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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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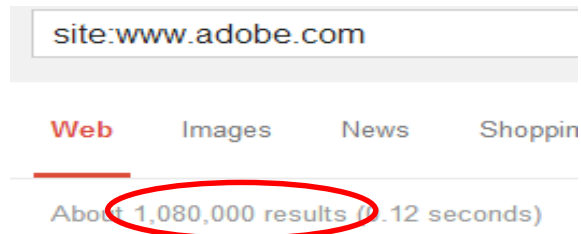
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Adobe.com – from an SEO perspective

#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

Maximize SEO, your most cost effective channel

Strategic

- Focus on customers through competitive & audience analysis
- Focus on top business priorities & KPIs

Integrated

- Align Search best practices with major Content Marketing goals

Comprehensive

- Global market opportunity of brand & non-brand keyword focus
- Reduce risk whenever possible

ADOBE TV

Sign In | Choose Site

Products Channels Shows Translations My Library

Adobe Creative Cloud Overview

Show: [Learn Creative Cloud](#)

Switch to HTML5 Beta Player

Products Covered: 16 Views: 103,854

Save Translations Was this episode helpful? Yes No

About This Episode

site:tv.adobe.com

Web Images News Shopping Maps

About 58,300 results (0.94 seconds)

Adobe TV
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 Online video resource for expert instruction and inspiration

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Business Issue – Adobe TV content underperformed

- Unique content with product-focused and non-brand terms
- Thousands of archived videos & frequent new content
- Landing pages for dedicated terms
- Conversion opportunities

Solution – Summary of Changes

- 1. Expand SEO marketable universe through content & linking improvements**
- 2. Mitigate risk of content removal on www.adobe.com**
 - Extensive keyword research increases available content
 - Leverage adobe.com domain strength to boost TV via ideal linking
- 3. Accelerate Creative Cloud conversions directly from TV content**
 - Expanded conversion pods and better Calls to Action

The SEO mix

Content &
Localization

Relevance

Linking &
Social

Importance

Site Architecture &
Technical

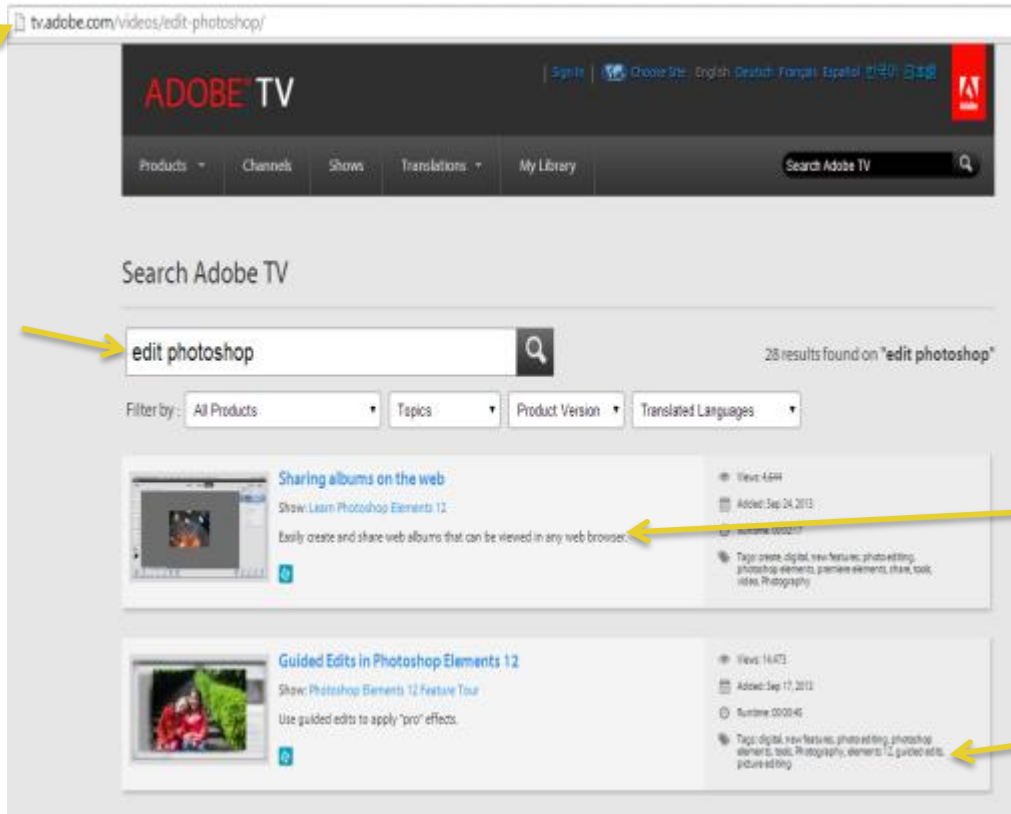
Trust

Keyword Expansion

- Product & non-brand keywords added as tags to new episode content
- Keywords include terms removed from main adobe.com website due to content reduction or strategy shift
- 168 new terms targeted across 4 geos – North America, Germany, France, and Japan – with total monthly search demand of 3.6M

