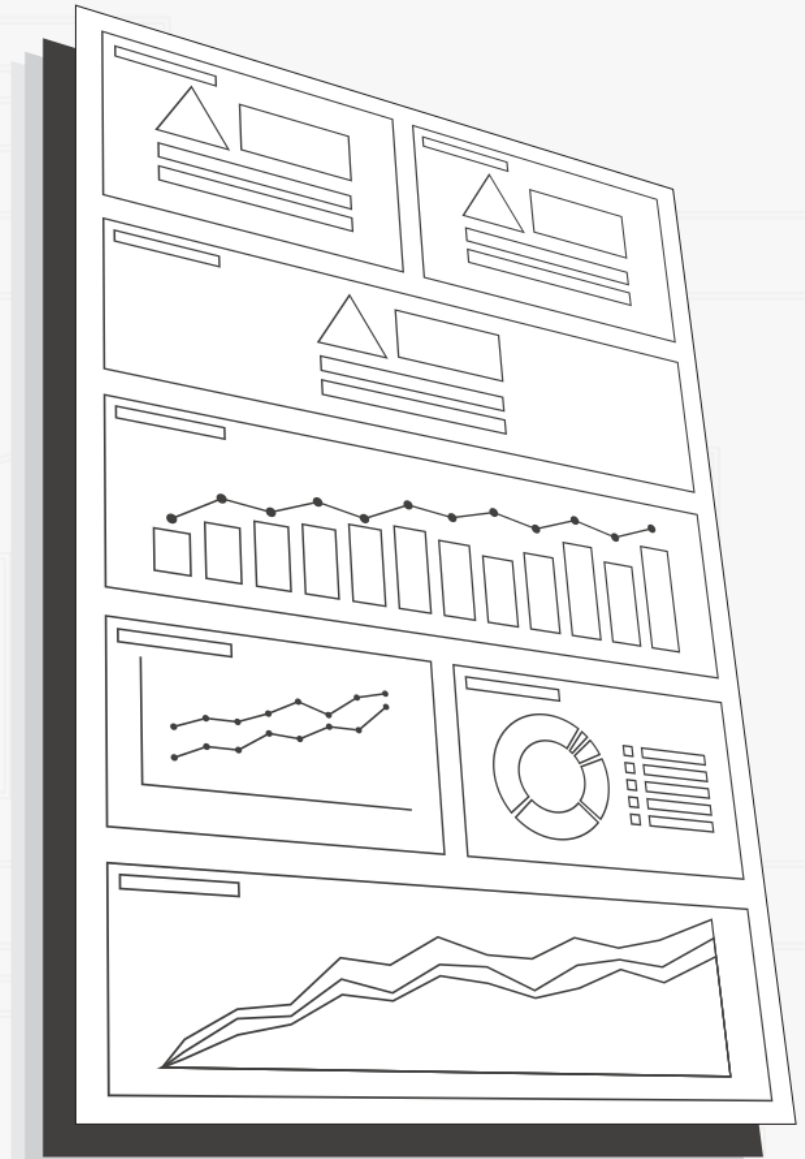


Ultimate SEO Dashboard for CMOs

PRESENTED BY

overDRIVE
interactive

BRIGHTEDGE



Today's Presenters

Jeff Selig

Overdrive Interactive



- VP, Earned Media and Analytics
- Runs high impact enterprise SEO programs
- Bought 1st domain 1994

Erik Newton

BrightEdge



- VP, Marketing Demand Generation
- Oversees all digital channels including SEO
- Began in search 1999

About Overdrive & BrightEdge

■ Overdrive Interactive

- **Search-centric** digital agency that focuses on brand building, customer acquisition and ROI
- Achieves client success by integrating best-in-class SEO, SEM, media, social and analytics
- Corporate mantra: Adaptability
- Our mission: **GENERATE CLIENT REVENUE**

■ BrightEdge

- Leading organic search platform used by over 1300 customers around the world and 41 of the Fortune 100



Bridge the gap between SEO's importance and the attention it usually gets from management

