

How to Maximize SEO ROI



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

SEO presents your brand with a significant opportunity, but it requires collaboration between multiple functions. Picking the players and setting the right process for your SEO team are the first steps in increasing SEO ROI. This white paper describes an optimal workflow for the SEO group and each team member, explains how to increase each person's contribution, and how to support SEO in the company with a culture of content.

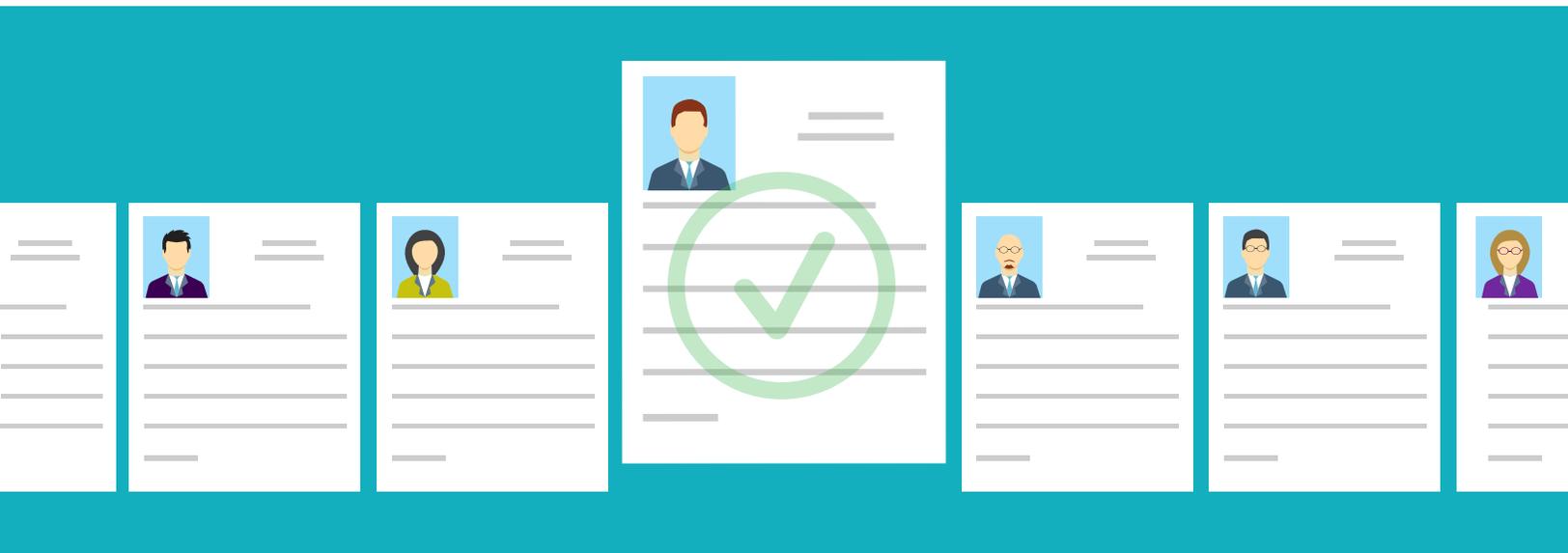
➤ Roles in SEO Team

While each company is different, many times there will be 4 main personas:

