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N I C I E R

Matt Saunders



BRIGHTEDGE

Agenda

About Matt & Rosetta

Big Data: Where to Start?

Tools & Training!

Quick Applications of Big Data for SEO

Actionable Takeaways



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Director
BuddyTheCat
6+Years
CLEsports
SEO
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NYC
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Android

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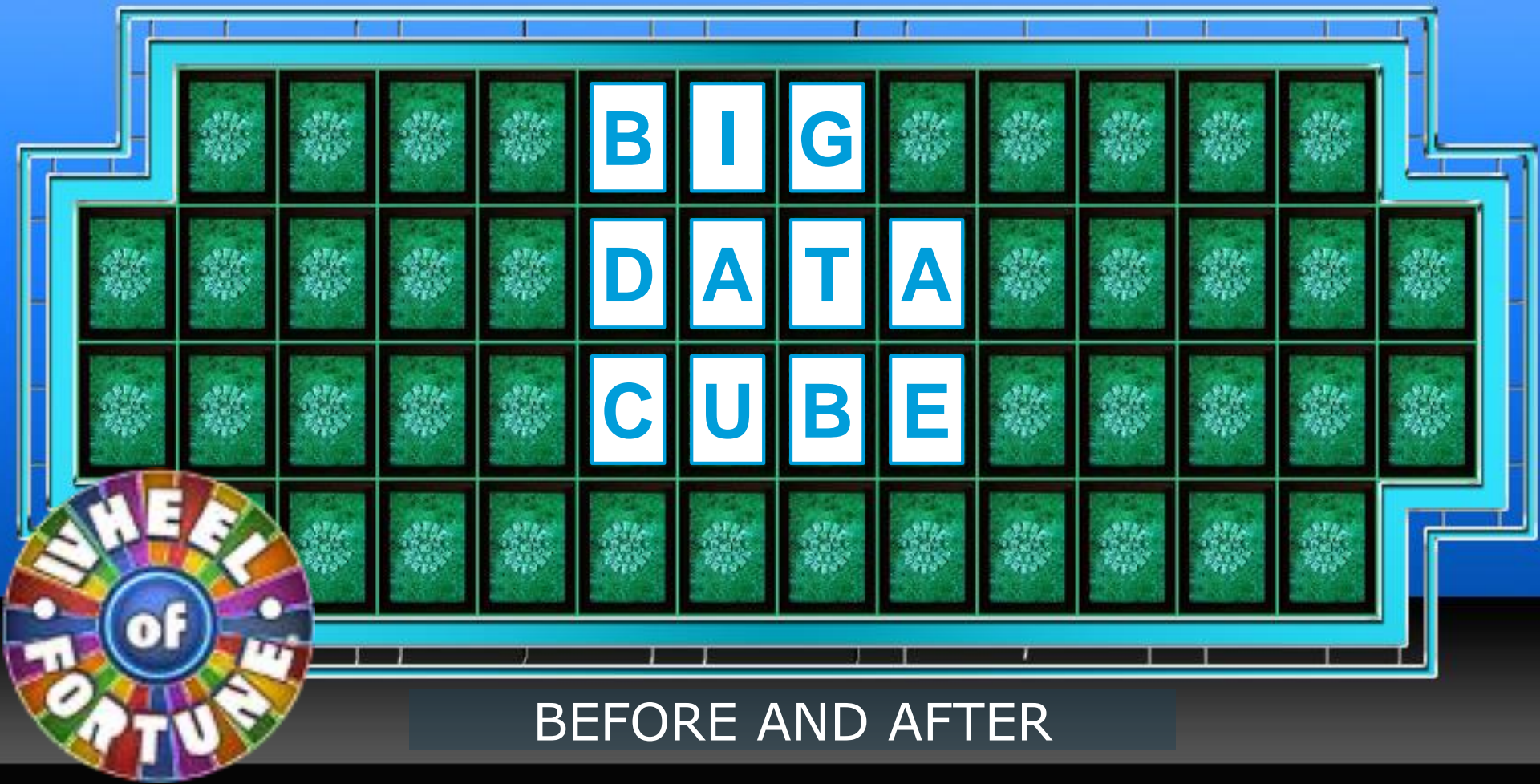
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N I C I E I D I C

- Nebulous
- Overwhelming
- Confusing
- Geared Toward Paid Media

WHERE DO I EVEN START?!



