ENGAGE 2022 TRANSFORMATION
ENGAGEMENT CONNECTIVITY & EXPERIENCE

Enterprise Agility – Best Practices & Must-Haves

Milestone

Hi, I'm Pat.

VP, Customer Success at Conductor

~20 Years In SEO

Bitmoji Enthusiast

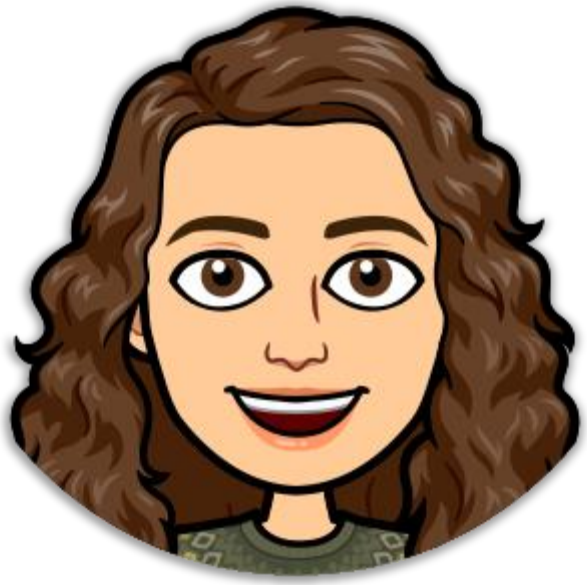
Milestone

SEO

Content Ideas / Optimizations

Technical Fixes

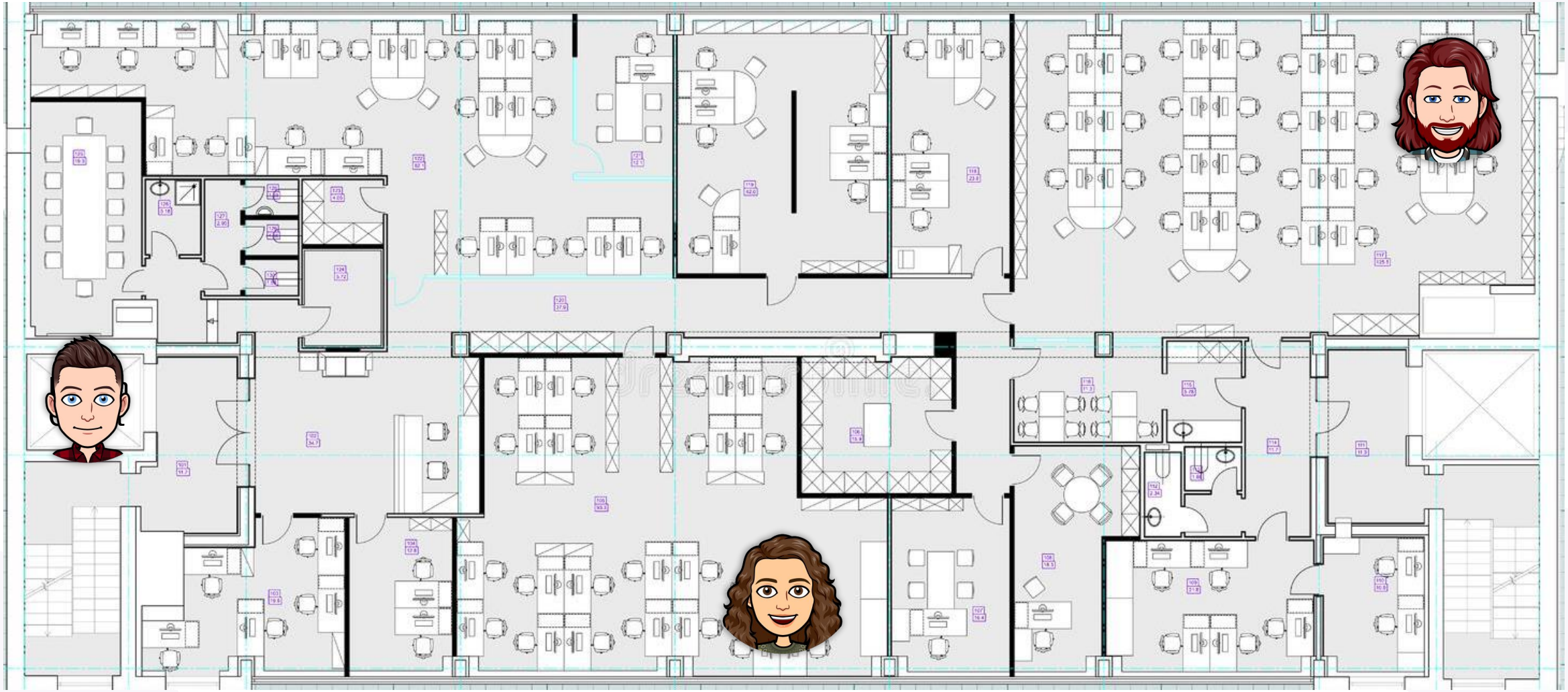
CONTENT



Content Creation / Updates

WEB

Implementation

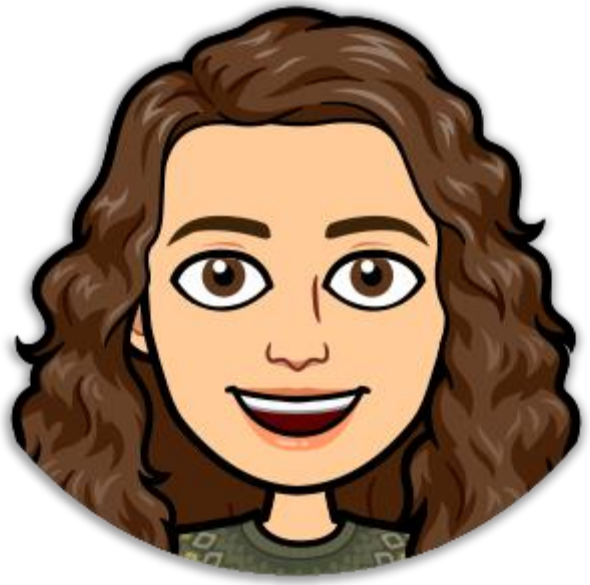


Milestone

SEO

Can’t Get Buy-In or Anything Implemented

CONTENT



Creating Content Not Informed By Search

WEB

Knocking Out Other Projects

REALITY:
SEO IS A TEAM SPORT

PROBLEM:
NOT EVERYONE KNOWS THEY'RE ON THE TEAM

This $#!T Takes Too Long.

executives

SEO Doesn't Take Too Long, *WE* Take Too Long.

executives

If This Sounds Familiar, This Is You.

Silos
Bad Process
Bad Communication

= **Flat Growth.**

If you're a leader
allowing this to happen,
you're irresponsible.

You Should Be This.