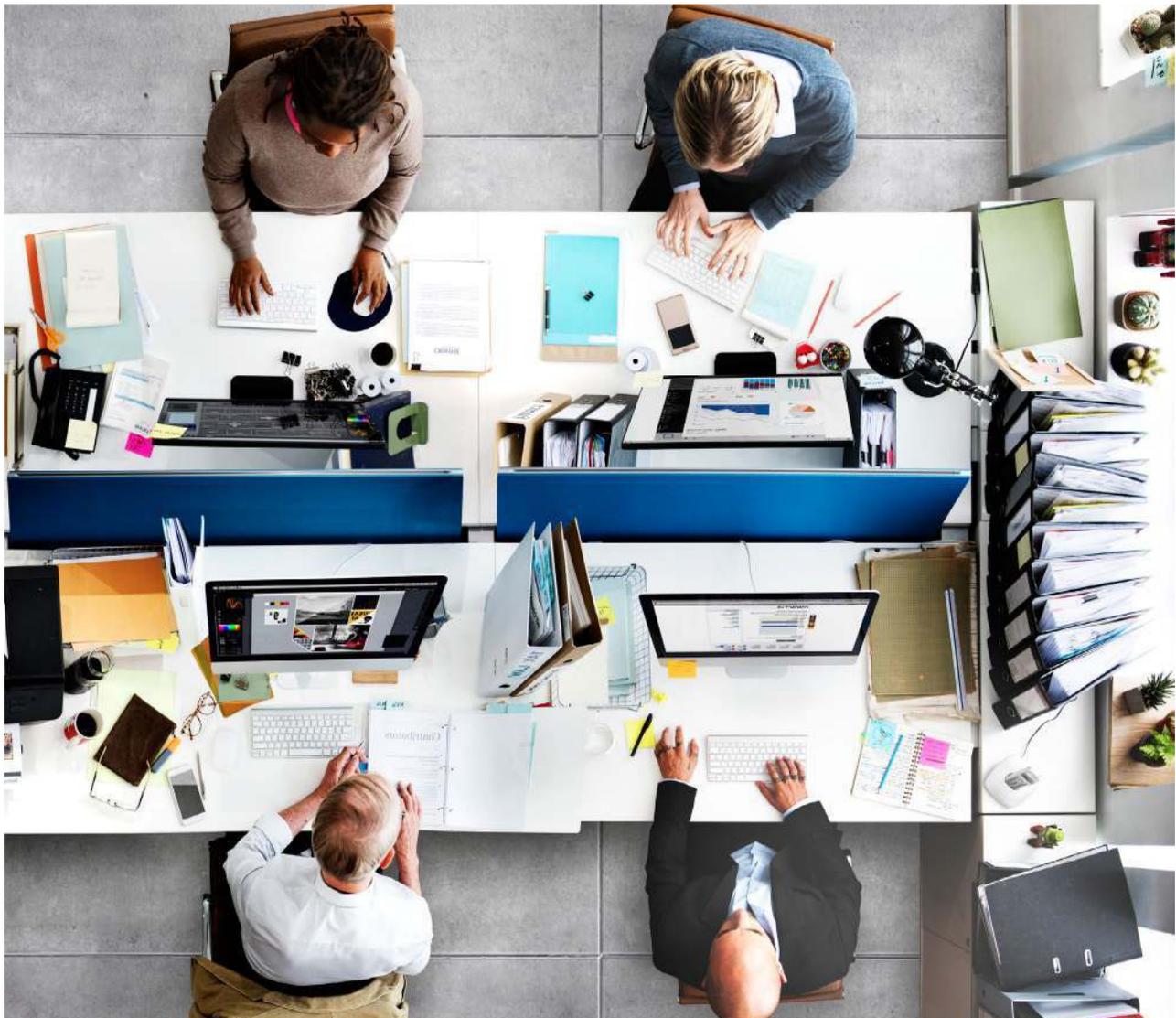
- CMO or Senior Marketing Executive – the marketing leader of your team who focuses on strategy, the 'big picture' and approving budgets
- SEO Manager – an experienced SEO professional leading SEO initiatives
- Marketing Manager – a beginner or intermediate marketer working on diverse marketing projects while directly and indirectly influencing SEO
- Writer/contributor – a professional content creator with little or basic SEO knowledge

Building the right process for the team becomes easier with BrightEdge's functionality. Unleashing the platform's full power requires each team member to be BrightEdge Certified and understand how to use platform functions to increase their efficiency and work outcomes.

So, what functions should each person on your team perform and how?



CMO or Senior Marketing Executive	>	4
SEO Manager	>	6
Marketing Manager	>	9
Writer/Contributor	>	12
Evangelizing SEO in Your Company	>	15



➤ Why?

As the leader of the group, you will mainly use BrightEdge to monitor the SEO ROI and to analyze the competitive environment. You might also be interested in looking at some data insights, such as YoY/MoM comparisons, performance in different geographies, and understanding main unexploited opportunities.

➤ Top features to use

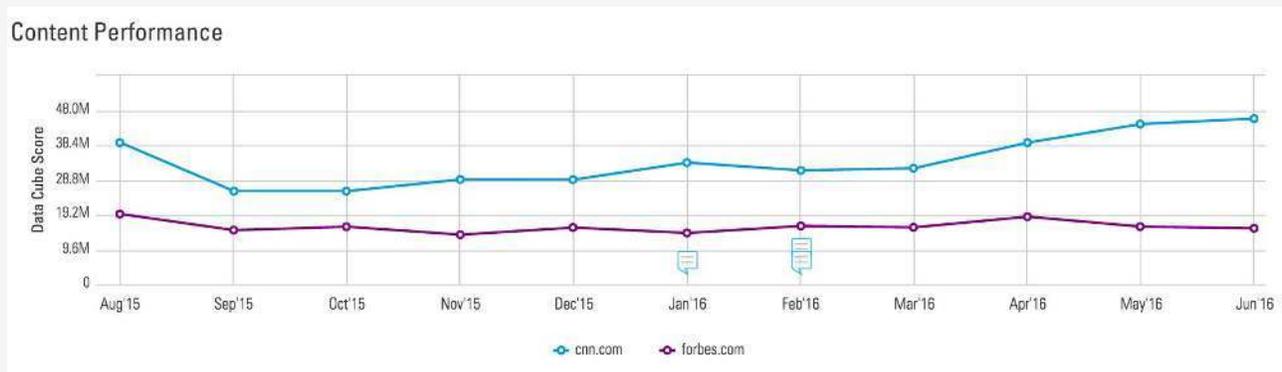
StoryBuilder

In StoryBuilder you can find an [executive Dashboard](#) built for you by your team. This Dashboard will answer the main questions you might have about SEO, such as:

1. How are we performing in conversions and revenue year over year?
2. What is our market share and share of voice?
3. How are we performing compared to the competition?
4. What channels are driving our paying customers?
5. What is our current and projected ROI?

