conductor

Competitive Data to Influence Other Channels

November 15, 2023

Agenda

Presentation duration
30 Minutes

Conductor Speakers:

- Crystie Bowe, Senior SEO Strategy Director at Conductor

- SEO as the Data Foundation
    - Voice of the Customer
    - User Experience
    - Technical
- The SEO Customer Journey
- How SEO Data Informs Other Channels
    - Paid Search
    - Paid & Organic Social
    - Content Ideation & Execution
    - PR & Brand Reputation
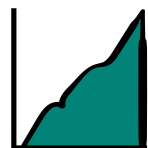- Bringing Data to Your Teams

SEO: The Data Foundation

What Does SEO Data Include?

conductor

Keyword Rankings

Rankings in Google & other search engines for your target keywords

Can include tracked, untracked or competitive rankings

Organic Traffic

Traffic data from the organic channel, as reported by your website analytics provider

Click data, as reported by Google Search Console

User Engagement

Time on site, bounce rate, pages per session, as reported by your website analytics provider

Organic click through rate, as reported by Google Search Console

Technical Data

Page speed performance, internal linking & redirect issues, accessibility metrics etc. as reported by crawlers such as ContentKing, or platforms such as Google Search Console
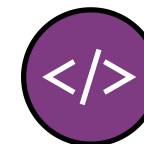
Backlink Data

Links from referring domains & anchor text associated with those links, as reported by a backlink aggregator or Google Search Console
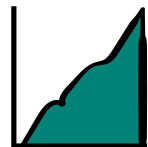
Why Do These Data Points Matter?

Keyword Rankings

Provide an understanding of what terms users are searching to find you

Also provides an understanding of what terms search engines see as most relevant to your site's content

Organic Traffic

Provides an understanding of which pages users are visiting most on your site, as well as which pages are visible to users vs. which pages users click on
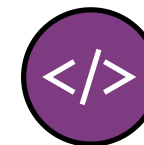
User Engagement

Provides an understanding of how engaged users are with our content and how well it answers their search queries

Also provides an understanding of which content is not helpful

Technical Data

Provides understanding of a user's and search engine's ability to access our pages and navigate throughout our site

Backlink Data

Provides understanding of authority and trust of our website, as compared to other websites
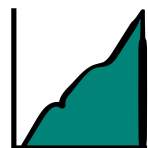
How Can Conductor Provide This Data for Competitors?

Keyword Rankings

Conductor provides many views of competitor rankings, including Market Share, Explorer, Content Guidance, Conductor for Chrome Extension and more.

If you're unfamiliar with any of these, ask your CSM!

Organic Traffic

While we don't have access to analytics data for competitors, modeled traffic can be used to estimate how much organic traffic a domain is receiving.

Modeled traffic is compiled based on the click through curve, monthly search volume and seasonality of the terms a domain ranks for
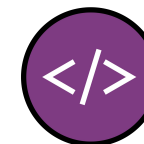
User Engagement

While we don't have access to analytics data for competitors, we can review items such as readability and body copy length in Content Guidance to learn more about a UX strategy

Technical Data

Content Guidance and the Conductor for Chrome Extension provide comparative page speed metrics, technical data & health score of the competitive set

Backlink Data

Not currently available in Conductor (yet!)

The SEO Customer Journey

The SEO Customer Journey

- SEO provides a data foundation on the voice of your customer, and an understanding of who your competitors are at every stage of the journey
- We can also showcase what our competitors are focusing on, which can assist in content strategy production
- Because search is such a large part of most purchase decisions, ensuring that we're present where our customers are searching will always be important

