

Share

14



AUTODESK.

The New Search Era

Brenna Comacchio

@bcomacchio

@autodesk

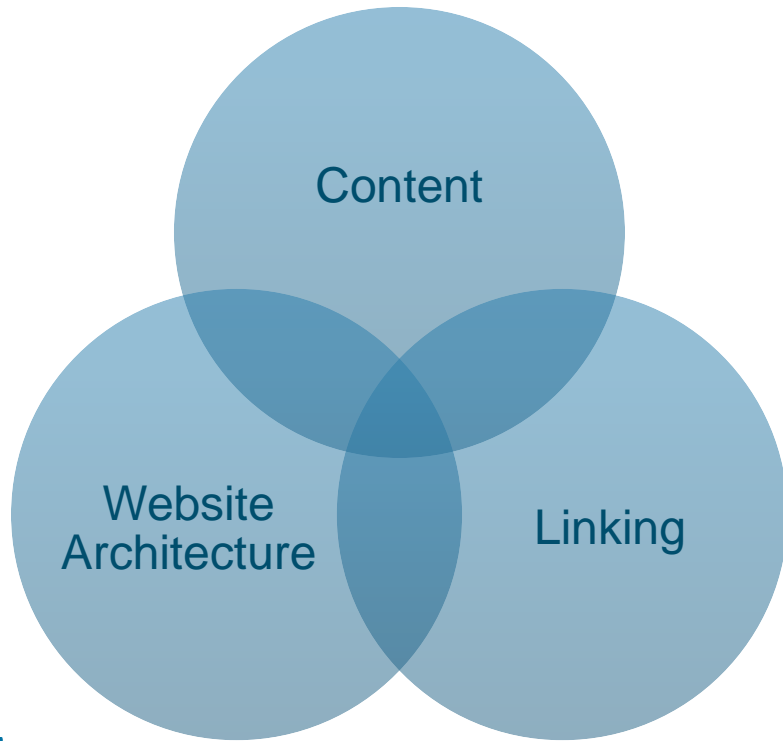
BRIGHTEDGE

About Autodesk

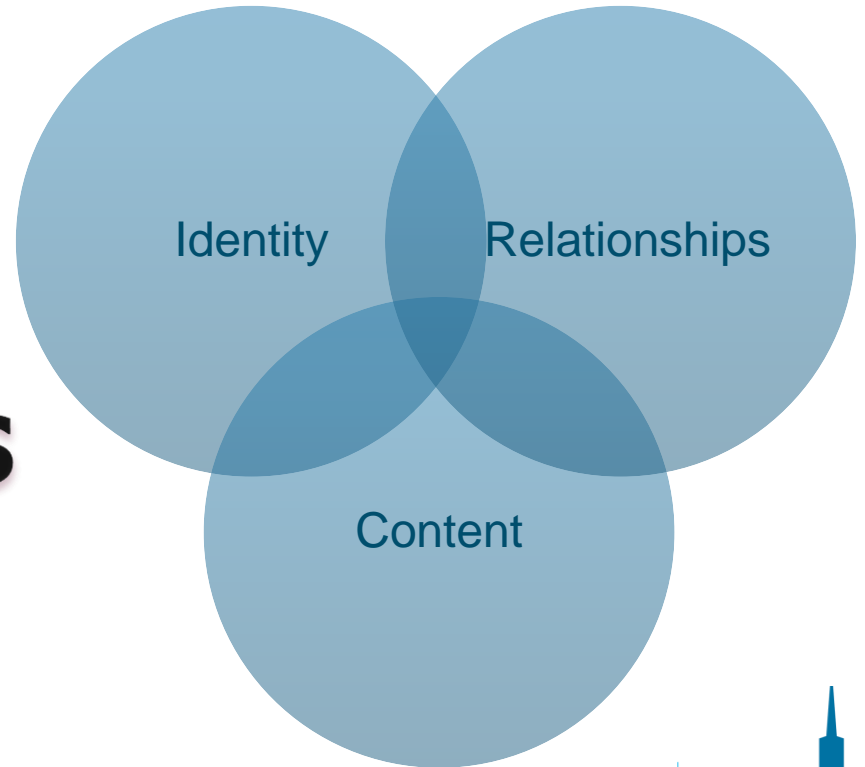
- **Autodesk's vision** is to help people imagine, design, and create a better world
- Leader in 3D design, engineering, and entertainment software
- Started more than 30 years ago, with 16 employees and one software title
- Today, more than 100 million designs, engineers, architects, creative artists, students, and hobbyists use Autodesk software and apps to unlock their creativity, build better products, and address important challenges impacting the world