Data Cube

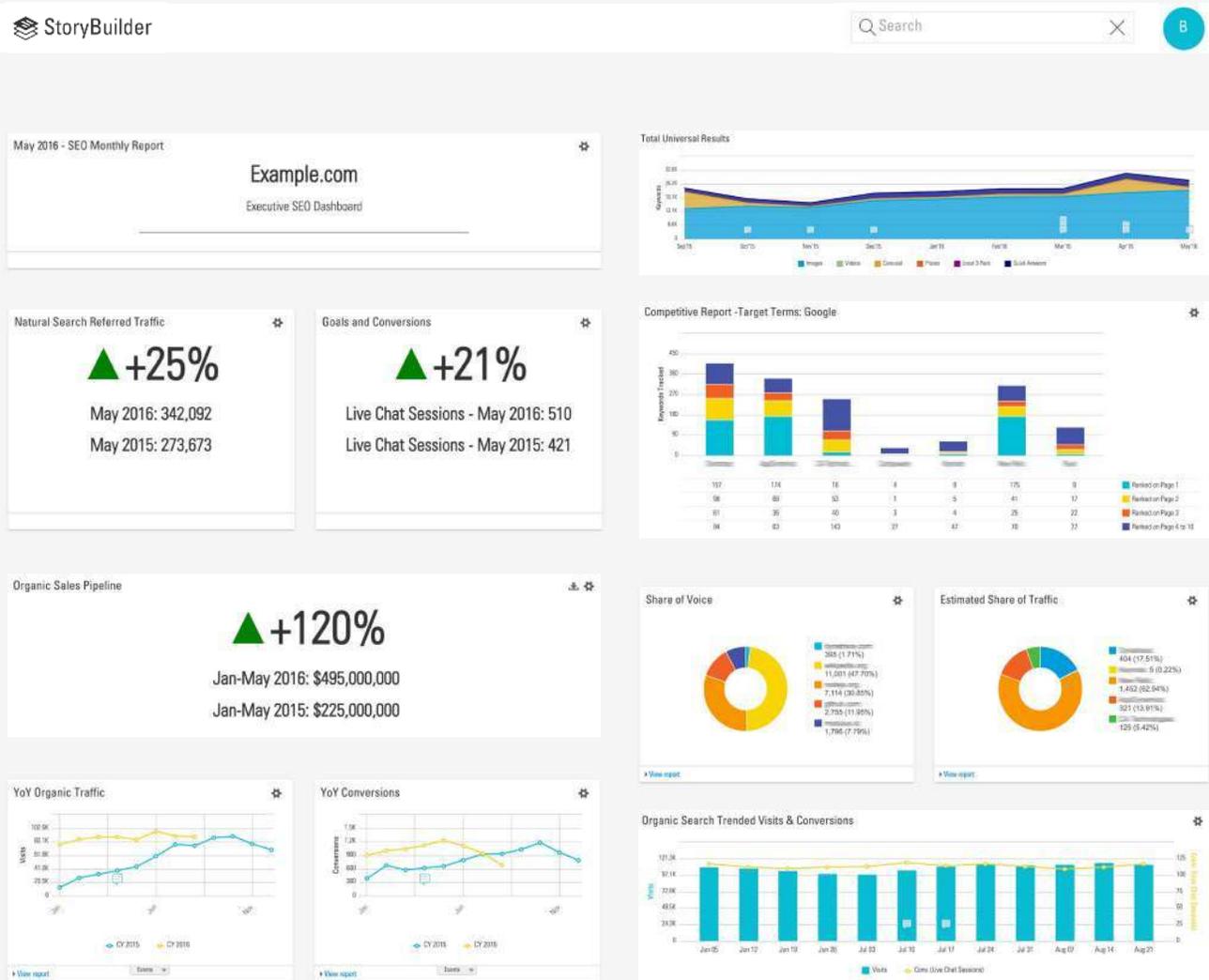
Use Data Cube to run a quick competitive analysis. Type in the URL you want to compare, choose "Site Comparison", and quickly get an answer on which domain is stronger in SEO.



Ways to grow

If you want even more value from the BrightEdge platform, consider some advanced SEO projects, such as [boosting organic traffic with Quick Answers](#). Succeeding in such special projects will be easier for you because the BrightEdge platform provides a clear picture on how you're doing and can suggest improvements at any point in time.

Executive SEO Dashboard example



> Why?

