

THE BUSINESS VALUE OF SEO

Optimisey- Nov 2018

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DeepCrawl



@_JHoff



OPTIMISEY

WHO AM I?

Jennifer Hoffman
Marketing Director
DeepCrawl

**Manage a team of amazing
marketers who keep
DeepCrawl fun!**



VARIABLE:

An element, feature or factor liable to vary or change.



- The black box algorithm
- Constant changes
- Algorithm updates
- Ranking fluxuations
- Competitors

CONTROLLABLE:

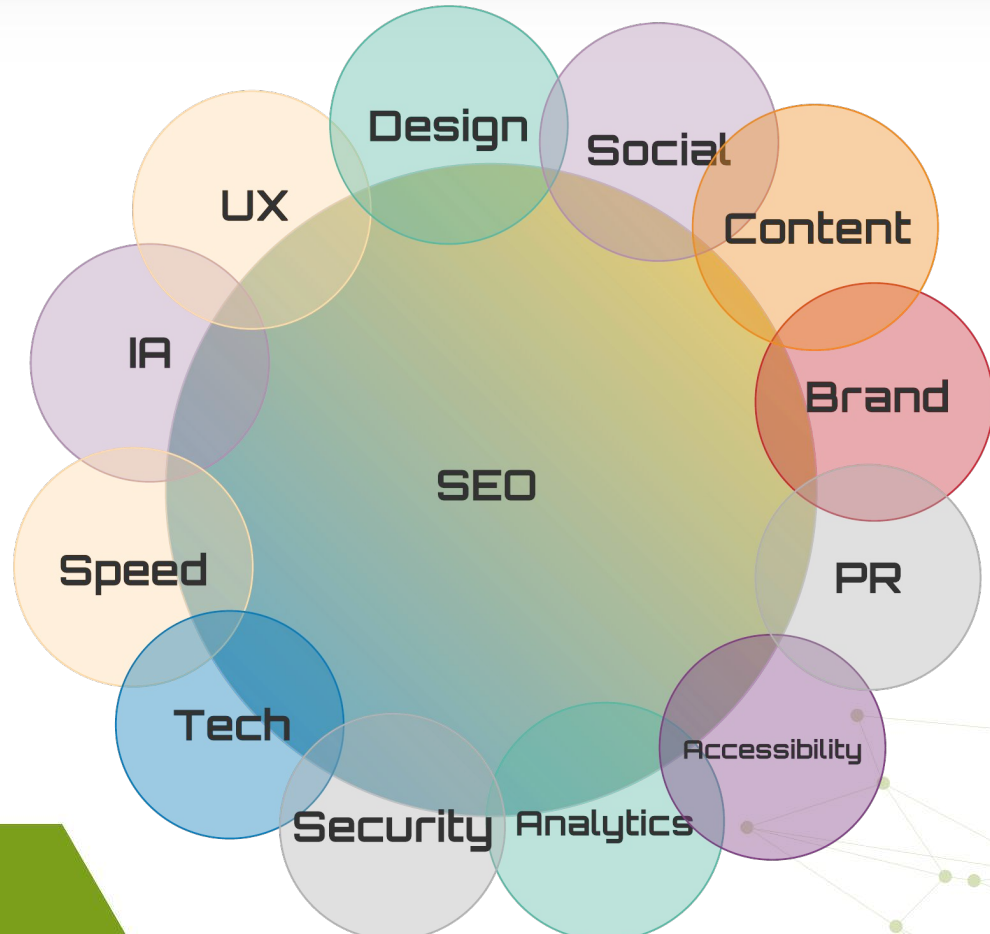
Capable of being directed or influenced.

THE SEO CONTROLLABLE



- Site Structure & Architecture
- Linking Structure
- Mobile Configuration
- Site Speed & Page Load Times
- Internationalization
- Content

SEO has changed, it's
now about web
performance!