AGENDA-BREAKTHROUGH SEO COMMUNICATION

1



DATA

AGGREGATING DATA
SETS

2



DASHBOARD INGREDIENTS

VISUAL ANALYSIS
FOR BETTER
UNDERSTANDING

3



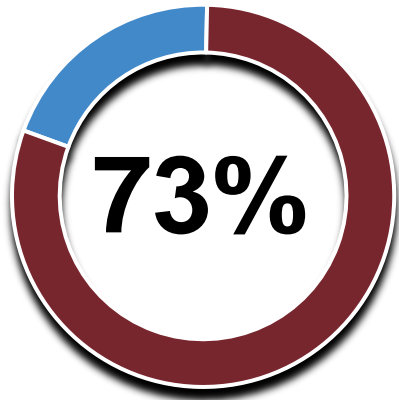
STORYTELLING

A PROGRESSION OF
DATA AND IMAGES
THAT LEADS THE
VIEWER TO DATA-
DRIVEN INSIGHTS

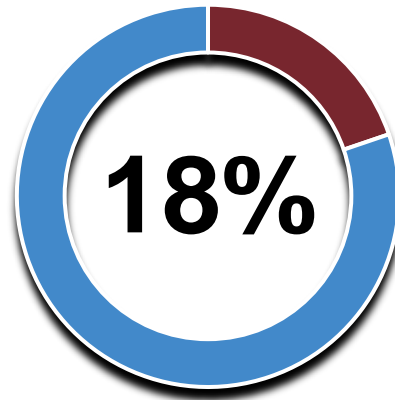
CMO's Increased Accountability in 2016

- Growing expectations of marketing and accountability for results

% of marketers own or share
P&L responsibility



% say they plan to have a
P&L in the next 24 months

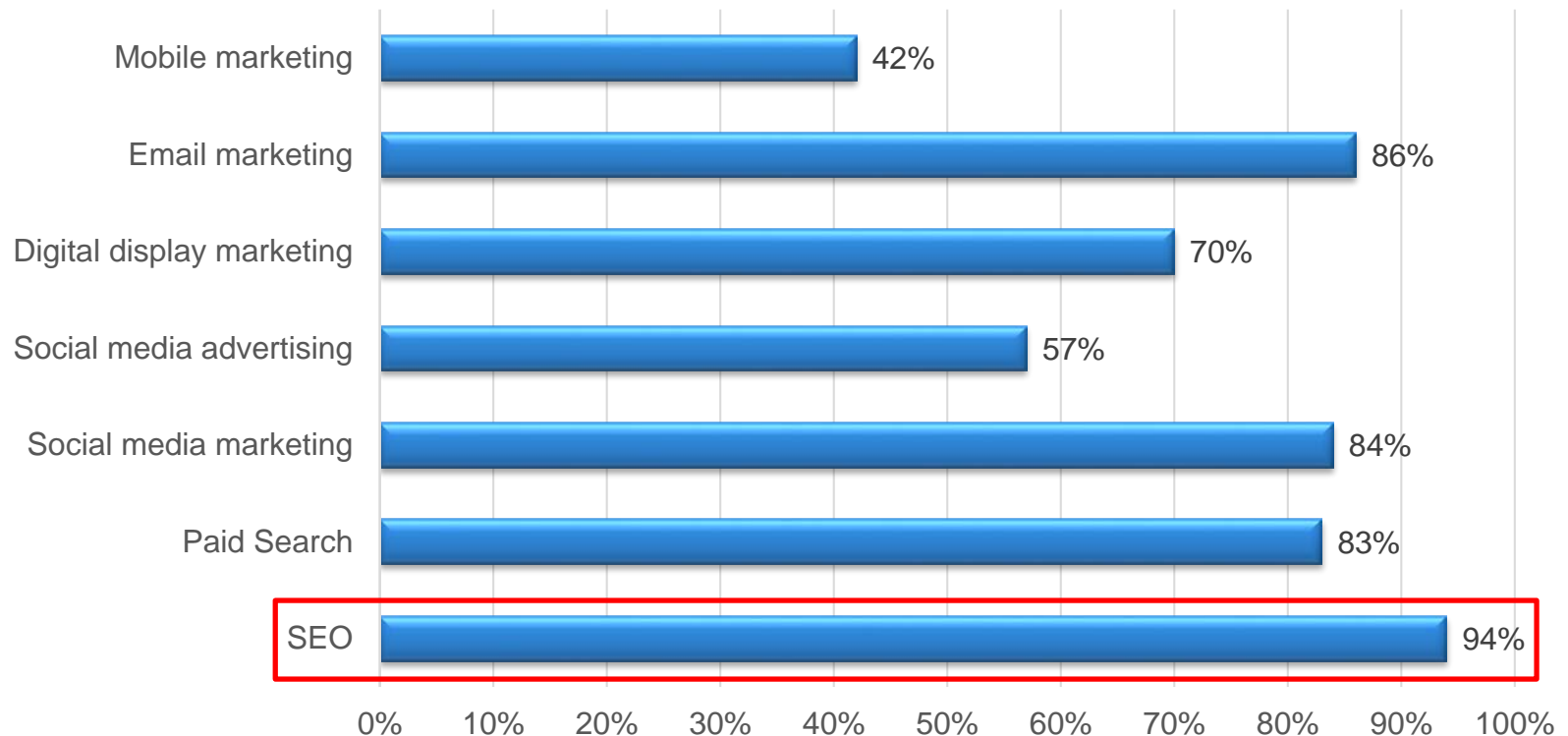


**Only 9% don't
expect to have
P&L responsibility**

SEO #1 Marketing Channel

- SEO plays a critical role in your digital marketing strategies

Digital marketing activities used by marketers



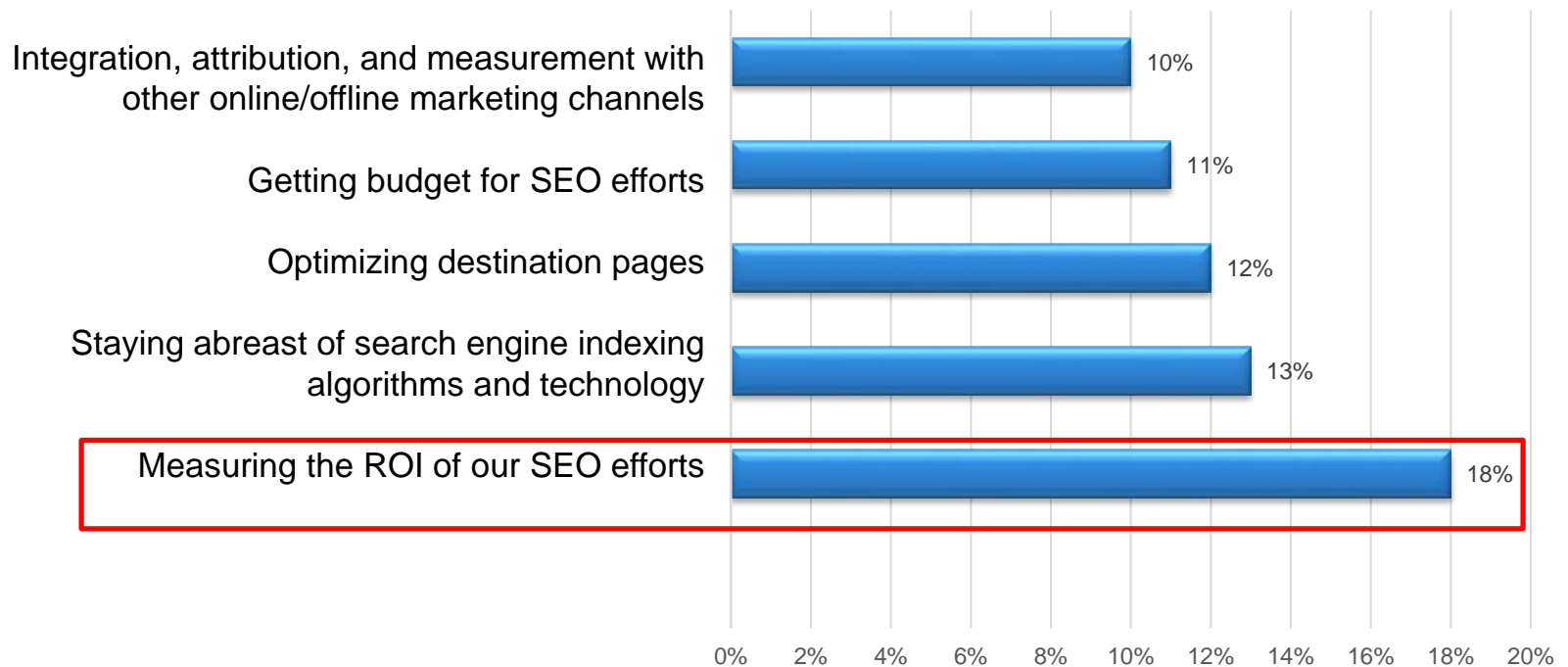
SEO Investments Are Increasing



Spending continues to rise at a brisk pace for the next several years. SEO spending was projected to reach \$3B in 2015 and rise 37% to \$4.1B by 2019, according to Forrester U.S. Digital Marketing Forecast