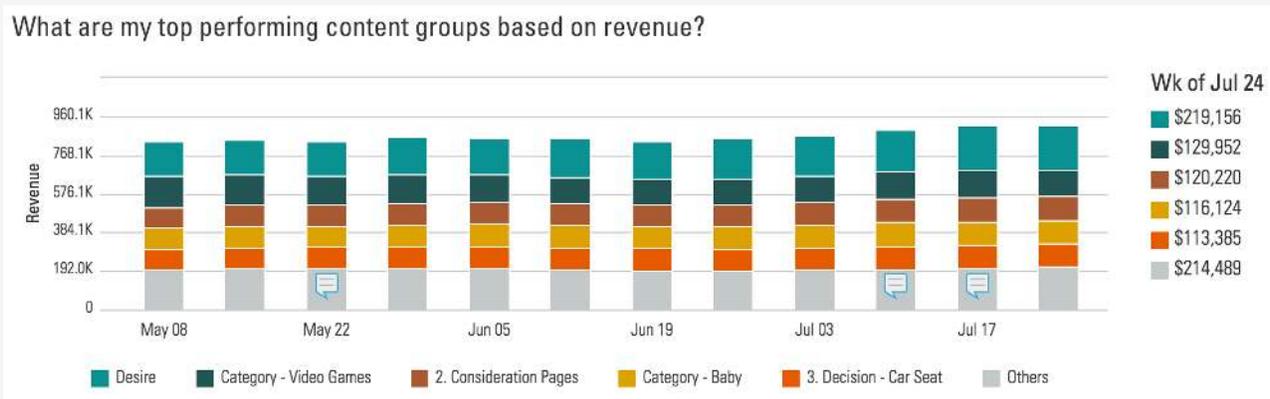
As an SEO Manager, you will probably use all of the platform features and be your team’s main expert on BrightEdge. The features that allow you to do research, start new SEO projects, and measure success will be the most important.

> Top features to use

StoryBuilder

StoryBuilder will be an important tool for you to accomplish several goals – ensure strong SEO support in your organization, measure the success of your projects, and nurture strong team alignment. You will need to build at least one dashboard to accomplish each of those goals.

Executive reporting is very important when it comes to promoting SEO and securing additional resources for your team. That is why it is crucial to create and maintain a [comprehensive executive SEO dashboard](#) to answer all the main questions your CMO might have. To keep more colleagues in the loop, schedule the dashboard report to be sent to all major stakeholders.



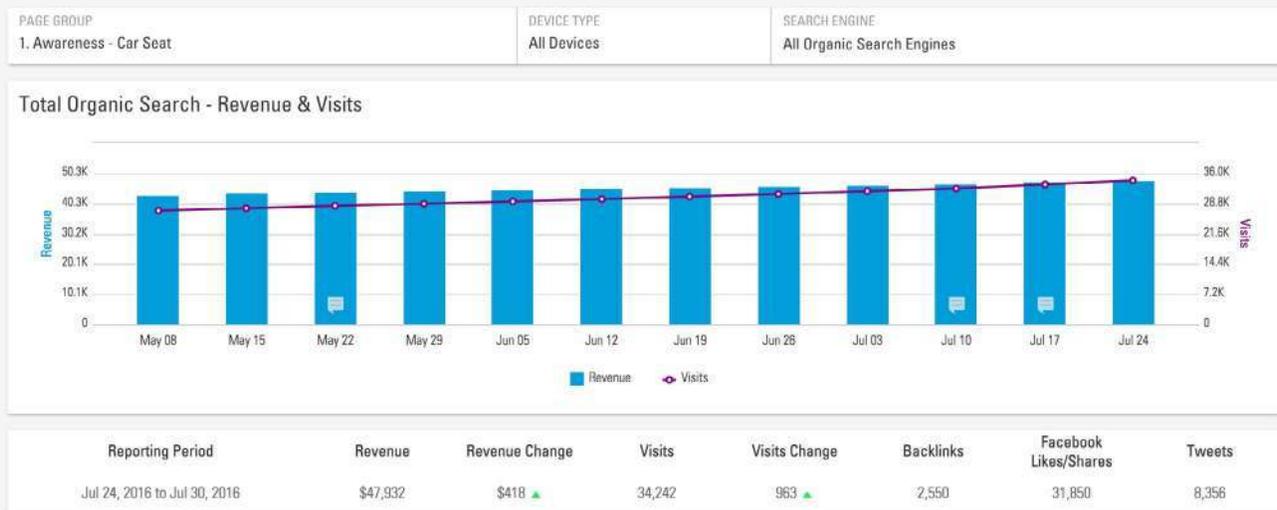
Track your big picture data and any ongoing and special SEO projects using separate dashboards with the relevant graphs. To make sure your team is aligned, create dashboards in a way that allows everyone understand the current situation, progress, and opportunities for improvement. Consider also including and explaining the charts that show business impact. It is very encouraging for people to know they helped drive certain results through SEO.

Data Cube

Data Cube is your main tool for keyword research, quick competitive analysis, and domain monitoring. Some of the key functions you will use in Data Cube are simple search, content strategies, site comparison, and keyword gap analysis.

Keyword Reporting and Page Reporting

Keyword Reporting and Page Reporting allow you to get the necessary insights on how particular keywords or pages are performing. Use both tools to create page/keyword groups for your special projects (e.g. such as Quick Answers) and track their performance. Choose different pre-built reports for quick navigation to deep insights.