BEFORE AND AFTER



Google AdWords Home Campaigns Opportunities Tools

Keyword Planner
Add ideas to your plan

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, Include/Exclude

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
checking account bonuses	1,000	High	\$16.90	0%	
free business checking account	1,000	High	\$17.31	0%	
open a checking account	390	High	\$22.67	0%	
interest bearing checking accounts	390	High	\$22.13	0%	
checking account interest rates	480	High		0%	
best checking account offers	260	High	\$21.83	0%	

1-30 of 760 keywords

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Dashboard Reports Recommendations Tasks Analysis [Help](#) [Setup](#)

Data Cube
Leverage the industry's most powerful on demand research technology to analyse your competitors' and your own organic search footprint.

Google (US) [Search](#)

[View All Results](#) [Identify High Volume Keywords](#) [Discover Long Tail Keywords](#) [Explore High Value Keywords](#) [Filters](#)

1,102 Total Suggested Keywords

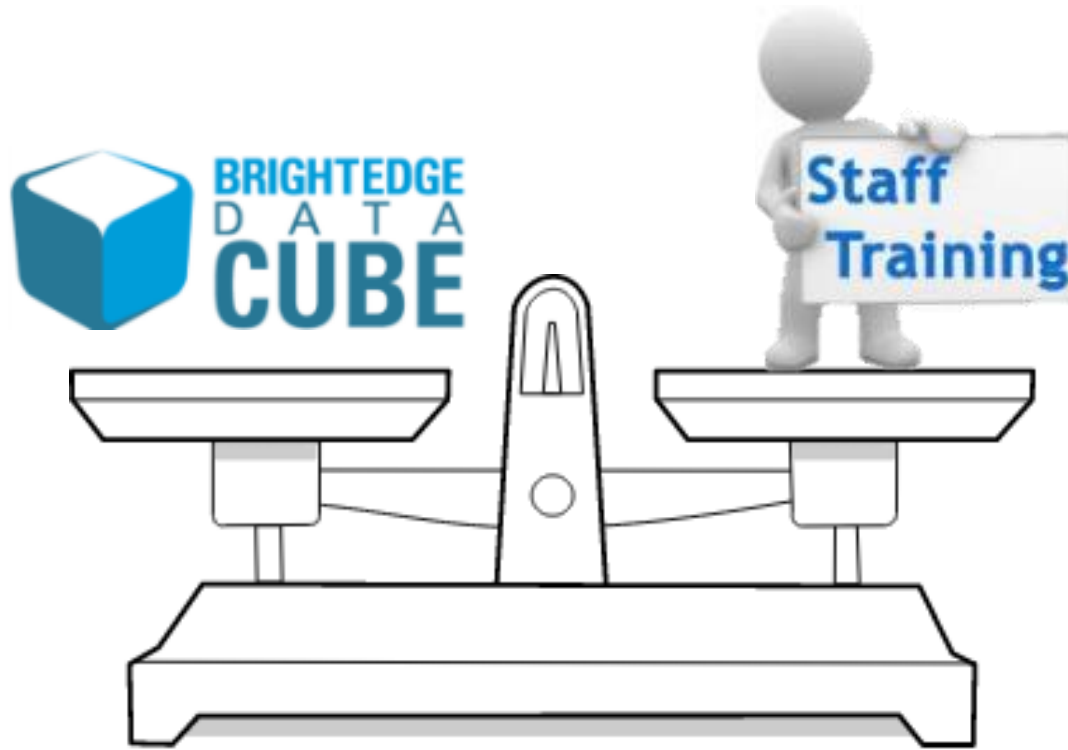
892 80% High Competition Level

139 12% Medium Competition Level

62 5% Low Competition Level

Keyword	Keyword Value
banks	90
online banks	99
bank routing	81
free checking	99
checking account	99
direct deposit	96
savings account	99
bank routing number	73
bank loans	57
check account number	96

Finding a **BALANCE** Between the Right Tools and the Right Training Drives **SCALABILITY**!