Site Search results match query to URL, description, and tags

Search-friendly URL



h1

h2, bold keyword

Added meta-description that used keyword


Non-brand tag clouds



Improve internal linking from www.adobe.com to tv.adobe.com

Before

Creative inspiration




Design Center
Get inspired by the amazing work of fellow designers and learn more about Adobe tools. Find exclusive spotlights, video profiles, how-to guides, and more.

* Expert support is available in English, French, German, and Japanese.

Products	Solutions	Help	Ways to buy
Acrobat Creative Cloud Creative Suite	Digital marketing Digital media Web Experience Management	Product help centers Orders and returns Downloading and installing	For personal and home office For students, educators, and staff

After

Creative inspiration



Design Center
Get inspired by the amazing work of fellow designers and learn more about Adobe tools. Find exclusive spotlights, video profiles, how-to guides, and more.

Popular searches: [drawing software](#), [vector drawing software](#), [vector graphics design](#), [vector art software](#), [vector art design](#)

Products	Solutions	Help	Ways to buy	Company
Acrobat Creative Cloud Creative Suite Digital Marketing Suite	Digital marketing Digital media Web Experience Management	Product help centers Orders and returns Downloading and installing My Adobe	For personal and home office For students, educators, and staff For small and medium businesses	News room Partner programs Corporate social responsibility Career opportunities

Learning **More**

- [Adobe MAX 2013](#)
- [Tutorials on Adobe TV](#)
- [Training and books](#)
- [Training providers](#)
- [Seminars and events](#)
- [User groups](#)

Help **More**

- [Dreamweaver help](#)
- [User forums](#)
- [Product updates](#)

Page tools

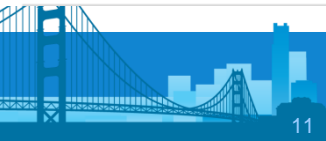
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- [User groups](#)

Help **More**

- [Dreamweaver help](#)
- [User forums](#)
- [Product updates](#)
- [WYSIWYG](#)
- [HTML editor](#)



Migrate to new search-friendly URLs

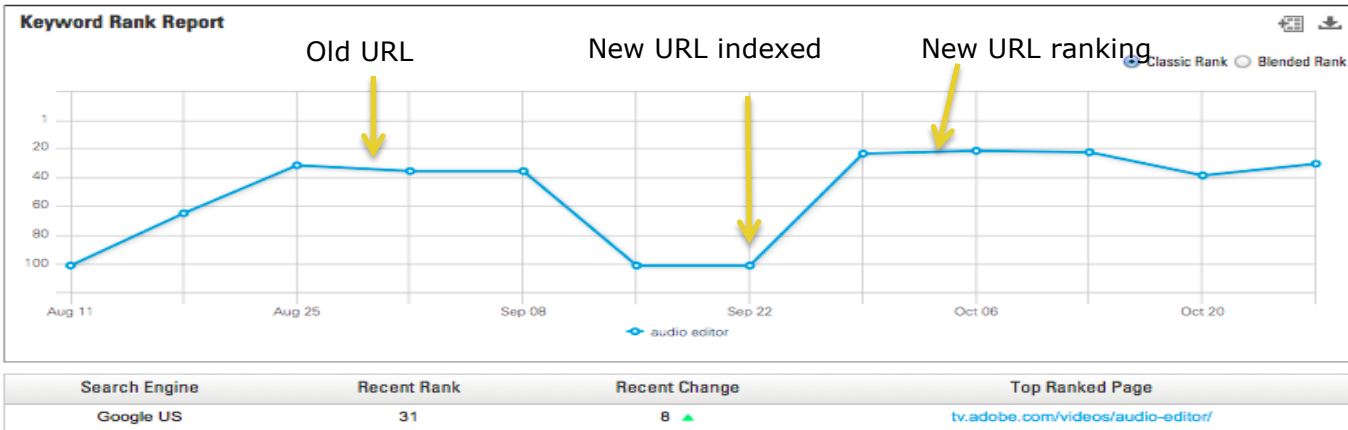
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44 results - Photoshop Product Manager Stephen Nielson demonstrates new Adobe Generator, a new technology that is paving the way for intelligent tools that ...

