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Microsoft

In-House Enterprise SEO Challenges

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Search Marketing Director

Microsoft Corporation



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@brightedge

@alexvolk

BRIGHTEDGE

In the Beginning...



SEO at Microsoft circa 2009

No centralized, all-up Microsoft SEO program

No access to consistent all-up or site-level SEO metrics

Minimal cross-Microsoft SEO collaboration

Misconceptions of SEO were common

Dozens of SEO vendors provided the same list of recommendations

Digital marketers and developers wanted guidance

All-up SEO Challenges

Content Types

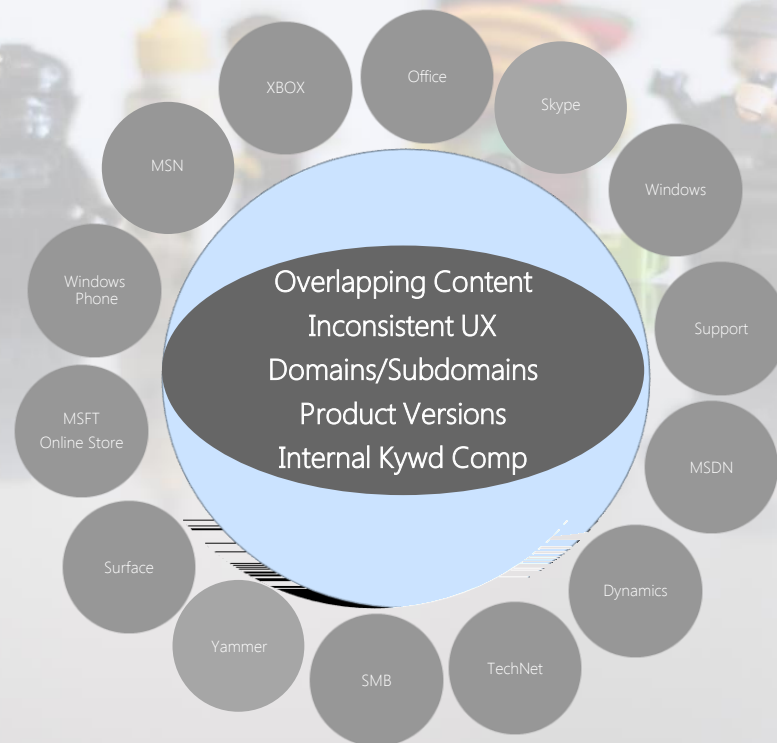
- Pre-sales
- Post-sales
- Ecommerce
- News/Blogs
- Search

Analytics

- Webtrends
- Omniture
- MDA
- Other

Objectives

- Customer Acquisition
- Revenue
- Customer Satisfaction
- Market Share



CMS Platforms

- Over 12 in use

Global Markets

- 1-140+

Stakeholders

- IT (OPS)
- Design/Dev
- Writers
- Site Managers
- Subsidiaries
- Agencies/Vendors
- Executives