No Silos
Good Process
Good Communication

= **High Growth.**

Publish a New Web Page?

HIGH GROWTH

2 WEEKS

VS

FLAT GROWTH

2 MONTHS

Change a Title Tag?

HIGH GROWTH

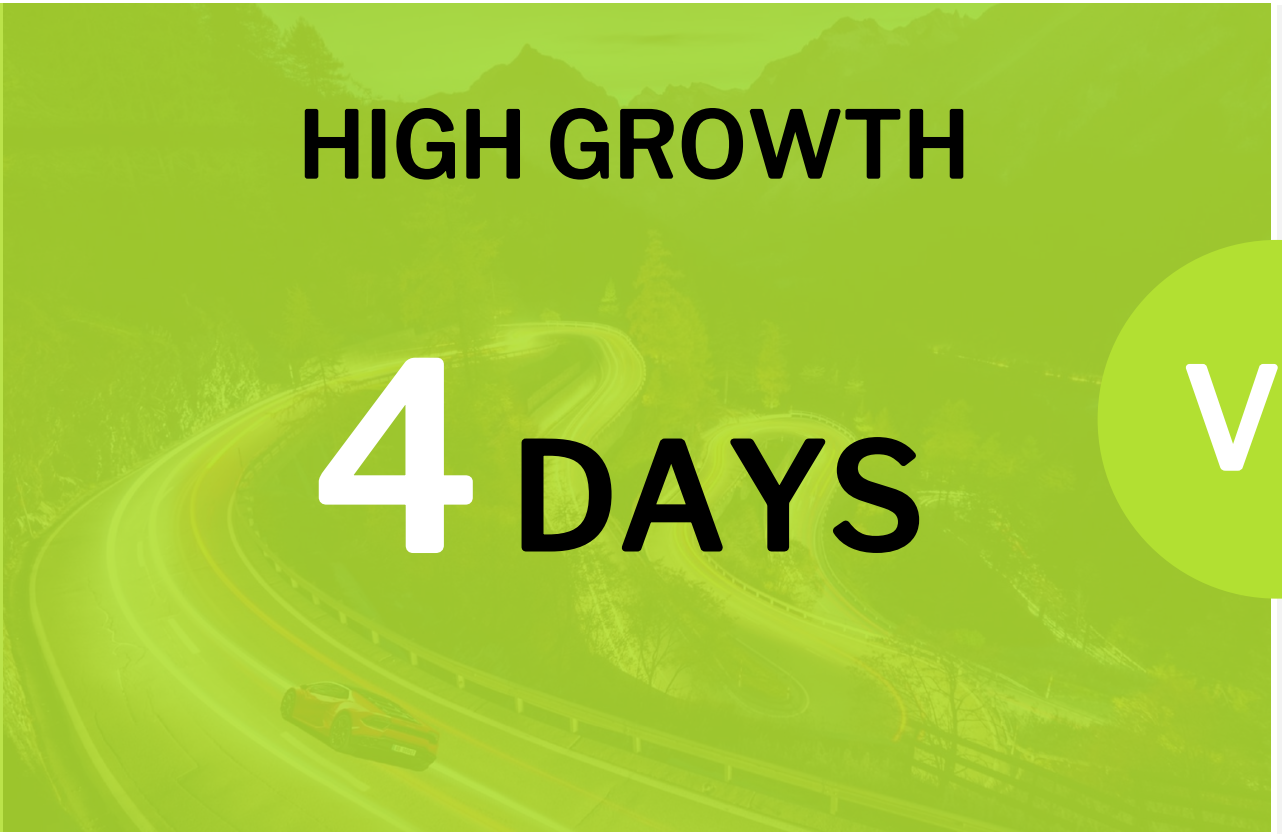
3 DAYS

VS

FLAT GROWTH

8 WEEKS

Change Meta Description?



VS

FLAT GROWTH

6 WEEKS

“It takes us 6 months to update a title tag”