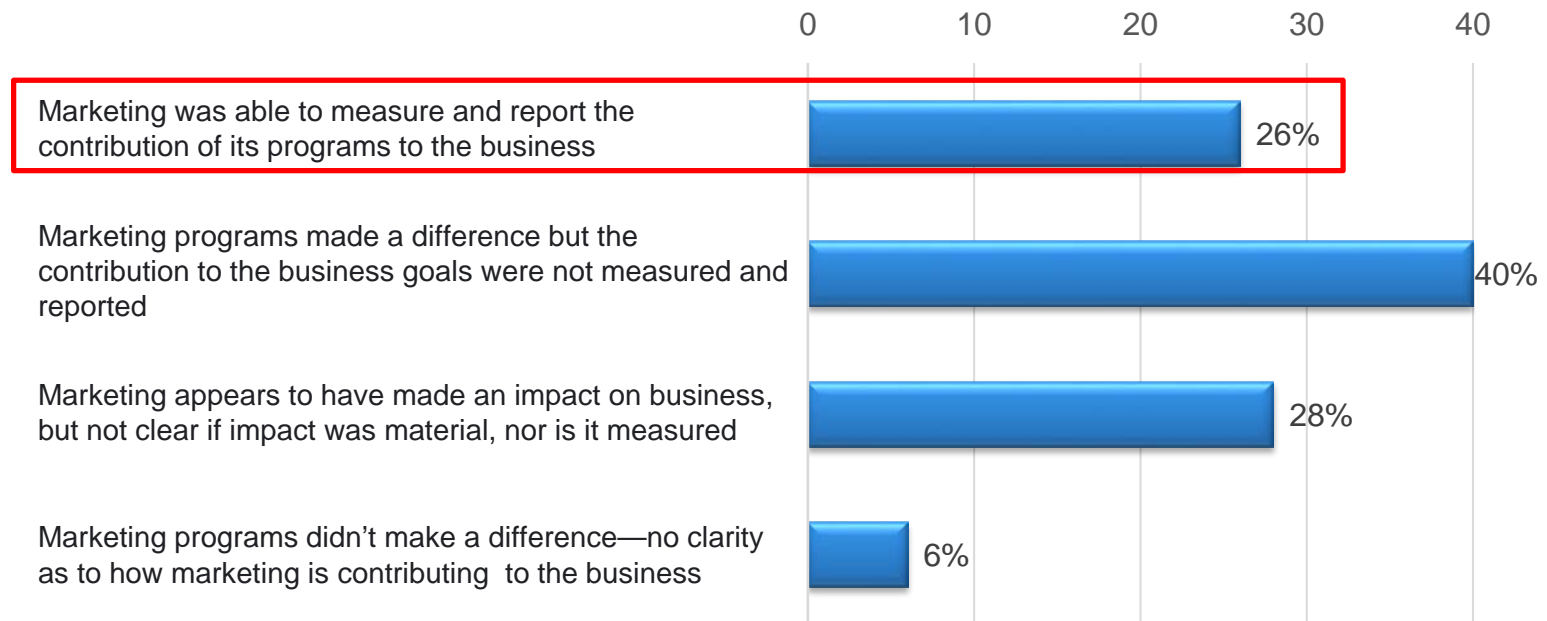
Challenges In Managing SEO

What are the greatest challenges in managing SEO?



What Is SEO's Marketing Impact On The Business?

- Only 26% of marketers can answer the question, “What is marketing’s impact on the business?”



74% of CMOs Have Issues Measuring Impact



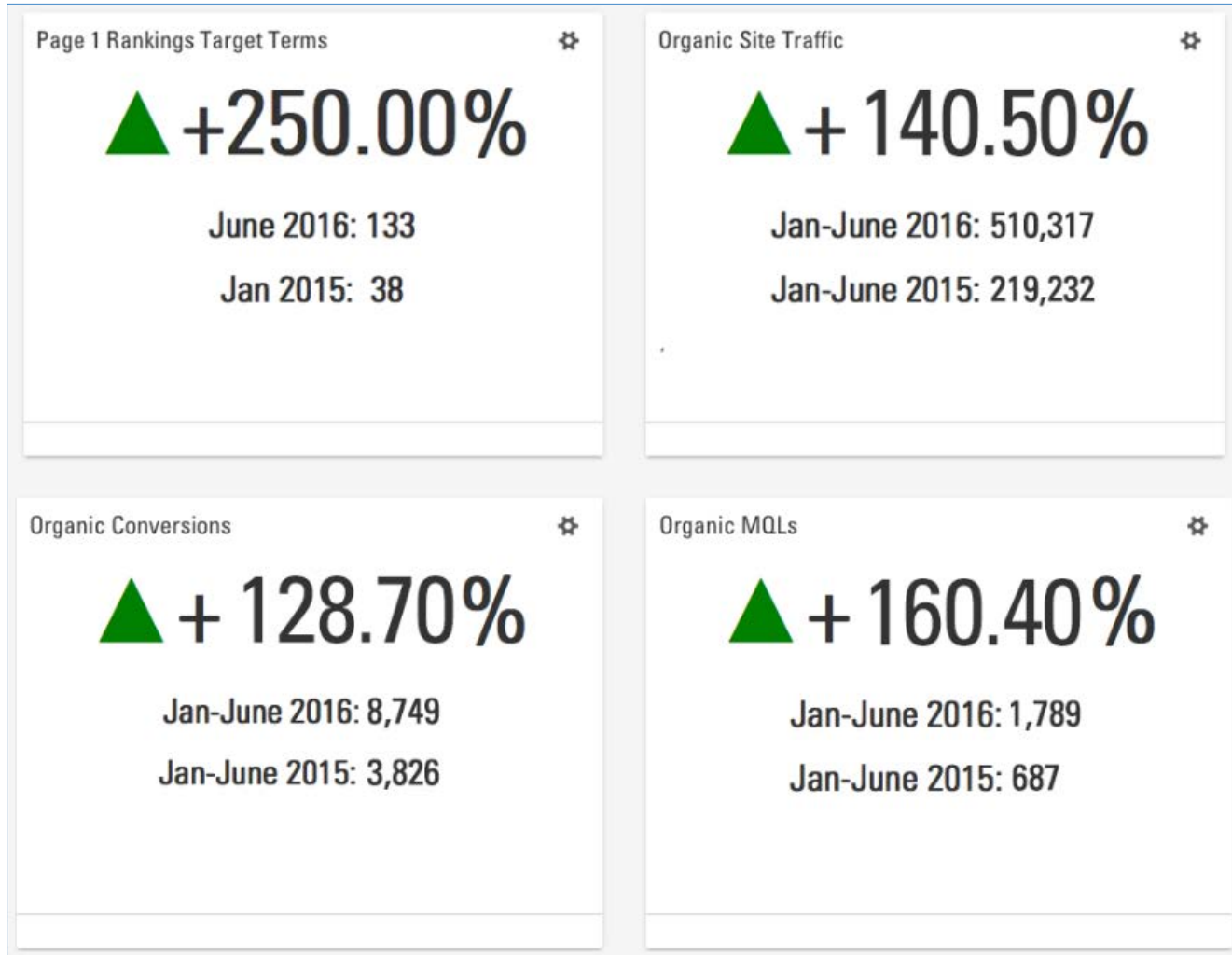
8 Questions CMOs Need Answered

1. How are we doing?
2. Are we doing better than last year?
3. Are we ranking for our target terms?
4. Are we growing our brand?
5. Are we beating the competition?
6. Are we growing revenue?
7. How are we doing in Germany? (Geo)
8. How can we do better?