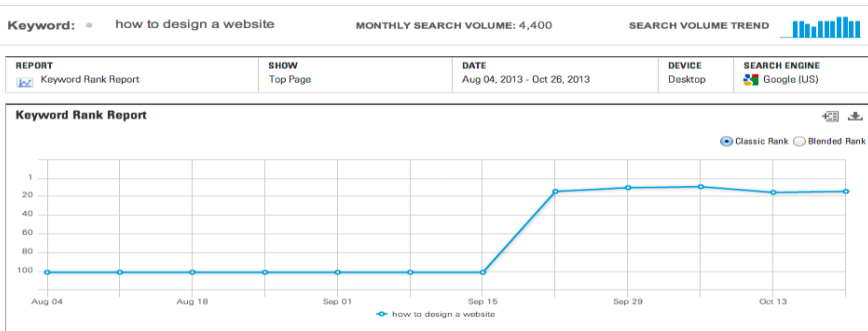
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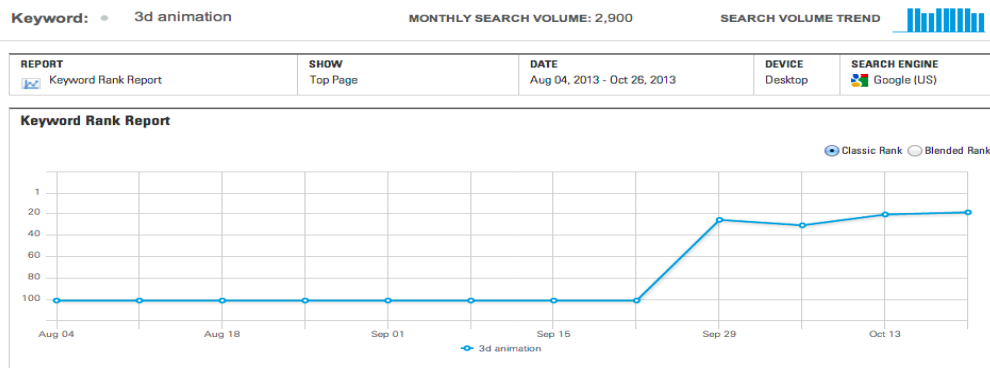
Keyword ranking improvements



Search Engine	Recent Rank	Recent Change	Top Ranked Page
Google US	15	1 ▲	tv.adobe.com/videos/how-to-design-a-website/

KEYWORD RANK HISTORY

Date	Rank	+/- Change	Top Ranked Page
Oct 20, 2013 to Oct 26, 2013	15	1 ▲	tv.adobe.com/videos/how-to-design-a-website/
Oct 13, 2013 to Oct 19, 2013	16	6 ▼	tv.adobe.com/videos/how-to-design-a-website/
Oct 06, 2013 to Oct 12, 2013	10	1 ▲	tv.adobe.com/videos/how-to-design-a-website/
Sep 29, 2013 to Oct 05, 2013	11	4 ▲	tv.adobe.com/videos/how-to-design-a-website/
Sep 22, 2013 to Sep 28, 2013	15	86 ▲	tv.adobe.com/search/?q=how+to+design+a+website
Sep 15, 2013 to Sep 21, 2013	Not Ranked	No Change	not ranked in top 100 positions
Sep 08, 2013 to Sep 14, 2013	Not Ranked	No Change	not ranked in top 100 positions
Sep 01, 2013 to Sep 07, 2013	Not Ranked	No Change	not ranked in top 100 positions
Aug 25, 2013 to Aug 31, 2013	Not Ranked	No Change	not ranked in top 100 positions
Aug 18, 2013 to Aug 24, 2013	Not Ranked	No Change	not ranked in top 100 positions
Aug 11, 2013 to Aug 17, 2013	Not Ranked	No Change	not ranked in top 100 positions
Aug 04, 2013 to Aug 10, 2013	Not Ranked	N/A	not ranked in top 100 positions



Search Engine	Recent Rank	Recent Change	Top Ranked Page
Google US	19	2 ▲	tv.adobe.com/videos/3d-animation/