A background network diagram consisting of numerous nodes (dots) of varying sizes and colors (light green, dark green, and grey) connected by thin, light green lines. The nodes are distributed across the slide, with a higher density in the lower-left and lower-right areas, creating a sense of interconnectedness and a web-like structure.

MAKE FRIENDS: HELP ME HELP YOU

SAY WHAT?



FRIENDS ARE GOOD!

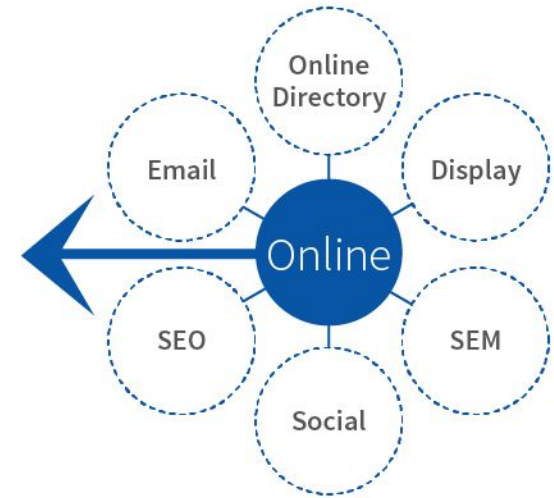
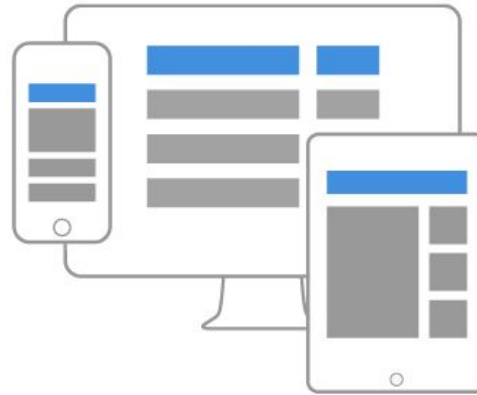


ALL ROADS LEAD TO YOUR WEBSITE!

Make sure your site is optimized for the customer, regardless of the delivery channel!



ALL MARKETING



‘These (Google) algorithms analyze hundreds of different factors to try to surface the best information the web can offer, from the freshness of the content, to the number of times your search terms appear and whether the page has a good user experience.’

- Google Search Blog

CHASING CUSTOMERS



Website Performance + Customer Experience = Impact on:

- 1 Conversion Rate
- 2 Average Order Value
- 3 Customer Acquisition Cost
- 4 Return on Investment



PUTTING IT IN ACTION: MADE.COM

MADE.COM



statement.digital

This is Sam Hurley,
founder of Statement
Digital, fixer of
Made.com!

