Use SEO to improve brand reach & performance

Dave Lloyd – Sr. Manager, Global Search Marketing at Adobe

Session Highlights

Explore the ins and outs of search engine optimization and the various factors that must be taken into account to raise your brand's profile in a Google search

Learn what kind of content Google's elusive search algorithm favors and how to find and properly use the right keywords

You will learn how to:

- Analyze your site and determine whether it is optimized for search

- Use keywords, links and meta tags effectively without harming your page ranking

- Determine the difference between on-page and off-page factors and their impact on SEO

- Understand Google's latest SEO ranking factors

- Recognize what kind of content Google's search algorithm favors now

- How to perform an SEO audit on your organization's website

- Differentiate between different types of searches – navigational, informational, transactional

Adobe.com – from an SEO perspective

#6 most linked-to web domain

Rank	Root Domain	Linking Root Domains
1	Facebook.com	9,616,487
2	Twitter.com	6,454,936
3	Google.com	5,868,081
4	Youtube.com	5,442,206
5	Wordpress.org	4,051,288
6	Adobe.com	3,498,190

site:adobe.com

Web   Images   News   Shoppi

About 6,240,000 results (0.14 seconds)
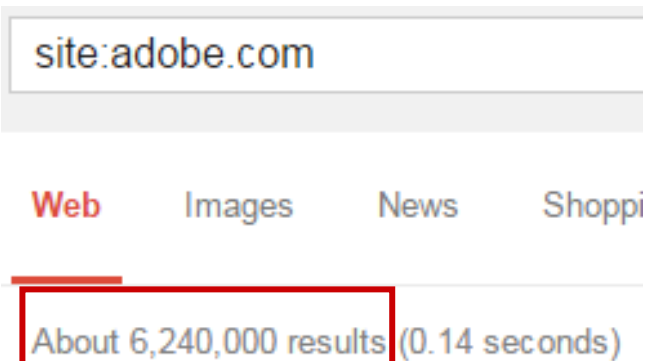
Ownership of adobe.com, Support, TV, and Blog subdomains Work closely with Paid & Site Search teams
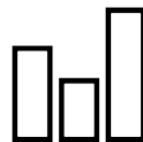
Monitor 30,000 SEO keywords, 40 countries & languages, 250 subdomains or regional sites, & 210 competitors (using BrightEdge & Adobe Analytics)

Up to 60% of traffic from SEO

+15% YoY Visitor & Conversion

Deliver results by focusing on customers & collaboration

Comprehensive

Deliver best practices

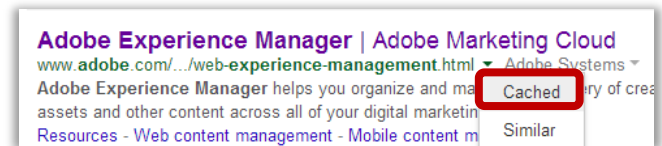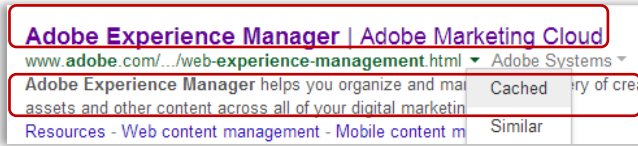## Strategic

Map your content strategy to customer needs

Integrated

Collaborate & create an SEO Center of Excellence

http://blogs.adobe.com/digitalmarketing/author/dave-lloyd/

Comprehensive

Deliver best practices

How Search Engines interpret a web page

Adobe Experience Manager | Adobe Marketing Cloud
www.**adobe**.com/.../**web-experience-management**.html ▾ Adobe Systems ▾
Adobe Experience Manager helps you organize and ma   Cached   ry of crea
assets and other content across all of your digital marketin
Resources - Web content management - Mobile content m   Similar

Adobe Experience Manager | Adobe Marketing Cloud
www.**adobe**.com/.../**web-experience-management**.html ▾ Adobe Systems ▾
Adobe Experience Manager helps you organize and ma   Cached   ry of crea
assets and other content across all of your digital marketin
Resources - Web content management - Mobile content m   Similar

