



# THE ESSENTIALS OF MODERN ENTERPRISE SEO





## Mike King, Founder and Managing Director, iPullRank

### One of the Top SEOs in the Universe

An artist and a technologist, all rolled into one, Michael King recently founded boutique digital marketing agency, iPullRank. Mike consults with companies all over the world, including brands ranging from CNN, American Express, HSBC, SanDisk, General Mills, and FTD, to a laundry list of promising startups and small businesses.

Mike has held various roles as Marketing Director, Developer, and tactical SEO at multinational agencies such as Publicis Modem and Razorfish. Effortlessly leaning on his background as an independent hip-hop musician, Mike King is a dynamic speaker who is called upon to contribute to conferences and blogs all over the world.





As of yesterday we're 6 years old!



As of yesterday  
**we're 6 years old!**





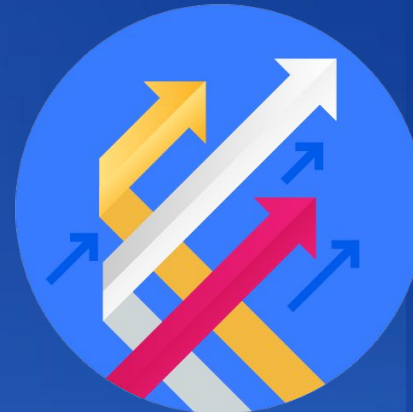
## Who We Are



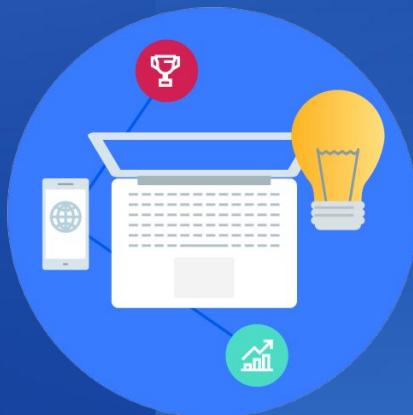
Over \$1 Billion in  
Incremental  
Revenue



Based in NYC



6 Years Old



15 Employees



Founded by  
Mike King



Network of 100+  
Content Creators





## The Most Important Point from that Slide



Over \$1 Billion in  
Incremental  
Revenue



# Agenda

- The State of Enterprise SEO
- Key Winners in Enterprise SEO
- Common Enterprise SEO Problems & Solutions
- Our Approach to Enterprise SEO
- Enterprise SEO Strategies & Tactics Worth Considering
- A Word from Our Sponsor
- Q&A





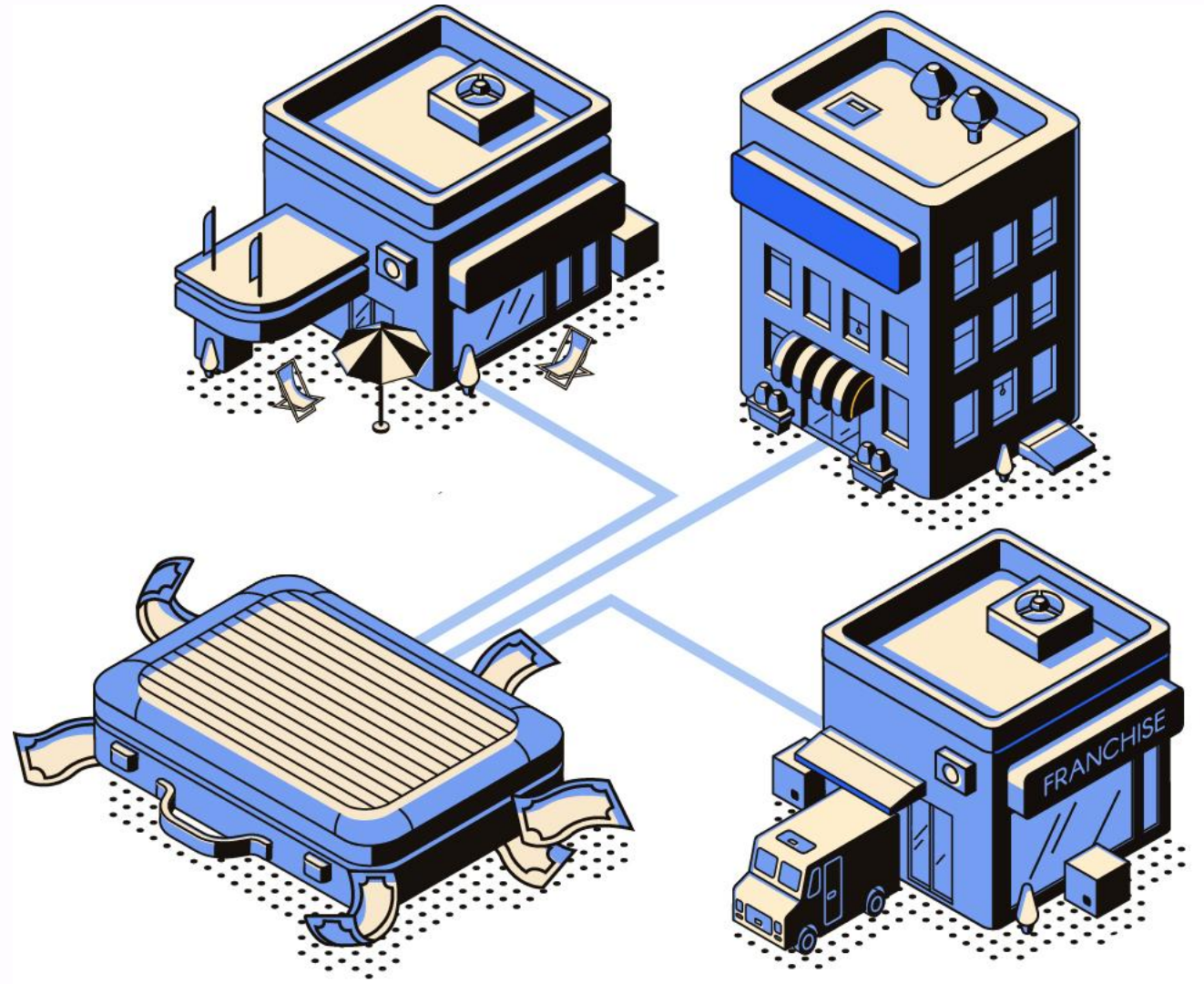
# The State of Enterprise SEO

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## What Makes a Company “Enterprise”?

*“Because of the large digital footprint and technology scale, enterprise companies need SEO solutions that are versatile, advanced, can work over long periods of time and across various use cases.”*

iPullRank, Modern Enterprise SEO Guide





## What Makes it Enterprise SEO?



**Business Size**



**Business Structure  
(lines of business)**



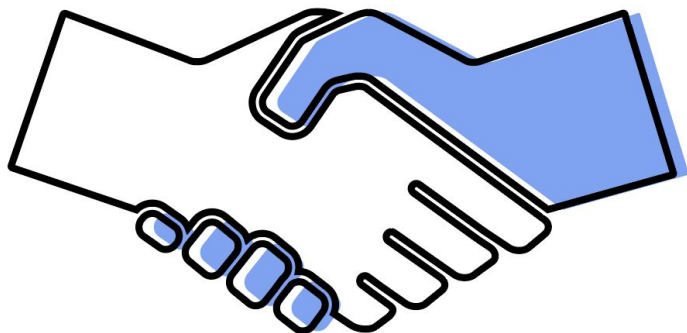
**Website Size**

You can be a smaller company with enterprise problems with your site is big enough.





## How does Enterprise SEO Differ from SMB SEO?



Navigating Organizations



Scale

It's far less about being cutting edge. It's far more about convincing people to do basic things.



# For the Enterprise, SEO Cannot be Isolated

## Digital Marketing Funnel

### AWARENESS

The consumer has come into contact with your brand.  
SEO, Social Media, PPC, Display, UX, CRO, Content Strategy

### RESEARCH

The consumer has identified their pain point/need and is actively searching for answers. SEO, CRO, Content Strategy/Marketing, PPC, Email

### CONSIDERATION

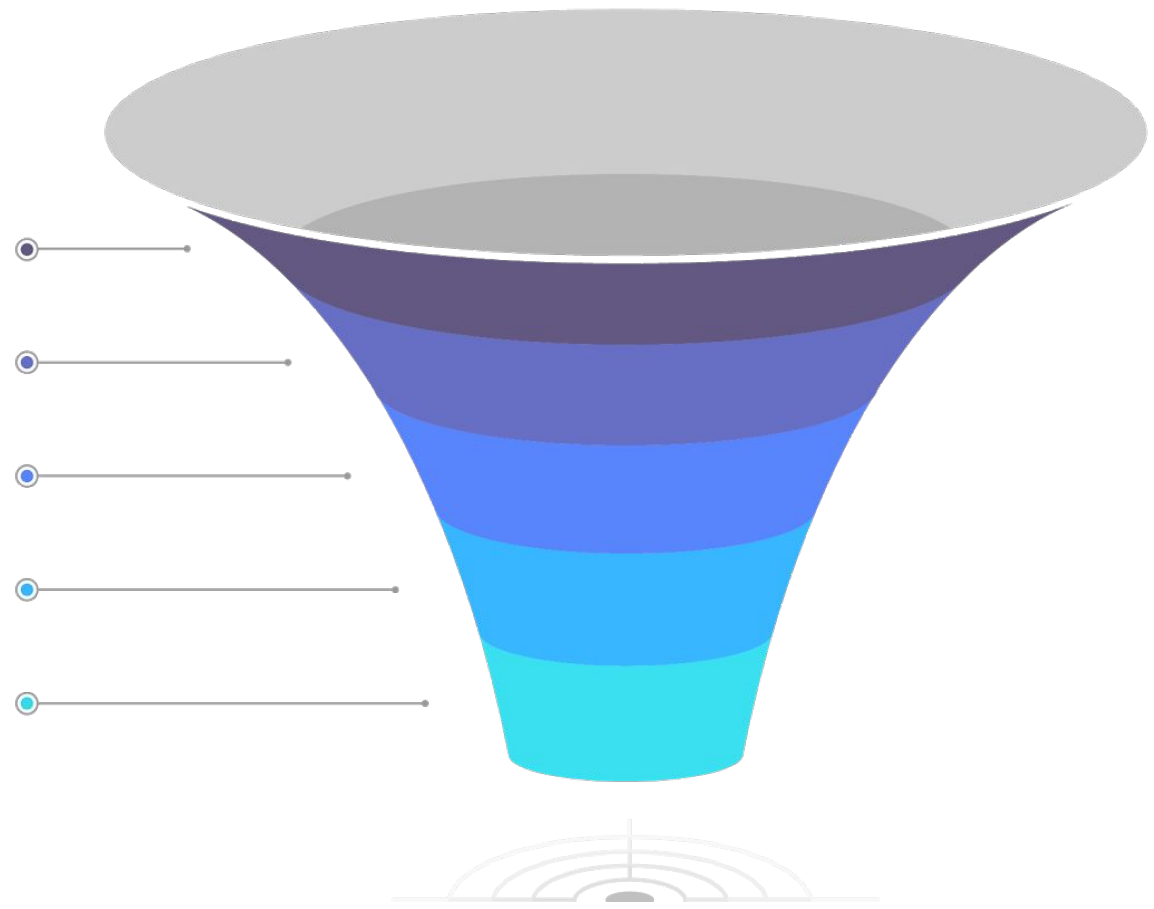
They've done their research and are seriously qualifying the available solutions. SEO, CRO, Content Strategy, UX, Email

### PURCHASE

The consumer is ready to buy! The process should be seamless.  
SEO, CRO, UX, Content Strategy

### POST-PURCHASE

You've made a new customer! Convert them to a returning customer  
SEO, CRO, Email, Content Strategy, UX



Organic Search is all about giving visibility to content at different stages of the user journey.



# Forecasting ROI for SEO

CTR

INCREMENTAL SEARCH VOLUME

ORGANIC SEARCH CONVERSION RATE

AVERAGE ORDER VALUE

×

PROJECTED INCREMENTAL REVENUE

FROM ORGANIC SEARCH

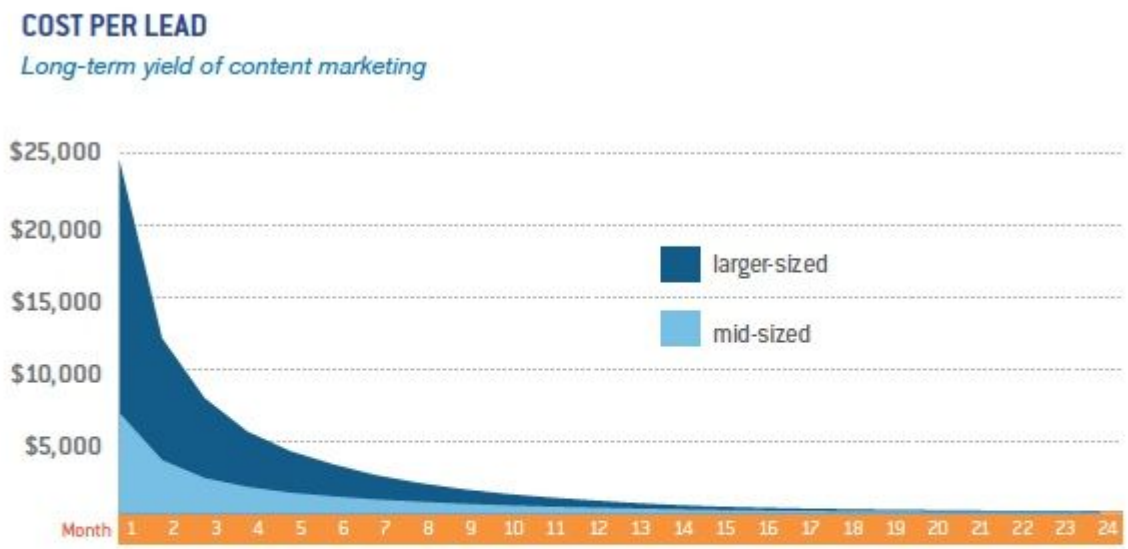


It is not difficult to forecast overall ROI from SEO. However it can be difficult to predict the impact of any given SEO tactic. The best way to determine the ROI from a specific tactic is through split testing. However, projections are a requirement in the enterprise environment.



