iPULLRANK

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 S&P, 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.

KEY TAKEAWAY: I'VE WORKED ON A TON OF ENTERPRISE BRANDS

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

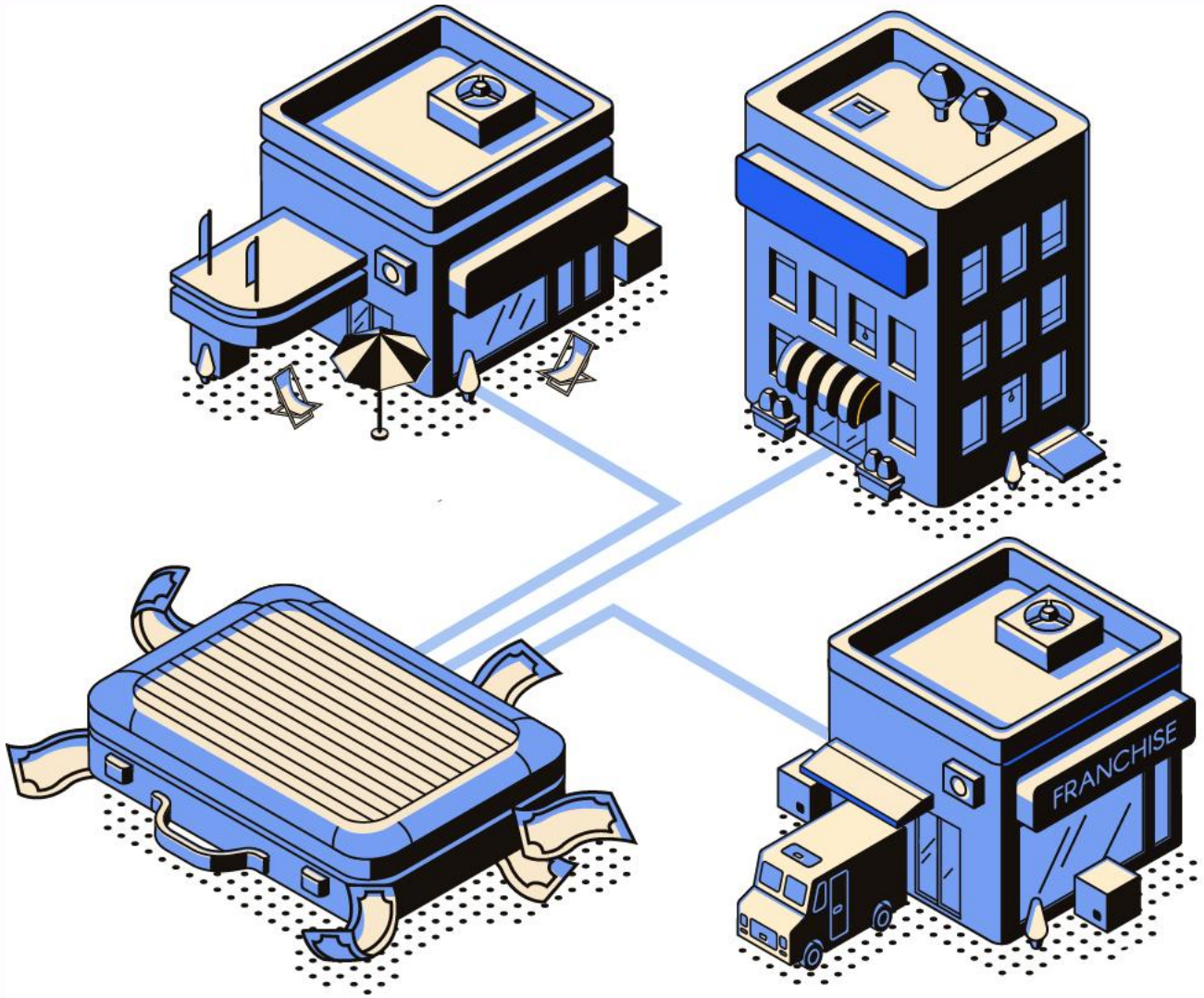
- The State of Enterprise SEO
- Key Winners in Enterprise SEO
- Common Enterprise SEO Problems & Solutions
- Our Approach to Enterprise SEO
- Enterprise SEO Strategies & Tactics Worth Considering
- A Word from Our Sponsor
- Q&A

The State of Enterprise SEO

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

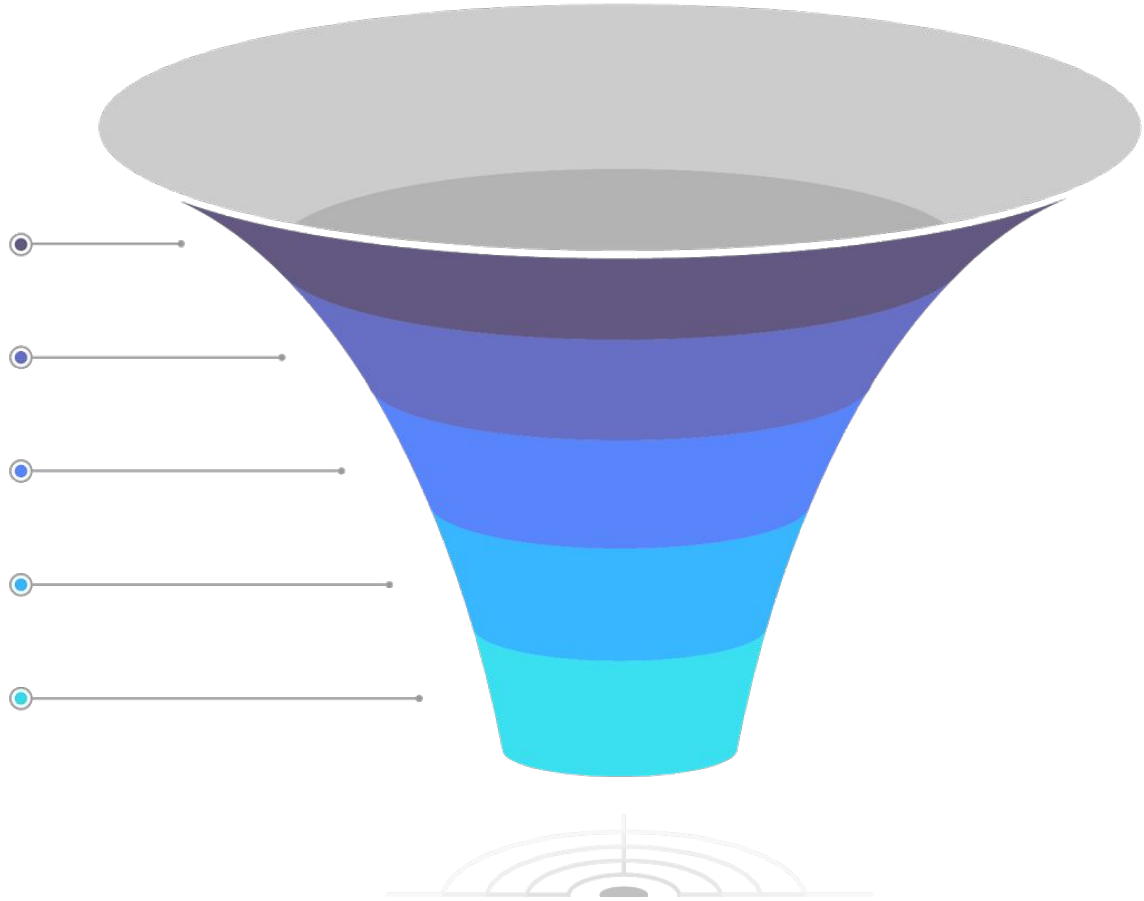
They've done their research and are seriously qualifying the available solutions. SEO, CRO, Content Strategy, UX, Email

