows the correlation of keyword-level data with all SEO metrics.

- **Built-in workflow management system** for customizable team collaboration.

DEEP LEARNING OR ARTIFICIAL INTELLIGENCE

From anomaly detection to helping write higher quality content, the latest version of the seoClarity platform is built from the ground up to take advantage of machine learning advancements and artificial intelligence.

seoClarity acts like a personal data scientist to constantly analyze all SEO data, metrics, and actions to provide live insights based on the ever-changing search landscape.

seoClarity clients love the instant insights with Content Fusion by helping writers understand how to cover a topic with authority in just a few seconds.

Their proprietary machine learning applied to ranking data provides fast, relevant answers to every level of an organization by helping:

- Recognize trends as they happen.

- Increase team efficiency.

- Show clear, measurable results.

- Capture new revenue opportunities.

conductor **botify**

COMPETITIVE REPORTING & ANALYSIS

Users can access rankings for any domain, subdomain, URL, and their backlink index.

seoClarity claims to be the only SEO platform to offer unlimited competitive comparisons, on the fly, against existing keyword rankings or within the entire search landscape.

Clients can uncover opportunities and compare against five competitors at one time to recognize content gaps with just a few clicks.

Users can quickly filter for their keyword research and identify content gaps, in addition to comparing their keyword portfolio ranking data against any competitor, on-the-fly.

seoClarity will also surface opportunities for content that competitors are ranking for, but the client's website isn't.

ANALYTICS INTEGRATION

seoClarity provides analytics integration in the form of an open data platform, importing data from virtually any analytics source, including Adobe, IBM, Google Analytics, and internal data warehouses.

LINK EVALUATION: INTERNAL AND/OR EXTERNAL

With seoClarity clients can fully understand their current link structure and gain insights into the impact and opportunities for new links in order to boost their search visibility as well as overall user experience.
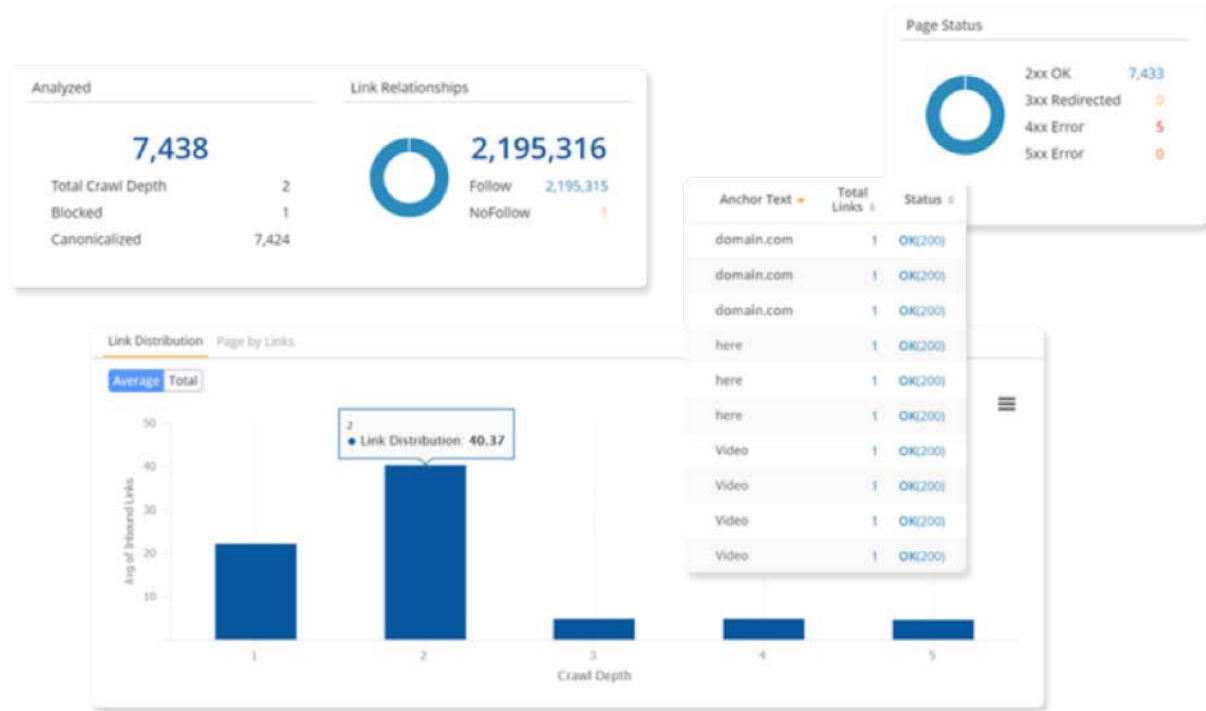
LINK EVALUATION: INTERNAL AND/OR EXTERNAL

With seoClarity clients can fully understand their current link structure and gain insights into the impact and opportunities for new links in order to boost their search visibility as well as overall user experience.

EXTERNAL LINK ANALYSIS

While the internal link analysis is valuable, the seoClarity platform also combines multiple backlink data sources through consolidated link profile data with integrations for Ahrefs, BuzzStream, Majestic, Moz, and Google Search Console providing clients with a holistic view into their backlink portfolio.

USER LEVEL SETTINGS

User accounts for the seoClarity system can be set-up and customized for each user.

Each user's access can be set by role-based or user-based giving them access to only the areas that are needed.

conductor **botify**

ACCESS TO TOOL, REPORTS & DATA

Users can access seoClarity's robust API, various exports and transform and load virtually any data point.

Reports or analyses are collected by seoClarity into a data storage system for long-term storage, or integration into an internal data warehouse, through Adobe Marketing Cloud, Amazon Web Services, Box.com, FTP data exchange, or custom data warehouses.

PLATFORM UPDATES & TECHNOLOGY TRENDS

seoClarity has a two-week development release cycle.

Their roadmap is built 100% based on client feedback to solve real challenges in enterprise SEO and content marketing.

SUPPORT

seoClarity's client success support includes:

- 24/7 phone and email critical support.

- Live chat.

- Online knowledge base of articles, training videos, and use case studies.

- Active online user community.

PRICING STRUCTURE

Pricing packages are based on the combination of domain profiles and the number of keyword search queries tracked.

WHAT YOU SHOULD KNOW BEFORE GETTING STARTED

seoClarity has tried and tested SEO workflows for getting onboarded and set up in the platform quickly.

Each client's dedicated Client Success Team has defined workflows to help seamlessly get them onboarded and trained in the platform to start showing value quickly.

SUMMARY

seoClarity clients spend a lot of time leveraging their dashboards for reporting.

Dashboards are 100% customizable and help streamline reporting to easily communicate updates of performance with many levels within an organization.

Rank Intelligence is another capability that clients tend to rave about making it different than your typical rank tracking tool offering on-the-fly analysis to gain clear insights from ranking data.

Clients love the ability to compare against any competitor depending on the segment of the business they are analyzing.
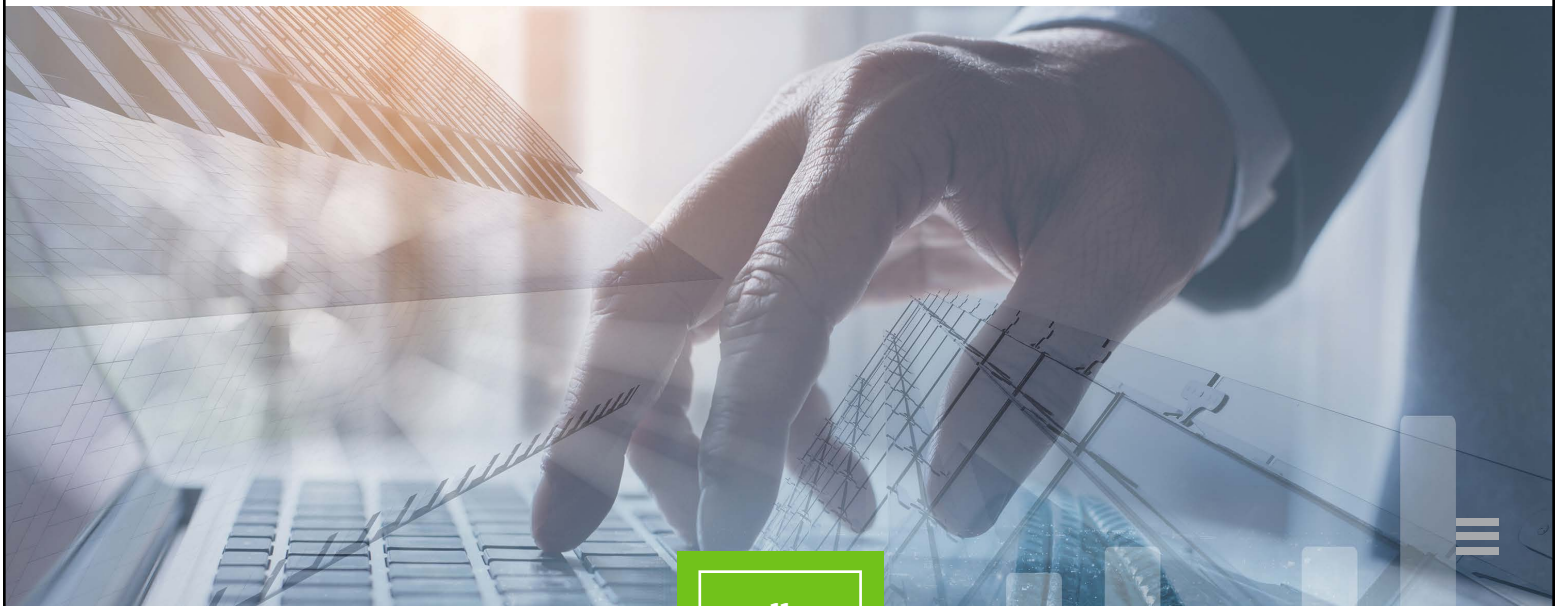
WHAT SETS SEOCLARITY APART FROM THE COMPETITION?

seoClarity is the only enterprise SEO platform to provide all SEO data, metrics, and capabilities under one integrated platform without artificial limitations.

Some of the key functionality that set seoClarity from the competition are:

- No artificial limitations including:

- Unlimited competitor comparisons (on-the-fly analysis).

- Site audit technology allows for unlimited crawl pages and projects.

- Extract and download data right within the platform.

- Unlimited users.

- Unlimited dashboards for reporting.

- Built and support of infrastructure on daily ranking updates where all SEO data and metrics are updated continually (as often as every 24 hours) and stored indefinitely.

- Constantly building solutions that help solve their clients' most complex SEO challenges. Their dev roadmap is built 100% on client feedback. seoClarity's approach is, if two clients request it, they will put it into the dev roadmap, updating and upgrading existing features in 2-week development cycles.

You can learn about seoClarity and read through their customer case studies **here.**
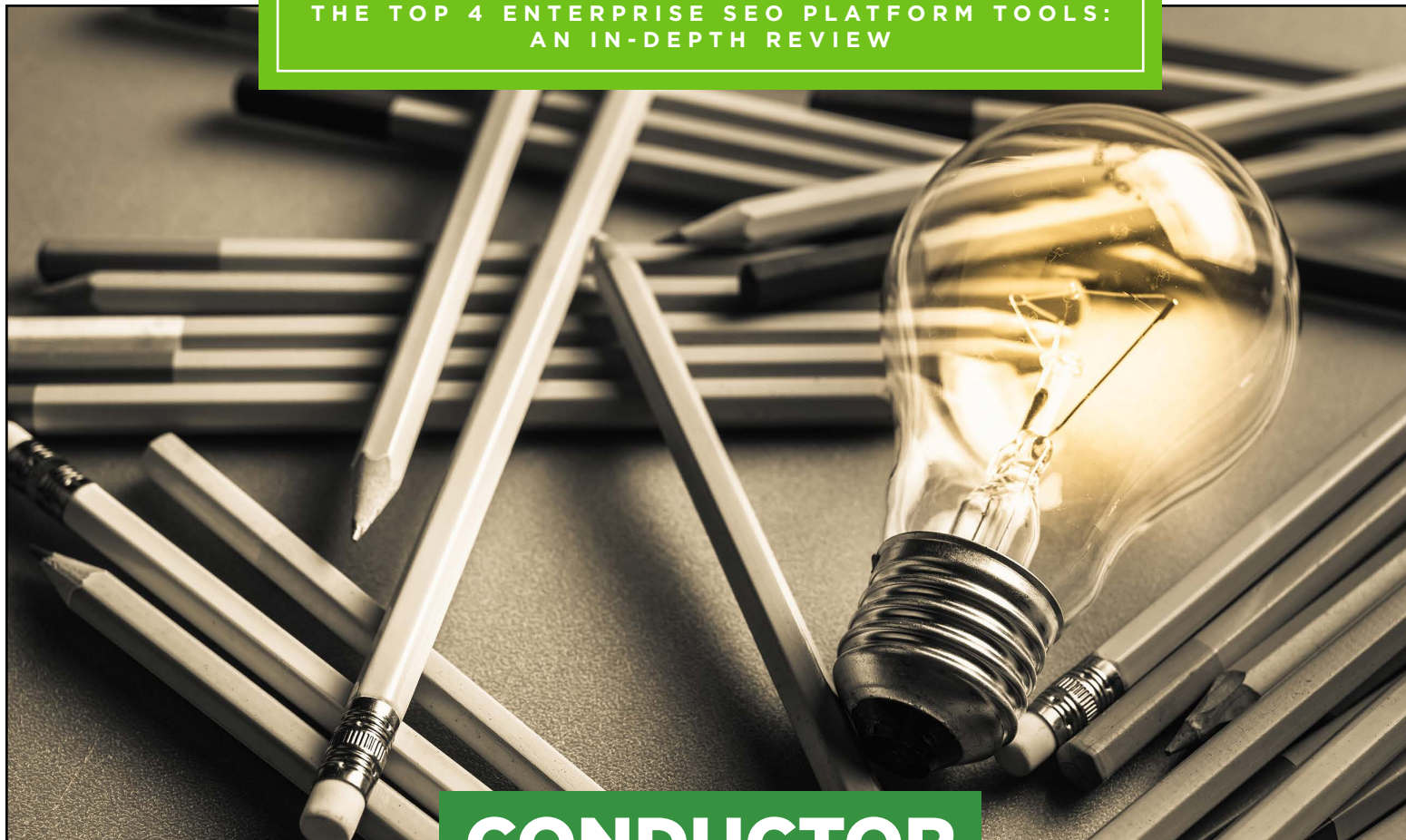
CONDUCTOR

I was first introduced to Conductor by a friend, an executive at a company listed in the mid-200 range of the Fortune 500.

This friend very enthusiastically recommended the SEO enterprise platform and connected me to the company's CEO. I was immediately impressed with the break into the SEO world of Conductor Searchlight SaaS in 2010.

Conductor's Searchlight is an enterprise SEO and content technology that encourages and enhances collaboration for customer-driven teams.

THE PLATFORM:

● Provides insights around what customers are searching for.

● Delivers recommended actions so users can drive visibility and revenue.

● Measures the impact made through SEO efforts.

Conductor provides results through a combination of organic marketing technologies and strategic digital services.

It offers technology-first insights around how a company's audience is searching organically while surfacing recommendations and opportunities to better optimize content improving visibility and overall technical health of large scale websites.