The New Search Era



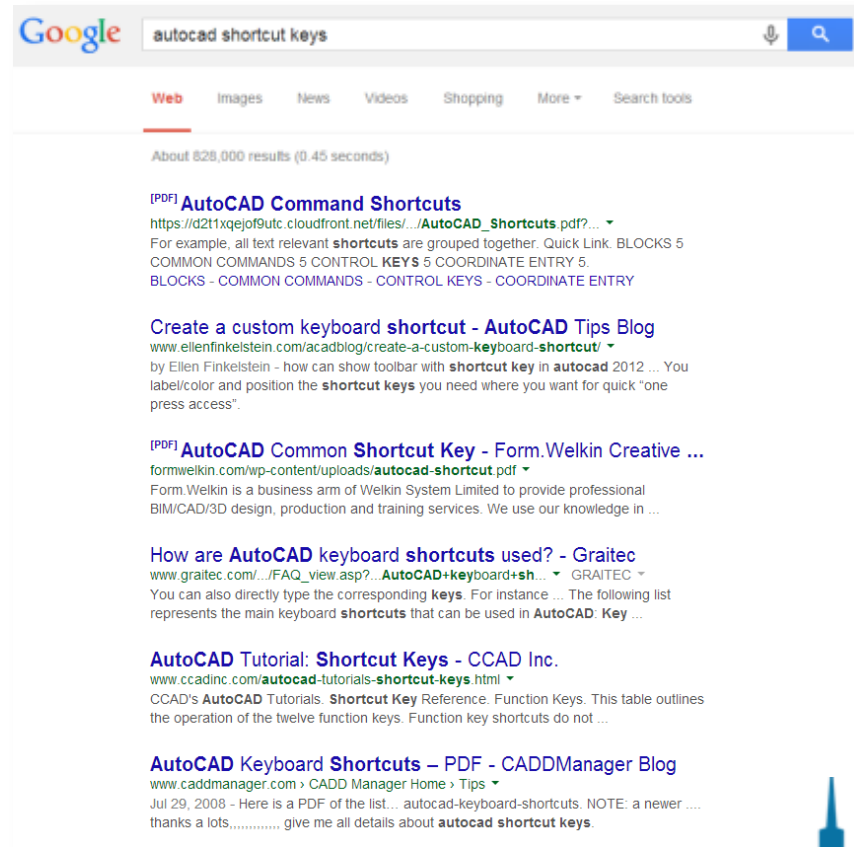
VS



The Opportunity

- People search for shortcut keys to perform specific tasks in select products
- Average monthly search volume for AutoCAD shortcut key queries = ~700
- No Autodesk content ranking in top results for shortcut key queries

How can we leverage content and social media to gain SOV, drive traffic and revenue?



Google autocad shortcut keys

Web Images News Videos Shopping More Search tools

About 828,000 results (0.45 seconds)

[PDF] **AutoCAD Command Shortcuts**
https://d211xqejof9ut.cloudfront.net/files/.../AutoCAD_Shortcuts.pdf?...
For example, all text relevant **shortcuts** are grouped together. Quick Link. BLOCKS 5 COMMON COMMANDS 5 CONTROL KEYS 5 COORDINATE ENTRY 5. BLOCKS - COMMON COMMANDS - CONTROL KEYS - COORDINATE ENTRY

Create a custom keyboard shortcut - AutoCAD Tips Blog
www.ellenfinkelstein.com/acadblog/create-a-custom-keyboard-shortcut/
by Ellen Finkelstein - how can show toolbar with **shortcut key** in autocad 2012 ... You label/color and position the **shortcut keys** you need where you want for quick "one press access".

[PDF] **AutoCAD Common Shortcut Key - Form.Welkin Creative ...**
formwelkin.com/wp-content/uploads/autocad-shortcut.pdf
Form.Welkin is a business arm of Welkin System Limited to provide professional BIM/CAD/3D design, production and training services. We use our knowledge in ...

