

**ENGAGE** TRANSFORMATION  
2022 ENGAGEMENT  
CONNECTIVITY  
& EXPERIENCE

# Success with Enterprise SEO

The 7 Must-Haves to Scale

Bill Hunt



# About Bill Hunt

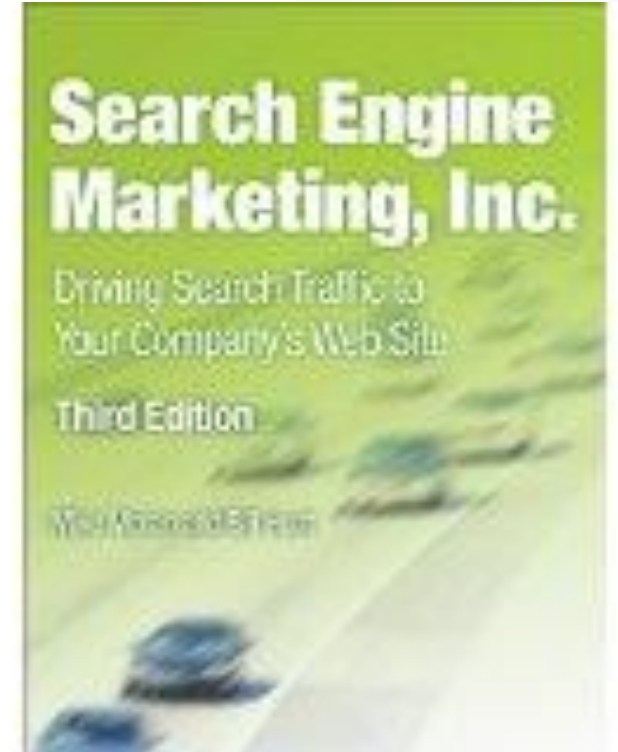
25 years Global Search & Digital Marketing

Advised 63 of Fortune 100 brands

Clients have won 112 different Search/Digital awards



**\$350 Million in revenue  
capture for users**



## 7- Must Haves for Success

1. Believe in the business opportunity of Search
2. Executive sponsor to align priorities across teams
3. Collaboration with other teams
4. Leverage force multipliers
5. Understand the future Search Ecosystem
6. Maximize Indexability
7. Remove content gaps

# Believe the Business Opportunity of SEO

SEO is an “AlwaysOn” marketing activity that allows us to directly connect with a consumer at the very instant they are actively looking for information related to our products or brands.

Not being found eliminates us from consideration!

# Believe the Business Opportunity of SEO

## Comparing share of visits by channel

Vertical Segments	Avg Organic Visits	Avg Other Channel Visits	Avg Paid Search Visits	Avg Social Visits
Retail & eCommerce	41.0%	23.2%	23.6%	5.1%
Media & Entertainment	53.0%	32.7%	6.2%	8.2%
B2B	64.1%	20.6%	12.3%	3.0%
Technology	59.8%	27.8%	9.7%	2.7%
Travel & Hospitality	41.4%	30.7%	23.4%	4.6%
<b>Average</b>	<b>53.3%</b>	<b>27.0%</b>	<b>15.0%</b>	<b>4.7%</b>

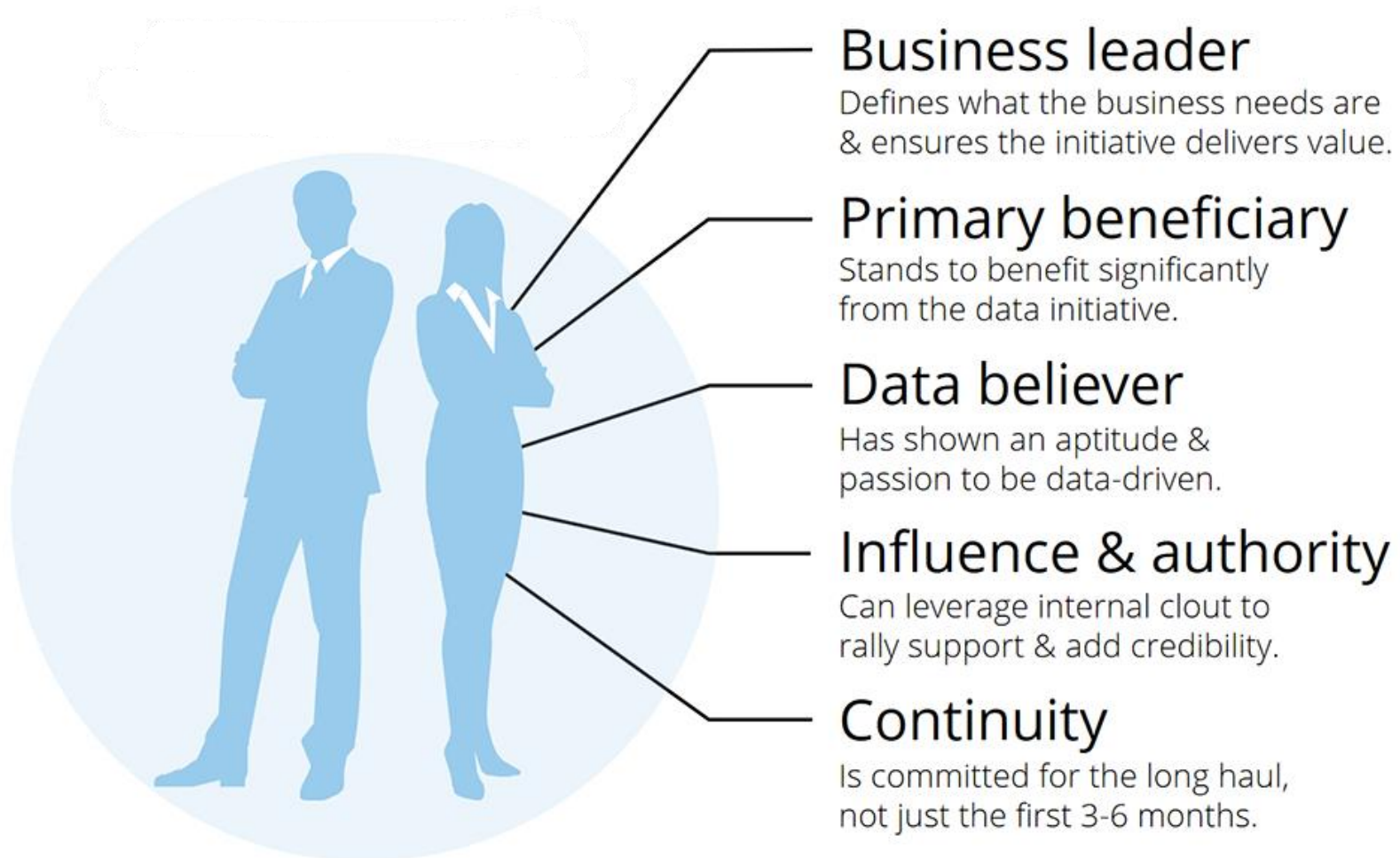
SEO has highest Share of Visits of any channel

Google says Organic ROI is 5x other channels

BrightEdge - [https://videos.brightedge.com/research-report/BrightEdge\\_ChannelReport2019\\_FINAL.pdf](https://videos.brightedge.com/research-report/BrightEdge_ChannelReport2019_FINAL.pdf)

Google Economic Impact - <https://economicimpact.google.com/methodology/>

# Get an Executive Sponsor



# Enterprise Scale Framework



# Enforce Collaboration

Create a Center of Excellence to include any team that “touches” the website

Understand workflows and where SEO intersects

Share in performance outcomes

>> SEO team is rarely responsible for any element that is not SEO compliant.