The platform measures how a site's content is performing online and the positive or negative impact of technical optimizations the team has implemented for SEO by:

- Understanding the audience.
- Investigating competition.
- Tracking visibility.
- Analyzing content performance.
- Optimizing content reporting and sharing.

In addition, Conductor's digital services team provides resources and strategies outside of their technology offering giving customers the added resources they may need to drive SEO success.

conductor **botify**

KEY FEATURES

The beauty of Conductor's enterprise SEO platform is that it is created around three principles: simplicity, consistency, and providing insights over data.

One of the top two reasons customers consistently give Conductor a 9 or 10 NPS, contributing to the company's NPS of over 50, is usability.

At the heart of the platform is Insight Stream, which provides an activity news feed for customers (traffic changes, new content ideas, competitive alerts, etc.).

Users scroll through insights gathered from a variety of tools, and can chat with team members directly in "stories."
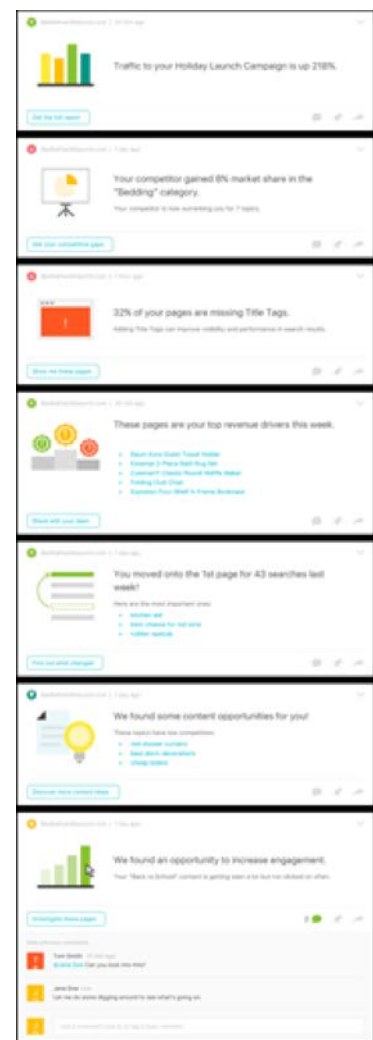
The interface is clean and focused, presenting detailed information progressively as users scan and scroll through.

It's easy for users to manipulate data through filtering, sorting, and customization so they can see the information that's most relevant for them and their particular role within the organization.

The reporting suite is uniquely flexible, enabling users to pull third-party media and data into custom dashboards.

All of Conductor's reports are interactive and designed to allow the user to head down through the rabbit hole of data in a seamless workflow.

DEEP LEARNING OR ARTIFICIAL INTELLIGENCE

Conductor's Insight Stream analyzes the client's search data to highlight content performance, keyword alerts, competitive insights, and optimization opportunities across multiple domains and countries.

Stories within the Insight Stream can be shared with various stakeholders to ensure insights are effectively communicated across teams and have actionable items associated to grow their SEO.

Additionally, Insight Stream becomes more powerful as different data sources are brought into Conductor including web analytics, Google Search Console, DeepCrawl, Keyword Objects, and more.

COMPETITIVE REPORTING & ANALYSIS

Conductor identifies the competition that appears on the first page with the addition of Conductor's Market Share views identifying domains owning universal results within search (i.e., answer boxes, video images, etc.).

These insights aid in identifying which competitors have built out targeted content for any specific featured snippets within search.

Rank Comparison enables users to cross-compare their positions with up to four different domains within a single view – making it easy for users to easily identify key competitive areas that may need to focus their efforts on.

Allowing for the ability to narrow competitive insights down to specific categories, the local and device type level, and across various types of search results (images, videos, and answer boxes).

This data can be quickly filtered to derive insights:

- Where the content is exclusively ranking.

- Where competitors are appearing.

- Where there is opportunity to capture an untapped market.

- Where the content is placed among the competition in the SERPs.

For on-demand research, Conductor's Explorer helps with competitive research outside of managed keywords.

This view is a direct representation of Conductor's partnership with best-of-breed keyword index, SEMrush, and identifies the number of keywords driving traffic to competitor domains as a whole.

Domain Explorer is fully global and does not restrict users to only reporting on countries within their account configuration.

Additionally, competitive research can be tailored to focus on any targeted subdomain or subfolder.

Customers use these tools for benchmarking market share against tracked and non-traditional competitors.

The need to identify new competitors in the market and having a better understanding of the competition's search strategy are areas of opportunity to gain visibility against competitors.

ANALYTICS INTEGRATION

Conductor provides a secure API based integration with both Google Analytics and Adobe Analytics. No custom tagging required.

Conductor integrates both domestic and international page-level analytics reporting on keywords tracked in Conductor that are ranking on all URLs.

Highlighting which keywords are ranking well and driving traffic to individual pages allow users to gain a deeper insight into their SEO.

Current Conductor customers leverage this data to measure performance and demonstrate ROI around their organic search efforts.

conductor botify
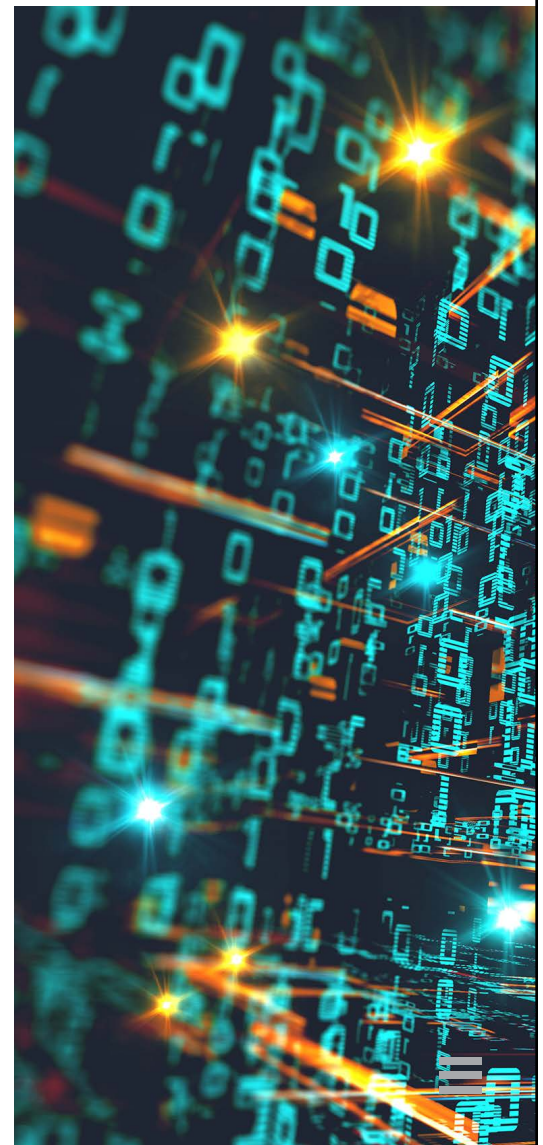
LINK EVALUATION: INTERNAL AND/OR EXTERNAL

Conductor's integration with DeepCrawl helps clients perform internal link audits in order to:

- Remove duplicate and out of date content: Consider whether to delete, deindex, or canonicalize out of date content.

- Deal with primary navigation issues (web crawl depth report): Are all pages reachable within a few clicks of the homepage.

- Conduct technical checks: Broken Links, any links to internal pages returning a 404, unlinked pages, pages in sitemaps which aren't linked. All should contain a link from at least one other area on the site.

- Check for pages with too many links: Pages with more than 100 links (including those in headers and footers) look spammy to search engines.

EXTERNAL LINK ANALYSIS

DeepCrawl integrates with Majestic to provide additional value to site audit reports with external link reporting. Majestic metrics automatically pull and feed into reports such as:

- Redirecting URLs with Backlinks

- Broken Pages with Backlinks

- Disallowed URLs with Backlinks

- Pages with Backlinks but No Links Out

- Non-Indexable Pages with Backlinks

USER LEVEL SETTINGS

Conductor offers unlimited seats within the platform and can be leveraged by many different stakeholders across the organization.

Account and access management is primarily based on user roles. Users in certain roles are granted access to specified data.

ACCESS TO TOOL, REPORTS & DATA

One of the appealing features of Conductor is the ability to export reports into excel or CSV for those data geeks like me.

Users simply add a report to the Workspace (or dashboard) which easily reports on and automates sharing key organic search insights across the organization.

Workspaces can be automatically shared/ emailed to both Conductor users and non-Conductor users on a daily, weekly, monthly, or quarterly cadence.

Nearly every view within the platform can be added to a Workspace making it easy to cross-reference traditionally silo-ed data-sets within a single report.

Additionally, Workspaces will automatically update regularly making it easy to automate and save time on reporting.

For custom reporting, the Conductor enterprise SEO platform has an easy to use API which can be imported into various business intelligence tools. Various API endpoints are available in relation to keyword level and competitive information.

For less self-sufficient users, Conductor's Business Intelligence team offers customizations through their FlexHub offering.

conductor botify

FlexHub is a custom reporting overlay where Conductor data analysts can leverage the API endpoints of Conductor and its partners to provide insights into specific business needs.

Pre-configured template reports require slight modifications and can be delivered within two weeks.

Larger and more specific custom reports are scoped on an ad-hoc basis and will be delivered based on the number of hours required to complete.

SUPPORT

Offering 24 hours of tech support 5 days a week through in-platform chat, email, and phone is a huge win with customers.

The chat feature is a huge win with clients with a support satisfaction score of 99%+ and response times on chat under 45 seconds (email just under 4 hours).

PLATFORM UPDATES & TECHNOLOGY TRENDS

What is most impressive about Conductor is their ability to constantly roll out new features.

All feature teams have full visibility into their customer's needs and demands thanks to their Customer Advisory Board, surveys, bug reports, sales escalations, etc.

The design of the platform allows for experimenting with new features from the ground up and for innovations to happen with little overhead in terms of delivery to customers.

Feature teams have the flexibility to build new offerings in an agile way and offer them to a limited set of customers to iterate rapidly.
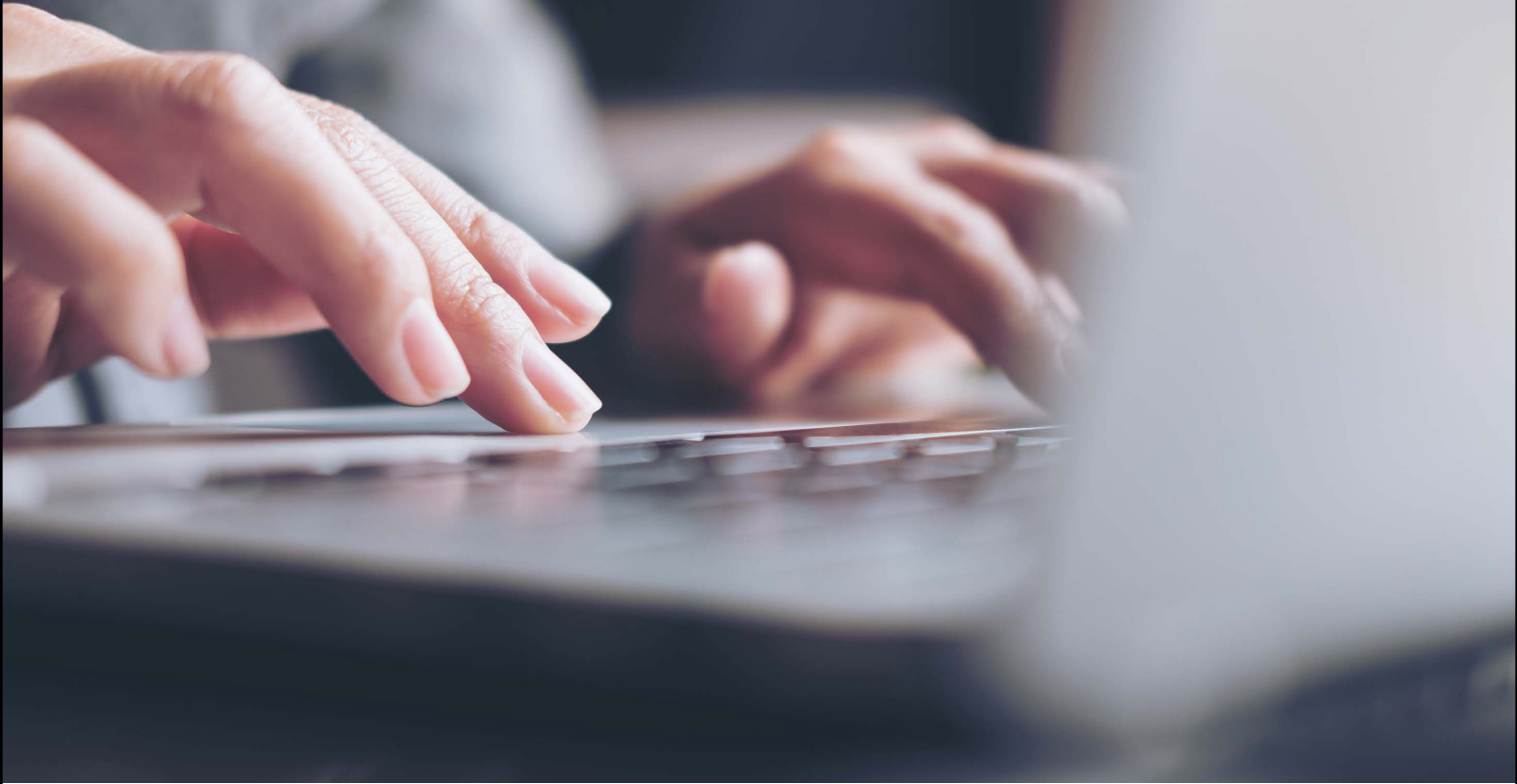
The company provides on-demand online training courses to help facilitate their client's understanding of the platform.

There is an in-depth Knowledge Base that is filled with product documentation, workflow examples, and FAQs for all of their features.

They also offer webinars that go through a variety of topics related to the platform, SEO, and content.

Users can schedule on-demand sessions with a variety of experts (technical, product, SEO) anytime, in addition to the regularly scheduled sessions with their customer success team.

A unique feature, Conductor offers a wide range of deliverables that can be requested on-demand through their Orchestra Menu offering.

PRICING STRUCTURE

Priced competitively, Conductor has multiple factors that influence pricing including the number of tracked keywords.

Talk to a Conductor rep to schedule a demo and discuss pricing for your needs.

WHAT YOU SHOULD KNOW BEFORE GETTING STARTED

Conductor's onboarding experience focuses on platform training and account configuration.

Conductor's unique Training Camp is a comprehensive program designed to get team members trained, certified, and executing on initiatives within Conductor in as little as two weeks.

Each training is customized to meet defined business goals set at the beginning of the partnership. In addition to Training Camp, Conductor's Audience Research team will work on account configuration. Audience research services include:

- **KEYWORD DISCOVERY:** In-depth keyword identification and selection reflecting business setup and the search landscape.

- **CATEGORIZATION (KEYWORD CATEGORIES):** Dynamic category creation to reflect site structure and potential content opportunities at a keyword level.

- **CONTENT SEGMENTATION (PAGE GROUPS):** Dynamic content segmentation to reflect site structure and potential content opportunities at a URL level.

