



Share 15 powered by BRIGHTEDGE

A social sharing widget with a 'Share' button, a counter showing '15', and several small profile picture icons. Below the icons, it says 'powered by BRIGHTEDGE'.

Consumer Content Search Optimization

Michael DeHaven

Head of SEO, Bazaarvoice

@stormseo

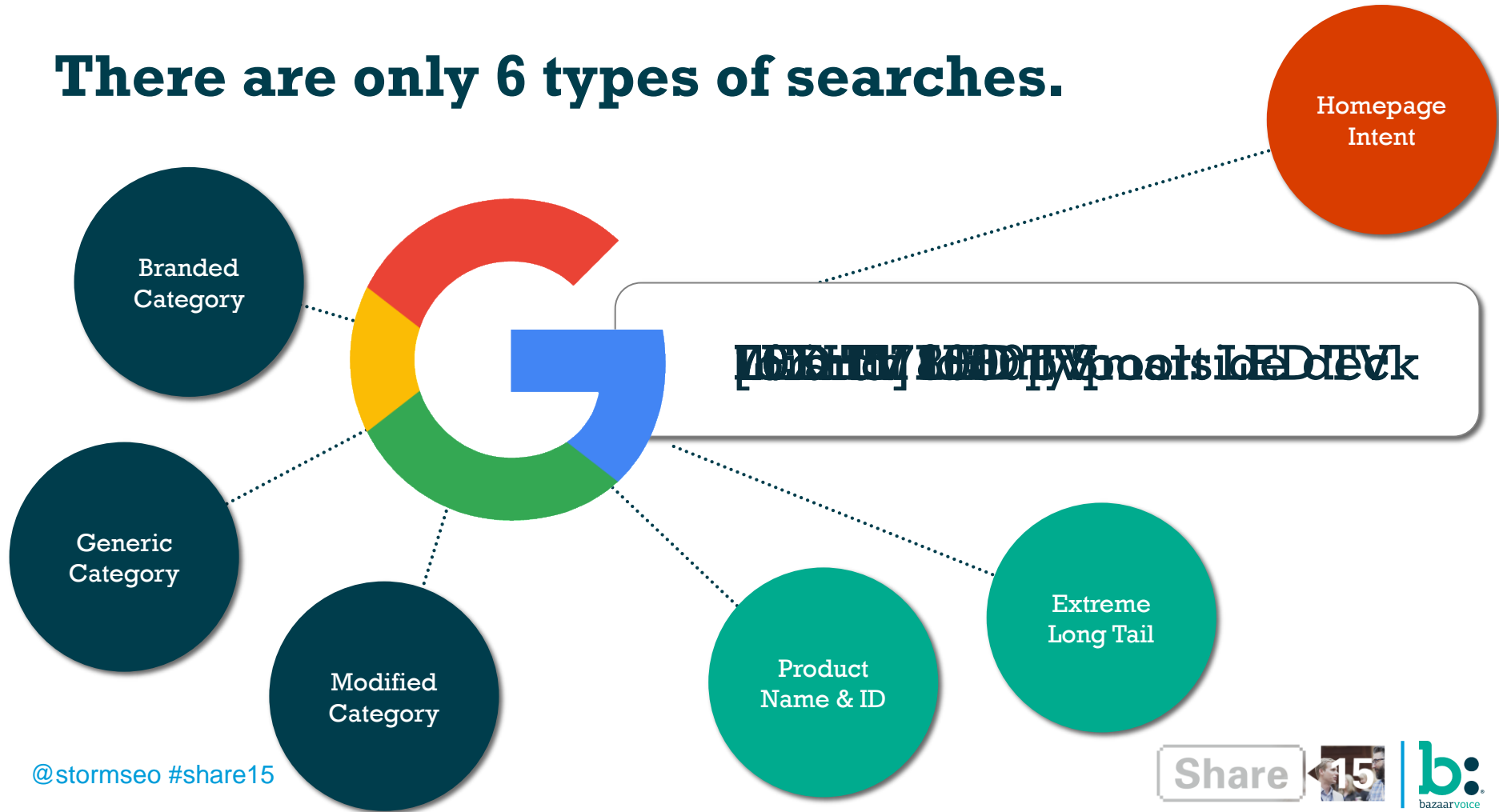
The leading industry event by digital marketers for digital marketers