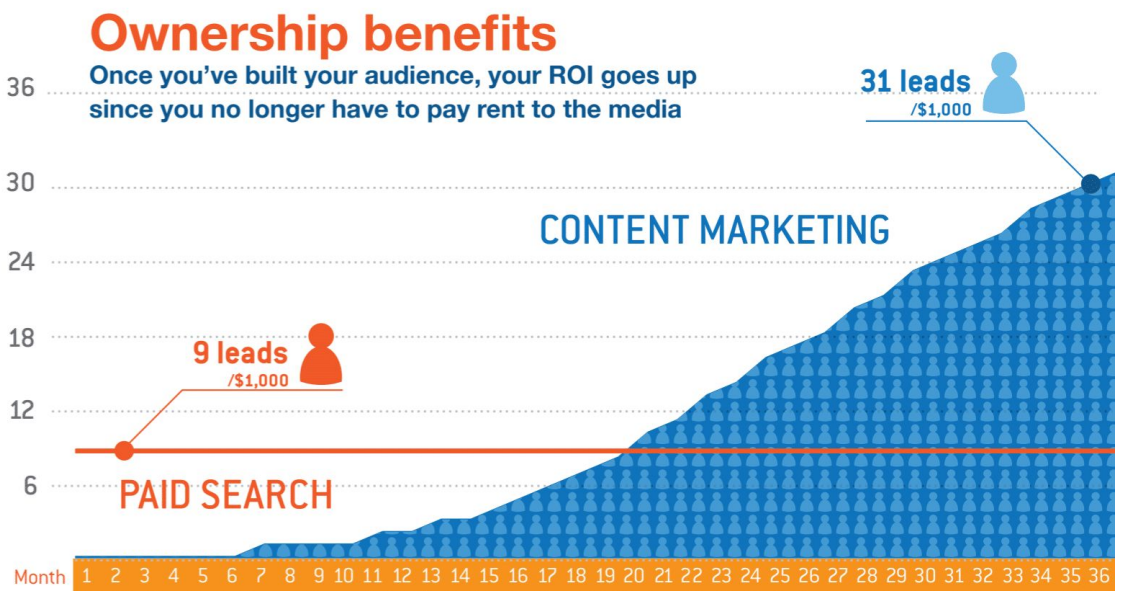
# The Enterprise Doesn't Like to Wait for Compound Returns

Organic Search is a channel of content marketing. And both the ROI and cost per acquisition goes down dramatically over time whereas the cost of paid channels stays fixed or increases. Enterprises like to have this, but they don't like to wait for it.



**In first 5 months costs/lead drop 80%**

*The long-term yield of content marketing is illustrated in the chart above, which shows the cumulative cost per lead over the 24 months, or how much has been spent divided by how many leads have been generated over time.*



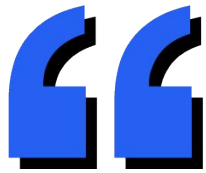


## Navigating Algorithm Updates

No matter what size your organization is, you're at the mercy of algorithm updates. However, for the enterprise these act as springboards to make things you already planned actually happen.







It doesn't take Google six months to catch up to an enterprise site. **It takes an enterprise company six months to do anything.**



## Maximize Your Enterprise SEO with These Tools



Using Adobe Analytics or another analytics package puts you at a disadvantage for Google's audience data and Search Console integration.



# Key Winners in Enterprise SEO

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Enterprise Dominate the SERPs



## Google Has a Bias Towards Brands

"Brands are the solution, not the problem.

**Brands are how you sort out the cesspool."**

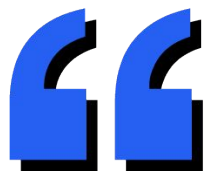
- Eric Schmidt





Every vertical has 1-2 enterprise sites that **dominate most head and mid terms in the SERPs.**






Often those sites are doing things that are **against SEO best practices.**



# Amazon


## Dirt Bikes

### Top Selected Products and Reviews

- 


[The Dirt Bike Kid](#)  
by [Peter Billingsley](#)

Price: **\$0.00**

"Great" - by [Ricky](#) (Houston, Tx)  
It's Peter Billingsley,(A Christmas Story) .I wore this movie out at Hollywood Video back in the day ,now I can wear out this Blu ray). And I can finally avoid all
- 

[Apollo DB-X18 125cc Dirt Bike Green](#)  
by [APOLLO](#)

Currently unavailable.

"The bike is a solid good bike i am an adult an ride" - by [Dub the Car Guy](#) (Maryland)  
I have not bought from this seller but I do own the bike, the seller is also i beleive lying, these bikes are made in China and do ship from China, I bout a produc says ita coming from China and took a month. The bike is a solid good bike i am an adult an ride, 6ft 200lbs no prob. The specs actually claim it can hold a 28 good for wheelies, minor trails and backyard/neighborhood riding, goes about 46mph on flat (with my heavy ass), ive had it to 54 down hill. Check all bolts, comes in is just shipping oil, not for riding. They are easy to work on, most parts so far are ... [full review](#)
- 

[Razor SX500 McGrath Dirt Rocket Electric Motocross Bike](#)  
by [Razor](#)

Currently unavailable.

"2 thumbs up" - by [Amazon Customer](#)  
Great starter dirt bike. I have twin 7 year old boys and these are perfect for them. A few instructions and off they went. The age ranges on these bikes seem w

site:https://www.amazon.com/slp

All

Images

News

Shopping

Maps

More

Settings

Tools

About 350,000 results (0.27 seconds)

www.amazon.com › slp › drawer

Drawer: Amazon.com

Buy products related to drawer products and see what customers say about drawer products on Amazon.com ✓ FREE DELIVERY possible on eligible ...

www.amazon.com › slp › milk-paint

Milk Paint: Amazon.com

I love this paint. 4 stars because it took 4 coats to cover natural oak cabinets. But after all, it is white. So I expected it to take a bit more. Love the finish of it.

www.amazon.com › slp › loam-soil

Loam Soil: Amazon.com

I cannot ask for a better potting Soil!! Delivery: Received the item on time, well within the delivery date actually. Packaging: The soil is well packed with no leaks ...

www.amazon.com › slp › dirt-bikes

Dirt Bikes: Amazon.com

It's Peter Billingsley,(A Christmas Story) .I wore this movie out at Hollywood Video back in the day ,now I can wear out this Blu ray:). And I can finally avoid all the ...

www.amazon.com › slp › motorized-longboard

Motorized Longboard: Amazon.com

Love this board! I have decent balance and can walk comfortably on steep roofs or small ledges beams but haven't really skated much before. Great board for ...

If you've ever searched for anything you wanted to buy, Amazon will often rank in one of the top 3 positions with a category for the product. Because generic searches like "dirt bikes" trigger category page results, Amazon can take all their "dirt bike" products and make a category of it. After doing that about 350,000 times, Amazon can own virtually any keywords for which it has products.



# Bankrate

## Glossary

Discover the definition of financial words and phrases in this comprehensive financial dictionary.

# A B C D E F G H I J K L M N O P Q R S T U

A

Abandonment

Ability to pay

Above-the-line deduction

Abstract of title

Accelerated cost recovery system

Accelerated depreciation

Acceleration clause

Acceptance

Accident and health insurance

Accounting method

Adjusted basis

Adjusted gross income

Adjustments to income

Administrator

Adoption credit

Adoption taxpayer identification number (ATIN)

Advance medical directive

Adverse possession

Affinity credit card

Affordable Care Act

## Abstract of title

You need to understand what an abstract of title is. Here's what to know.

# A B C D E F G H I J K L M N O P Q R

### What is an abstract of title?

An abstract of title is the written history of a piece of land to document all transactions associated with that land from the time the property first sold to the present. The title company uses it to produce a title binder, or the temporary insurance for a piece of property pending closing and obtaining a permanent title.

### Deeper definition

The abstract of title is a brief history of a piece of land, and it is used to determine whether or not there is any kind of claim against a property. The abstract of title includes encumbrances, conveyances, wills, liens, grants and transfers.

what is average daily balance

✕ 🔍

All Images Videos News Shopping More Settings Tools

About 714,000,000 results (0.51 seconds)

www.investopedia.com › Personal Finance › Credit Cards

[Average Daily Balance Method Definition - Investopedia](#)

Apr 20, 2020 - The **average daily balance** is a common accounting method that calculates interest charges by considering the **balance** invested or owed at the end of each day of the billing period, rather than the **balance** invested or owed at the end of the week, month or year.

People also ask

How do you calculate average daily balance?

To **calculate** the **average daily balance**, the credit card company takes the sum of the cardholder's **balances** at the end of each day in the billing cycle and divides that amount by the total number of days in the billing cycle.

www.bankrate.com › glossary › average-daily-balance

[Average daily balance Definition | Bankrate.com](#)

Bankrate created a glossary resource that not only targets keywords related to the terms being defined but also quick answer results. The format of using the first heading to ask a question and then answering in a short paragraph is the perfect way to get picked up for quick answers and “people also ask” results. This content is followed by a longer explanation that helps target even more keywords in traditional Organic Search results.

22




# Nerdwallet

AllShoppingNewsVideosImagesMore

SettingsTools

About 11,920,000,000 results (0.54 seconds)

If you're looking for a **TV** deal that matches the size of your dream big screen, timing is everything, according to experts. Three of the **best** times of year to **buy a TV** (and save money) are Super Bowl season, spring and Black Friday. Jul 2, 2020



www.nerdwallet.com › article › finance › best-time-to-...

[When Is the Best Time to Buy a TV? - NerdWallet](#)

About Featured SnippetsFeedback

nerdwallet

CREDIT CARDS

BANK

**Best of**

Best credit cards of 2020

Best rewards cards

Best cash back cards

Best travel cards

Best balance transfer cards

Best 0% APR cards

Best student cards

Best cards for bad credit

**Com**

Com

Get a

Rewa

0% A

Balan

nerdwallet

CREDIT CARDS

BANKING

**Best of**

Best savings accounts

Best checking accounts

Best bonuses & promotions

Best money market accounts

Best CD rates

Best banks

**Compare a**

Savings acc

Checking ac

CD rates

Money marl

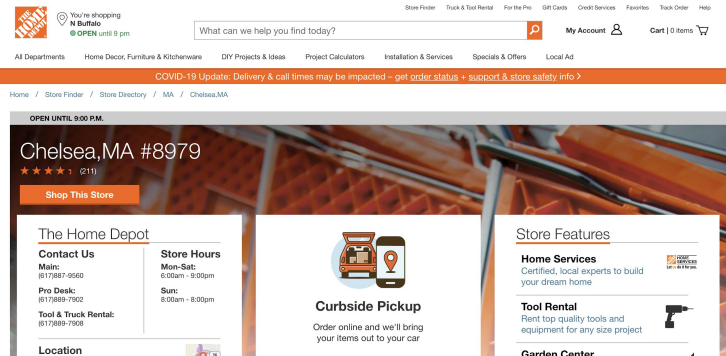
See all inter

There’s always a “best” option when you’re on a mission to save money. Nerdwallet positions their content around the intent to find the best options from credit cards, savings accounts, and even timing out a TV purchase. The “best” modifier allows NerdWallet to rank better for the more niche keywords while still targeting the broad terms.

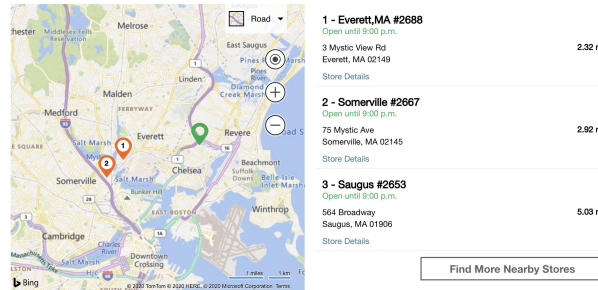




# Home Depot



## Nearby Stores



## Store Details

Welcome to the Chelsea, MA Home Depot. We look forward to helping you start your next home improvement project.

Whether you're looking for [Husky storage](#) or [lighting](#), your favorite local hardware store has you covered. Our experienced associates can help you find exactly what you need for your DIY project. You can also check out our [Home Depot product locator app](#), which displays a store map, the aisle location and the current inventory available for the items you're looking for.

At Home Depot, we're committed to our community. Through community impact grants, [The Home Depot Foundation](#) awards up to \$5,000 to purchase tools and materials for local projects to serve diverse and underserved communities. In-store, we offer hands-on learning that covers a variety of topics tailored to everyone in your family, including kids workshops, which provide a lively environment mixing skill-building and creativity.

We're here to provide the guidance you need every step of the way. Drop by today and see what's new.

Your Chelsea, MA Home Depot Store Team

### How can I attend a workshop?

We currently have online livestream workshops that are taught by knowledgeable associates. Visit [homedepot.com/workshops](#) to see what's available. For Kids Workshops activities visit [here](#).