- New Fortune 500 Customer

Weekly Organic Marketing Activities

Keyword Research

Title & Header Tags

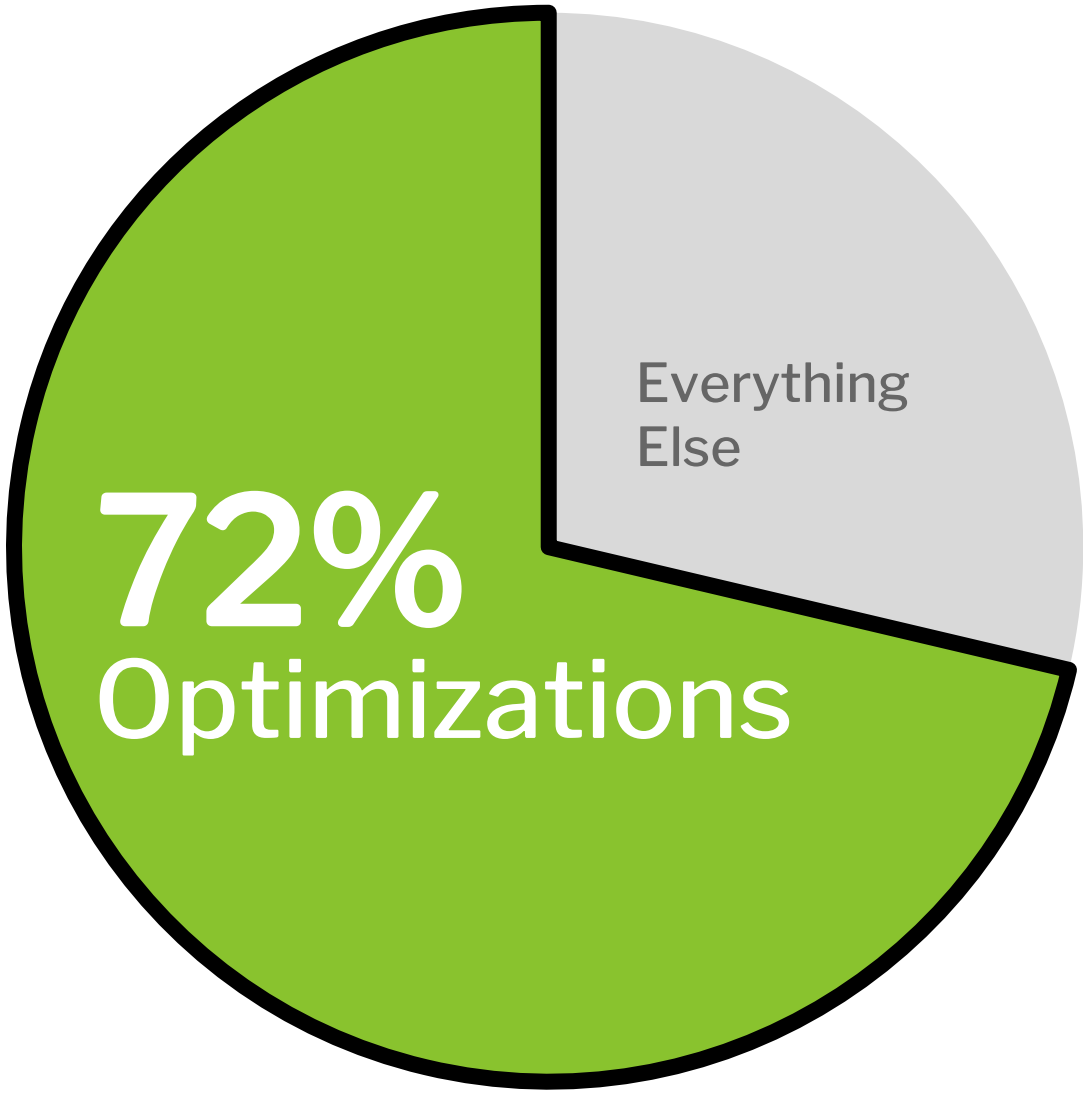
Meta Description

Content Creation

Content Optimization

Tech Fixes

Reporting



Competitive Analysis

Full Site Audits

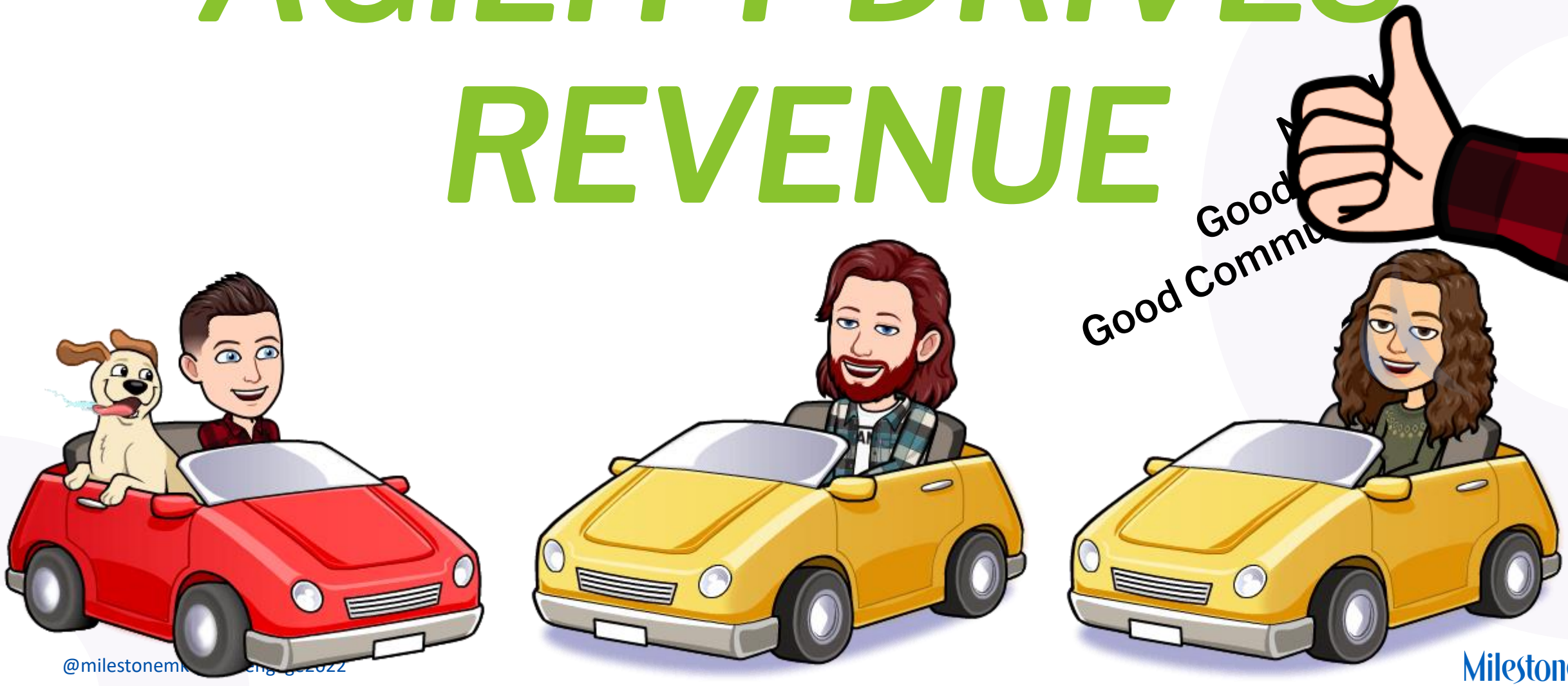
UX Updates

A/B Testing

IF YOU'RE SLOW =