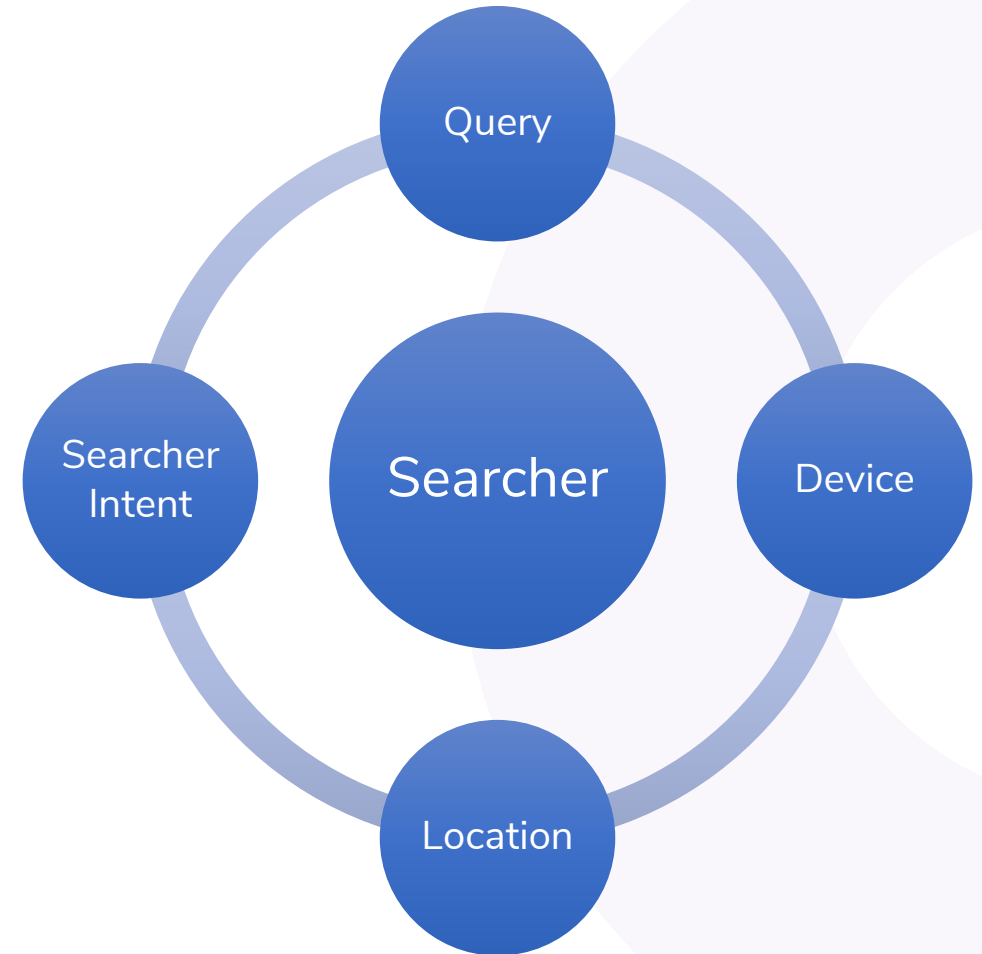
# Search Ecosystem

Critical to understand the content and code necessary to ensure relevance to Google and Searcher

Reduce ambiguity with strong content signals and schema

Ensure you support the full purchase funnel

Combine business goals with searcher goals



# Search Ecosystem – Query Relevance



best smart tv

<https://www.tomsguide.com> › Best Picks › TV

## The best smart TVs for streaming in 2022 | Tom's Guide

5 days ago — The best smart TVs for streaming in 2022 · 1. LG G2 OLED · 2. Samsung QN90A Neo QLED TV · 3. LG C1 OLED · 4. TCL 6-Series Roku TV (R635) · 5. Sony ...

1. Lg G2 Oled · 2. Samsung Qn90a Neo Qled Tv · 3. Lg C1 Oled

## Buying Guide: Smart TVs

Brands: What brands have Smart TV? ▾

Resolution: What is the resolution of a smart TV? ▾

Camera: Is camera available in Smart TV? ▾

Refresh rate: What is refresh rate in Smart TV? ▾

6 more considerations ▾

## Top 24 Smart TVs

Up to \$500

\$500 - \$1,000

Over \$1,000

Samsung

VIZIO

LG

Hisense



Samsung Neo QN90A (2021)

**\$1,599.99**

Samsung and 10+ stores

★★★★★ (6k+)

11+ highlights

#3 in TVs from web reviews

#2 in For Ps5 from web reviews



Sony BRAVIA X90J

**\$898.00**

Amazon.com and 10+ stores

★★★★★ (5k+)

11+ highlights

#6 in TVs from web reviews

#3 in For Ps5 from web reviews



LG OLED-C1

**\$1,099.99**

Jetson's Appliance and 10+ stores

★★★★★ (9k+)

11+ highlights

#1 in TVs from web reviews

#1 in For Ps5 from web reviews



LG 55 inch Class 4K UHD 2160...

**\$997.00**

blvdhome.com and 10+ stores

★★★★★ (6k+)

3+ highlights

Heavy 35 user reviews

Attractive 57 user reviews



# Leverage Templates to Scale

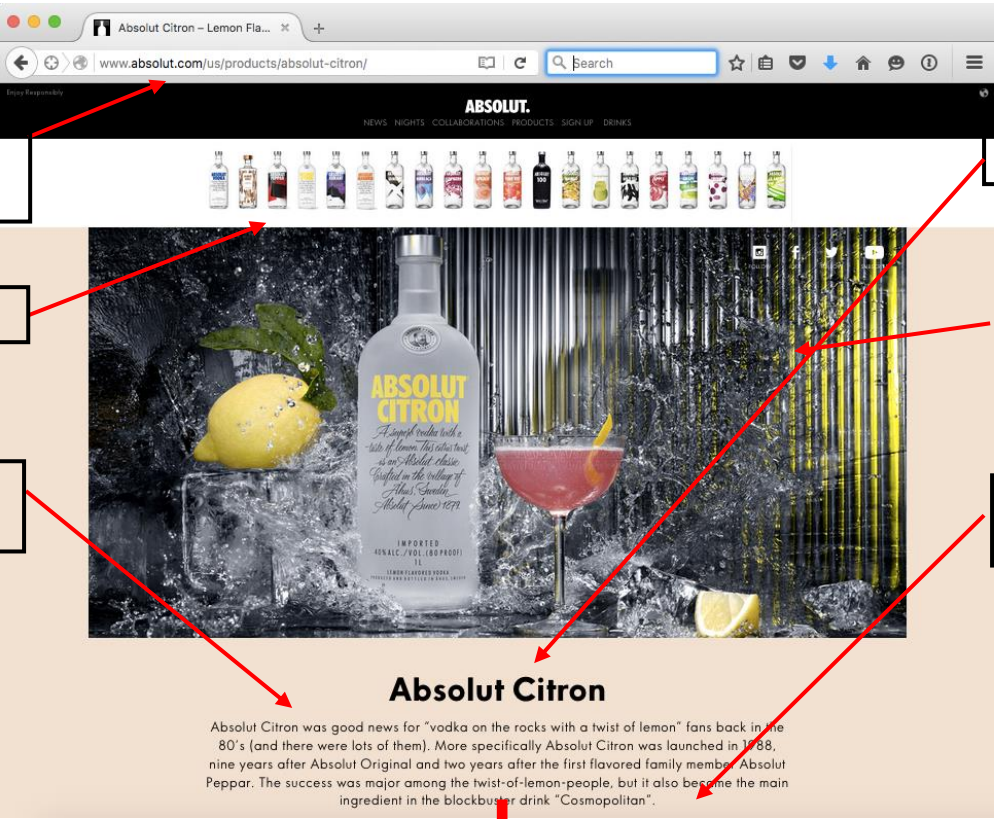
Page Title and Meta Data recommendations

Fully indexable navigation?

