



# Creating Centers of Excellence to Influence Industry Experts and Create Engaging Content

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The leading industry event by digital marketers for digital marketers

# @TravisLowSEO | VP, SEO and Organic

- Started 12 years ago in Paid Search
- Loved the days when organic keyword data was available
- San Francisco Native
- Striving to win for our clients and dominate FFB leagues

## Distinctive Experience



- 70+ world-class clients
- Millions of consumers and businesses acquired, grown and retained annually delivering billions of dollars in client revenue
- Turnkey approach to any or all components of the sales process from demand generation through conversion and retention
- 20+ years in sales operations led by a sales leadership team with over 500 years experience
- Manage \$200+M online media spend annually

## Extraordinary Expertise



- 1600+ employees supporting 51 languages and operating on 5 continents
- Proprietary technology platforms
- Revenue generation best practices
- Sophisticated omnichannel approach leveraging analytics
- Certifications: Google, Yahoo, Microsoft, Sitecore, MECLABS, PCI, HIPAA
- Advisory Councils: Yahoo, Google, SEMPO, DMA, Microsoft, AAF

## Awards and Recognition

- Sales Outsourcing Provider of the Year 2012-2014 (Stevie Awards)
- 2014 Customer Sales Service Leadership (Frost & Sullivan)
- AA-ISP 2013 Excellence in Execution
- Inc. 500 List of Fastest Growing Co. 4 years
- BtoB Magazine Top Interactive Agency 4 years
- Ad Age Top 25 U.S. Search Agency



# Main Business Challenges

A for-profit College with 50+ locations nationwide was looking to:

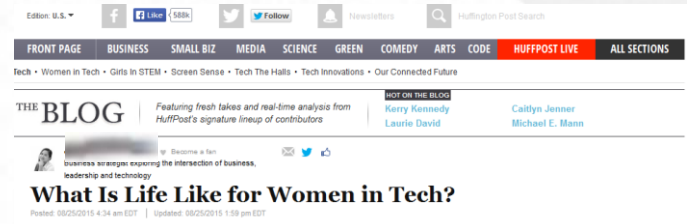
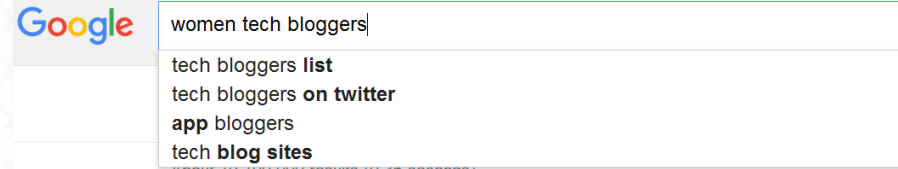
- 1) Decrease paid search spend
- 2) Generate more leads through keywords with local modifiers and dominate as much SERP real estate as possible
- 3) Find additional ways to increase organic visibility knowing that the on-page optimizations had been done fairly well (content, page titles, H1s, alt tags, etc)

# Process and Practical Solutions

- 1) Identify the right influencers and authorities
- 2) Create the right content through keyword portfolio optimization
- 3) Utilize influencers to promote the brand
- 4) Create centers of excellence on the client side

# Seeking Influencers

- 1) Use tools to find people with high Klout or a strong following and conduct keyword searches to find bloggers (“x school blog/blogger,” or go directly to social media networks and find social influencers within the particular niche)
- 2) Review the influencer’s owned and managed properties to understand what content may match with yours
- 3) Create content that will match multiple influencers
- 4) Reach out to influencers and develop partnership



# Keyword Research – Content Gap Analysis

- 1) Using DataCube, we export all terms that the client and their competitors rank for
- 2) Filtered DataCube to include keyword, blended rank, search volume, and category
- 3) Used formulas and pivot tables to uncover highly relevant and actionable long-tail phrases that gave us a better understanding of the client's audience and their probable intent


 **Data Cube**



Add New Filter

Keyword	Does not contain	Brand	
Blended Rank	Better than	5	<a href="#">Remove</a>
Search Volume	Greater than	1000	<a href="#">Remove</a>
Category	Equals	Regular Web Listing	<a href="#">Remove</a>

[+ Add another](#)