FLAT GROWTH

AGILITY DRIVES REVENUE



Milestone

BUSINESS GOALS

TRAFFIC

CONVERSIONS

REVENUE

AGILITY METRICS

CONTENT TIME-TO-LIVE

CONTENT CHANGE TIME-TO-LIVE

TECHNICAL CHANGE TIME-TO-LIVE

So, what do I do?

Embrace Reality

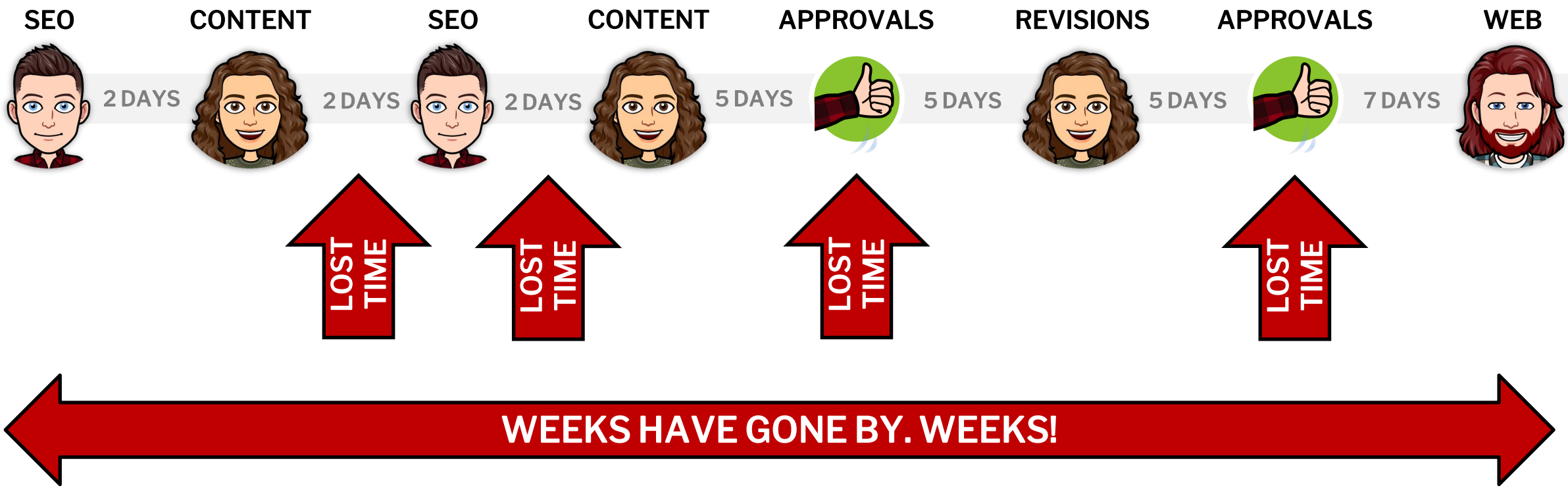
It’s time to look in the mirror and be honest with yourself y’all.