Example Customer Journey: Conductor

	AWARENESS	INTEREST	CONSIDERATION	CONVERSION	RETENTION & SUPPORT
OBJECTIVE	Generate awareness for SEO tools and their benefits	Present SEO tools as a viable solution to user pain points	Publish thought leadership pieces on SEO and how to use SEO tools effectively to progress strategy	Drive lower-funnel activity and convert to lead	Help users set up their account, share feature releases and industry updates
SEARCH TERMS	- website analysis - seo reporting - seo analysis - site audit - seo page analysis - technical seo audit - content writing for seo	- increase organic traffic - increase website traffic - page optimization - seo checklist - seo for beginners - improve search engine ranking	- how to do an seo audit - seo strategy - small business seo - technical seo - seo best practices - keyword research for seo - seo competitive analysis - seo kpis - enterprise seo - local seo checklist	- seo reporting dashboard - seo reporting tools - seo services - seo consulting - seo platform - best seo reporting software	- seo training - google algorithm updates - seo news blog - google e-e-a-t - ai seo
TOP COMPETITORS	SimilarWeb Neil Patel SEMRush Search Engine Journal Moz	SEMRush Forbes Invoca Tech Target Backlinko	SEMRush AHrefs Search Engine Journal Search Engine Land SiteImprove	SEMRush seoClarity Search Engine Journal OuterBox Neil Patel	HubSpot Search Engine Journal Search Engine Land Moz.com BrightEdge
KPIs	Sessions New User Growth Time on Site Bounce Rate	Sessions New User Growth Time on Site Bounce Rate	Sessions New User Growth Time on Site Email Signup	Sessions New User Growth Email Signup Schedule a Demo	Create account Email Signup Upsell Time on Site
ENABLERS	Early Stage Content Creation Answer Box Strategy	Mid Stage Content Creation Optimize Answer Box Strategy	Mid Stage Content Creation Product Page Optimization	Optimized Demo Scheduling Process Ease of Account Creation	Support & How To Article Creation Forum Training Videos

How Can this Data Be Used in Other Channels?

Paid Search

What keywords are we already ranking well on organically? Where do we have a long way to go?

Using the Paid and Organic Optimizer in Conductor, learn which keywords your competitors are bidding on

Once customers view content in your awareness funnel stage, paid search can be used to progress them down the funnel

Email Marketing

Which content on the site is driving the most engagement, leads & purchases?

Which content clusters are resonating most with our users? Can we create campaigns based off this info?

What language in our descriptions is enticing CTR?

Paid/Organic Social

Periodically review sites that are linking to your own - is there anyone social can reach out to?

Track branded search visibility to understand reputation management & authoritativeness of your social media handles

Cover emerging & trending search topics in social media

Display/Paid Media

Use keyword data to show search patterns that can influence product/brand messaging (ie using the term [eco-friendly detergent] vs. the term [zero-waste detergent])

How Can SEO Use Data from These Channels?

Paid Search

By understanding the price you're paying for paid search keyword visibility, create a business case to spend much less to optimize for SEO

Are some of your pages receiving higher paid CTR than organic CTR? That's an opportunity for testing & optimization

Email Marketing

Which subject lines work best? Can we use any of those learnings to craft better meta descriptions?

Can we create an article series based on a successful email campaign?

Can we learn anything about bottom of funnel users by analyzing the types of folks converting from email?

Paid/Organic Social

Understand which social media content is driving the most engagement & try to connect to keyword research

Get customer feedback on your content and drive users to your site

Display/Paid Media

Use campaign performance data to determine keywords that resonate with your target audience

Bringing Competitive Data to Your Teams

What Competitive Data Can We Share?

Paid Search

Using data from Explorer and Paid & Organic Optimizer, we can share what competitors are bidding on, as well as the CPC on terms that they are ranking well for

Email Marketing

Using data from Explorer & Content Guidance, we can share what competitors are targeting via their content efforts, to give the email team inspiration for future campaigns

Paid/Organic Social

Using data from Content Guidance & Explorer, we can share competitive ranking topics that are trending for prioritization by the social team

Display/Paid Media

We can share ranking data from competitors to understand what competitors are prioritizing, as well as Market Share to determine where competitors are strong

What Does This Look Like in Practice?

We're Launching a New Product

SEO can provide data on how competitors and market leaders are targeting this product in search, and advise on page structure & site priorities

This data can also be used to inform targeting for paid search, display, email marketing, etc.

Our Budgets Are Being Cut

SEO can provide data on how we're performing on target terms organically, to assist in prioritization of budget in other channels

SEO can also provide quick wins & low hanging fruit opportunities to optimize pages with internal resources to drive incrementality

Holiday is Coming

SEO data can inform performance from previous years, as well as how search patterns have changed YoY to inform content production across channels

SEO data can also inform when to optimize stale pages, based on when search volume is peaking

Our Leads/Sales Are Down

SEO data can inform whether there are technical issues that are preventing conversions, including bounce rate, conversion rates & more

SEO can also mine for topics & other content avenues to pursue from competitive data

Conclusion & Leave-Behinds

Remember

Organic is Typically the Highest Converting Channel

This channel deserves attention and you deserve a seat at the table!

SEO Data Provides the Voice of the Customer

Users don't lie to search engines - listen to them!

Keyword data is an invaluable resource for both SEO and other digital channels

Lean on Conductor

Conductor can help you pull back the curtain on strategies your competitors are employing. Use that data to inform other channels where to focus!

Questions?