	URLs Ranking	KW Search Volume	Average of Blended Rank	Page Number
<b>"non-branded keyword"</b>	<b>5</b>	<b>2,900</b>	<b>4</b>	<b>2</b>
<a href="#">www.competitor1.com</a>	1	2,900	1	1
<a href="#">www.competitor1.com/non-branded-keyword</a>	1	2,900	11	2
<a href="#">www.competitor2.com</a>	1	2,900	4	1
<a href="#">www.competitor3.com/non-branded-keyword</a>	1	2,900	3	1
<a href="#">www.competitor4.com</a>	1	2,900	2	1

# Content Creation and Schedule

On-site content, press releases, content for city pages, and image-based optimizations were done with the goal of increasing the client's Universal Presence

These content pieces were then amplified through linking

Page	Proposed URL	Page Description	Image URLs	Alt Tags	Category	Targeted KWs	Search Volume	Date Created	Sent to Client	Live?	PR Potential?	Social Promotion
New Page #1	<a href="http://clientsite.com/example/">http://clientsite.com/example/</a>	Brief description of page.	<a href="http://clientsite.com/images/keyword.jpg">http://clientsite.com/images/keyword.jpg</a>	keyword phrase #1	Category #1	keyword #1	880	today	yes	yes	no	Twitter, Facebook
			<a href="http://clientsite.com/images/keyword-2.jpg">http://clientsite.com/images/keyword-2.jpg</a>	keyword phrase #2		keyword #2	880					
						keyword #3	720					
						keyword #4	390					
New Page #2	<a href="http://clientsite.com/example/">http://clientsite.com/example/</a>	Brief description of page.	<a href="http://clientsite.com/images/keyword.jpg">http://clientsite.com/images/keyword.jpg</a>	keyword phrase #1	Category #2	keyword #1	18,100	tomorrow	no	n/a	yes	Instagram
			<a href="http://clientsite.com/images/keyword-2.jpg">http://clientsite.com/images/keyword-2.jpg</a>	keyword phrase #2		keyword #2	590					
						keyword #3	590					
						keyword #4	260					

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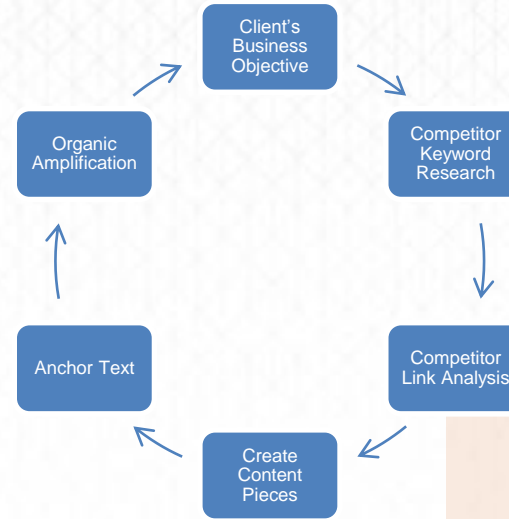
# Increase Organic Visibility Through Linking

## Approach:

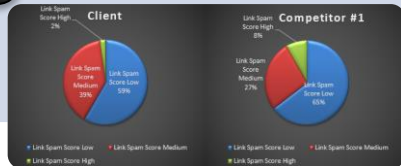
1. Link analysis
2. Target 10 new keywords uncovered from content gap analysis
3. Focus on 10 geo-specific location and articles who's concept was fueled by the content gap analysis

## Reason:

1. To acquire backlinks
2. To increase organic visibility
3. To drive new traffic to the most profitable locations



1



**BRIGHTEDGE**

2



3

Share 15

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# Use BrightEdge to Communicate Success

- To track the progress of our campaign, we first compared all of the client's locations to BrightEdge server locations in order to set up the best GEO location reporting possible
- Next, we created keyword groups based on school locations. Two types of “geo terms”
  - IP Location Geo Keyword (ie: “type of school” while located in San Francisco)
  - Keyword with Geo intent (ie: “type of school in San Francisco)