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

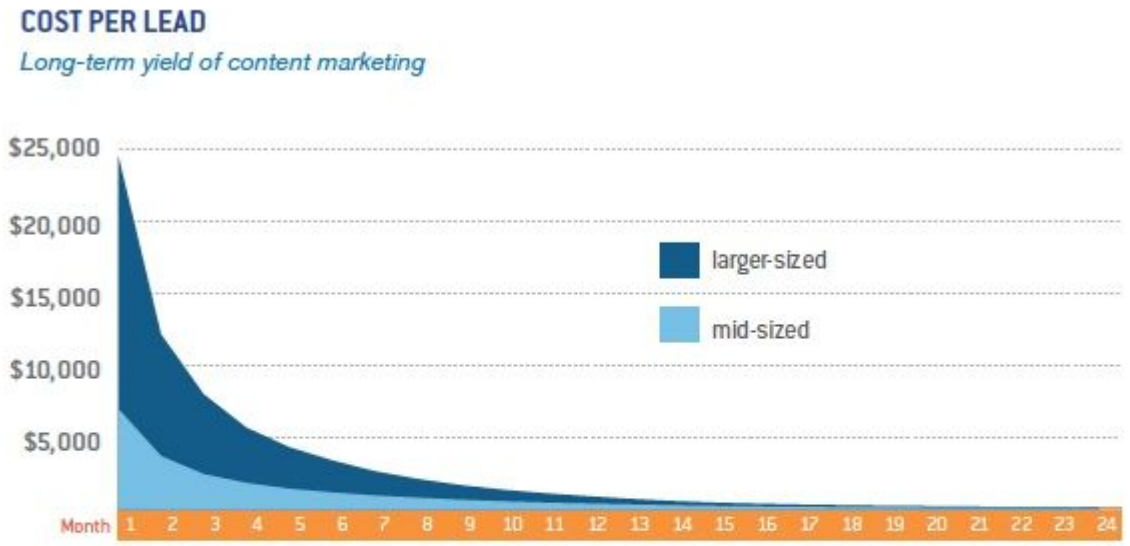
CTR
INCREMENTAL SEARCH VOLUME
ORGANIC SEARCH CONVERSION RATE
AVERAGE ORDER VALUE

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.

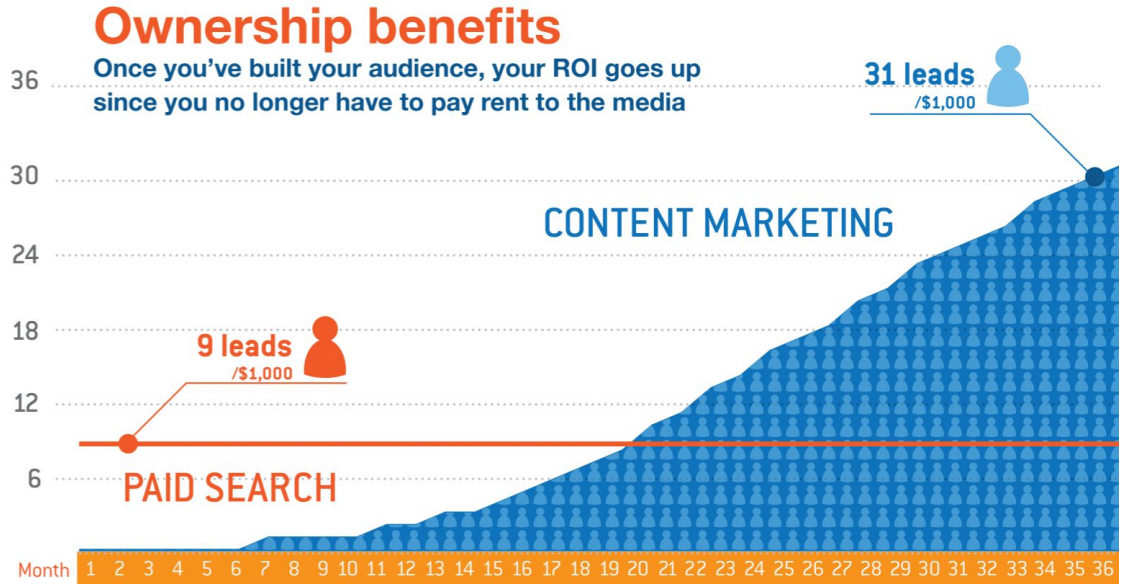
The Enterprise Doesn't Like to Wait for Compound Returns

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 you're 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

Enterprise Dominate the SERPs

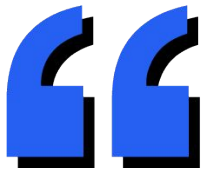
Google Has a Bias Towards Brands

"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

1.

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

2.

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 produ
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/neighboorhood 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

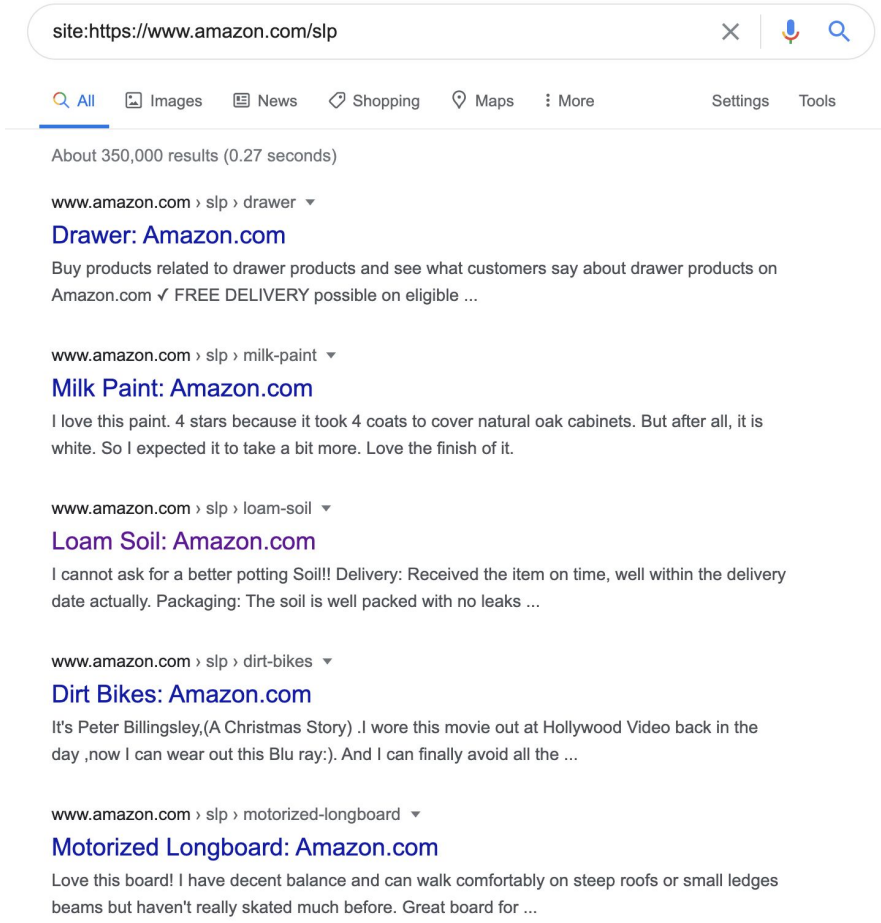
3.

Razor SX500 McGrath Dirt Rocket Electric Motocross Bike
by Razor

Currently unavailable.

