

Share

14



## 5 Tips – Data, Scale & Prioritization for SEO: The Enterprise Level

Chris Attewell, Senior Vice President, Americas



**BRIGHTEDGE**



**Chris Attewell**  
Senior Vice President, Americas



Share 14



@brightedge

#Share14

# SEARCHLABORATORY

## Organic

SEO      CRO  
Content marketing  
Online PR

## Paid

SEM      RTB  
Display



**SEARCHLABORATORY**  
Global Search Engine Marketing



- 36 countries
- 18 languages

Share 14



@brightedge

#Share14

Enough About Us...

Share 4



## All Departments

Electronics & Office

Movies, Music & Books

Home, Furniture & Patio

Clothing, Shoes & Jewelry

Baby & Kids

Toys & Video Games

Sports, Fitness & Outdoors

Auto & Home Improvement

Photo & Gifts

Crafts & Party Supplies

Pharmacy, Health & Beauty

Grocery, Household & Pets

See All Departments

College Living

## My Local Store

## Trending

## Value of the Day

Free shipping on orders of \$50 or more

### Pharmacy

\$4 Prescriptions

Home Delivery

Mobile Pharmacy

### Manage My Rx

Refill Prescriptions

Transfer a Prescription

View Order History

New Refills

New Customers

### Health Insurance

Healthcare Begins Here

### Vision Center

Contact Lenses

### Health

Diet & Nutrition

Home Health Care

Medicine Cabinet

Oral Care

Personal Care

Sports Nutrition

Vision

Vitamins

### Wellness Center

Diet & Exercise Tips

All About Vitamins

VitaSelect Tool

See All

### Beauty

Bath & Body

Fragrances

Hair Care

Makeup

Massagers & Spa

Men's Grooming

Shaving

Skin Care

### Beauty Tips & Ideas



Shop Now

# Where Do We Focus?



June 2014						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



- Ave position 3
- 8,100 searches
- Ave order val - \$80.00

- Ave position 8
- 49,100 searches
- Ave order val - \$40.00



Share 14

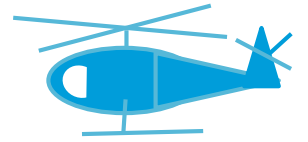


@brightedge

#Share14



# KW Focus is Too Vague



Share 14



@brightedge

#Share14





# LOTS



# of

# DATA!



Share 14



@brightedge

#Share14



# Data Sources



Keyword Planner



Share 14



@brightedge

#Share14



Share 14



@brightedge

#Share14





## Introducing Search Opportunity Forecasting

Identify the potential revenue of the keyword groups that will deliver great value to your business. Build a compelling case to drive your SEO efforts based on these opportunities.

### Identify Your Potential Value

add your identified high-value keywords to a new group for continued focus and tracking.

These insights can inform your business strategy.

[Export Data](#)

Al Gain	Forecast Status
93.1%	Complete (06/18/14)
22.71	Complete (06/18/14)
100%	Complete (06/19/14)
64.58	Complete (06/10/14)

### Analyze Your Data

Review the estimated monthly revenue increase from your keywords.

#### KEYWORD GROUP

All Groups

### Focus and Track Your High-Value

Identify your high-value keyword groups based on your conversion and traffic assumptions.

#### FORECAST MODEL

Conversion Value

Identify your high-value keyword groups based on your conversion and traffic assumptions.

Keyword Group Search Search Filters Columns

Keyword Group	# of Keywords	Conv. Rate	Avg. Value Per Conv.	Total Search Volume	Potential
Dresses	9	3.40%	\$47.31	405,600	\$2,7
Top	2	2.00%	\$49.67	4,000	\$8
Plus Size	7	3.40%	\$52.26	63,160	\$7

# Tip 1: Spotting New KW Groups



## maxi | dresses

- + maxi skirts
- + maxi dress
- + black maxi dresses

Impr.	Clicks	Av Pos
22,228	1,950	2.5

Sum data separately  
\*maxi\* & \*dresses\*

- + dresses
- + peplum dresses
- + red dresses

Impr.	Clicks	Av Pos
420,123	61,800	5.5

Share 14



@brightedge

#Share14

# Tip 1: Spotting New KW Groups

- Titles
  - *'Category name | Brand.com'*

word	vol
maternity	250,220
christmas	247,800
jackets	239,060
vivienne	230,120
westwood	230,120
trainers	228,470
online	214,810
jumpers	213,810
onesie	205,230

## Tip 2: Spotting Issues with 'words'

uk

less than expected share of impressions  
lower ave pos

unmodified version search term

">UK 2</a>  
">UK 2.5</a>  
">UK 3</a>  
">UK 3.5</a>  
">UK 4</a>  
">UK 4.5</a>  
">UK 5</a>  
">UK 5.5</a>  
">UK 6</a>  
">UK 6.5</a>

Share

14

# Tip 3: Mining Long Tail

Keyword Planner

Your product or service

Get ideas Modify search

Targeting ?

