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Craig Berdie, Global Search Marketing Manager



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Who is 3M?

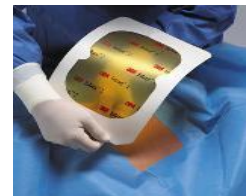


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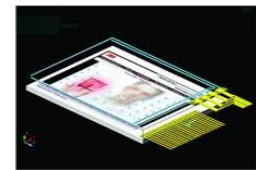
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Who is 3M – a Small Sample of our Products



Traffic & Vehicle
Safety & Management



A brilliant idea
for
simplifying
masking.



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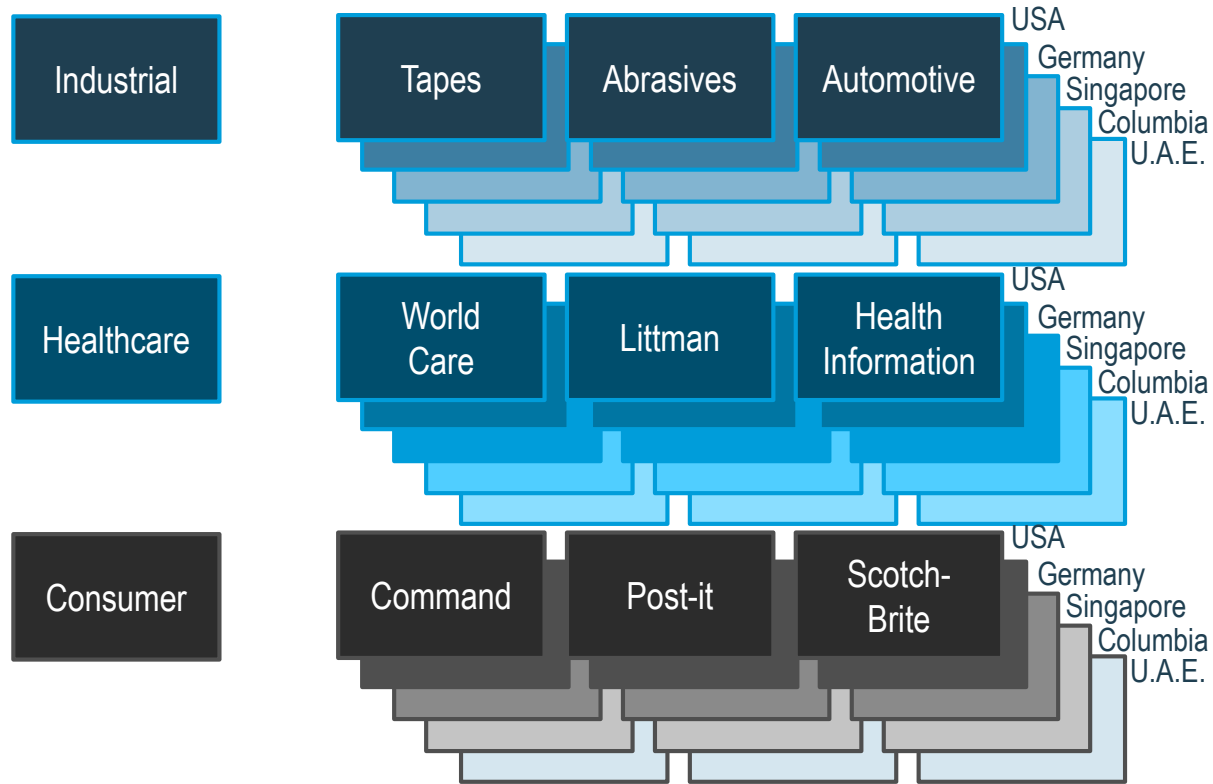
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Who Am I?