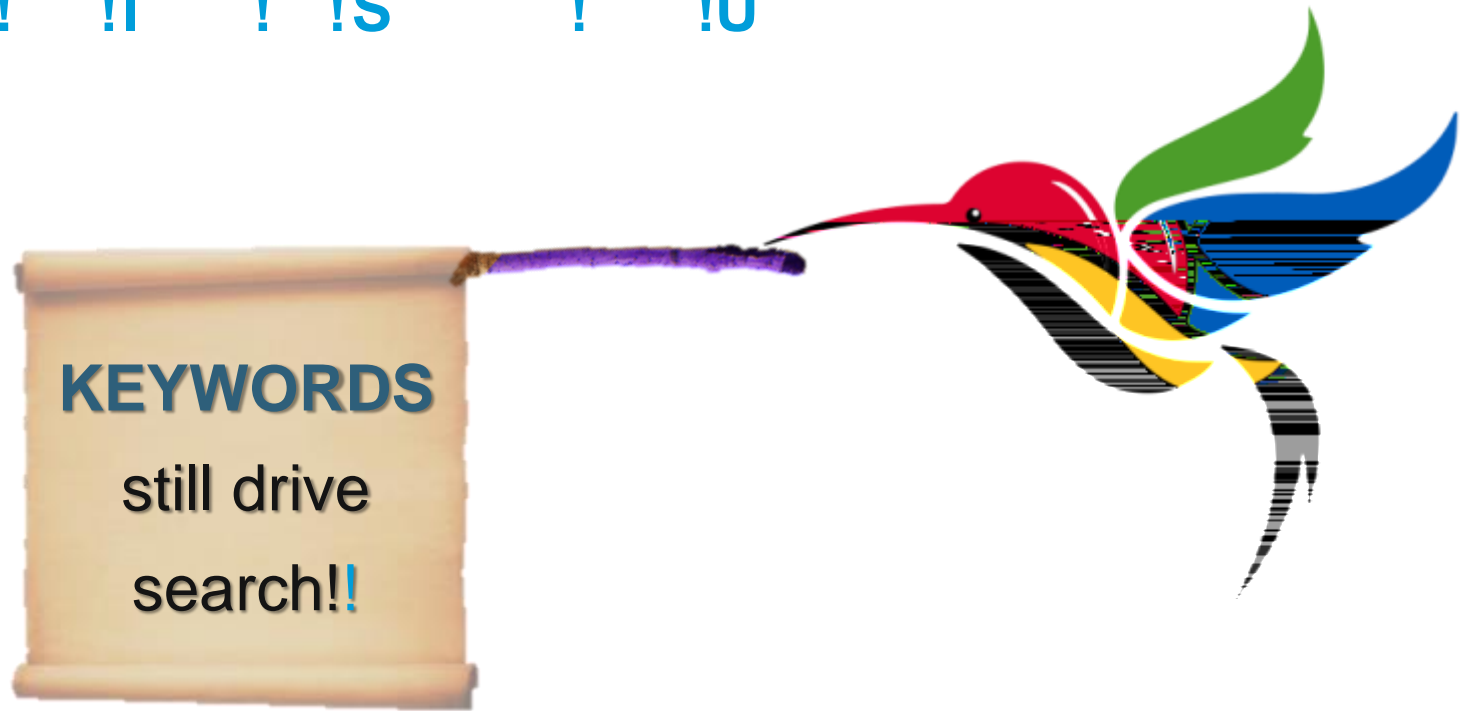
Today, SEO Feels a Little Like:

“The only constant is change.”

“XOXO,”