- United States
- All languages
- Google
- Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

Keyword filters

Keyword options

- Show broadly related ideas
- Hide keywords in my account

Search volume trends

Average monthly searches

Ad group ideas Keyword ideas Download Add all (900)





Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
cloud computing	40,500	High	UK£44.49	0%	>>
colocation	4,400	High	UK£25.92	0%	>>

De-

- & review

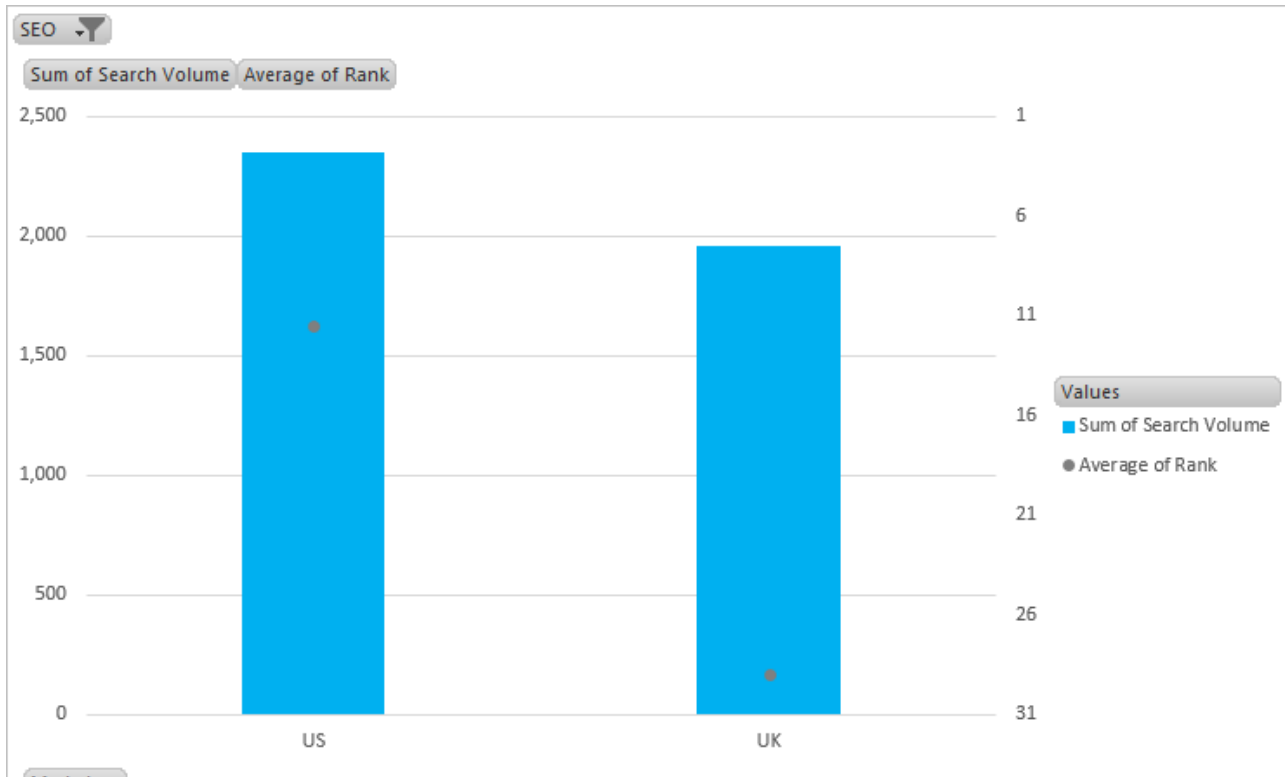


## Tip 4: Grouping for Seasonality / Trends

word	vol	pos	Trend
online	214,810	2.09	
jumpers	213,810	7.66	
onesie	205,230	4.64	
shirts	202,700	2.21	

Download Cancel

# Tip 5: Prioritizing international markets



Share 14

# Takeaways – Starter KW DB sheet



Select	Minimum Search Volume	Bottom/ Top	Percentage	Value
		Top	50%	
	Average Position Range	Bottom	75%	

Search Volume greater than 91,456

Average Position below 6

Toggle Trend Data

Word	Search Volume	Average Position	Search Volume Trend
jackets	95,307	7.15	
dresses	127,480	7.66	

Share 14



@brightedge

#Share14

# Thank you!

<http://bit.ly/searchlabs14>



@searchlabs

Share 14



@brightedge

#Share14