### What additional precautions is The Home Depot taking in light of COVID-19?

The adjusted hours give stores the ability to staff appropriately and provide additional time to restock shelves and perform cleaning. As part of our normal practice, our stores and other facilities are cleaned and sanitized daily. Following guidance from the Centers for Disease Control and Prevention (CDC), we've increased the frequency of cleaning and general hygiene maintenance in stores and other locations. We've also stepped up our efforts to disinfect high-traffic and high-touch areas like self-checkout, door handles, and bathrooms, as well as posting signage about handwashing and other preventative actions.

We're promoting social distancing in our stores and distribution centers, which includes stores limiting the number of customers inside at any given time. In addition to training our associates on social distancing, we've placed distancing markers at some of our checkout counters and are making overhead announcements on our store PA systems asking customers to practice social distancing.

### Is The Home Depot Chelsea, MA hiring?

As an essential retailer, we're hiring seasonal associates in Customer Service/Sales, Store Support, Freight, and Merchandising. We're taking measures to keep our associates and customers safe, including providing face coverings and gloves, limiting the number of customers in stores at one time, promoting social and physical distancing practices, and implementing additional cleaning measures to sanitize facilities. [Apply now](#). The Home Depot® is an Equal Opportunity/M/F/Vet/Disabled Employer.

### Does The Home Depot Chelsea, MA offer curbside pickup?

We deliver curbside - order online for convenient store pickup daily until 6 p.m. Here's how:

Home Depot recognized that the home improvement shopping experience differs from ordering an item online. The local stores are critical to their business because people often come in to buy supplies and get help. Each location has a unique landing page with a crafted copy to give them the best opportunity to rank locally.





# Zillow

perfect place, then get in touch with the property manager.

[www.zillow.com](#) > jersey-city-nj > apartments

## Apartments For Rent in Jersey City NJ | Zillow

Find your next apartment in Jersey City NJ matching on Zillow. Use our detailed filters to find the perfect place, then get in touch with the property manager.

[www.zillow.com](#) > brooklyn-new-york-ny-11215 > apa...

## Apartments For Rent in 11215 | Zillow

Find your next apartment in 11215 matching on Zillow. Use our detailed filters to find the perfect ... Apartment for rent. \$2,750/mo. 2 bds; 1 ba; 800 sqft. 2 hours ...

Wed, Aug 12 Open House - 5:00 - 7:00 PM

Thu, Aug 13 Open House - 6:00 - 7:00 PM

[www.zillow.com](#) > buffalo-ny > apartments

## Apartments For Rent in Buffalo NY | Zillow

Find your next apartment in Buffalo NY matching on Zillow. Use our detailed filters to find the perfect place, then get in touch with the property manager.

[www.zillow.com](#) > brooklyn-new-york-ny-11231 > apa...

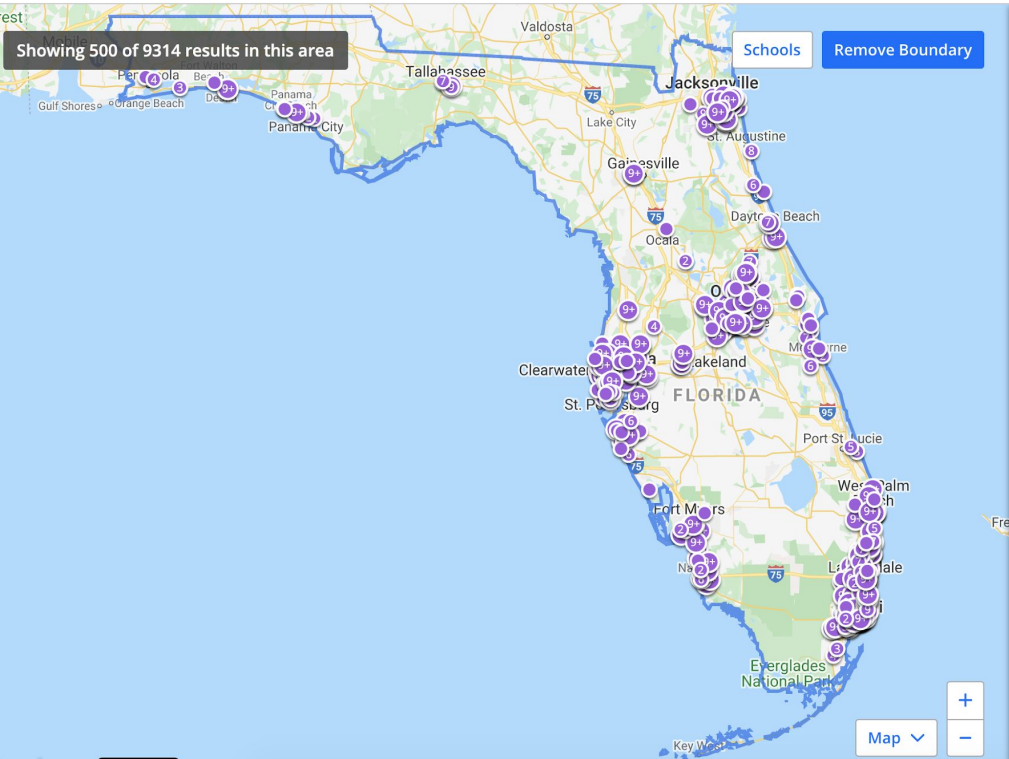
## Apartments For Rent in 11231 | Zillow

Find your next apartment in 11231 matching on Zillow. Use our detailed filters to find the perfect place, then get in touch with the property manager.

[www.zillow.com](#) > apartments


## Apartments For Rent in Florida | Zillow

Find your next apartment in Florida matching on Zillow. Use our detailed filters to find the perfect place, then get in touch with the property manager.




Apartment for rent

Updated today




**\$2,400+** 2 bds | **\$3,600+** 3 bds | **\$4,500** 4 bds  
1850 S Ocean Dr, Hallandale Beach, FL  
For Rent

Updated today



**\$1,600** 1 bd | **\$1,750** 2 bds  
2780 NE 183rd St, Aventura, FL  
For Rent

28 minutes ago



Heart icon

Zillow realized that when it comes to living arrangements, location is king. They have dedicated pages that are as broad as state level and as local as individual zipcodes. They can offer something to someone moving to a new state and still deciding on location or someone looking to move to be next to their favorite taco shop.



# TripAdvisor

## Best time of year to see the Redwood National Park

Watch this Topic

Browse forums | All | California forums | Redwood National Park forum

Redwood National Park

Search

**Best time of year to see the Redwood National Park** Save

5 years ago

I am trying to plan a trip for our family next year would love to know when a good time of year is. As well as lodging and wonderful things to do for a family that enjoys the out door life !! Looking at staying a whole week so any ideas would be great!

Thanks!

Report inappropriate content

Redwood Nation Experts

half-Brit  
45,465 forum posts

Members who are knowledgeable and volunteer their time to help

Beyond destinations

- Air Travel
- Business Travel
- Timeshares / Vacation

See all »

Top Attractions (5)

See all

## Nightlife in Mumbai

When are you traveling?

Start Date

End Date

Search

Tours

Day Trips

Outdoor Activities

Attractions

Concerts & Shows

Food & Drink

Classes & Workshops

Shopping

More

We found 38 results for you in Mumbai

Clear all filters

View Map

Sort by: Traveler Ranked

actions

38

Nightlife

**India Eye Tour & Travel**  
66 reviews  
#1 of 38 Nightlife in Mumbai  
"The slum tour is interesting - might be a culture shock to some - and Gufram is from the area, so he guides with..."  
Learn More  
See 2 Experiences

bs

20

Pub Tours

15

bs & Discos

3

lubs

2

ds

12

ibai

7

sst/Versova

Frequently Asked Questions about Mumbai

Which experiences are best for outdoor activities in Mumbai?

These experiences are best for outdoor activities in Mumbai:

- Camping at Kalote Lake, Lonavala
- Glamping at Kalote Lake, Lonavala
- Something anything
- Mumbai on 2 Wheels
- Warli Art Workshop

See more outdoor activities in Mumbai on Tripadvisor

What are the best places for outdoor activities in Mumbai?

Which places provide the best outdoor activities in Mumbai for kids and families?

Which places provide the best outdoor activities in Mumbai for couples?

TripAdvisor leverages their users for content. Threads of user generated content often rank with contributors on the site writing in-depth responses. However, UGC isn't the only strategy as there are designated pages for each location and sections like "attractions" and "nightlife". Moreover, at the bottom of these pages, Q&A style content gives TripAdvisor a chance to rank for quick answer results and queries using questions (often seen in voice search).

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HEALTHLINE

Search Healthline

NUTRITION

✓ Evidence Based

# How to Lose Weight Fast: 3 Simple Steps, Based on Science


There are many ways to lose a lot of weight fast.

That said, many diet plans leave you feeling hungry or unsatisfied. These are major reasons why you might find it hard to stick to a diet.

However, not all diets have this effect. Low carb diets are effective for weight loss and may be easier to stick to than other diets.


Here's a 3-step weight loss plan that employs a low carb diet and aims to:

- significantly reduce your appetite
- cause fast weight loss
- improve your metabolic health at the same time



Written by **Kris Gunnars, BSc**  
on March 5, 2020 —  
Medically reviewed by **Atli Amarsson BSc, PhD**

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NUTRITION


✓ Evidence Based

# 10 of the Best Foods to Help You Heal

Whether you're recovering from an illness or surgery, the foods and beverages you consume can either help or hinder your recovery.


Many foods, including fruits, vegetables, healthy fats, and protein sources, have been shown to reduce inflammation, improve immune function, promote healing, and provide the fuel necessary for you to get on the mend.

Here are 10 healing foods that can help your body recover.



Written by [Jillian Kubala, MS, RD](#) on August 12, 2020  
– Medically reviewed by [Amy Richter, RD](#)

ADVERTISEMENT



27



# Indeed

What Remote

Where City, state, zip code, or "remote"

Find Jobs

Showing all Remote jobs in the U.S. Do you want to see Remote jobs in New York, NY only?  
Yes No

Date Posted

Remote

Salary Estimate

Job Type

Skills

Location

Company

Experience

Upload your resume - Let employers find you

Remote jobs  
Sort by: relevance - date Page 1 of 91,093 jobs

Debt Collection Specialist - Remote

POM Recoveries, Inc.  
Farmingdale, NY 11735 • Remote

\$16 - \$22 an hour

Requirements  
Debt Collections: 1 year  
High school or equivalent

Easily apply

Urgently hiring

Be the first to see new Remote jobs

My email:  

Activate

By creating a job alert, you agree to our Terms. You can change your consent settings at any time by unsubscribing or as detailed in our terms.

My recent searches

Marketing Assistant - New York, NY  
marketing - New York, NY

marketing jobs nyc

100+ more jobs

Learn more Feedback

www.indeed.com > q-Marketing-I-New-York,-NY-jobs

Marketing Jobs, Employment in New York, NY | Indeed.com

3192 Marketing jobs available in New York, NY on Indeed.com. Apply to Junior ... New York City  
NYC HOUSING AUTHORITY3.8. Queens, NY. \$38,333 ...

marketing assistant jobs

100+ more jobs

Learn more Feedback

www.indeed.com > q-Marketing-Assistant-I-New-York,-N...

Marketing Assistant Jobs, Employment in New York, NY ...

1605 Marketing Assistant jobs available in New York, NY on Indeed.com. Apply to Marketing Assistant, Communications Associate, Canvasser and more!

Indeed's collection of career opportunities categorized in a variety of ways allows them to create dedicated pages to fields, locations, specific titles, etc. Not only do they rank for the long tail keywords like "marketing jobs NYC," but they also outperform on generic terms like "remote jobs" simply because of a great tagging structure.

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eBay

You May Also Like

Men's Socks


Men's Clothing

Polo Ralph Lauren Men's Clothing


Supreme Clothing for Men

People who viewed this item also viewed 1/2


Feedback on our suggestions




Nixon Watch Sentry Chrono Black Stamped Gold  
**\$157.02**  
+ \$19.63 shipping  
Seller 100.0% positive




01 The One Automatic Men Retro Watch 46mm Black Rose Gold  
**\$325.82**  
\$1,464.69  
+ \$19.61 shipping  
Seller 100.0% positive




Nixon A083510 Watch 51-30 Chrono Gold/Black Men's A083-...  
**\$139.99**  
Free shipping  
Seller 100.0% positive



Nixon Sentry Ss Watch - All Gold Black One Size  
**\$215.84**  
+ \$12.89 shipping  
Seller 99.7% positive



Nixon Men's Gold Tone 51-30 Chrono Watch  
**\$69.00**  
Free shipping  
Seller 100.0% positive



DIESEL DZ4360 Mega Chief Chronograph ALL GOLD Stainless Steel  
**\$123.99**  
+ \$9.99 shipping  
New

Store Categories

[Store home](#)

[Accessories](#)

[Bags](#)

[Belts](#)

▪ [Men's](#)

[Bike / MTB / Road](#)

[Cameras & Equipment](#)

[Clothing - Womens](#)

▪ [Vests & T Shirts](#)

[Clothing - Mens](#)

▪ [Hooded Sweatshirts](#)

▪ [Jackets](#)

▪ [Jean's](#)

▪ [Polo shirts](#)

▪ [Shirts](#)

▪ [Shorts - Boardshorts](#)

▪ [Shorts - Walkshorts](#)

▪ [Sweatshirts](#)

▪ [T-shirts](#)

[DVD's](#)

▪ [Snowboard](#)

▪ [Surf](#)

▪ [Windsurfing](#)

[Footwear](#)

▪ [Kids](#)

▪ [Kids Watersports](#)

▪ [Men's Sandals](#)

▪ [Men's Shoes](#)

▪ [Women's Sandals](#)

▪ [Women's Shoes](#)