Are you a flat growth or high growth company?

Eliminate Process Inefficiencies

Look For Inefficiencies In Your Processes & *Eliminate Them*

Here's An *Example* Of A Typical Content Creation Process



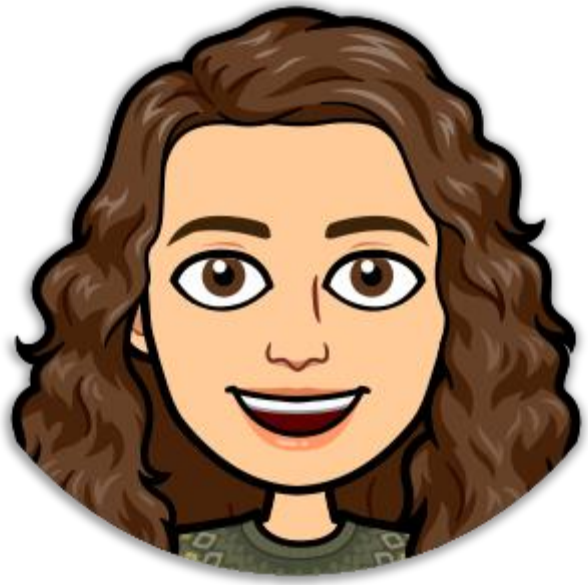
conductor

YOU
PROCESS
CHANGE

SEO

Content Ideas / Optimizations

CONTENT



Content Creation / Updates

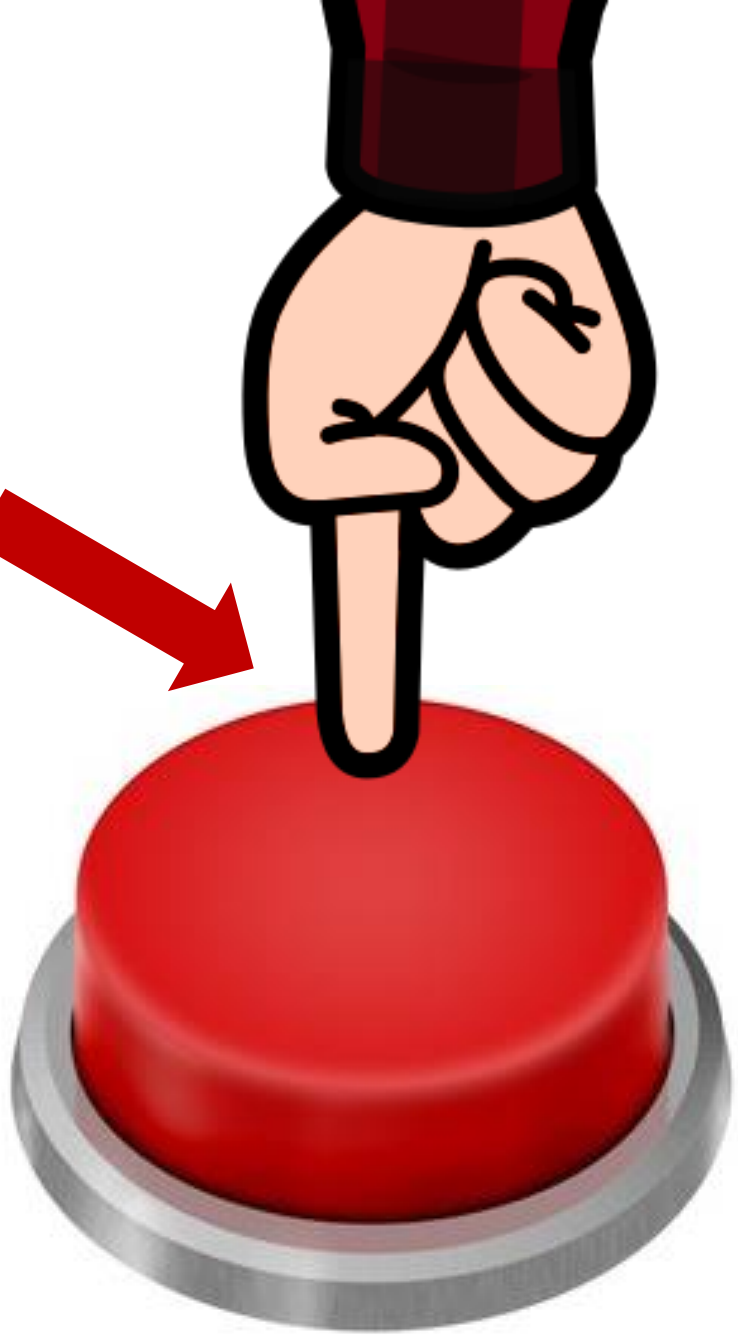
WEB

Implementation

conductor

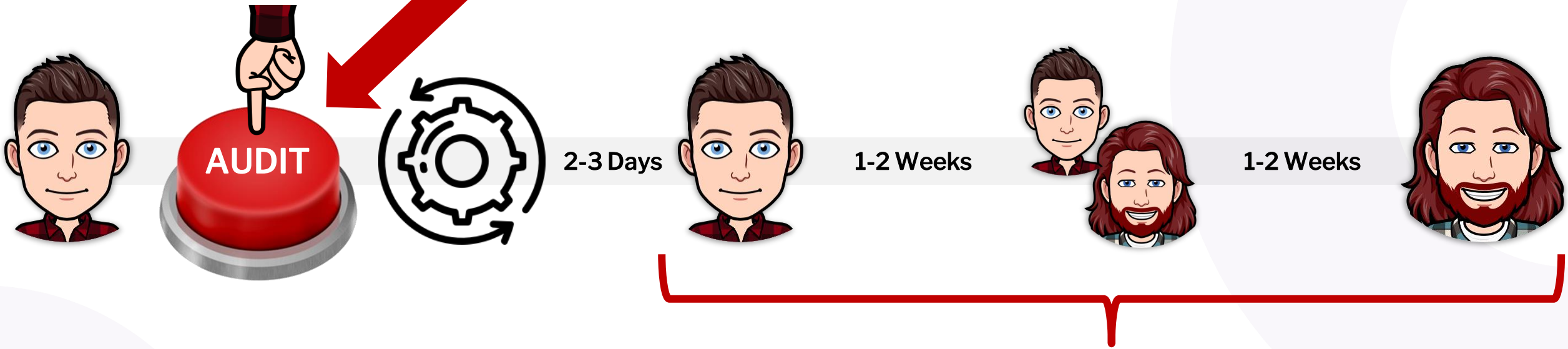
Adopt An "Always On" Mentality

This is a problem



How Most Companies Run Technical Site Audits

This is a problem

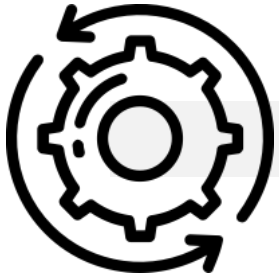


This is a problem

Milestone

How Companies That Are "Always On" Run Technical Site Audits

Technology Is Always Running



Always On

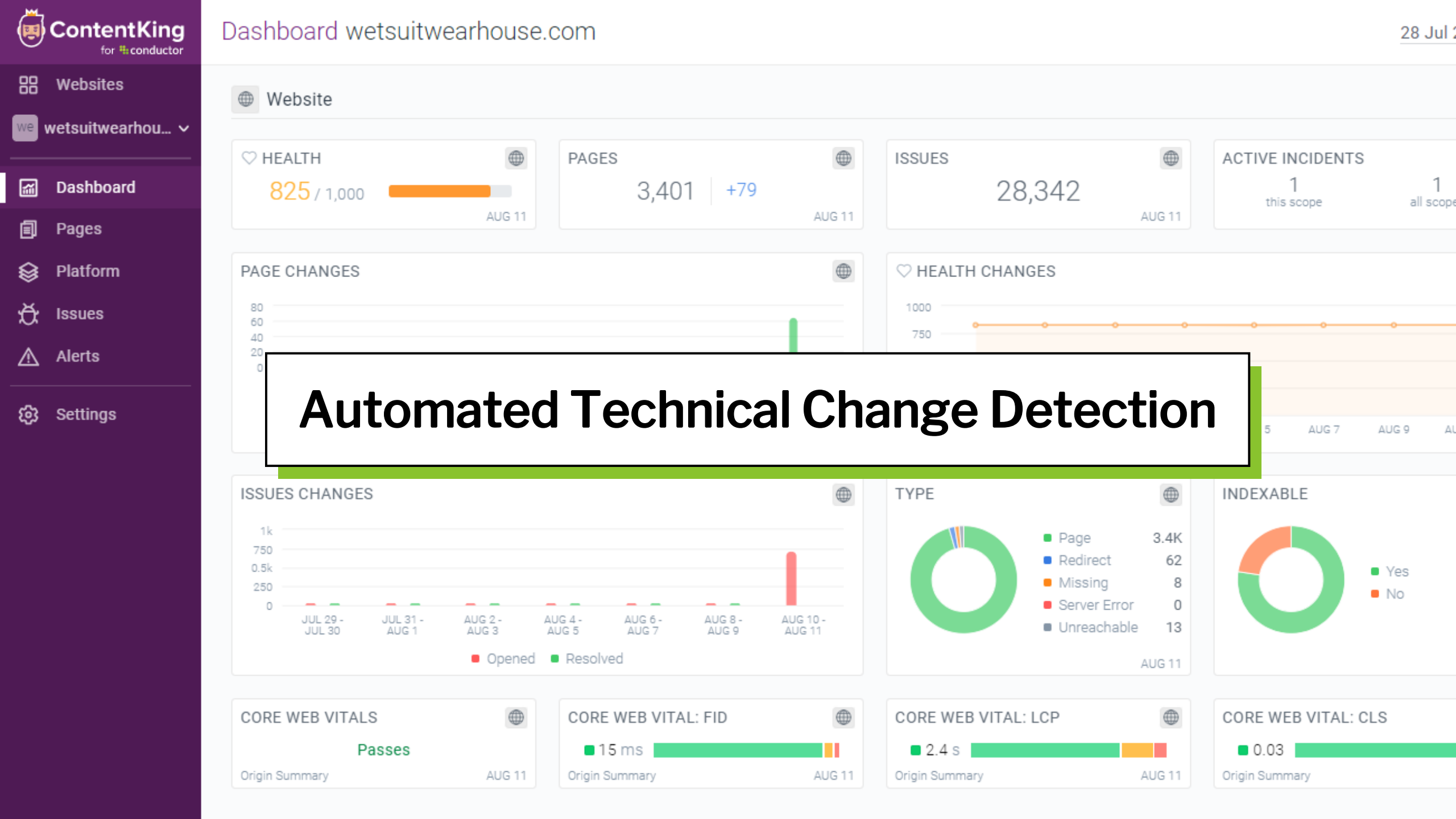
Real-Time Alerting

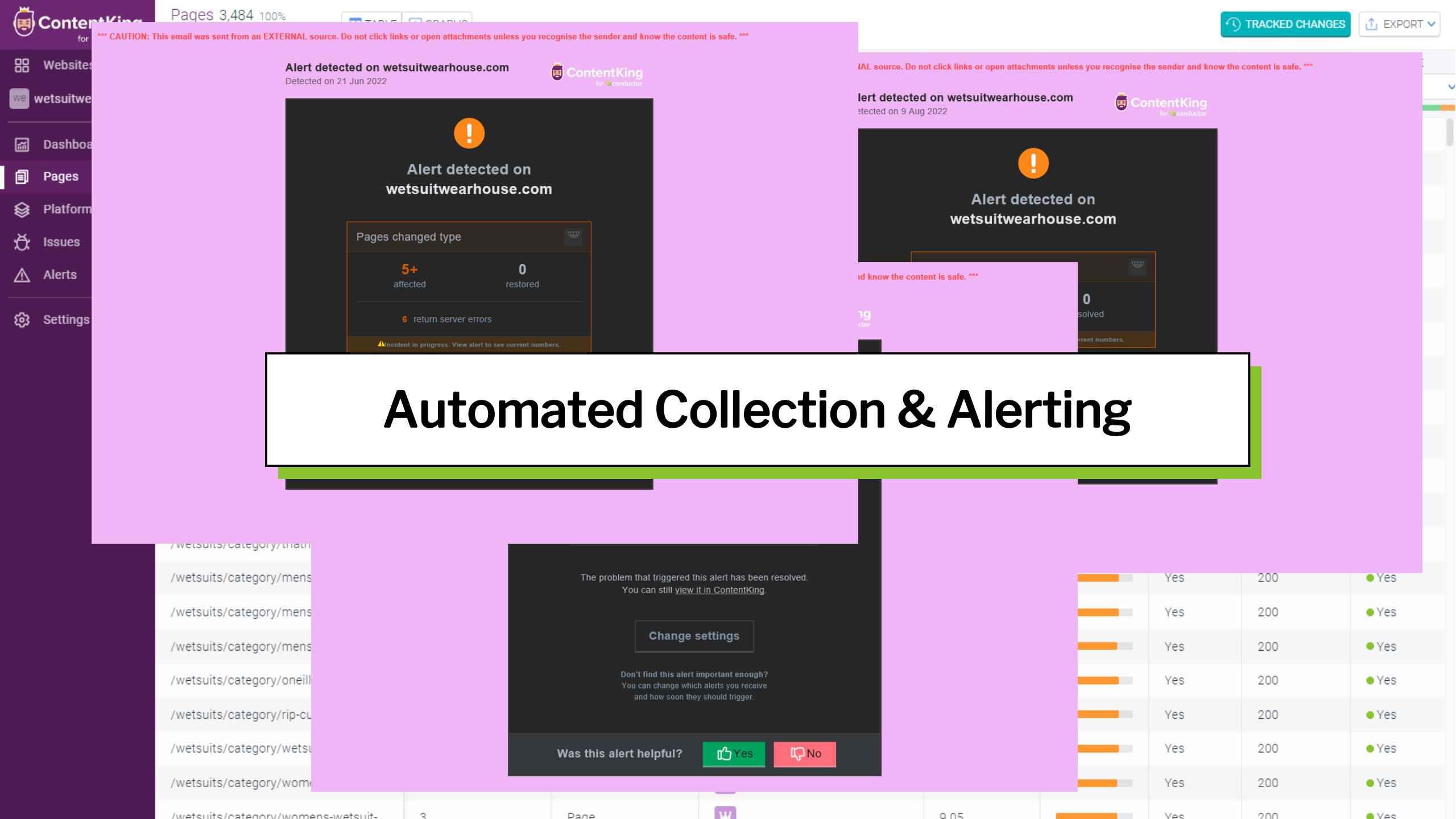
Monthly Meeting w/ SEO Team

Preset Alerts Based On What You Want To Look Out For

Alerts Go Directly To The Web Team & Are Fixed

There Are Great Tools Out There To Do This


ContentKing
for conductor
Dashboard wetsuitwearhouse.com
28 Jul
Websites
wetsuitwearhou...
Dashboard
Pages
Platform
Issues
Alerts
Settings
Website
HEALTH
825 / 1,000
AUG 11
PAGES
3,401
+79
AUG 11
ISSUES
28,342
AUG 11
ACTIVE INCIDENTS
1
this scope
1
all scope
PAGE CHANGES
80
60
40
20
0
HEALTH CHANGES
1000
750
AUG 7
AUG 9