Text-only version

```
<title>Adobe Experience Manager | Adobe Marketing Cloud</title>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />

<meta http-equiv="Content-Language" content="en" />

        <meta name="robots" content="noodp" />
        <meta name="keywords" content="" />
        <meta name="description" content="Adobe Experience Manager helps you
organize and manage the delivery of creative assets and other content across
all of your digital marketing channels." />
```
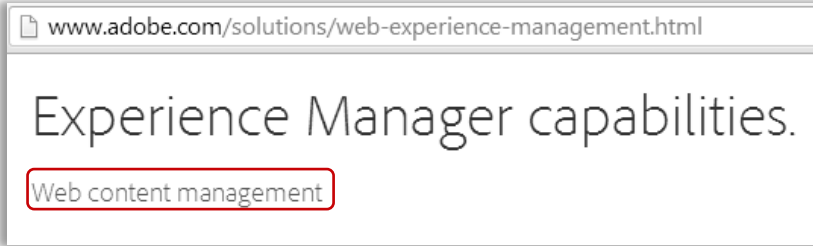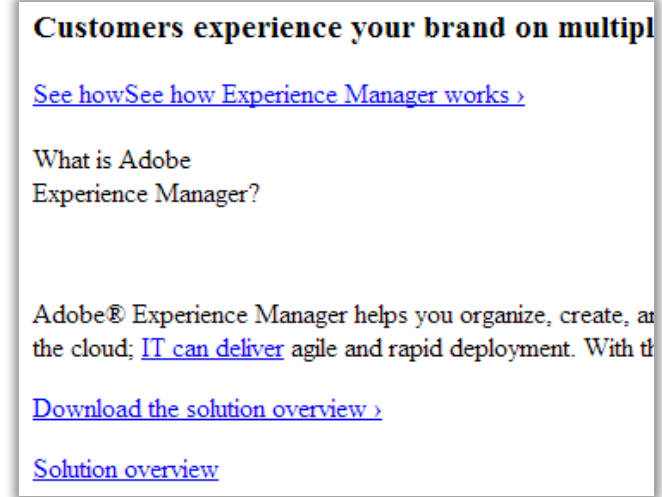
Title tag

Meta Description

Customers experience your brand on multipl

See howSee how Experience Manager works ›

What is Adobe
Experience Manager?

Adobe® Experience Manager helps you organize, create, an
the cloud; IT can deliver agile and rapid deployment. With th

Download the solution overview ›

Solution overview

www.adobe.com/solutions/web-experience-management.html

Experience Manager capabilities.

Web content management

Relevant internal links

Search engines crawl only text and links

The difference between on-page and off-page factors

The SEO mix

Content & Localization	**RELEVANCE** **Ranking impact: 30-50%**	Issues: keyword-rich copy, URL structure, static vs. dynamic content, schema.org, Flash & AJAX Impact: brand presence, ranking, clickthrough rate (CTR), conversion
Linking & Social	**IMPORTANCE** **Ranking impact: 30-50%**	Issues: isolated pages, poor navigation Impact: ranking, clickable links, crawlability, social correlation
Site Architecture & Technical	**TRUST** **Ranking impact: 25%**	Issues: robots.txt, sitemaps, redirects, parameters, page load, 404 Errors Impact: crawl efficiency & accuracy, page inclusion