Identification and optimization for relevant seasonal keywords begin at the onset of every partnership with the Conductor team.

Through thorough audience research and in-depth conversations on seasonal company strategies and objectives with every client, the Conductor Audience Research team focuses its efforts on finding relevant, high impact keywords based on the inventory calendar released by the client.

Conductor primarily targets optimizations for category pages, as inventory turns quickly.

Category pages are optimized to reflect applicable, seasonal keywords, based on objectives discussed and agreed upon with the client.

As the primary focus is usually increasing qualified traffic, the seasonal keywords agreed upon can range from high monthly search volume head term keywords, to lower monthly search volume keywords targeting a more niche audience.

Incorporating a seasonal strategy into organic search approach, with guidance from Conductor's Professional Services team, ultimately allows retailers to capture more qualified traffic and drive higher conversions.
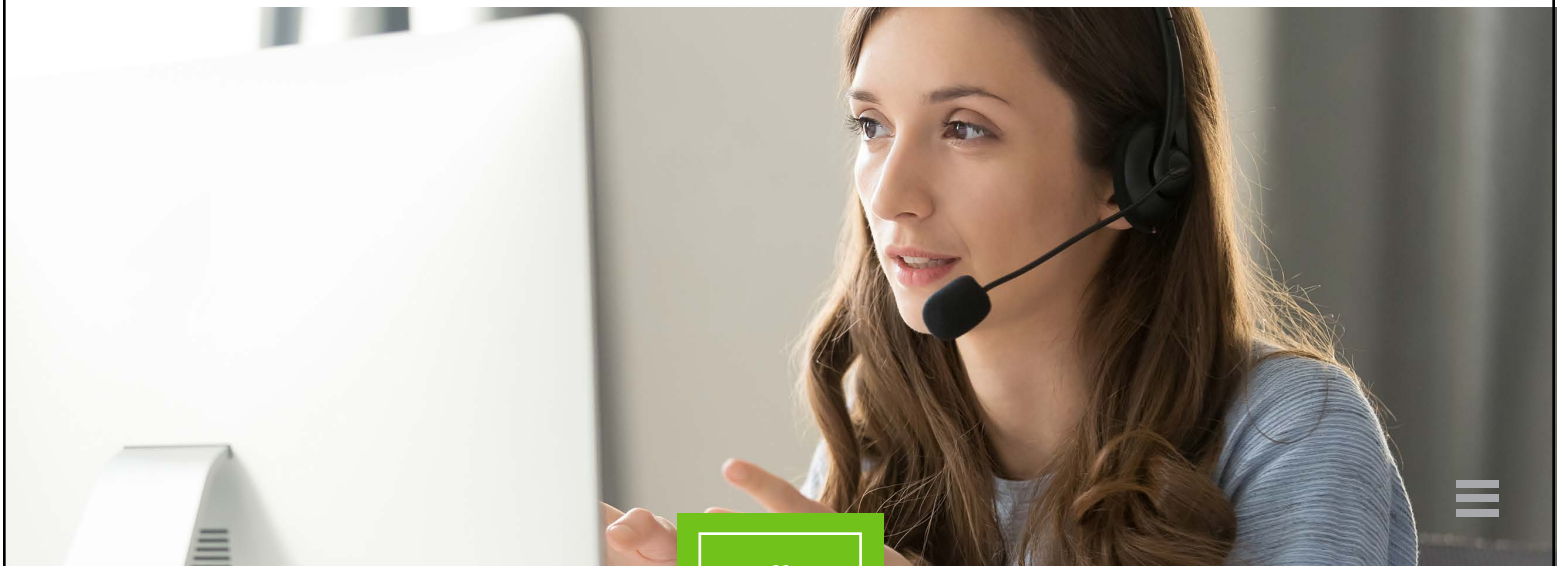
WHAT SETS CONDUCTOR APART FROM THE COMPETITION?

EASE OF USE

Ease-of-use and proper navigation is a cornerstone to the Conductor design philosophy.

The platform is advanced enough to meet the needs of the most technical user, yet simple enough for a user to get value with little to no experience.

While part of that is achieved through simple navigation, a robust Knowledge Base and support model are essential to this experience.

Conductor's Knowledge Base offers users overviews of any page/feature within the platform. Users will also have access to:

- Guided workflows.

- Getting started guides.

- FAQs.

- Product releases.

- Industry news.

- And more.

In addition to a dedicated Account Manager, email, phone, and in-app chat are available for the team to use at their discretion, as well as ad-hoc deliverables through Conductor's Orchestra Menu.

GLOBAL REPORTING

Global marketing organizations rely on Conductor to be able to scale their SEO efforts across multiple domains, in dozens of markets, across tens of thousands of keywords, and in hundreds of locations.

Most enterprise customers require reporting that rolls all of this information in one central location in order to effectively use this information to drive marketing decisions.

Conductor is uniquely positioned to help teams both in the platform's ability to scale and roll up this information in a digestible format.

An example of this is seen in Conductor's Global Market Share FlexHub report, which can be configured to roll all of a company's web properties and markets into one single global competitive report.

PARTNERSHIP ECOSYSTEM

Beyond its own data collection processes, Conductor Searchlight draws from diverse sources of technologies to offer truly best-in-class solutions to its clients.

Conductor has established long term partnerships with some of the most trusted names and best-in-class applications in the digital marketing ecosystem.

Its development philosophy is to build best-in-class solutions where they don't exist and, if they do already exist, Conductor partners with that technology and synthesizes the data in meaningful ways throughout its platform.

Forrester released a review on SEO platforms which identified Conductor as a "Leader" in the space.

In addition regarding customer reviews from Trust Radius and G2Crowd, Conductor is seen as a top performer in comparison to others in the space.

You can learn more about Conductor and read through their customer stories here.

BOTIFY

A few years ago, I was attending a conference in New York and was able to get away for a quick demo for the Botify platform.

Just 5 minutes in and I knew we needed Botify for Nordstrom, and have repeatedly asked for demos for other companies since.

Botify solves a huge problem for large, enterprise websites: with such a large complex site, over half of the content typically won't be crawled by search engines.

Whatever isn't crawled, won't be indexed, which means it won't show up in results, won't generate traffic, and definitely won't make money from SEO for the business.

The Botify enterprise SEO platform comprises three suites: Botify Analytics, Botify Intelligence, and Botify Activation. Botify Analytics includes a log file analyzer, a crawler, keyword tracker, and analytics integration, allowing you to see your website at every phase of the search process over time. Botify Intelligence uses machine learning to automatically prioritize your highest-impact opportunities and alert you to critical SEO issues. Botify Activation tools give SEOs the autonomy to execute optimizations quickly and without resource constraints.

Botify users are SEO practitioners who work on some of the largest sites on the web.

It covers the full spectrum of search and is built for technical SEOs responsible for identifying indexing issues all the way to marketers who need to analyze content for quality.
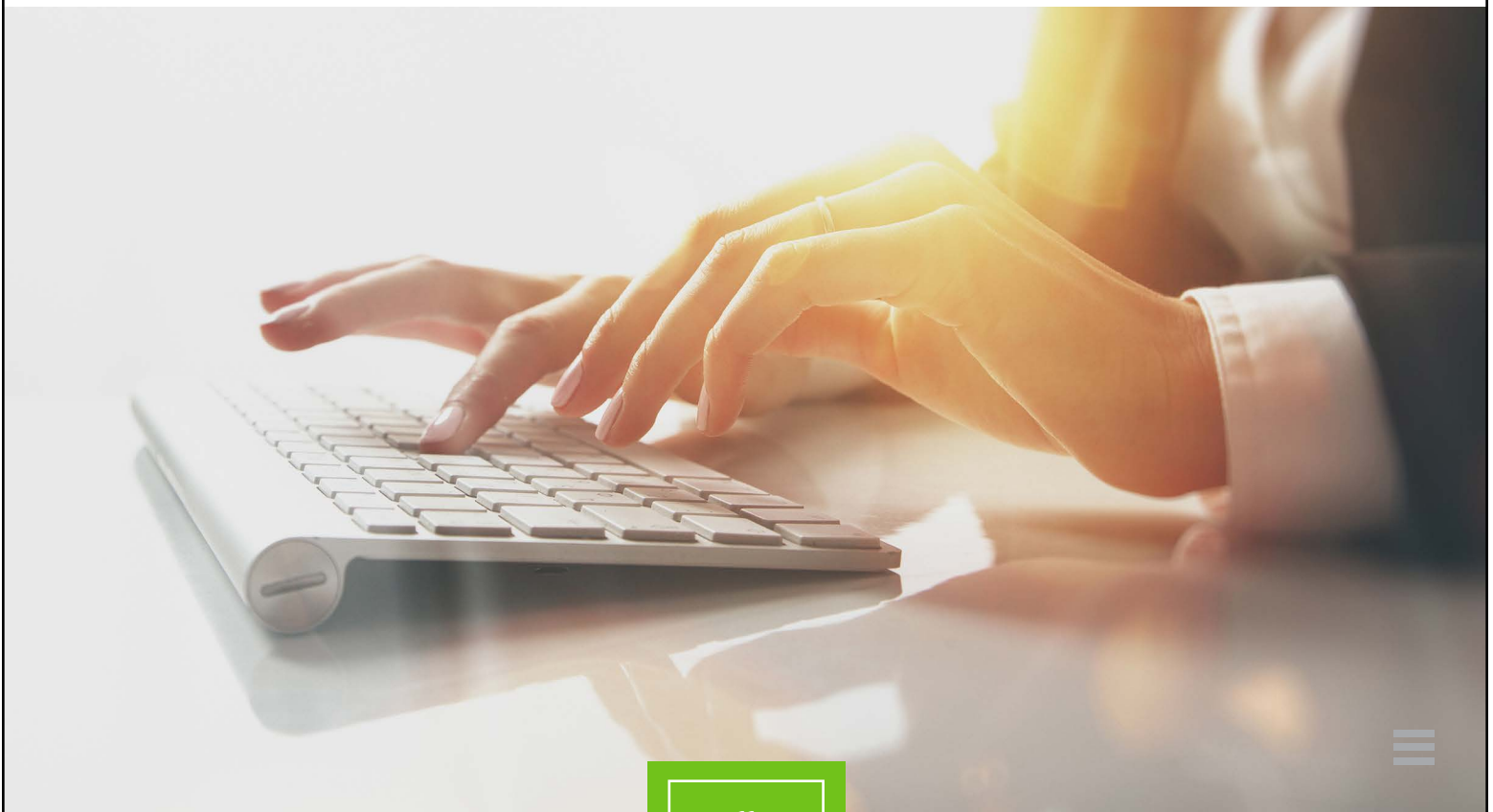
The platform works well for organizations that have large and/
or complex websites, are looking to increase ROI through organic
search, and also a natural fit for enterprise organizations that have
requirements such as SSO, SLA, and adhering to search engine TOS.
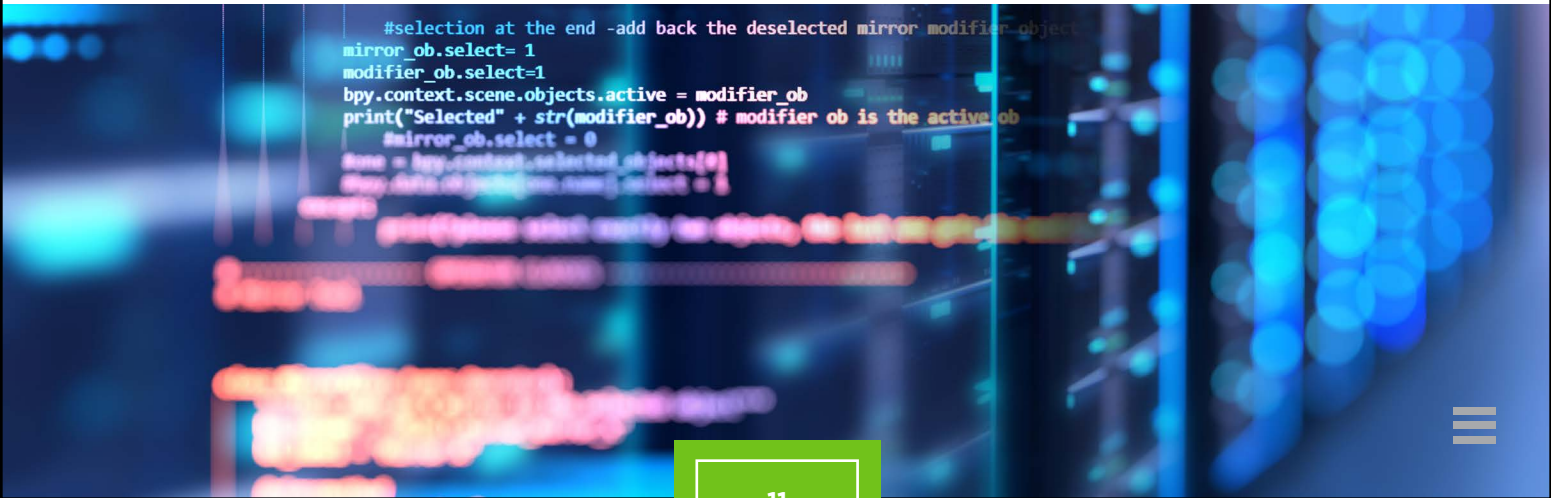
- Analyzing their website architecture for SEO.

- Finding and fixing indexing issues.

- Identifying trending keywords.

- And so much more.

To understand more about what the Botify platform does, let's take a
deeper dive into the three suites and what they do:

BOTIFY ANALYTICS

SITE CRAWLER
The crawler component (and really the foundation) of the Botify
platform allowing customers to evaluate the structure and content of
every page of every version (AMP, mobile, desktop, etc.) of their site
just like a search engine would, and keep track of changes over time.

