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Paid & Organic: Competitive Data, Collaboration & Reporting

Conductor Expert: A Live Training Series

Winter 2024



Agenda



Presentation Duration:

45 minutes



Facilitators:

- Mollie Barz, Instructional
 Design Lead
- Customer Success Team

Today we will review the following:

- Discuss how the paid and organic channels can work together
- Use Conductor to leverage paid and organic insights
- Questions?

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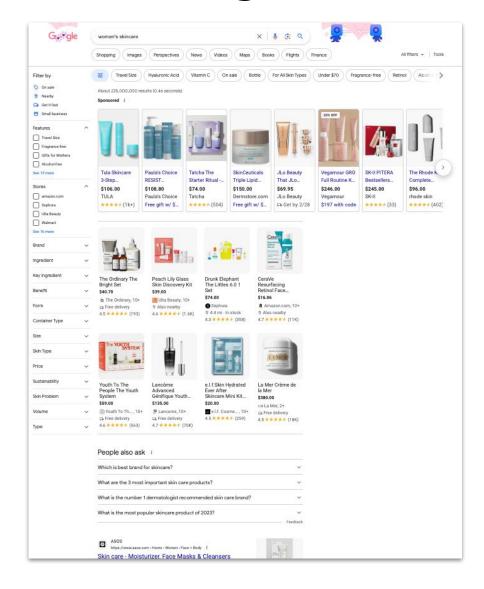
Poll Question

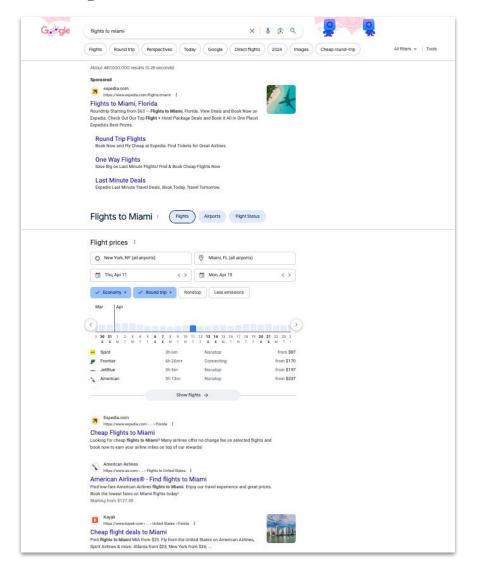
Look to the poll tab to participate.





It's Getting Harder to Compete in Some SERPs







When to Leverage Organic vs. Paid

Organic Search

- You have strong positioning on your target keywords
- You want to save \$\$ and have internal resources that can help with implementations
- You want higher conversion rates off the traffic you're receiving
- You want to see cumulative value of a piece of content or a page over time

Paid Search

- Brand demand is down (paid is a *push* channel, organic is a *pull* channel)
- Organic rankings are lackluster
- New product or content promotion
- You want to own more of the SERP
- You want to test which keywords resonate with your audience and convert best
- You want to test messaging for click through rate



Paid & Organic Data Applicability

How Organic Can Help Inform Paid Efforts

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

Understanding how competitive keywords are by identify CPC data within the Explorer tool

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

How Paid Can Help Organic Efforts

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

How Both Channels Can Work Together

Align organic optimizations to places where paid search is very expensive

Improve page performance to improve quality score and increase conversions

Ensure important branded SERPs are owned by both channels



Bringing Insights to Execution: Use Cases to Consider

Test Reduction of Bids on High-Performing Organic Content

Test Different Ad Copy & Leverage Learnings in Meta Descriptions

Test Paid Search Efforts on Low-Performing Organic Content



Tips for Learning

- Log in at app.conductor.com to follow along.
- Revisit the workflow after today's webinar.
- Reach out to our Conductor
 Support team at 24/5.

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Thank you!