Google™

BUT, Despite All the Changes Being Implemented by
H ! !! ! !S ! !U



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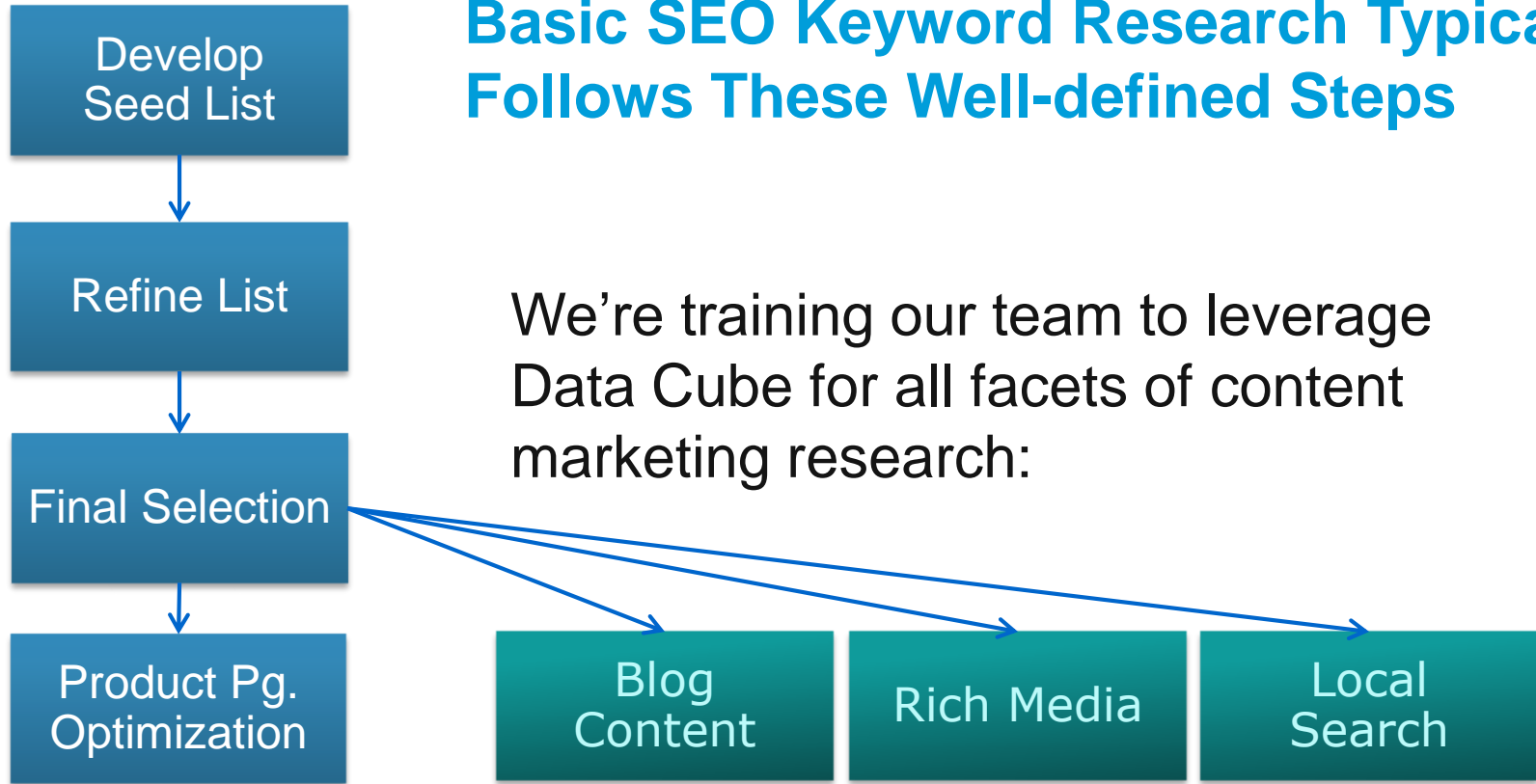
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Basic SEO Keyword Research Typically Follows These Well-defined Steps



A blue-tinted image of the San Francisco skyline, featuring the Transamerica Pyramid and other skyscrapers. The image serves as a background for the text.

Four Use Cases In Four Minutes!

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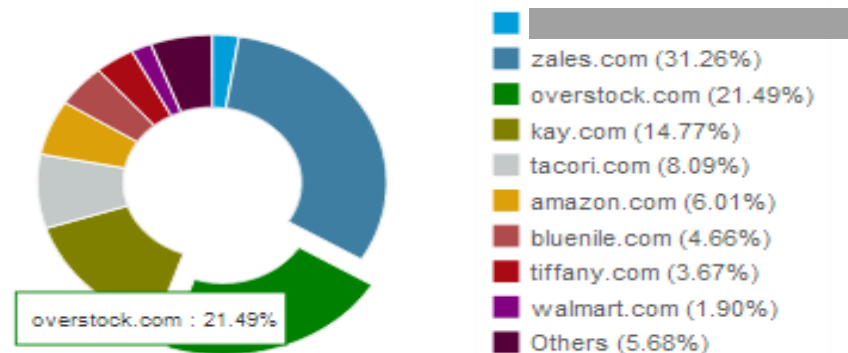
Product Page Competitive Gap Analysis