LOGANALYZER

This allows customers to feed their server log files into a dashboard built specifically for SEO pros. The log file analyzer provides insight into how search engine bots are crawling a site, paired with crawl data, customers gain a deeper understanding of what's going on.
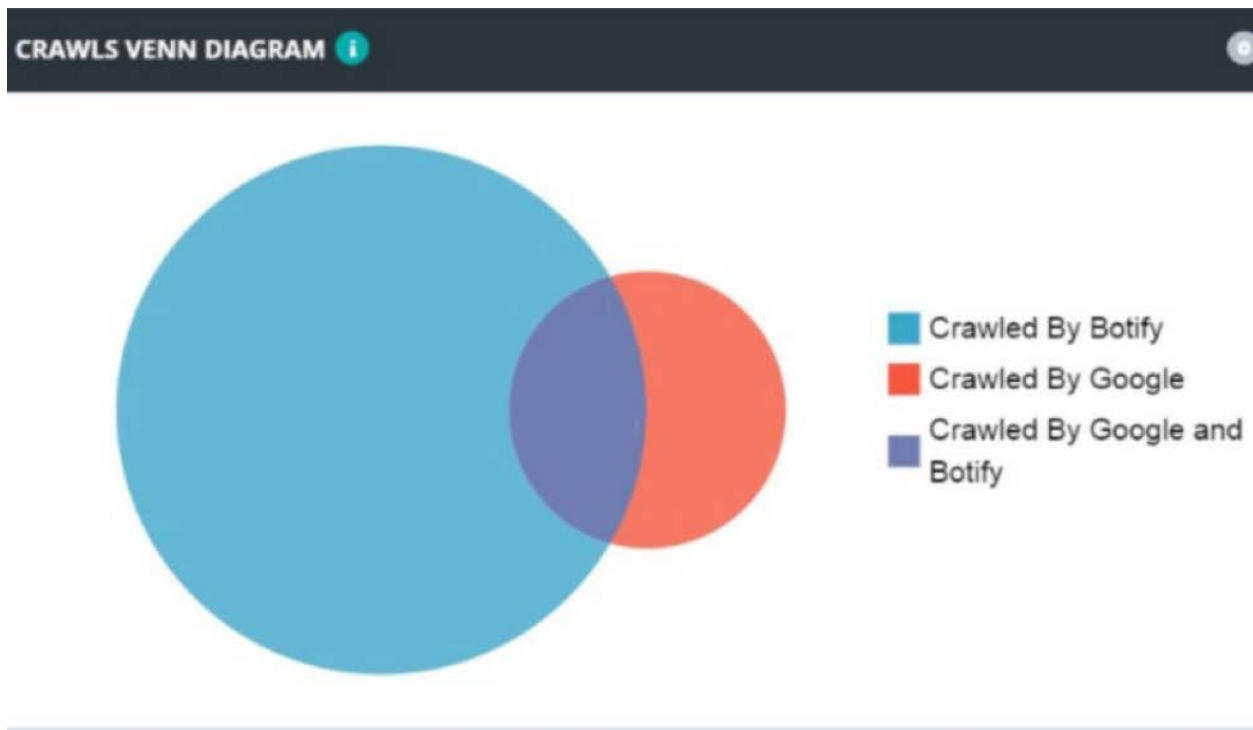
REALKEYWORDS

The keyword and position tracking component of Botify, which comes from their integration with the Google Search Console API. The GSC API provides users with more data than the GSC performance dashboard allows.

conductor **botify**

ENGAGEMENT ANALYTICS

Botify has integrated with major website analytics platforms like Google Analytics, Adobe Analytics, and AT Internet to pull in engagement metrics like traffic, bounce rate, and conversion data so that SEO teams can ensure their efforts are accomplishing what they're supposed to — getting more traffic and revenue.

BOTIFY STUDIO

It allows users the ability to custom build dashboards based on Botify data collected in the crawl and schedule them to send to SEO stakeholders.

BOTIFY DATA STATION

This incorporates the ability to export data via pre-set exports or custom scenarios depending on the user's needs.

BOTIFY API

It can be used to pull information from Botify's database to use in other tools, or even on a client's own website! The **Botify Chrome extension** is a great working example of this.

BOTIFY INTELLIGENCE

Botify Intelligence uses machine learning on top of the data from Botify Analytics to guide SEO teams' workflows by pointing them to the highest-impact actions & alerting them when things go wrong so they can take quick action.

conductor **botify**

BOTIFY ACTIVATION

Botify Activation gives SEO teams more autonomy to execute their optimizations (from submitting content to the index to speed optimizations and A/B testing) without being constrained by a lack of time and resources.

KEY FEATURES

There are a few key features within the Botify core platform worth calling out.

JAVASCRIPT CRAWL

Users can render pages of a website the way a search engine might.

Track which resources are executed, and collect valuable user-centric performance metrics (time to first paint, time to interactive, and other **performance metrics**) to ensure their JS content is rendered and seen by search engines.

DATA LAYERING

Users can layer any other data point onto their URLs to get insight into the "why" behind what they are seeing.

For example, is a URL not ranking?

Layer on log file analysis data and a user could find that Googlebot hasn't been crawling that URL – no wonder it's not ranking!

Page not getting crawled by Googlebot?

Users can layer data from their Botify crawl and find a possible correlation between low crawl rate and low content uniqueness. The possibilities are virtually endless.

SEGMENTATION
Users can look at specific sections of their site in isolation (e.g., evaluate blog content separately from ecommerce content). Learn more from Botify's **knowledge base.**

CONTENT QUALITY ANALYSIS
This gives the user the ability to evaluate content like a search engine would, including the ability to eliminate template content from their analysis.

DEEP LEARNING OR ARTIFICIAL INTELLIGENCE

Botify Intelligence is the machine learning component of the Botify platform. It ingests data from Botify Analytics (crawl, logs, and visits data) in order to intelligently prioritize and suggest the most important actions a website could take to increase its organic traffic. It also recommends opportunities for protecting traffic through proactive alerts and monitoring for website issues.

COMPETITIVE REPORTING & ANALYSIS

While the focus of the Botify suite is to provide users more insights and information on their website, they can also use Botify Analytics to crawl a competitor's site.

The technical issues they're experiencing may or may not be valuable for them to know, but they'll be able to get a good grasp of on-page optimization and content.

Understanding a competitor's content makes it easier to perform a content gap analysis on a site to see where they may be missing out on opportunities. Just as an agency or consultant would spend hours and charge large fees for.

ANALYTICS INTEGRATION

Botify works seamlessly with Google Analytics, Adobe Analytics, and also AT Internet.

They can connect with a site's analytics account to bring in valuable visits data to overlay with their Botify Analytics crawl data.

Users can see real-time trends and report on how technical issues are impacting site traffic and ultimately revenue.

Botify also connects via API with Google Search Console through Botify Keywords – showcasing an entire keyword profile, and uncovering hard to find trends.

LINK EVALUATION: INTERNAL AND/OR EXTERNAL

Most enterprise-level websites have no shortage of backlinks, but where the real wins come from are often found in internal links and distribution of PageRank throughout the site.

Botify can evaluate an internal linking structure and showcase how well a site is connected.

From the distribution of internal links (follow/nofollow), **compliant URLs** with low counts of internal links, non-compliant URLs that are being linked to, links going to non-200 URLs, to page depth metrics.

USER LEVEL SETTINGS

Users are allowed Guest(Read-only) and Admin level access. All owners share a library of dashboards and features. There is no limit to the number of dashboards or filters an account has.

One of the nicest features of Botify is that it doesn't limit the number of logins. Larger teams are also allowed to group users into what they call "Organizations".

Organizations have teams, which can essentially determine access to projects and reports that only they are allowed to see and use.
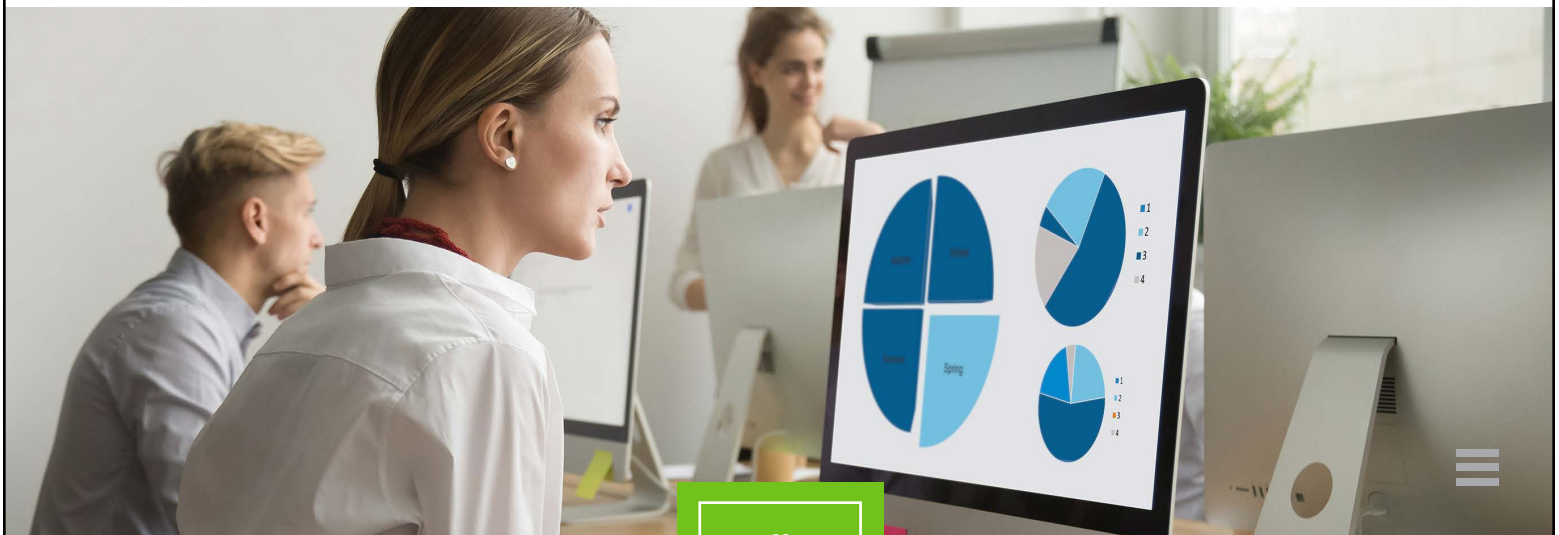
ACCESS TO TOOL, REPORTS & DATA

Any report in Botify can be exported across Botify Analytics, Botify Keywords, and Botify Log Analyzer can be exported to their Data Station where users can download the report.

Additionally, Botify has a range of APIs that tie into Google Sheets, Google Data Studio, or most CMSs. The **Botify API Developer site** is a great resource with more information.

PLATFORM UPDATES & TECHNOLOGY TRENDS

Botify, as a company, works in an agile technical environment so they are always releasing new updates – from backend improvements like crawl speed or JavaScript rendering capabilities to UI/UX improvements.

New functionalities are typically released every 3-4 weeks, but sometimes even more frequently.

SUPPORT

Botify offers support through their Customer Success Managers, who are their customer advocates helping to get clients everything they need.

They also offer professional services, which blends SEO expertise and platform expertise to answer some of the more difficult and technical questions a client has.

PRICING STRUCTURE

There are a few different variables that go into Botify's pricing structure, but they don't share these publicly.

Suffice it to say, their pricing is built to ensure customers are getting the most value out of the platform.

WHAT YOU SHOULD KNOW BEFORE GETTING STARTED

The Botify enterprise SEO platform team has never seen any websites with zero potential. Using Botify will help identify where that potential is.

Expect to be able to save a lot of time and energy uncovering those opportunities. The team recommends starting with simple features and then moving on to more advanced features.

If there are ever any questions, their SEO support team is available to help.

SUMMARY

The ease of uncovering insights that a client may miss with other tools is where Botify shines the most.

Clients respond well to how Botify can combine data from the Botify Suite to see how content quality, technical issues, and internal page rank impact the crawl rate and keyword rankings.

Botify also provides various reports within the platform – and a powerful API that can be used with any BI platform to create dashboards that can leverage data to influence organic search and development projects.

Having daily log analysis to see how Google is crawling a site and the types of errors in real-time is something that clients also love.

Seeing how a code push or content update last night is impacting their site this morning is what sets Botify from the competition.

Overall, because Botify really aims to be the best solution for enterprise SEO teams, their customers can really tell that they are designing everything for their needs: scale, speed, granularity of data, security, API features, and more.

conductor **botify**

WHAT SETS BOTIFY APART FROM THE COMPETITION?

One of the key differentiators is that Botify takes a URL-first approach to SEO data, rather than a keyword-first approach.

They start by providing a complete picture of every URL on a website (not just desktop, but AMP versions, alternate language versions, mobile versions, etc.) and then layer onto everything needed to understand each individual URL.

Botify does this in a way that's compliant with Google's terms of service integrating with Google Search Console for keyword data rather than scraping the SERPs.

A few specific differentiators include:

- **JavaScript rendering at scale:** Get the results of JS crawls quickly and accurately.

- **Speed and scalability:** Botify can crawl through up to 50 million URLs at speeds around 250 URLs per second.

- **Structured data:** Automatically extracting 15+ different types of structured data without needing to set up custom extracts to pull information.

- **Daily log file analysis:** See search engines crawling a website in near real-time.

- **Google Search Console integration:** Keyword and URL organic search performance and rankings trended daily, monthly, or even year over year.

- They also have a pretty incredible **engineering and SEO support team.**

You don't have to just take my word for it, Botify has provided a lot of great testimonials on their **G2 profile.**

You can learn about Botify and read through their customer success stories **here.**
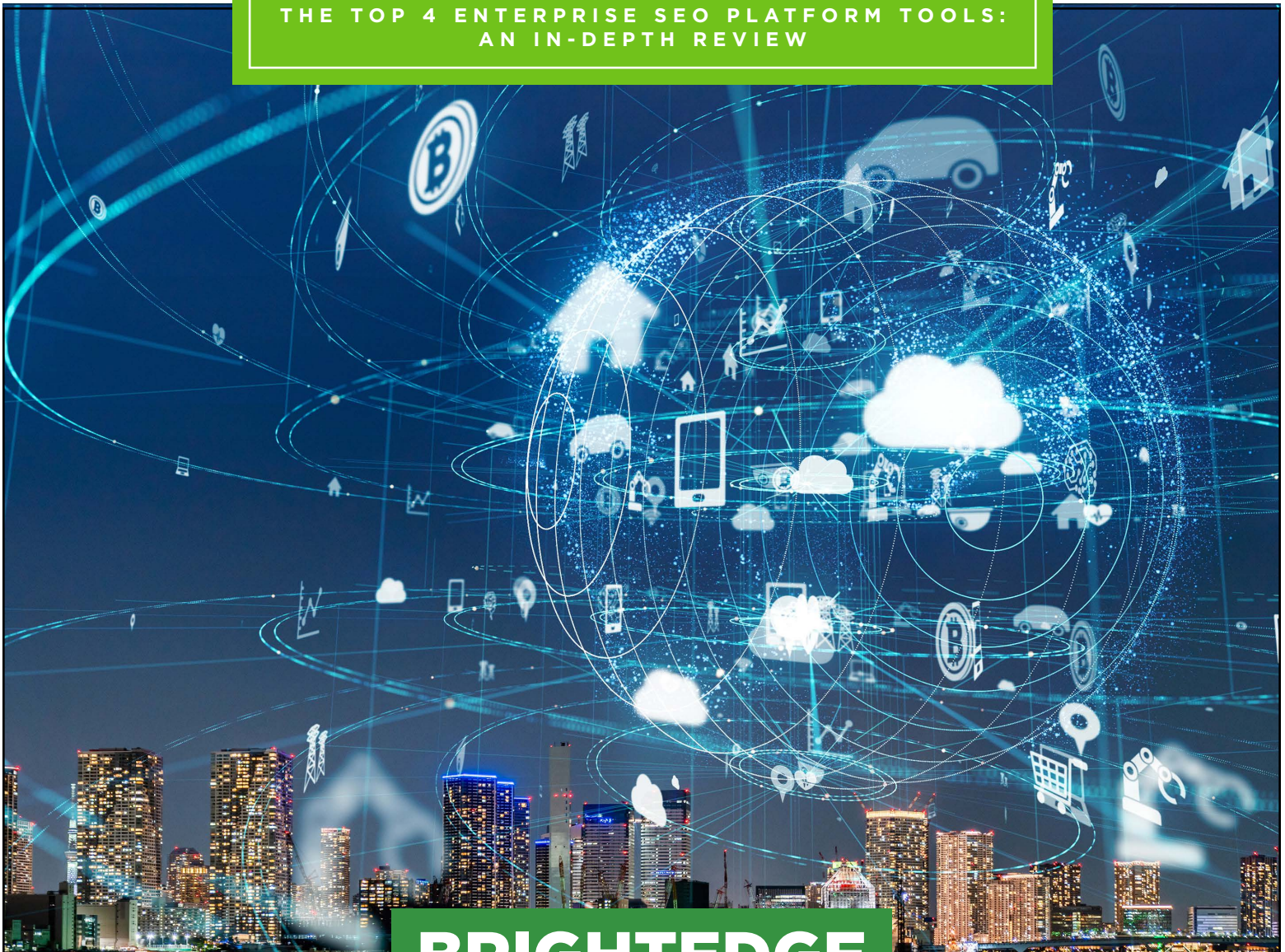
BRIGHTEDGE

Founded in 2007, BrightEdge is a global search and content marketing platform driven by massive data collection, artificial intelligence, and real-time insights with a robust customer success model.