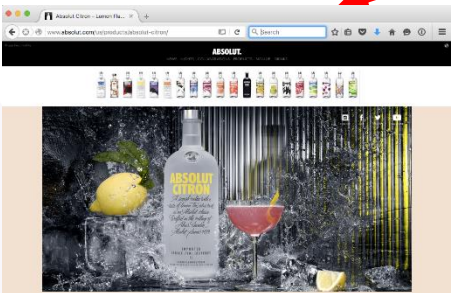
Ensure all parts of the page are indexable

Correct use of Header tags

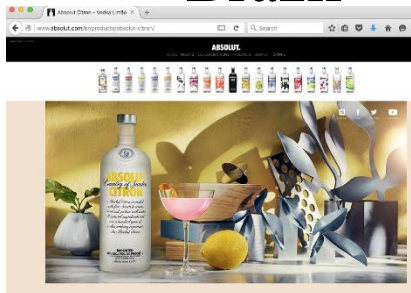
Enhancement of cross-links to distribute link equity



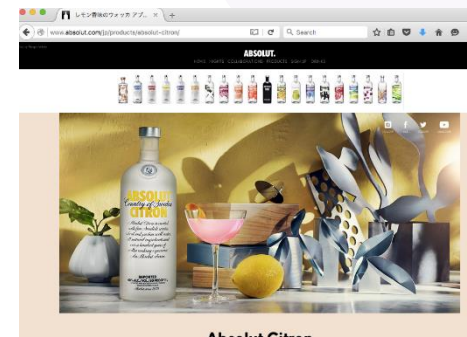
Germany



Brazil



Japan

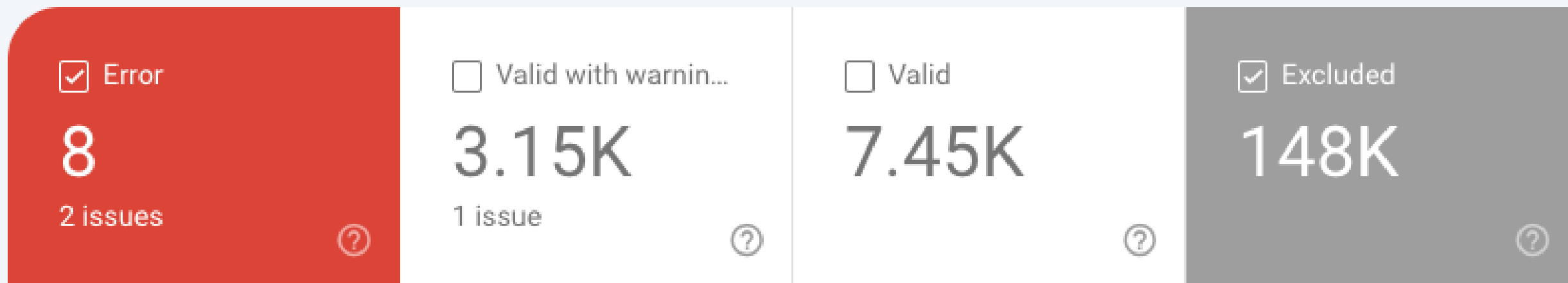


# Leverage Templates for Scale

- Eliminated need for local market On-page SEO saving over \$150k globally
- Centrally managed templates and core content eliminated need for 40+ local creative/web agencies
- Funded internal dev team that is creating modules for all companies
- 98% of Tier 1 words ranking Top 3 in 20 days

# Maximizing Indexing

Google Search Console



158k total pages → 10k “valid” and 148k not valuable – **94% wasted requests**



# Maximizing Indexing – Ensure XML Sitemaps are Clean

Status	Type	Validation ↓	Trend	Pages
Error	Submitted URL not found (404)	! Not Started		1,094
Error	Submitted URL marked 'noindex'	! Not Started		705
Error	Submitted URL seems to be a Soft 404	! Not Started		174
Error	Submitted URL blocked by robots.txt	! Not Started		87
Error	Submitted URL returned 403	! Not Started		40
Error	Server error (5xx)	! Not Started		35
Error	Redirect error	! Not Started		5
Error	Submitted URL blocked due to other 4xx issue	N/A		0
Excluded	Duplicate, submitted URL not selected as canonical	N/A		80,296

# Maximizing Indexing – Simpler View

## Coverage

[i](#) Introducing simpler reports: focus more easily on the important issues

[Start tour](#) [Learn](#)

Not indexed

140K

12 reasons [?](#)

Indexed

10.2K [?](#)

Impressions

Pages

225K

150K

75K

0

5/17/22

5/28/22

6/8/22

6/20/22

7/1/22

7/13/22

7/24/22

8/5/22

12

# Helps Focus Attention



## Why pages aren't indexed

Pages that aren't indexed can't be served on Google



Reason	Source <sup>?</sup>	Validation <sup>↓</sup>	Trend	Pages
Alternate page with proper canonical tag	Website	! Not Started		53,211
Page with redirect	Website	! Not Started		39,642
Not found (404)	Website	! Not Started		10,822
Blocked by robots.txt	Website	! Not Started		5,071
Soft 404	Website	! Not Started		3,892
Duplicate without user-selected canonical	Website	! Not Started		111
Excluded by 'noindex' tag	Website	! Not Started		59
Server error (5xx)	Website	! Not Started		7
Redirect error	Website	! Not Started		1
Crawled - currently not indexed	Google systems	! Not Started		26,933



# Maximizing Indexing

Fixing Indexing and XML issues **increased traffic by 58%**

Country	Dec	Jan	Feb	Mar	April	May	Jun	% Change
Australia	275	244	238	1,325	1,487	1,599	1,755	86%
Canada	1,238	1,198	1,264	2,243	2,287	3,366	4,489	72%
Germany	18,654	18,992	18,479	21,556	24,889	34,555	49,211	62%
India	5,890	6,045	5,968	8,869	11,224	13,887	18,952	69%
Japan	14,689	16,036	15,832	16,401	16,777	18,334	19,972	21%
Russian Federation	7,644	7,423	7,589	7,844	7,999	9,935	12,541	39%
South Africa	98	84	112	4,892	6,557	6,971	7,750	99%
United Kingdom	2,988	3,312	3,268	5,569	6,874	8,831	11,578	72%
<b>Total</b>	<b>51,476</b>	<b>53,334</b>	<b>52,750</b>	<b>68,699</b>	<b>78,094</b>	<b>97,478</b>	<b>126,248</b>	<b>58%</b>

# Schema Score Card / Site Health Score Card – Indexable and Rankable

1

## Crawling

1. Crawled to Indexed Ratio
2. Crawl Purpose Gap Ratio
3. Crawlability Errors
4. Mobile verses Desktop
5. Milestone JSON Detection
6. Invalid Canonical Tags
7. Undiscoverable URLs in Crawl Path
8. Broken Links

2

## Indexing

1. Estimated number of URLs
2. XML Sitemap for URLs
3. Valid URLs- Green, Yellow and Red based on number of crawlable URLs
4. Index Gaps analysis
5. GSC Errors Mitigation
  1. **Robots.txt** exclusions

3

## Rendering

1. JavaScript Dependency
2. JavaScript verses HTML ratio
3. Content Accessibility
4. Number of DOM Elements

4

## Page Experience

1. Speed Score
2. LCP
3. FID
4. CLS
5. Optimized Images
6. Optimized Video

5

## Schema & Clickability

1. Types of Schema
2. Number of detected schema
3. Schema Gap
4. Total opportunity by page

6

## Globalization

1. Geo detection strategy
2. International versions
3. Hreflang/XML sitemaps
4. Consistent cross market templates

# Maximizing Indexing

## MILESTONE SCHEMA SCORECARD

Client Name:		<b>Overall Goal:</b>	Technical challenges can decrease the overall total impressions and clicks. This scorecard is created to assess your team's overall readiness to see the full performance impact for Schema.
Website URL:			
Date:		<b>Readiness Score</b>	
Audited by:		<b>38%</b>	