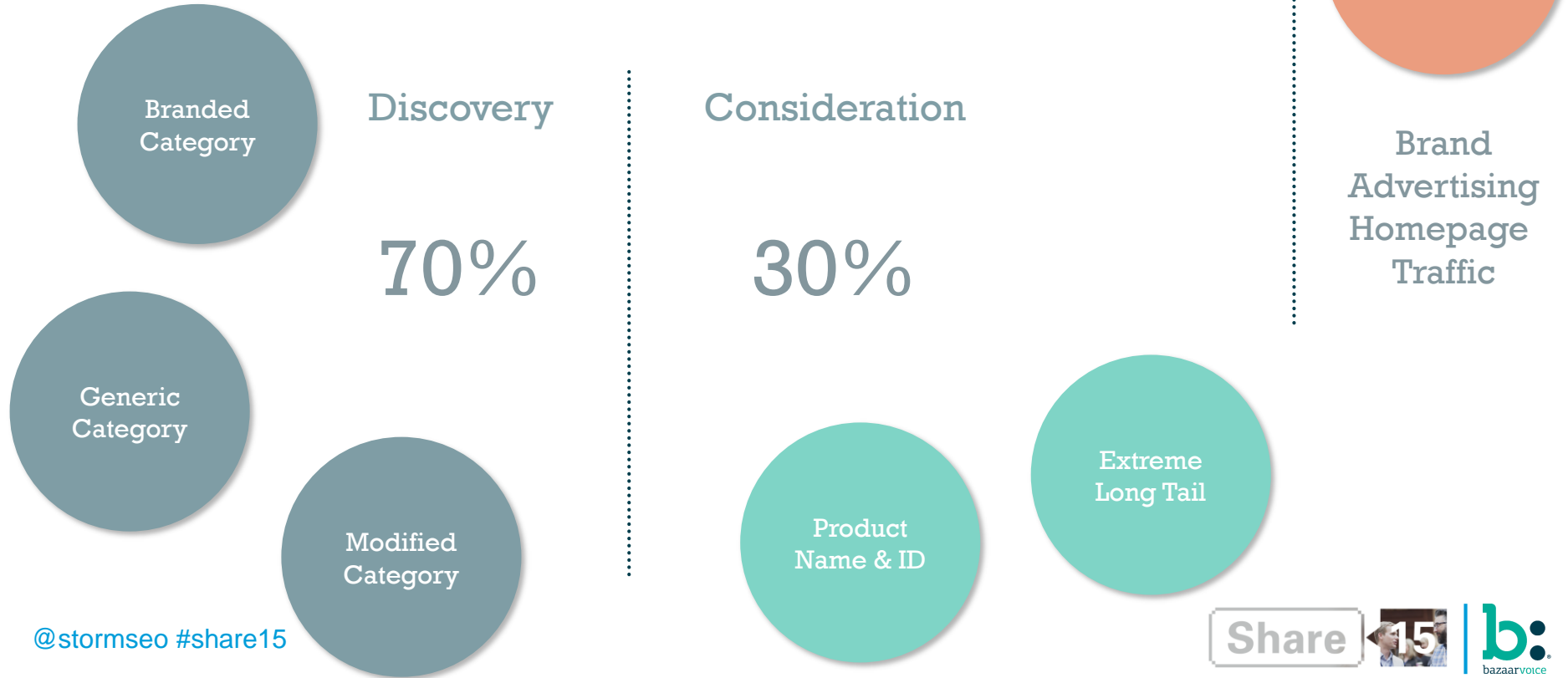
How do we search?



There are only 6 types of searches.



There are only 6 types of searches.