[Footwear - Men's size order](#)

The right size a

- Bc

- Strong

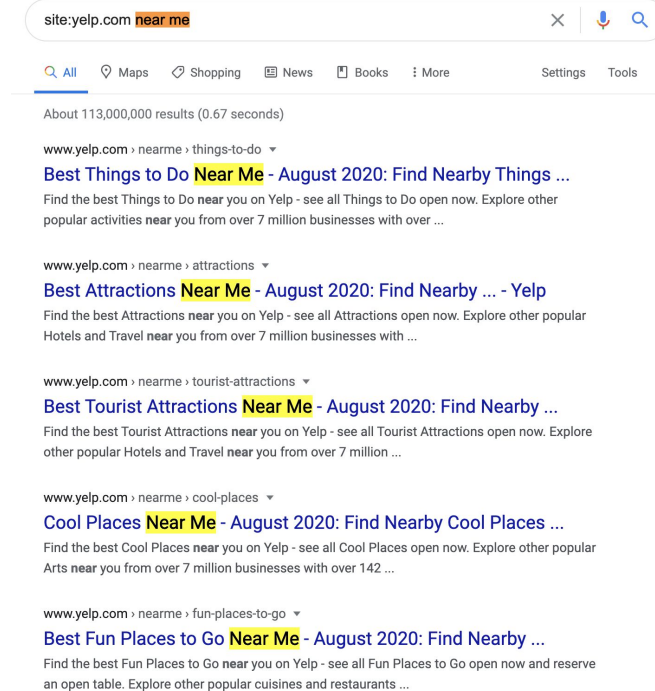
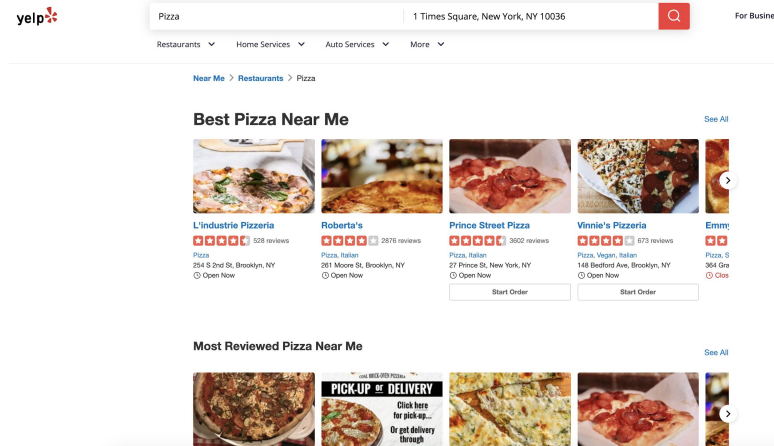
46 mm, 100 m

eBay leverages its authority to boost pages via internal links. With countless pages to link from, every page directs SEO value to other valuable pages on the site.





# Yelp



## Organic Search Positions 1 - 100 (520,125) <sup>1</sup>

<input type="checkbox"/>	Keyword	SERP Features
<input type="checkbox"/>	best pizza near me	
<input type="checkbox"/>	best burger near me	
<input type="checkbox"/>	best donuts near me	
<input type="checkbox"/>	best breakfast near me	
<input type="checkbox"/>	best coffee near me	
<input type="checkbox"/>	best chinese food near me	
<input type="checkbox"/>	best sushi near me	
<input type="checkbox"/>	best mexican food near me	
<input type="checkbox"/>	best lunch near me	
<input type="checkbox"/>	best pizza near me	

Yelp realized that the “near me” modifier was very popular in the local business and food industry. So everything location based on Yelp.com became “near me.” This works great within the app as users often want a place they can travel to (at least they used to), but it also does a great job of targeting all the “near me” terms in Organic Search.



# Common Problems & Solutions

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Things you must overcome to be effective



## Essential Knowledge: Content Management Systems and Frankenstein CMSs



Adobe  
Experience  
Manager



Enterprise sites have a lot more pages than a local business or even medium sized company, and because of this more robust content management systems are needed. Not only are these CMS's able to handle more content, but also provide other services to their clients.



## Essential Knowledge: Legal Compliance

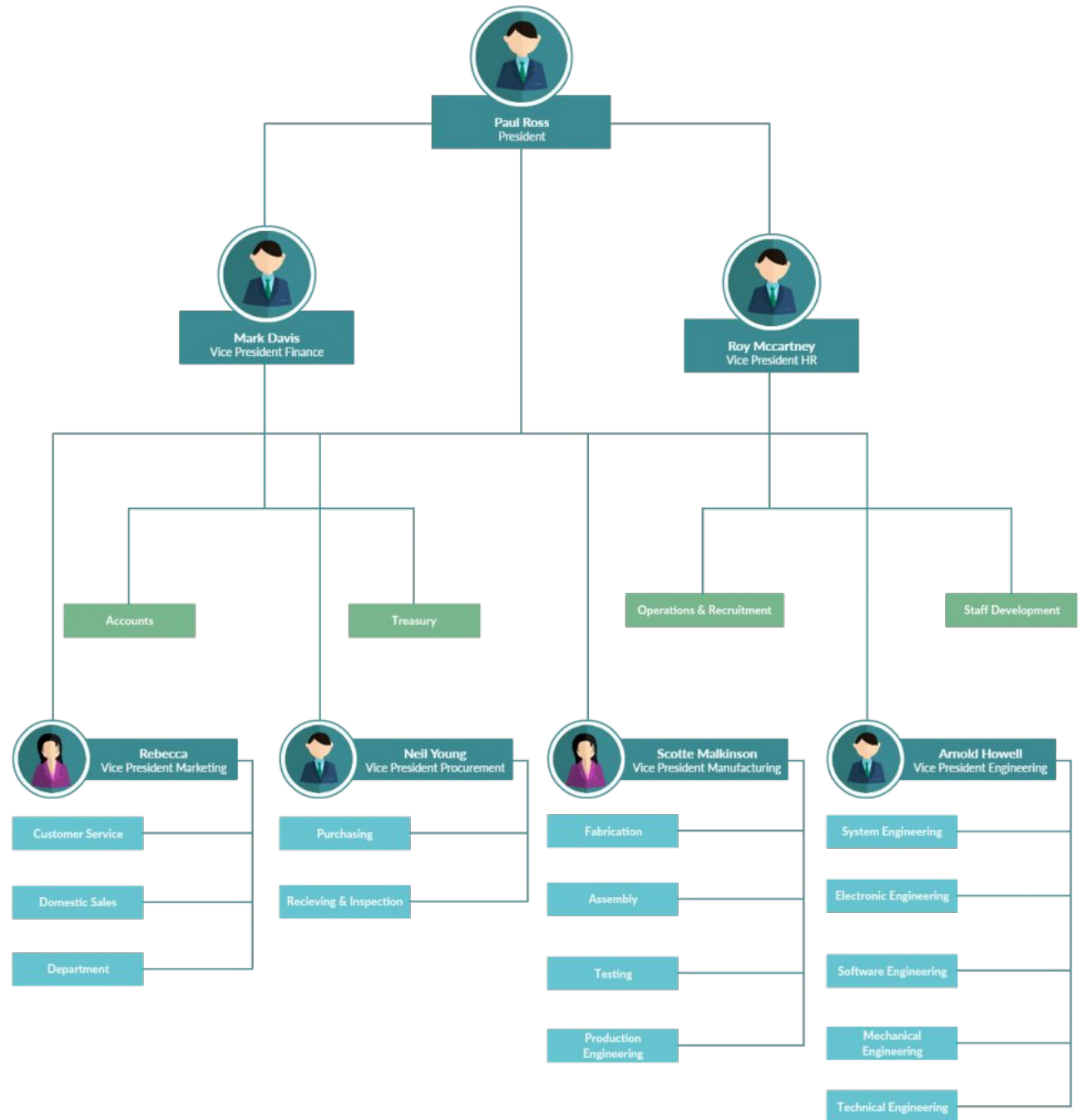


Another challenging aspect of Enterprise SEO campaigns is navigating through the complexities of the legal team. Every project will need to go through this team to ensure the project aligns with the company's standards, policies, rules, regulations and overall compliance with the messaging set out by the brand.

## Essential Knowledge: Navigating Multiple Departments

Enterprise companies often have a number of departments that every project must go through and get approval before a project is considered acceptable to publish.

A lot of these department heads will have little understanding or working knowledge of SEO. In order to get recommendations implemented, and content published, you need business cases, and case studies to get buy in for a lot of these projects.



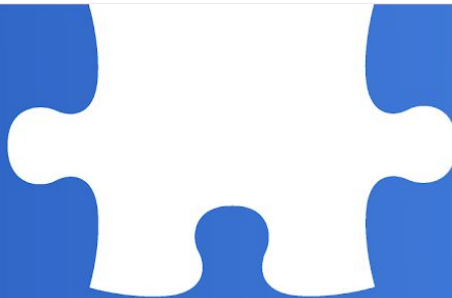




## Common SEO Enterprise Challenges

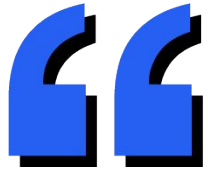


**Problem:** Some organizations end up with the wrong tools because some SEO tool providers have very strong sales teams.





## Common SEO Enterprise Challenges



**Solution:** Identify core features of a different tool and tie it to needs throughout the organization. Tell the vendor you need to beat an existing vendor's price to switch.

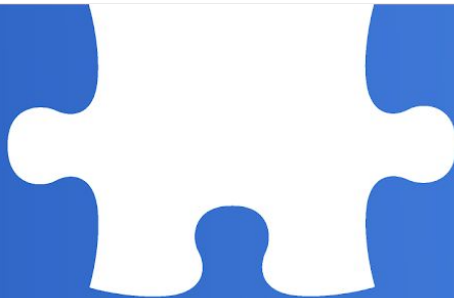




## Common SEO Enterprise Challenges

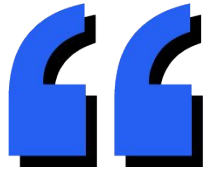


**Problem:** You cannot build links due to legal compliance issues. Outreach cannot be done and there are limitations to the deployment of content.





## Common SEO Enterprise Challenges



**Solution:** Buy websites and surgically redirect them from specific page to specific page.





# Case Study: Domain Acquisition



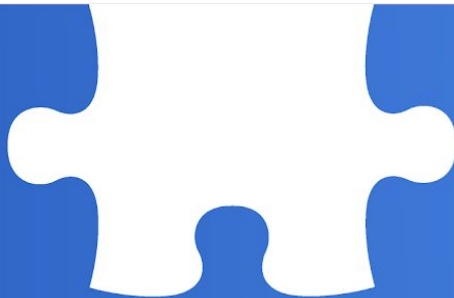




## Common SEO Enterprise Challenges

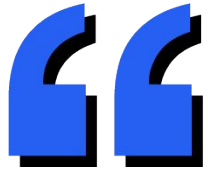


**Problem:** The organization does not care about SEO.





## Common SEO Enterprise Challenges



**Solution:** Education, business cases and case studies. Use algorithm updates against other people's the KPIs and use them for buy-in. Don't be ashamed to use vanity metrics to your advantage.





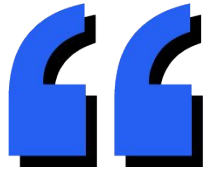
Be prudent with your words and data points. Executives tend to be very busy and prefer you to **get to the bottom line as clearly and succinctly as possible.**

***Shantel Branch***

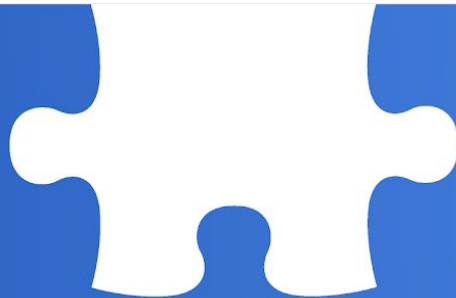
Senior Account Manager  
@iPullRank



## Common SEO Enterprise Challenges

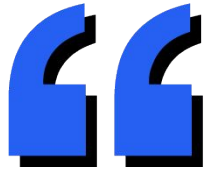


**Problem:** Content deployment takes too long. You can't capitalize on news and trends.





## Common SEO Enterprise Challenges



**Solution:** Content Strategy. Be more predictive and build out clear governance models and workflows through content strategy.



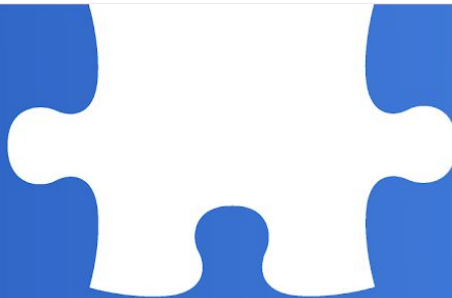




## Common SEO Enterprise Challenges



**Problem:** Obsolete technology and frankenstein content management systems. Keep you from being able to launch things.





## Common SEO Enterprise Challenges



**Solution:** Reverse proxy to enterprise WordPress.

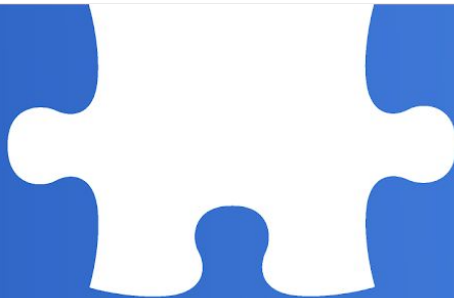




## Common SEO Enterprise Challenges



**Problem:** Brands have microsites for a variety of initiatives and link equity is split.





## Common SEO Enterprise Challenges

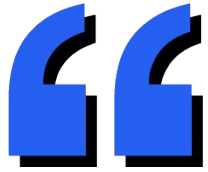


**Solution:** Consolidate all microsites into the core domain.

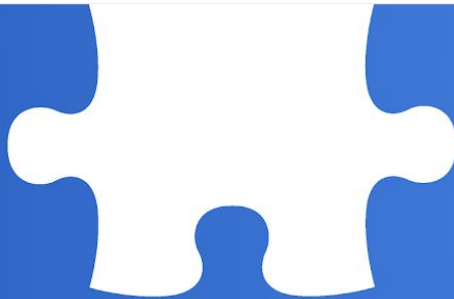




## Common SEO Enterprise Challenges



**Problem:** Line of Business thinking for sites on one domain.





## Common SEO Enterprise Challenges



**Solution:** Lunch and learn sessions with representatives from each line of business you need to educate them that it is all one site.