# Focus & Ruthless Prioritization (Effort vs. Impact)

SEO Algorithm

Site Architecture & Technical, 20%
Localization 5%
Linking (Ext & Int), 40%
Social, 10%
Content Optimization, 25%

http://www.seomoz.org/article/search-ranking-factors

Team Priorities

Reporting, 15%
Content Optimization, 30%
Site Architecture & Technical, 20%
Localization, 5%
Social, 15%
Linking, 15%
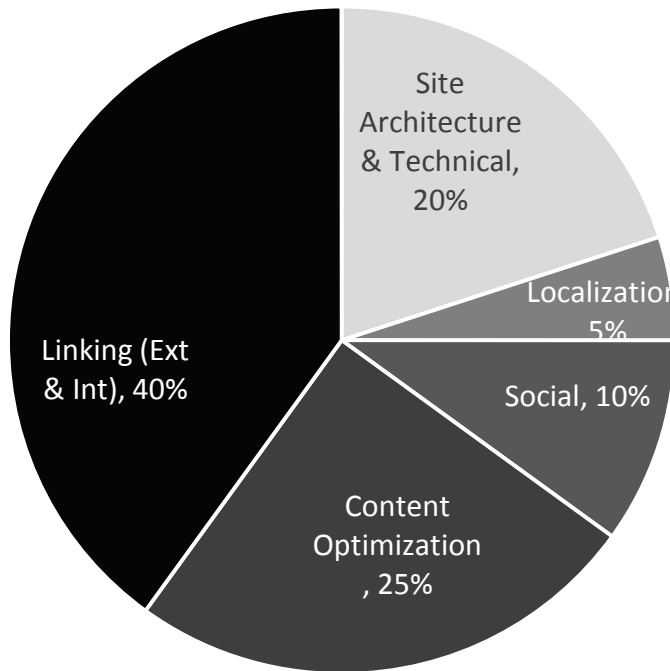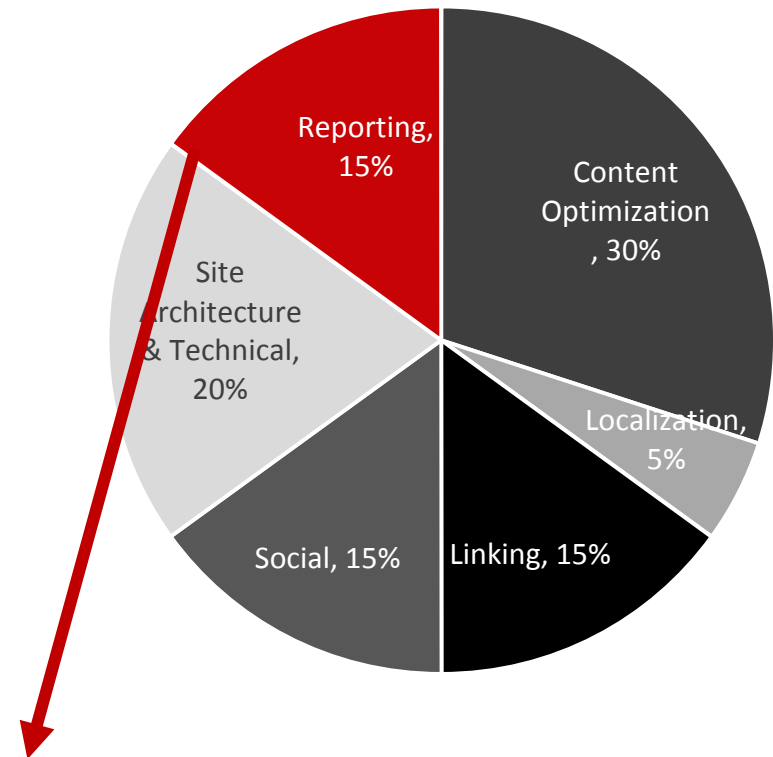
Agree on KPIs between PR & SEO teams