Ways to grow

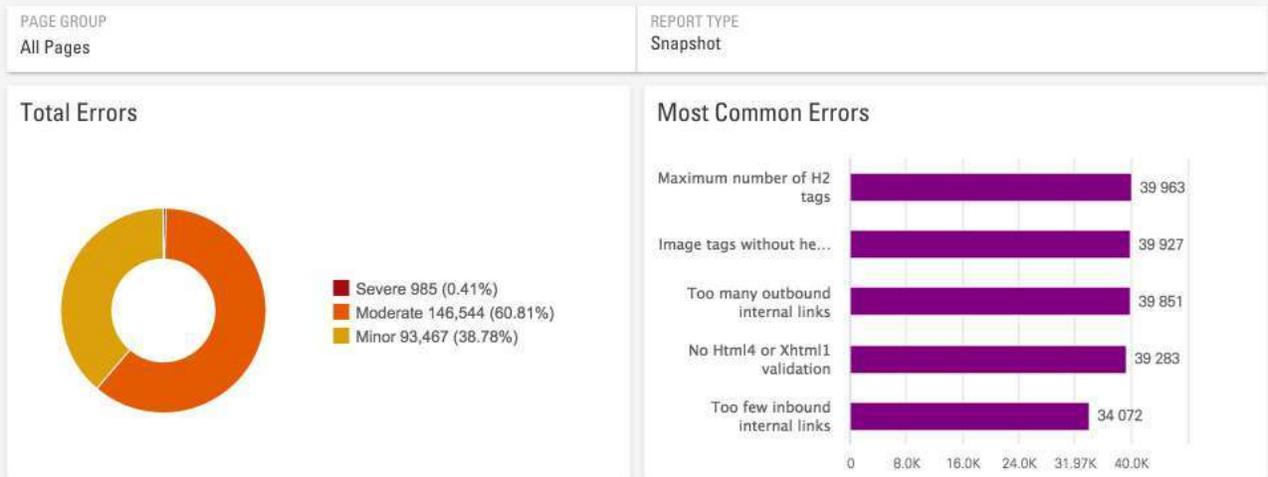
Opportunity Forecasting

Using this feature, you will be able to identify new projects or prioritize existing ones to boost SEO performance.



Site Audit

Site Audit is a feature you will use occasionally to make sure there are no “blockers” to your SEO success.



> Why?

As a Marketing Manager, you will mainly use the platform for research, SEO recommendations, and performance analysis.

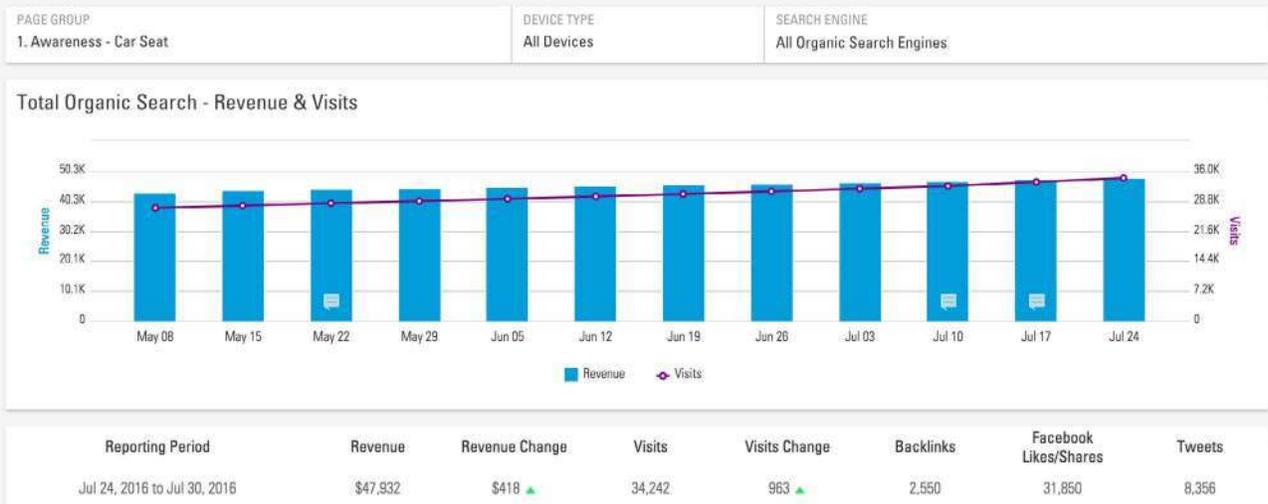
> Top features to use

Data Cube

Data Cube is your main feature for keyword research – whenever you are writing new content, make sure to check for the best primary and secondary keywords for your pages. If you are looking for content ideas, the best function to use would be “Keyword Gap Analysis” – it will tell you which keywords your competitors rank for that you do not.

Keyword and Page Reporting

Creating separate groups for your projects in Keyword Reporting and Page Reporting will provide you with an easy way to track their performance. You will also be able to easily access data insights, such as generated revenue, blended rank, main traffic-driving keywords, social shares, number of backlinks, and more.