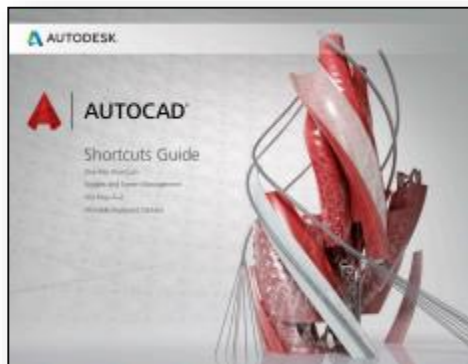
How are AutoCAD keyboard shortcuts used? - Graitec
www.graitec.com/.../FAQ_view.asp?...AutoCAD+keyboard+sh...
You can also directly type the corresponding **keys**. For instance ... The following list represents the main keyboard **shortcuts** that can be used in **AutoCAD**. **Key** ...

AutoCAD Tutorial: Shortcut Keys - CCAD Inc.
www.ccadinc.com/autocad-tutorials-shortcut-keys.html
CCAD's **AutoCAD** Tutorials. **Shortcut Key** Reference. Function Keys. This table outlines the operation of the twelve function keys. Function key shortcuts do not ...

AutoCAD Keyboard Shortcuts – PDF - CADDManager Blog
www.caddmanager.com > CADD Manager Home > Tips
Jul 29, 2008 - Here is a PDF of the list... autocad-keyboard-shortcuts. NOTE: a newer ... thanks a lots..... give me all details about **autocad shortcut keys**.

The Solution

- AutoCAD Shortcuts Guide
- 150+ keyboard shortcuts
- Printable keyboard stickers
- Free download on the Autodesk eStore



The Approach

- Conducted a link building campaign
- Published posts on 25 Autodesk social accounts
- Alerted Autodesk bloggers



Results

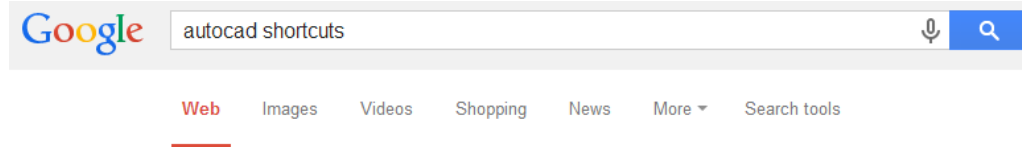
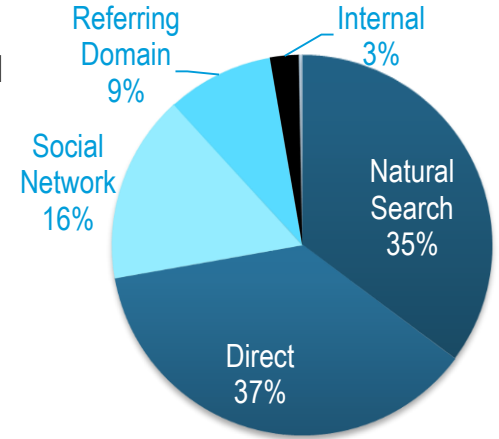
- 3,000+ engagements on social media
- 7,500+ clicks on Bitly links
- Nearly 90% of visits are new entries
- 16% of traffic from social networks

Share of Voice Report for "AutoCAD Shortcut Keys"



autodesk.com	(41.22%)
cloudfront.net	(16.89%)
ellenfinkelstein.c.	(9.84%)
caddmanager.com	(9.11%)
formwelkin.com	(5.71%)
ccadinc.com	(4.31%)
graitec.com	(3.40%)
klhssoftware.com	(2.59%)
cadlinecommunity.c.	(2.00%)
Others	(4.92%)

Entries by Channel



AutoCAD One Key Shortcut Guide | AutoCAD Commands ...
www.autodesk.com/store/autocad/autocad-shortcuts Autodesk
Boost your productivity in AutoCAD! Take advantage of the 150+ AutoCAD Keyboard Shortcuts showcased below. For a printable version of all shortcuts and a ...

Lessons Learned

- Collaboration essential for success
- Multi-channel coordinated effort will scale results
- Low effort, low cost, high value

“Nice to have them all in one guide. Thxs Autodesk!☑
– Максим Иванов, Google+

“@autodesk Been using your software for for 23 yrs & you can never learn too much.” – CB, @SeeBee1970, Twitter

“Sending a copy to all at the office. Cheers!” – Erik Ziljat Lilljebjorn, Facebook

“First time seeing this in 20 years.” – Charles McLean, Facebook

“maya and max?” – Rizki Laksamana, rizkilaksamana, Instagram

Share

14



AUTODESK.

The New Search Era

Brenna Comacchio

@bcomacchio

@autodesk

BRIGHTEDGE