- SEO Focus since 2000
- Career Path:
 - Data Communications Technical Analyst
 - Sales Training and Consulting Developer
 - SEO Specialist for NIST funded organization
 - 3M SEO Manager
- Life: Married, one (Lidar scientist) son
 - Lake Phalen, North Shore Lake Superior, Yachats
 - Bernese Mountain Dog, Swimming, Biking, Yoga



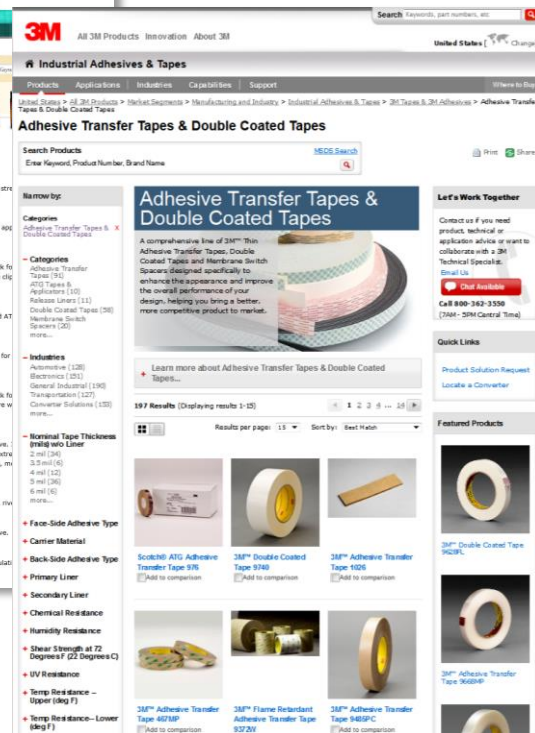
3M SEO Environment



SEO Challenges

- Consistency Between Countries
 - Market Variations
 - Resources
- Fundamental Architectural Decisions Predate SEO consideration
- Rapidly Evolving Product Sets (35%/year)
- Deep Content Locked in PDFs

Singapore



U.S.A.

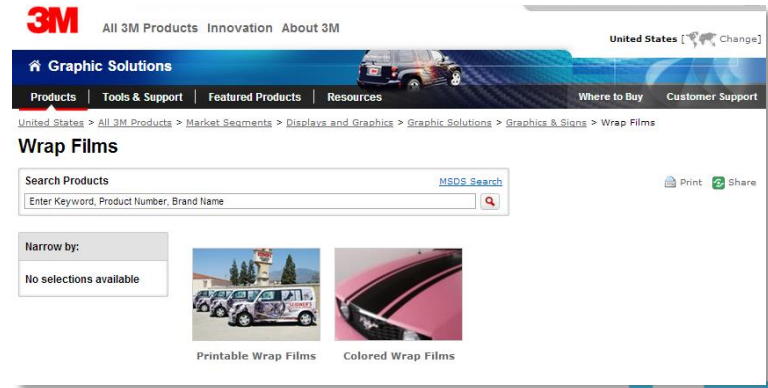
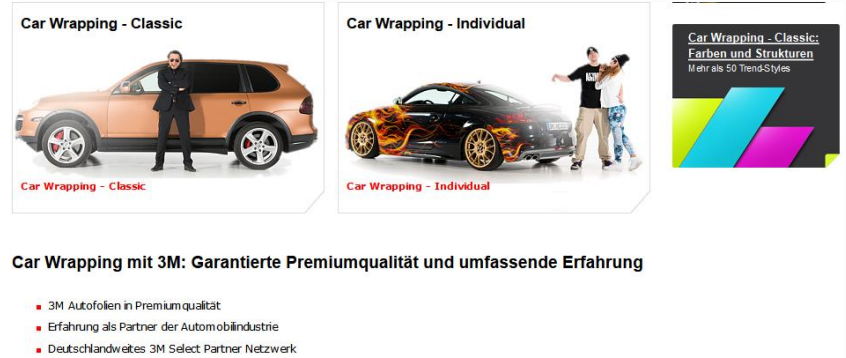
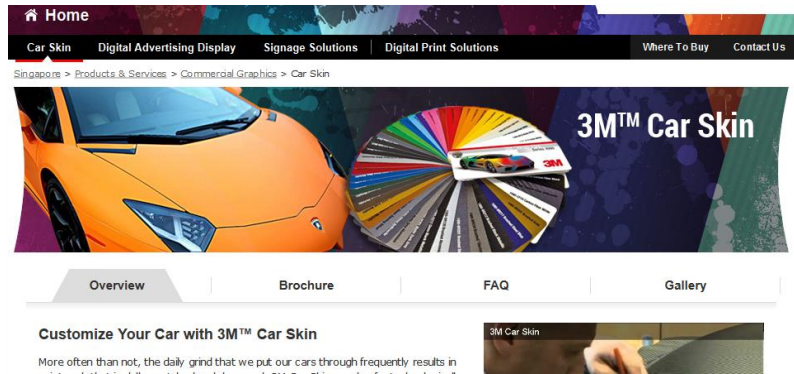
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How Do We Learn From Other Locales