Topic	DESCRIPTION	Score	Comments
Crawling	<p><b>Tool tip: What is crawling?</b> Crawling is the process that happens when Google crawler ("Googlebot") makes a request to your site's server, calculates the number of requests made and when (time/day), where (location), what your server response was, what was the total time to render each page and stores any availability issues encountered.</p>	31%	<p>Few issues detected:</p> <ul style="list-style-type: none"> <li>Pages are missing from your XML sitemaps</li> <li>91% of pages are clean and accessible to search engines (200-status).</li> <li>There is a gap between total pages being indexed and pages not being indexed.</li> <li>60% of your errors can be fixed by updating your XML sitemaps</li> </ul> <p>Opportunity:</p> <ul style="list-style-type: none"> <li>Update your robots.txt files</li> </ul>

Topic	DESCRIPTION	Score	Comments
INDEXING	<p><b>Tool tip: What is Indexing?</b> Indexing is the process that happens when Google crawler ("Googlebot"), visits a page, analyzes it for content and meaning, and stores the page in the Google index. This is when Google discovers latest content, pages, site updates and stores your pages to later decide where your page should appear in search results.</p>	40%	<p>Few issues detected:</p> <ul style="list-style-type: none"> <li>Pages are missing from your XML sitemaps</li> <li>91% of pages are clean and accessible to search engines (200-status).</li> <li>There is a gap between total pages being indexed and pages not being indexed.</li> <li>60% of your errors can be fixed by updating your XML sitemaps</li> </ul> <p>Opportunity:</p> <ul style="list-style-type: none"> <li>Update your robots.txt files</li> </ul>

Topic	DESCRIPTION	Score	Comments
RENDERING	<p><b>Tool tip: What is rendering?</b> Rendering is the process that Google uses to visually display a site's contents. During this process, Google sees the page, reviews the elements that are viewable by users, looks for elements that might be hidden, checks for hacked pages and security threats and attempt to debug any crawl issues.</p>	25%	<p>Few issues detected:</p> <ul style="list-style-type: none"> <li>Pages are missing from your XML sitemaps</li> <li>91% of pages are clean and accessible to search engines (200-status).</li> <li>There is a gap between total pages being indexed and pages not being indexed.</li> <li>60% of your errors can be fixed by updating your XML sitemaps</li> </ul> <p>Opportunity:</p> <ul style="list-style-type: none"> <li>Remove the following lines in your robots.txt files</li> </ul>

Topic	DESCRIPTION	Score	Comments
PAGE EXPERIENCE SCORING	<p><b>Tool tip: What is page experience?</b> Page experience is a review of customer interactions, ease of use and loyalty calculated by reviewing important visit metrics to your site. Google evaluates page experience metrics for individual URLs on your site and will use them to determine where a URL should rank in Google Search results.</p>	55%	<p>Few issues detected:</p> <ul style="list-style-type: none"> <li>Pages are missing from your XML sitemaps</li> <li>91% of pages are clean and accessible to search engines (200-status).</li> <li>There is a gap between total pages being indexed and pages not being indexed.</li> <li>60% of your errors can be fixed by updating your XML sitemaps</li> </ul> <p>Opportunity:</p> <ul style="list-style-type: none"> <li>Remove the following lines in your robots.txt files</li> </ul>

# Content Scorecard Framework

## Quantitative

## Qualitative

## Performance



### AVAILABILITY

### VISIBILITY

### RICH RESULTS

### ENTITY COVERAGE

### TRAFFIC

### ENGAGEMENT

### CONVERSION

- Number of indexed pages
- Content Gaps (missing)
- Content opportunity (not on page 1)

- Visibility % for identified group of terms

- Number of rich results
- **Number of Q&A results** (Featured Snippet, PAA, FAQ)

- Number of entities covered
- Entity Gaps

- Organic traffic
- Traffic potential based on click-rate based on position

- Combination of bounce rate, time on site and pages / visit

- Conversion rate (not sure how to measure this)

- Site wide or theme level
- Conn's example – <Brand> <Appliance>

# Content Gap Missed Opportunity

		Total	Consideration		Conversion	
			Inspiration/ Discovery	Design*	Purchase	Relationship
Branded Technology	Market	334M	310M	98K	1M	23M
	Paid	4M	4M	348	34K	1,608
	Earned	200M	184M	6.6K	900K	15M
	Missed	130M (39%)	122M (39%)	92K (93%)	203K (18%)	7.7M (34%)
Technology	Market	610M	598M	826K	1.3M	10M
	Paid	15M	15M	11K	20K	20K
	Earned	207M	201M	79K	58K	5M
	Missed	388M (64%)	382M (64%)	736K (89%)	1.3M (94%)	5M (49%)
<b>Total</b>	<b>Missed</b>	<b>518M (55%)</b>	<b>504M (56%)</b>	<b>828K (90%)</b>	<b>1.5M (65%)</b>	<b>12.7M (38%)</b>

- Brand is missing out on key shares of the opportunity across the buy cycle, especially in the Discovery, Design and Purchase phase
- While earned media has exposure, in many cases it is not the optimal page

\* Due to simultaneous Paid & Earned for keywords we had 1.8M joint impressions

# Value of SEO Traffic Not Captured and what it would Cost to Recapture with PAID

	Search Volume *	Earned Impressions	Missed Impressions	Missed SOW	Media Cost to Replace
Brand	3M	3M	0	0%	\$0
Technology	610M	207M	403M	66%	\$79M
Brand Technology	334M	200M	134M	40%	\$25M

- Not ranking in top 5 requires Paid Media to close the gap in opportunity

Replacing **missed** Earned traffic with Paid Media  
will cost Brand ~ \$104M in Q4

# Key Takeaways

1. Build a Center of Excellence to foster collaboration
2. Leverage force multipliers
3. Build for the SERPs and Search Ecosystem
4. Focus on the basics to get indexed, ranked and clicked