Understand Google's latest SEO ranking factors

From SearchMetrics
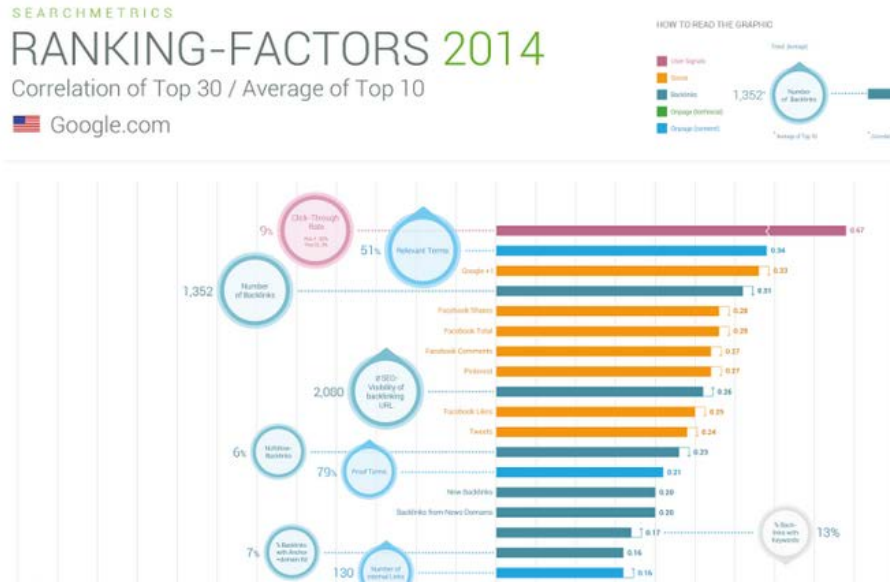
From Moz
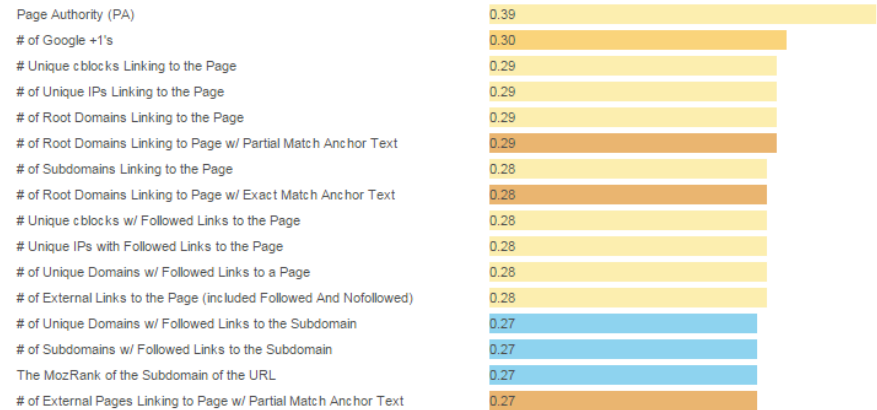
Latest updates to Google's search algorithm

Mobile Friendly

Sites not staying current with mobile recommendations will be penalized
https://developers.google.com/webmasters/mobile-sites/get-started

Panda

News release sites must have utility and interest to journalists & bloggers

Hummingbird

Results regularly include synonyms of exact keyword searched – geared toward mobile & voice queries

Quick Answers

For common brand-oriented queries, Google selectively pulls step-by-step text to top of search results

Events Data Highlighter

Present events more attractively in search results using structured data
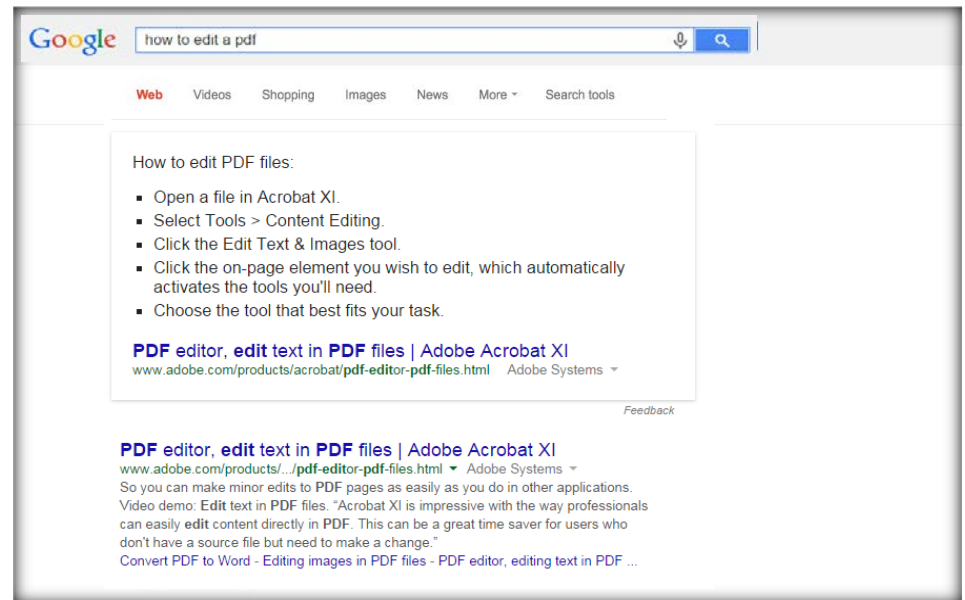
Tools to perform an SEO audit