Dashboard Elements

- **Executive metrics**
- **Visuals**
- **Storytelling/Sound bites**

How are we doing?

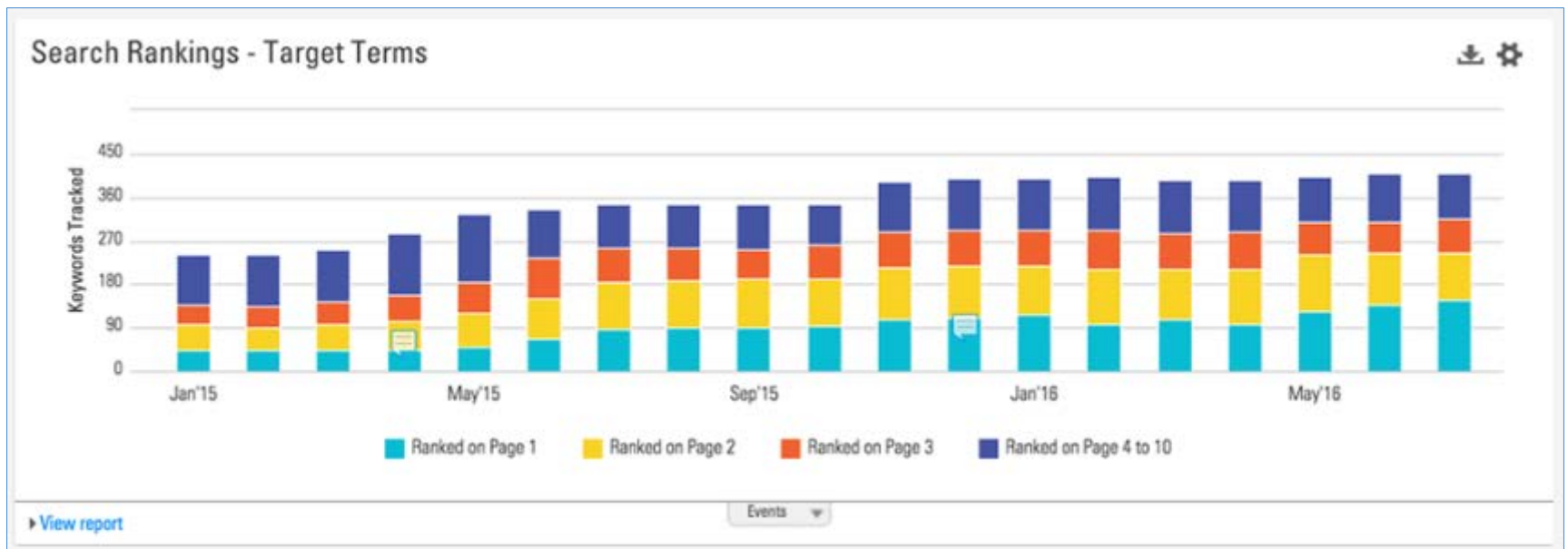


Are we doing better than last year?



Are we ranking for our target terms?

- Terms targeted for optimization and monitored by BrightEdge



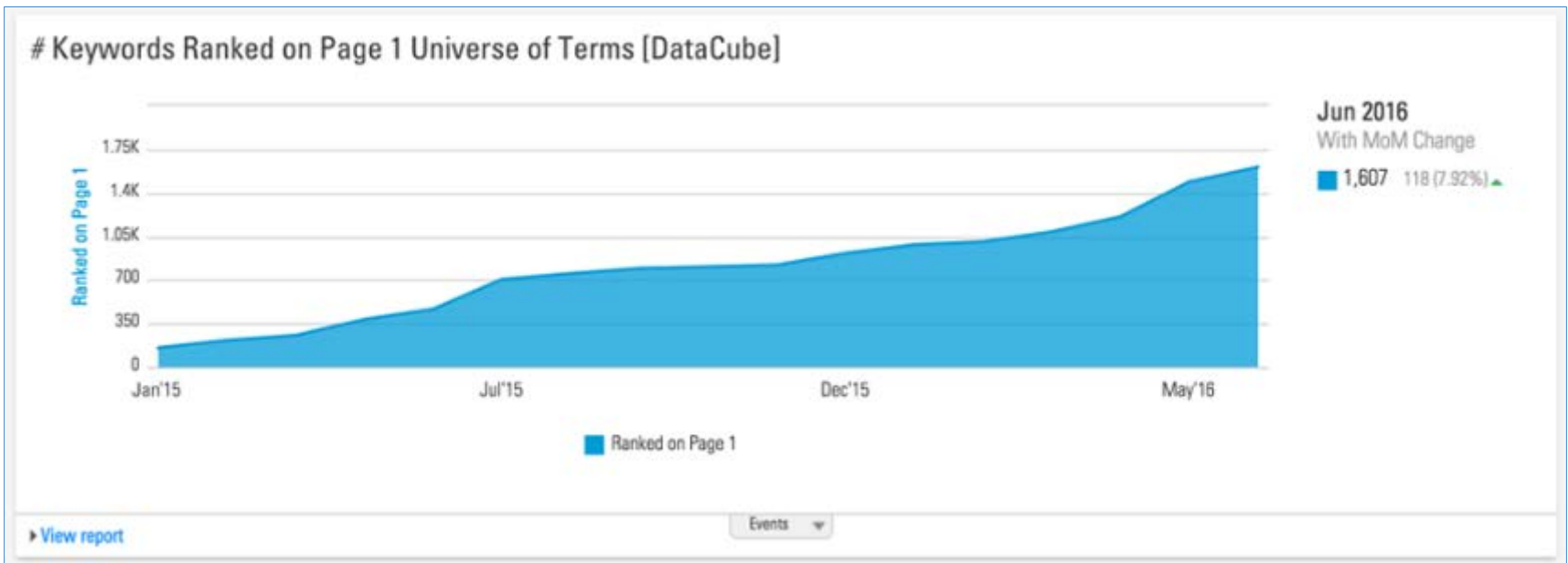
Are we ranking for our target terms?