My first demo of BrightEdge was in 2011 while working for ADP managing usedcars.com's online marketing and analytics.

BrightEdge stayed in my head as I continued on with my career and I was able to use it with various clients and other companies.

BrightEdge is a great resource for digital marketers, content marketers, and SEO managers alike.

You don't have to be an expert in SEO to be able to use the tool, gain benefits from it, or understand the data.

Companies that would benefit from BrightEdge are those with a strong presence in:

- Ecommerce/retail.

- Travel/hospitality.

- Finance.

- B2B and B2C tech.

- Consulting/services.

- Universities/educational institutions.

- Real estate.

- Restaurants.

- Healthcare agencies.

- Media/entertainment.

BrightEdge's focus is on developing an all-encompassing search and content marketing strategy by bringing all aspects of a strategy into one platform.

This includes keyword research, competitive analysis, technical SEO, content optimizations and creation, backlink research, keyword tracking, and reporting.

conductor **botify**

What sets BrightEdge from the competition is the DataCube tool which brings its proprietary keyword index of over 3.5 billion topics (and growing) enabling users to perform on-demand research and hone on the specific area of focus or site section that matters most.
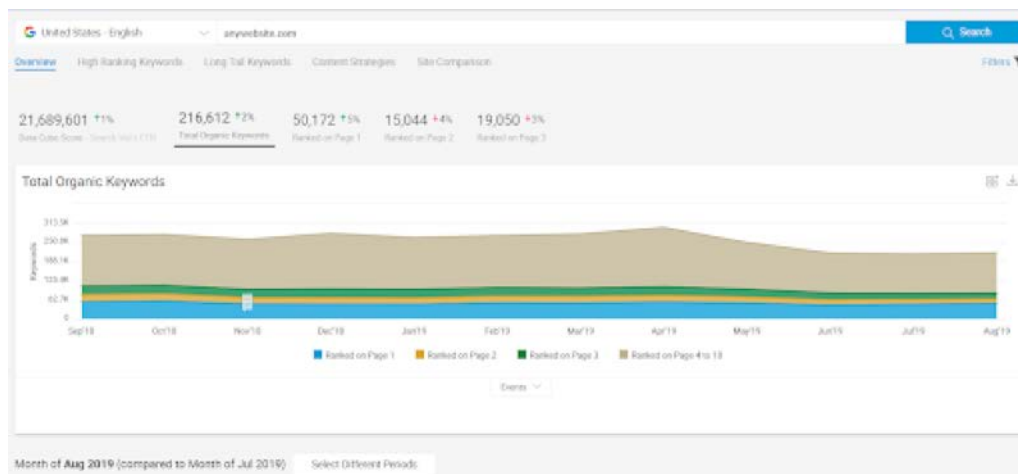
KEY FEATURES

There are four big key selling points to BrightEdge that sets them apart from the competition.

BRIGHTEDGE INSTANT

Search is becoming a real-time industry with how fast things are changing on Google.

BrightEdge Instant is the industry's first solution to the need for having real-time insights into:

- Rank.
- Search volume.
- Recommendations.
- Page speed performance.
- Competition.
- Voice search opportunities.

It covers tens of thousands of locations and languages across the globe, including non-Google engines like Amazon and YouTube – and without having to add keywords (which won't affect pricing).

As search moves into non-traditional search engines, BrightEdge enables users the ability to identify how they stack up against competitors' content.

More specifically, it looks into how users are performing on sites like YouTube and Amazon to ensure clients are developing content strategies for all areas where their customers are looking.
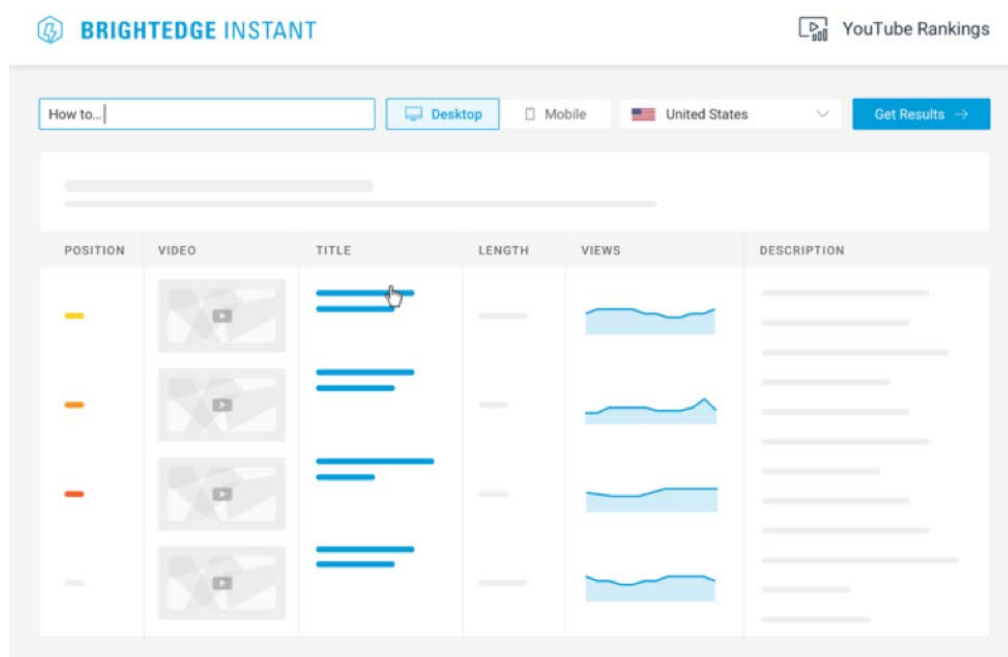
BRIGHTEDGE DATA CUBE

One of their "greatest hits," the proprietary keyword index of over 3.5 billion topics and growing, empowers BrightEdge clients to perform on-demand research – quickly identifying search terms with how any website ranks in comparison while easily honing-in on the specific area of focus or site section that matters most.

conductor botify

Using their simple, flexible, dynamic filters such as keyword, URL, search volume, rank, universal listing type, and more make this tool a favorite among users.

The index can not only be used for head-to-head site benchmarking but also spans back over 5 years, providing clients with a tremendous wealth of insight into consumer behavior/demand for any site of focus.

Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category
key marathon	56	45 ▲	www.underarmour.com/en-us/mens-ua-marathon-key-iii-s	5,400	Regular Web Listing
marathon key	58	7 ▲	www.underarmour.com/en-us/mens-ua-marathon-key-iii-s	5,400	Regular Web Listing
baltimore marathon	30	3 ▲	about.underarmour.com/investor-relations/news-events-p	4,400	Regular Web Listing
adidas marathon shoes	93	8 ▲	www.underarmour.com/en-us/hovr/g/33yb	590	Regular Web Listing
2019 boston marathon jacket	86	15 ▲	www.underarmour.com/en-us/	480	Regular Web Listing
marathon training shoe	96	2 ▼	www.underarmour.com/en-us/hovr/g/33yb	320	Regular Web Listing
marathon training shoes	84	16 ▼	www.underarmour.com/en-us/mens/footwear/g/39r	320	Regular Web Listing
best socks for marathon runners	97	8 ▼	www.underarmour.com/en-us/mens/socks/running/g/39	210	Regular Web Listing
best socks for marathon running	70	31 ▲	www.underarmour.com/en-us/mens/socks/running/g/39	210	Regular Web Listing
best womens marathon shoes	71	30 ▲	www.underarmour.com/en-us/womens/athletic-shoes/ru	210	Regular Web Listing

BRIGHTEDGE RECOMMENDATIONS
This takes the guesswork out of search by providing a simple, actionable to-do list to improve clients' organic performance, leveraging the ability to analyze the top-performing pages for every keyword of focus.

For more experienced SEO pros, this analysis is displayed in one convenient view, saving the time of manually checking the source code/HTML for each competing page individually.

ContentIQ
BrightEdge's technical site audit solution is built directly into the platform allowing users to gain a deeper insight into how their SEO is performing.

DEEP LEARNING OR ARTIFICIAL INTELLIGENCE

Because BrightEdge collects and stores all of their own information, they are in a unique position in the market to be able to analyze the data on behalf of their customers using artificial intelligence.

BrightEdge Insights digs deep into thousands of data points on behalf of their customers to save hours of time on analysis and enabling their customers to spend more time on making changes that can drive performance.

Under Armour US

3 pages we recommend you update with "**Quick Answers**".

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

https://www.underarmour.com/en-us/technology/heatgear
what is heatgear under armour (search volume: 9,900), what is heatgear (search volume: 210), does heatgear keep you warm (search volume: 40)

https://blog.underarmour.com/the-athletes-guide-to-improving-body-composition/
how to improve body composition (search volume: 260)

https://www.underarmour.com/en-us/size-charts
what size is under armour youth medium (search volume: 170)

For example, Insights will analyze a client's keyword footprint and automatically identify the best pages that should be optimized for Quick Answers based on where the keyword is in the current top 5 positions, but not yet owning Quick Answer for that particular keyword.

Additionally, BrightEdge's platform analyzes the top 10 ranking pages for all tracked keywords and identifies trends/themes that are causing the other pages to outperform the website and provides prescriptive steps/changes to make in order to improve performance.

conductor botify

COMPETITIVE REPORTING & ANALYSIS

BrightEdge enterprise SEO platform looks at competitors in two different buckets, natural competitors, and named competitors.

Natural competitors are any websites that are currently outperforming a site for any keywords/topics the user wants to perform well for.

Named competitors are the websites a client will identify as directly competing with from an overall business perspective.

NATURAL COMPETITORS

For natural competitors, BrightEdge identifies the top-performing websites for all of a client's most important topics, analyzes content, and provides recommended changes to make in order to improve performance.

BrightEdge also regularly tracks performance and market share over time to account for the constant changing of the search landscape and identification of emerging sites/competitors.

NAMED COMPETITORS

For named competitors, BrightEdge tracks keyword movement and performance week over week for in-depth reporting.

They also use this rank data to drive reporting of other metrics such as market share against top competitors.

Brighedge's Data Cube also enables customers to perform unlimited research against any website they want to identify keywords and competitors where they are lacking.

By understanding the competition users can ensure they are benchmarking themselves against who Google is rewarding today, not who they think Google is rewarding.

Additionally, this analysis saves hours of time of looking at competitors' content in an attempt to understand what they are doing differently.

conductor botify

ANALYTICS INTEGRATION

BrightEdge integrates with Google Analytics, Adobe Analytics, and Coremetrics through multiple options including API, SFTP, and hybrid options.

It also supports custom analytics integrations, so be sure to ask a BrightEdge representative during a demo.

LINK EVALUATION: INTERNAL AND/OR EXTERNAL

Providing analysis on both internal and external links, BrightEdge partners with Majestic for their backlink information and connects the data directly into the platform on a weekly basis.

Customers use this to:

● Monitor trends in their overall backlink performance compared to their competitors.

● Correlate this to rankings or other metrics.

● More importantly, identify where their competitors are getting links that are helping to drive their performance on Google.

BrightEdge looks at Trust Flow, Domain and Page Authority, anchor text, etc. to help their customers know where to get not only a high quantity of links, but high-quality links.

BrightEdge analyzes internal links in a similar way.

They strive to help customers understand where they have internal linking opportunities ensuring that they have strong anchor text (mapped to consumer demand) and are linking from high authority pages to low authority pages to improve on their SEO.

USER LEVEL SETTINGS

The enterprise SEO platform has multiple levels of access that can be assigned to individual users.

There is typically an organization admin user that has full access to the platform and the ability to assign permissions of other users.

Standard users have the ability to use the full platform including tracking keywords, creating dashboards, and access to all aspects of the platform. There are read-only users as well.

ACCESS TO TOOL, REPORTS & DATA

All reports and dashboards within the platform are exportable on an unlimited basis in PDF or CSV format.

BrightEdge also has an open API to pull information out of the platform and into data warehouses or reporting tools like Domo, PowerBI, and Tableau.

PLATFORM UPDATES & TECHNOLOGY TRENDS

The BrightEdge platform rolls out with updates every 5-6 weeks with new features as well as system improvements.

conductor botify

PRICING STRUCTURE

There are a couple of different factors that can influence pricing including the number of keywords tracked, domains tracked, competitors tracked, and the number of pages crawled for technical audit.

BrightEdge customers get unlimited users, downloads, reports, exports, etc.

WHAT YOU SHOULD KNOW BEFORE GETTING STARTED

BrightEdge works with organizations of all shapes and sizes, from some of the biggest to some of the smallest companies in the world.

They have experience working with every industry out there and are well-positioned to leverage both their experience and the expertise to help any organization regardless of size or experience.

Their passion is to help clients exceed their goals by capitalizing on the largest and most proactive channel on the planet.

BrightEdge has built a platform that is easy to learn for newcomers to search, but also flexible enough to grow and scale within large, experienced teams.

SUPPORT

100% of BrightEdge customers are assigned at least two dedicated resources in the form of a Customer Success Manager and a Strategic Account Manager.

These resources are simply not there to "teach you how to login or XYZ" (as they put it) but are there as extensions of a client's team to ensure that they are seeing success in the channel and hitting goals.

In addition, their award-winning customer success model is designed to align with clients' level of experience, introducing many to the channel for the first time, while also enabling sophisticated SEO professionals to hit the ground running.

SUMMARY

BrightEdge's Data Cube and Customer Success Team are what their customers respond to most. BrightEdge customers love the support they get with the BrightEdge team.

BrightEdge likes to see themselves as not just a simple vendor that provides training and usage of the platform but integrated into a client's business goals and metrics and an extension of the team.

The company reports that customers who have moved from other solutions to BrightEdge continuously boast about the move to everything being housed in one platform, that they save hours of time a month on historically manual, non-revenue driving, tasks.

By automating those tasks and analysis for them, their customers are able to spend more time on creating and optimizing their content, which helps to move the needle.

Flexibility and customization of the platform allow customers to essentially create an unlimited number of reports/dashboards within the technology.

This helps them tell a much more clear story of the value of their work within the channel.

Additionally, within the Data Cube, BrightEdge customers love how they are able to narrow down on their sites to find the best opportunities.

conductor botify

WHAT SETS BRIGHTEDGE APART FROM THE COMPETITION?

EASE OF USE

Everything needed to effectively optimize a site is accessible in one place, utilizing a unified methodology, where each "system" is able to speak to each other.