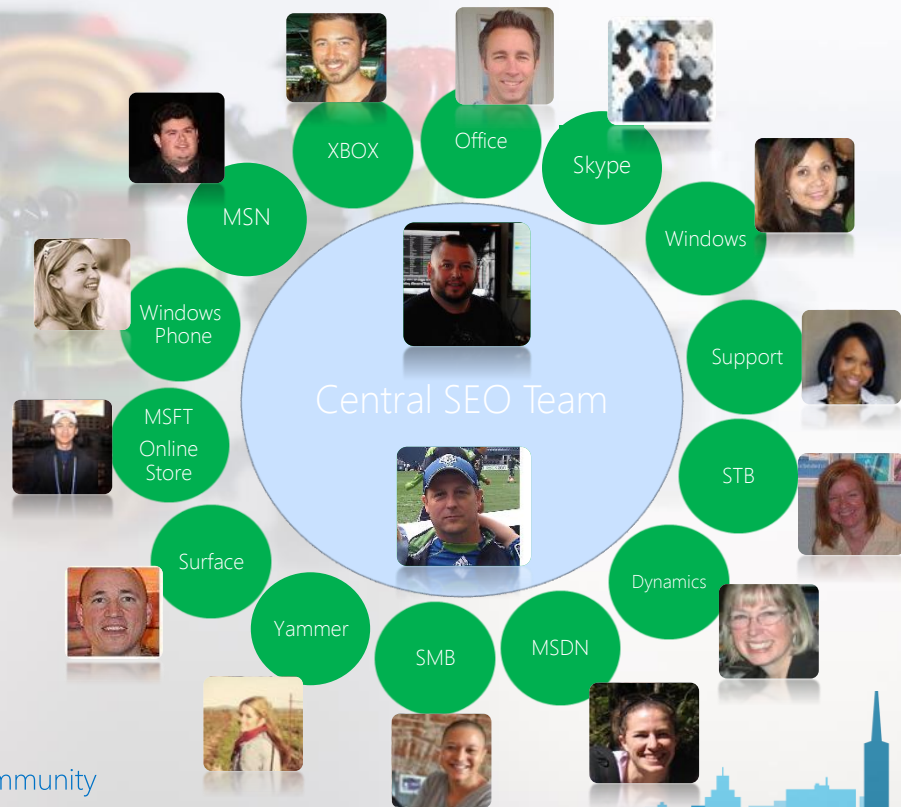
The "Hybrid SEO" Approach

- Assigned designated SEO lead
- Defined and reporting SEO targets
- Categorized lists of targeted keywords
- Prioritized technical SEO opportunities
- Adopted our social sharing button specs
- On-boarded with Bright Edge
- Utilizes iCrossing or other SEO agency



Yammer Community

SEO Community "Leads"



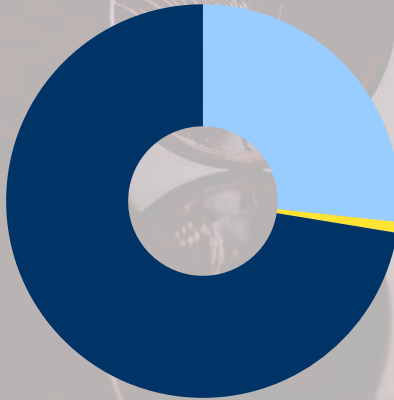
SEO as Storytelling



Opportunistic



Non-branded phrases



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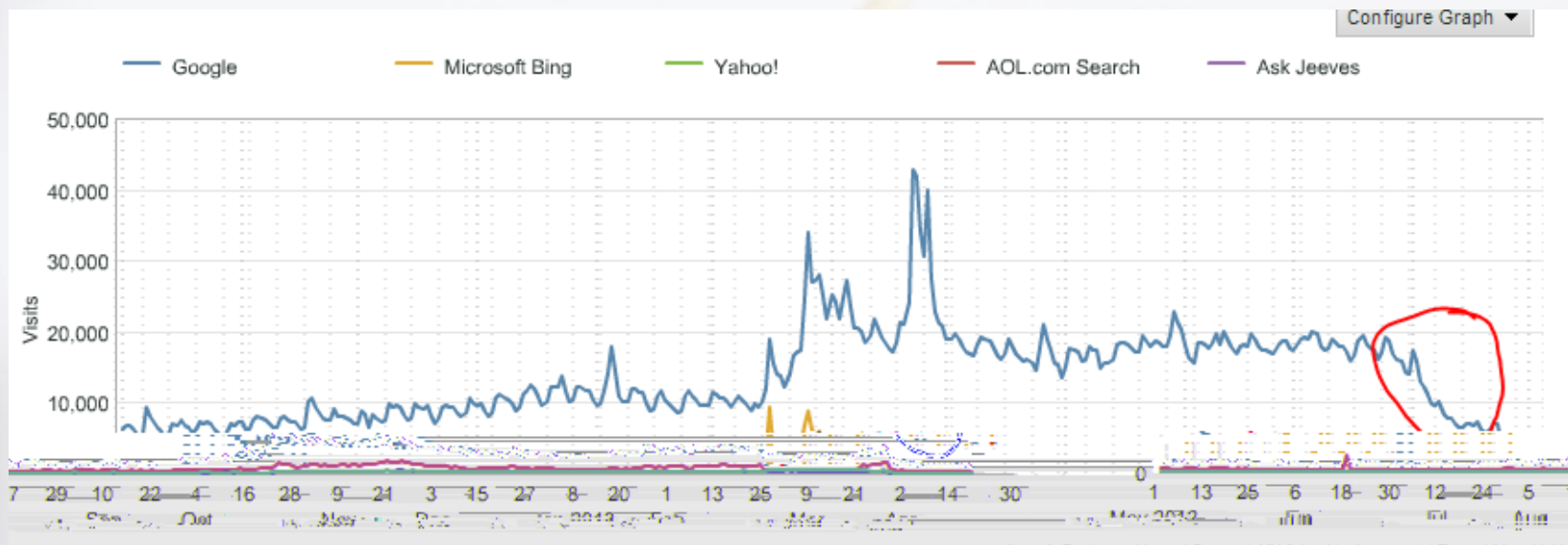
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Fear