Scenario:

- Tracking a finite set of competitors and keywords which we've researched extensively already
- Need to identify content expansion opportunities around "wedding bands" keyword theme

What we observed:

- Overstock owns a significant SOV with a single page holding prominent visibility



Domain	Page	Keywords
1. zales.com	http://www.zales.com/family/index.jsp?categoryId=3280879	wedding bands for women(1), women wedding bands(3)
	http://www.zales.com/category/index.jsp?categoryId=13337262	women's wedding bands(3), womens wedding bands(2)
2. overstock.com	http://www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	wedding bands for women(2), women wedding bands(2), women's wedding bands(1), womens wedding bands(1)
3. kay.com	http://www.kay.com/ContentView?catalogId=10001&langId=-1&storeId=101	wedding bands for women(3), women wedding bands(1)
	http://www.kay.com/en/kaystore/womens-wedding-band-10k-white-gold-24	women's wedding bands(2), womens wedding bands(3)

Quickly Uncover New Keyword/Page Opportunities

Data Cube

Leverage the industry's most powerful on demand research technology to analyze your competitors' and your own organic search footprint.

Google (US)

http://www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/16064/subcat.html

Search

View All Results

Identify High Ranking Keywords

Discover Long Tail Keywords

Explore Content Strategies

Filters

767

Total Organic Keywords

601

78%
Ranked on Page 1

115

Ranked

Track

Columns

	Keyword	Blended Rank	Page	Search Volume
<input type="checkbox"/>	wedding bands for women	11	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	22,200
<input type="checkbox"/>	wedding bands for women	10	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	22,200
<input type="checkbox"/>	wedding bands for women	2	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	22,200
<input type="checkbox"/>	white gold	21	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	14,800
<input type="checkbox"/>	rose gold rings	21	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	8,100
<input type="checkbox"/>	diamond wedding bands	10	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	8,100
<input type="checkbox"/>	diamond wedding bands	5	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	8,100
<input type="checkbox"/>	diamond rings for women	5	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	6,600
<input type="checkbox"/>	white gold wedding bands	2	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	5,400
<input type="checkbox"/>	white gold wedding bands	12	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	5,400
<input type="checkbox"/>	rose gold wedding band	11	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	4,400
<input type="checkbox"/>	diamond bands	2	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	diamond bands	14	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	14k gold	20	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	rose gold ring	21	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	diamond bands	15	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	diamond wedding bands for women	13	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	gold wedding bands	5	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	diamond wedding bands for women	3	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	3,600
<input type="checkbox"/>	gold rings for women	1	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	2,900
<input type="checkbox"/>	womens wedding bands	10	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	2,900
<input type="checkbox"/>	womens wedding bands	1	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	2,900
<input type="checkbox"/>	womens wedding bands	11	www.overstock.com/Jewelry-Watches/Womens-Wedding-Bands/1606	2,900

Outcome:

Six new keyword opportunities representing 37K monthly searches identified in 60 seconds!