- High-priority / high-visibility target terms CMOs, sales executives and others focus on

Google Rank Priority Target Term 						
Keyword	Impressions	Rank	Rank Change	Page Number	Share of Voice	CTR
widget	11,774	1	1 ▲	1	0.65%	0.14%
widget management	1,628	1	2 ▲	1	5.04%	1.17%
widget management software	1,498	2	No Change	1	9.00%	1.40%
widget monitoring	1,382	2	15 ▲	1	0.00%	0.00%
widget performance	1,244	5	1 ▲	1	5.43%	0.96%
widget compliance	1,073	6	3 ▼	1	1.67%	0.47%
widget monitoring software	966	9	No Change	1	0.00%	0.10%
widget servers	612	15	1 ▼	2	2.20%	0.82%
widget solutions	572	17	1 ▲	2	0.19%	0.52%
widget monitoring tool	515	22	2 ▼	3	0.00%	0.00%

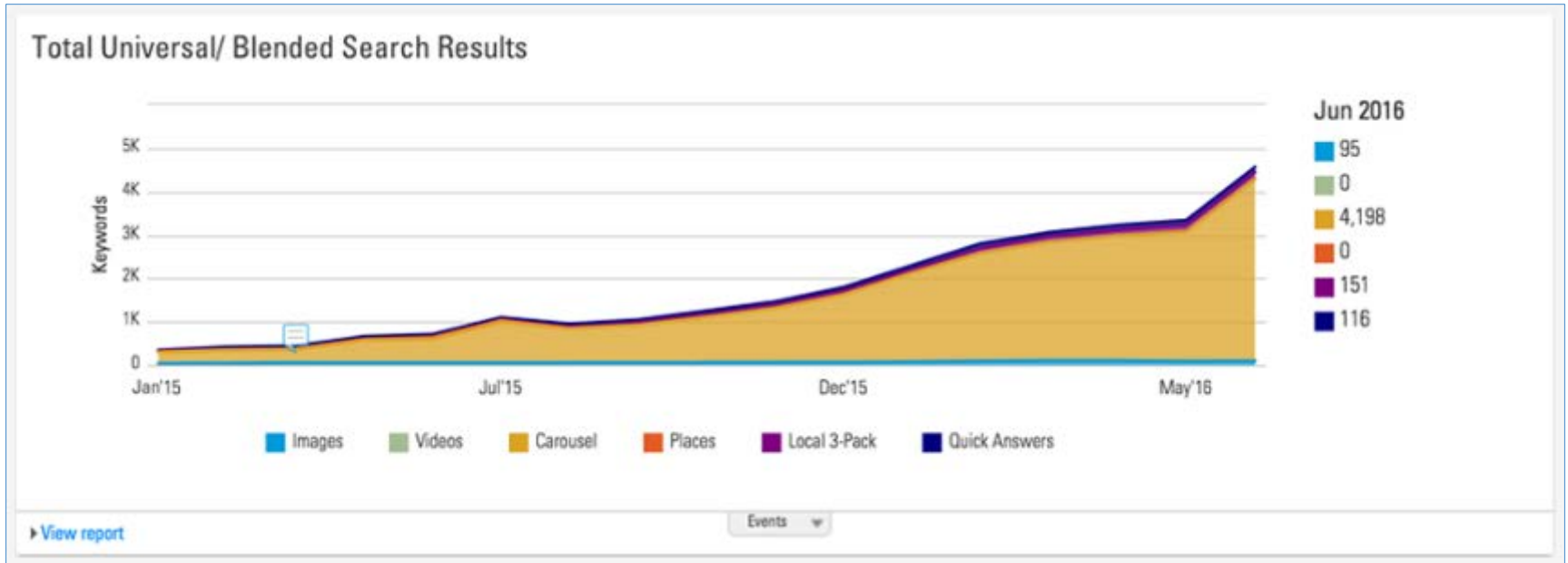
Are we growing our brand?

