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Adobe

Dave Lloyd, Sr. Manager, Global Search Marketing



BRIGHTEDGE

Team Charter

Global team of 6 delivering Organic & Site Search strategies for all Adobe products

- Deliver industry best practices
- Drive KPI-focused results
- Showcase Adobe Marketing Cloud products

Personally, 14 years in Search & Digital Marketing

@davelloyd1

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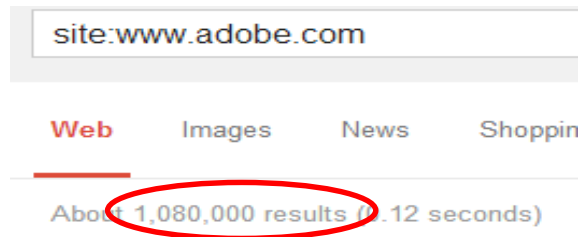
@brightedge

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Adobe.com – from an SEO perspective

#6 most linked-to web domain

Rank	Root Domain	Linking Root Domains
1	Facebook.com	9,616,487
2	Twitter.com	6,454,936
3	Google.com	5,868,081
4	Youtube.com	5,442,206
5	Wordpress.org	4,051,288
6	Adobe.com	3,498,190



Ownership of adobe.com, Support, TV, and Blog subdomans

Monitor 20,000 SEO keywords, 80 languages, 250 subdomains or regional sites, & 210 competitors

+15% YoY Visitor & Conversion increase

How Search, Content, and Localization teams can perform together best

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Align to the customer journey

Adobe Experience Manager - Adobe.com

Ad www.adobe.com/ExperienceManagement ▾

Deliver Tailored Experiences Across Web & Mobile—Get Started Today!

[Managing for Mobile](#) - [Web Experience Management](#) - [Cloud Manager](#)

Adobe Experience Manager | Adobe Marketing Cloud

www.adobe.com/.../web-experience-management.html ▾ Adobe Systems ▾

Adobe Experience Manager helps you organize and manage the delivery of creative assets and other content across all of your digital marketing channels.

Web content management

Adobe® Experience Manager web content management is an easy ...

Resources

Welcome to the hub of digital resources. Take advantage of ...

Digital asset management

The digital asset management capabilities of Adobe ...

[More results from adobe.com »](#)

Adobe Experience Manager Explained | Learn Digital Mark...



tv.adobe.com/...adobe.../adobe-expe... ▾ Adobe Systems ▾

Mar 20, 2013

Learn all about how Adobe Experience Manager helps you organize and manage the delivery of creative ...

Adobe Experience Manager help

helpx.adobe.com/marketing.../experience-manager.html ▾ Adobe Systems ▾

Welcome to the Help and support community for Adobe Experience Manager — one of the five Marketing Cloud solutions. Find tips, tricks, and solutions to ...

Adobe Experience Manager - Wikipedia, the free encyclope...

en.wikipedia.org/wiki/Adobe_Experience_Manager ▾ Wikipedia ▾

Adobe Experience Manager (AEM) is an application component of the Adobe Marketing Cloud suite by Adobe Systems. It organizes, manages, and delivers ...

Content available throughout
buying process improves
Digital Shelf Space

Consideration intent (Adobe.com)

Learning intent (Adobe TV section)

Support intent (Help section)

Paid Search alignment

Content Optimization Plan

1. Identify keywords
2. Organize content
3. Optimize content
4. Create content
5. Localize content
6. Link to content
7. Launch process & QA of Recommendations



Regional SEO coverage

All countries receive:

- CMS improvements
- XML and Href Alternate Language Sitemaps
- Technical SEO & redirect mapping

Tier 1 (8 countries)

- Support all products with keywords, content, linking, and QA

Tiers 2-4

- Support on-page keyword optimization based on regional priorities



SEO Localization Flow

1. In-country keyword **research**
2. Each keyword **mapped** to preferred landing page
3. Content **localized** using keywords (content, video, images, links)
4. **Reviewed** by Global Web & SEO teams
5. Localized & optimized content **goes live**



