



MOTOROLA
SOLUTIONS

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Breaking Borders: International SEO & Localization panel.

Motorola Solutions The B2B Marketing Lab & Be Found Online

A Global program with a thoroughly regional engagement plan.

International Site Migration 2014-2015



@B2BMarketingLab



@MotorolaSolutions



@BeFoundOnline

The leading industry event by digital marketers for digital marketers

Agenda



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- Key Participants
- Project Introduction
- Drivers for Change
- Key Challenges
- Solution
- Approach
 - Program Plan
- Timeline
- Key Results
- Takeaways



Key Participants



Michaelangelo Velasco

Director, Brand & Digital Experience Strategy
Motorola Solutions
Chicago, Illinois



Bob Dearsley
Chief Executive
The B2B Marketing Laboratory (B2BML)
London, England



Steve Krull
Chief Executive
Be Found Online (BFO)
Chicago, Illinois



Karla Calinawan

Senior Engagement Manager
BrightEdge Professional Services
San Francisco, California

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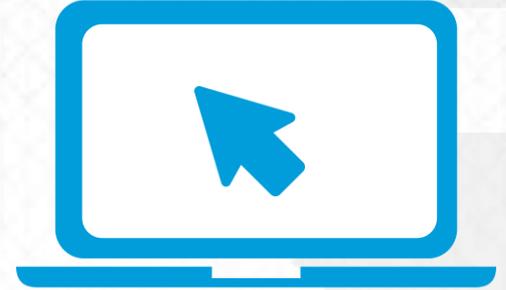
Project Intro



Repositioning of the brand in progress



New focus for the business



New digital experience for aging
MotorolaSolutions.com



Drivers for Change



A hard deadline for migration was necessary, as one third of the website was being removed as part of the sale of the Enterprise Products division.