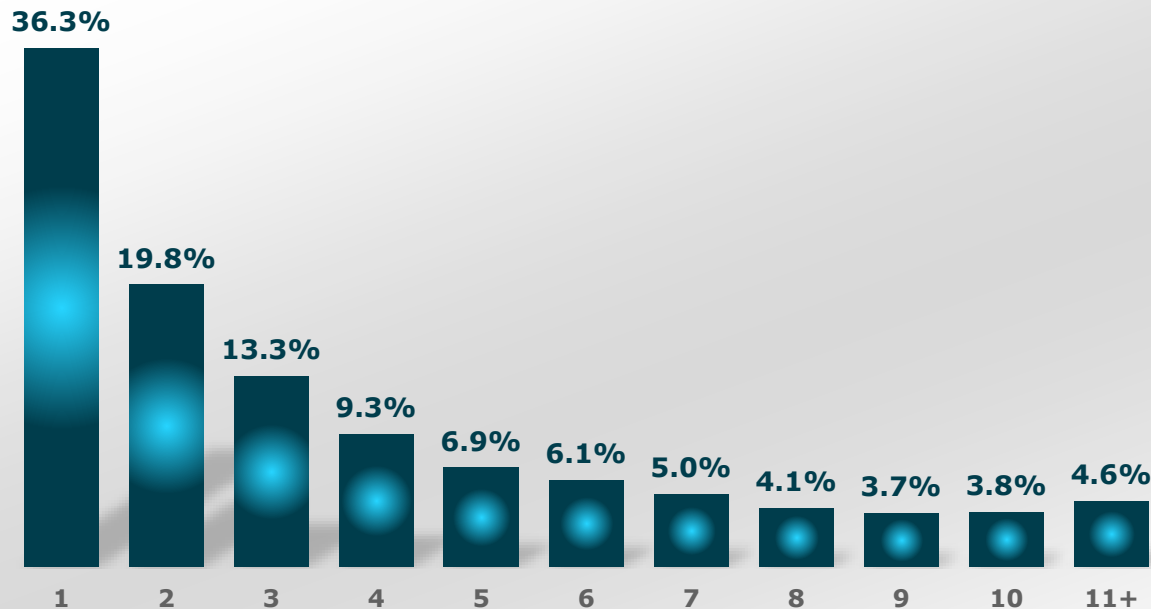


@stormseo #share15



Where do we click?

Search position still matters.

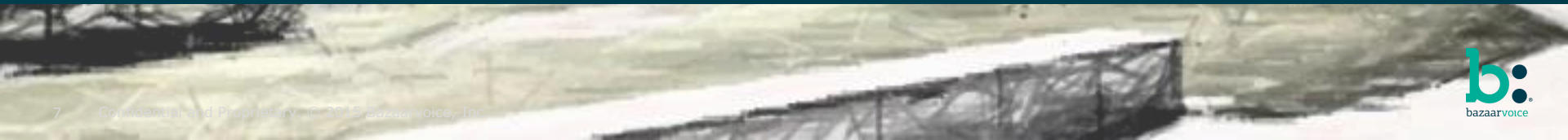


Increase traffic by 4x to 9x by moving target keywords into the top 3.

Source: Consolidated cross-client Google Search Console data, July 2015



How does Google invest?





Did you mean?



Synonyms



Autocomplete



Registered google.com



Images



Adwords



Products



News



Local

Five investment themes:

26 • Content and JavaScript Indexing

Schem Markup and Rich Snippets

Page Reputation + Penguin

— Hummingbird Expansion Page Layout

Caffeine Freshness

97

98

99

00

01

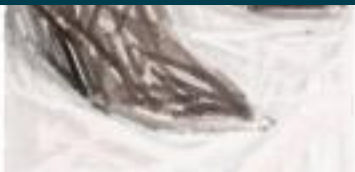
02

03

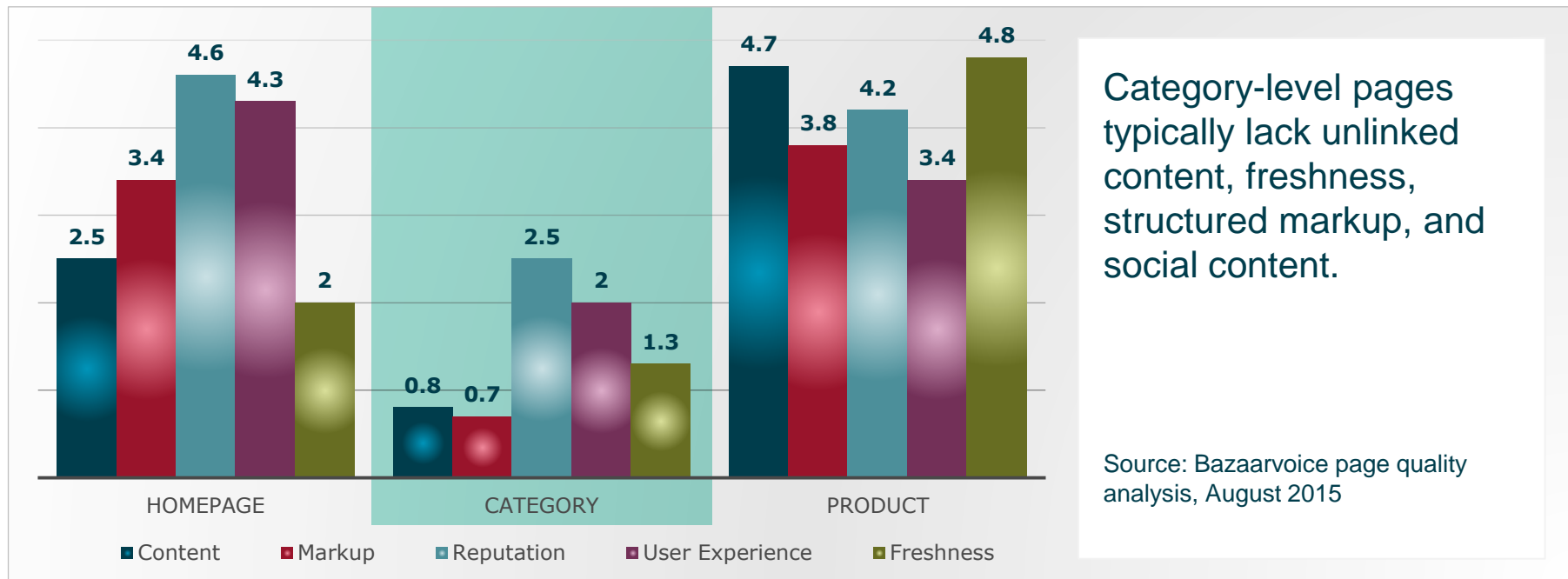
04



Where is the greatest SEO opportunity?



Score your site based on these themes.



Prioritize investments based on the themes.

	Cont.	Mark	Repu.	UX	Fres.	Total
Project A	Y	Y	Y	Y	Y	5
Project C	Y		Y		Y	3
Project B		Y		Y		2
Project D	Y	Y				2
Project E			Y		Y	2


Stack rank your SEO project backlog using these themes. Do the projects first that map to the greatest number of Google investment themes.



Do reviews belong on category pages?

Highlight products loved by the community.

Average rating for Flat Irons ★★★★★
(4.5 / 5) 7,366 Reviews



★★★★★
109 Reviews
ghd platinum™ styler

★★★★★
1,769 Reviews
ghd Gold Professional 2"

★★★★★
277 Reviews
ghd Gold Professional 1/2"

★★★★★
2,286 Reviews
ghd Gold Professional 1"

★★★★★ **KERRA**
FIVE STARS ALL OVER
THE best flatening iron I have ever had. I really recommend it. It's smooth and easy to use. You can really feel the difference between a bit more expensive product compared to a cheaper one. Once you use this product you'll understand why it costs a bit more. It's worth the money to have a product that saves your hair from too much damage and keeps your hair looking good all day. It is everything it promises to be.

★★★★★ **COSMOGURL777**
THIS PRODUCT IS PERFECT FOR THE SALON
As a stylist in a salon, I find it difficult to find products that not only get the job done, but get the job done and do it right. I love my ghd Gold Professional 1" flat iron because it does a great job. It's easy to use and really simple, but the shape of the plates and the iron are perfect for any style. I would recommend this product to everyone! Not just professional stylists, but to anyone who wants to style their hair effectively and easily.

READ MORE ABOUT THIS PRODUCT >

Highlight well-loved products.**

Display relevant reviews.**

Include proper schema.org markup.

Optionally include page-level aggregate rating schema.org markup.

** Bazaarvoice innovation, patent-pending UX.

Intelligently select content – Spotlights.

Average rating for Living Room Furniture ★★★★★ (4.6 / 5) 8,431 Reviews



DAVIS LOVESEAT

★★★★★ 3 Reviews



MAGNUS RECLINING SOFA

★★★★★ 6 Reviews



LARIMER CONSOLE TABLE

★★★★★ 3 Reviews



★★★★★ mynickname

Davis Sofa and Love Seat are Exquisite

We had been shopping all over for a sofa and loveseat that had that "Wow" factor. We finally found it at Living Spaces. The design of these pieces is very classy and the leather is very thick and durable feeling. It is also an extremely comfortable piece of furniture for sitting or lying down and watching a movie or taking a nap. I can't speak to the quality of other pieces at Living Spaces, but, these Davis pieces are built by Flexsteel, a well known and trusted furniture maker for many years.