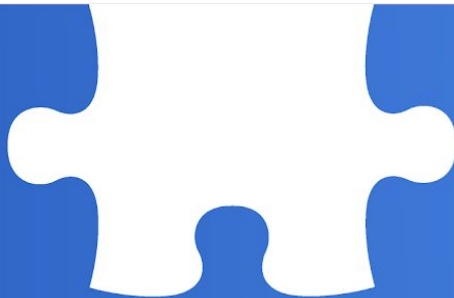




## Common SEO Enterprise Challenges



**Problem:** They don't want to make "SEO content," because that is not what their audience wants.





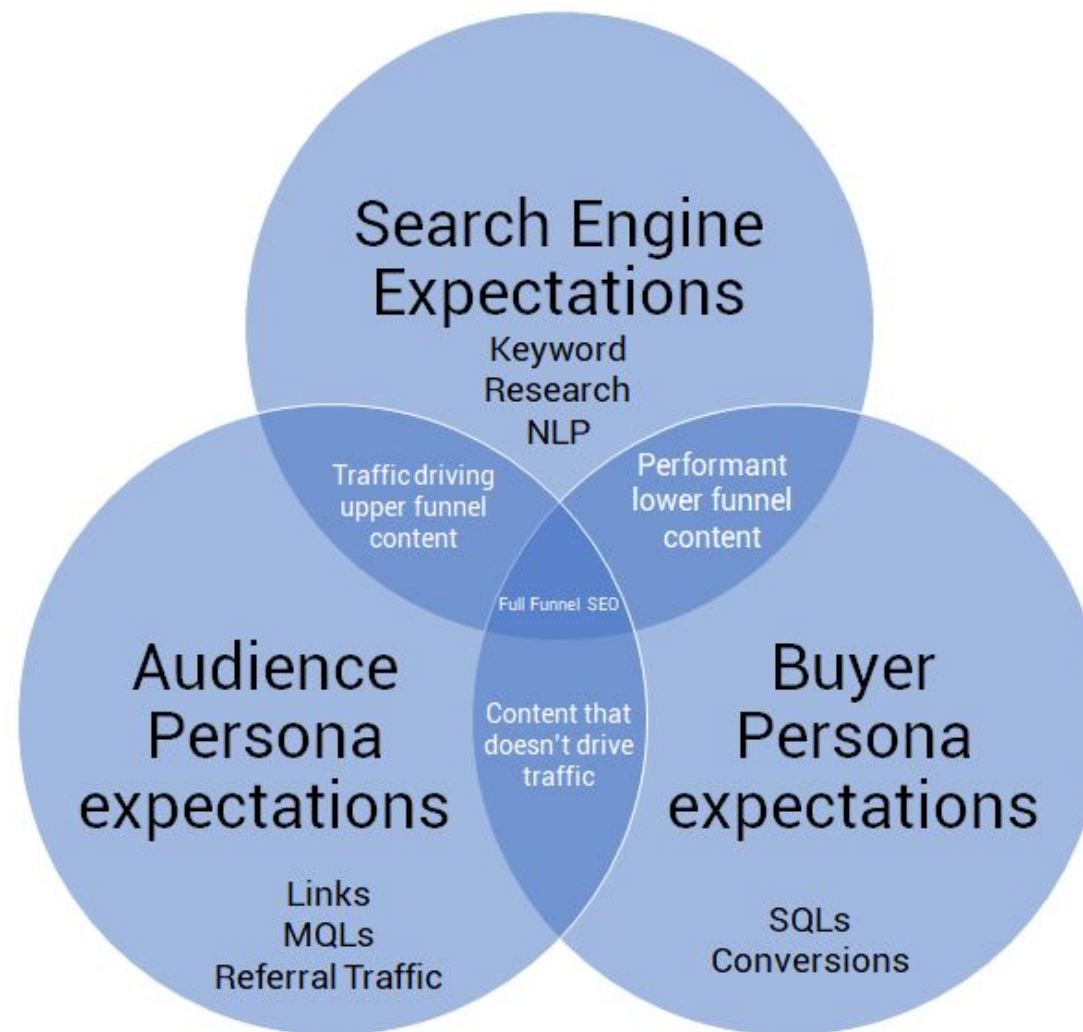
You just had to kind of help educate them that you're not just writing for a print product anymore. You're writing for a larger world thing and then bring that all together.

*Christopher Hart,*  
Director of Revenue  
@iPullRank



## Solution:

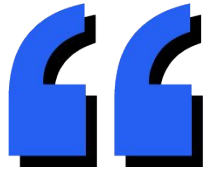
### Content Planning and Content Roadmaps



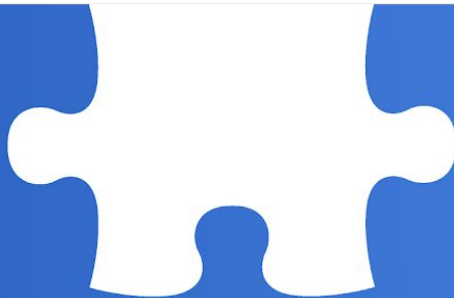
You also need to have working knowledge of content strategy and planning. Content and SEO go hand in hand, but you need a clear roadmap and content plan before diving in and creating that content. What is each piece of content's purpose? Who is your audience? Where is each user at in the buyer journey? These are just some of the questions your content roadmap should answer.



## Common SEO Enterprise Challenges

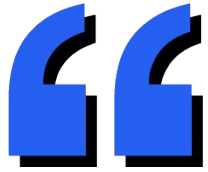


**Problem:** The organization is siloed. Different groups are not communicating and that causes difficulty for the SEO program.





## Common SEO Enterprise Challenges



**Solution:** Reach out to people throughout the organization and network. The more people you engage with the more you'll be aware of what's going on. You can't expect everyone to always bring things to you.

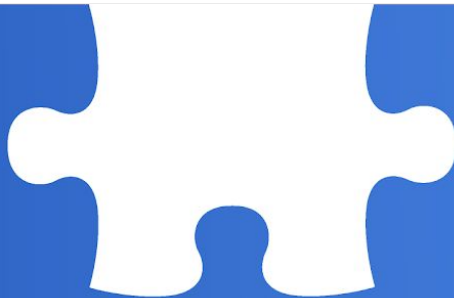




## Common SEO Enterprise Challenges



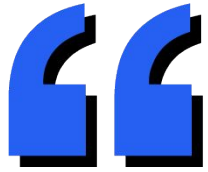
**Problem:** Getting buy-in from the development team to implement changes.







## Common SEO Enterprise Challenges

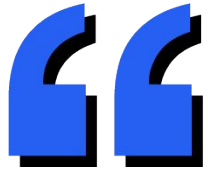


**Solution:** Learn to speak the product management language. Create user stories with very specific instructions for implementation.

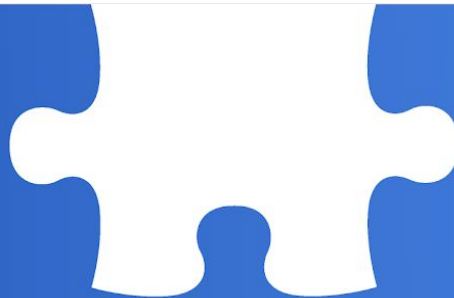




## Common SEO Enterprise Challenges

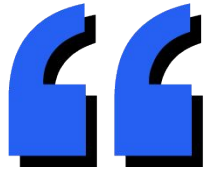


**Problem:** Because Enterprise brands are typically huge siloed companies they don't really want to try anything new because they're already doing great.





## Common SEO Enterprise Challenges



**Solution:** Show the value of being innovative through case studies and business cases. Show what competitors are doing. Explain why new techniques might be more beneficial than what is already out there and how we can get where we need to be.





# Our Approach to Enterprise SEO

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How iPullRank makes the magic happen



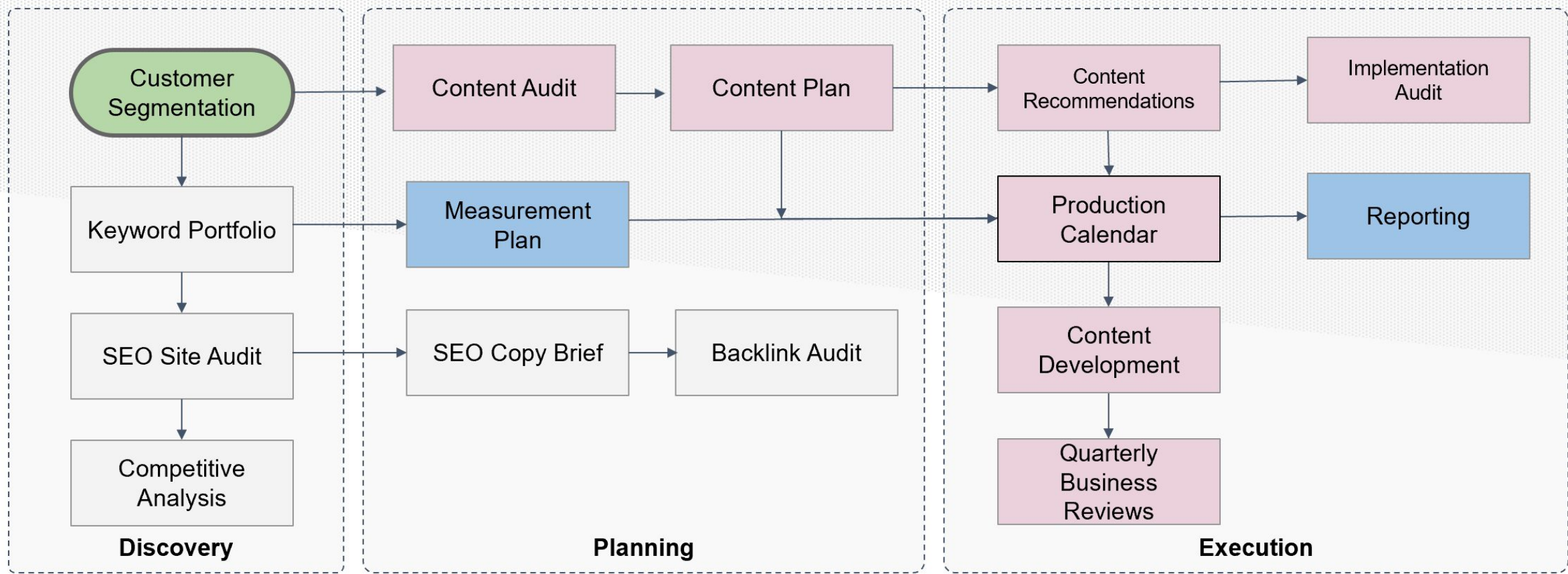
# What is the SEO process?



We approach SEO as a holistic effort that needs to fit into rather than disrupts the marketing mix. It’s an effort that sits across your company and an SEOs coordinate with the right people to make it happen.



# How That Translates to Deliverables and their Dependencies



aaa





# Enterprise SEO Strategies and Tactics Worth Consideration

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# Enterprise SEO Strategies



# SEO Business Cases

Business cases mean different things to different people. I find highlighting opportunity cost to be a poignant strategy.

