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Data that Drives Actionable SEO Recommendations

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Kirill is a Senior Global SEO Manager at Adobe Systems, driving natural search strategy for Enterprise segment products and technical SEO globally.

As part of the Global Demand Generation team, Kirill delivers KPI-driven results including worldwide visits, trials, inquiries, units sold, and revenue.

Kirill has an extensive experience with Adobe's Analytics and BrightEdge platforms.

Data and Reporting for SEO: Why?

- Change: identify challenges, new opportunities

- Analytics: forecast impact, provide recs based on data

- Define strategy, get buy-in and secure resources

- Implement

- Measure impact of a pilot or test

- Identify next steps; case studies to evangelize SEO

- *Data sources: Analytics platform, Data Cube, BrightEdge platform, Google tools*

01 CHANGE
New opportunity, i.e., algorithm change, search trends, new tools available, product launch, etc.

02 ANALYSIS
Assess and define opportunities; forecast impact

03 POV
Impact versus difficulty/ resources; get buy-in from stakeholders

04 IMPLEMENTATION
Implement enhancements

05 IMPACT
Produce case study and communicate; share via blogs and conferences

06 NEXT STEPS
Identify additional opportunities

SEARCH IMPACT LIFECYCLE

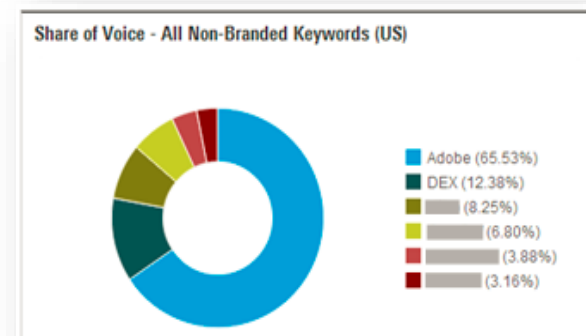Share 14 | Adobe

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From Feature List to Feature Detail Pages

- **Challenge:** One product feature page had 30+ features/snippets listed but no detailed feature pages

- **Data:** Search volume was increasing for non-branded keywords

- **Implementation:**

  - Defined strategy based on data, get buy-in

  - Created pages focusing on each feature and incorporated non-branded keywords; produced quality content

  - 15 page pilot

  - Tracked visits, conversions, rankings, Share of Voice metrics

From Feature List to Feature Detail Pages

- **Impact:**
  - Growth in traffic and conversions
  - Adobe has greater Share of Voice on non-branded
  - In the first year, contribution of new pages to overall SEO visits grew from 0 to 8%
  - Now 63% of all SEO visits attributed to the new pages (~30 pages)

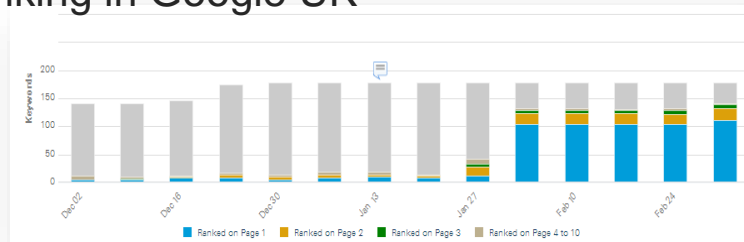- **Next:** Expanded project to ~30 pages based on pilot findings

Non-branded Pages - SEO Visits

Share of Voice - All Non-Branded Keywords (US)

- Adobe (65.53%)
- DEX (12.38%)
- (8.25%)
- (6.80%)
- (3.88%)
- (3.16%)

Geo Targeting (Href Lang)

- **Challenge:** Geo Targeting issues; US pages ranking in Google UK

- **Implementation**:
  - Href Lang XML sitemaps
  - Pilot in UK to quantify impact

- **Data**: Used rankings, visits, revenue to track performance

- **Impact:**
  - Significant ranking improvement
  - Average Daily Visits: **+720%**
  - Average Daily Revenue: **+416%**

- **Next:** Expand to other geos, web properties

Moving to Content Management System (CMS) Templates

- **Challenge**: Validate advantages of moving to CMS templates

- **Implementation:**   Moved pages from non-CMS to CMS template pages; changed to SEO-friendly URLs