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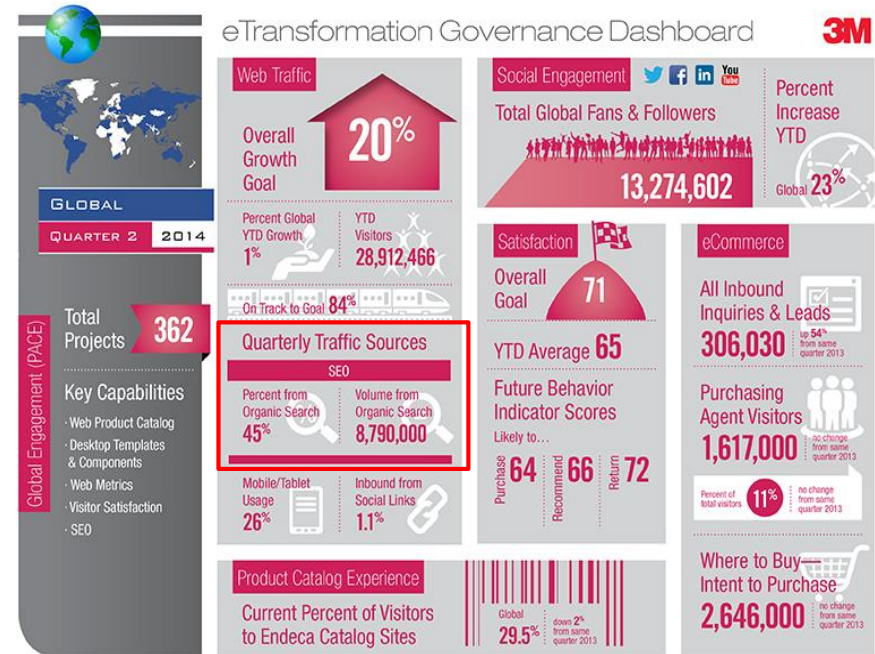
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Solution: Establish SEO As Critical (45% of traffic)

- Identify SEO as 45% Traffic Source
 - Create Models for Economic Value
- Work for C-Level Support
- Funding and Staffing
 - Modest and Needs Justification
 - Highly Variable by Country / Region
 - Decentralized – influence and align