Drivers for Change



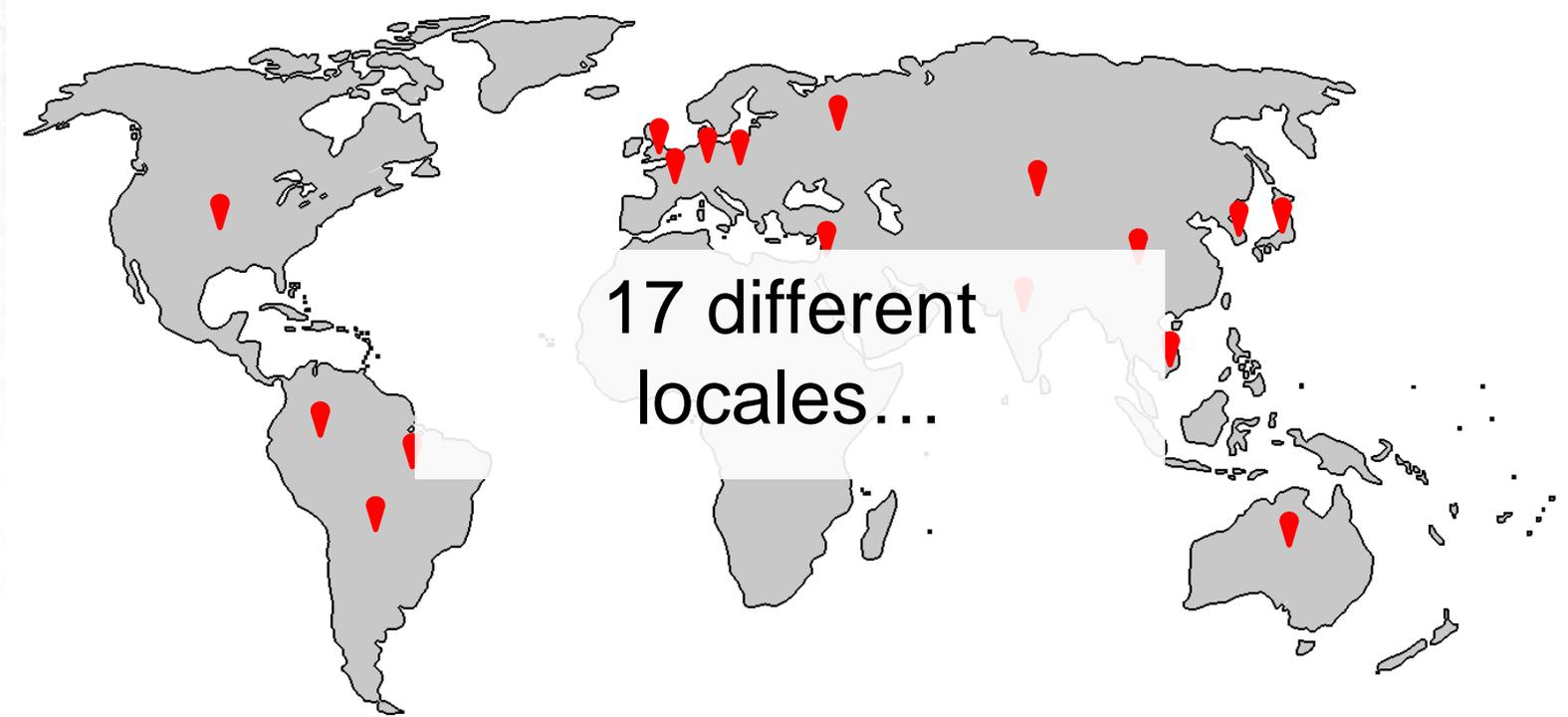
VIGNETTE®



Adobe Experience Manager

A decision was taken to use this as the impetus to transition from the Vignette platform to Adobe Experience Manager and to change multiple components of the Marketing Stack: Analytics, Tag Management & Marketing Automation

With...



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12 different
languages...

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The image features five national flags arranged in a circular pattern around a central text box. From left to right, the flags are: Brazil (green and yellow with a blue globe and the motto 'Ordem e Progresso'), the United States of America (stars and stripes), the United Kingdom (Union Jack), Australia (blue field with white stars), and India (saffron, white, and green horizontal stripes with the Ashoka Chakra).

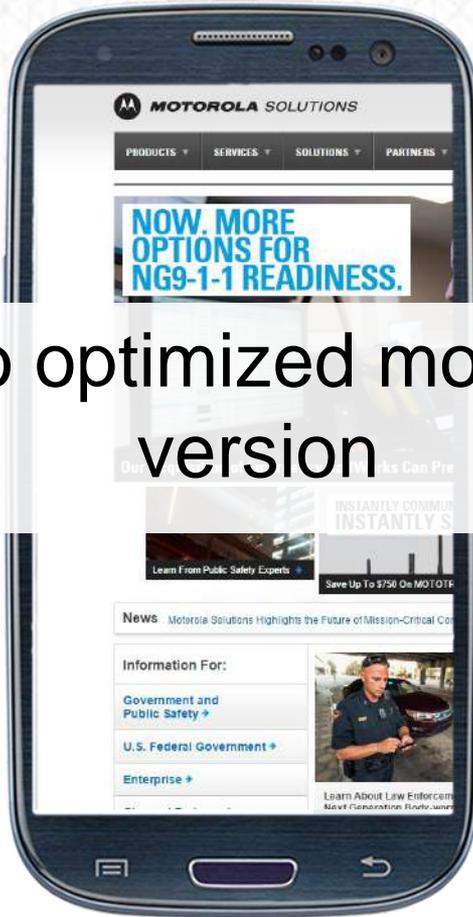
5 English
versions...

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And...