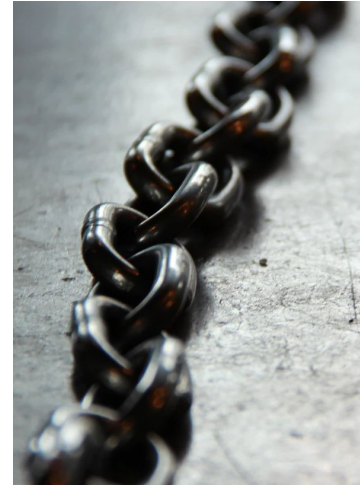


CHALLENGE #1

The Challenge: Diluted Authority



The Solution: Improved Internal Linking



CHALLENGE #2

The Challenge: Security Issues



The Solution: HTTPS Site Migration



CHALLENGE #3

The Challenge: International Issues



The Solution: Hreflang Implementation



CHALLENGE #4

The Challenge: Inefficient Navigation



The Solution: Revamped Navigation

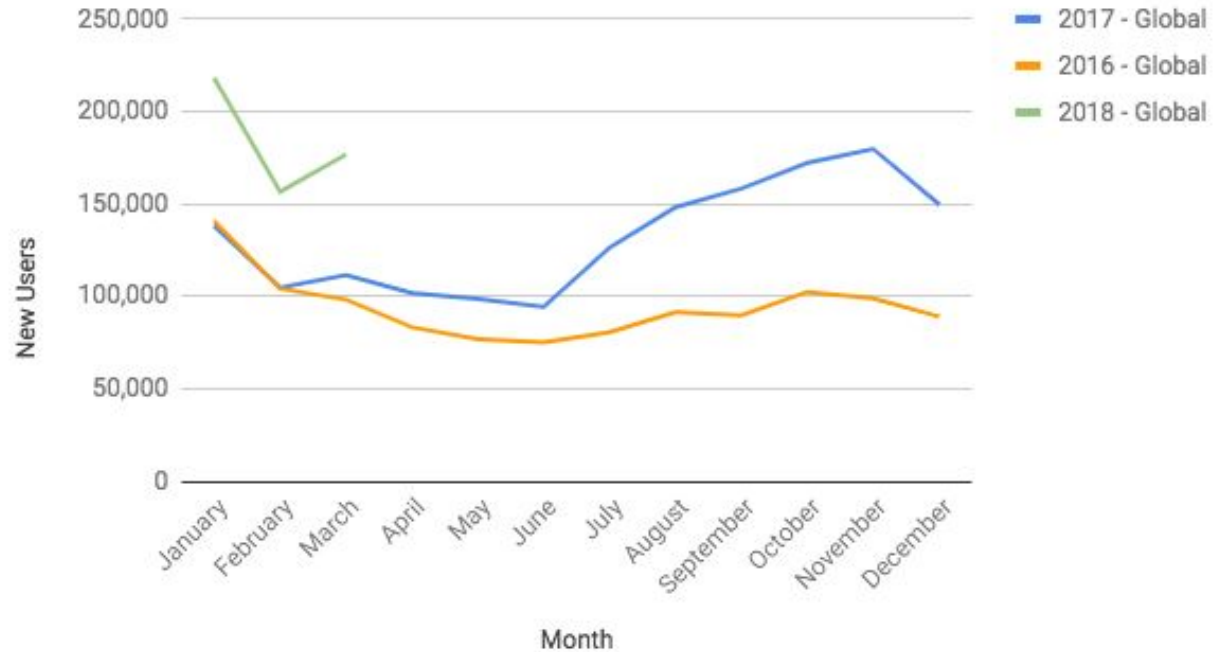


THE RESULTS

42%

YoY
Increase in
new users
site wide

Global New Users YoY



THE RESULTS

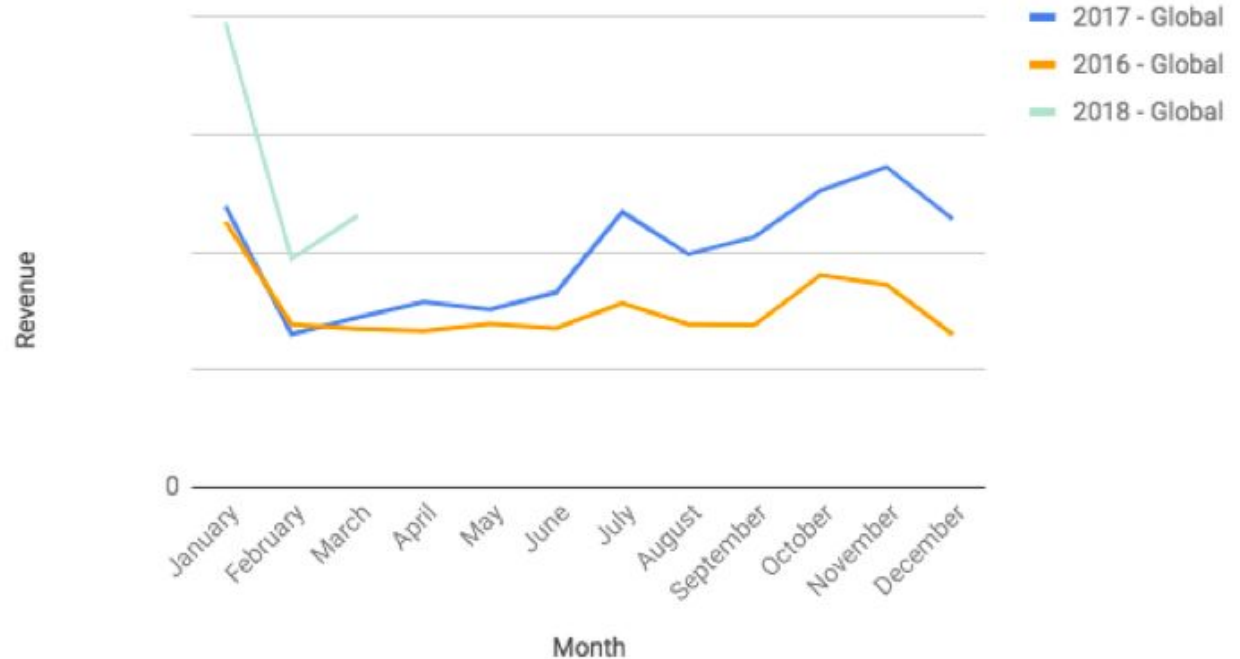
60%

**MoM Increase
in revenue**

31%

**YoY Increase
in revenue**

Global Revenue YoY



PUTTING IT INTO PRACTICE:

A 5 STEP GUIDE

Across Your Whole Site & Individual Digital Channels:

- ◆ Traffic
- ◆ Conversion Rate
- ◆ Revenue
- ◆ Customer Acquisition Cost
- ◆ Return on Investment

STEP 2: RUN A CRAWL

1 Domain

2

3

<https://www.example.com/>

<https://www.example.com/'s Project>

Select the mapping you you like to use with this project.

	with www	without www
https	👍 200	👍 200
http	👍 200	👍 200

Set up Your
Initial Crawl

PROJECTS > DEEPCRAWL.COM PROJECT > SETTINGS

1 2 Sources 3 4

Choose a list of URL sources you want to include in your crawl. You can change this later on.