Woorank (website analysis)

Ahrefs (link analysis)

UberSuggest (keyword expansion)

GTMetrix (website speed)

BrightEdge, SearchMetrics, Conductor
(keyword evaluation & SEO dashboard)

Google & Bing Webmaster Tools
(full site analysis & keyword visibility)

Summary

Page Speed Grade: (88%)↑	B	YSlow Grade: (67%)↓	D	Page load time: 3.42s Total page size: 2.07MB Total number of requests: 56

Breakdown

Page Speed	YSlow	Timeline	History
RECOMMENDATION		GRADE	TYPE	PRIORITY

Meta description

Duplicate meta descriptions

Long meta descriptions

Short meta descriptions

Title tag

Missing title tags

Duplicate title tags

Long title tags

Short title tags

Non-informative title tags

Strategic

Map your content strategy
to customer needs

Content optimization strategy

1. Identify keywords
2. Organize content by message
3. Optimize content
4. Create content
5. Link to content
6. Test strategies
7. Measure

Execute on a Project Plan

Category	% Complete	SEO ratio	Components
Domain Health / Site Architecture	50%	25%	Domain value, site architecture, PLS, XML Sitemaps, indexing, 404 issues
Content Optimization	50%	15%	Content Quality, Keywords in Title, Headers & Content, non-brand keywords in body copy
Localization	20%	5%	Global keyword research, optimization, & QA
Other Digital Assets	10%	NA	PDFs, Images, Videos
Internal Linking	20%	10%	Anchor text links from Adobe.com, Blogs, AdobeTV
Social Media	0%	15%	Blogs optimization/linking, PR optimization, Facebook, Twitter, YouTube optimization
External Linking	0%	30%	Content syndication, Social outreach, links from 3rd party sites
Reporting	0%	NA	Analytics & SEO Dashboards

1. Identify Keywords

Search Demand

How many search?

Issues: Quantity of searchers, balance with product & web needs

Keywords		Avg. monthly searches [?]
web experience management, customer rela...	⋏	53,370
cms software, cms for designers, web cms, ...	⋏	27,460
content management, content management ...	⋏	12,970
client relationship management, client mana...	⋏	7,440
enterprise content management, enterprise ...	⋏	7,230
customer experience management, custom...	⋏	6,220

Search Intent

What is their task or goal?

Issues: Relevant brand & non-brand queries, competitors, customer journey

Relevant Content

What can we say about it?

Issue: Delivering optimal content & conversions

web experience management

Web   News   Images   Videos   Shopping   More ▾   S

About 477,000,000 results (0.42 seconds)

Adobe Experience Manager | Adobe Marketing Cloud
www.adobe.com/.../web-experience-management.html ▾ Adobe Systems ▾
Adobe Experience Manager helps you organize and manage the delivery of creative assets and other content across all of your ... Web Experience Management.
Resources - Web content management - Mobile content management

Deliver content based on the customer's intent

Intent-driven content improves your brand's digital shelf space, conversions, & customer retention

Paid Search alignment

Consideration intent (Adobe.com)

Learning intent (Adobe TV)