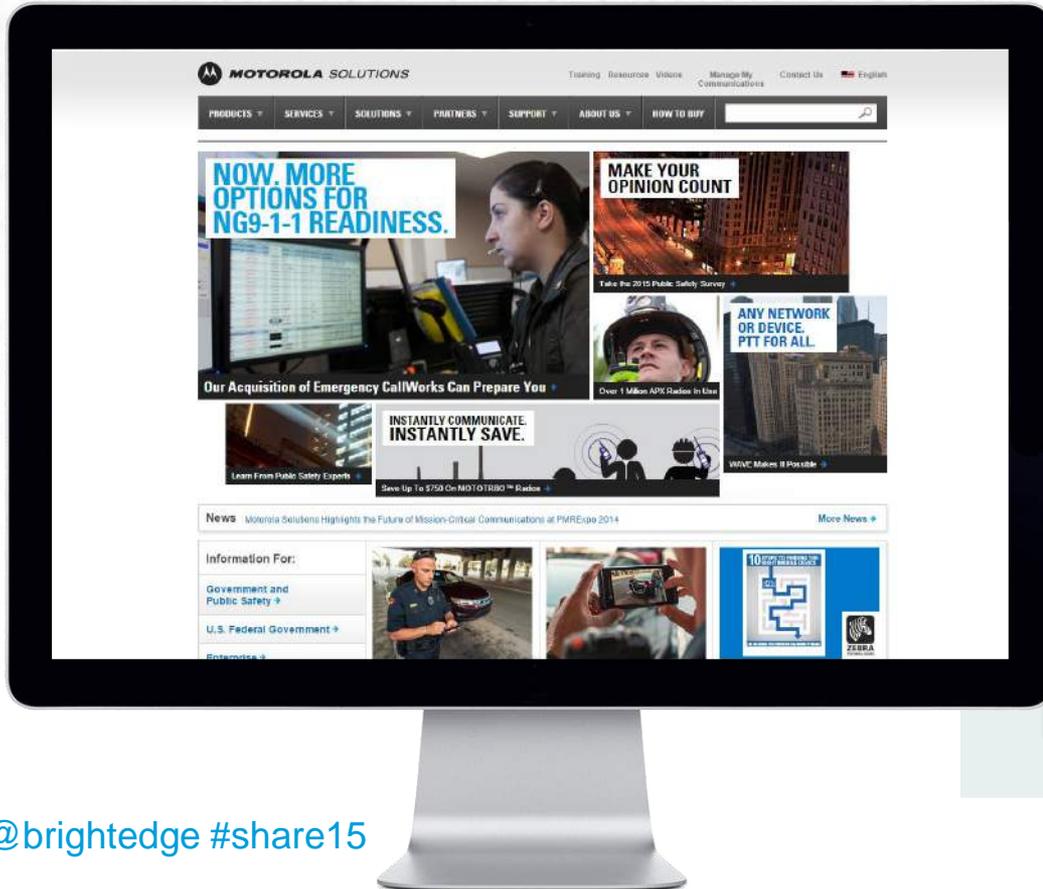
No optimized mobile version

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Old Website...



- Complicated Page structure
- Heavy content
- Non-SEO optimized URLs
- Duplicate pages

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...New Website



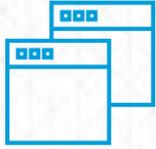
- Simple Page structure
- Lighter content
- SEO optimized URLs
- Elimination of duplicate pages

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Key Challenges



Migration, translation and review of over 18,000 pages of the site



Very short timeline: <9 months for planning, design & execution and launch



UX re-design & re-development of the overall Customer Experience



Managing the complexity of an international scale launch and search optimization effort

95% automatic migration
5% manual migration



Maintaining the domain authority and page rank of the website despite the loss of almost half of the key product pages

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Solution

BRIGHTEDGE

BrightEdge was engaged by **Motorola Solutions** as the Professional Services contractor and BrightEdge in turn brought in two regional BrightEdge Partners –



The B2B Marketing Laboratory – a specialist in international Search Marketing based in London and managing the EMEA and Asia-Pac sites and