KEYWORD RANK HISTORY

Date	Rank	+/- Change	Top Ranked Page
Oct 20, 2013 to Oct 26, 2013	19	2 ▲	tv.adobe.com/videos/3d-animation/
Oct 13, 2013 to Oct 19, 2013	21	10 ▲	tv.adobe.com/videos/3d-animation/
Oct 06, 2013 to Oct 12, 2013	31	5 ▼	tv.adobe.com/videos/3d-animation/
Sep 29, 2013 to Oct 05, 2013	26	75 ▲	tv.adobe.com/videos/3d-animation/
Sep 22, 2013 to Sep 28, 2013	Not Ranked	No Change	not ranked in top 100 positions



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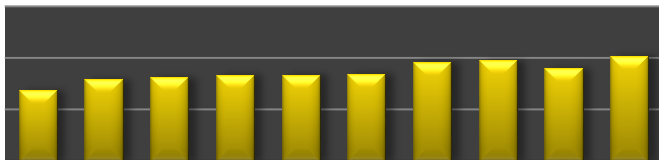


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Results

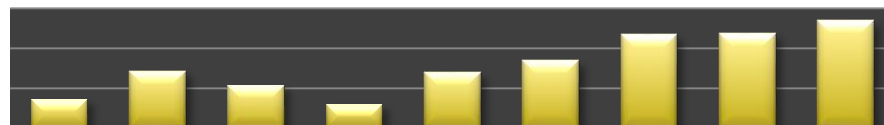
Growth of 48%+ Visits and 50%+ Free Subscribers over 9 months

Visits



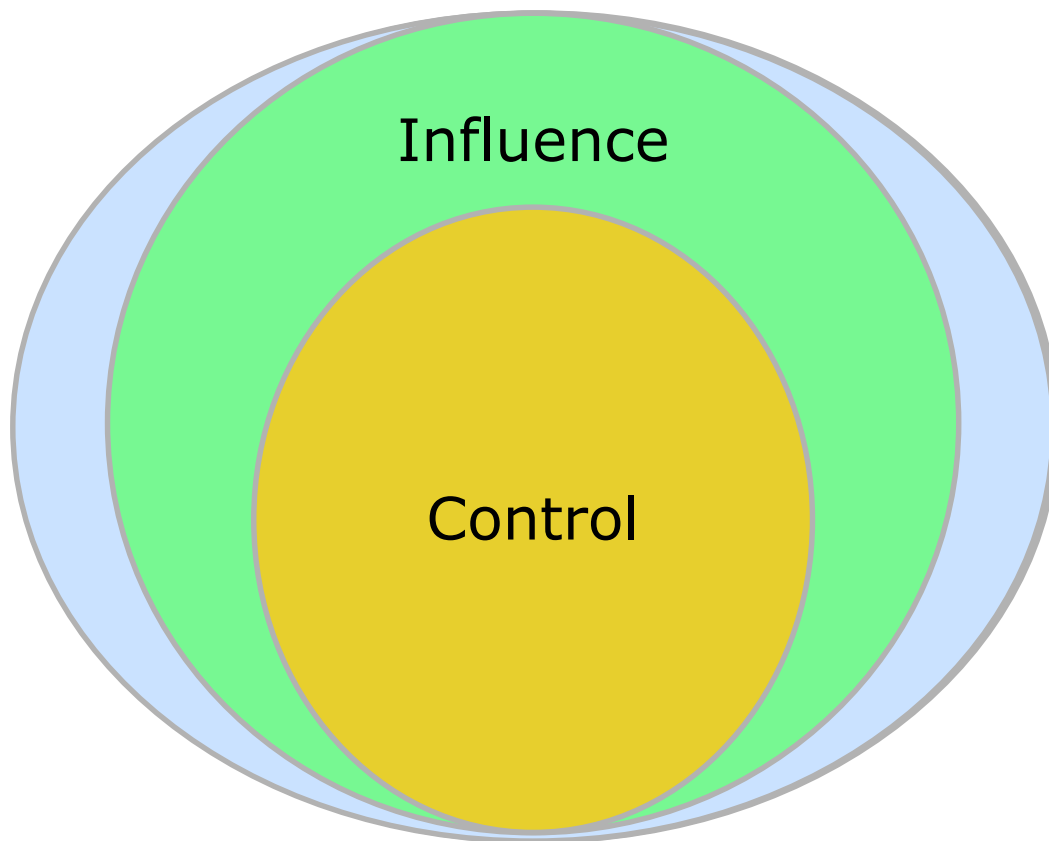
April May June July Aug Sept Oct Nov Dec Jan

Subscription Signups



May June July Aug Sept Oct Nov Dec Jan

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Thank You

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