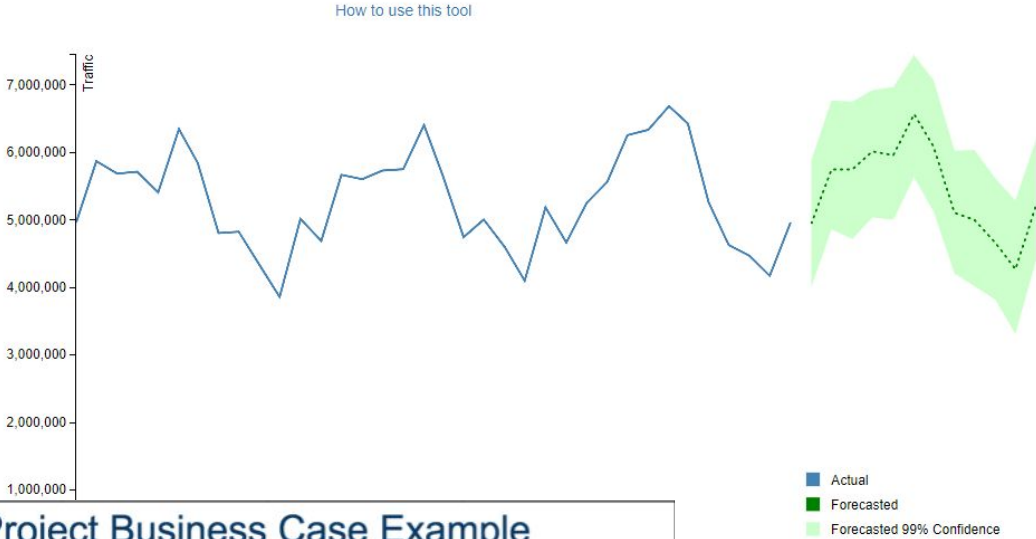
Period:  
Monthly

Start date:  
Dec  
2001

Confidence:  
99

Data points:

Forecast



Project Business Case Example			
Project Name	Sales Team IVR Telephone System		
Project Sponsor	Head of Sales	Project Manager	Name of project manager
Date of Project Approval	3rd March	Last Revision Date	3rd March
Contribution to Business Strategy	Our strategy is to project best in industry customer service, and the current situation does not reflect this. The new IVR system will ensure all calls are answered in a timely manner. It will also ensure that calls are delt with efficiently. These two facts align this project to the company strategy.		
Options Considered	Options considered included: 1. Adding additional staff to sales team 2. Having a dedicated team for our best customers 3. An IVR system (selected)		
Benefits	1. Increased sales - currently estimated we lose 4% of all sales calls due to current issues. 2. Happier customers - we estimate new customer satisfaction will increase by 10%. 3. Improved LTV - lifetime value of customers will increase by 5% due to the two points above		
Timescales	Initial analysis shows that the system will take approximately 3-4 months to implement.		
Costs	IVR software = \$35,000 Project Management = \$30,000 Software team of 3 for 3 months = \$90,000  Total estimated cost = \$155,000		
Expected Return on Investment	Year 1 = \$0 Year 2 = \$120,000 Year 3 = \$180,000 as LTV begins to be felt.		
Risks	Right now the project looks pretty straightforward but there are still some unknowns surrounding implementation. There is also the risk that the project doesn't meet the sales team or customers needs. For this reason it is recommended to involve the sales team closely.		



## Find your Internal Champion



### CHOOSE YOUR CHAMPION



TSUN CHAN



KIMERA



NUMANA



DRAGON



REDHELL



SHADOW

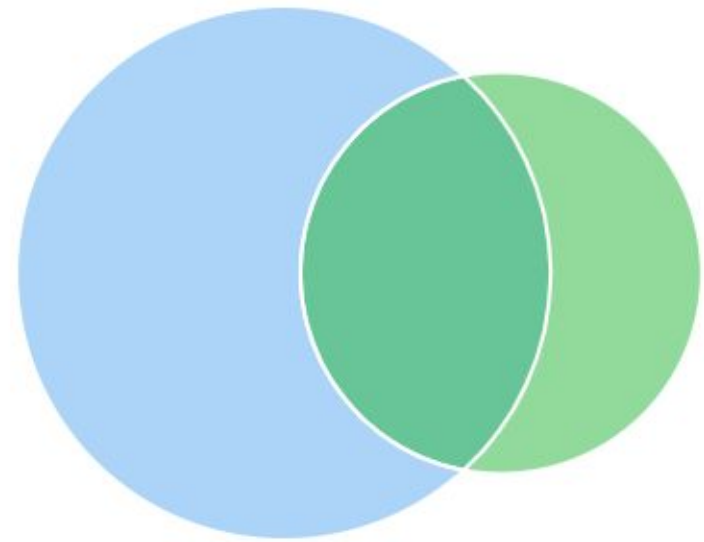




# Competitive Intelligence

The single best way to get people bought into doing something in an enterprise environment is to show that the primary competitor is doing it and it's working.

Keyword overlap



- ☒ nike.com 1.1M
- ☒ footlocker.com 634.2K

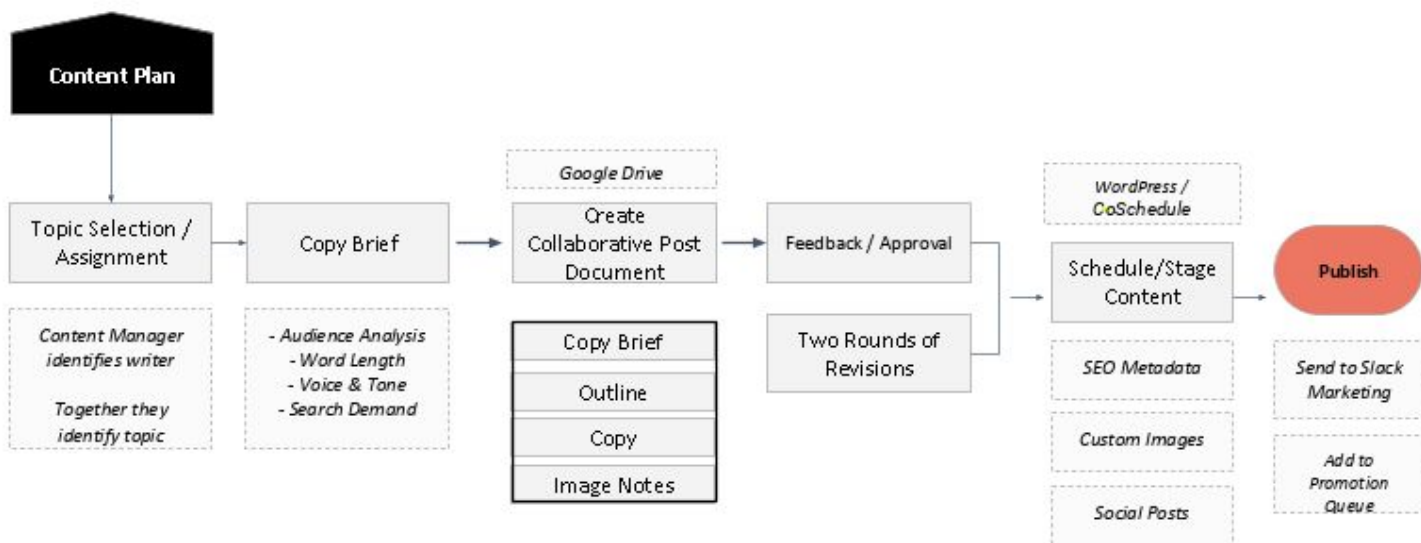




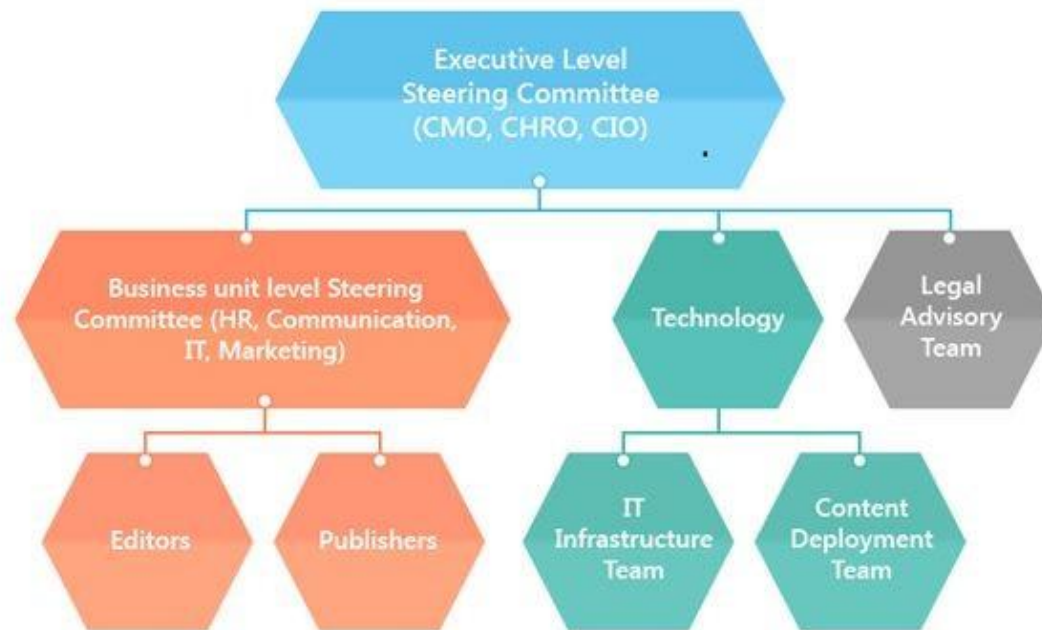


## Workflows and Governance Models

You cannot do effect content-driven SEO in an enterprise environment without doing Content Strategy. You need to map the process and the key stakeholders so you know how to effectively move content from ideation to creation, optimization and publish.