★★★★★ naveed

davis leather sofa

this is the best investment v have made when it comes to buying a sofa and love seats.the first time we saw we fell in love with it ,however the price was a little high for our budget so we started seeing other sofas.after two months of searching we went back to living spaces and saw the same sofa again and looked really nice.fortunately the manager was able to give us a price break considering our interest and enthusiasm for this sofa.it was delivered the same day and ever since we are... [read more](#)

[Read more about this product](#)

★★★★★ CouchPotato1

Ahhhhh.....

With a really small house finding a comfortable loveseat that could fit into our tiny space and stand up to constant use by two grownups and a dog was a challenge. I shopped a long time on line and finally decided to check what Living Spaces had on hand. I am happy to say they had tons to choose from, and really helpful, patient sales people to point me in the right direction. We sat on furniture all around the store, and when we got to this one, it was like the butler had just brought us our... [read more](#)

Select relevant review content.**

Hunt for target keywords.**

Randomize to ensure freshness.**

Update content selection algorithms based on industry-wide analysis.

** Bazaarvoice innovation, patent-pending algorithms.



What's the impact?





25% increase in traffic to pages where Spotlights was deployed.

This data was seasonally adjusted and relative to a control group of similar pages.



24% decrease in traffic to pages when Spotlights was removed.

This data was relative to a control group of similar pages.



Significant increases in traffic from untargeted keywords.

Source: Google Search Console data representing an add then remove experiment.

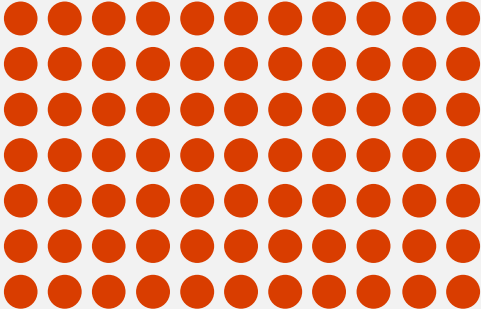


Does this method work everywhere?



Optimize with the refinement period.

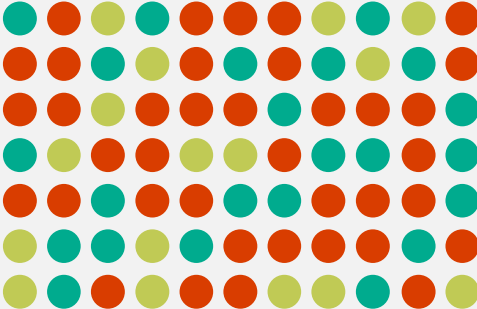
Deploy Spotlight Instances on AT LEAST 3x the number of pages purchased in the initial contract.



Initial Deployment

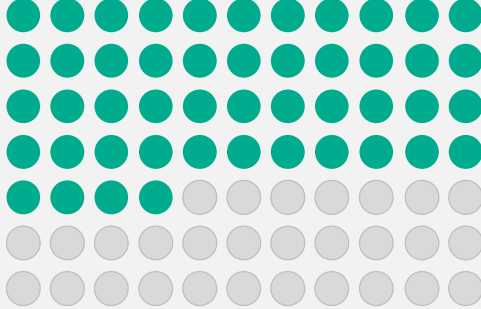
Using BrightEdge tools, internal and Bazaarvoice data, group pages into:

- *must stay*
- *possible expansion*
- *minimal impact*



Refinement Period

Adjust the contract and configuration based on the pages where you have decided to keep the content.



Post-Refinement

1

6 Search Types: target keywords and UX

2

5 Google Themes: score and prioritize using perspective

3

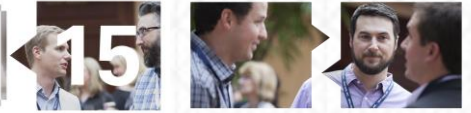
Consumer Content: achieve a constant flow

4

Consumer Content: leverage broadly for SEO gains



Share



powered by BRIGHTEDGE

Consumer Content Search Optimization

Michael DeHaven

Head of SEO, Bazaarvoice

@stormseo

The leading industry event by digital marketers for digital marketers