**Thank You**





**ENGAGE** TRANSFORMATION  
2022 ENGAGEMENT  
CONNECTIVITY  
& EXPERIENCE

# Success with Enterprise SEO

Maximizing Content & Links

Towa Ghosh



# About Myself

15+ years of experience in search & digital marketing

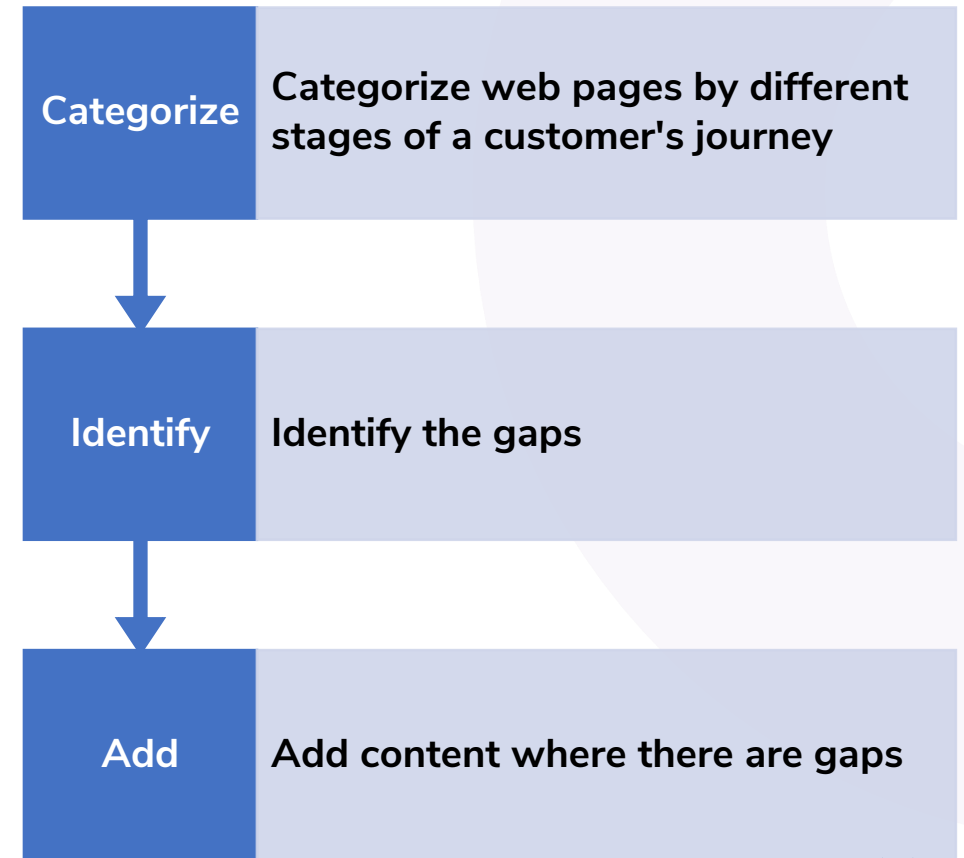
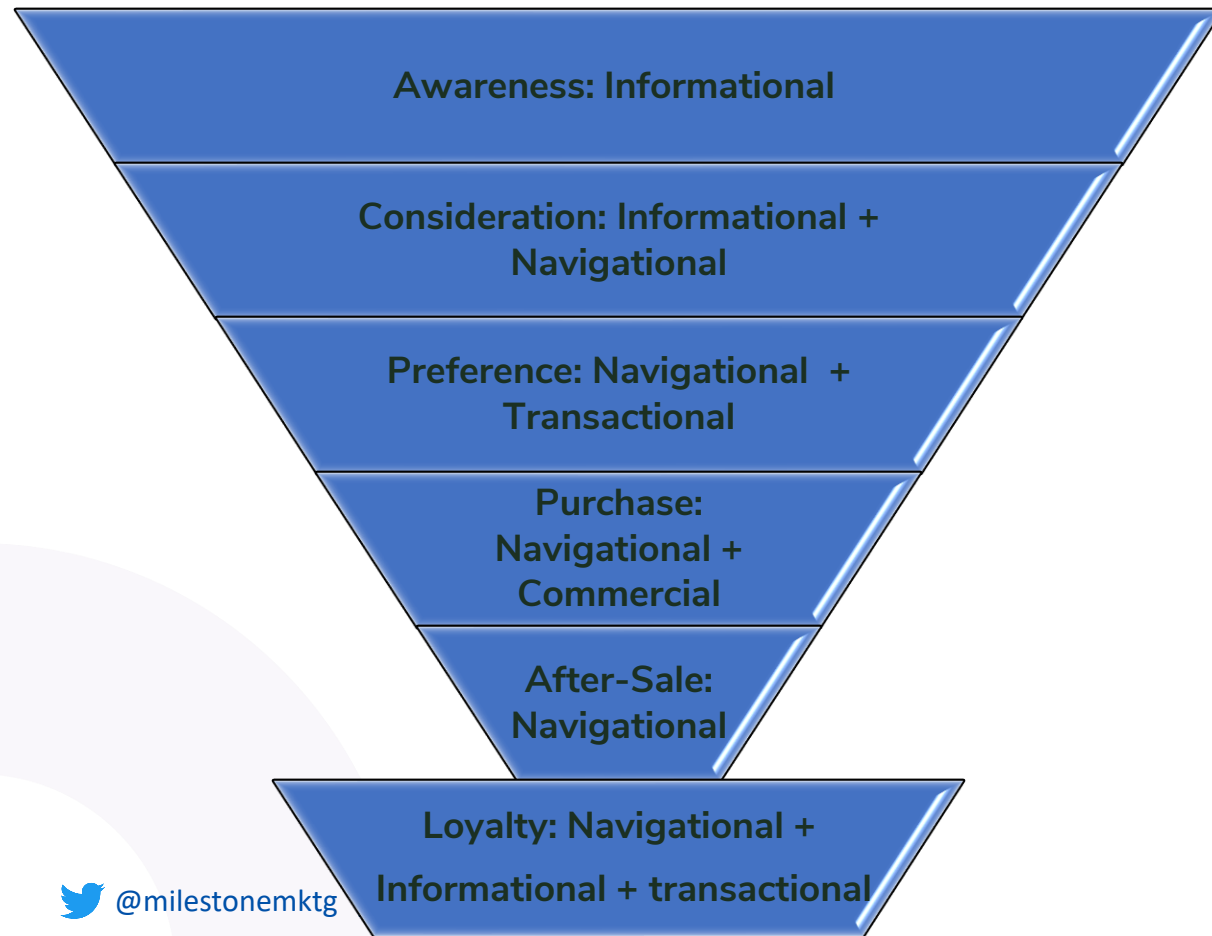
Leading the Global Organic and Paid search team at HPE

Former Global SEO lead at VMware

Winner of multiple SEO industry awards including “SEO program of the year”, “SEO evangelist”

# Develop content by customer's journey

A customer journey is a **story about user behavior**, how they behave while they visit your website, and what you can do to improve their journey, so they keep coming back





# Example: Optimizing for "informational" content

## Challenges:

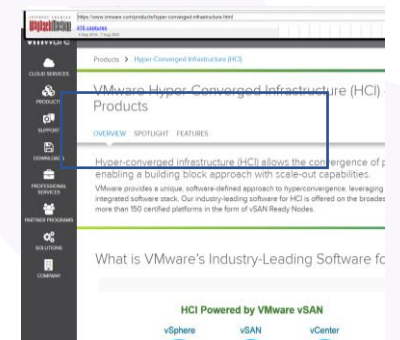
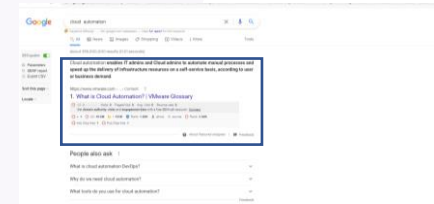
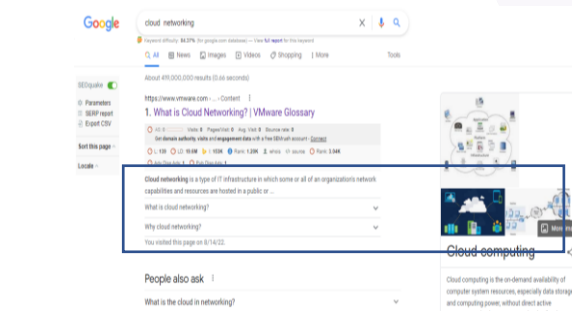
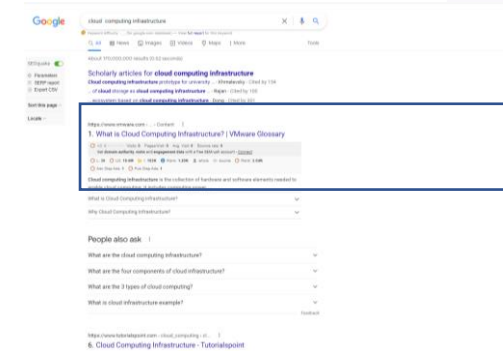
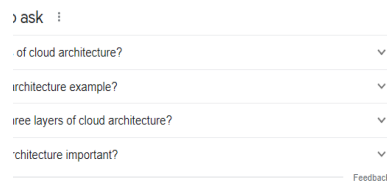
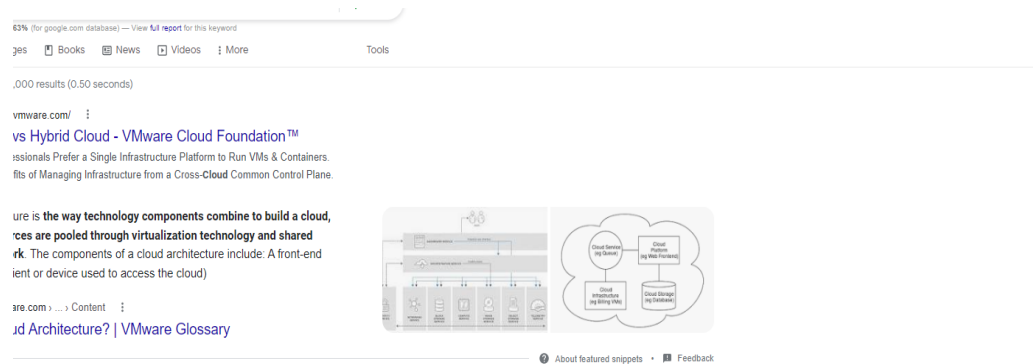
Lacked informational Content  
less visibility on SERPs  
For non-branded keywords

