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Overcoming Talent Gaps at the Enterprise Level

Dan Mooney

Director, Digital Analytics

The leading industry event by digital marketers for digital marketers

Who is Wiley?

- Founded 1807
- Global provider of content and content-enabled services that improve outcomes in the areas of research, professional practice and education
- 2015 Revenue of \$1.88 billion
- Digital Products and Services 60% of revenues
- Approximately 50% of revenue is outside of US
- More than 5,000 employees in over 50 countries



Our Problem: Scaling Our Capabilities

- Over 1,900 websites
- Highly decentralized with over 5,000 employees in over 50 countries
- Colleagues in every time zone
- Many, many content management systems and marketing platforms
- Multiple business models
- No way to quantify the number of colleagues using best practices



Adobe Digital Roadblock Report 2015

Of the 1,311 marketers surveyed...

- 10% say their company is **set up very well** to deal with change
- 70% believe marketing is **entirely different** today than when they started
- 73% believe the marketing function has **increased in influence** in the past 5 years

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**Harvard
Business
Review**

Employers Aren't Just Whining – the “Skills Gap” Is Real

“Those workers who acquire the latest skills earn good pay; those employers who hire the right workers and train them well can realize the competitive advantages that come with new technologies.”

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Mindset, Tool Set, Skill Set: You Need All Three

Mindset



Tool Set



Skill Set



Mindset: Alignment Across the Organization to Make This a Priority

Mindset



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Everyone Is a Marketer

Editor • Developer • CMO • Customer Support •
CIO • Quality Assurance • Marketing Manager • CEO
• Marketing Coordinator • Social Media Marketer •
Content Strategist • SEO Strategist • Product
Development • Business Analyst • Designer • User
Experience Analyst • Public Relations Coordinator

Get Everyone Involved at All Levels

Top-Down

- On-Demand Certification
- Dashboards & Scorecards
- Strategic Alignment
- Budget and Resource Planning

Bottom-Up

- On-Demand Certification
- Case Studies
- Promotion On Intranet and Newsletters
- Awards and Recognition

SEO Dashboard: More Than Just Data

Powered by BRIGHTEDGE	Annual \$ (in millions)	Mobile Friendly?	% of Pages That Are 'slow'	Errors Per Page	% of Traffic From SEO	SEO Click- through Rate
Why this is important:		Search engines favor mobile-friendly sites. (Yes = Good)	Faster sites perform better. What % of the URLs scanned take too long to load. (lower = better)	More page errors lower our rank in SEO. (higher = worse)	The % of traffic from SEO should be at least 50% to rely less on paid traffic. (higher = better)	How often do our organic (free) search results get clicked. (higher = better)
Website #1	\$ 20.0	No	0%	4.42	54%	38%
Website #2	\$ 9.3	No	0%	3.11	64%	7%
Website #3	\$ 9.0	No	15%	4.04	60%	7%
Website #4	\$ 8.5	Yes	28%	3.27	29%	11%
Website #5 (French version)	\$ 5.0	No	17%	3.46	67%	9%
Website #5 (English version)	\$ 2.3	No	35%	3.53	33%	2%
Website #6	\$ 3.5	Yes	0%	3.72	64%	7%
Website #7	\$ 3.0	Yes	0%	2.59	83%	7%



Publicize Success

Internal Promotion: Get your colleagues the credit they deserve and build your team. Encourage others.

External Promotion: Establish your organization as a leader. Improve recruiting and let your investors know you're making gains.

Wiley Uses BrightEdge to Overcome Algorithm Penalty and Capture \$1,860,000+ Annually on Two Product Lines



**BRIGHTEDGE
CASE STUDY**

THE PROBLEM

Wiley is a 208-year old content publisher that is addressing a seismic transformation in the industry's history -- digitization. They have a wealth of content and face the critical need to develop strong online visibility and traffic to their web sites and products. Their challenge is to capture search traffic for both existing and new content while dealing with growing competition and the ever-changing search environment.

SEO Strategist Austin Kane recently faced a search engine algorithm update and penalty that wiped out virtually half of the natural search traffic to one of his websites. In addition, he needed to prove the value of investment in content marketing and SEO to secure support and resources from management to remedy the penalty and grow organic search as a primary marketing channel.

THE SOLUTION

On Dummies.com, Austin used BrightEdge to identify and isolate the various technical issues that caused the algorithmic penalty. Utilizing the platform, Austin was able to make the development teams aware of the issues by assigning tasks for implementation. On the next algorithm update, the team witnessed a full recovery and even higher levels of visibility than pre-penalty periods.

On EfficientLearning.com, Austin used BrightEdge to analyze competitors, conduct a thorough site audit, optimize existing content and launch numerous link-building campaigns. The platform helped the team prioritize SEO initiatives, create a strong workflow, and implement tactics according to schedule. This allowed the team to reap the benefits of enhanced visibility prior to their peak season of business.