- ☒ Website Active
- ☒ Crawl all sub-domains ⓘ
- ☒ Crawl both HTTP / HTTPS
- ☒ Sitemaps Active
- ☒ Backlinks Active
- ☒ Google Search Console Active
- ☒ Analytics Active
- ☒ Log Summary Active No Uploads
- ☒ URL Lists Active No Uploads

Add in Your Data
Sources

W3.ORG PROJECT
<https://www.w3.org/>

1 2 3 4 Start

START CRAWL

Compare results to last crawl

Daily

2016-Aug

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

TODAY REMOVE

Choose crawl frequency of the sites you wish to monitor

Set Your Crawl
Schedule &
Frequency

STEP 3: CREATE YOUR STRATEGY

- **Identify Issues**
- **Prioritize Opportunities**
- **Build Your Plan**



STEP 4: SET UP

- **Set Up Your Reporting**
- **Set Up Your Automation**
- **Align Your Reporting Schedule**



STEP 5: GET TO WORK





EFFICIENCY: AUTOMATE TASKS

**34% Stated they spent
21+ hours per month
on tasks that could be
automated.**



Jono Alderson

@jonoalderson

Hey tech #seo folks!

How many hours p/month do you think you spend on fixing, or advising on fixes for, 'basic SEO stuff'?

E.g., redirects, canonicals, hreflang, robots, sitemaps, etc - things which are well-defined, well-documented, and you've seen/done 1000 times before.