## Executed:

+200 FAQ based Glossary Pages  
Schema  
Cross-links  
Topic Clusters

## Impact:

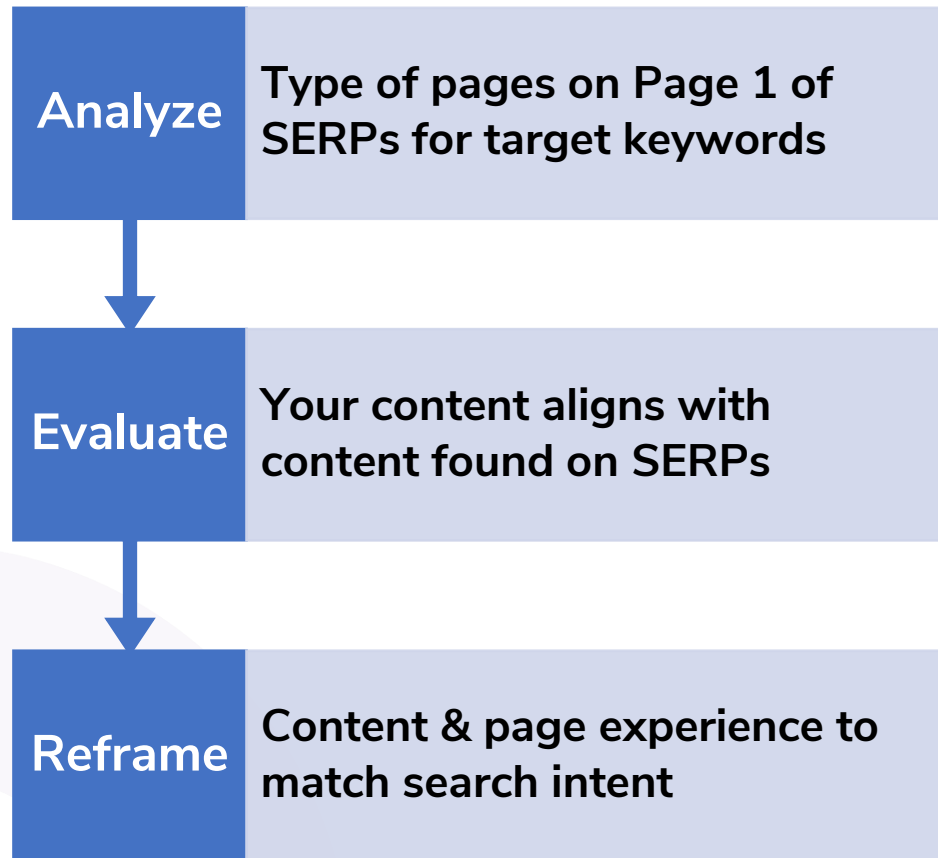
Google position 1 rank for +20K non-branded keywords  
Over 1M additional organic visits to the website  
+10K keyword rankings on featured snippets



# Map the type of pages to search intent

Search intent (or user intent, audience intent) is the term used to describe the purpose of an online search.

1. Informational
2. Navigational
3. Commercial

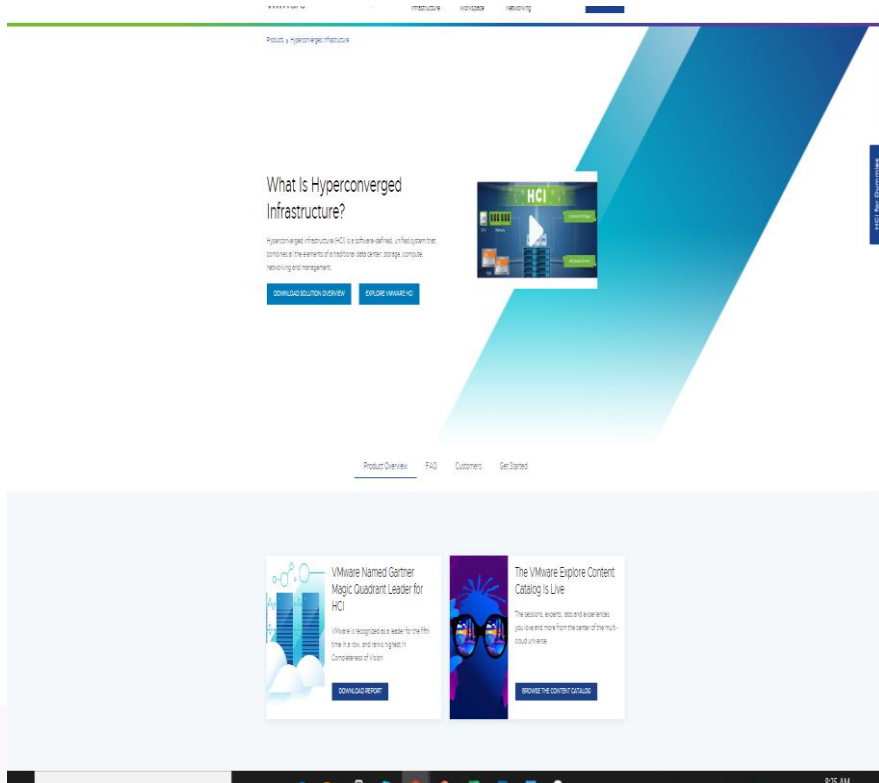


Example:

Identifying searcher's intent of keywords and aligning them to the right type of pages improved keyword ranks on Page 1 of SERP by **30%**

