

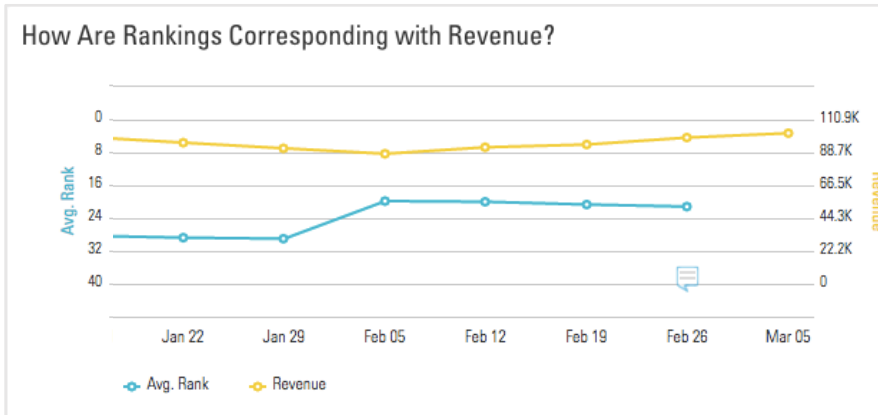
# Adobe analytics data integration

Drive better business results by connecting customer online behavior with SEO

**BRIGHTEDGE**

The Global Leader  
in SEO and Content  
Performance

## BRIGHTEDGE Story Builder



Search engine optimization (SEO) plays a critical role in making your content visible on search engine results pages (SERPs) for the topics that matter to your business. To win in SEO, you need to understand how content improvements contribute to key business results, such as increasing website visits, conversions, and revenue.

BrightEdge's deep integration with Adobe Marketing Cloud pulls the analytics data you've come to trust into the BrightEdge search and content platform. By blending web analytics and organic data, you can better direct optimization efforts, and demonstrate the impact that such efforts have on business metrics.

## BRIGHTEDGE Page Reporting

Page	Revenue	Revenue Change	Visits	Visits Change	Avg. Blended Rank Change	Avg. Blended Rank	Backlinks
<a href="https://www.acmecocom/en-us/womens/shorts/g/3c3j">https://www.acmecocom/en-us/womens/shorts/g/3c3j</a>	\$4,002	\$16 ▲	13,816	22 ▼	1.00 ▼	12.00	2
<a href="https://www.acmecocom/en-us/womens/footwear/g/3cr">https://www.acmecocom/en-us/womens/footwear/g/3cr</a>	\$190	\$1 ▲	534	No Change	1.00 ▼	3.00	1
<a href="https://www.acmecocom/en-us/womens/running/g/3cha">https://www.acmecocom/en-us/womens/running/g/3cha</a>	\$243	No Change	4,702	9 ▼	1.00 ▼	54.00	6
<a href="https://www.acmecocom/en-us/womens/bottoms/g/3co">https://www.acmecocom/en-us/womens/bottoms/g/3co</a>	\$3,127	\$41 ▲	1,993	31 ▲	0.60 ▼	21.90	310
<a href="https://www.acmecocom/en-us/womens-ua-micro-g-assert-6-running-shoes/pid1266252">https://www.acmecocom/en-us/womens-ua-micro-g-assert-6-running-shoes/pid1266252</a>	\$8	No Change	4	2 ▲	0.50 ▼	33.25	21
<a href="https://www.acmecocom/en-us/womens-ua-spine-rpm-running-shoe/pid1235045">https://www.acmecocom/en-us/womens-ua-spine-rpm-running-shoe/pid1235045</a>	\$18,231	\$158 ▼	24,127	459 ▼	0.50 ▼	12.00	3

Prioritize site improvements with the best opportunities for hitting business goals.

“On any given day, there are thousands of places on my website that need attention. By importing my Adobe analytics data, I can now assess possible site improvements together with business metrics like traffic and conversions.

This helps me take a data-driven approach to SEO to pinpoint which changes to make first.

**WILEY**

## Optimize for all critical topics – including those missing due to secure search

By importing your web analytics to your BrightEdge platform, you can bring back keyword-level data that is missing in secure search. You can discover new and important search topics and optimize your content for these topics to drive more traffic, conversions and revenue on-site.

### BRIGHTEDGE Page Reporting

Discover new keywords driving traffic to your page			
<input type="checkbox"/>	Keyword	Blended Rank	Search Volume
<input type="checkbox"/>	board short	46	27,100
<input type="checkbox"/>	board shorts	53	27,100
<input type="checkbox"/>	men's board shorts	33	9,900
<input type="checkbox"/>	mens board short	27	9,900

## Ensure that your content is written around high demand, high value topics

Identify topics that are searched on the most on Google. Then compare this data with your web analytics data, such as visits and revenue from these keywords. By assessing topics according to these two dimensions, you can focus on optimizing for the topics that are high in demand and also instrumental in contributing to your bottom line.

### BRIGHTEDGE Keyword Reporting

Keyword	Monthly Search Volume	Blended Rank Jan 01, 2017	Blended Rank Change	Revenue Jan 01, 2017	Revenue Change	Page URL
shoes	5,000,000	25	10 ▼	\$3,468	\$622 ▼	<a href="http://www.acmeco.com/shoes">http://www.acmeco.com/shoes</a>
womens shoes	880	19	8 ▼	\$4,803	\$420 ▼	<a href="http://www.acmeco.com/womensshoes">http://www.acmeco.com/womensshoes</a>
shoe sale	480	41	10 ▼	\$500	\$1,038 ▼	<a href="http://www.acmeco.com/shoesale">http://www.acmeco.com/shoesale</a>
sandals	480	12	4 ▲	\$6,259	\$349 ▲	<a href="http://www.acmeco.com/sandals">http://www.acmeco.com/sandals</a>

## Analyze website page performance across the buyer's journey

Track how pages geared towards awareness, consideration, and decision stages rank on search engines and ultimately perform. By understanding how these topics influence the online behaviors of your customers, you can devise new strategies and SEO tactics to achieve better outcomes from organic search.

### BRIGHTEDGE Page Reporting

Consideration: Shoes - Top Pages By Revenue								
Page	Revenue	Revenue Change	Visits	Visits Change	Backlinks	Facebook Likes & Shares	Tweets	
<a href="http://www.acmeco.com/shoes">http://www.acmeco.com/shoes</a>	\$11,661	\$75 ▲	5,998	246 ▲	37	773	90	
<a href="http://www.acmeco.com/womensshoes">http://www.acmeco.com/womensshoes</a>	\$3,127	\$41 ▲	1,993	31 ▲	310	1,213	1,315	
<a href="http://www.acmeco.com/shoesale">http://www.acmeco.com/shoesale</a>	\$393	\$26 ▼	187	15 ▼	130	3,621	1,548	
<a href="http://www.acmeco.com/sandals">http://www.acmeco.com/sandals</a>	\$0	\$29 ▼	4,161	15 ▼	6	49	51	