Recommendations

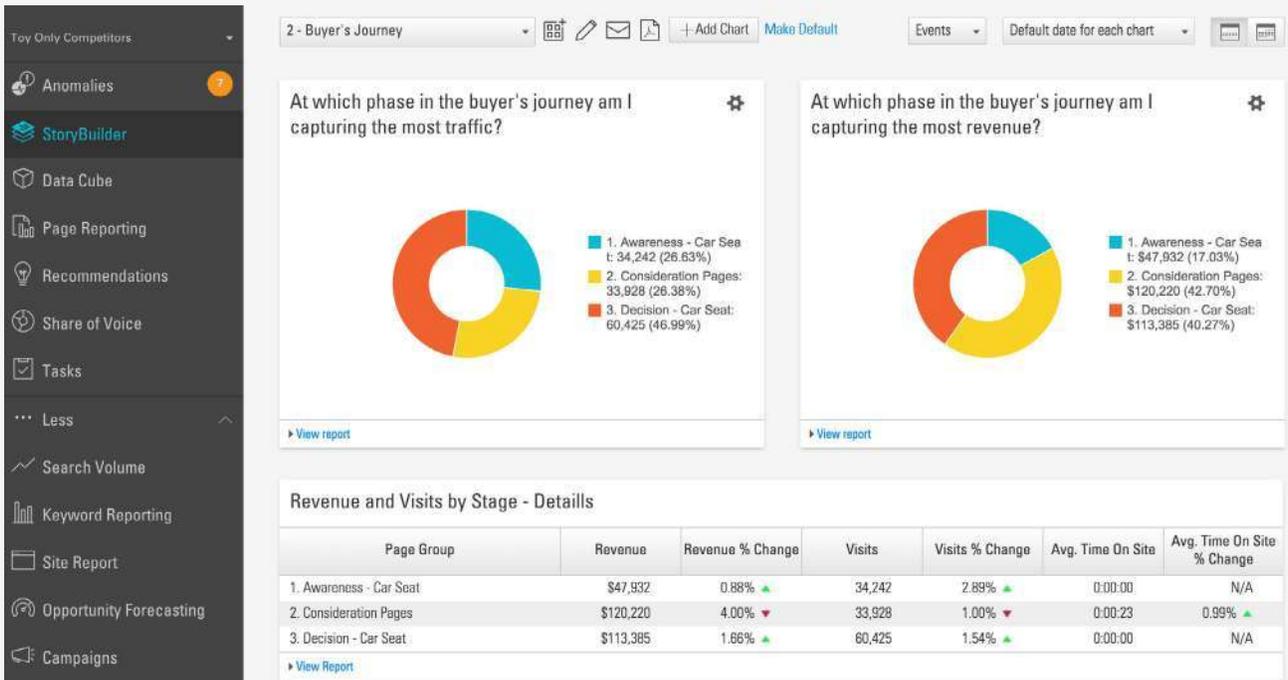
Optimizing newly created or existing pages can greatly impact the traffic they receive. To make this process easier, you can use the Recommendations function and optimize pages from any page group. Use the Tasks feature in Recommendations to assign jobs to colleagues working with your CMS.

Campaigns

Creating keyword groups allows you to use the Campaigns feature in the platform to do a step-by-step optimization for a group of pages. Even as a SEO beginner, you will be able to fully optimize your pages using this powerful platform functionality.

StoryBuilder

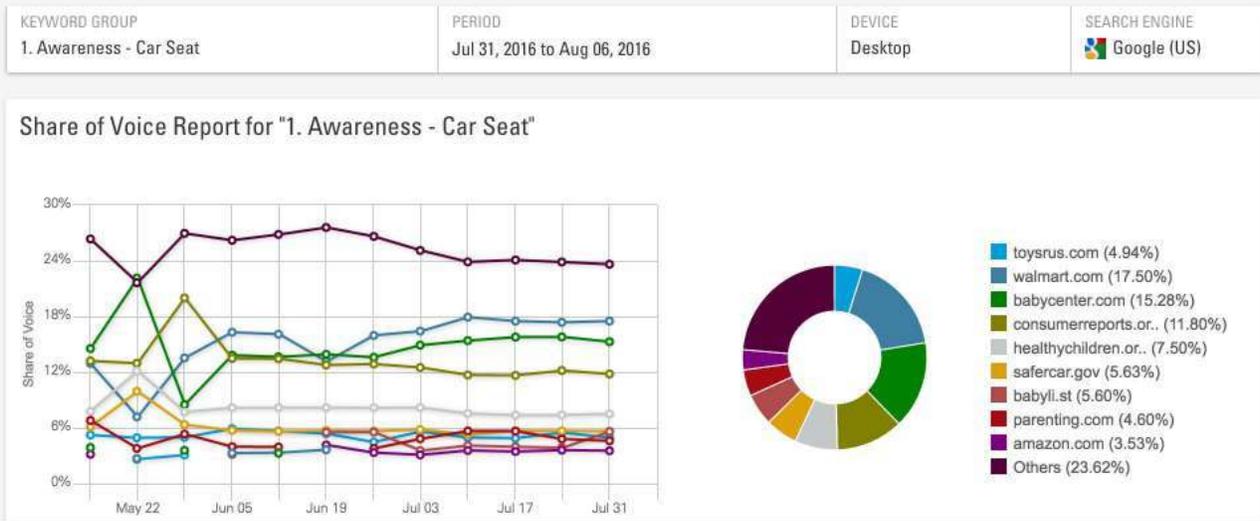
To track the performance of your projects, you want to use StoryBuilder. Creating a separate dashboard for each of the projects is a worthy time investment that allows you to have an easily accessible “story” on how your initiatives are doing.