Support intent (Help section)

2. Organize content by message (unified messaging doc)

Reinforcement Message Detail

With Adobe Acrobat XI You Can...	Supporting Features	Top Search Keywords*	
Product Needed: Acrobat Standard or Pro			
Easily cut and paste selected parts of a PDF file or right-click to export them to Office formats	**Category:** Export from PDF files ▸ Copy with formatting	**Target Terms:**	
		pdf to word	368,000
Convert PDF files into editable Word or Excel files and retain paragraph formatting, tables, and page layouts	**Category:** Export from PDF files ▸ PDF to Word ▸ PDF to Excel	pdf to word converter	246,000
		convert pdf to word	201,000
		pdf to doc	60,500
		pdf to excel	49,500
Turn scanned paper documents into editable Word file	**Category:** Convert files to PDF ▸ Scan to PDF **Category:** Export from PDF files ▸ PDF to Word	pdf to excel converter	33,100
		convert pdf to excel	27,100
		pdf to ppt	12,100
		pdf to html	12,100
		pdf to xls	6,600
Convert PDF files into fully-editable PowerPoint files and update bulleted text, tables, objects, and master layouts with ease	**Category:** Export from PDF files ▸ PDF to PowerPoint	convert from pdf to word	6,600
		pdf to powerpoint	5,400
Turn PDF files into single or multipage HTML files, complete with editable style elements for quick reformatting	**Category:** Export from PDF files ▸ PDF to HTML	convert pdf to powerpoint	5,400
		pdf to powerpoint converter	3,600
		pdf to html converter	2,900

Target keywords	Demand	Target URL
pdf to word	301,000	http://www.adobe.com/products/acrobatpro/pdf-to-word-excel-converter.html
pdf converter	301,000	http://www.adobe.com/products/acrobatpro/convert-to-create-pdf-converter.html
pdf to word converter	246,000	http://www.adobe.com/products/acrobatpro/pdf-to-word-excel-converter.html
convert pdf to word	165,000	http://www.adobe.com/products/acrobatpro/pdf-to-word-excel-converter.html
pdf editor	135,000	http://www.adobe.com/products/acrobatpro/edit-pdf-files.html
word to pdf	110,000	http://www.adobe.com/products/acrobatpro/convert-word-excel-to-pdf.html
convert word to pdf	60,500	http://www.adobe.com/products/acrobatpro/convert-word-excel-to-pdf.html
pdf to doc	60,500	http://www.adobe.com/products/acrobatpro/pdf-to-word-excel-converter.html
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pdf to excel	49,500	http://www.adobe.com/products/acrobatpro/pdf-to-word-excel-converter.html
print to pdf	40,500	http://www.adobe.com/products/acrobatpro/print-to-pdf.html
convert to pdf	33,100	http://www.adobe.com/products/acrobatpro/convert-to-create-pdf-converter.html
edit pdf	33,100	http://www.adobe.com/products/acrobatpro/edit-pdf-files.html
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ePortfolio	33,100	http://www.adobe.com/products/acrobatpro/online-eportfolios-multimedia-presen'
pdf to excel converter	33,100	http://www.adobe.com/products/acrobatpro/pdf-to-word-excel-converter.html
html to pdf	27,100	http://www.adobe.com/products/acrobatpro/convert-html-to-pdf.html
create pdf	18,100	http://www.adobe.com/products/acrobatpro/convert-to-create-pdf-converter.html
scan to pdf	18,100	http://www.adobe.com/products/acrobatpro/scanning-ocr-to-pdf.html