Automated Technical Change Detection
ISSUES CHANGES
1k
750
0.5k
250
0
JUL 29 - JUL 30
JUL 31 - AUG 1
AUG 2 - AUG 3
AUG 4 - AUG 5
AUG 6 - AUG 7
AUG 8 - AUG 9
AUG 10 - AUG 11
Opened
Resolved
TYPE
Page 3.4K
Redirect 62
Missing 8
Server Error 0
Unreachable 13
AUG 11
INDEXABLE
Yes
No
CORE WEB VITALS
Passes
Origin Summary
AUG 11
CORE WEB VITAL: FID
15 ms
Origin Summary
AUG 11
CORE WEB VITAL: LCP
2.4 s
Origin Summary
AUG 11
CORE WEB VITAL: CLS
0.03
Origin Summary


*** CAUTION: This email was sent from an EXTERNAL source. Do not click links or open attachments unless you recognise the sender and know the content is safe. ***
Alert detected on wetsuitwearhouse.com
Detected on 21 Jun 2022
ContentKing
Alert detected on wetsuitwearhouse.com
Pages changed type
5+
affected
0
restored
6 return server errors
Incident in progress. View alert to see current numbers.
Automated Collection & Alerting
The problem that triggered this alert has been resolved.
You can still view it in ContentKing.
Change settings
Don't find this alert important enough?
You can change which alerts you receive
and how soon they should trigger.
Was this alert helpful?
Yes
No
Pages 3,484 100%
TRACKED CHANGES
EXPORT
Websites
Dashboa
Pages
Platform
Issues
Alerts
Settings

How Does Reporting Typically Work?

This is a problem

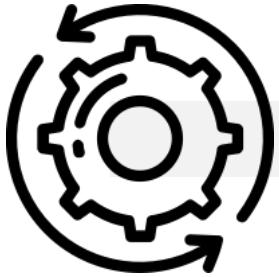
This Shouldn't Be The Only Time People See Progress