Ways to grow

Share of Voice

Understand your market share and get quick competitive insights for a particular segment by looking at the Share of Voice for a certain keyword group.



WRITER/CONTRIBUTOR



➤ Why?

As a writer, you might have little familiarity with SEO. BrightEdge will help you drive more impact with every piece of content by providing some additional keyword ideas and indicating gaps in basic on-page optimization. The platform will also show your content performance and will help identify the pages that need re-optimization.

➤ Top features to use

Data Cube

Before starting a new piece of content, use Data Cube to pick the best primary keyword and identify potential secondary keywords to optimize the new piece for.

- Search Data Cube for a primary keyword and 2-3 related queries
- See if there are any closely related words with higher volume & same/lower competition level
- The primary keyword should have the higher search volume and the optimal level of competition. Then choose 1-2 related secondary keywords
- If the primary keyword contains a Quick Answer, consider writing content [optimized for Quick Answers](#)

The screenshot shows the BrightEdge Data Cube interface for a search on 'keyword research' in Google US. It displays a table of suggested keywords with columns for Keyword, Universal Listing, Search Volume, Competition, and Keyword Value. The interface also includes filters for competition levels and a 'Track' button.

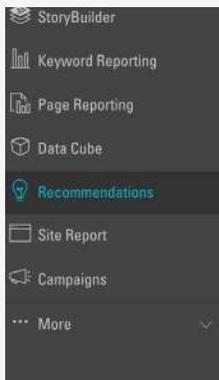
Keyword	Universal Listing	Search Volume	Competition	Keyword Value
keyword		18,100	Low	97
keyword tool		8,100	Medium	97
keyword research		5,400	Medium	97
adwords keyword planner		4,400	Low	95
keyword generator		2,900	Medium	96
keyword search		2,900	Low	96
adwords keyword tool	Videos	2,400	Low	92
keyword research tool		1,900	Medium	98
keyword density		1,300	Low	98
free keyword tool		1,300	Medium	97
seo keywords	Quick Answers	1,300	Medium	98
keyword research tools		880	Medium	98

Doing such research before writing content will increase the impact of the piece you create. For example, instead of writing your content around “keyword list” (volume – 140), you would pick “keyword research” (5400) as primary and “keyword search” (2900) and “keyword finder” (880) as secondary. Your content is likely get more traction when optimized for keywords with higher search volume but similar levels of competition.

Recommendations

As you write new content, create one or several page groups to track the performance of your pages. Once you finish new pieces, make sure they are SEO optimized. Go to Recommendations, choose the page group, and see if any of your pages need further optimization. Within the Recommendations feature, you can also click over to see the top ten pages for a particular keyword.

As you identify the adjustments needed, assign the tasks to a member of your team who does SEO optimization. Use Recommendations right after you create new content. That way you can notice any lack of optimization early on and fix it to make sure your content starts ranking as soon as possible.

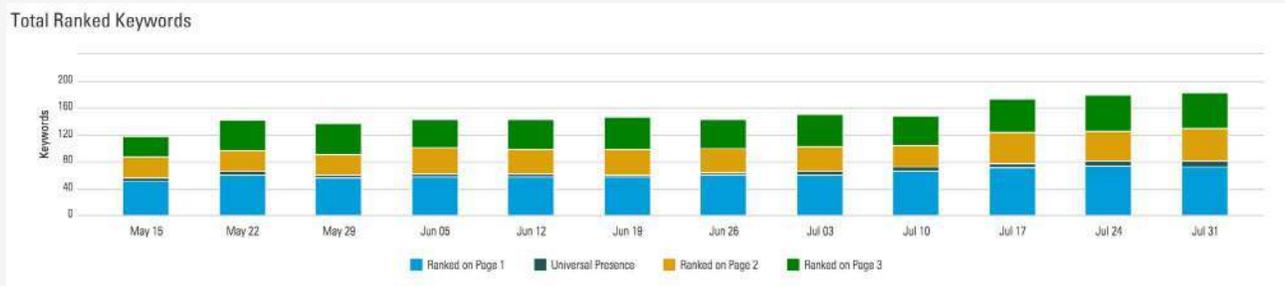


View All (6)
Optimize My Page
Content Opportunities
External & Internal Links
Increase Social Engagement
See Top 10 Ranking Pages

Details [expand all hide all]	Impact	Status	Action
Optimize My Page (2)			
▶ Add keyword "babes-r-us" and keep "babes r us" in the meta description tag	■■■■	Unassigned	Take Action
▶ Use keyword "babes r us", "babes-r-us" in the alt text of your image tags	■■■■	Unassigned	Take Action
Fix Internal Links (1)			
▶ Change the anchor text of your internal links to include your target keywords	Dismiss ■■■■	Unassigned	Take Action

Keyword reporting

Create a keyword group for the keywords you use in your content. That will allow you to track whether your content is ranking for these words and identify some of the pages that could be further optimized to rank higher.