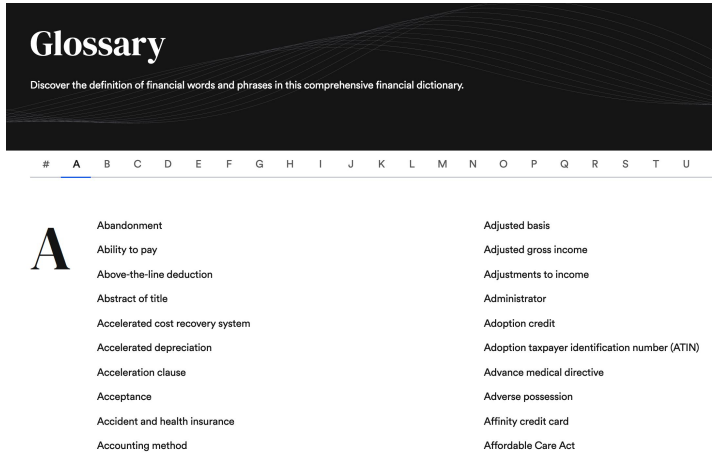
"2 thumbs up" - by **Amazon Customer**

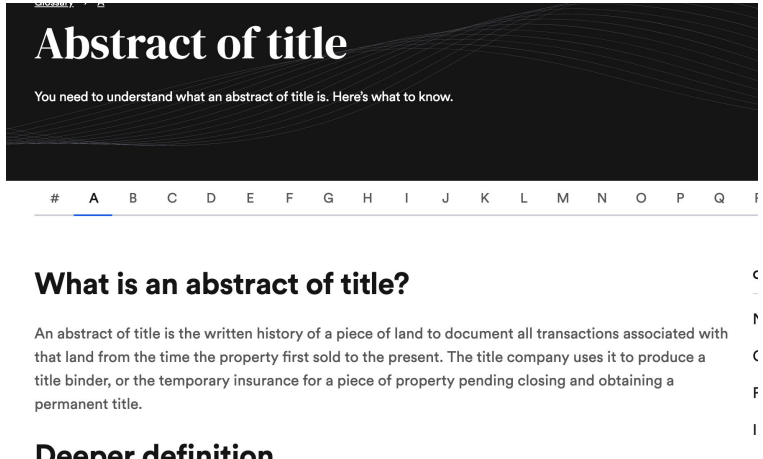
Great starter dirt bike. I have twin 7 year old boys and these are perfect for them. A few instructions and off they went. The age ranges on these bikes seem w

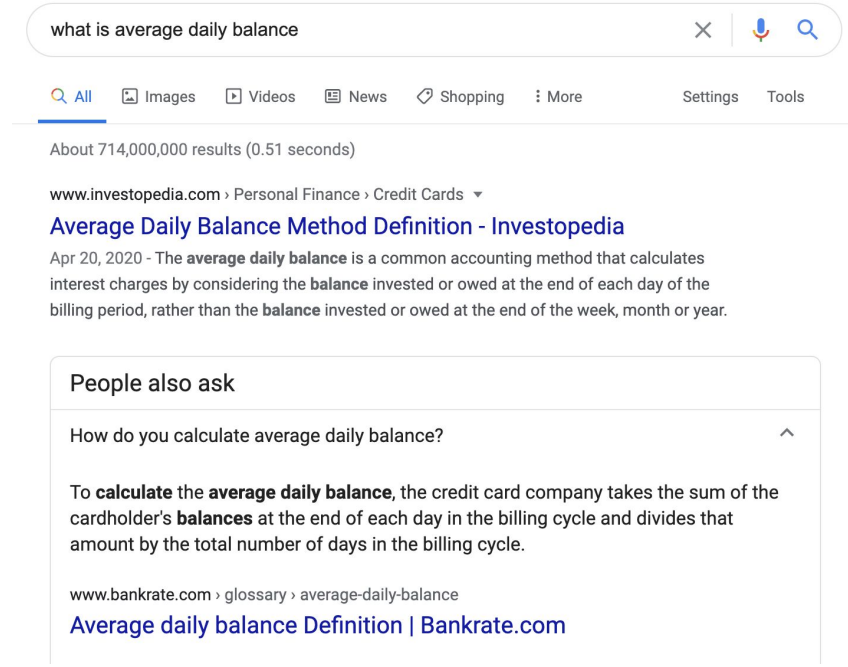


If you've ever searched for anything you wanted to buy, Amazon will often rank in one of the top 3 positions with a category for the product. Because generic searches like "dirt bikes" trigger category page results, Amazon can take all their "dirt bike" products and make a category of it. After doing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

Bankrate

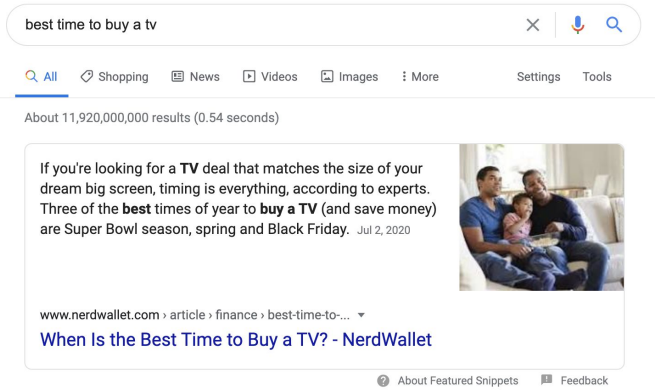


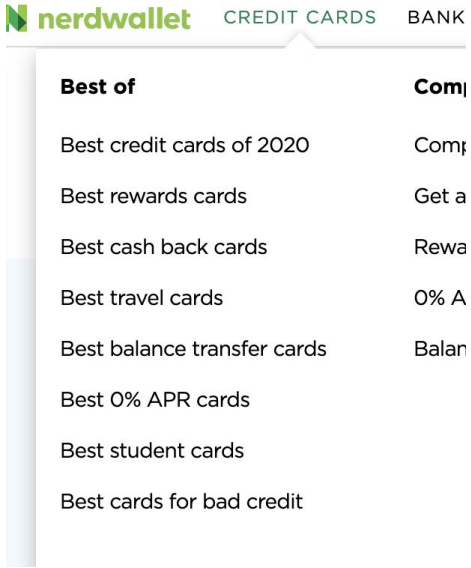


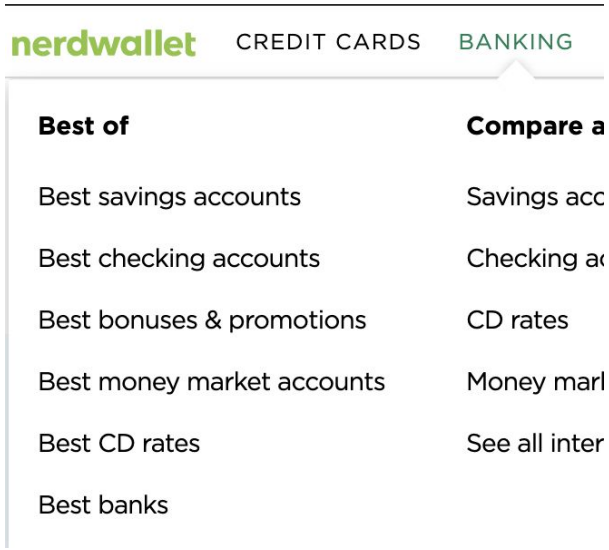


Bankrate created a glossary resource that not only targets keywords related to the terms being defined but also quick answer results. The format of using the first heading to ask a question and then answering in a short paragraph is the perfect way to get picked up for quick answers and “people also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

Nerdwallet

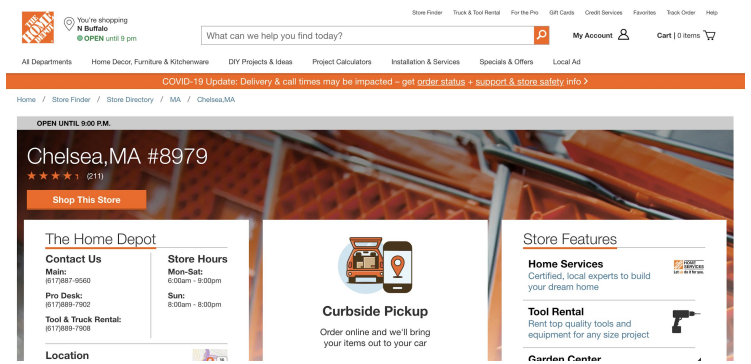


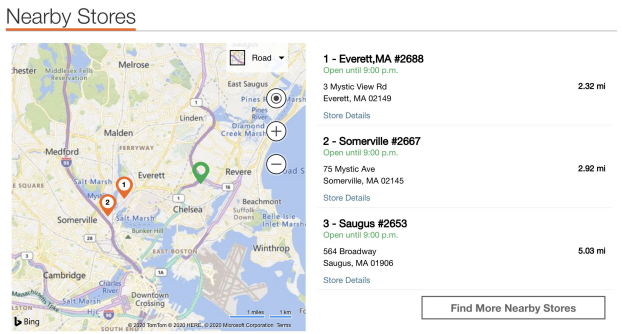




There's always a "best" option when you're on a mission to save money. Nerdwallet positions their content around the intent to find the best options from credit cards, savings accounts, and even timing out a TV purchase. The "best" modifier allows NerdWallet to rank better for the more niche keywords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

Home Depot





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

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...