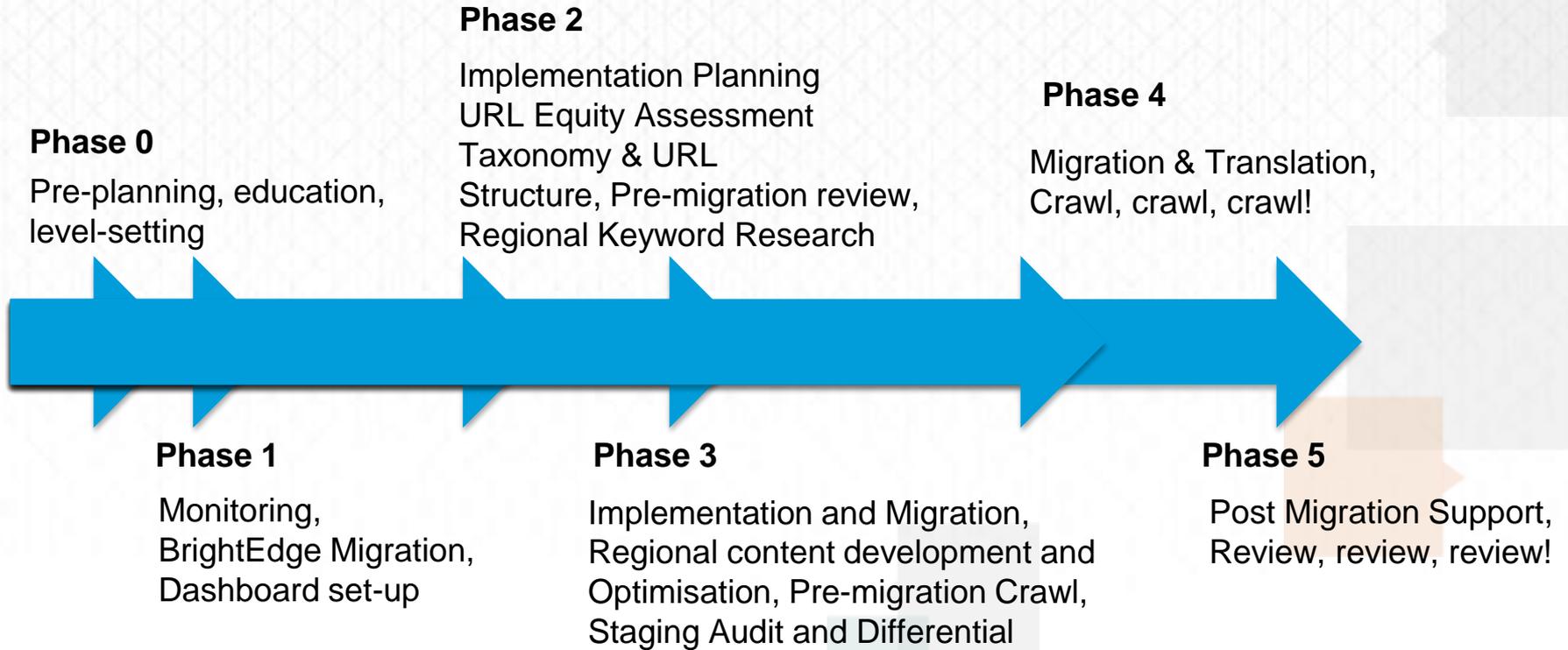
Be Found Online – Chicago-based Search Marketing experts to manage North and South America.