This allows their clients to track something in one place, the platform to produce an associated action in other, and quickly generate a corresponding report to capture everything.

ARTIFICIAL INTELLIGENCE

With an endless amount of data available on the web, it is almost impossible for even the most sophisticated SEO professionals to make sense of it all.

Their artificial intelligence engine, Data Mind, takes much of this effort off of our clients' plate, by analyzing tremendous amounts of data to:

- Identify trends at scale and stay ahead of market/industry changes.

- Capitalize on the best opportunities to drive growth.

- Make data-driven decisions.

- Real-Time Insights

BrightEdge Instant is the industry's first solution to the need for having real-time insights into rank, search volume, recommendations, page speed performance, competition, and voice search opportunities

PACE OF INNOVATION

BrightEdge develops its technology internally. They are not reliant on other data providers where they have no control over the product roadmap or SLAs.

This allows them to take feedback directly from their customers and build technology suited directly to their needs.

BrightEdge releases updates to the platform every 6 weeks based on this feedback to constantly keep their customers ahead of Google.

You can also learn about BrightEdge and read through their **over 50 customer stories** and **case studies.**

WRAPPING UP

While there are many SEO tools for agencies available, the tools reviewed here are focused on users that work within large corporations that need a quick and easy resource to:

- Report on ROI.
- Track keywords.
- Work across the organization to successfully drive SEO to success.

In my years, I have used many free tools as well as the reasonably priced monthly fee SaaS tools like Moz, SEMrush, and even Keylime both for my own websites and some SMB clients during my consulting and agency days.

That said, enterprise-level companies need more robust platforms that can provide a one-stop-shop for the most experienced SEO all the way down to the marketers, product managers, and executives.

PARTNERING WITH AN ENTERPRISE SEO AGENCY:
WHAT YOU NEED TO KNOW

AUTHOR
JENN MATHEWS

Choosing the right SEO agency can be a daunting task in itself.

Considering the complexity of what is needed from an enterprise SEO agency adds an entirely new level that can be overwhelming.

With so many SEO agencies popping up all over, how do you know which ones truly know how to optimize a website with the latest in Google's algorithms without trickery or spam?

My experience over the last 20 years has found me on both sides of the fence.

I started my career building an SEO agency from a few people and a handful of clients to over 500 clients and staff of over 100 people in less than a year.

Cut to several years later (2006) and I'm on the other side for classmates.com (at the time a very large company) and interviewing for agencies to provide extra support.

Since then I have worked for Concur, Smartsheet, ADP (managing usedcars.com), Nordstrom, Groupon, and now GitHub.

With each enterprise organization I manage SEO for, I bring in a consultant and an agency (if there isn't already one on contract).

The jump from working with a small to medium business into a large organization with corporate bureaucracy is not easy for anyone, especially an agency.
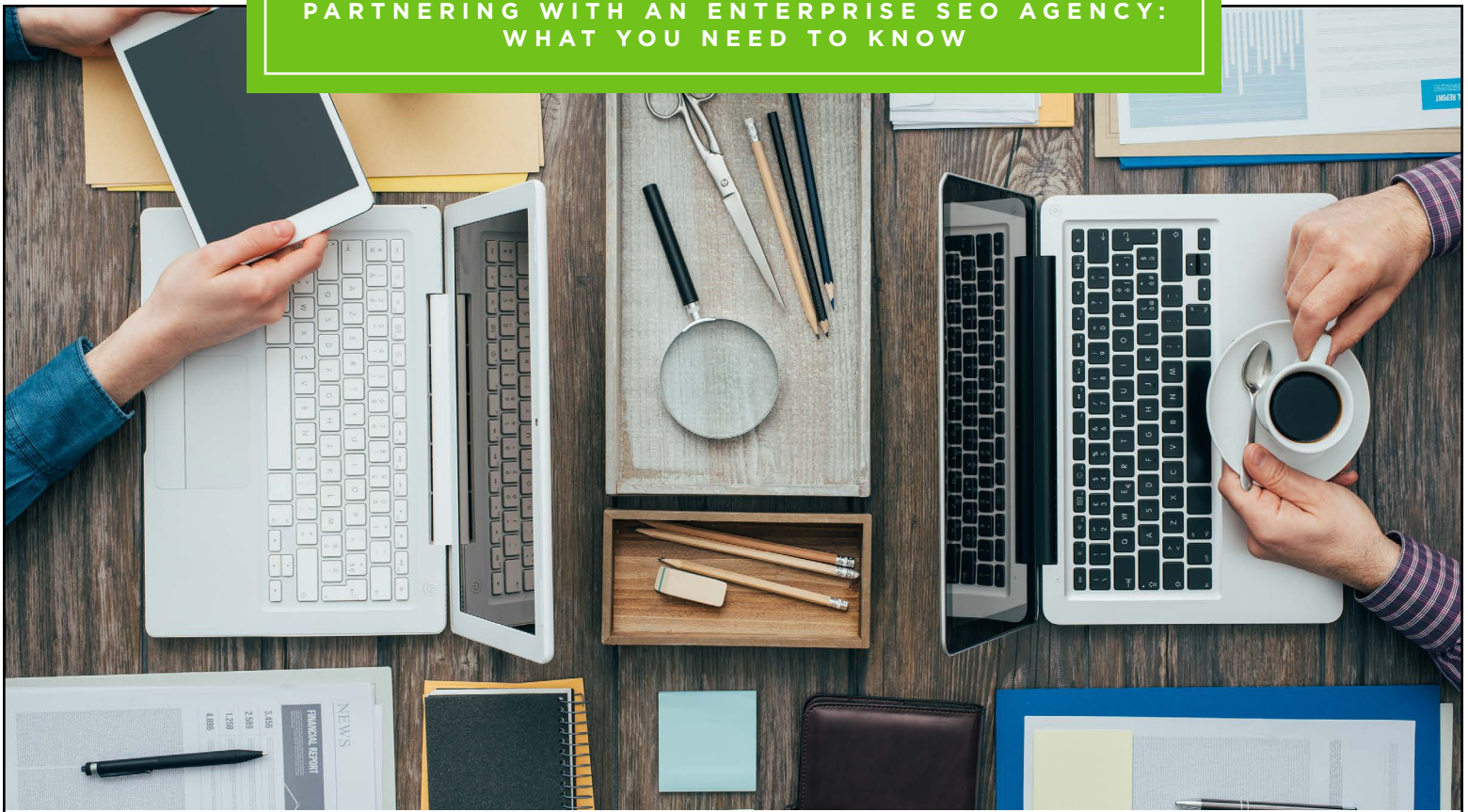
CHOOSING THE RIGHT SEO AGENCY FOR ENTERPRISE SEO

A big factor in how your enterprise SEO agency will perform for you is having a clear understanding of what you will need them for once they are on-boarded.

Setting up expectations during the RFP process will not only help you weed out the capable from the not-so-capable, but will set you and them up for success in the long run.

Drafting up a business case with your agency and tools for SEO will help you get organized on your needs and what your plan is for your agency going forward.

The business case will also help communicate expectations with key stakeholders and gain buy-in.

WHERE TO FIND ENTERPRISE SEO AGENCIES TO CHOOSE FROM

I personally have a list of agencies that follow me with new in-house roles and I recommend agencies as a consultant for clients depending on their needs.

Agencies will always say they can do anything but, from my experience, I know who can do what better and will always recommend accordingly.

If you don't have your list, a tweet to SEOs, or a post to a Facebook Group asking for recommendations can help.

If you have time, attend a few conferences (e.g., SMX Advanced, Pubcon, Mozcon) to gather your list.

Peruse the booths, talk to speakers from agencies on the topics that your needs focus on, and talk to other attendees.

Get to know other SEO professionals at an enterprise level and ask them who they use, who they like, and why they like them.

If you are planning on reviewing a large number of agencies for a specific need, then a Request For Proposal (RFP) is needed, but not always necessary.
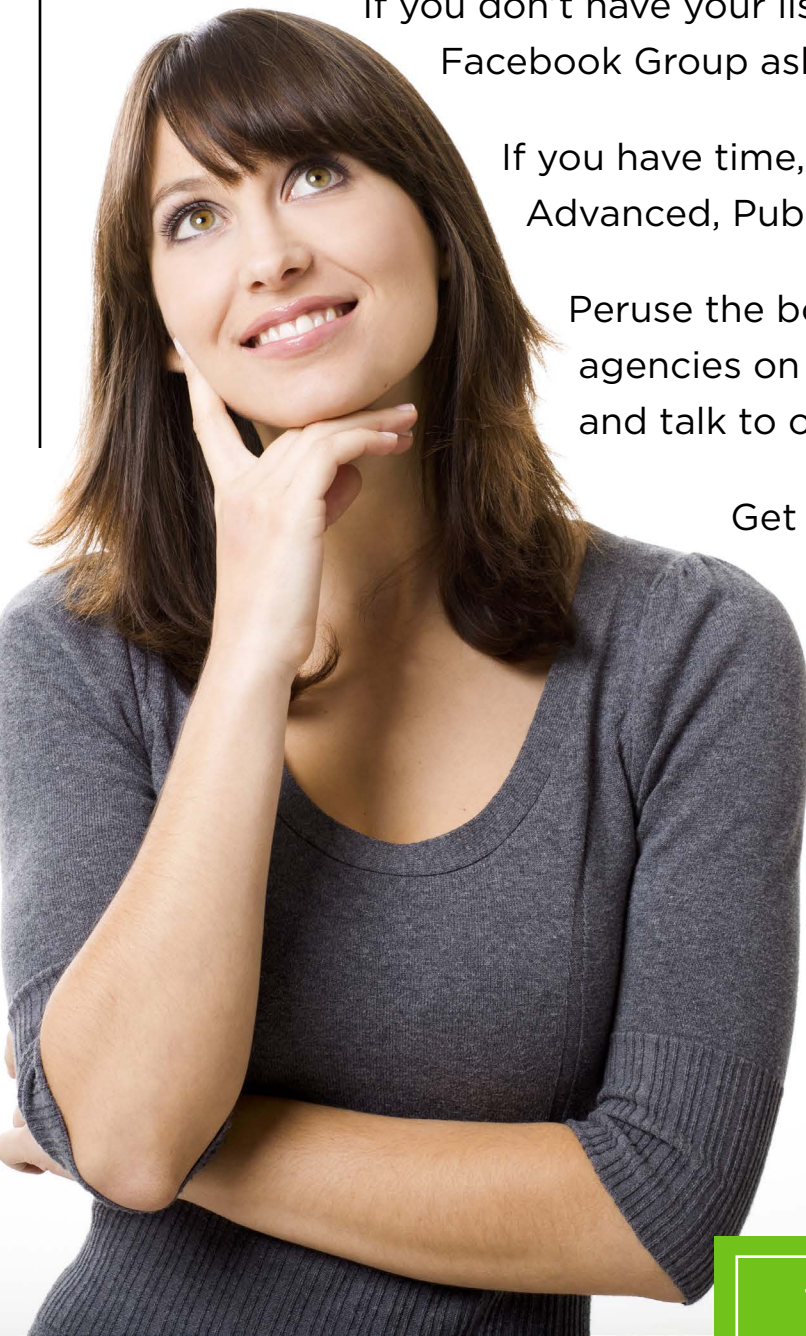
As long as you are clear on what your needs and expectations are, you shouldn't have any problem during the review process.

Allow each agency to chat with you one on one about your expectations, and present to a larger team as a second step.

I usually like to get a list of what the other teams would expect (in Groupon's case, we had five SEO teams plus several business verticals across the global organization I needed to coordinate with).

This requires several meetings upfront but saves time and follow-up from unexpected questions when it comes down to the agencies presenting.

WHAT MAKES AN ENTERPRISE SEO AGENCY DIFFERENT?

Agencies with enterprise-level experience will usually skip past the obvious fixes since they have an understanding that there could be business reasons for them.

An example is the Nordstrom website. It's a blaring SEO issue that anyone going to "nordstrom.com" is redirected to "shop.nordstrom.com".

I've always said that any SEO that didn't bring that up doesn't know SEO.

However, they should:

- Continue with the understanding that there could be a business reason.

- Follow up with the impact vs. effort it would take to fix it.

- Be open to feedback with any pushback (or explanation) the SEO team might give during a review.

AN AGENCY THAT HASN'T WORKED WITH A COMPLEX, ENTERPRISE-LEVEL SITE MIGHT NOT UNDERSTAND THAT:

- It isn't as easy as it appears.

- The business might not support it.

- There could be legal reasons.

- The fix might not be scalable.

conductor **botify**

Enterprise agencies will also understand that the level of engagement for a larger company might be higher than most of their smaller clients.

Enterprise SEO agencies need to be proactive since the SEO team at the company is more often distracted by all of the work that needs to get done.

Regular check-ins and open communication are critical to the success of the relationship. I have always worked best with agencies that have local offices and/or make frequent in-person visits.

The best agency I have ever worked with has an SEO manager that:

- Sits in the office under contractor status with their own desk, company email, logins to tools and reporting.

- Attends regular meetings between engineering and verticals across the organization.

In the end, the relationship is that of an extension of the team that regularly communicates, proactively suggests growth strategies and foundational fixes, and follows through to ensure the work is getting done.

MANAGING YOUR SEO AGENCY

The key to managing your enterprise SEO agency is to keep the levels of communication flowing.

Give them the tools and access they need to become successful and help them champion any work they need through.

Too many times I have inherited strong and capable agencies that fell quiet with no actual work done in a matter of weeks, or even months.

Frustrations were on both sides, to no one's fault.

Contracts are always signed with positive optimism and a solid plan, but with communication dropping and little to no support, the agency can't be successful and therefore your SEO will fall short.

Set up expectations and a plan (roadmap) of deliverables that the agency should follow.

Be supportive where you can when they need you to be, and follow-through with other teams the agency needs to complete work as promised.

Have at least weekly check-ins with a clear list of what they are working on, what your team is working on, and expected delivery dates.

Talk through where you all are at with tasks for each, and always end with any recommendations they might have to keep the work flowing.

Monthly check-ins with key stakeholders always help to hold everyone accountable.

Other teams can make use of the agency, but also need help understanding their role in work that needs to be done.

I like to end each quarter with a report on tasks completed and ROI on the projects or tasks completed more than 3 months prior.

In some cases, I have seen weekly, monthly and even daily reporting, but then the agency becomes a reporting agency rather than an SEO agency, and when the contract is up it isn't renewed.

Find your sweet spot for communication and expectations, adjust as needed, and review the contract as often as you all feel it is necessary.

