



EOY Reporting - Industry Standards & Benchmarks

January 16, 2024

Agenda



Presentation duration

30 Minutes



Conductor Speakers:

- Crystie Bowe, Senior SEO
Strategy Director at Conductor

- EOY Reporting & Purpose
- Benchmarking
- Understanding the Competitive Landscape
- Setting Realistic Goals
- Establishing Repeatable Reporting Processes
- Taking Action

The background features a complex, abstract composition of organic, flowing shapes. The color palette is primarily teal, cream, and dark grey. The teal shapes are various shades, from a vibrant turquoise to a deep, dark teal. The cream shapes are soft and rounded, providing a contrast to the darker tones. The dark grey shapes are more angular and layered, creating a sense of depth and movement. The overall effect is a dynamic and modern aesthetic.

EOY Reporting & Purpose

End of Year Reporting

- It's important for us to take stock of the work we've done on our sites from an SEO perspective. While you're building out your reporting, ask yourself a few questions:
 - How did I progress against the goals I set for 2023 (did I set goals, by the way? :))
 - What specific projects or initiatives did I accomplish this year?
 - What were my biggest challenges & roadblocks?
 - Can I attribute any increases/decreases in SEO metrics to my (or my team's) efforts?
 - What is the monetary value of this channel to my business and how has that changed YoY?

Why Do End of Year Reporting?

Resource Planning

- If we didn't get as much done as we wanted to, can we equate that to lost dollars for the business?
- Can we use these numbers to justify additional headcount for our team?

Attribution

- We work on many initiatives throughout the year that often take months to bear fruit - claiming credit where it's due can be extremely important in insulating the team from organizational changes and securing budget

Understand the Landscape

- If things didn't pan out as we had hoped, are there macro factors at play that limited our success? How do we stack up against both business and SEO competitors?

The background features a complex, abstract composition of organic, flowing shapes. The color palette is dominated by a vibrant teal, a soft cream, and a dark charcoal grey. The shapes overlap and curve, creating a sense of movement and depth. A central white rectangular box is superimposed on the design, containing the text.

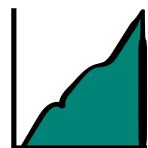
Benchmarking

What Should We Benchmark and Why?



Keyword Rankings

Understanding our brand vs. non-brand organic presence is important to establish whether the organic channel is helping the business reach new audiences



Organic Traffic

It's important to have a full year of organic traffic data to make room for any seasonality changes. Having this understanding also helps us to forecast expected traffic against new initiatives



User Engagement

User engagement data helps us understand how useful our content is to organic searchers. Engagement should increase over time if we're doing everything right!



Technical Data

Technical health is the basis of SEO - without it, everything else suffers. If you didn't prioritize it last year, make sure you prioritize it this year!



Monthly Search Volume

Understanding the volume on your ranking keyword set is important to establishing the macro picture on your performance

What Metric Should I Specifically Benchmark?

- Page 1 Rankings
- Brand vs. Non-Brand Rankings
- Avg. Monthly Organic Traffic
- Organic Traffic by Month
- Organic Traffic Contribution by Page Type
- Organic Channel Attribution
- By Page Type:
 - Pages per session
 - Bounce rate
 - Time on Site
 - Click through Rate
- ContentKing Health Score
- Page Speed
- Number of Issues
- Brand vs. Non-Brand Monthly Search Volume
- Page 1 Monthly Search Volume (Brand vs. Non-Brand)

**Okay, I gathered all my numbers, how do I tell if
this is **good** or not?**

Understanding Your Benchmarks

- When reviewing your benchmarks, ask yourself these questions:
 - If I look at these same numbers last year, have they gotten better or worse?
 - If my engagement went up but traffic went down, am I getting more conversions?
 - If I take my homepage out of the equation, what does this picture look like?
 - Has there been any major event on my site (like a migration) or in the space (like an algorithm update) that impacted my performance?
 - How did everyone else fare? (See next section)

The background features a complex, abstract composition of overlapping organic shapes. Large, flowing forms in a vibrant teal color are set against a dark charcoal grey background. Interspersed among these are smoother, rounded shapes in a light cream or off-white color. The overall effect is dynamic and layered, suggesting a sense of movement and depth.