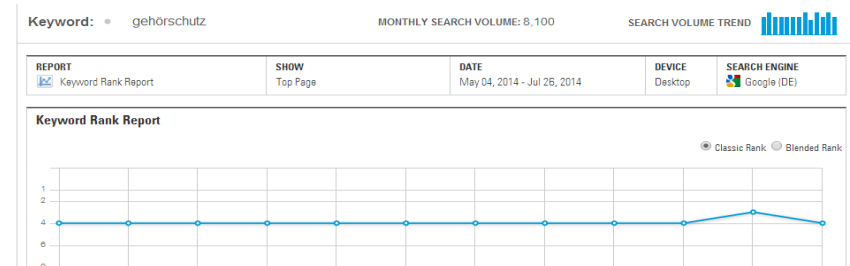
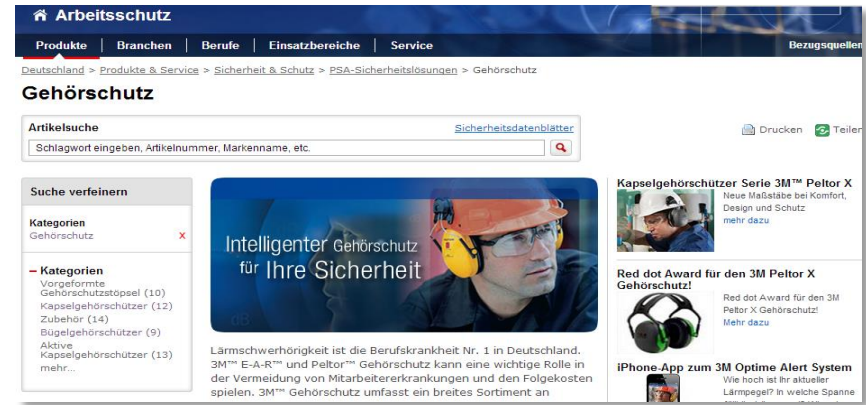
Tactics

- Establish and Support Centers of Excellence
 - SEO Council: Global, Collaborative, Learning
 - eHubs: Business and Regional
 - Wiki for knowledge capture
- Implement Enterprise SEO Platform – Bright Edge
 - License a variety of “Ad Hoc” tools
- Global SEO Projects
 - Measure, Measure, Measure
- Training and Workshops with Marketers



Take a Seat at the Table with Technical Teams!

- IT Architectural Committees
- Data Management and Entry
- UI and UX: SEO capable pages
- Content Creation and Strategy
- Insist on SEO page variables
 - Correct canonicals
 - Modifiable variables for Title, H1, etc.



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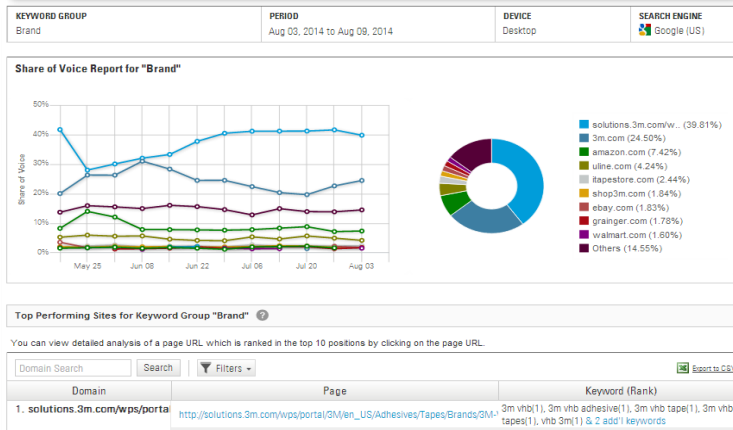


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Results

- 20% Organic Traffic Growth 3 yrs in a row – 73% CAGR
- Grow SEO Council: active members from 5 – 20
 - Move “Daily” work to Business and Local
- Platform becoming “SEO Enabled”
- Many Example like “VHB”
 - ID High Value Group
 - ID valuable existing content
 - Create Landing Pages and redirects
 - Ranking and Share of Voice Increases