Integrated

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3. Optimize content

	Header		New URL	Target words	Demand			Title		Meta Description
Shorthand name	H1 on-page title	Previous URL	New URL	Target Keywords	Keyword demand	SEO loc work?	New content or URL?	Meta title/browser tab title	Char <65	Meta Description
Adobe PDF history		http://www.adobe.com/products/acrobat/adobepdf.html	http://www.adobe.com/products/acrobat/adobepdf.html	PDF file PDF files What is PDF Portable document format	33,100 14,800 6,600 1,600	Yes	NEW content, same URL	Portable Document Format | Adobe Acrobat XI	60	and perfected over 20 years, Portable Document Format (PDF) is an open standard for electronic document exchange.
Pro trial page	Download a free trial of Acrobat XI Pro	https://www.adobe.com/cfusion/tdrc/index.cfm?product=acrobat_pro&loc=en	https://www.adobe.com/cfusion/tdrc/index.cfm?product=acrobat_pro&loc=en	PDF creator download PDF converter download Acrobat download Download Acrobat Adobe Acrobat free	40,500 14,800 12,100 9,900 6,600	Yes, but this is a non-CMS page	NEW content, same URL	PDF creator, converter free download | Adobe Acrobat XI	55	Download a free trial of Acrobat XI Pro software from Adobe, the most trusted name in PDF. Hassle-free solutions for creating, recycling, and signing PDFs.
Pro home	Acrobat XI Pro	http://www.adobe.com/products/acrobatpro.html	http://www.adobe.com/products/acrobatpro.html	Adobe Acrobat Pro Adobe Acrobat Professional Acrobat Pro	40,500 40,500 22,200	Yes	NEW content, same URL	PDF converter, PDF editor, convert to PDF | Adobe Acrobat XI Pro (65) [NOTE: We are retaining PDF editor in meta title to ensure no loss of ranking for our PDF editor FD page]	176	Make your job easier every day with the trusted PDF converter from Adobe. Acrobat XI Pro is the complete PDF document and form solution.
Pro features	Acrobat XI Pro | Features	http://www.adobe.com/products/acrobatpro/features.html	http://www.adobe.com/products/acrobatpro/features.html	Focus on branded terms, plus: PDF doc PDF documents	4,400 1,600	Yes	NEW content, same URL	Features, PDF documents | Adobe Acrobat XI Pro	46	Learn about Adobe Acrobat XI Pro. Go beyond Acrobat Standard. Key features include PDF to PowerPoint conversion, PDF and web form creation, and automated actions.
Pro tech specs	Acrobat XI Pro | Tech specs	http://www.adobe.com/products/acrobatpro/tech-	http://www.adobe.com/products/acrobatpro/tech-	Not a targeted page - reiterate branded terms			NEW content, same URL	Tech specs | Adobe Acrobat XI Pro	34	Learn about system requirements and language

4. Create content – each page supports a unique theme

Title tag

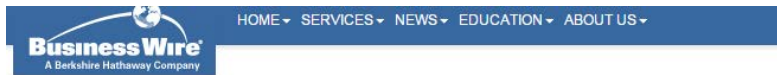Meta Description (visible in Search results)

URL

Headers (H1)

Images/multimedia tags

Keywords in body copy

Link text

5. Link to content - to improve visibility & rank (indirectly)

"I wouldn't expect links from press release web sites to benefit your rankings." – Google's Matt Cutts (2012)

