



# Content Insights to Deliver Results

Sudhir Sharma

Director, Traffic Acquisition

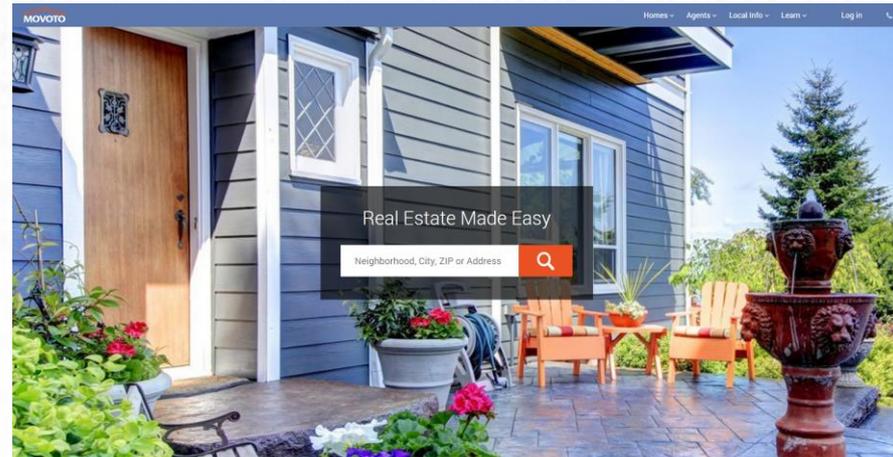
Movoto.com

The leading industry event by digital marketers for digital marketers

# Movoto.com by Content

- Leading real estate portal for consumers
- As a company we have invested in content marketing by being “The Lighter Side of Real Estate”
- Financially backed up by Recruit Holdings
- New platform launch by the end of this year (interesting as engineering is in China with no access to Google)
- Mission is to make buying a home as easy as booking a vacation and twice as fun!

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# About me:

- Director, Acquisition Marketing at Movoto.com
- Worked with BrightEdge (as Head of SEO)
- Adobe for almost 4 years, worked on SEO consulting side
- EfficientFrontier in different SEO roles
- Auctiva (an AliBaba.com company)

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# Hot Leads Were The Only KPI

Movoto Real Estate » California » Fremont » 39078 Guardino Dr #207

## 39078 Guardino Dr #207

Fremont, CA 94538

\$399,000 2 Beds | 1 Baths | 844 Sq. Ft.



Back to Search < Prev | Next >



Tour This Home With Movoto

Name:

Email:  Phone:  ?

Question (optional):

[Go Tour This Home](#)

or [Make an Offer](#)



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# My first task: SEO Traffic Forecast

**NO U TURN!**

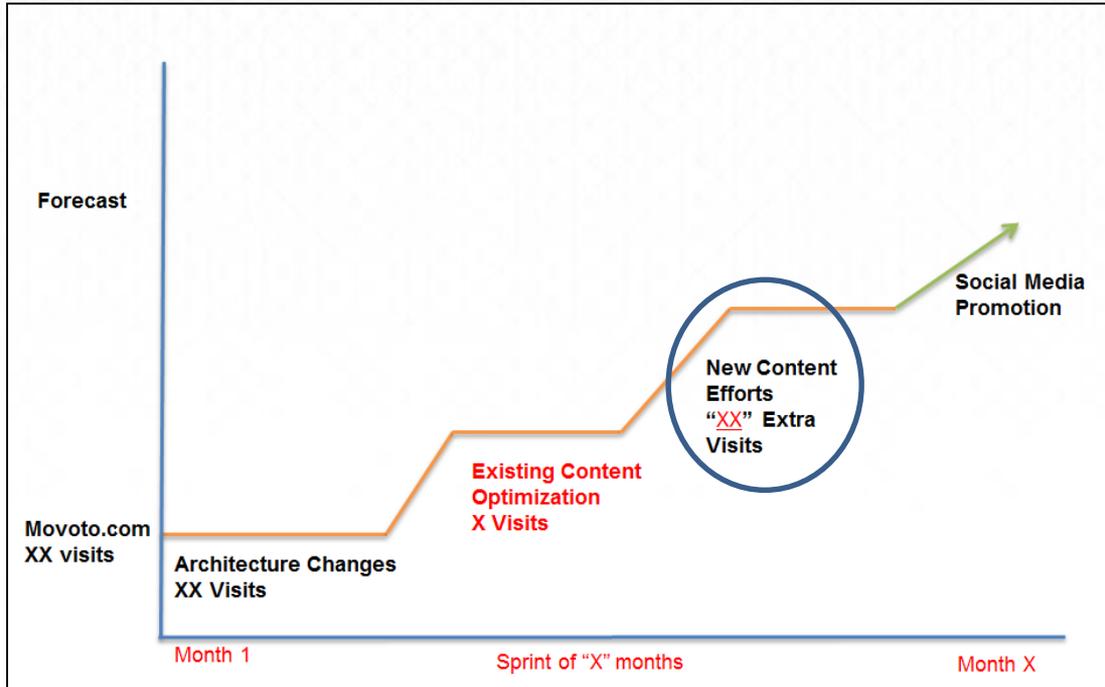


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# SEO Forecast



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# What are we looking for?