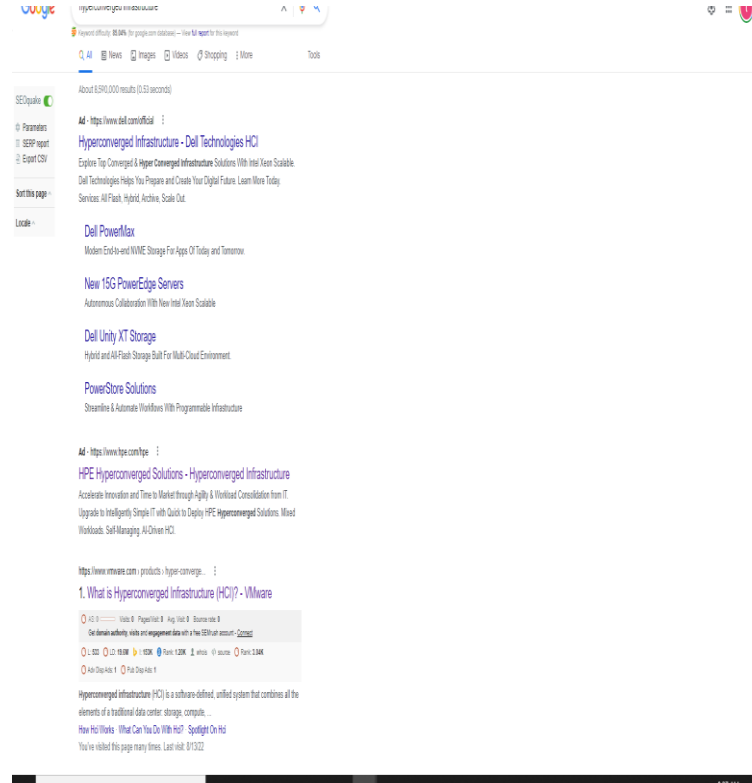
# Example: Optimizing for search intent

Before

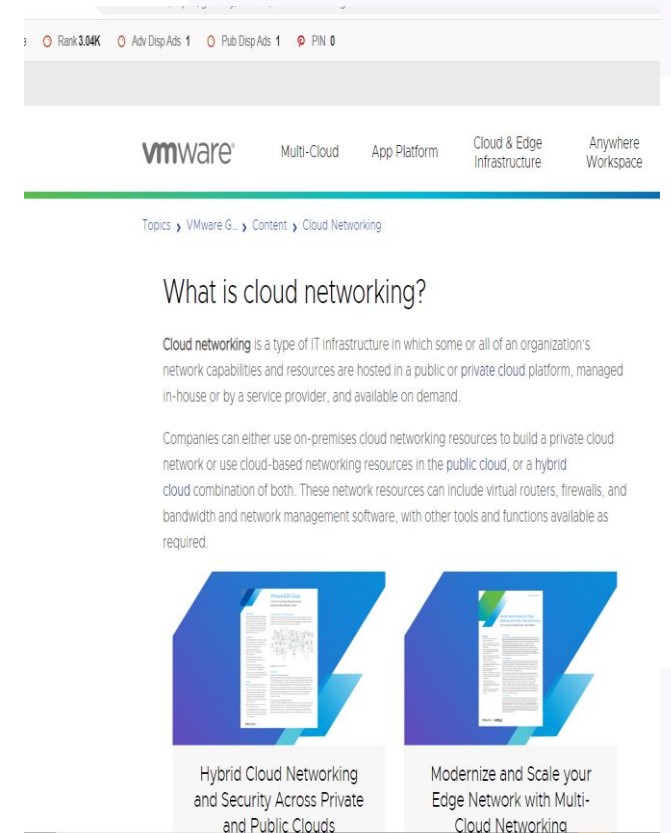


Product content for informational search intent – Ranked # 30

After



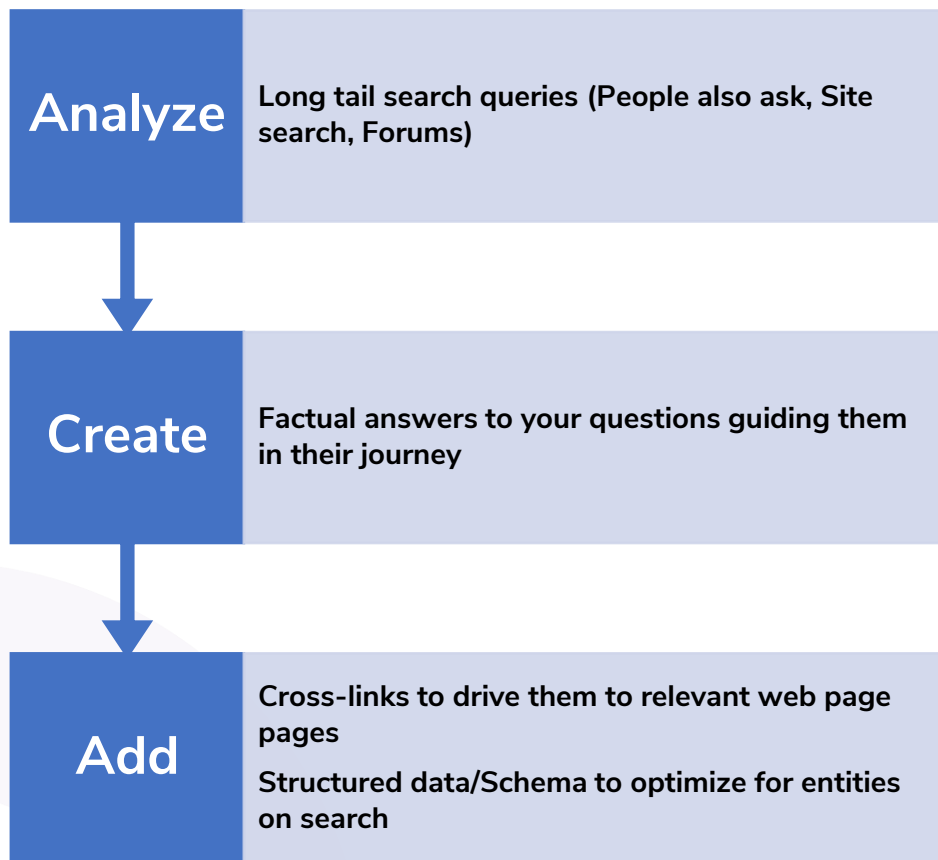
Replaced product content with informational content – Rank changed from #30 to #1



Web page ranking on position 1 for 2 years

# FAQ Content + Schema

An FAQ is a list of commonly asked questions and answers on a website about products, solutions and operations. Schema helps organize and interpret information. Schemas can be useful because they allow search engines to interpret the vast amount of information that is available on a website