7% None

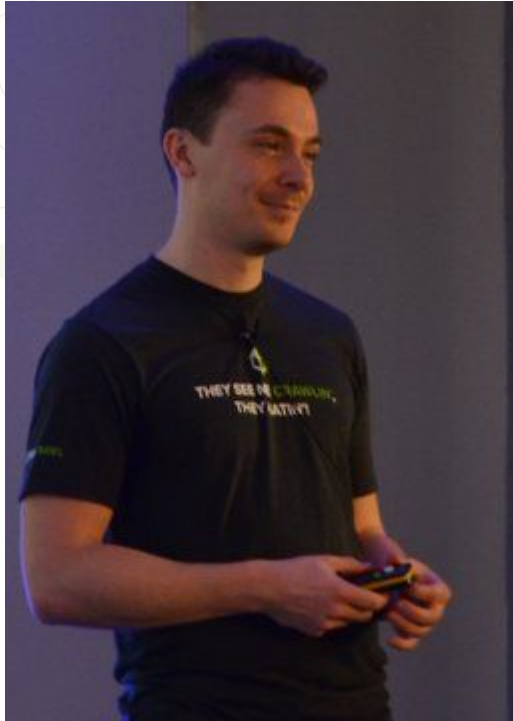
34% 1-10 hours

25% 11-20 hours

34% 21+ hours

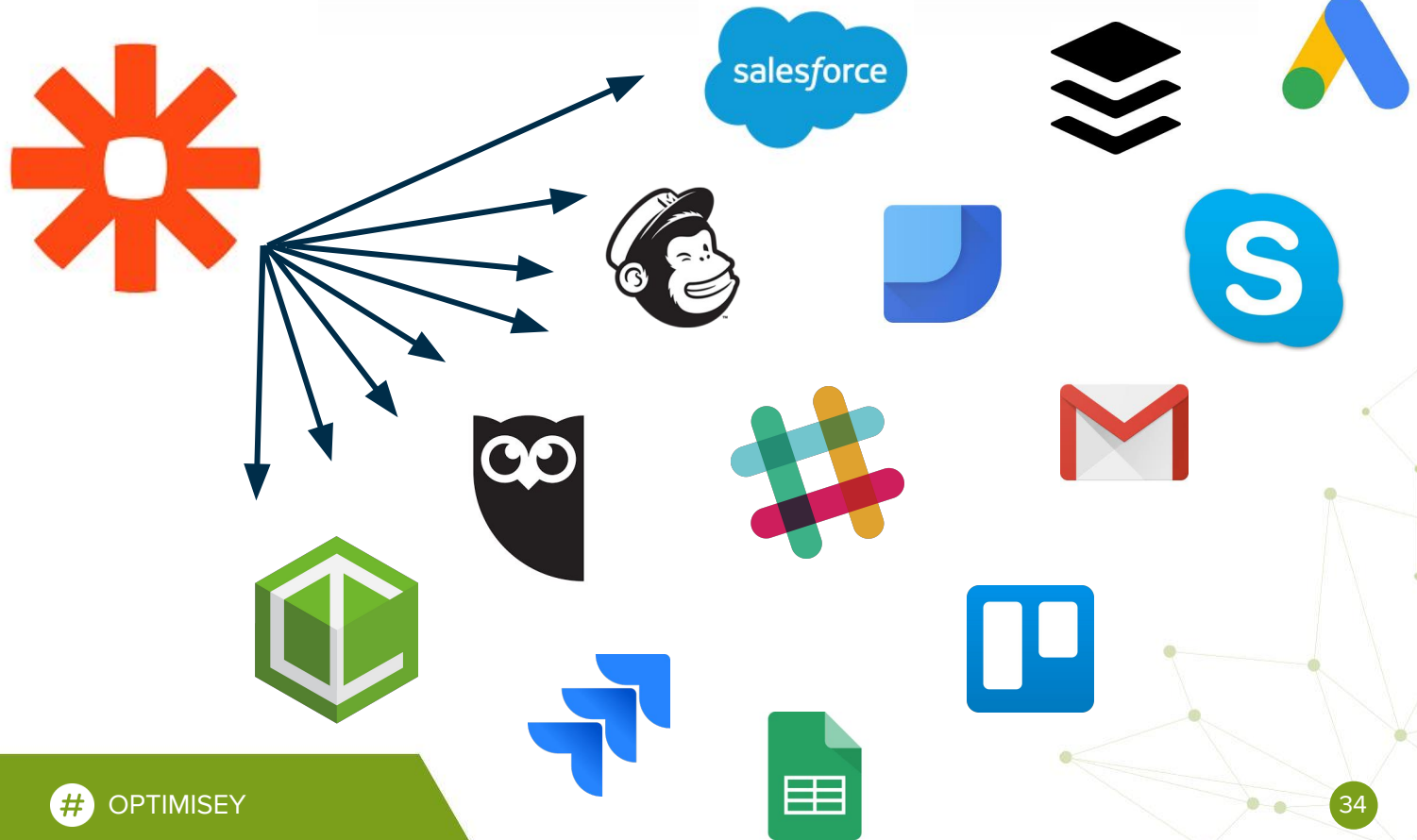
122 votes • 4 days left

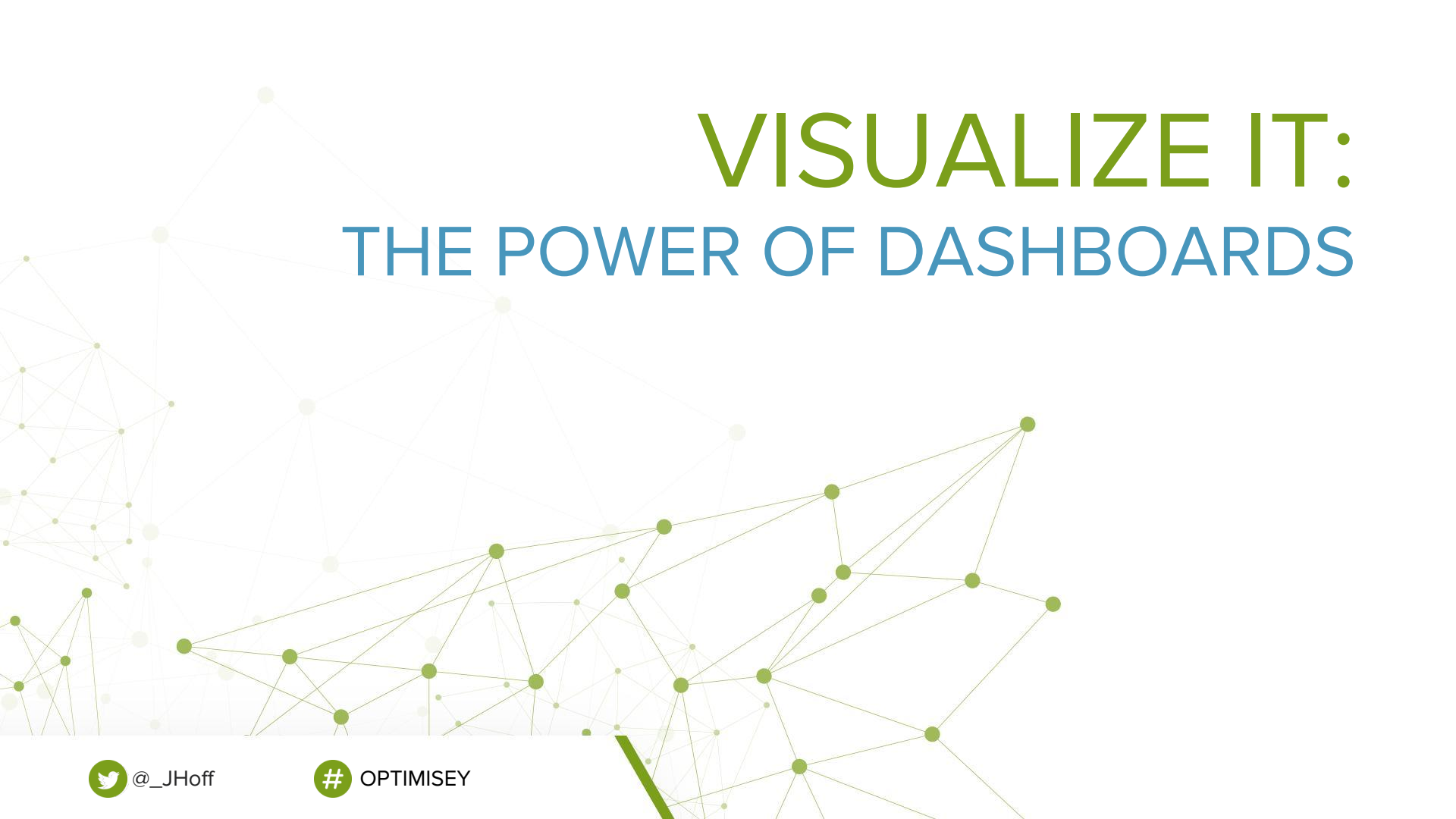
bit.ly/tech-seo-poll



**ZAP ALL THE
THINGS!**

**Zapier allows you to
automate workflows
with triggers & actions.**

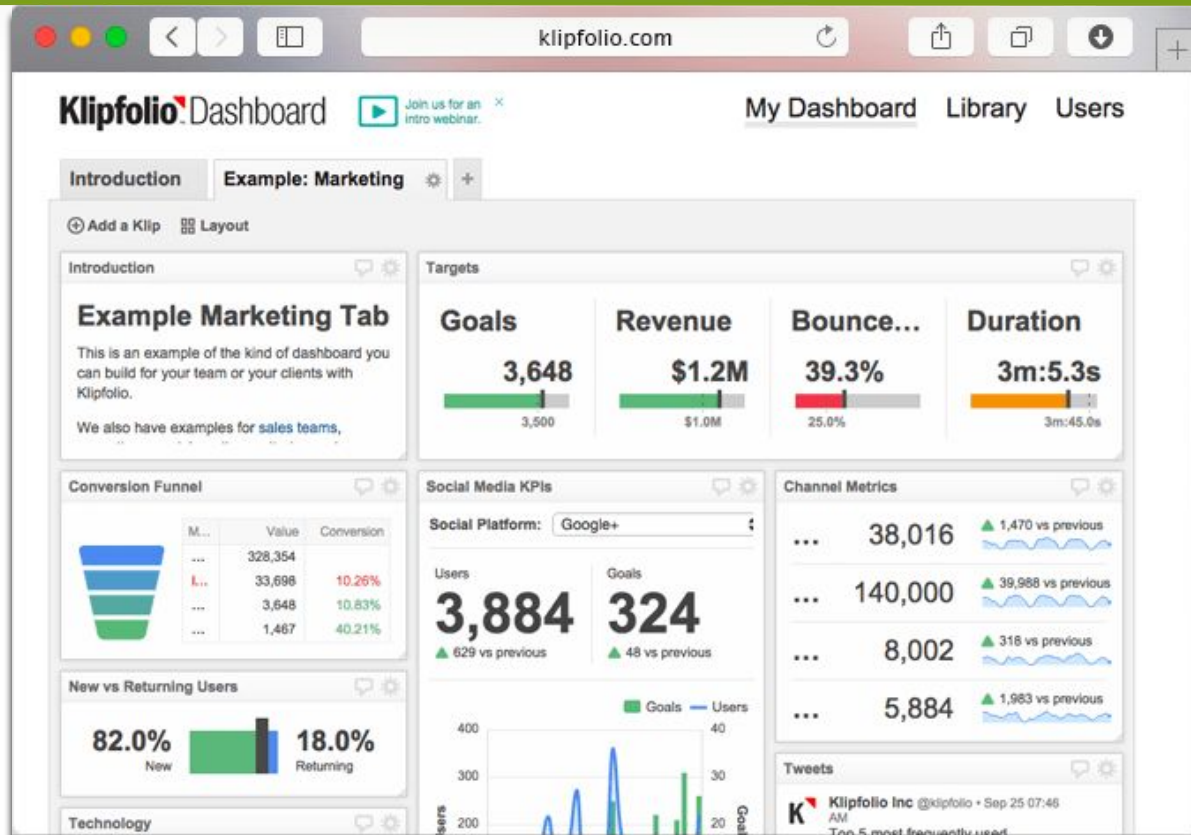


The background of the slide features a complex, abstract network diagram. It consists of numerous small, light-colored