 BrightEdge Server Locations

 Client Locations

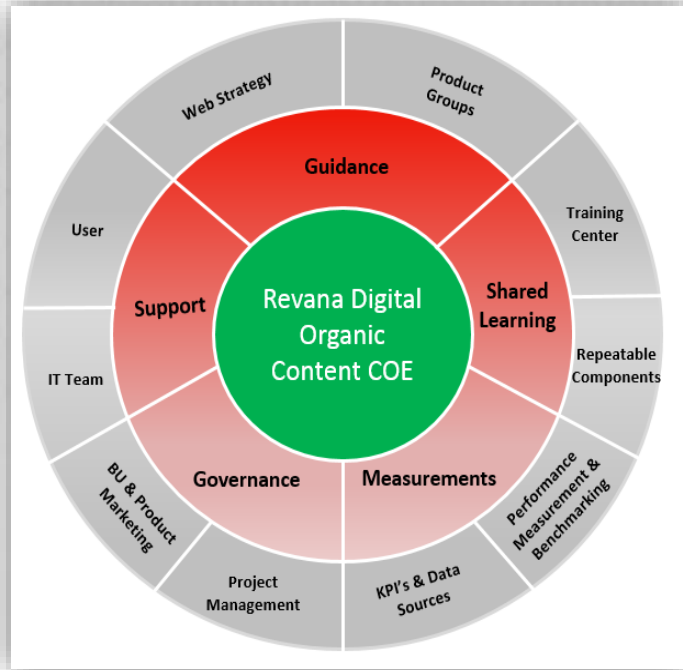
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Share



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# Centers of Excellence and Playbooks



## Benefits

Create capabilities across multiple marketing programs

Enhance the speed of delivery

Cost reduction through shared resources, infrastructures, and tools

Enhance search visibility through continuous training, deployment, and development