### CONTENT GOVERNANCE MODEL





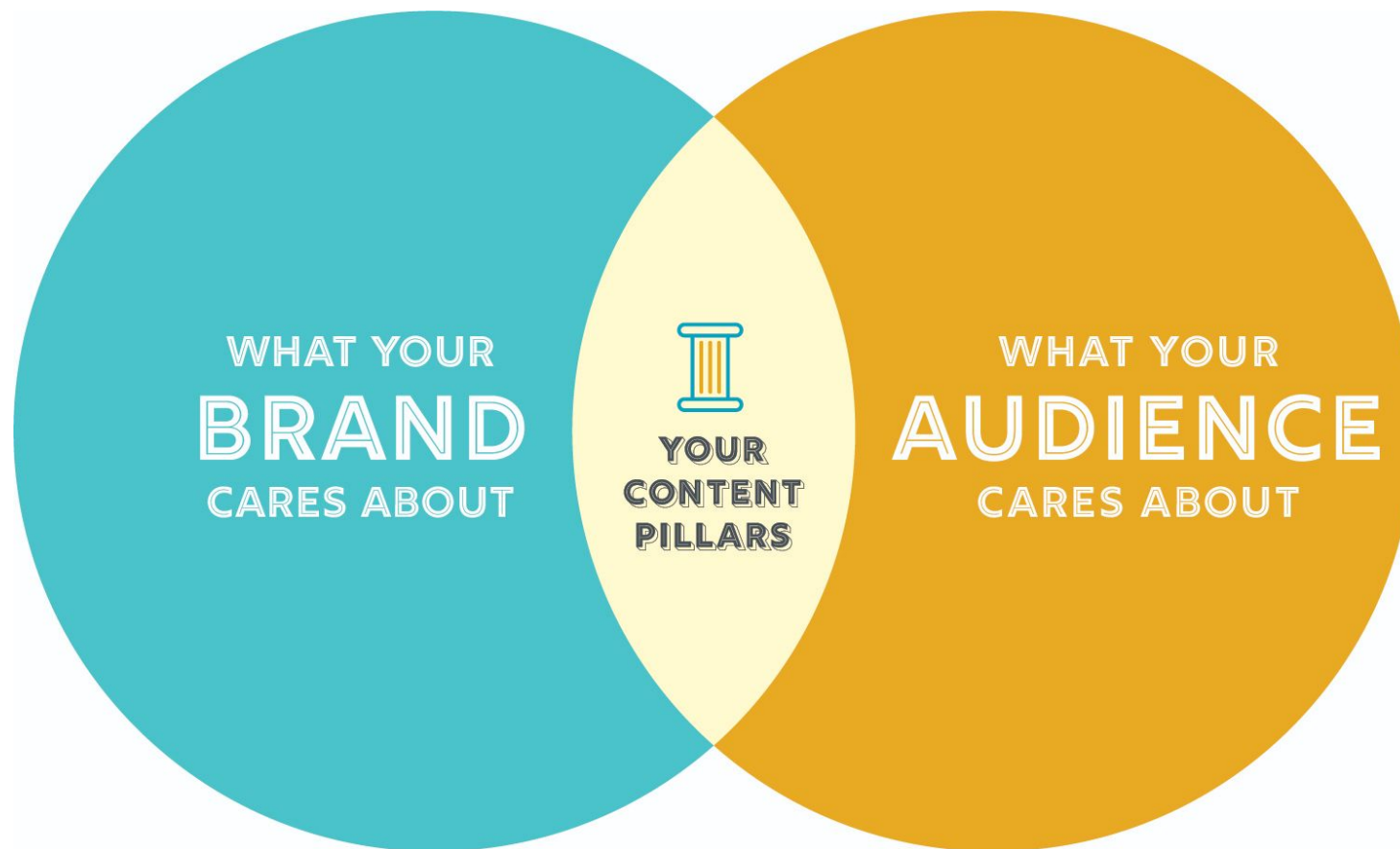


# Content Strategy





## Content Creation

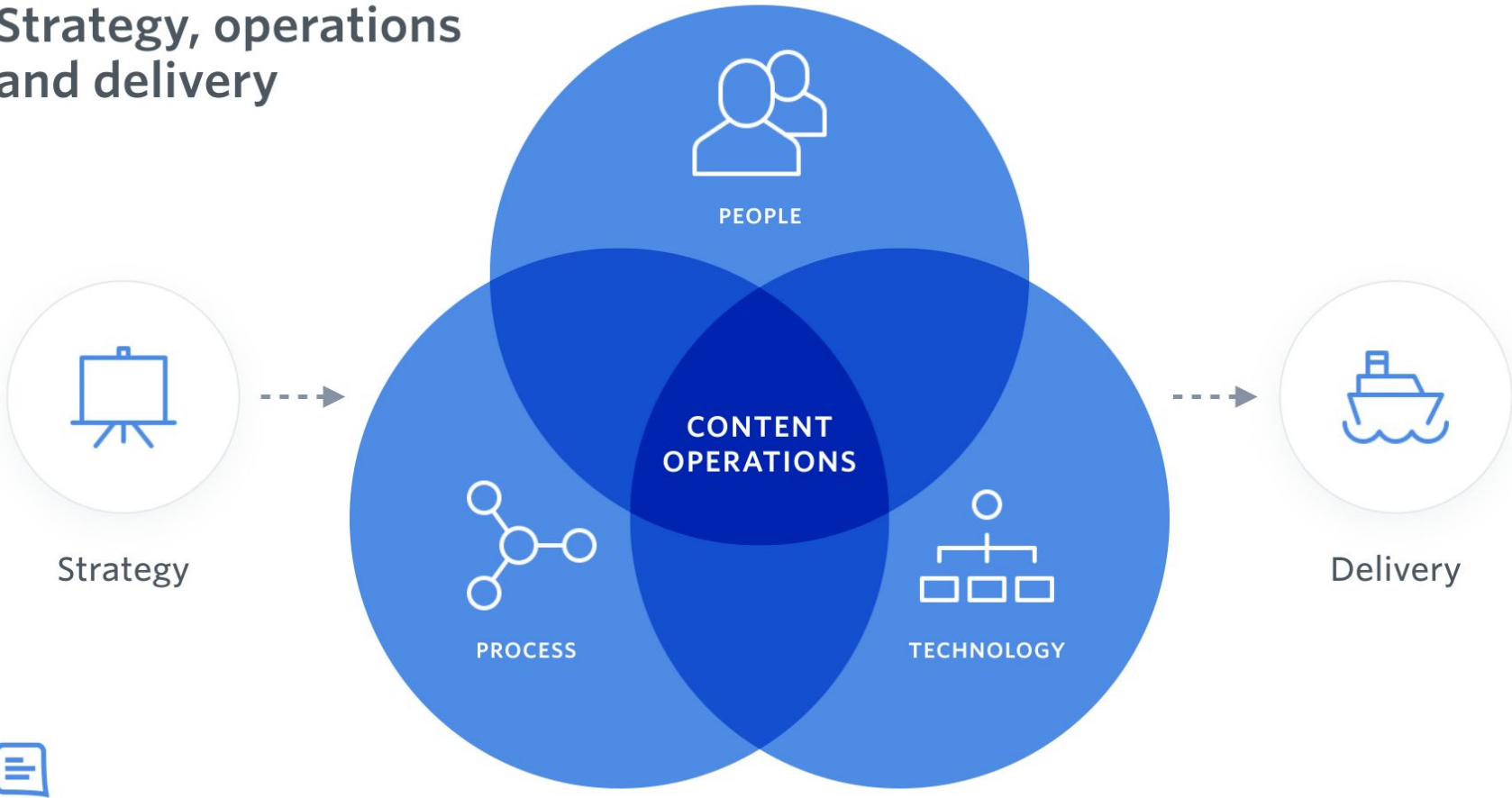


There is no such thing as “SEO content.” There is only content that serves both the user and the brand that is optimized with search engine expectations in mind.



# How do you Operationalize Content?

Strategy, operations  
and delivery



SEO needs to be baked into your content operations through people, process and technology rather than having it be a “button” that is “pushed” once the content is complete.



## Lunch and Learns

SEO is not a button that is pushed. It requires a variety of stakeholders to be aware of what needs to be done so they can flag opportunities to bring SEO in.

This can only be done through education. Bring people to the table with free food.





## Cross-channel Alignment

Although interactions will naturally be different across different channels, it is important that basic strategies and messages are aligned. The key to delivering a positive experience is consistency that should mean outcomes are extremely, regardless of the channel that is being used.





## Integrated Search

A key area to test and learn for SEO is in Paid Search. There is almost always an opportunity for Paid and Organic to work together to save time, money and prioritize opportunities for improved performance.



Product Managers are great at translating requirements into things that engineers can understand. Embrace agile methodologies, learn to write user stories and get comfortable with development vocabulary so you can join meetings and help push your SEO recommendations along.







# Enterprise SEO Tactics

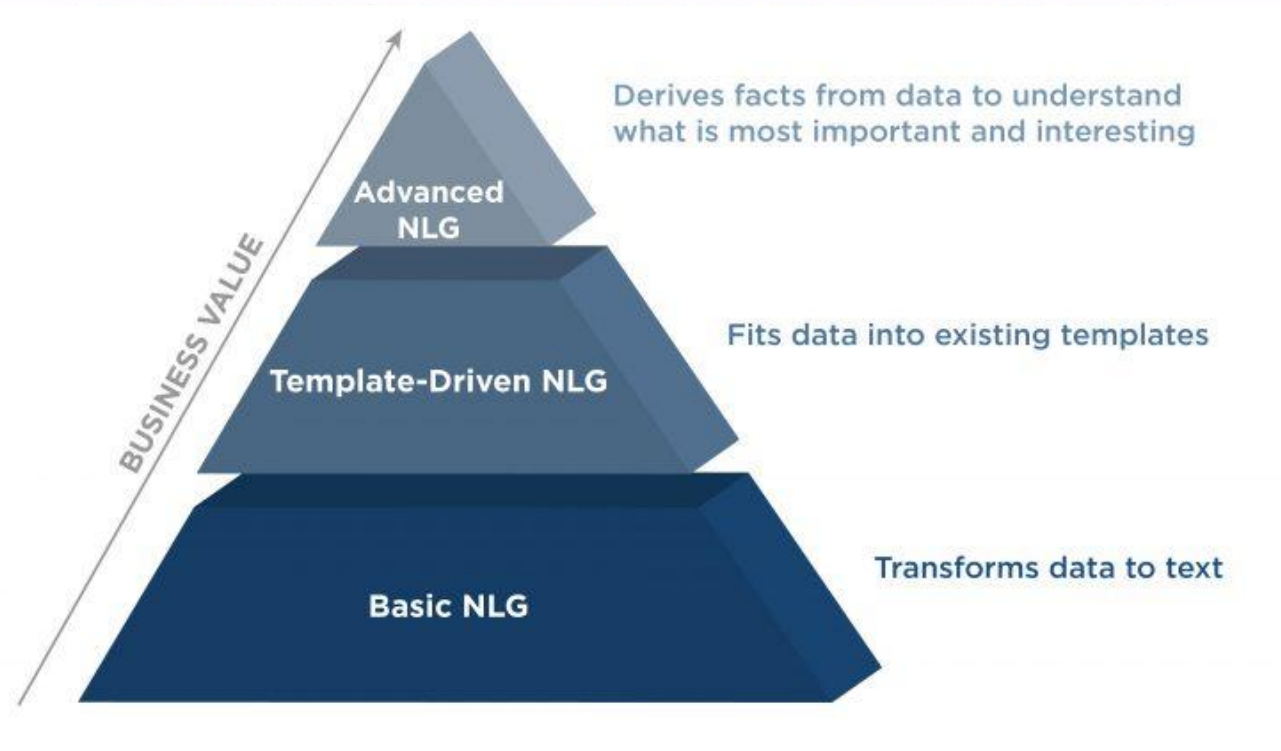
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## Natural Language Generation

We live in the future now with advanced natural language generation capable of creating text for the all the areas of websites that people should not need to spend their time.

Check out our post on this:  
[https://bit.ly/Natural\\_Language\\_Generation](https://bit.ly/Natural_Language_Generation)





# Automated 301 Redirection of Broken Link Targets

If you redirect old URLs to new one (in example: A to C and B to C) all 301's should be removed from index and SEO will be redirected to the new page/url. Remember that 100% SEO will never be transferred to the new URL.

# The Foolproof Guide to Redirects



[https://bit.ly/SEO\\_Redirects](https://bit.ly/SEO_Redirects)

ahrefs

Dashboard

Site explorer

Keywords explorer

Site audit

Rank tracker

Content explorer

More

Overview

Your API Profile

Pricing Mechanism

API Subscriptions

API Guide

Change Log

Integrations

API Request Builder

API Clients

Documentation

Ahrefs API

Documentation - broken\_links

Contains the broken links and details of the referring pages, such as anchor and page title.

Each request to broken\_links costs 1 row.  
Each result in the response costs 1 row.  
Using 'where' costs 5 rows.  
Using 'having' costs 5 rows.

• links

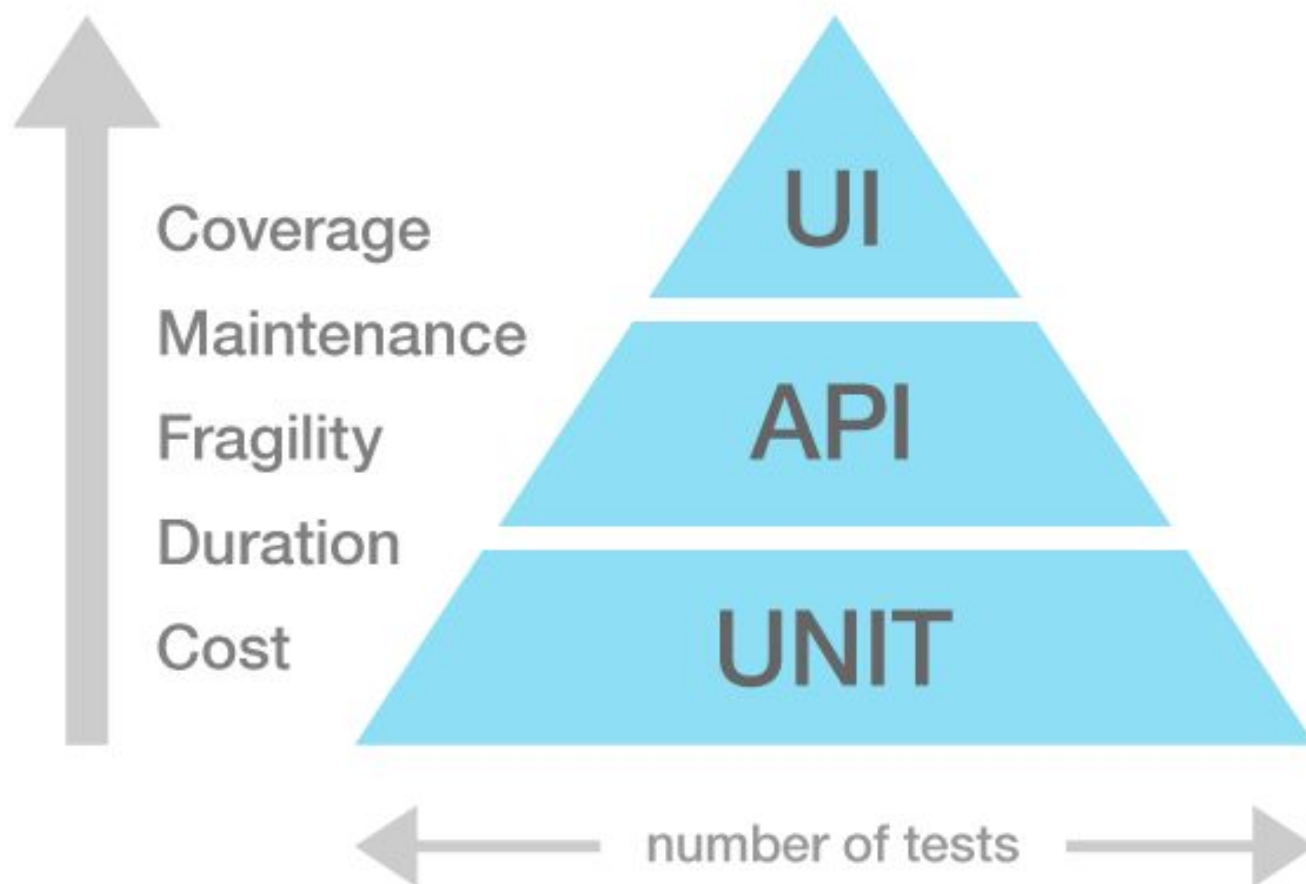
Column	Type	Where	Having	Description
url_from	string	+	+	URL of the page where the backlink is found.
url_to	string	+	+	URL of the page the backlink is pointing to.
ahrefs_rank	int	+	+	URL Rating of the referring page.
domain_to_rating	int	-	+	Domain Rating for destination domain.
ip_from	string	+	+	IP address of the referring page.
links_internal	int	+	+	Number of internal links found in the referring page.
links_external	int	+	+	Number of external links found in the referring page.
page_size	int	+	+	Size of the referring page, in bytes.
encoding	string	+	+	Character encoding of the referring page, for example "utf8" or "iso-8859-1" (Latin-1).
title	string	+	+	Title of the referring page.
language	string	+	+	Language of the referring page (ISO 639-1).
first_seen	date	+	+	Least recent date when the Ahrefs crawler was able to visit the backlink.
last_visited	date	+	+	Most recent date when the Ahrefs crawler was able to visit the backlink.
prev_visited	date	+	+	Second to the most recent date when the Ahrefs crawler was able to visit the backlink.
original	boolean	+	+	Indicates whether the backlink was present on the referring page when the Ahrefs crawler first visited it.
link_type	string	+	+	Either "href", "redirect", "frame", "form", "canonical", "rss", or "alternate".
redirect	int	+	+	For redirected links, the Redirect Code (3XX), zero otherwise.



## Automated Testing

Automated testing is a way to put some safeguards in place so that if anything new in your code is rolled out, it doesn't break something that previously existed in the code, like some previous functionality or something to that effect.