One challenge of Keyword Demand + Translation

Marketing Digital 1600 - ~~Marketing numérique~~ 70

cross-canal 1900 - ~~multicanal~~ 1000

web analyste 70 - ~~analyste web~~ 40

spécialiste du Digital Marketing 0 - ~~spécialiste du marketing numérique~~ 0

web marketing 1900 - ~~marketing web~~ 260

call center 1900 - centre d'appel 1600 call centre 70



Detailed SEO Localization Process

Step	Task	Description	Owner
1	Business Unit initiates Web Project	Project scope defined. Search, Editorial Localization notified project has kicked off	SEO Analyst
2	North America Search Team defines keywords and submits form	SEO Keyword/Page recommendations including keywords, link names are finalized. Spreadsheet with terms handed off to Operations Team for budget verification	SEO Analyst
3	Keywords localization initiated	Ops team verifies budget and submits request to Translation team	Search Operations
4	Vendors validate keywords for demand	Keywords are localized and validated (using Google AdWords tool) for in-country search demand	Translation team
5	Vendors & Regions select keywords	Vendors and Regions review /approve keywords based on good search demand and/or choose alternate keywords for terms with low demand	Translation team
6	Keywords sent to Translation & Search teams for review and approval	Keywords are sent to Translation team and Search team for final review/approval	SEO Analyst
7	Final reviews are collected and submitted to Global Web team	All emails tagged "Final submission" are collected then submitted to Global Web team	Search Operations
8	Global Web applies full SEO recommendations	Full SEO Recommendations implemented on pages (keywords/ Title/ Meta Descriptions) by Global Web	Global Web Team
9	SEO QA/Pages Go Live	Pages are Qad by Search team and Global Web so SEO Content can go live for Launch.	SEO Analyst

Timely, Relevant, & Localized SEO Ad Copy

Photo editor | Download free Adobe Photoshop CC trial

www.adobe.com/products/photoshop.html Adobe Systems

Photographers: Get Adobe Photoshop CC plus Lightroom for desktop and mobile for \$9.99/mo. Everything you need to organize, edit, and publish your images.

Photo editor | Download free Adobe Photoshop CC trial

www.adobe.com/uk/products/photoshop.html

Photographers: Get Adobe Photoshop CC plus Lightroom for desktop and mobile for £7.49/mth. Everything you need to organise, edit and publish your images.

Bildbearbeitung | Download Adobe Photoshop CC ...

www.adobe.com/de/products/photoshop.html

Ideal für Fotografen: Adobe Photoshop CC plus Lightroom für Desktop und mobile Geräte für 9,99 € pro Monat mit allen Tools zum Verwalten, Bearbeiten und ...

Photo editor | Télécharger Adobe Photoshop CC gratuit ...

www.adobe.com/fr/products/photoshop.html

Photographes: Adobe Photoshop CC et Lightroom pour postes de travail et terminaux mobiles à 9,99 €/mois. Pour classer, retoucher et publier vos photos.

Fotoritocco | Download Adobe Photoshop CC: versione di ...

www.adobe.com/it/products/photoshop.html

Fotografi: Adobe Photoshop CC e Lightroom per desktop e dispositivi mobili a € 9,99/mese. Tutto il necessario per organizzare, modificare e pubblicare ...

Foto-editor | Gratis proefversie Adobe Photoshop CC ...

www.adobe.com/be_nl/products/photoshop.html

Fotografen krijgen Adobe Photoshop CC én Lightroom voor desktop en mobiel voor € 9,99 per maand. Alles wat je nodig hebt om je afbeeldingen te ordenen, ...

Фоторедактор | Скачать Adobe Photoshop CC бесплатно

www.adobe.com/ru/products/photoshop.html

Вниманию фотографов: Adobe Photoshop CC и Lightroom для ПК и мобильных устройств за 299 руб. в месяц — это все, что нужно, чтобы ...