When you all are working together then you will see the success for SEO that both sides are there for.
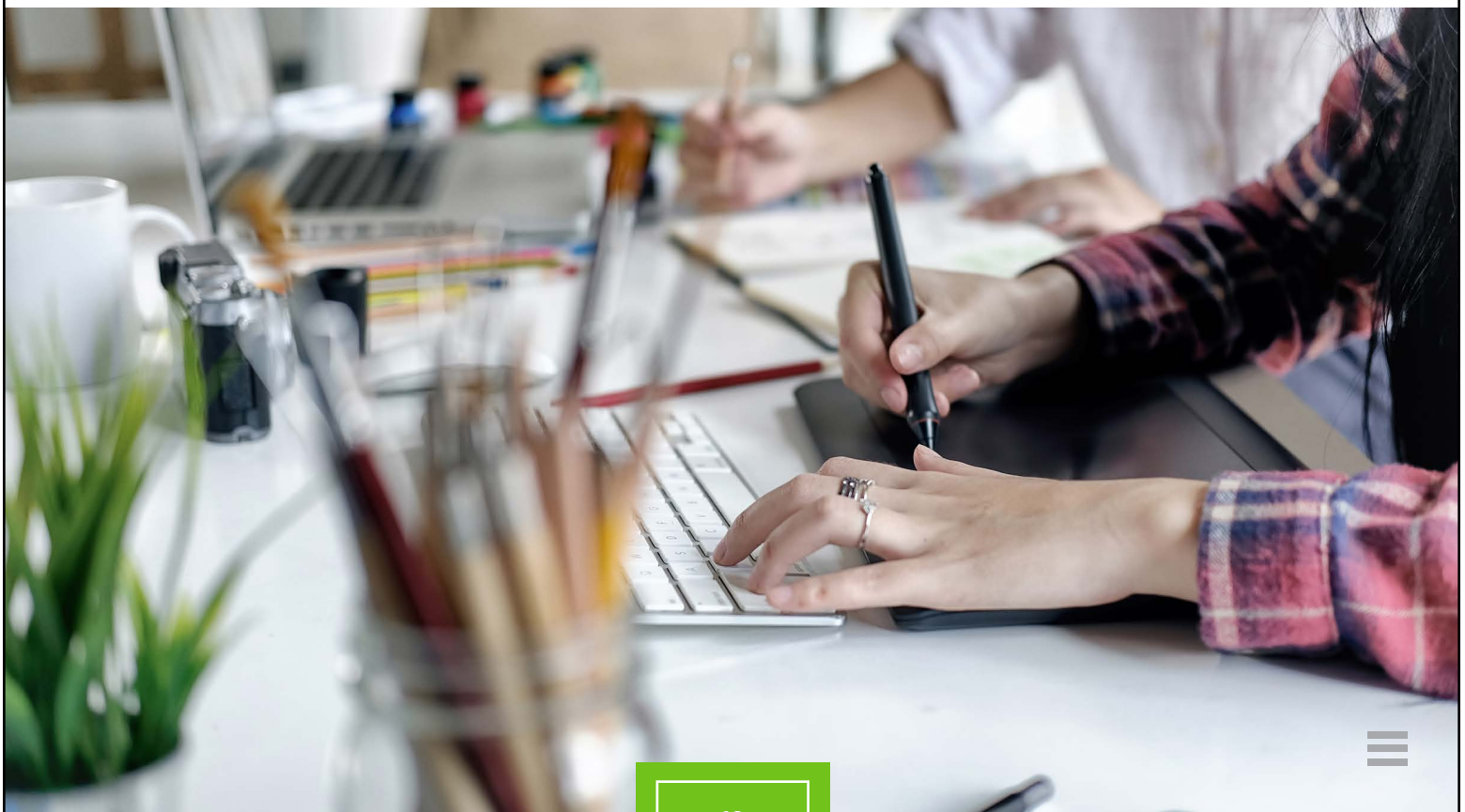
THE FUTURE OF ENTERPRISE SEARCH:
VISUAL, VOICE & VERTICAL

AUTHOR
ANDY BETTS

Part of what makes the search industry exciting is that it is fast-moving and applicable for every type of marketer, industry, and situation.

Most recently dramatic shifts in consumer behavior due to COVID-19 has meant many organizations are turning to SEO.

In fact, SEO has never been so popular, and marketers pivot quickly to meet the demands of new types of consumer behavior.

Even before the global pandemic SEO was becoming mission-critical – being the front and center of digital marketing strategies spanning channels such as paid media, local, mobile, video, email, and across verticals like Amazon and ecommerce.

Every week, new announcements create opportunities for brands to deliver better customer experiences through search.

The importance of voice search, visual and video in particular, and vertical search has grown to be key components of SEO strategy regardless of the time, place, and economic situation.

LOOKING THROUGH
THE ENTERPRISE SEARCH LENS

For enterprise brands, long-term planning is vital and SEO specialists are increasingly likely to have influence in the boardroom.

As such, we can't simply react to the latest **trends** if we want to gain a competitive advantage.

So, how can we set a long-term enterprise SEO strategy when things change so often?

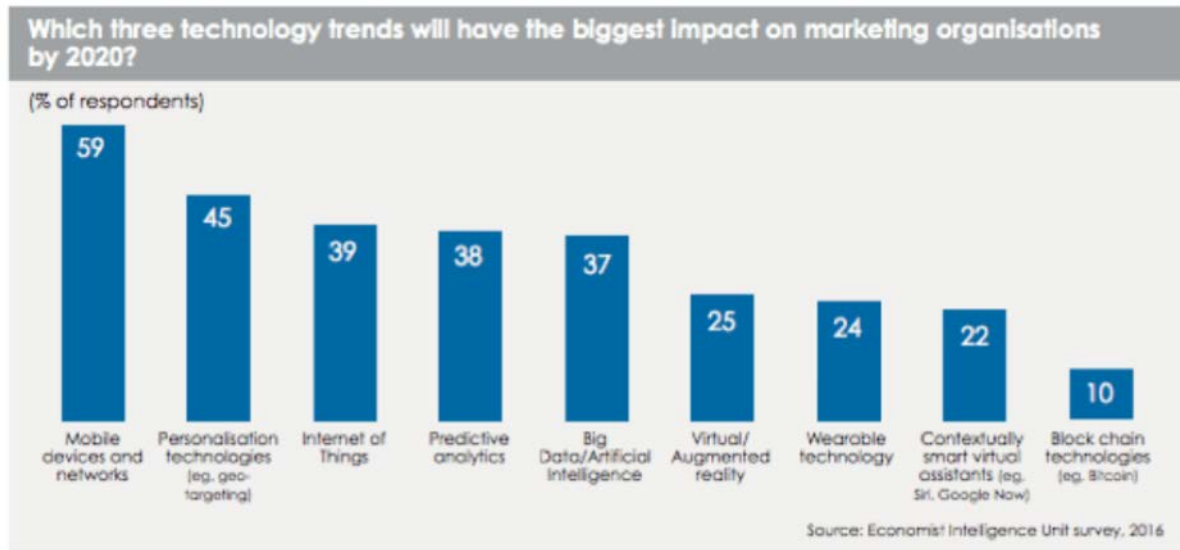Fortunately, amidst the flux that defines the industry, there are some clear signals that tell us exactly where we're going.

If we alter our conception of search and think beyond the traditional web, we can see that the pieces are falling into place already.

In a fragmented hardware market, with Internet-enabled devices appearing in our homes, our cars, and our pockets, search is a unifying force.

This 2016 chart, taken from The Economist, reveals the trends that executives believed will have the biggest impact on marketing by 2020.

Which three technology trends will have the biggest impact on marketing organisations by 2020?

(% of respondents)

Mobile devices and networks	59
Personalisation technologies (eg. geo-targeting)	45
Internet of Things	39
Predictive analytics	38
Big Data/Artificial Intelligence	37
Virtual/Augmented reality	25
Wearable technology	24
Contextually smart virtual assistants (eg. Siri, Google Now)	22
Block chain technologies (eg. Bitcoin)	10

Source: Economist Intelligence Unit survey, 2016

These trends intersect with search in different ways.

Equally, they will all enable search to take a more prominent, valuable role in the lives of consumers.

Enterprise brands should take note and lay the groundwork for the future today, by focusing on three areas that are already re-shaping the search industry.

THE THREE V'S OF SEARCH TODAY: VISUAL, VOICE & VERTICAL

THE FUTURE OF ENTERPRISE SEARCH

	Visual	Voice	Vertical
WHAT IT IS	Camera-based search that uses neural networks to understand images without a search query.	Speech recognition technology that allows users to converse with search via voice.	A search engine that focuses on one specific industry or type of content.
MAIN PLAYERS	Google Lens, Pinterest Lens, Microsoft, Amazon, Target, Nordstrom.	Google, Amazon, Apple, Microsoft,	Specialist search engines like Amazon, Kayak, Skyscanner, Pinterest.
HOW TO PREPARE	• Image XML sitemaps. • Consistent branding. • Structured data.	• Site speed. • Content hierarchy. • Q&A format. • Embed audio in pages and apps.	• Site experience. • Tailored content for specific needs. • Cohesive branding.

1

VISUAL SEARCH

Visual search turns a smartphone into a discovery engine, taking an image as its stimulus to provide related results.

The benefit of this is that consumers can search for something without having to describe it through text.

It is sufficient to show the search engine what we are interested in and it can do the rest on our behalf.
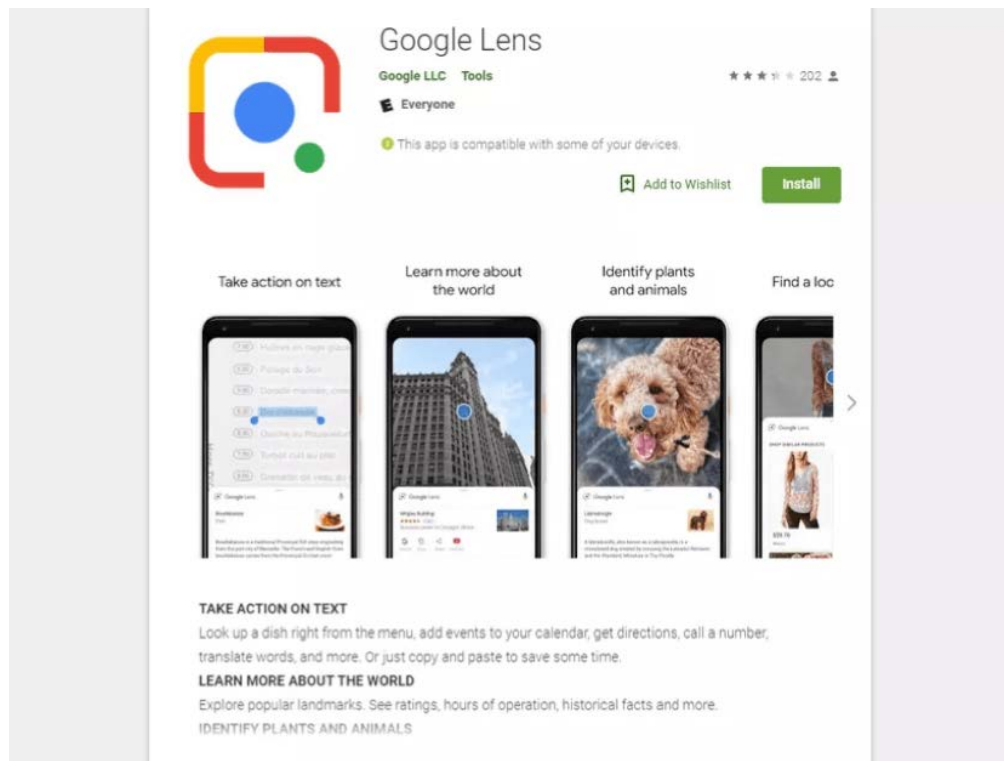
This can be placed in the wider context of "queryless search," a development that sees search engines either preempt or interpret a consumer's intent without the need for an explicit query.

In fact, Gartner thinks that by 2020, **30%** of all searches will be conducted without a screen, while over 100 million consumers will shop in augmented reality by the end of this decade.

Visual search is in prime position to benefit from these trends.

Early leaders in the field include Pinterest, Google, Amazon, Microsoft, and a host of retailers who can see the huge opportunity visual search presents.

conductor **botify**

Importance of visual and textual information by category (% of consumers)

Increased ■ Same ■ Decreased

Source: The Intent Lab, Q4 2018, N=1000.

Performics
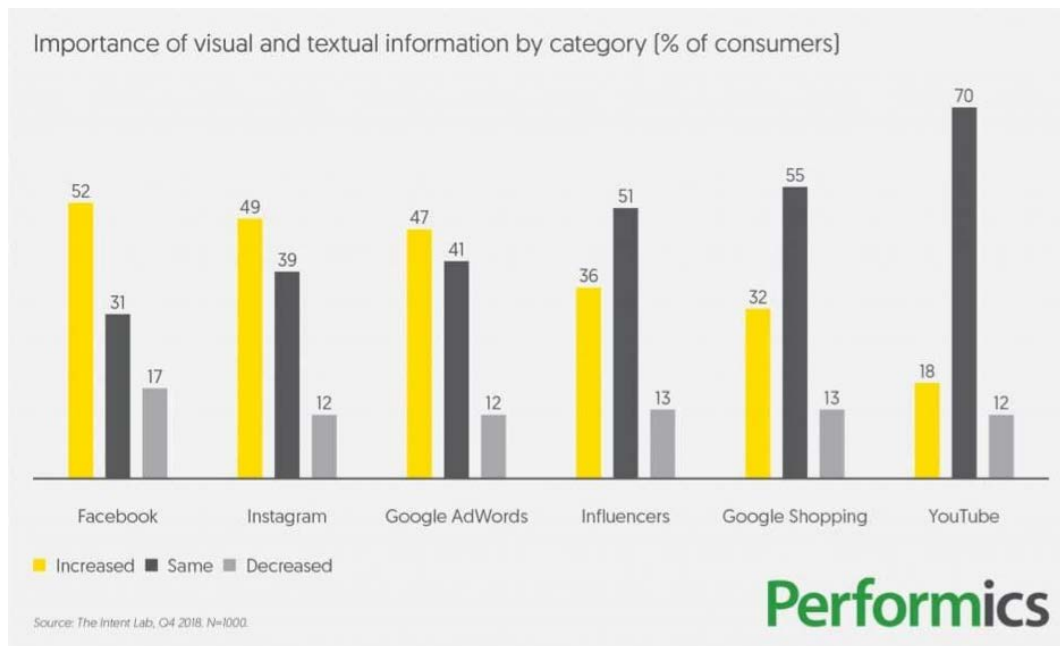
The appeal of visual search is self-evident. It can search for us when we don't have the words to explain what we want.

Pinterest reports that it handles more than **600 million** visual searches per month already via its Lens tool, so there has been some impressive uptake among consumers.

The technology required to understand images is very sophisticated.

Google's Clay Bavor **summarized** the size of the challenge recently:

"In the English language there's something like 180,000 words, and we only use 3,000 to 5,000 of them. If you're trying to do voice recognition, there's a really small set of things you actually need to be able to recognize. Think about how many objects there are in the world, distinct objects, billions, and they all come in different shapes and sizes. So the problem of search in vision is just vastly larger than what we've seen with text or even with voice."

There has been significant progress in this area, with Google Lens, Pinterest Lens, and a range of visual search products from retailers all reporting increased accuracy.

However, as marketers, we need to help search engines by providing the right information in the right formats.

Otherwise, they are left to decipher a very unstructured environment with no clues.

HOW LARGE ENTERPRISE BUSINESSES CAN PREPARE FOR VISUAL SEARCH

● Cover the basics: Upload image **XML sitemaps**, check the indexation status of images, and keep product inventory up to date.

● Conduct in-depth research: People use visual search to complete different tasks. Try to understand these demand states so you can meet their needs with the right content.

● Optimize images: Images should be optimized using standard **image SEO best practices**, but there are other factors to consider for visual search. Remove clutter from images, keep focus objects in the foreground, and maintain a consistent aesthetic that is unique to your brand. This will help search engines understand who you are and which products you want to promote.