Fear



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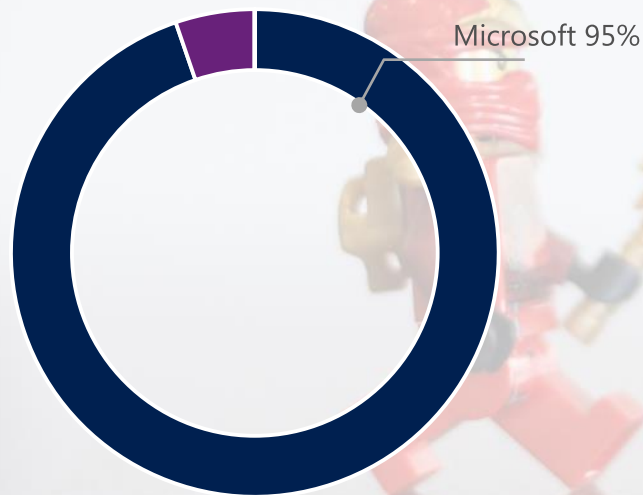


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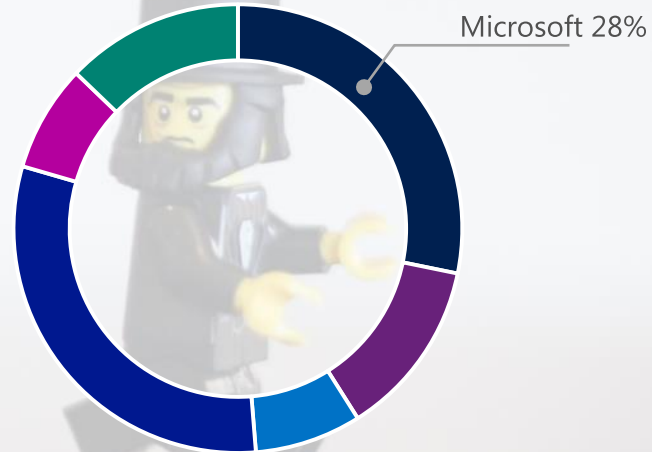
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Fear / Opportunistic