Milestone

Reporting In The “Always On” World

Technology Is Always Running

Stakeholders Actively Reviewing, Owning, & Actioning

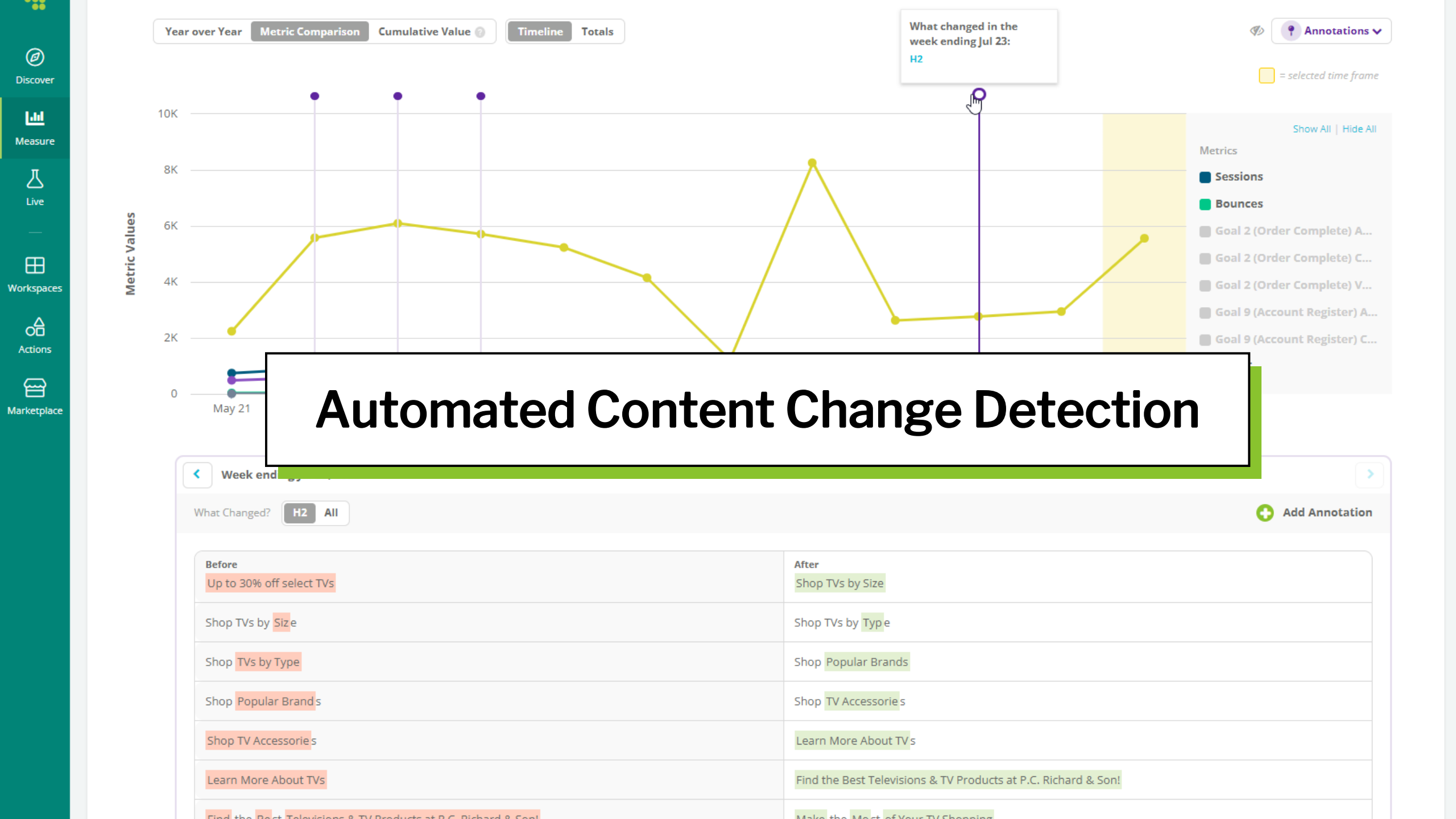


Always On

Weekly

Scheduled Reports Specific To Each Stakeholder

SHAMELESS PLUG


Discover
Measure
Live
Workspaces
Actions
Marketplace
Year over Year
Metric Comparison
Cumulative Value
Timeline
Totals
What changed in the week ending Jul 23:
H2
Annotations
= selected time frame
10K
8K
6K
4K
2K
0
Metric Values
May 21
Show All | Hide All
Metrics
Sessions
Bounces
Goal 2 (Order Complete) A...
Goal 2 (Order Complete) C...
Goal 2 (Order Complete) V...
Goal 9 (Account Register) A...
Goal 9 (Account Register) C...
Automated Content Change Detection
Week end
What Changed?
H2
All
Add Annotation
Before
After
Up to 30% off select TVs
Shop TVs by Size
Shop TVs by Size
Shop TVs by Type
Shop TVs by Type
Shop Popular Brands
Shop Popular Brands
Shop TV Accessories
Shop TV Accessories
Learn More About TVs
Learn More About TVs
Find the Best Televisions & TV Products at P.C. Richard & Son!

Add | Manage | Week ending Aug 06, 2022

Discover | Measure | Workspaces | Actions | Marketplace

Outline

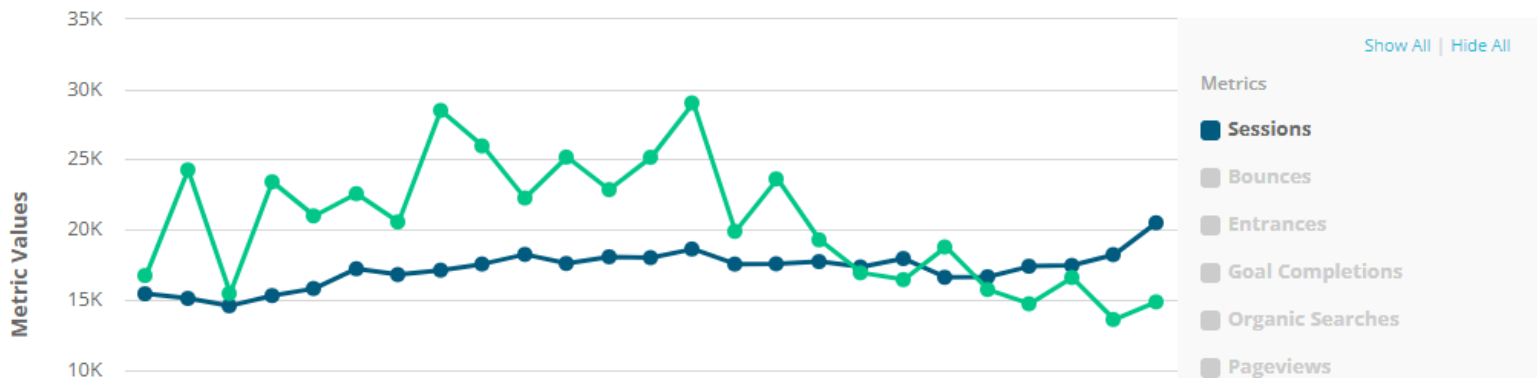
- Custom Widget
- Organic Performance of All Pages on wetsuitwearhouse.com
- Engagement Trends (wetsuitwearhouse.com)
- Keyword Rankings
- Keyword Performance - Wetsuit / Wetsuits
- Keyword Pipeline - Last 6 Weeks
- 12 Week Keyword Performance - Entire Site
- Keyword Performance - Kids
- Keyword Performance - Rash Guards
- Keyword Performance - Tria
- Biggest Gainers
- Biggest Losers
- Competitive Intelligence
- Weighted Market Share of First Page by Domain...
- Weighted Market Share of First Page by Domain...