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Approach

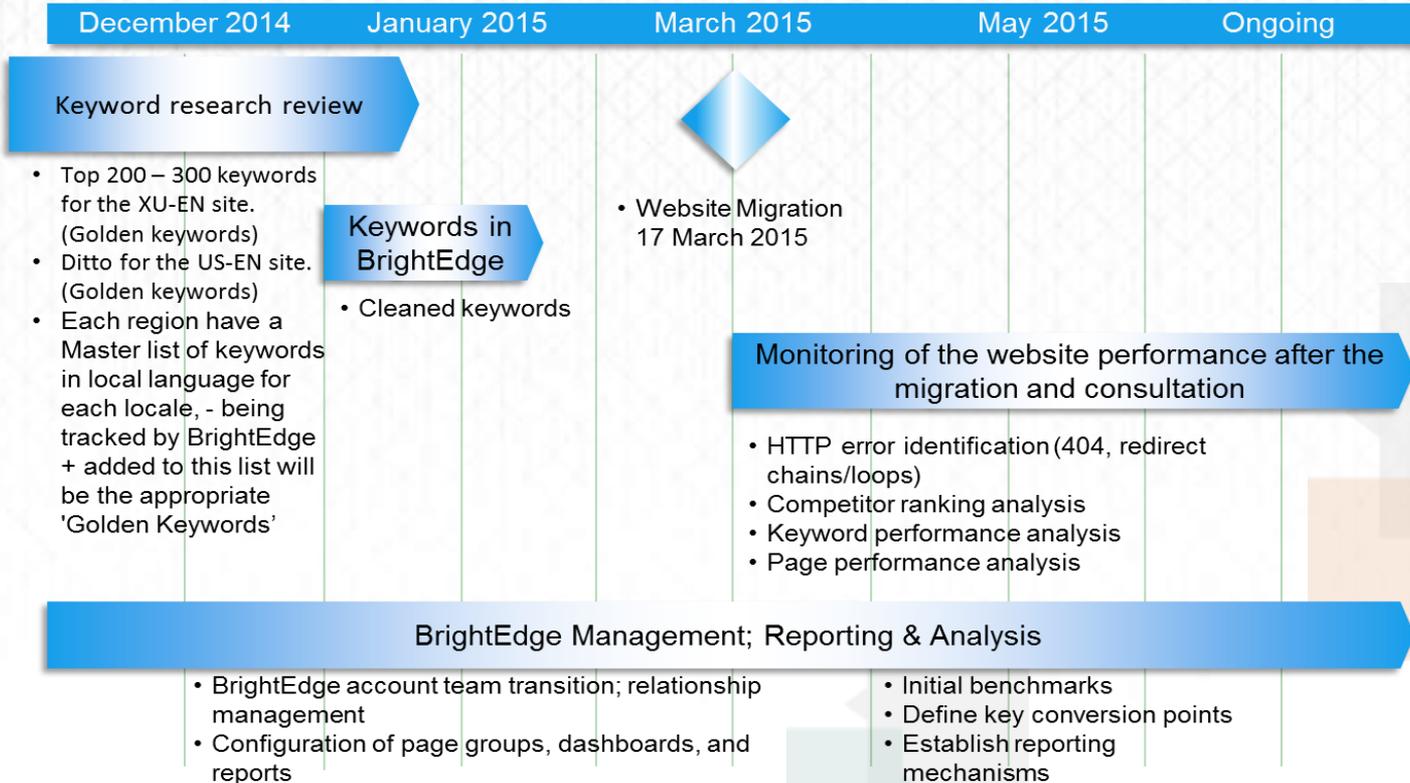


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Timeline



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Key Results

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Key Results

Key results are based on the findings from BrightEdge Data Cube and Keyword Rankings

BrightEdge Data Cube is a massive content repository, the industry's largest data set made up of billions of pieces of information which includes:



Keywords



Search terms



Rich Media



Content



**Performance
on the web**

1010001101011
1010110101000
10100011
10100011



BrightEdge processes over 100 terabytes of data each week, massive data set to be able to understand marketers entire organic search footprint, and build a competitive strategy to win.

With the Data Cube Score you can understand how well you are targeting demand and gain a detailed understanding of the topics that resonate best with consumers.