## The Automation Pyramid



[https://bit.ly/Automated\\_Testing\\_SEO](https://bit.ly/Automated_Testing_SEO)





## 80



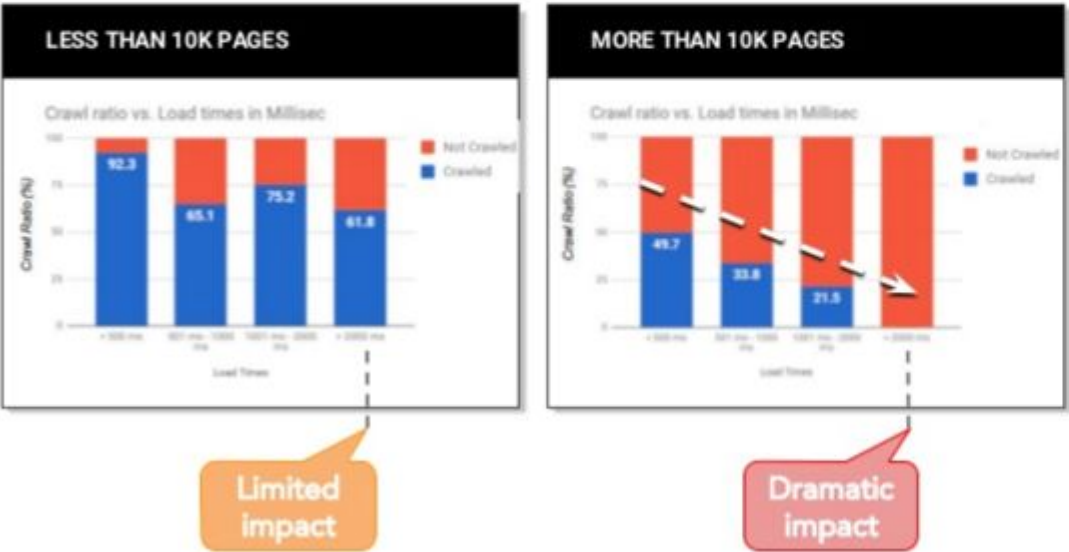
```
Nov 12 12:06:11 ubuntu-VirtualBox dhclient: bound to 192.168.56.101 -- renewal in 495 seconds.
Nov 12 12:14:26 ubuntu-VirtualBox dhclient: DHCPREQUEST of 192.168.56.101 on enp0s8 to 192.168.56.100
Nov 12 12:14:26 ubuntu-VirtualBox dhclient: DHCPACK of 192.168.56.101 from 192.168.56.100
Nov 12 12:14:26 ubuntu-VirtualBox systemd[1]: Starting Network Manager Script Dispatcher Service...
Nov 12 12:14:26 ubuntu-VirtualBox NetworkManager[595]: <info> address 192.168.56.101
Nov 12 12:14:26 ubuntu-VirtualBox NetworkManager[595]: <info> plen 24 (255.255.255.0)
Nov 12 12:14:26 ubuntu-VirtualBox systemd[1]: Started Network Manager Script Dispatcher Service.
Nov 12 12:14:26 ubuntu-VirtualBox NetworkManager[595]: <info> server identifier 192.168.56.100
Nov 12 12:14:26 ubuntu-VirtualBox NetworkManager[595]: <info> lease time 1200
Nov 12 12:14:26 ubuntu-VirtualBox NetworkManager[595]: <info> (enp0s8): DHCPv4 state changed bound -
Nov 12 12:14:26 ubuntu-VirtualBox [598]: [systemd] Privatizing service: /usr/lib/systemd/service/freed
Nov 12 12:14:26 ubuntu-VirtualBox [598]: [systemd] Accessing service: /usr/lib/systemd/service/freed
Nov 12 12:14:26 ubuntu-VirtualBox nm-dispatcher: Dispatcher on 'dhcp4-change' enp0s8
Nov 12 12:14:26 ubuntu-VirtualBox dhclient: bound to 192.168.56.101 -- renewal in 495 seconds.
Nov 12 12:17:01 ubuntu-VirtualBox CRON[598]: (root) CMD: /usr/bin/crontab /etc/cron.hourly
Nov 12 12:23:20 ubuntu-VirtualBox dhclient: DHCPREQUEST of 192.168.56.101 on enp0s8 to 192.168.56.100
Nov 12 12:23:20 ubuntu-VirtualBox dhclient: DHCPACK of 192.168.56.101 from 192.168.56.100
Nov 12 12:23:20 ubuntu-VirtualBox NetworkManager[595]: <info> address 192.168.56.101
Nov 12 12:23:20 ubuntu-VirtualBox NetworkManager[595]: <info> plen 24 (255.255.255.0)
Nov 12 12:23:20 ubuntu-VirtualBox systemd[1]: Starting Network Manager Script Dispatcher Service...
Nov 12 12:23:20 ubuntu-VirtualBox NetworkManager[595]: <info> server identifier 192.168.56.100
Nov 12 12:23:20 ubuntu-VirtualBox systemd[1]: Started Network Manager Script Dispatcher Service.
Nov 12 12:23:20 ubuntu-VirtualBox NetworkManager[595]: <info> lease time 1200
Nov 12 12:23:20 ubuntu-VirtualBox NetworkManager[595]: <info> (enp0s8): DHCPv4 state changed bound -
```



# Crawl Speed & Site Speed

For large websites, load times are definitely impacting Google's crawl

Clip slide



From our past *Experience*

- With higher average load time, crawl ratio should decrease.

From the analysis of the *Dataset*

New learnings!

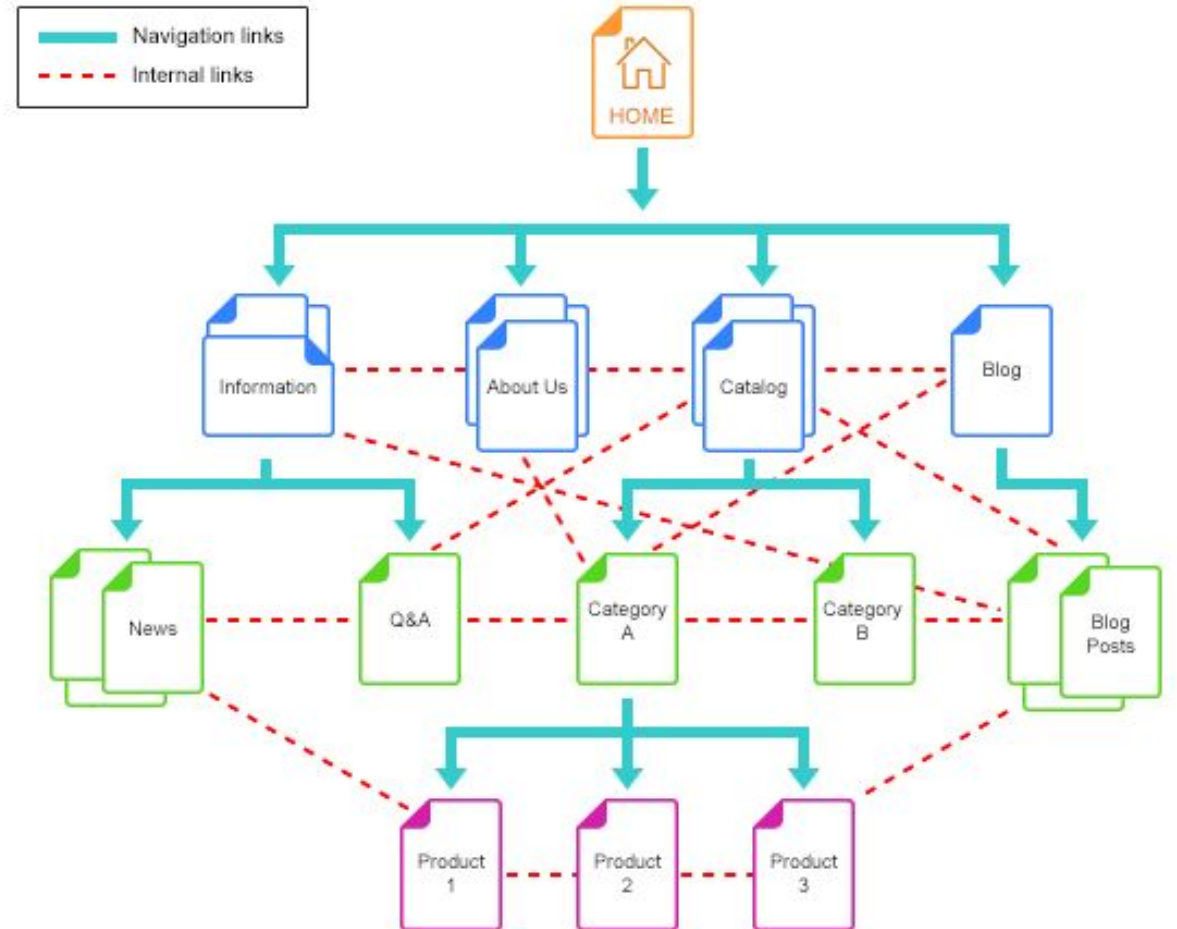
- Small websites ⇔ Low impact of load times
- Big websites ⇔ Huge impact of load times

As your site gets bigger, the speed of the pages impacts how often Google crawls them. The more Google crawls, the more opportunities you'll have to rank.



## Internal Link Building

Internal links also connect your content and give Google an idea of the structure of your website. They can establish a hierarchy on your site, allowing you to give the most important pages more link value than other less valuable pages.

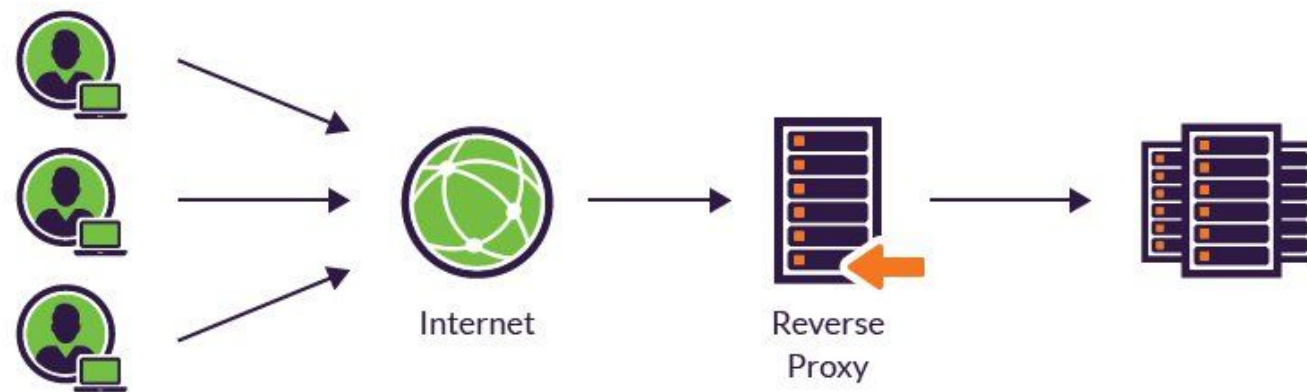






## Reverse Proxies

In computer networks, a reverse proxy is a type of proxy server that retrieves resources on behalf of a client from one or more servers. These resources are then returned to the client, appearing as if they originated from the proxy server itself.





## Domain Acquisition

If you already have an established brand name, getting a domain for that brand name is a practical must; not only will it help you rank higher and be more memorable, it will also stop potential competitors or poachers for using your branded domain for other purposes.





# A Word from Our Sponsor

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Watch our film  
**Runtime: The 3 Ring  
Circus of Technical SEO**

<https://ipullrank.com/runtime>





# Download our **Ultimate Guide to Modern Enterprise SEO**

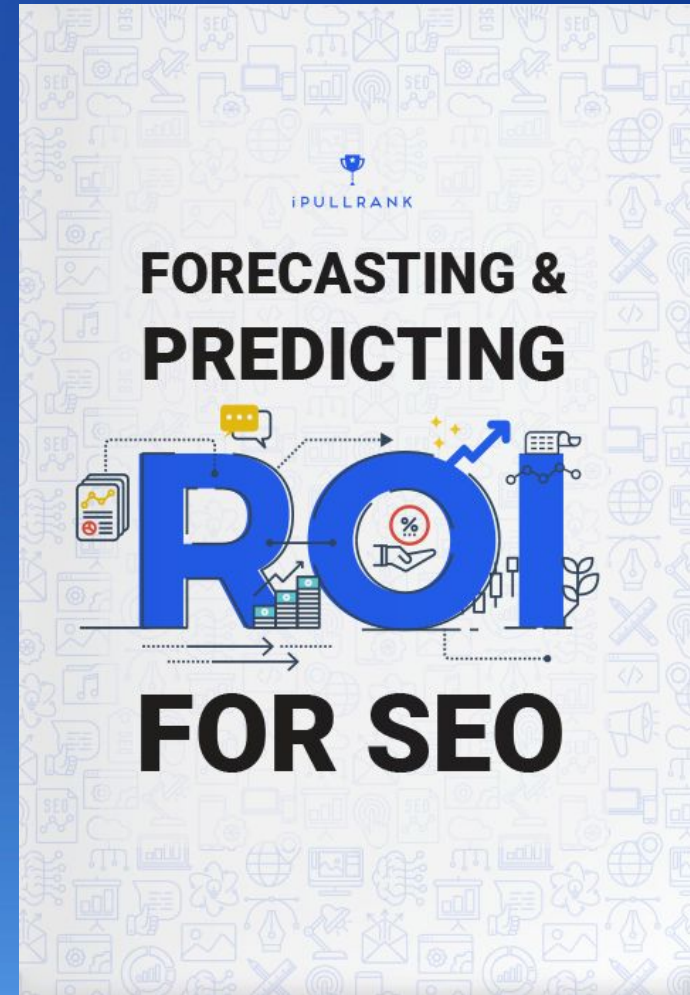
[https://bit.ly/Enterprise\\_SEO](https://bit.ly/Enterprise_SEO)





# Download our **Guide to Forecasting and Measuring SEO ROI**

[https://bit.ly/ROI\\_SEO\\_Guide](https://bit.ly/ROI_SEO_Guide)





# Q&A





# Thank You!

**Mike King**

Founder and Managing Director

Twitter: @iPullRank

Email: [mike@ipullrank.com](mailto:mike@ipullrank.com)

Website: <https://ipullrank.com>

**Get in touch if you need some help!**