Centralize reporting suites

Create best practice playbooks across the organization

Strengthens the ability to project estimated resources

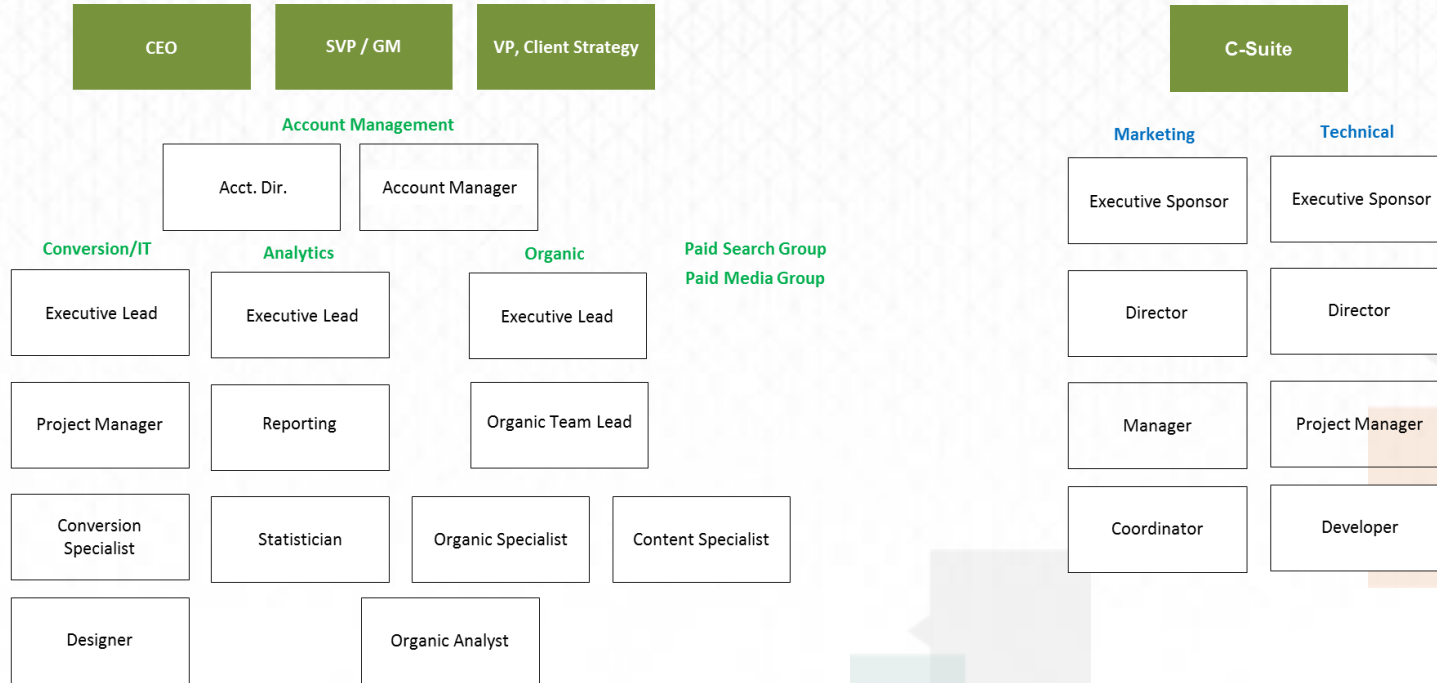


Share

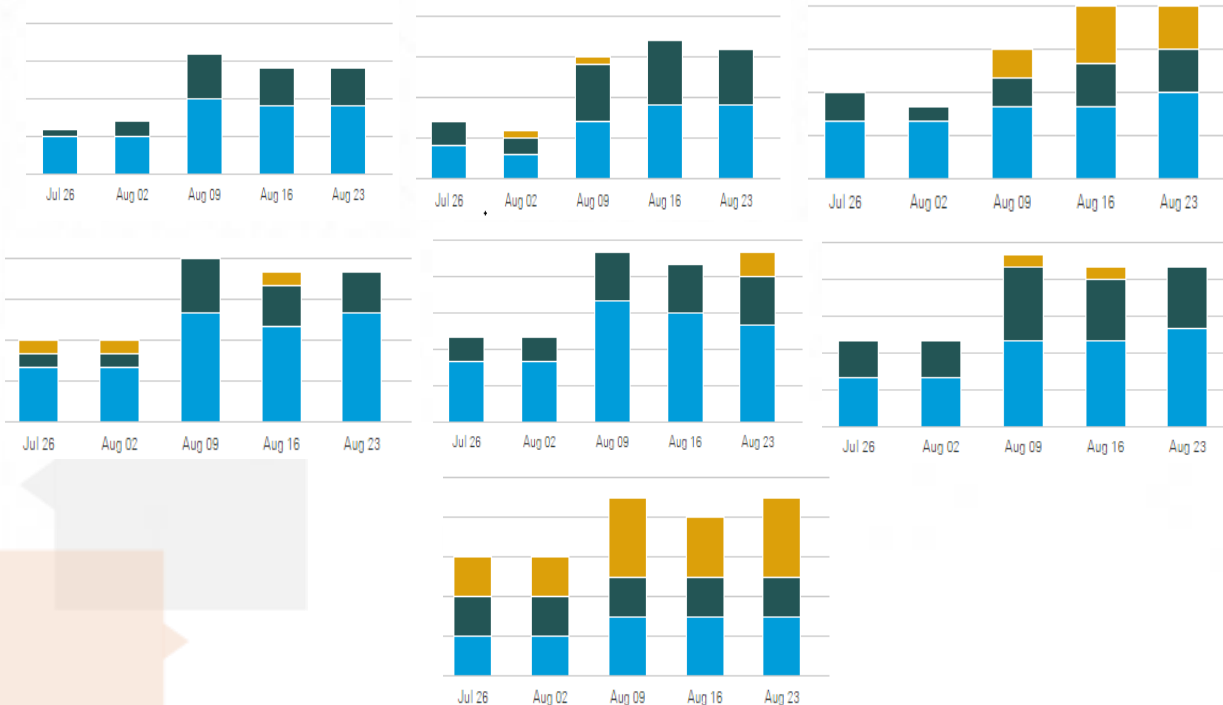


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# Human Capital- Agency and Client Mapping



# Keyword Ranking Increases by Location



## Universal Listings

Before: 21 Keywords  
After: 41 Keywords

## Page 1 Rankings

Before: 40 Keywords  
After: 75 Keywords

## Page 2 Rankings

Before: 07 Keywords  
After: 17 Keywords

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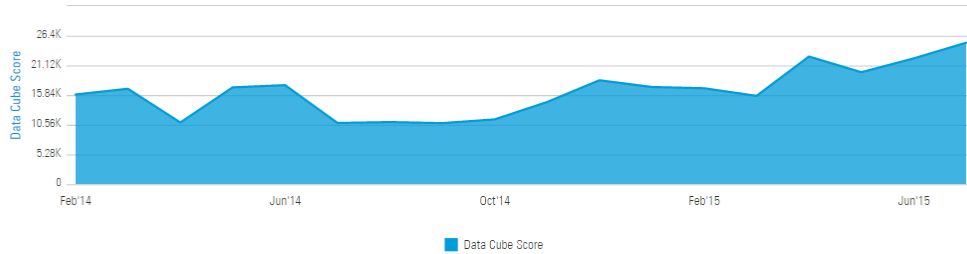
Share