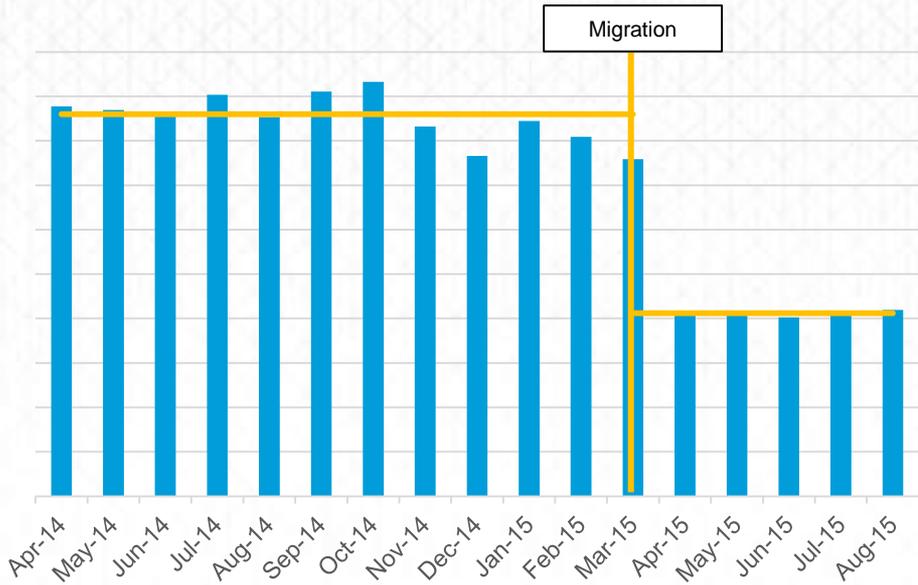


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Global Organic Traffic



*“On first glance – this is over **50%** average monthly organic traffic loss!”*

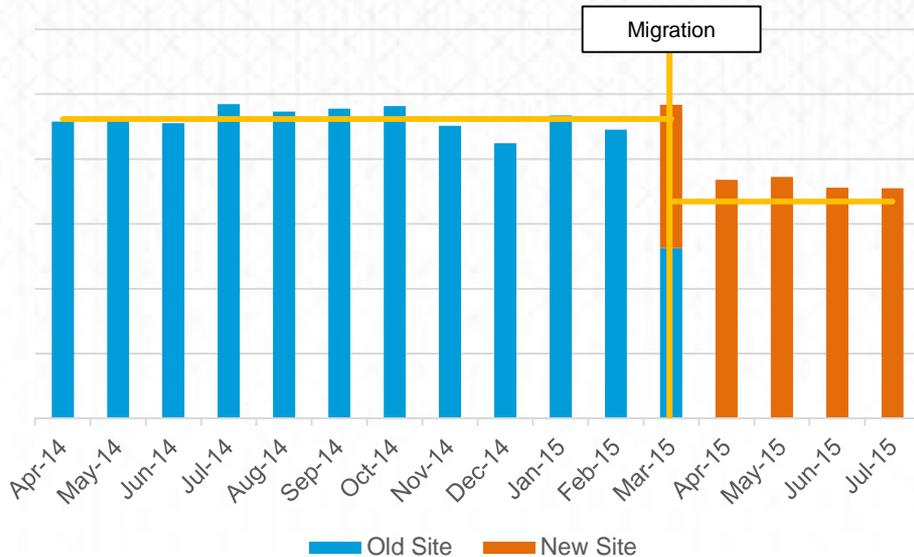
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Global Organic Traffic

Excluding enterprise related traffic



*“But excluding enterprise related pages we saw a drop of average monthly traffic of just **21%!**”*

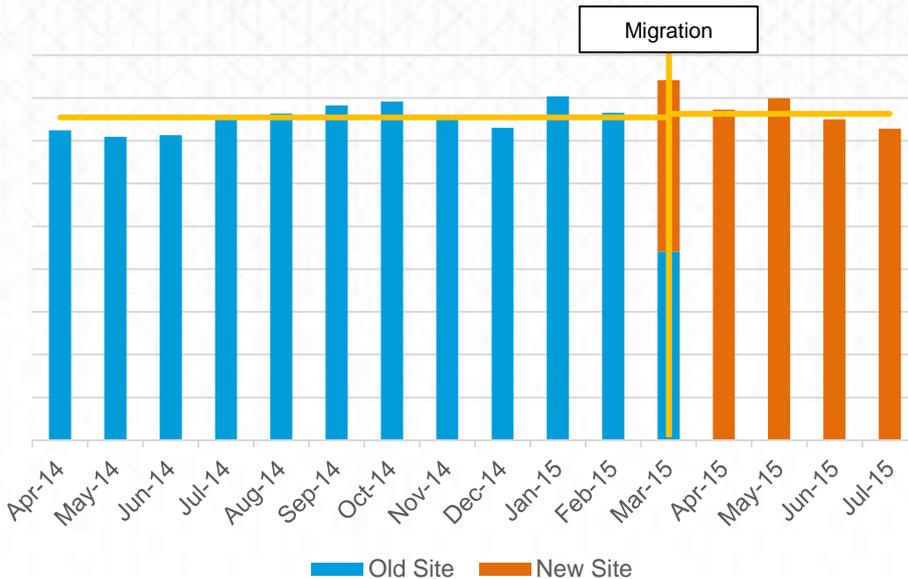
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Global Organic Traffic

Focusing Product Pages



“When looking at the data for product pages average monthly organic traffic has increased by 0.5%!”

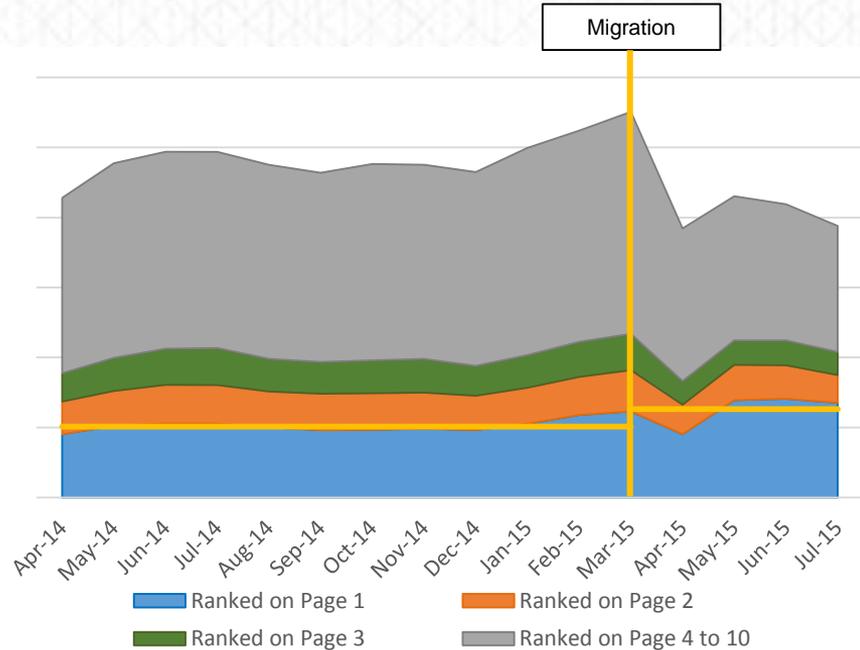
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Organic Keyword Results: Global