circular nodes connected by thin, light-colored lines, creating a web-like structure. In the lower half of the image, there are several larger, darker green circular nodes connected by thicker, darker green lines, forming a more prominent and dense network. The overall aesthetic is clean and modern, with a focus on connectivity and data visualization.

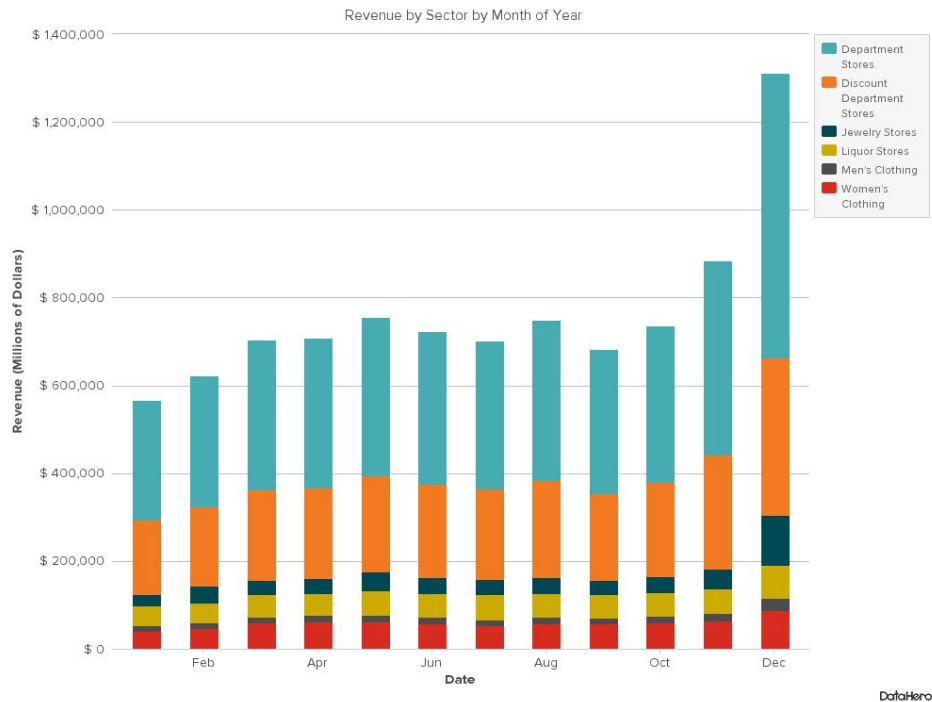
VISUALIZE IT: THE POWER OF DASHBOARDS

DASHBOARDS

- Data Studio
- Klipfolio
- Tableau
- Google Sheets



BENEFITS



- Keeps things top level
- Quick snapshots of performance
- Combines multiple data sources
- Visual impact



BRINGING IT ALL TOGETHER

SPEAK THEIR LANGUAGE



SHOW THE REVENUE



GAIN MORE BUDGET & RESOURCE





IN CONCLUSION: FINAL THOUGHTS

RECAP

- Think website performance not just organic search
- Make friends with your marketing team members
- Be efficient & automate things
- Visualize the correlation between web performance & revenue impact

CONTROL THE CONTROLLABLES!



Made.com Case Study:

<https://www.deepcrawl.com/clients/made-com/>

SEO Reporting Automation:

<https://www.deepcrawl.com/blog/best-practice/automating-seo-reporting/>

Data Studio Templates:

<https://www.stateofdigital.com/5-marketing-dashboard-templates/>

Statement Digital:

<https://statement.digital/>



THANK YOU

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deepcrawl.com



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