- Leveraging Existing Content
- New Content Ideas
- IA/Design Inputs
- Align Paid & Social Media

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# Tools/Platform - Machine Learning + Big Data?

- BrightEdge – Page level keywords, tracking KPIs
- BrightEdge Data Cube
- Majestic
- GWMT
- GA
- URL Profiler
- Excel

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Dashboard Reports Recommendations Tasks Analysis Site Audit Help Setup

### Data Cube

Leverage the industry's most powerful on demand research technology to analyze your competitors' and your own organic search footprint

Google (US) What do you want to research? Enter a domain, URL or keyword Search

- Identify high ranking keywords used by competitors  
Enter a competitor domain/URL
- Discover long tail keywords  
Enter a domain/URL/keyword
- Explore content strategies used by competitors  
Enter a competitor domain/URL

# Google Analytics – Reverse Path Analysis

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Goal Completions
1. Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Goal Completions
2. 1. /All Photos Page Gallery	/Property Detail Six	/Test group - Tennessee	/Property Detail Six	120 (0.0)
3. 2. /All Photos Page Gallery	/Property Detail Six	/Statistics City Detail	/Property Detail Six	48 (0.0)
4. 3. /All Photos Page Gallery	/Property Detail Six	/Site Map Zip Code	/Property Detail Six	120 (0.0)
5. 4. /All Photos Page Gallery	/Property Detail Six	/Site Map Zip Code	/Site Map City	24 (0.0)
6. 5. /All Photos Page Gallery	/Property Detail Six	/Site Map Zip Code	/Site Map Zip Code	144 (0.0)
7. 6. /All Photos Page Gallery	/Property Detail Six - Test - Livechat	/Site Map Zip Code	/Property Detail Six - Test - Livechat	24 (0.0)
8. 7. /All Photos Page Gallery	/Property Detail Six - Test - Livechat	/Site Map Zip Code	/Site Map Zip Code	24 (0.0)
9. 8. /All Photos Page Gallery	/Property Detail Six - Test - Livechat - Control	/Site Map Zip Code	/Property Detail Six - Test - Livechat - Control	48 (0.0)
10. 9. /All Photos Page Gallery	/Property Detail Six	/Site Map SFR	/Property Detail Six	72 (0.0)
10. /All Photos Page Gallery	/Property Detail Six	/Site Map SFR	/Site Map SFR	96 (0.0)

What content was touched during the conversion flow?



# Google Analytics – Assisted Conversions

Primary Dimension: MCF Channel Grouping Source / Medium Source Medium **Landing Page URL** Channel Groupings

Plot Rows Secondary dimension

advanced

Landing Page URL	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. www.movoto.com/Property Detail Six	825,330 (28.93%)	\$1,122,314	2,828 (0.34%)	\$1,122,314	0.51
2. www.movoto.com/Site Map City	266,715 (9.35%)	\$1,122,314	2,828 (0.34%)	\$14,618	0.94
3. www.movoto.com/Property Detail Sold - Test - Street View - Control	235,662 (8.26%)	\$1,122,314	77,296 (9.57%)	\$1,122,314	3.13
4. www.movoto.com/Site Map Neighborhood	171,257 (6.00%)	\$1,122,314	18,525 (2.28%)	\$1,122,314	0.85
5. www.movoto.com/Map Search 2.0	128,447 (4.50%)	\$1,122,314	88,498 (10.94%)	\$1,122,314	1.85
6. www.movoto.com/map/	116,574 (4.09%)	\$1,122,314	18,498 (2.28%)	\$1,122,314	3.93
7. www.movoto.com/Home Page	102,660 (3.60%)	\$1,122,314	18,498 (2.28%)	\$1,122,314	1.40
8. www.movoto.com/Property Detail Sold - Test - Street View - Control - Logged In	77,964 (2.73%)	\$1,122,314	18,498 (2.28%)	\$1,122,314	2.10
9. www.movoto.com/Site Map Zip Code	42,401 (1.49%)	\$1,122,314	18,498 (2.28%)	\$1,122,314	1.64
10. www.movoto.com/Property Detail Six - Test - Livechat	41,981 (1.47%)	\$1,122,314	18,498 (2.28%)	\$1,122,314	0.79

What “content” assisted conversion flow?

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# What not to publish?

## America's 10 Most Dangerous Small Cities

If you're hoping to escape from big city crime, look elsewhere. These places actually defy the stereotype of smaller cities being safer.

TOP TEN



1,466,721  
views



15  
Pin It  
143k  
Share  
544  
Tweet  
31  
Share  
98  
8+1

- What are the negative sentiment topics?
- Do we still need to write them?

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# What's good to publish?

## This Awesome Time Lapse Of Portland Will Make You Want To Move There

Made from 300,000 still photos, this video is as stunning as it is ambitious.

OPINIONS



Randy Nelson  
Content Manager  
120 articles, 53 comments

590,482  
views



Called "Finding Portland", it took production company [Uncage the Soul](#) 51 days and more than 300,000 individual photos to assemble. Thanks to the magic of time lapse photography, each second contains 3.8 hours.