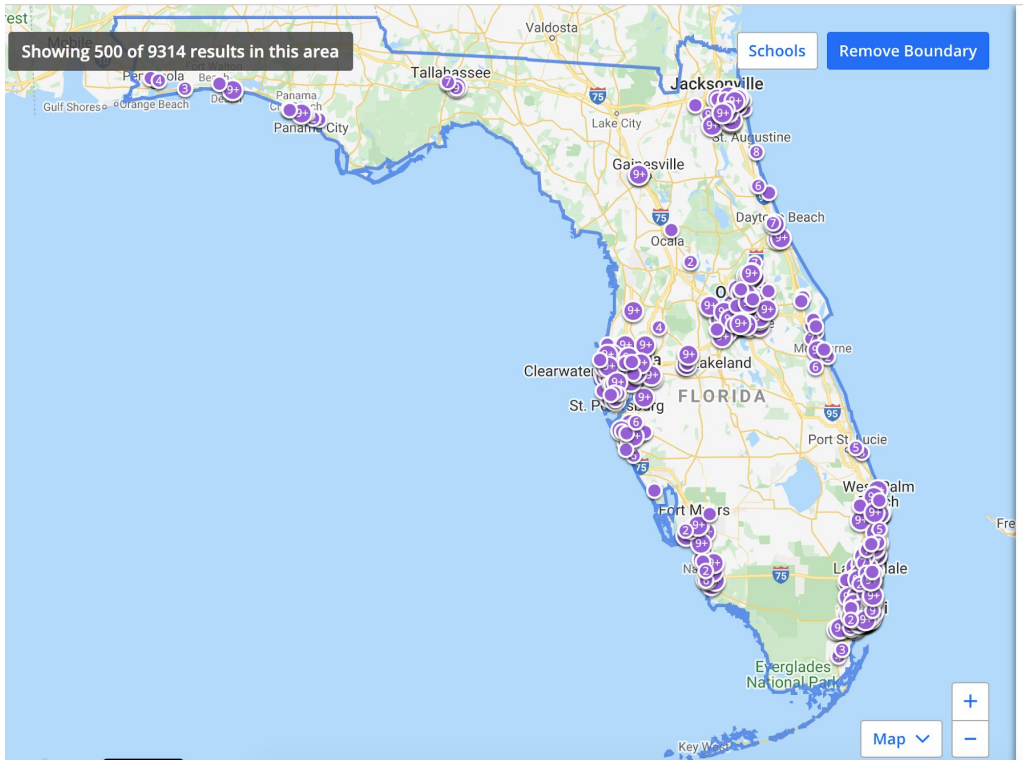
Apartments For Rent in 11231 | Zillow

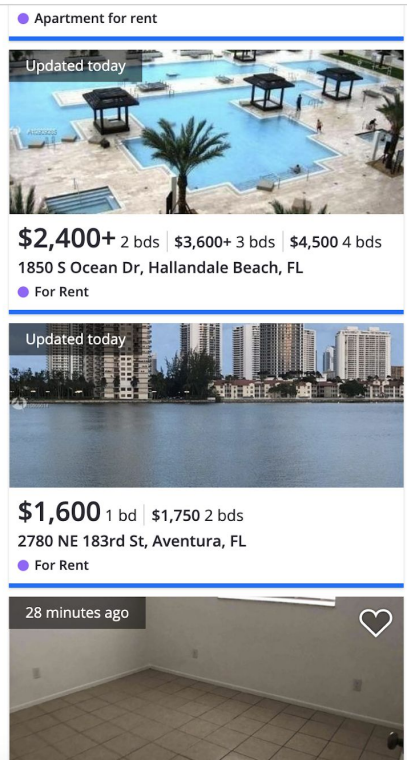
Find your next **apartment** in 11231 matching on Zillow. Use our detailed filters to find the perfect place, then get in touch with the property manager.

www.zillow.com › apartments

Apartments For Rent in Florida | Zillow

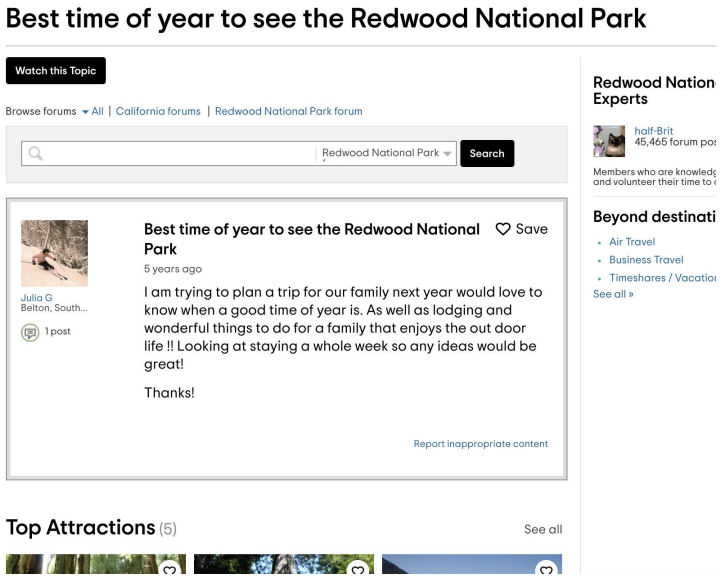
Find your next **apartment** in Florida matching on Zillow. Use our detailed filters to find the perfect place, then get in touch with the property manager.