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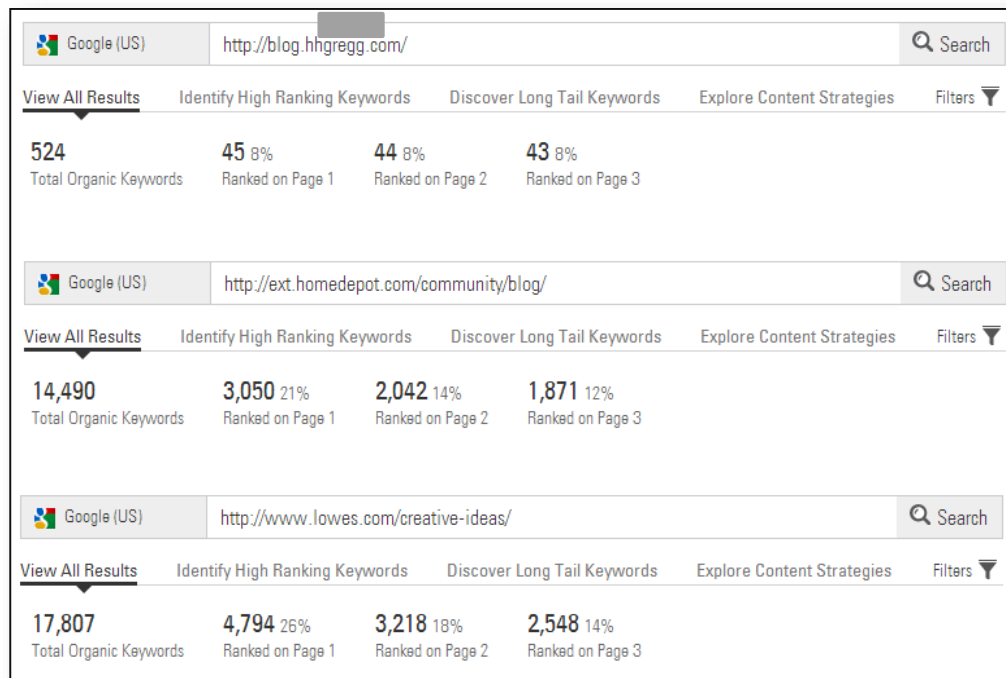
Building a Business Case for Content Marketing Strategy

Scenario:

- Client is frequently motivated to take action based on competitive insights
- Content strategy has been presented and approved but moving slowly

What we observed:

- Target competitors have significant lead in blog visibility

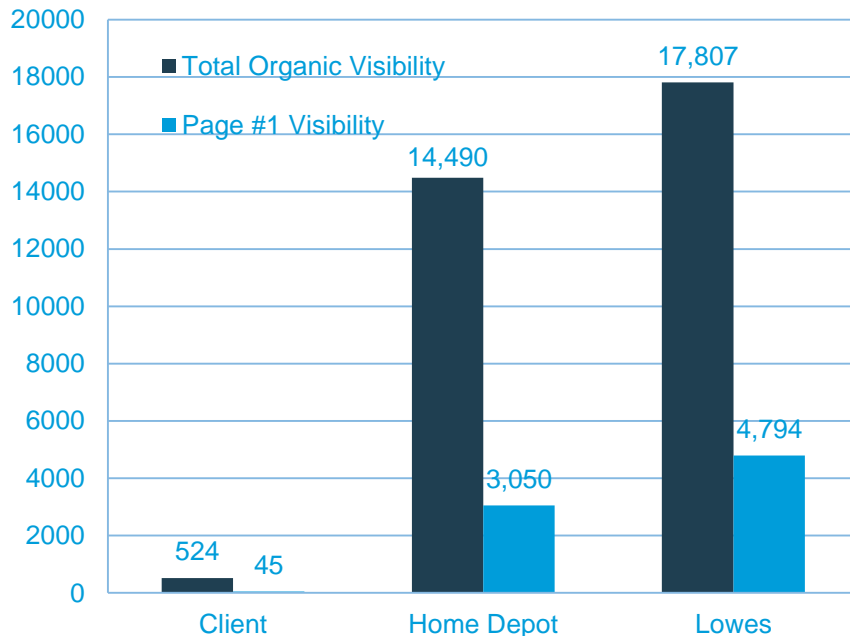


Those of Us with Egos Don't Like to Lose!

Outcome:

High-level competitive analysis sound bite identified in 60 seconds!

Blog Competitive Analysis



Aligning Rich Media Strategy with SERP Landscape

Scenario:

- Financial Service client launching a new (to them) mobile deposit feature
- Our team tasked with helping to promote the launch