## Benefits:

Increase visibility on featured snippets results

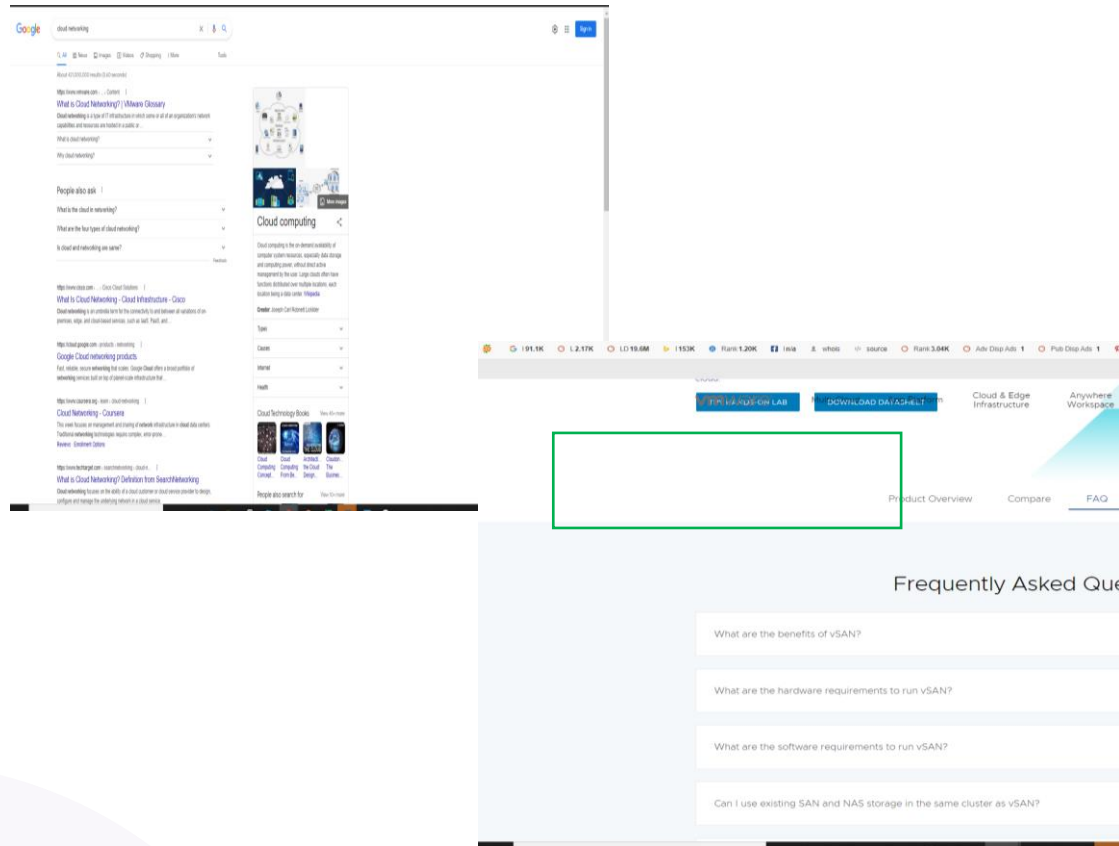
Increases CTR and on-site engagement

Increases voice search results

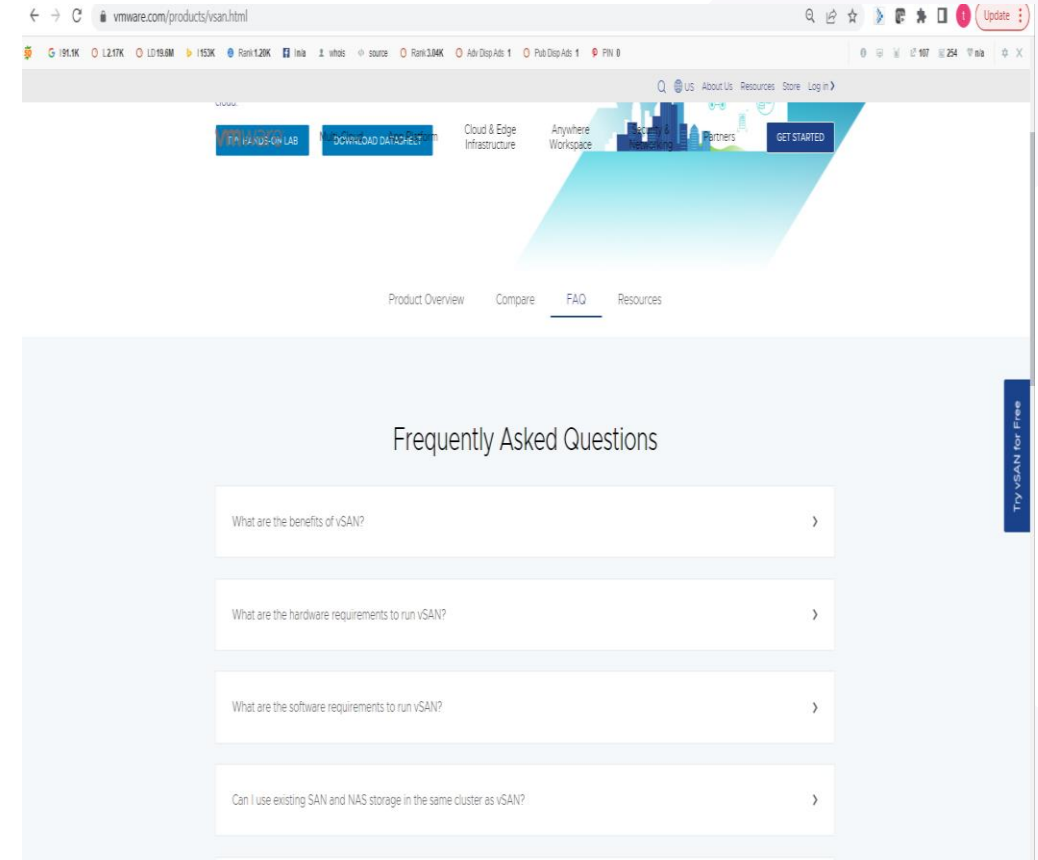


# Optimizing for FAQ on an enterprise website

## Non-Branded Queries – FAQ based Glossary Pages



## Branded Queries – FAQ Pages on Products



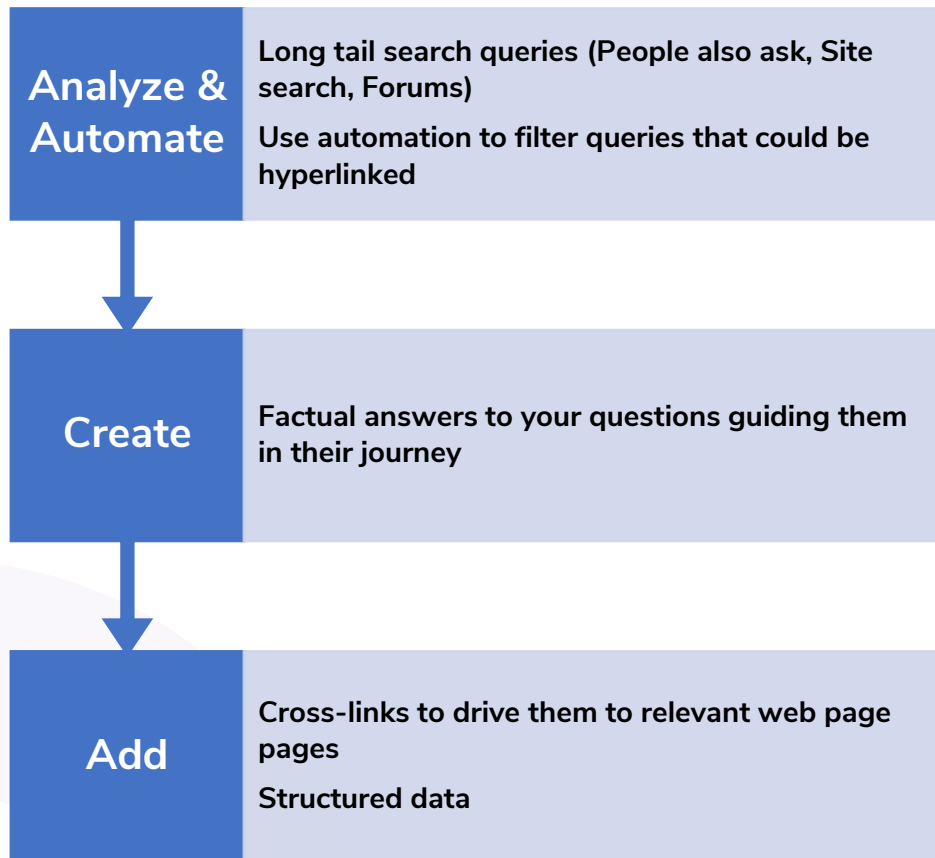
+50,000 non-branded keywords rankings on Google page 1  
 + 1 million organic visits to the website  
 +20% increase in featured snippets visibility

20% increase in time on site  
 13% increase in engagement on site  
 +10% improvement in featured snippets visibility



# Internal Links

Internal links are useful for establishing **site architecture and spreading link equity**. They may be used in the main navigation menu or on the content of the page.



## Example:

**2K** new internal cross links were implemented on hpe.com

**+30% YoY & 15% QoQ** increase in organic visits within a quarter of implementation

**+8%** improvement on time on site (from 01:53 to 02:02)

# How to deal with people challenges

- Build allies
- Get executive sponsor
- Make "data" your best friend
- Use successful case studies to prove your point
- SEO brown bag sessions

# Key Takeaways

- Build content by customer's journey. Look into missed opportunities
- Look for scalable projects. A/B test to innovate
- FAQ Content
- Schema
- Look to build allies
- Focus on analytics & business prioritization