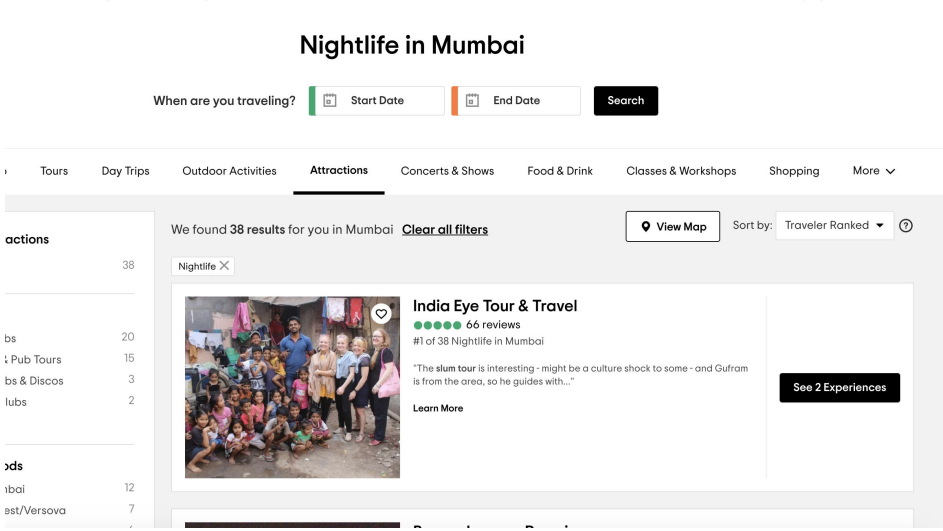


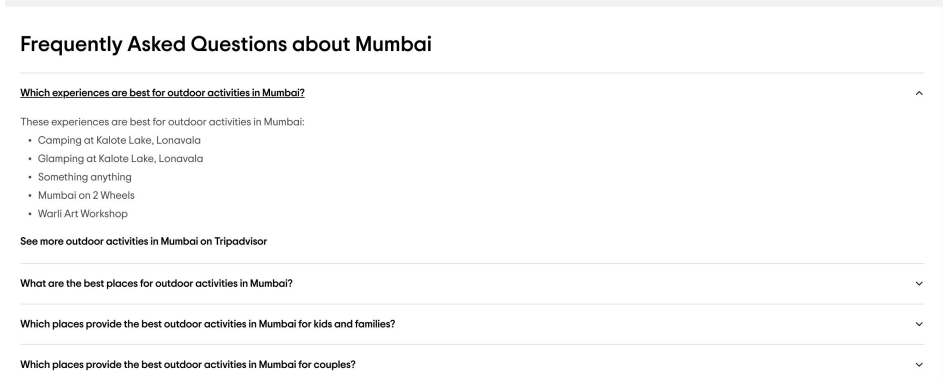


Zillow realized that when it comes to living arrangements, location is king. They have dedicated pages that are as broad as state level and as local as individual zipcodes. They can offer something to someone moving to a new state and still deciding on location or someone looking to move to be next to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

TripAdvisor

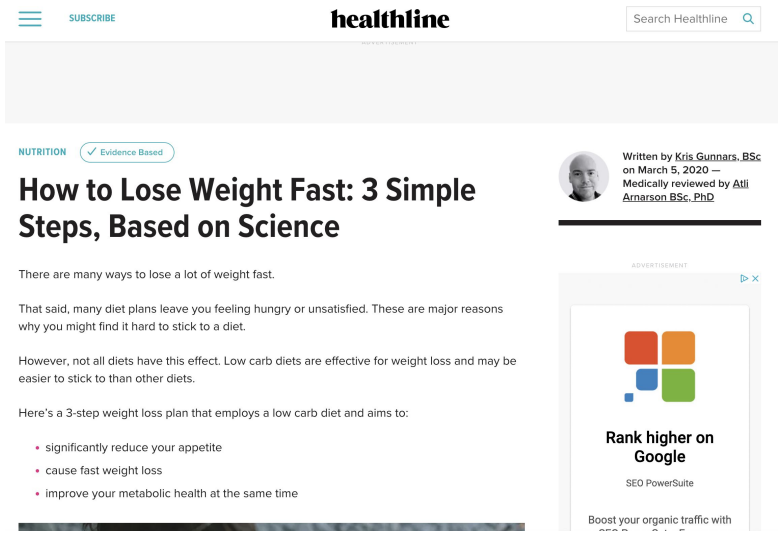


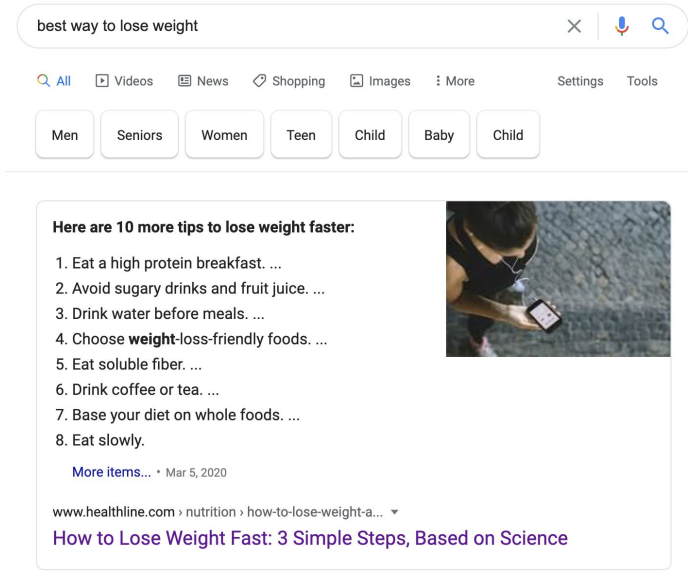


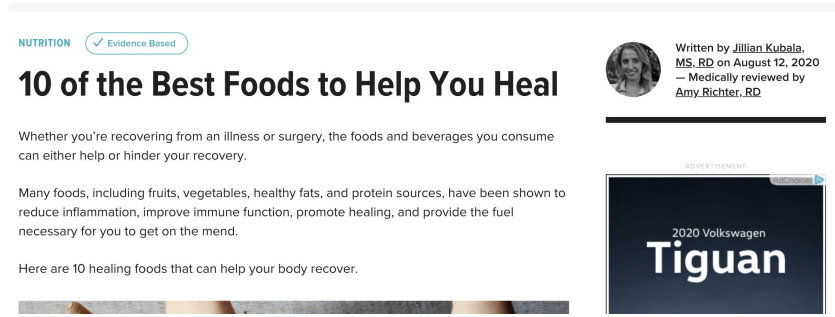


TripAdvisor leverages their users for content. Threads of user generated content often rank with contributors on the site writing in-depth responses. However, UGC isn't the only strategy as there are designated pages for each location and sections like "attractions" and "nightlife". Moreover, at the 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).