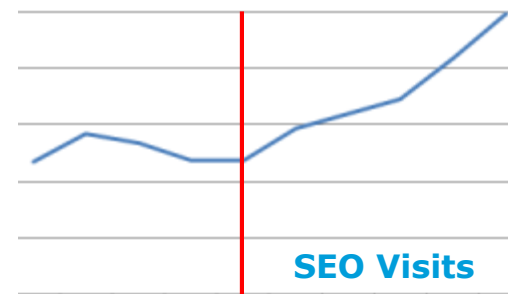- **Data**: Rankings (BrightEdge *Data Cube*), visits & conversions (Adobe Analytics)

- **Impact:**
    - Smaller page size (43% lighter), faster PLS (2.5 vs 4.7 seconds), well-structured code, improved content prominence
    - Increase in visits, conversions, rankings
    - Original template:

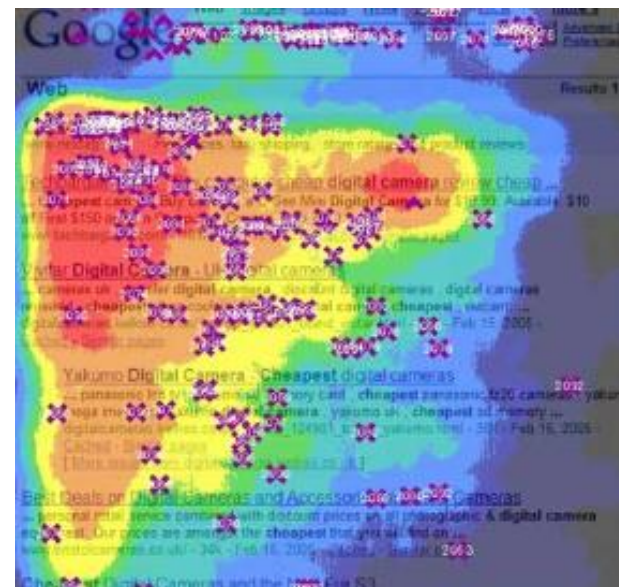| 401 Total Organic Keywords	365 91% Ranked on Page 1	17 4% Ranked on Page 2	8 1% Ranked on Page 3

    - CMS template:

1,550 Total Organic Keywords	583 37% Ranked on Page 1	392 25% Ranked on Page 2	218 14% Ranked on Page 3

SEO Visits

- **Next:** Migrate more content to CMS

Branded Messaging in Meta Descriptions

- **Challenge:** Identify impact of branded keywords in the beginning of Meta Description tags

- **Hypothesis**: Branded messaging to the left of SERPs will increase CTR and SEO visits

Branded Messaging in Meta Descriptions

- **Implementation**: change Meta Description between test and original
- **Data:** Leveraged CTR (GWT), visits (Analytics) for test & control pages
- **Impact**: Significant increase in CTR and visits
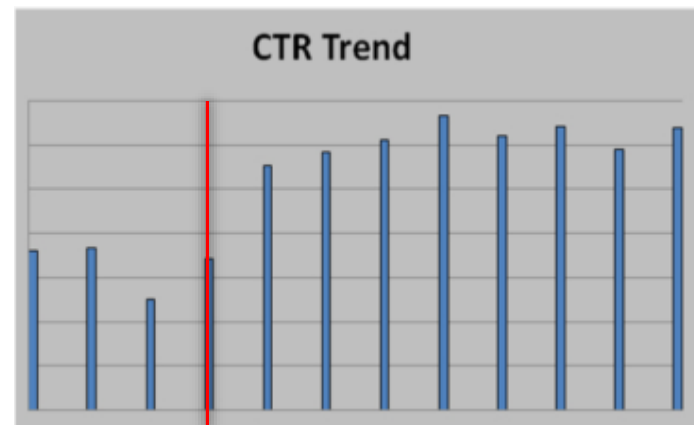- **Next**: Lead meta description with branded messaging

Original meta desc: Electronic signature software online…

New meta desc:

Electronic Signature Software, Digital Signatures | Adobe …
https://www.echosign.adobe.com/ ▾ Adobe Systems ▾
Adobe EchoSign offers trusted **electronic signature** software online. Send, e-sign,
track, and file documents and contracts securely. Easiest signing experience in …

CTR Trend

Data and Reporting for SEO: Making it actionable

- Avoid making decisions based on a small data sample or biased data (i.e. seasonality)

- Focus on the right data and don't analyze too much data (analysis paralysis)

- Align reporting to the right stakeholders

- Prioritize recommendations (SEO impact vs difficulty)

- Pre/Post analysis – measure impact and tell the story

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Questions?

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