Understanding the Competitive Landscape

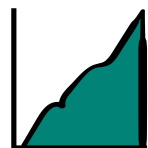
Conductor-Provided Competitive Metrics



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



Monthly Search Volume

We can view how MSV has changed over time for a set of ranking keywords - including that of your business and SEO competitors

Contextualizing Competitive Data

- Ask yourself these questions when reviewing competitive data:
 - How did demand change YoY for my competitor's brand name?
 - If my competitor's rankings got better, where, specifically, did they get better?
 - If I got hit by an algorithm update, did my competitor's modeled traffic take a hit at the same time?
 - Which competitor pages are receiving the most traffic (Explorer) - has that changed YoY? This can give us a clue about prioritization

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Setting Realistic Goals

S	Specific	<p>Make your goal specific and narrow for more effective planning</p>	
M	Measurable	<p>Make sure your goal and progress are measurable</p>	
A	Achievable	<p>Make sure you can reasonably accomplish your goal within a certain time frame</p>	
R	Relevant	<p>Your goal should align with your values and long-term objectives</p>	
T	Time-based	<p>Set a realistic but ambitious end date to clarify task prioritization and increase motivation</p>	

Considerations for SEO

- The organic channel is very finicky - you'll likely need to set and revisit your goals at least quarterly
- Set a mix of hard and soft goals (ie increasing metrics by specific percentages, and publishing 5 new articles, for example)
- Ensure your attribution is as tight as possible
- Maintain time-based goals for softer goals - we can't necessarily predict how long it will take an SEO effort to pay off - but it doesn't mean it's not worth doing!

Example SMART Goal Setting for SEO

Increase ContentKing Health Score by 50 Points

Increase Page 1 Rankings by 5%

Improve Organic Contribution to Traffic by 5% on a Product/Service

Publish 50 New Blog Articles

What Makes this SMART?

ContentKing organizes technical issues into a point system - it's very easy to improve the health score by fixing the issue

5% is a pretty low/conservative number for most websites - take a look at your striking distance terms to see where it's easiest to progress and get to work!

Organic is typically a high contributor of revenue and traffic to sites - by increasing your non-brand footprint on your pages, you can impact this. The number is also pretty conservative compared to what organic will likely drive!

Once you've identified your topics and content briefs, this is just about progressing against the list throughout the year



Establishing Repeatable Reporting Processes

Set Up Initial Reporting Against Goals

Establish Your Goals

Set goals by site section, project & known campaign initiatives - remember to make the SMART as much as possible!

Ensure Data is in Conductor

Are the metrics you're measuring in Conductor? If not, see if you can get them added

Be aware of any changes that have come along with the GA Universal to GA4 transition

Set Up Workspaces

Bringing SEO data into workspaces is very easy with Conductor, but reach out to your CSM if you're having any trouble!

Set Up Automation

All workspaces can be automated to send to you and your stakeholders - take advantage of this feature to automate your reporting

The Do's and Don'ts of SEO Reporting to the C-Suite



- Keep it simple, consistent, and credible
- Align results to business objectives
- Focus on metrics that matter most to executives
- Show progress over time
- Compare your results to the competition
- Speak their language
- Tell the right story with your data
- Read the room and be ready to pivot



- Focus only on outputs without tying to inputs
- Confuse the SEO picture with inflated results
- Provide too much detail or lengthy explanations
- Skip over issues or negative trends
- Use too much SEO jargon
- Provide data without context
- Underestimate follow-up questions

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Taking Action

How to Take Action On Your Goals

Set Quarterly Plans

With a mix of soft and hard goals, set specific tasks that your team will accomplish this quarter

If you finish more, great!

Ensure Resources Are in Order

Compare your SEO plan to your available resources. If you have big technical goals, do you have the development resources you need to accomplish them?

If not, consider adjusting your goals to suit your available resources.

Connect Accomplished Tasks to Reporting

As you check off optimizations, newly published articles, etc, ensure you're updating your page groups in Conductor to reflect these changes.

Also, use custom annotations where it makes sense!

Review Regularly

With reporting established, we're in control of our plans - adjust them if you need to throughout the year!

The background features a complex, abstract composition of organic, flowing shapes. The primary colors are a vibrant teal and a light, textured grey, set against a plain white background. The shapes vary in opacity and form, creating a layered, artistic effect. A central white rectangular box is superimposed on the design, containing the text.

Questions?

THANK YOU!