フォトエディター | Adobe Photoshop CC無償体験版下载

www.adobe.com/jp/products/photoshop.html

フォトグラファー必携！ Adobe Photoshop CCとLightroomデスクトップ&モバイル版が月額980円。画像の整理、編集、公開に必要なツールがすべて揃います。

URL- CH_DE	Title Tag - CH_DE	Meta Description - CH_DE
http://www.adobe.com/ch_de/	Adobe Schweiz: Kreativität, Marketing und Dokumentenmanagement	Adobe verändert die Welt durch digitale Erlebnisse. Lösungen von Adobe unterstützen Kunden beim Erstellen, Bereitstellen und Optimieren von Inhalten und Applikationen.
http://www.adobe.com/ch_de/creativecloud.html	Creative-Software und Cloud-Dienste Adobe Creative Cloud	Der 2014 Release der Creative Cloud eröffnet dank noch intuitiverer und besser vernetzter Funktionen neue Möglichkeiten für Kreativität. Jetzt durchstarten!
http://www.adobe.com/ch_de/creativecloud/buy/business.html	Cloud-Lösungen Adobe Creative Cloud für KMUs	Mit der Creative Cloud für Teams erhalten KMUs alle Kreativ-Tools von Adobe plus Extra-Features, die Bereitstellung und Management schnell, einfach und flexibel machen.
http://www.adobe.com/ch_de/creativecloud/buy/education.html	Adobe Creative Cloud für Unternehmen Bildungseinrichtungen	Die Creative Cloud für Unternehmen bietet Bildungseinrichtungen branchenführende Kreativ-Tools und zentralisierte Verwaltungs- und Bereitstellungsoptionen für Software.

URL- RU	Title Tag - RU	Meta Description - RU
https://creative.adobe.com/ru	Регистрация в Creative Cloud Вход в систему Creative Cloud	Здесь можно просматривать творческие материалы, сохраненные в Adobe Creative Cloud, и обмениваться ими с любого устройства, подключенного к Интернету.
https://creative.adobe.com/ru/plans	Цена и планы подписки Adobe Creative Cloud	Оцените Creative Cloud совершенно бесплатно или выберите план подписки, чтобы воспользоваться всем ПО, хранилищем и функциями синхронизации файлов и обмена ими.
https://creative.adobe.com/ru/plans/photography	План Creative Cloud для фотографии Adobe Creative Cloud	Фотографам: Adobe Photoshop CC и Lightroom для ПК и мобильных устройств за 299 руб./мес. — это все, что нужно, чтобы редактировать, систематизировать и публиковать работы.

URL- ES	Title Tag - ES	Meta Description - ES
http://helpx.adobe.com/es/after-effects.html	Datos, ayuda y soporte Adobe After Effects CC	Descubre After Effects, lee respuestas a preguntas, únete a la comunidad online y obtén ayuda inmediata del servicio de asistencia técnica de Adobe.
http://helpx.adobe.com/es/after-effects/faq.html	Preguntas frecuentes y respuestas Adobe After Effects CC	Lee las preguntas frecuentes oficiales sobre After Effects CC. Encuentra respuestas a las preguntas habituales acerca del producto.
http://helpx.adobe.com/es/after-effects/plugin-ins.html	Plugins de After Effects Adobe After Effects CC	Añade incluso más funciones a After Effects con los plugins más recientes de otros desarrolladores.