Brand / VHB Stack Rank Report



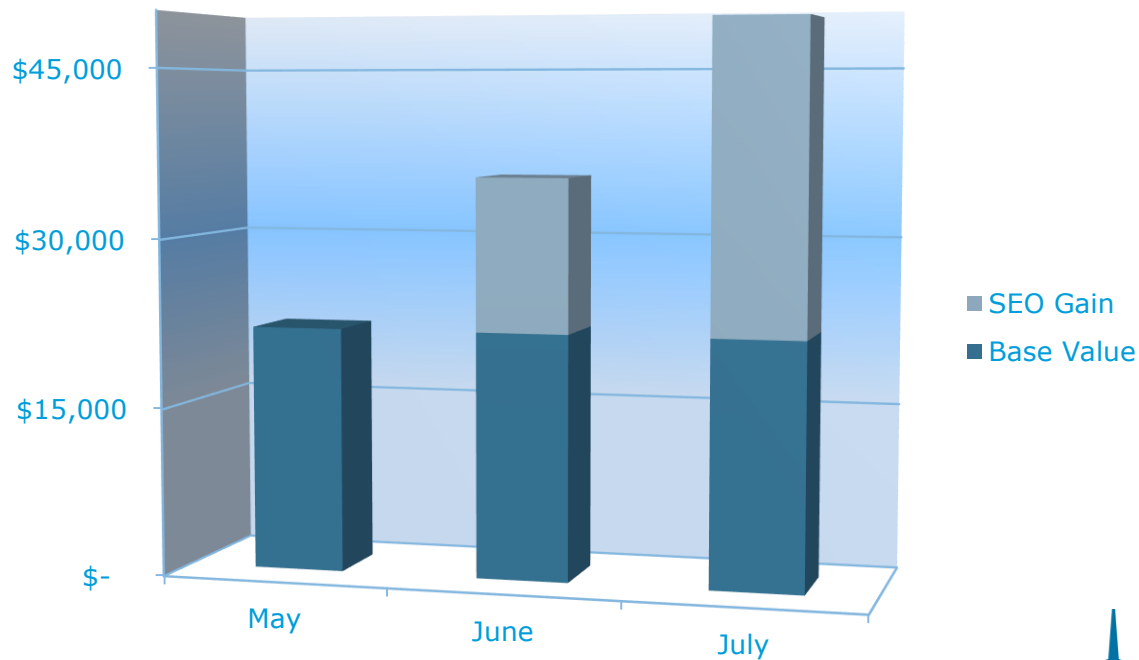
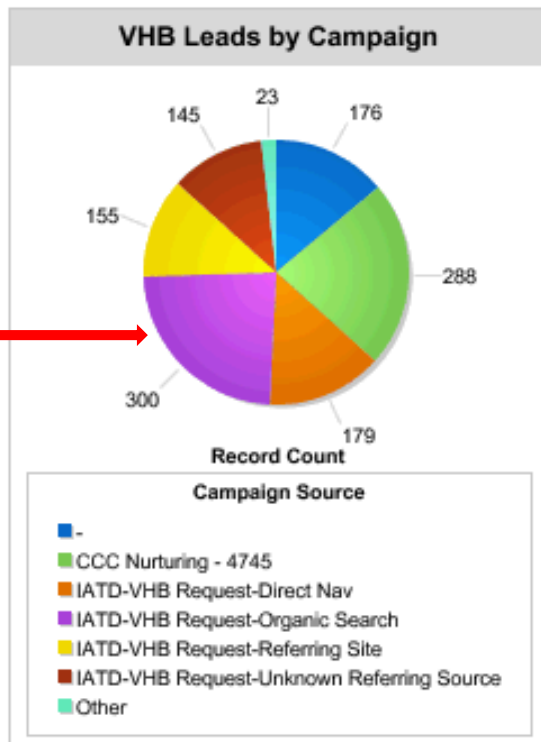
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So What Does VHB Improvement Mean to the Business Group?



What's So Hard About This!

- Traditional Marketers with skepticism re. volumes and “how customers buy”
 - Working with Marketing Excellence to improve Digital Skill set
- Large Volumes of Dynamic Pages with Non-SEO Defaults
 - Build in Variable values
 - Integrate SEO into “Content Factory” plans
- International Variations and Staffing Levels
 - Small victories, identify hero's and promote
- Content Created for Print
 - Contribute to Content Management strategy and trials



Insights

- Recognize and Nurture Global Talent
- Develop Business Justification
- Leverage IT Skills: Automation is Challenging to SEO
- Identify and Focus on Teams Willing to Implement Change
 - Small victories generate momentum
- Identify SEO Targets and Create Success Stories
 - Understand and use available data



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Thank You

Craig Berdie



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