THE RESULTS

On Dummies.com we've seen growth in organic search visibility and our organic search traffic increased by over 6 million additional page views per month. This resulted in approximately \$360k more in programmatic ad revenue when annualized. On EfficientLearning.com – SEO traffic grew by 90% and contributed to incremental annualized revenue gains that exceed \$1,500,000.



Austin Kane
www.wiley.com



Being able to identify opportunities and track changes and results in BrightEdge have helped us generate big ROI and get stakeholders 'on-board' with SEO best practices.

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Tool Set: Pick The Best Tools

Tool Set



Pick The Best Platform

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Accounts:

efficientlearning.com



LOG OUT

Dashboard Reports Recommendations Tasks Analysis Site Audit Campaigns Help Setup

Dashboard

Easy, powerful dashboard reporting ▶ Show Me

Efficient Learning: CPA Visibility



Make Default

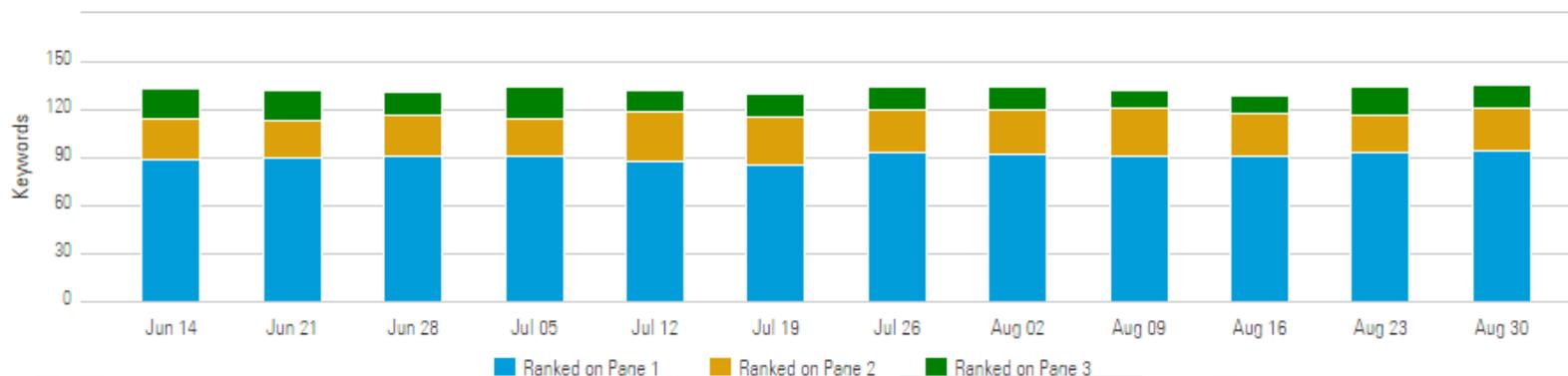
Events

Jun 14, 2015 - Sep 05, 2015

BY:



CPA: Overall Rankings



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Skill Set: Make Training Widely Available and a Priority

Skill Set



Provide Training to Everyone

100% On-Demand Programs:

- Search Engine Optimization (SEO)
- Digital Analytics
- Social Marketing
- Customer Experience



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Our Internal SEO Certification Has Three Levels, Feeds into BrightEdge Certification

Level	Colleagues Enrolled	Topics	Goal
Level 1	357	Introduction to search engine optimization. What it is, what it is not. Translate the jargon.	Common understanding.
Level 2	218	Builds on Level 1, adding more depth and jargon. Starts to talk about how BrightEdge helps identify opportunities and track results.	How to move the needle.
Level 3	74	Covers more technical aspects and really starts talking about the BrightEdge platform.	Give a working knowledge.
 BRIGHTEDGE CERTIFIED PROFESSIONAL	54	Available through BrightEdge, how to use the platform.	Improve ROI and put an end to 'shelfware'!

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How We Built Our SEO Certification

- Partnered with **BRIGHTEDGE** Professional Services
- They delivered training materials on PowerPoint and quiz for each level in our certification
- Hosted our internal learning management system
- Available on-demand to everyone
- Promoted internally

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Key Takeaways

Start with the end in site: ask yourself *“How will I package the results so executive leadership will understand the significance and benefits?”*

Tools matter: Using leading platforms like BrightEdge doesn't just make work easier, they'll also help attract and retain the best talent

Put an end to 'shelfware': Provide training so you get full value out of your investment. Use internal promotions to recognize colleagues and drive more interest and adoption

Educate with dashboards: It's hard to get time with executives
Dashboards serve as a great way to get your message to them

Thank you for your time!

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