Excluding Enterprise Related Pages



“Average monthly number of keywords the website ranks for on **Page One** has increased by **23%!**”

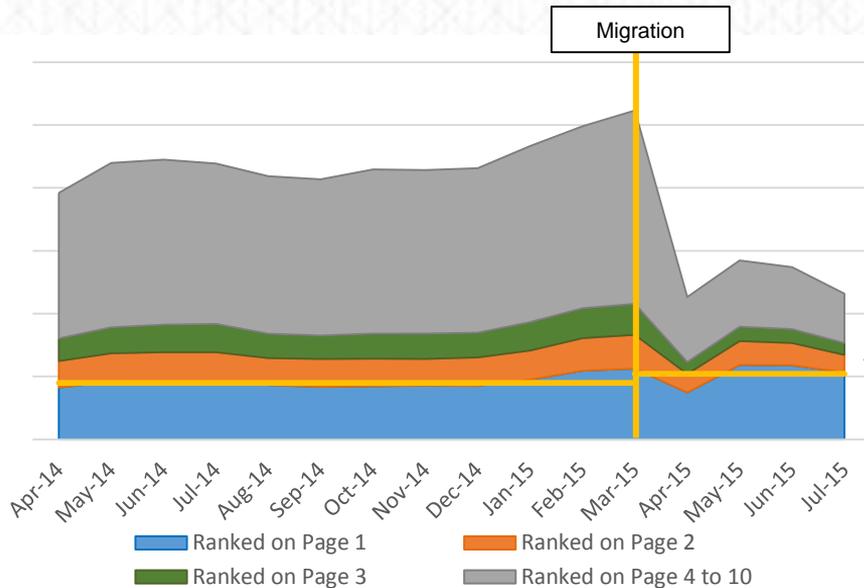
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Global Data Cube Organic Keywords

Focusing on Product Pages



*“Post-migration the average monthly number of keywords the website ranks for on **Page One** on a Global level increased by **16%!”***

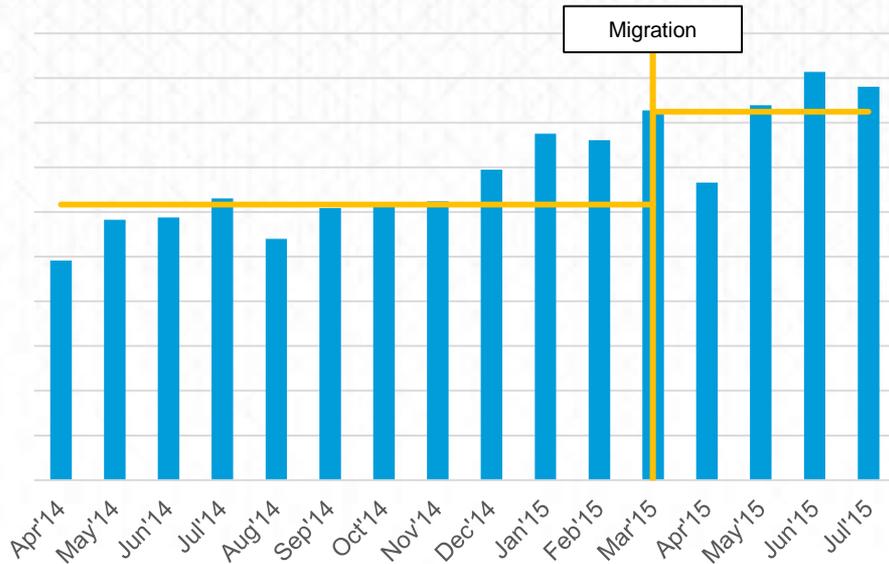
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Global Data Cube Score

Excluding Enterprise Related Pages



“Global Data Cube Score improved by 31% after the migration!”