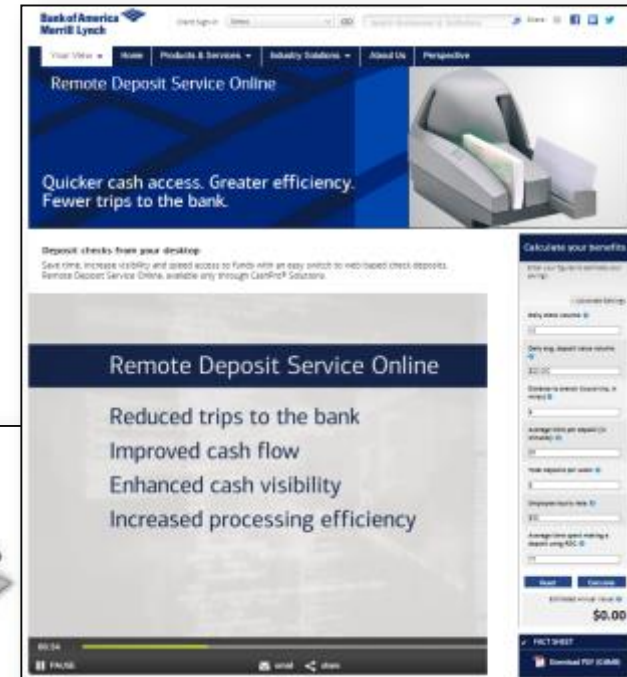
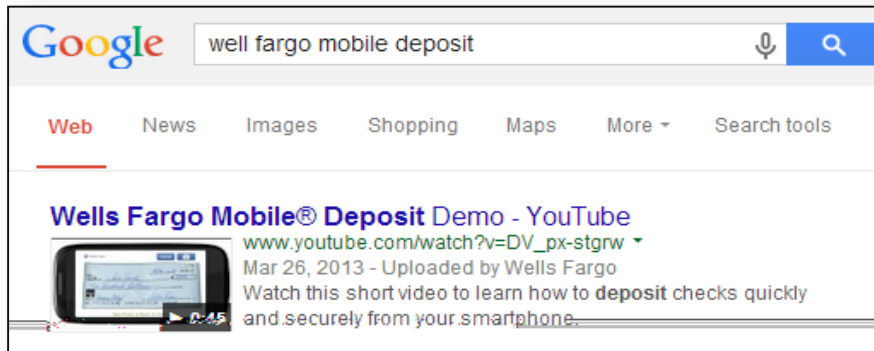
What we observed:

- Rich media represents an opportunity for gaining additional SERP exposure

Google (US)		mobile deposit	
View All Results		Identify High Volume Keywords	Discover Long Tail Keywords
		Explore High Value Keywords	
Applied Filters:		Universal Listing Contains Videos	Save Filter
88	25 28%	19 21%	43 48%
Total Suggested Keywords	High Competition Level	Medium Competition Level	Low Competition Level

Keyword	Search Volume	Competition	Keyword Value	Universal Listing
deposit slip	2,900	High	97	Videos
wells fargo mobile deposit	2,900	Low	95	Videos
order checks online cheap	1,900	High	96	Videos
bank of america mobile deposit	1,600	Low	99	Videos
mobile deposit	1,300	Medium	96	Images,Videos
chase mobile deposit	1,300	Low	92	Videos
print checks	1,000	High	97	Videos
mobile check deposit	1,000	Medium	92	Images,Videos
mobile money	1,000	Medium	95	Images,Videos
deposit check online	880	High	96	Videos

Both Image & Video Frequently Ranked in Related SERPs



Outcome:

Identified rich media opportunities based on competitive insights and SERP landscape in 60 seconds!