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# What Success Looks Like

Content Performance



25,143 ↑12%  
Data Cube Score - Search Vol x CTR

4,117 ↑3%  
Total Organic Keywords

873 ↑6%  
Ranked on Page 1

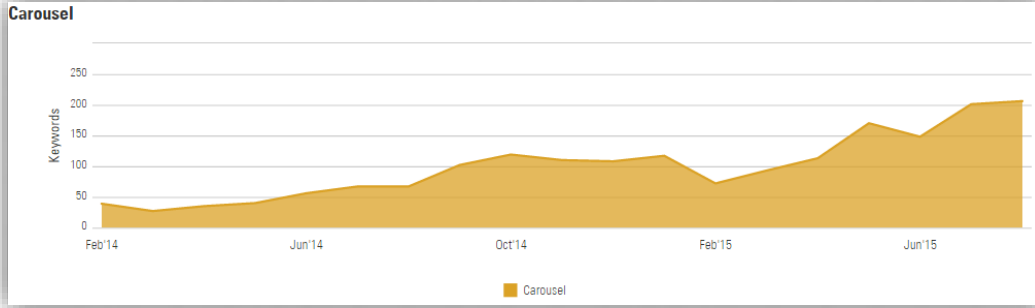
Location	26-Jul-15	2-Aug-15	9-Aug-15	16-Aug-15	23-Aug-15	% Increase
Keyword Group 1	8	8	10	10	12	50%
Keyword Group 2	8	6	12	18	18	125%
Keyword Group 3	10	10	20	18	18	80%
Keyword Group 4	8	8	14	14	16	100%
Keyword Group 5	10	10	20	18	16	60%
Keyword Group 6	8	8	18	12	14	75%
Keyword Group 7	4	4	6	6	6	50%
Keyword Group 8	10	10	18	16	16	60%
Keyword Group 9	8	8	16	14	16	100%
Keyword Group 10	8	10	20	16	18	125%
Total	82	82	154	142	150	83%

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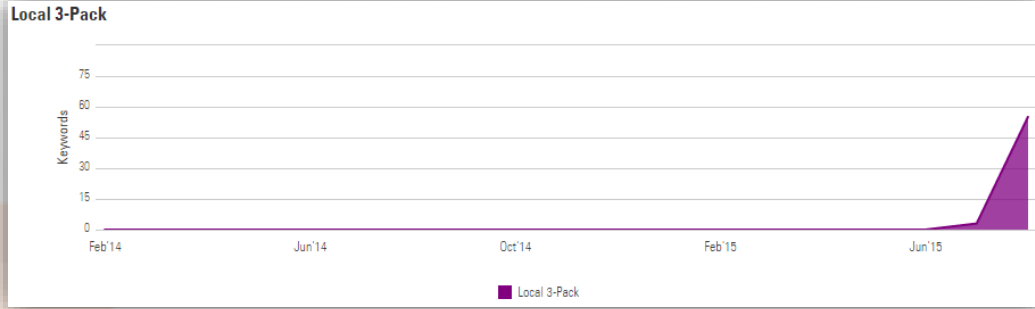
Share



# What Success Looks Like (part deux)



206 ↑2%  
 Carousel



55 ↑1,733%  
 Local 3-Pack

Blended Rank	Blended Rank Change
1	100 ▲
1	100 ▲
1	100 ▲
1	100 ▲
1	100 ▲
1	100 ▲
1	100 ▲
1	100 ▲
1	100 ▲
2	99 ▲
2	99 ▲

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# Outcomes from Business Challenges

A For-Profit College with 50+ locations nationwide was looking to :

- 1) decrease paid search spend – **Client saved about 46k/ month in Paid Search**
- 2) generate more leads through keywords with local modifiers and dominate as much SERP real estate as possible – **Organic Leads are up by about 11% (organic leads have a higher propensity to convert to sale)**
- 3) find additional ways to increase organic visibility knowing that the on-page optimizations had been done fairly well (content, page titles, H1s, alt tags, etc.) – **First page keywords have increased by 22%**

# Practical Takeaways

- 1) Create content that your targeted influencers will appreciate and utilize
- 2) Use Datacube to conduct a comprehensive competitor content gap analysis
- 3) Creating centers of excellence and SEO playbooks will allow repeatable processes that encourage scale across your organization



# Any Questions? Find Our Booth!

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