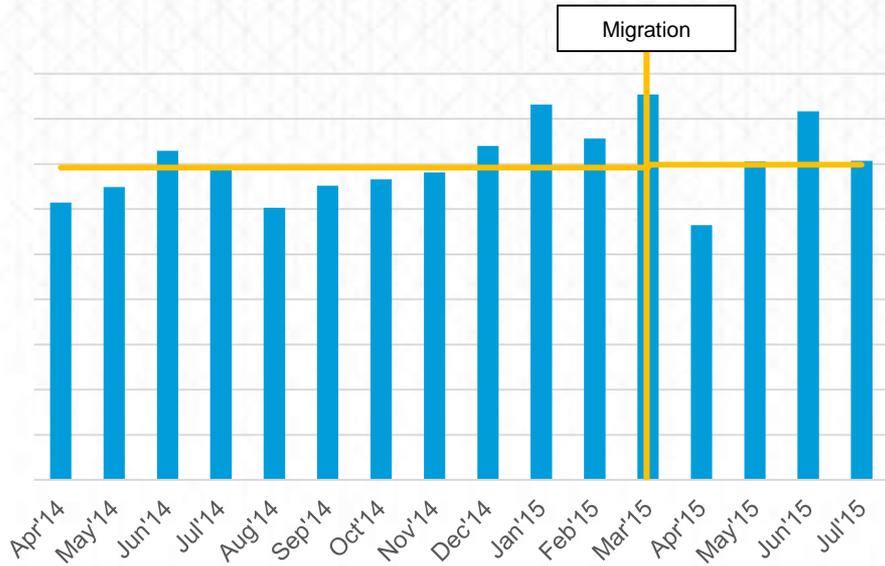
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Global Data Cube Score

Product Pages



“Global data Cube Score of the products pages improved by 1% after migration”

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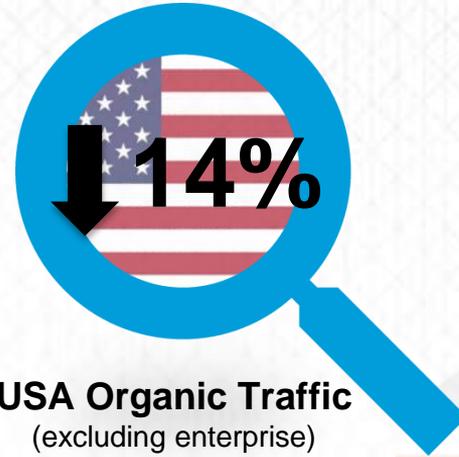
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Key Insights from USA & UK



UK Organic Traffic
(excluding enterprise)



USA Organic Traffic
(excluding enterprise)



Every 301 redirect will leak some SEO value therefore, a good migration will still be likely to a drop in organic traffic of 15-25%

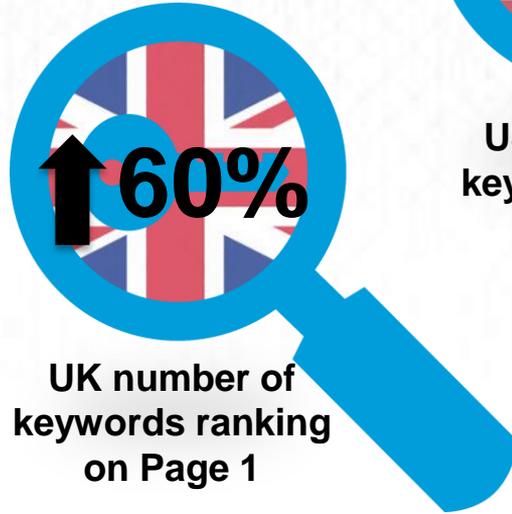


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Key Insights from USA & UK



UK Data Cube Score of the key Motorola Solutions Product Pages

USA Data Cube Score of the key Motorola Solutions Product Pages



Practical Takeaways

- Pre-audit and pre-planning for information architecture – so important to ensure proper visibility of URLs and mapping of content
- Ensuring goodwill of all parties through active engagement
- Importance of relentless project management planning and direction
- Weekly conference calls essential
- Clear regional engagement and involvement
- Pre-briefing and education before engagement begins
- Trust in the experts – operating latitude at all levels
- Exec sponsor trust in team; team trust in partners
- Be sure your International Partners work closely together!

This is close co-operation!



Be Found Online

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Thank you

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