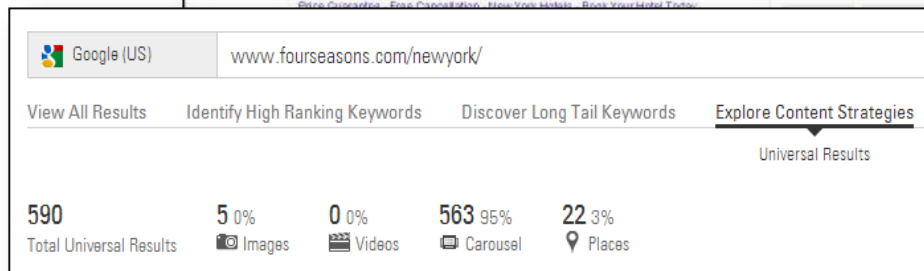
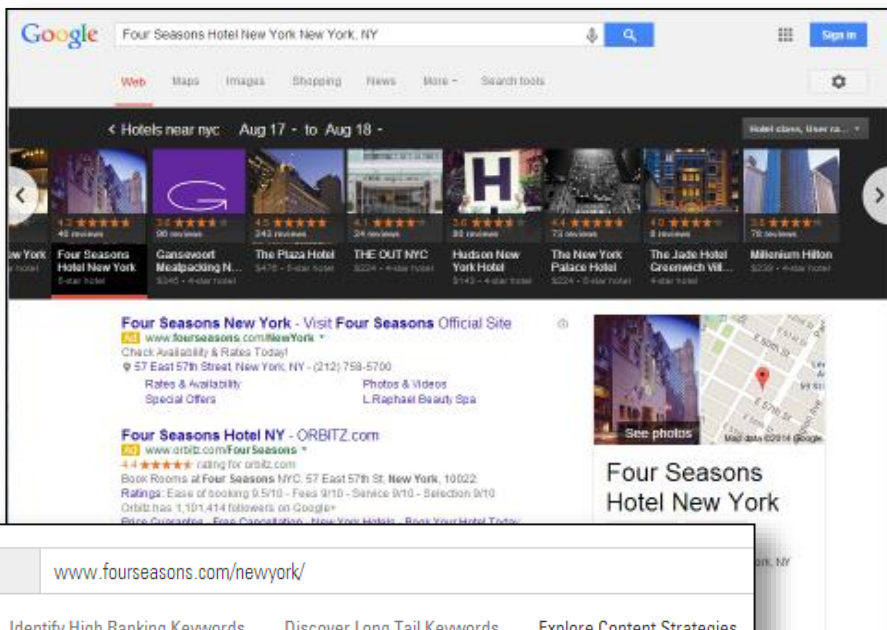
Local Thought Starters

Scenario:

- With the introduction of local carousel Google has ramped up frequency of local results
- Client wants to better understand opportunities for local optimization

What we observed:

- Prominent competitors visible across a substantial number of carousel results



Knowing What Queries Trigger Local Listings is Half the Battle

<input type="checkbox"/>	Keyword	Blended Rank	Page	Search Volume	Category	Sub Rank
<input type="checkbox"/>	hotels in manhattan	1	www.fourseasons.com/newyork/	8,100	Carousel	18
<input type="checkbox"/>	manhattan hotels	1	www.fourseasons.com/newyork/	5,400	Carousel	19
<input type="checkbox"/>	new york hotel deals	1	www.fourseasons.com/newyork/	4,400	Carousel	1
<input type="checkbox"/>	nyc hotel deals	1	www.fourseasons.com/newyork/	4,400	Carousel	1
<input type="checkbox"/>	four seasons nyc					
<input type="checkbox"/>	best hotels in nyc					
<input type="checkbox"/>	new york city hotel deals					
<input type="checkbox"/>	manhattan hotel					
<input type="checkbox"/>	best hotels in new york city					
<input type="checkbox"/>	hotel deals nyc					
<input type="checkbox"/>	hotels in manhattan new york					
<input type="checkbox"/>	hotels in manhattan ny					
<input type="checkbox"/>	hotels manhattan					
<input type="checkbox"/>	hotel in man					19
<input type="checkbox"/>	hotels near central park	1	www.fourseasons.com/newyork/	1,300	Carousel	9
<input type="checkbox"/>	hotel manhattan	1	www.fourseasons.com/newyork/	1,000	Carousel	17
<input type="checkbox"/>	hotels in midtown manhattan	1	www.fourseasons.com/newyork/	1,000	Carousel	20
<input type="checkbox"/>	5 star hotels in nyc	1	www.fourseasons.com/newyork/	880	Carousel	5
<input type="checkbox"/>	central park hotels	1	www.fourseasons.com/newyork/	880	Carousel	9
<input type="checkbox"/>	hotel deals in nyc	1	www.fourseasons.com/newyork/	880	Carousel	6

- Hotels in *Midtown Manhattan*
- Hotels near *Central Park*
- Hotels near *Lincoln Center NYC*
- *Times Square* hotel deals
- Etc.

Outcome:

Points of interest identified as a potential opportunity to substantially increase local footprint in 60 seconds!

Takeaways:

1. Tools make consumption of Big Data much more palatable
2. Educating your team in using tools to creatively solve real-world challenges is key
3. Embrace the constantly changing SERP landscape as an opportunity
4. Gleaning insights from Big Data doesn't need to take a substantial amount of time





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