Healthline

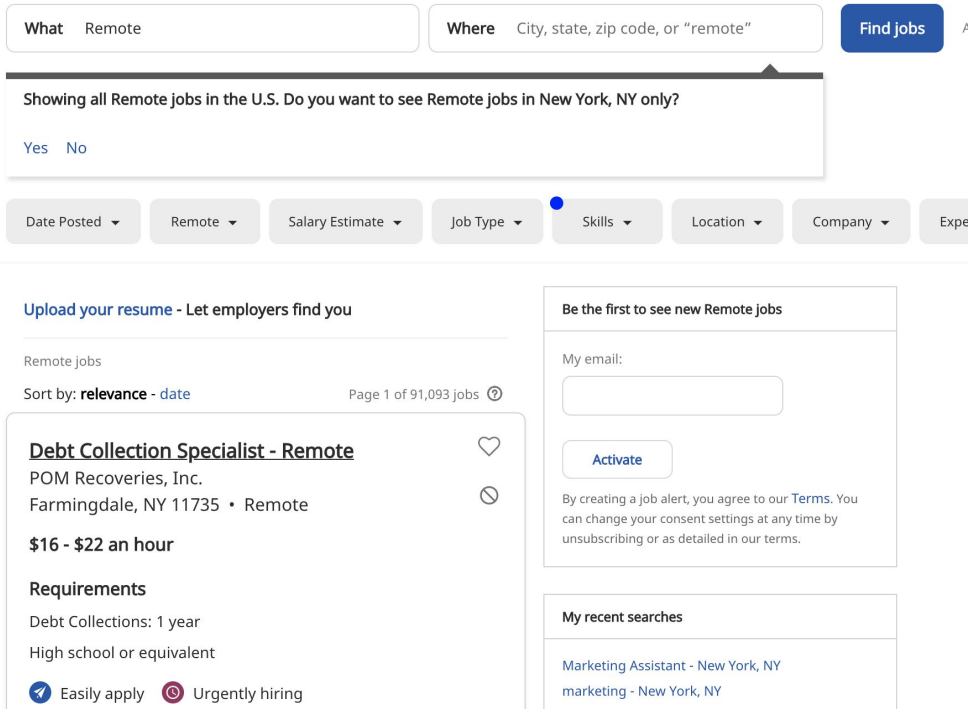


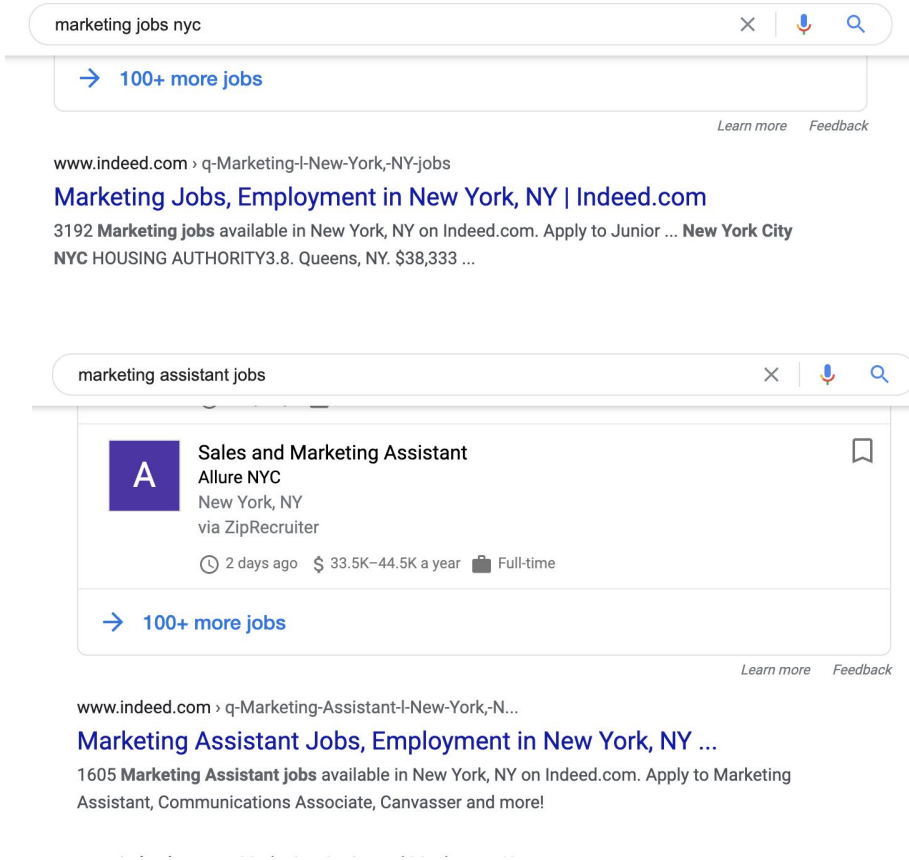




Healthline specializes in Your Money or Your Life (YMYL) content. As such, they need to have reliable experts who write and review their medical content. Their top page on how to lose weight is a great example of this strategy paying off. Their “evidence based” badge also tells readers the article they found is scientific in nature rather than discussing a fad diet.

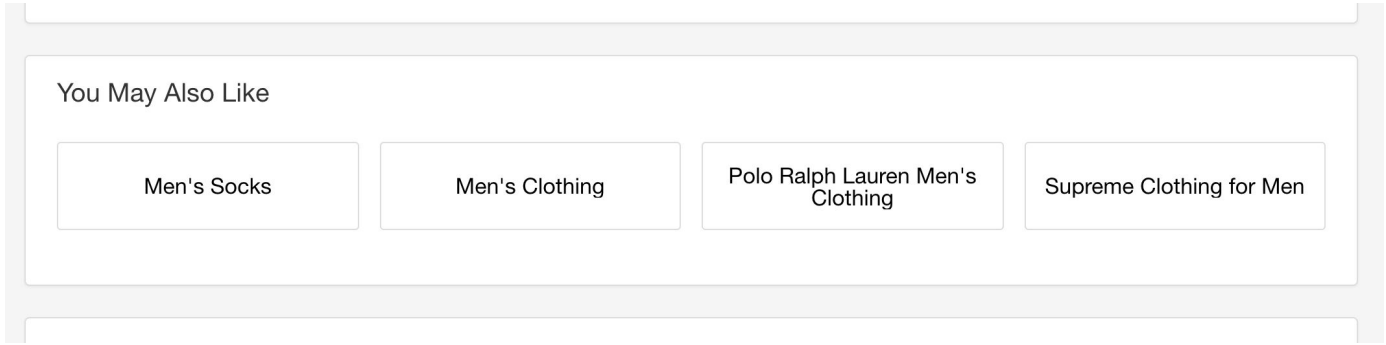
Indeed

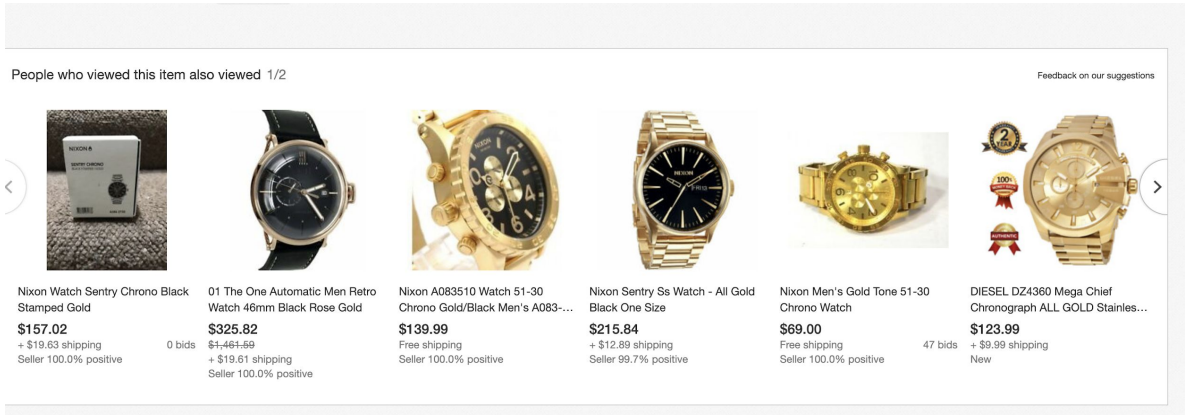




Indeed's collection of career opportunities categorized in a variety of ways allows them to create dedicated pages to fields, locations, specific titles, etc. Not only do they rank for the long tail keywords like "marketing jobs NYC," but they also outperform on generic terms like "remote jobs" simply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