My favorite parts are the Shamrock Run at 1:05 and the long pan out starting at 1:24 that shows just how incredibly beautiful—and close by—the nature around Portland is.



211  
Pin It  
227k  
Share  
763  
Tweet  
231  
Share  
178  
g+

- Most shared/liked has only 50 words

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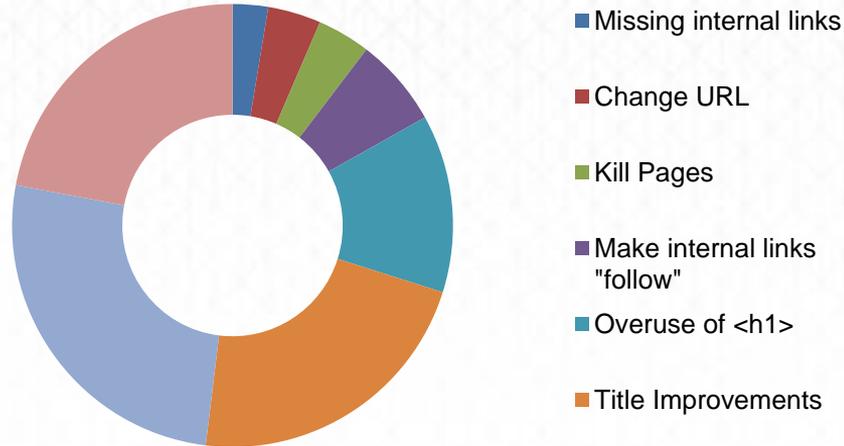
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# Execution:

## Shortlisted



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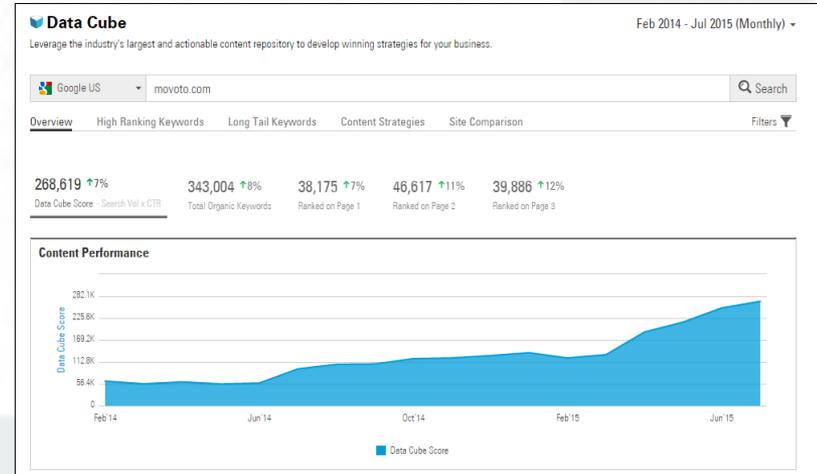
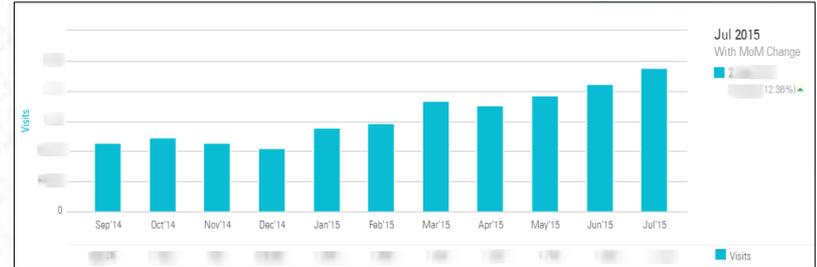
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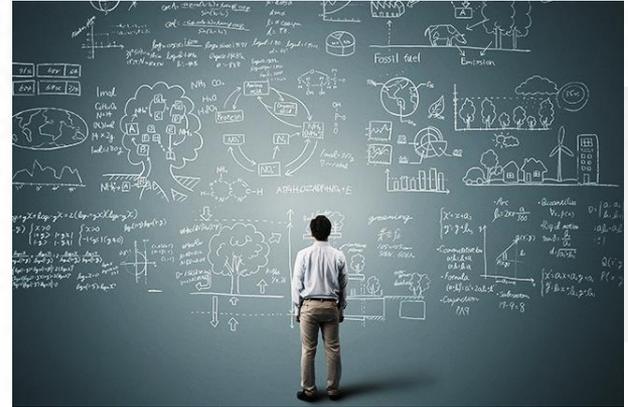
# Results

- Data cube score improved 35%
- 38% of kw's improved to Page 2 and above
- Avg. keyword rank improved to 14 to 9
- Led to new content ideas and a new IA



# Takeaways

- We've enough data than we can consume
- There's no single KPI we can base success on
- Think about the KPIs (may be you don't need 60)
  - Titles, Keywords, Image alt tags, Duplicate content, Internal Links, Sentiments



After all, we also need to consider “ROI of Calculating Content ROI”

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