Results

Preise und Abos Creative Cloud	Adobe Creative Cloud per studenti e docenti	ayuda y soporte After Effects
Web Shopping News Bilder Videos Mehr ▾ Suchoptionen	Web Notizie Immagini Video Shopping Altro ▾ Strumenti di r	Web Vídeos Imágenes Noticias Shopping Más ▾ Herramienta:
Ungefähr 576.000 Ergebnisse (0,42 Sekunden)	Circa 13.400 risultati (0,30 secondi)	Aproximadamente 156.000 resultados (0,29 segundos)
Neu: Adobe Creative Cloud - adobe.com Anzeige www.adobe.com/CreativeCloud ▾ Schneller und effizienter arbeiten mit der Creative Cloud. Zum Abo 251.902 Personen folgen Adobe auf Google+ Satte Rabatte bei Adobe Photoshop CC & Lightroom Creative Cloud & Business Creative Cloud & Studium	Adobe Creative Cloud per studenti e docenti Adobe www.adobe.com/it/creativecloud/buy/students.html ▾ Scegli la versione per studenti e docenti di Creative Cloud: risparmi il 65% e accedi a tutti gli strumenti Adobe Creative Cloud. Sconti per studenti, requisiti di idoneità Adobe www.adobe.com/it/education/students/how-to-buy-eligibility.html ▾ Adobe Creative Cloud è disponibile a prezzo scontato per studenti e docenti. ... Il piano completo per studenti e docenti offre le versioni più recenti di tutti gli ...	Información y asistencia técnica de After Effects CC ... - Adobe helpx.adobe.com/la/after-effects.html ▾ Da los primeros pasos con el programa o profundiza en él gracias a nuestra biblioteca de tutoriales, proyectos y artículos. Ayuda de After Effects. Consulta el ... Adobe: Recursos de After Effects https://www.adobe.com/support/documentation/es/aftereffects/ ▾ Utilización de After Effects CS3 Professional: Ayuda. Proporciona información completa ... After Effects: Guía para la generación de secuencias de comandos.
Preise und Abos Adobe Creative Cloud https://creative.adobe.com/de/plans ▾ Überprüfen Sie die Creative Cloud-Abo-Variante, und erhalten Sie Zugriff auf alle Desktop-Applikationen, Speicherplatz und leistungsfähige Funktionen zum ...		
Creative-Software und Cloud-Dienste Adobe Creative Cloud www.adobe.com/de/creativecloud.html ▾ Holen Sie sich sämtliche Kreativapplikationen im Creative Cloud-Abo. Der Preis ist derselbe wie beim Kauf eines Jahres-Abos bei Adobe, allerdings ... Adobe Creative Cloud für Teams - Schüler/Studierende - Fotografie		

19% global traffic
increase across all 3
subdomains

Lessons Learned from Title & Meta Description updates

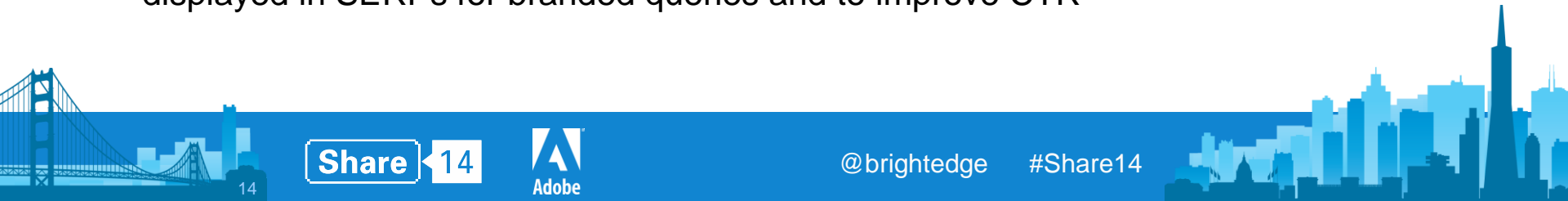
- Use localized message (spelling variations, abbreviations, punctuation, currencies) and have local reviewers verify.

Paid alignment

- Using historically best performing CTA (try, buy, free) and date format (offer ending soon, limited time, ending on a specific date)

Meta Description update process

- Work with web team to push live on promo start date & use Google Webmaster Tools Fetch feature to re-index. On promo end date, ensure MDs are reversed, and fetch for Google again and QA.
- SEO meta descriptions must contain full branded terms for the Meta Description to be displayed in SERPs for branded queries and to improve CTR



SEO + Localization Learnings

Strategy

- Improve consistency of keyword optimization through **loc assignments by language not product**
- Ideal if Loc vendors work on all Loc collateral (documents, white papers, etc.) beyond Search content
- Long-term investment (small pool of vendors who average 5 years of experience with Adobe)
- Always think about **Effort vs. Impact**

Partnership

- Localization team coordinates vendors, regions, reviewers, the Adobe Search team and the Global Web teams
- **Invest in success** by doing vendor and reviewer training on Search & keywords in region
- **SEO is not an afterthought** – plan ahead, respect deadlines, share info broadly between teams

Review & QA

- **SEO team should drive QA process** for Titles & Meta Descriptions
- Independent linguistic reviewers for targeted regions
- Regional Marketing Managers sign off on content ultimately
- Involve Regional reviewers early in the North America Campaign planning

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Thank You

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<http://blogs.adobe.com/digitalmarketing/author/dave-lloyd/>

<http://www.slideshare.net/dalloyd/>



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