Ways to grow

To understand the business results driven by your content, create a special dashboard in StoryBuilder. To see how many conversions your content generated, go to 'add a custom story', select "Bar Line," build a chart "From: Page Group," "Show Visits and Conversions", choose your page group, and save the graph.

EVANGELIZING SEO IN YOUR COMPANY

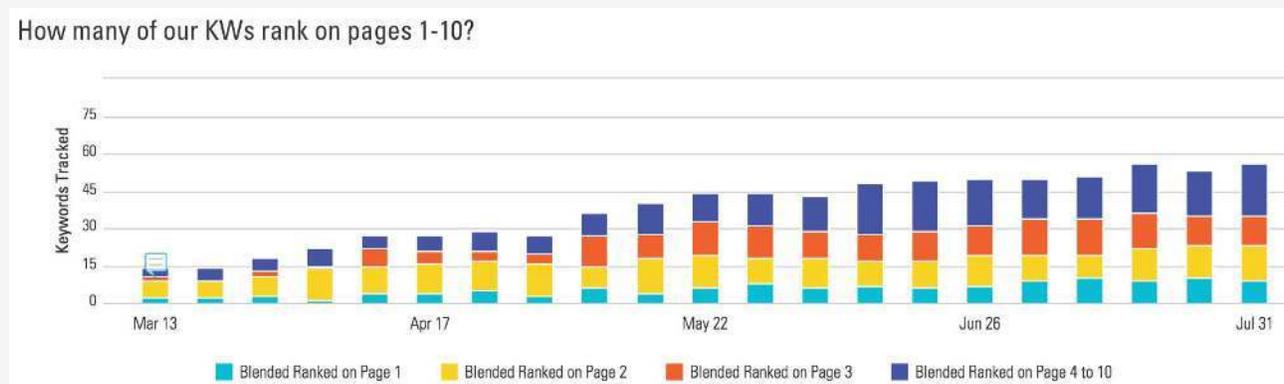


Identify Content Creators and Build a Culture of Content

Usually an SEO team is just a group in a marketing department. Content creation and optimization in such a case are most likely done by a team of internal or external writers. However, many times the company has people in various business groups who can create content with fresh perspective. They can also help optimize pages important to them.

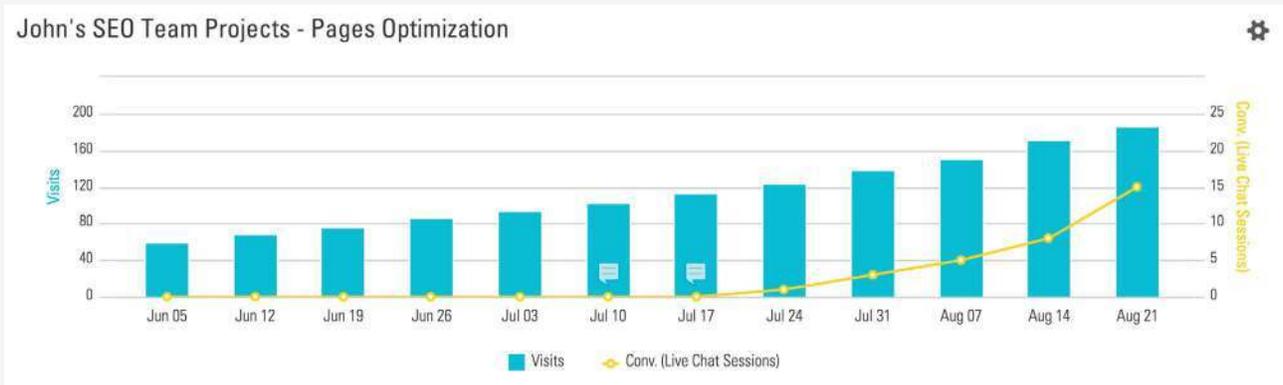
One of the best ways to promote SEO in your company is to create a “culture of content”: when colleagues from multiple departments work together to create and optimize content. Forming a broader SEO team, these people use some of their spare time to create new material and optimize existing pages. Because most team members are busy with their main work, they would meet once every week or two and commit to contributing a certain amount of work for each 2-3 week period.

Typically, just about 5-10% of your colleagues will be up to creating and optimizing content. The ideal candidates for your SEO team are usually young professionals willing to take on additional responsibility, learn using new tools, and get a [BrightEdge SEO Certification](#). To make the culture of content even stronger, work closely with recruiting and training teams to get more potential contributors on board.



To make the culture of content as efficient as possible, you will need to use the platform and build specialized dashboards showing the team’s progress. It is also essential to get each of the contributors BrightEdge certified. Using the platform, team members will be able to easily track the outcomes of their work using Page Reporting or StoryBuilder. By adding the pages they work on to a special group, they will be able to see how much revenue their efforts generated.

A culture of content can dramatically improve the understanding of SEO in your company, enable you to create more valuable content, and provide a significant boost in SEO performance.



WHAT DO I DO NOW?

REGISTER FOR A DEMO

Our product experts will show you all the mentioned features in a compelling online demo. During this presentation, you will be able to see what can be done for your specific business and industry case. In each demo we offer insights about your website performance and show how effective SEO can be with the right technology.