https://productforums.google.com/forum/#!topic/webmasters/O178PwARnZw/discussion

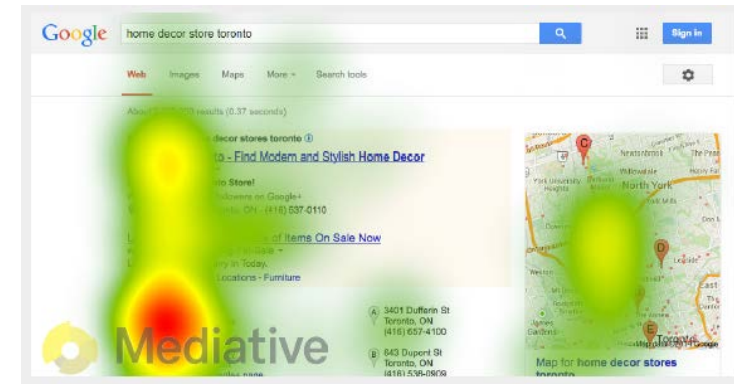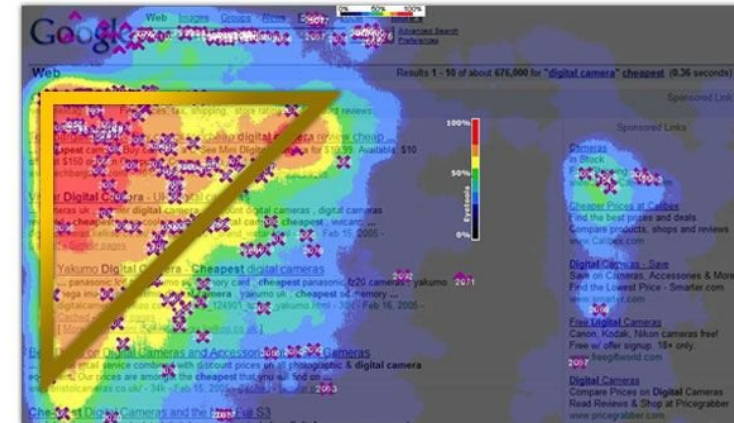# 6. Test: Brand messaging at front of Meta Descriptions

Challenge

- Identify impact of branded keywords in the beginning of Meta Description tags

Hypothesis

- Branded messaging to the left of search results will increase CTR and SEO visits

http://pages.mediative.com/SERP-Research

Implementation

- Change Meta Description between test and original

Original meta desc: *Electronic signature software online…*

New meta desc:

Electronic Signature Software, Digital Signatures | Adobe ...
https://www.echosign.adobe.com/ ▾ Adobe Systems ▾
Adobe EchoSign offers trusted **electronic signature** software online. Send, e-sign, track, and file documents and contracts securely. Easiest signing experience in ...
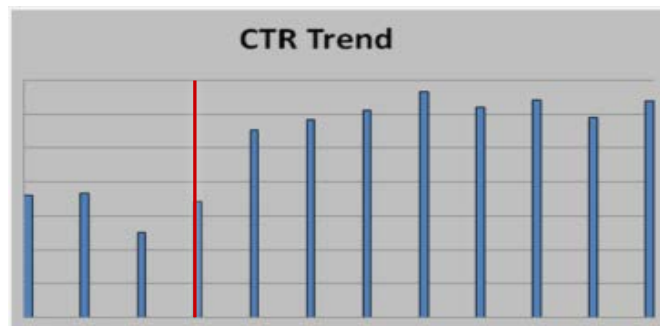
Data

- Leveraged CTR (GWT), visits (Analytics) for test & control pages

Impact

- Significant increase in CTR and visits

CTR Trend

@davelloyd1

Industry research on SEO & PR integration

http://www.huffingtonpost.com/jonathan-long/4-reasons-why-you-should-_1_b_6068450.html

- Created shared content syndication & distribution strategies
- Pull PR, Social, and SEO teams together to strategize on your biggest projects

http://moz.com/blog/the-coming-integration-of-pr-and-seo

- Set shared goals & KPIs
- Work on unified messaging documents based on research

http://www.forbes.com/sites/johnrampton/2014/12/02/how-pr-and-seo-work-together/

- Connections public relations experts can benefit anyone doing SEO.
- Grow relationships with bloggers and additional social media users who have engaged already.

http://www.inc.com/jon-morris/perfect-pr-and-seo-relationship-3-tips.html

- SEO is about brand and non-brand mentions and being viewed as an authority.
- Creating quality content allows your PR department to promote your company.

http://www.shiftcomm.com/2014/03/pr-is-the-new-seo/

- PR and SEO have almost identical processes: reach out to relevant publications,
- make a timely, targeted, relevant pitch to the publisher, provide great content.

http://searchenginewatch.com/sew/how-to/2383492/press-releases-are-not-an-seo-strategy

- Press Releases alone are not an SEO strategy (see: Panda, link disavow, and nofollow tags)

Deliver results by focusing on customers & collaboration

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