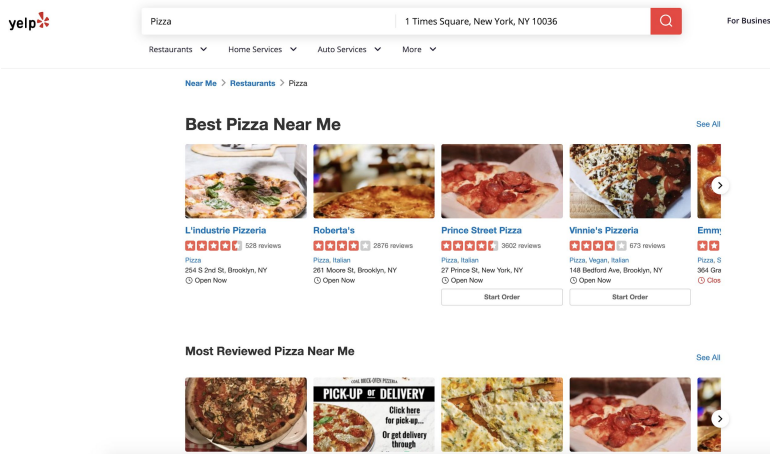
eBay

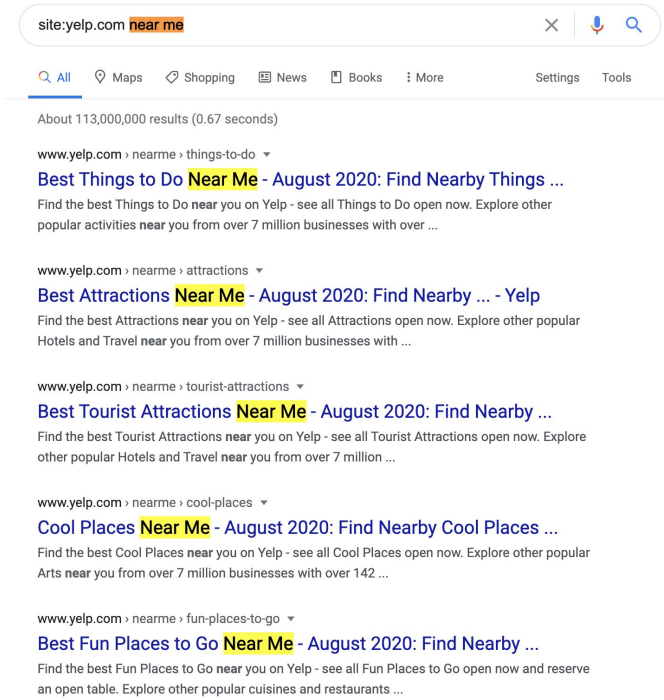


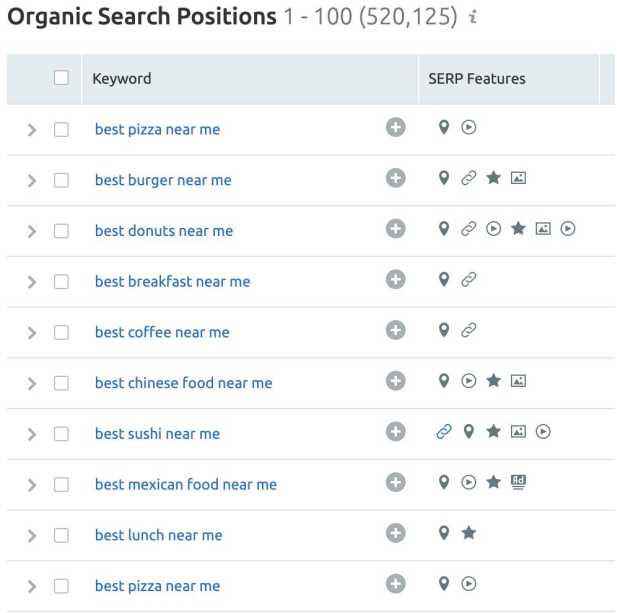


eBay leverages its authority to boost pages via internal links. With countless pages to link from, every page directs SEO value to other valuable pages on the site.

Yelp







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

Things you must overcome to be effective

Essential Knowledge: Content Management Systems and Frankenstein CMSs

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.

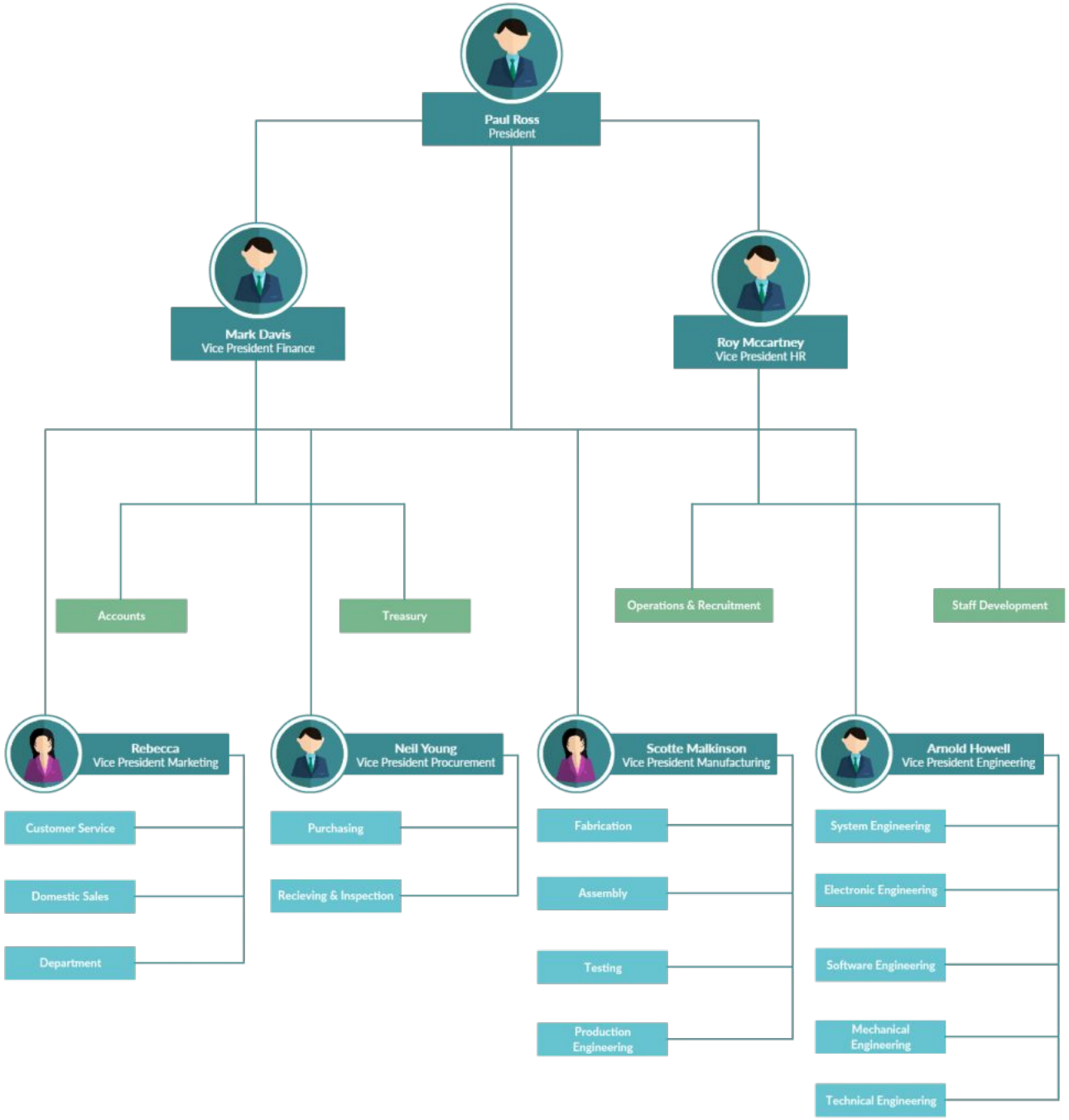
Essential Knowledge: Legal Compliance

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

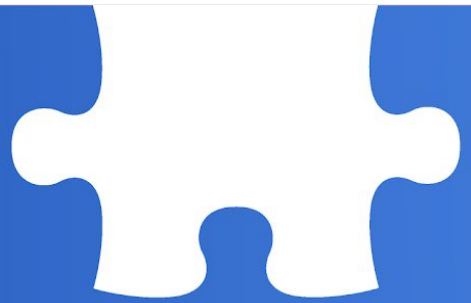
Enterprise companies often have a number of departments that every project must go through and get approval before a project is considered acceptable to publish.

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.

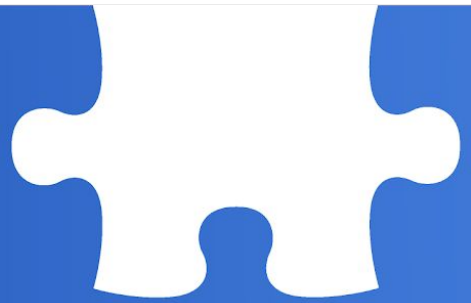


Common SEO Enterprise Challenges

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.