- Page 1 presence across thousands of terms in the BrightEdge DataCube

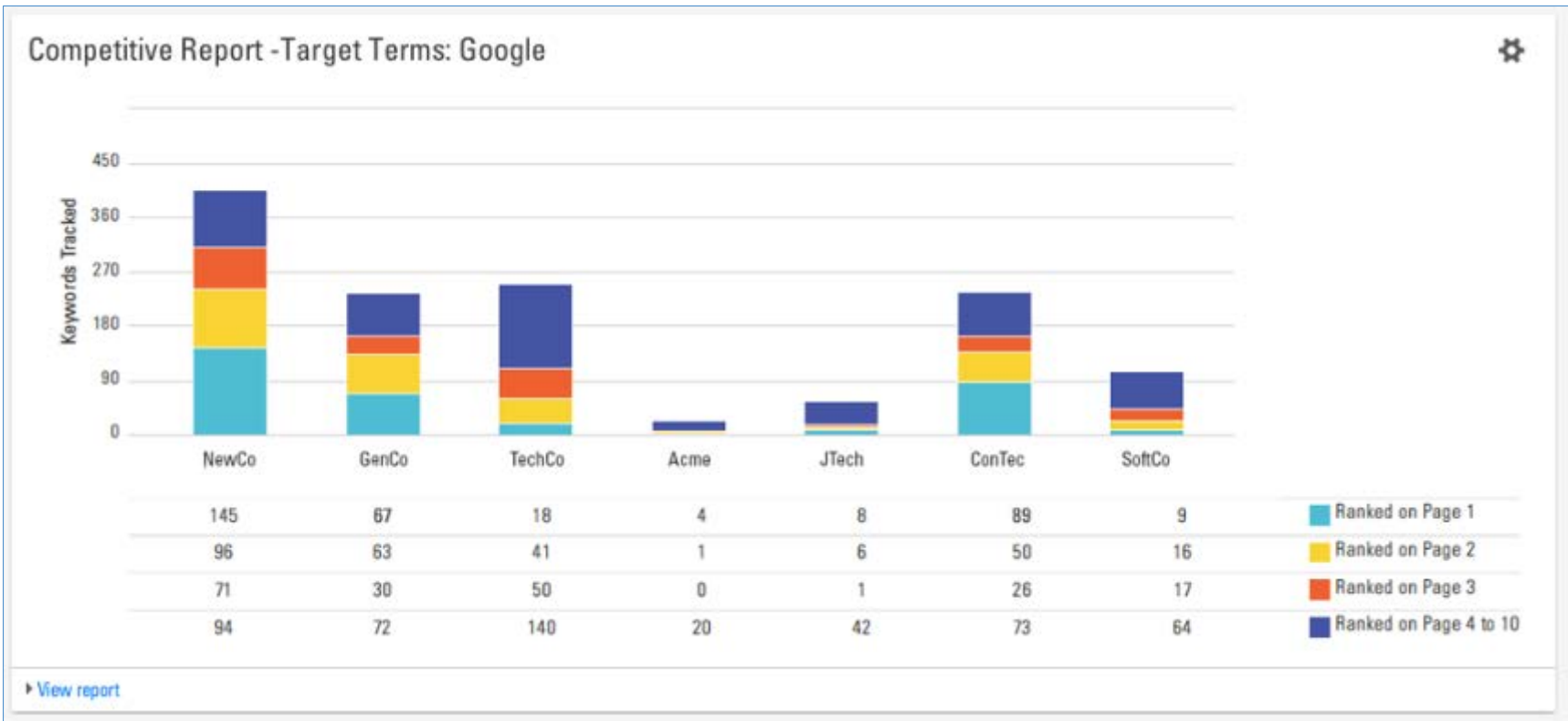


Are we growing our brand?

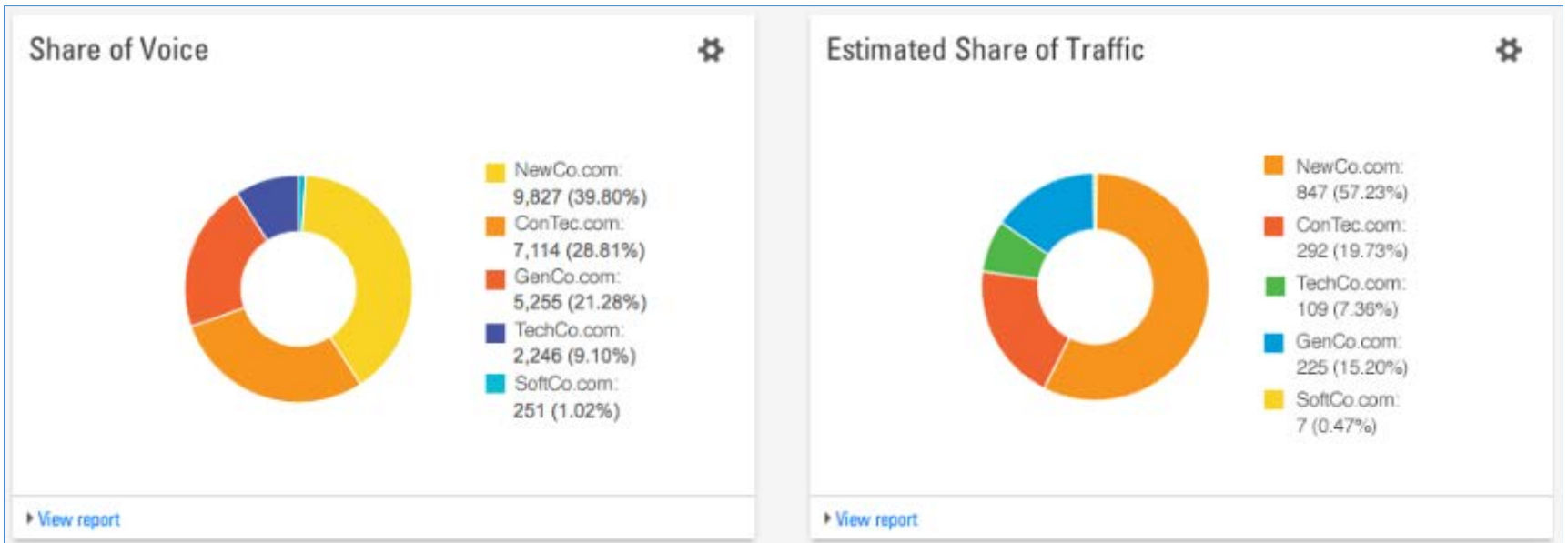
- Content and digital asset presence across thousands of terms in the BrightEdge DataCube



Are we beating the competition?



Are we beating the competition?



Are we growing revenue?

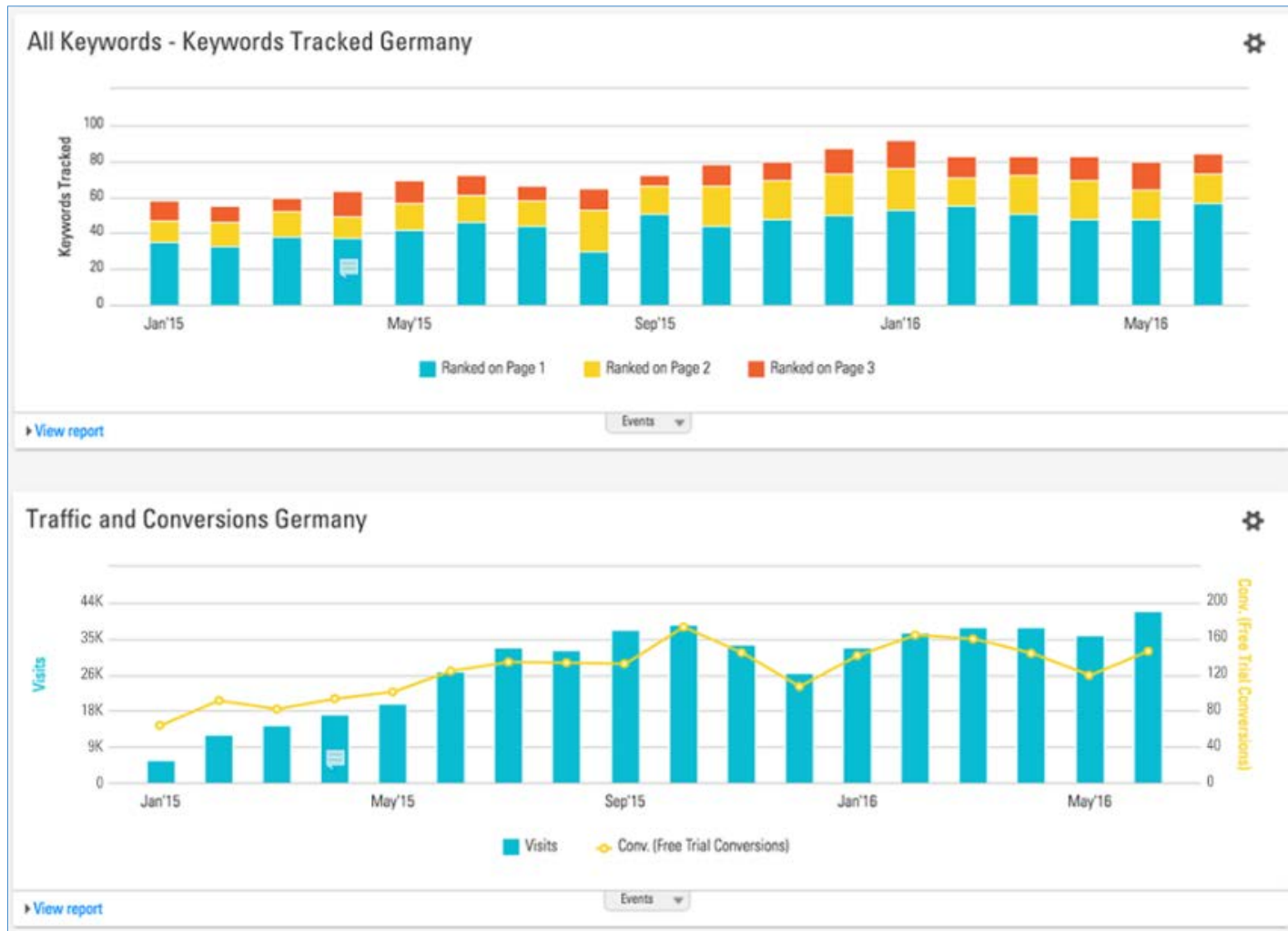
Organic Search Trended Visits & Conversions