WETSUIT WEARHOUSE

Automated Reporting

nding Aug 6, 2022
ge vs Feb 19, 2022

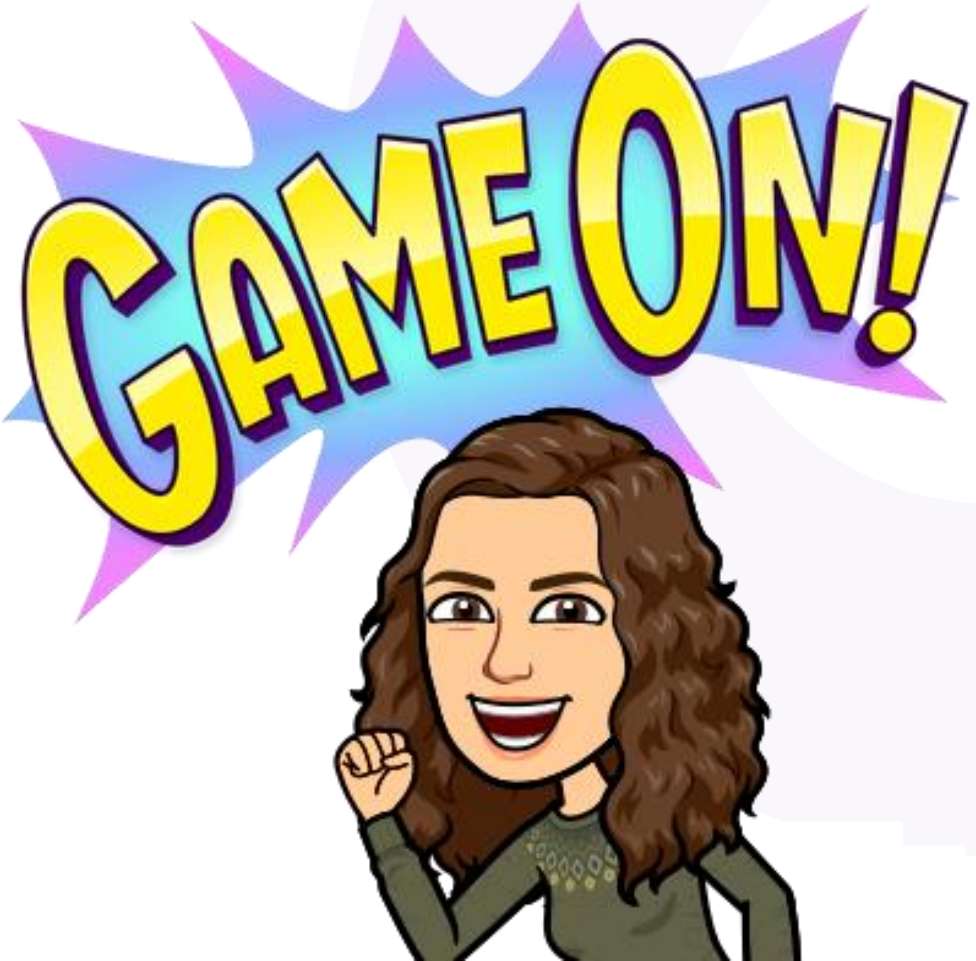
Sessions	Pageviews	Organic Searches	Revenue
430K TOTAL	1.2M TOTAL	800.1K TOTAL	513K TOTAL
↑ 5.1K (33%)	↓ 714 (1%)	↑ 2K (6%)	↓ 1.9K (11%)
TIME FRAME START TO END	TIME FRAME START TO END	TIME FRAME START TO END	TIME FRAME START TO END

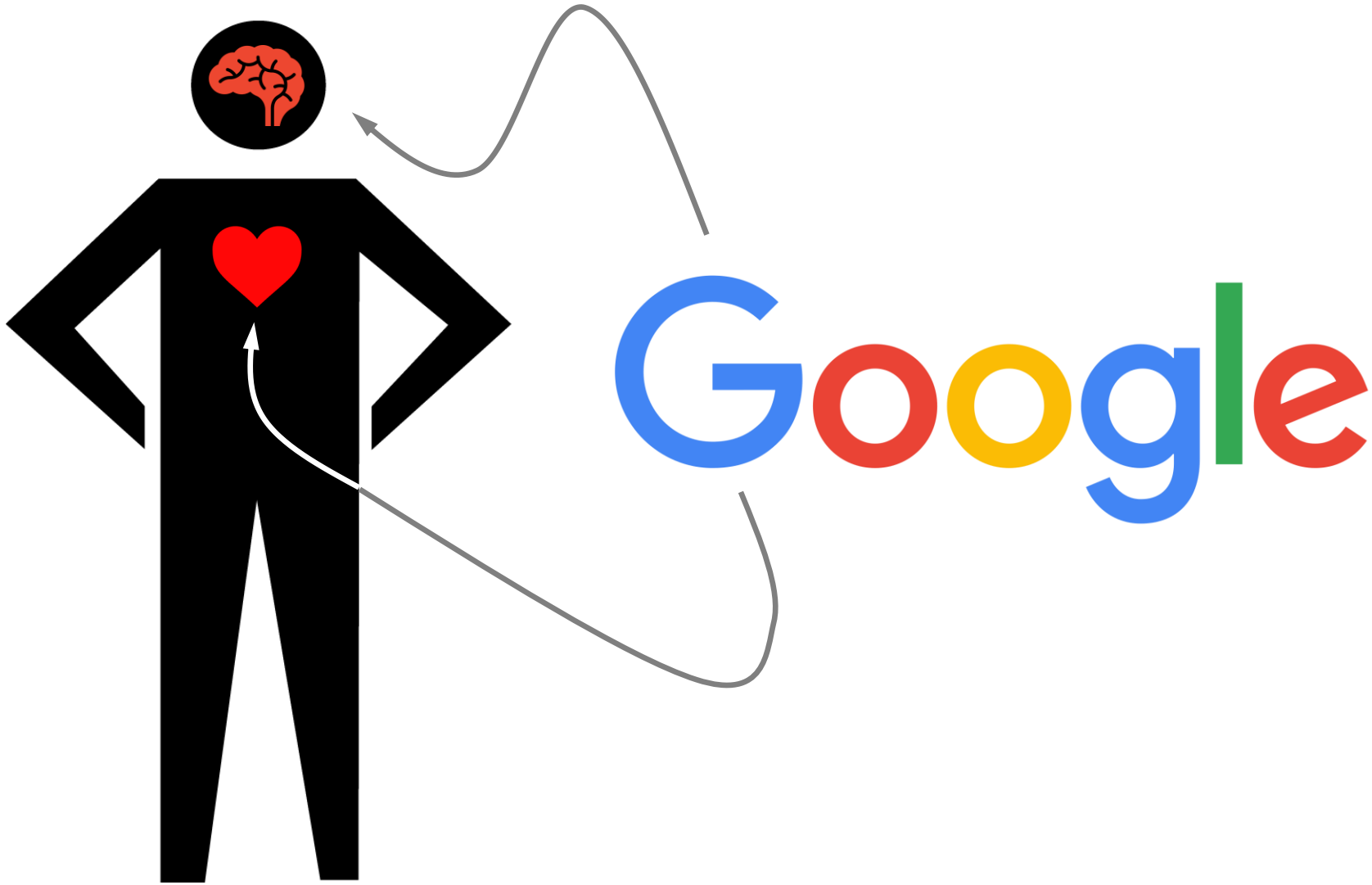


Nothing Wrong With Some Friendly Competition

Gamify The Experience!

- Create friendly competition within and between groups
- For content, who had the highest performing pieces this month / quarter?
- For web, who handled the most SEO related tickets this month / quarter?
- Offer free lunches, gift cards, happy hours, etc. This is an easy and cost-efficient way to drive comradery and performance!




Google

ENGAGE 2022 TRANSFORMATION
ENGAGEMENT CONNECTIVITY & EXPERIENCE

Thank You!

Milestone