Search share of voice | **branded**



Search share of voice | **non-branded**

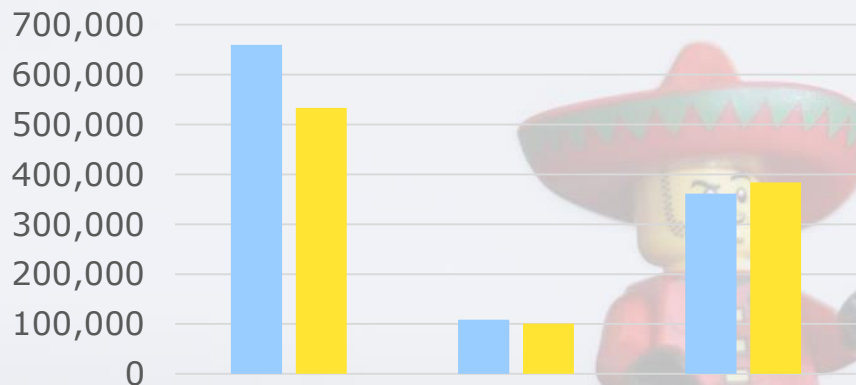


Discomfort



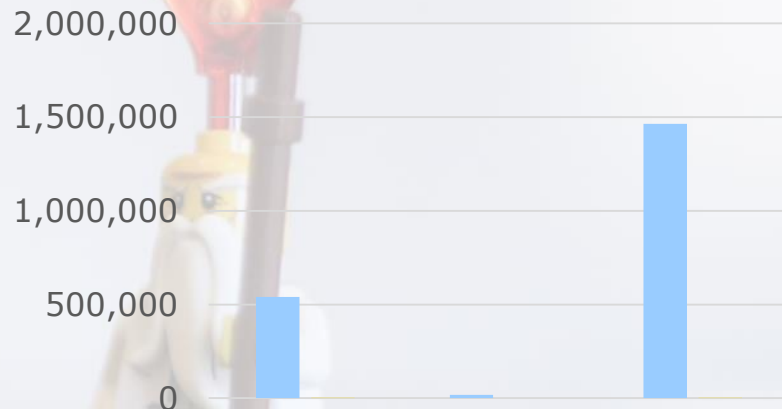
Discomfort

Branded phrases



■ Monthly Estimated Search Volume
■ Search Visits to Microsoft

Non-branded phrases



■ Estimated Search Volume
■ Search Visits to Microsoft

Discomfort

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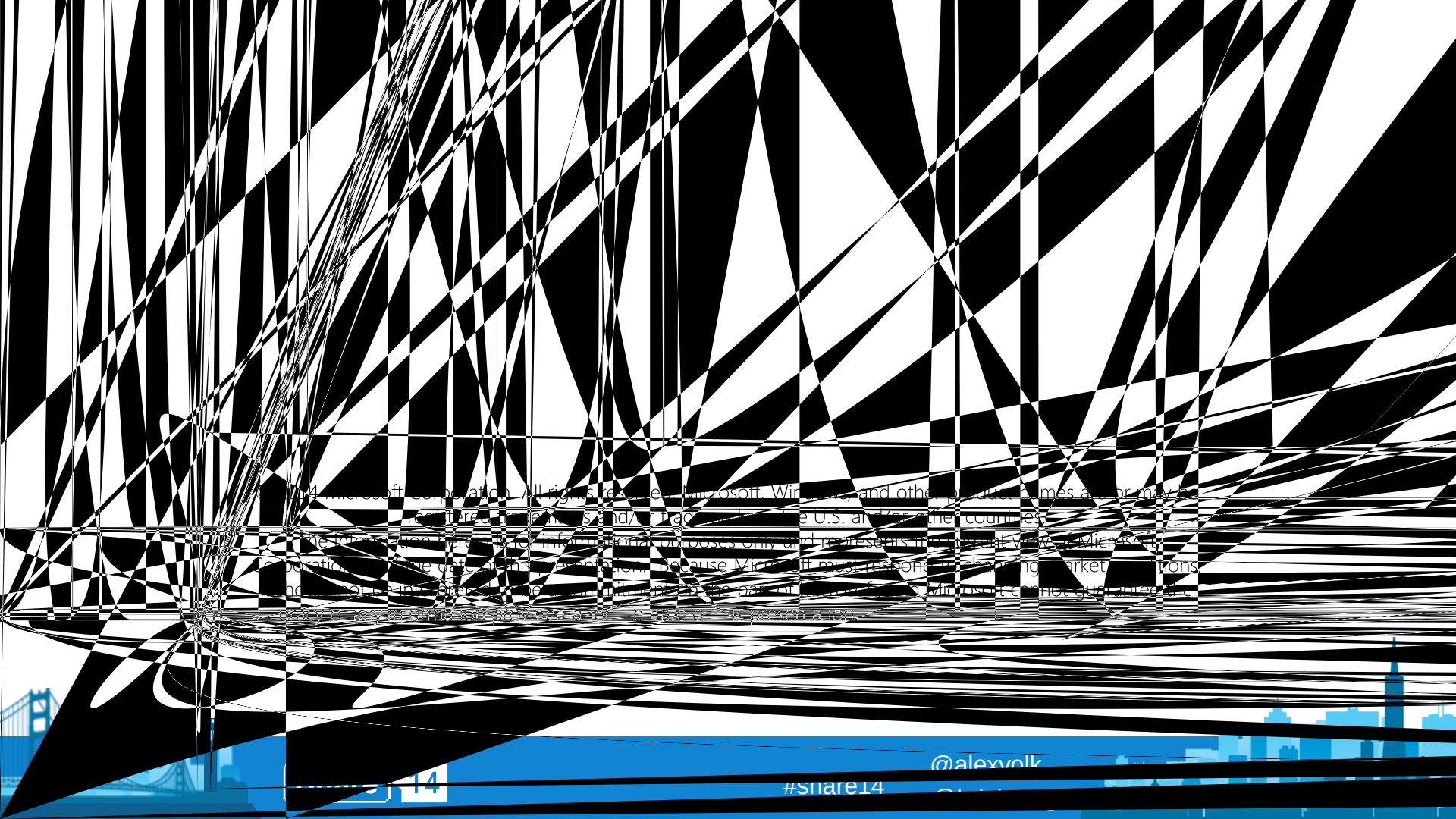
Services

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Cloud

Cadence Matters

Weekly	Automated dashboards, key insights for influencers and core stakeholders Exec level (SEO org) and line-level
Monthly	Editorial report with performance updates and trends Highlights of key deliverables and partners Broader distribution to interested parties
Quarterly	In –person business review with exec leaders Performance assessment, business impact, key insights Future opportunities, resource asks, business projections
Ad Hoc	Major site, industry, or SEO news / events



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