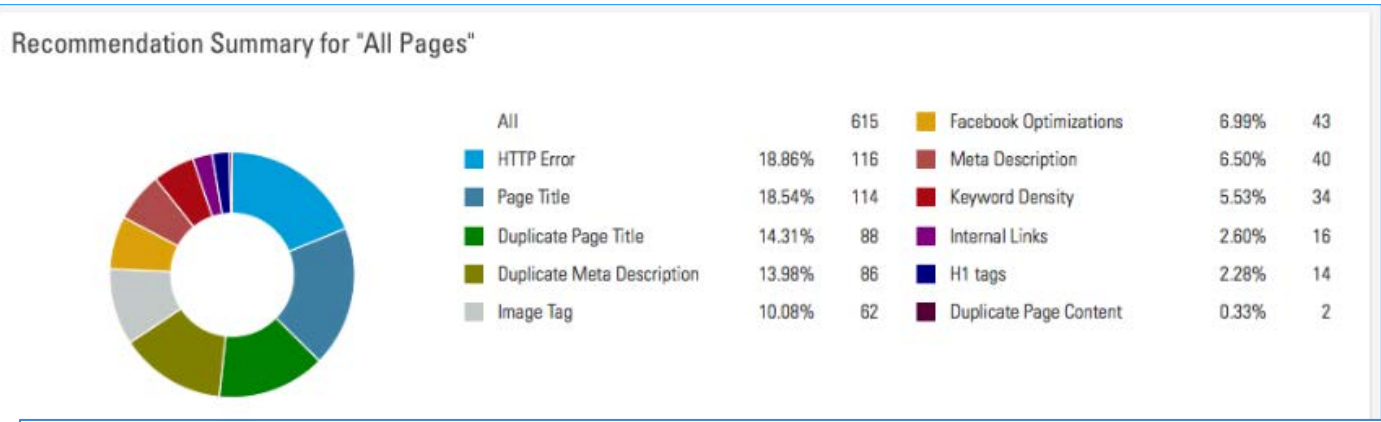
[View report](#)

Events

How are we doing in Germany? (Geo)



How can we do better? (What did we learn?)



Observations and Recommendations



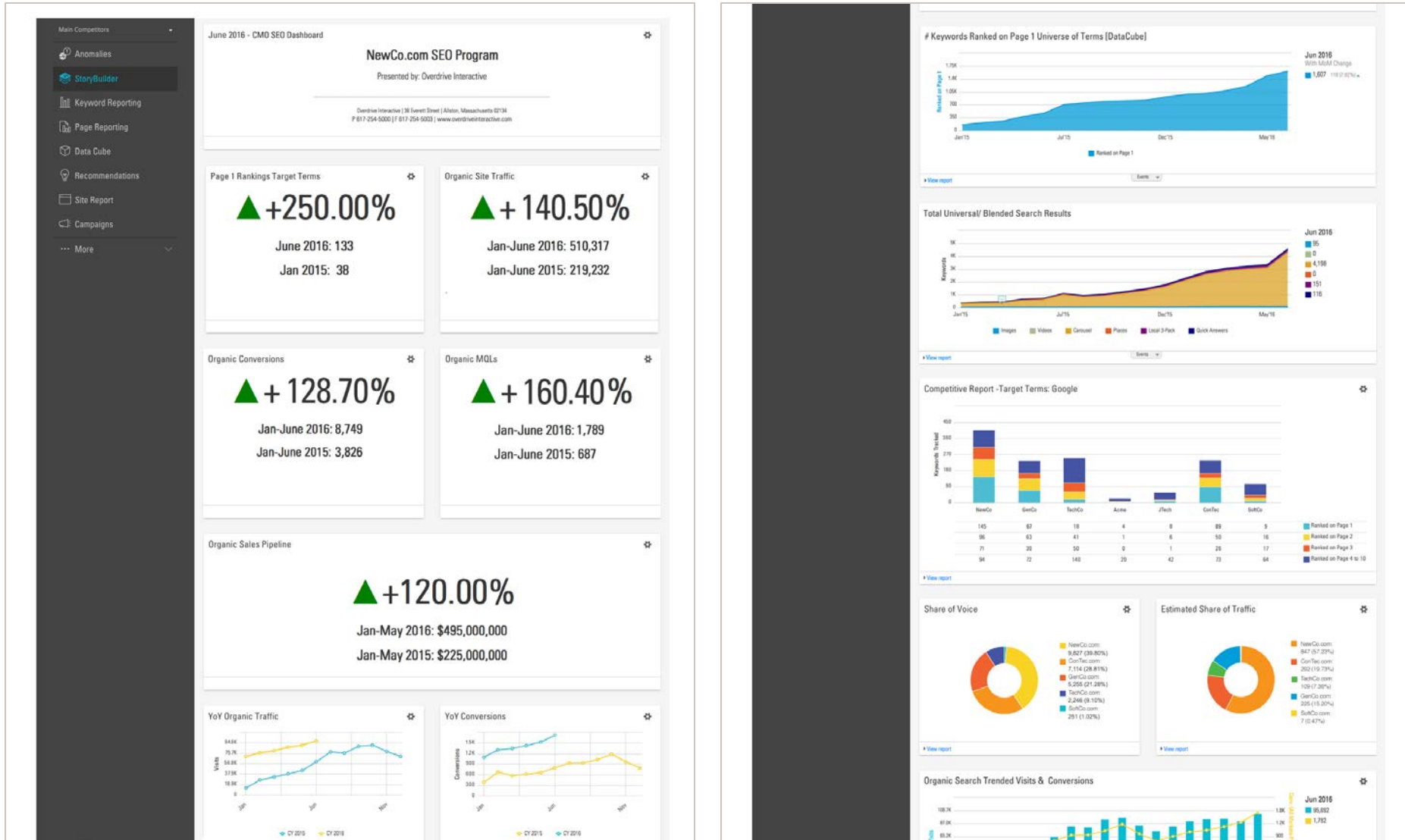
Observations:

- NewCo's SEO program continues to drive high levels of success both in terms of its search presence in target terms (1st page rankings up 250%), traffic (up 140.5%) its brand presence across the full universe of terms in the BE DataCube and conversions (up over 128% YoY).
- The success of the SEO program has had a significant impact on sales and revenue with YoY increases in MQLs up over 160% and Sales Pipeline in the system directly attributed to organic search traffic up 120% from \$225,000,000 to \$495,000,000.
- NewCo's completely dominates its competition in all engines and regions including search presence for target terms, Share of Voice (SoV) and Estimated Share of Traffic.
- Also, strong growth continues in the German market and NewCo's dominance in North America is being mirrored in Germany and other regions of EMEA.
- While this news is great, there is still room for upside as the established presence still includes terms below page one and some page one terms can continue to be urged up to the top of the page. (Surgical and focused attention is also needed for 3 of the 10 priority terms that have not made it to page one status.)

Recommendations/Next Steps:

- With the recent integration of NewCo's acquisition of cTech and the integration of the cTech.com site under NewCo.com domain, BrightEdge's system has detected over 600 new opportunities for SEO improvement. Overdrive is in the process of triaging, prioritizing and adding specific detail to the recommendations and securing the IT implementation time to complete the modifications.
- In addition, Overdrive is continuing to develop deep authoritative site and social content for both on and off page optimization.
- Finally, there are 2 trainings (copywriting and PR) scheduled for NewCo's new staff members this quarter around integrating SEO best practices into NewCo's existing marketing programs.

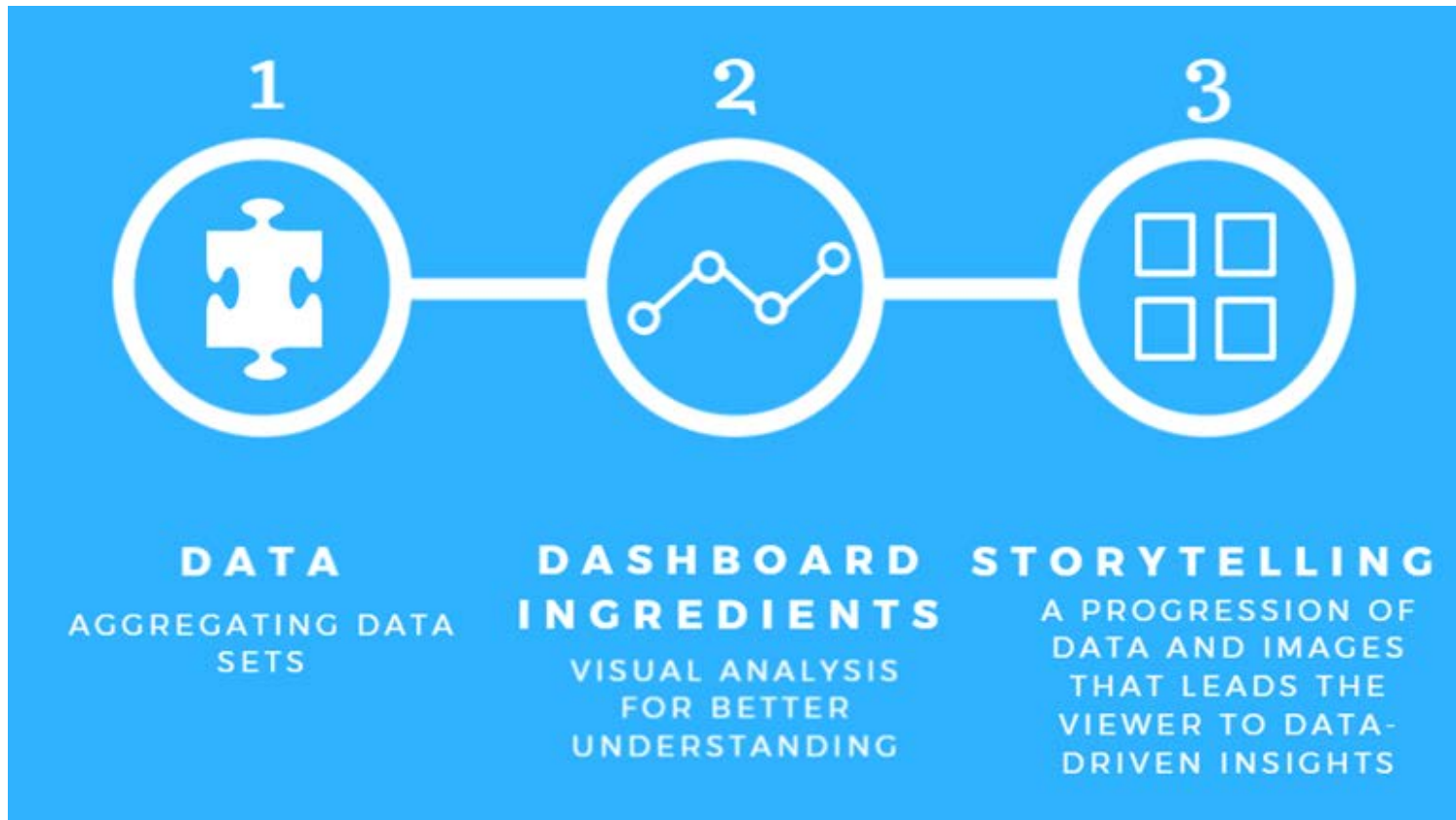
NewCo's Sample Dashboard



<http://www.ovrdrv.com/seo-dashboard/>

Summary – Breakthrough SEO Communication

The right SEO dashboard can translate raw SEO data into compelling stories that empower and persuade decision-makers



Thank You, Any Questions?



Jeff



Erik

overdrive
INTERACTIVE

BRIGHTEDGE

Take Action

- Get slides: www.OverdriveInteractive.com/CMO
- Get SEO help now from Overdrive Interactive:
Call: (617) 254-5000 ext. 1100
Visit our website: www.OverdriveInteractive.com
- Also coming soon to your inbox:
 - Ultimate CMO SEO Dashboard White Paper
 - Webinar recording

**Ultimate
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Dashboard
for CMOs**

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