● Use meta data: Meta data elements are essential markers of context and are used heavily by the likes of Google and Pinterest. Ensure that you are using the right Schema.org markup and use relevant key phrases in metadata tags.

conductor **botify**

2 VOICE SEARCH

The analog/digital dichotomy we know today will dissolve as the Internet of Things truly takes off.

Morgan Stanley estimates that by 2020 there will be more than **75 billion** devices connected to the internet, while comScore predicts that **50%** of all searches will be by voice in 2020.

With key players like Amazon, Google, and Microsoft now having passed the 95% accuracy threshold, voice search has entered the mainstream.

And yet, **62%** of marketers have no immediate plans to optimize for voice search:

Nearly 62% of marketers have no plans for voice search.

What's more is that voice search accounts for more than 20 percent of all mobile searches

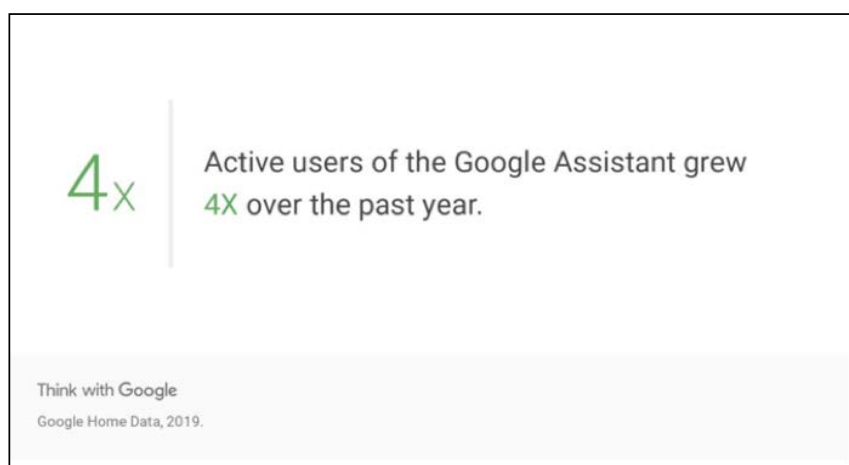|	
Not Likely	62%
Somewhat likely	28%
Very likely	7%
Already implementing	3%
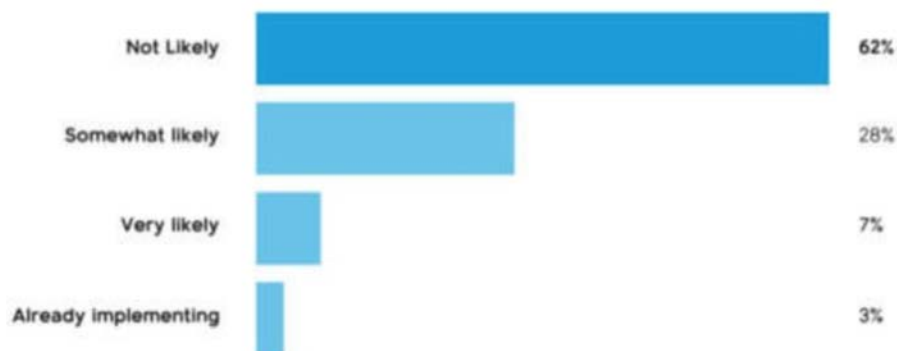
BRIGHTEDGE

At first glance, this seems an oversight, but we must also understand how and why people use voice search before deciding how to prepare to take advantage.

Google **summarizes** the benefits of voice search as follows:

- It allows them to more easily multitask.

- It enables them to do things faster than other devices.

- It empowers them to instantly get answers and information.

- It makes their daily routine easier.

Google also makes clear the contexts in which consumers are prepared to engage with a voice-enabled smart device.

People used Google Home devices to look up over 16 million recipes last holiday season, with over a million of those searches happening on Christmas day.

Think with Google
Google Home Data, 2019.

4x | Active users of the Google Assistant grew 4X over the past year.

Think with Google
Google Home Data, 2019.
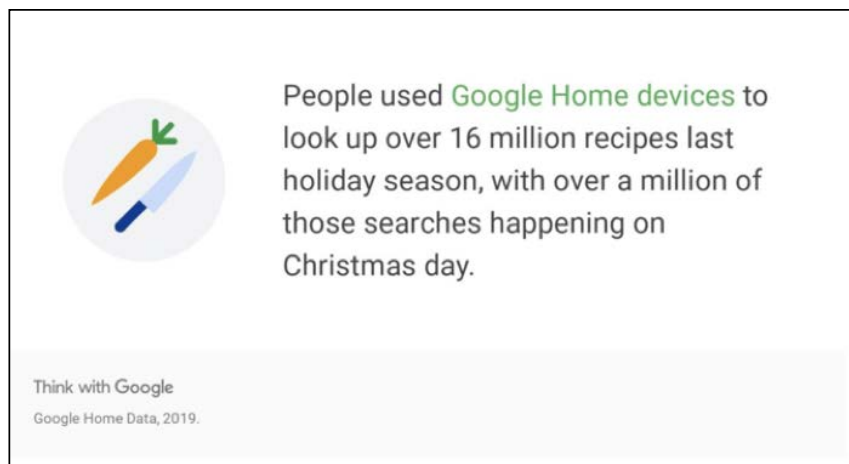
These points start to direct search marketing efforts in the immediate short term.

However, while Google Home and Amazon Echo devices are a common sight in modern homes already, we should view this as a stepping stone for the tech giants rather than a destination.

Voice search will become much more conversational in its format and also more ubiquitous in its presence, as it will be embedded in billions of devices.

Brands must be creative if we are to move past the stilted dialogues that characterize voice search today.

HOW LARGE ENTERPRISE BUSINESSES CAN PREPARE FOR VOICE SEARCH

● Think beyond the current landscape: Voice can be an enduring way to engage with brands, but it must become more **conversational**. Audio clips in search results and branded messages via home devices will become commonplace soon. The early mover advantage will be significant.

● Focus on speed: **Load time** is already a mobile ranking factor and search engines should prioritize content that can be served immediately in response to voice queries.

● Be concise: Consider the reasons your audience would search via voice. As Google's research reveals, convenience is a key driver of usage. Incorporate this knowledge into your content creation and test different formats.

● Organize your information: A logical hierarchy of content, marked up with **structured data**, will help search engines navigate your websites and apps.

3 VERTICAL SEARCH

As search develops into a multimedia experience, it also starts to fragment into a range of specialisms.

We can see this if we look at popular vertical search engines like Kayak, Skyscanner, or Trulia.

These websites cater to a specific type of industry (or vertical), which allows for a more targeted and streamlined experience.

Vertical search (VSO) can be described as the indexing and exposition of content focused on a site, category, or industry.

Amazon is the giant in this space. With **55%** of product searches now beginning on

Amazon, it is the go-to place for online shoppers in the West.
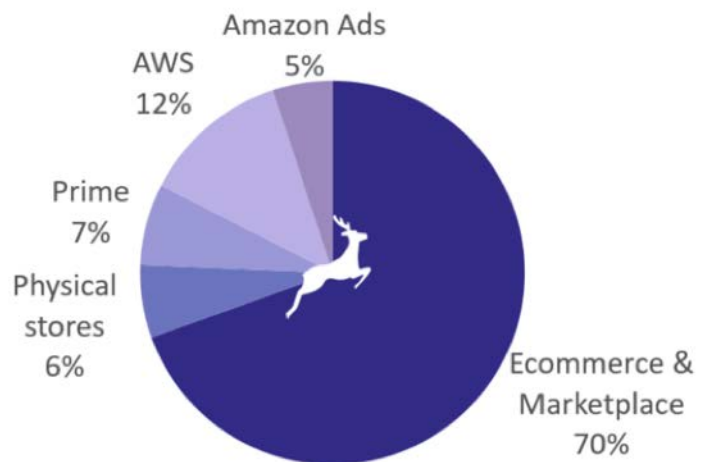
Amazon's dominance of overtly commercial searches makes it an enticing prospect for retailers.

However, marketing for Amazon is niche in itself as revealed in **research** from Anders Hjorth and Dan Saunders at Innovell.

4 GROWTH RIDERS
updated 30 jan 2020

Amazon Ads 5%

AWS 12%

Prime 7%

Physical stores 6%

Ecommerce & Marketplace 70%

::: conductor botify

Similarly, search engines like YouTube continue to grow in popularity as people seek out particular content formats.

While Google is aiming to incorporate all of this within its ecosystem, it will struggle to match the detail that a specialist service can provide in each area.

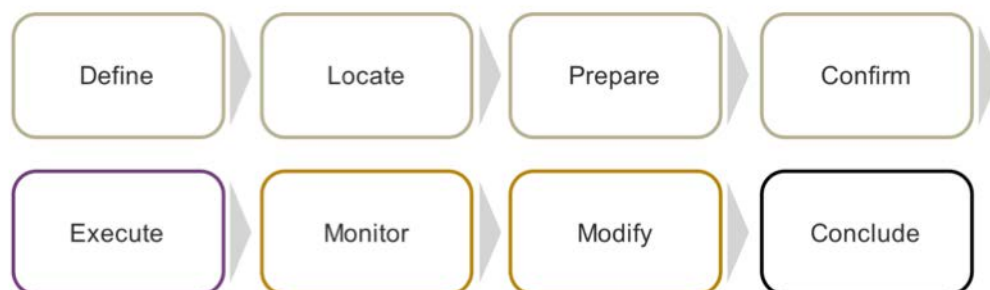For brands, this creates both opportunities and challenges.

Maintaining an up-to-date presence across all of these vertical search engines can be time-consuming, but there are some consistent rules that can aid this task.

First of all, we need to understand the usage patterns across each search engine.

If we envisage search through the lens of the **jobs-to-be-done framework**, it becomes clear why vertical search is increasing in popularity.

The Job Map™

All jobs have the same eight steps. To use the jobs-to-be-done framework, look for opportunities to help customers at every step:

Define	Locate	Prepare	Confirm
Execute	Monitor	Modify	Conclude

During this step...	Customers...
1: Define	Determine their goals and plan resources.
2: Locate	Gather items and information needed to do the job.
3: Prepare	Set up the environment to do the job.
4: Confirm	Verify that they're ready to perform the job.

5: Execute	Carry out the job.
6: Monitor	Assess whether the job is being successfully executed.

|	
7: Modify	Make alterations to improve execution.
8: Conclude	Finish the job or prepare to repeat it.

These eight steps help to put brands in the shoes of the consumer and maintain a focus on successful outcomes.

From this perspective, it is evident that consumers will use vertical search when it helps them get things done quicker, better, or cheaper than traditional search.

Brands can pinpoint these desires and map out content that caters to the shifting demands of the same consumer across different platforms.
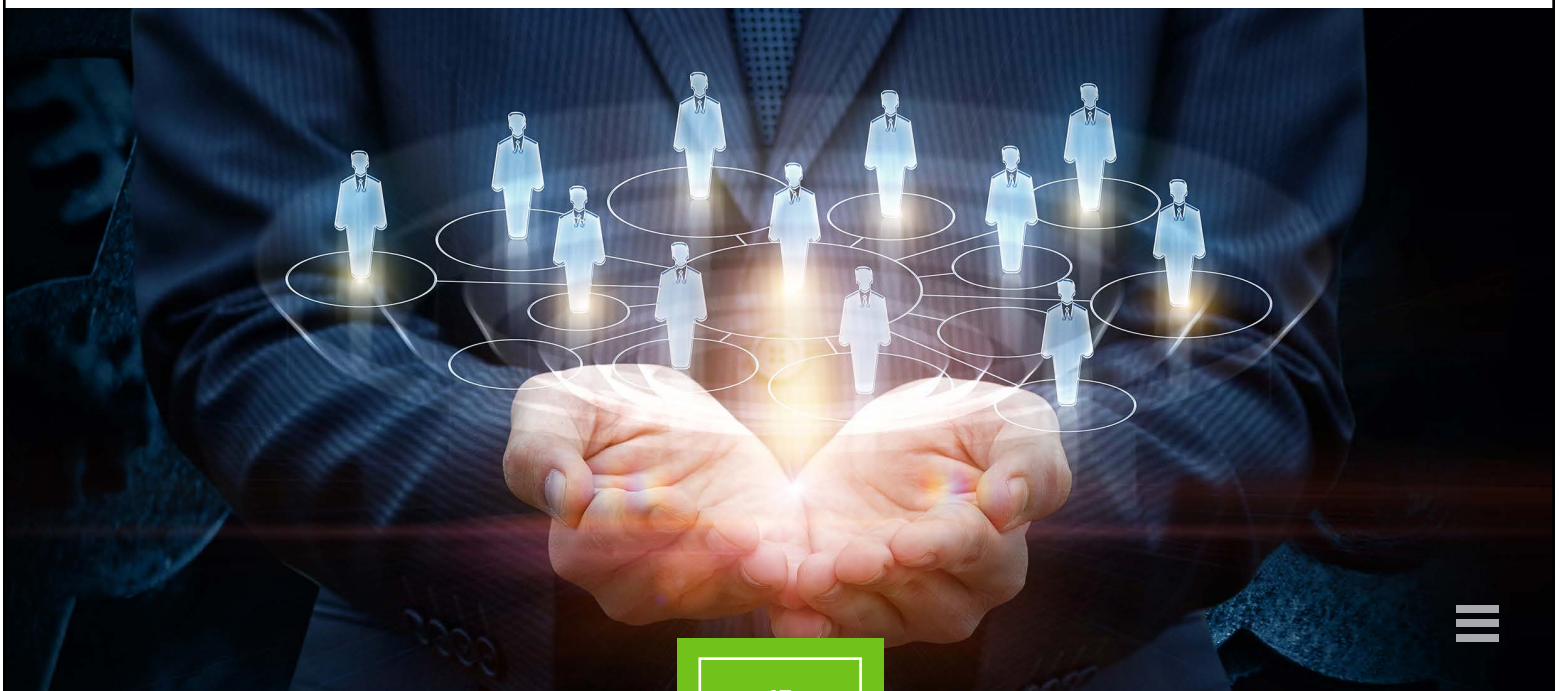
HOW LARGE ENTERPRISE BUSINESSES CAN PREPARE FOR VERTICAL SEARCH

● Analyze behaviors: People navigate to vertical search engines for a specific experience that caters to their needs. Analyze data across each platform to identify their requirements, so your brand can respond appropriately.

● Maintain a cohesive experience: Consumers expect a brand to communicate in a consistent way across all touchpoints. Search is a vital component of this **branding strategy** – especially across different vertical search engines.

● Integrate with vertical search engines: Work alongside the various platforms to integrate and serve your content in their results with minimal manual intervention.

● Optimize site experience: Consumers will often end up on a brand's website as they explore further. This experience must match or better that of the vertical search engine if they are to continue the conversation.

CONCLUSION

Search will be a unifying force among the various strands of digital engagement.

Marketers should seize the initiative today and assume a leading role within their organization, as it is search that will underpin all of the emerging trends of the next few years.

Through visual, voice, and vertical search, the industry will become a multimedia, omnipresent channel that guides consumers to better decisions and experiences.

Brands that act today will be in prime position to capitalize for years to come.