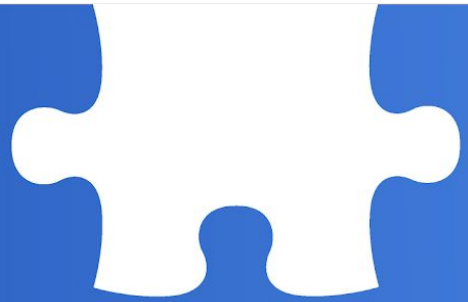
Common SEO Enterprise Challenges

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

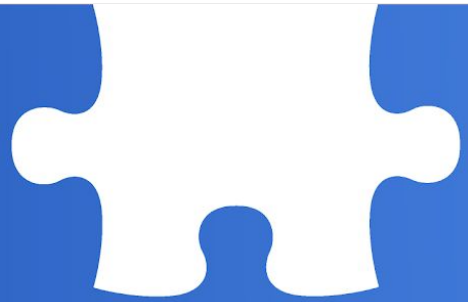
Solution: Education, business cases and case studies. Use algorithm updates against other people's the KPIs and use them for buy-in. Don't be ashamed to use vanity metrics to your advantage.

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.**

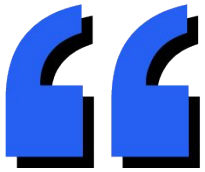
Shantel Branch
Senior Account Manager
@iPullRank

Common SEO Enterprise Challenges

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



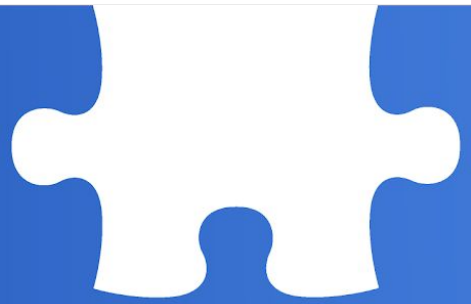
Common SEO Enterprise Challenges



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.

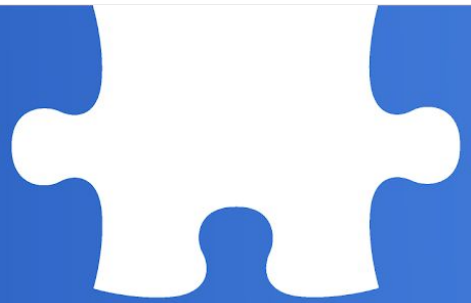


Common SEO Enterprise Challenges

Solution: Reverse proxy to enterprise WordPress.

Common SEO Enterprise Challenges

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

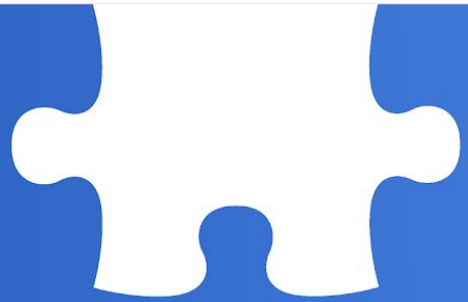


Common SEO Enterprise Challenges

Solution: Consolidate all microsites into the core domain.

Common SEO Enterprise Challenges

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

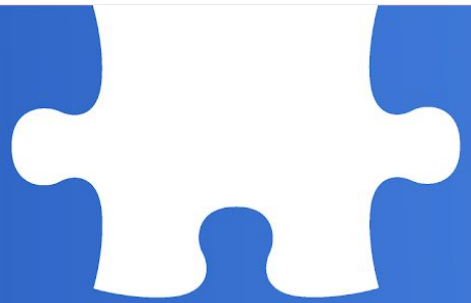


Common SEO Enterprise Challenges

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

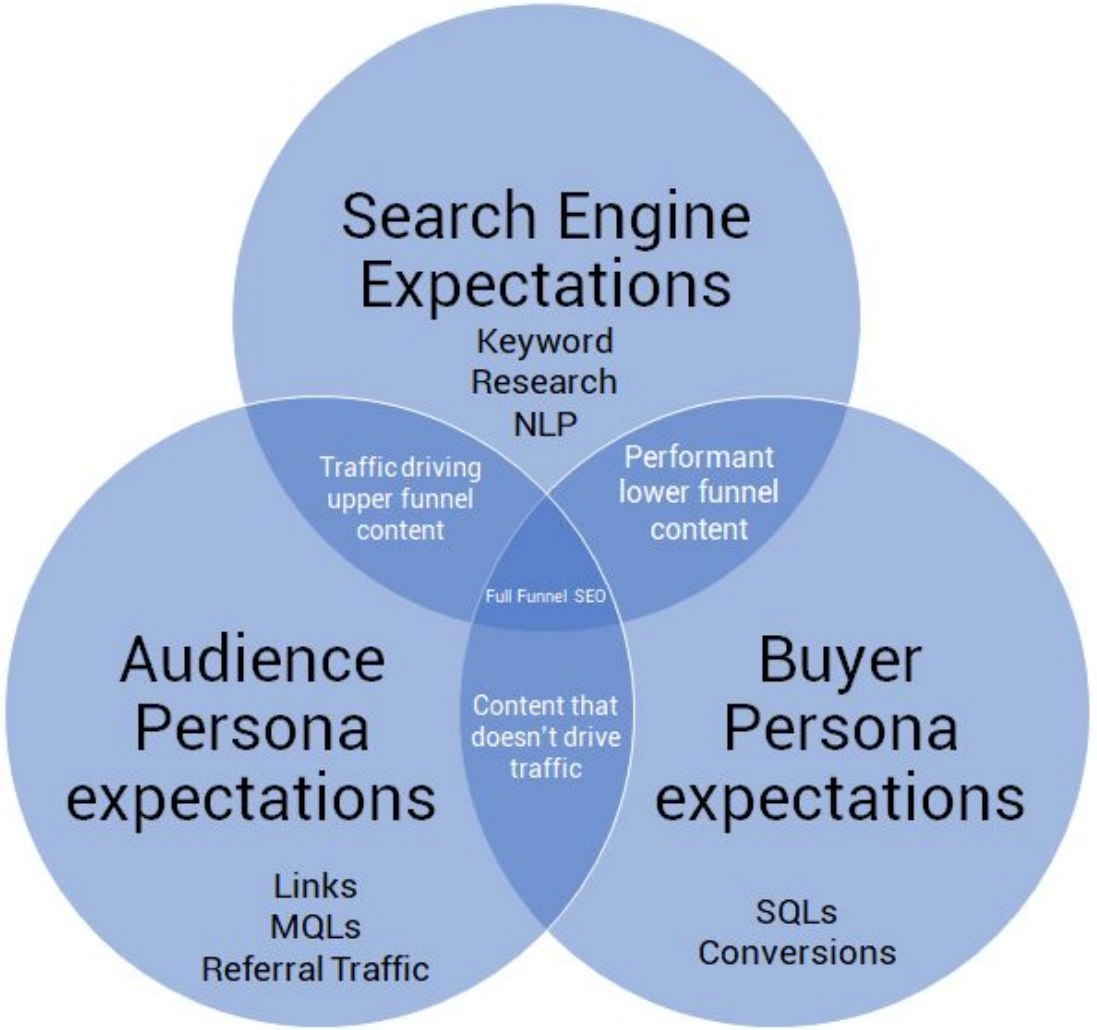
Problem: They don’t want to make “SEO content,” because that is not what their audience wants.



> 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

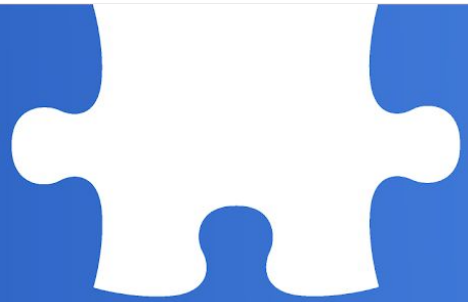
Solution:
Content Planning and Content Roadmaps



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.

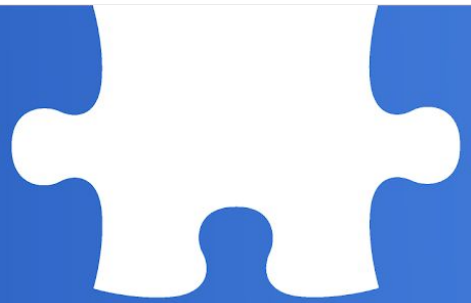


Common SEO Enterprise Challenges

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.

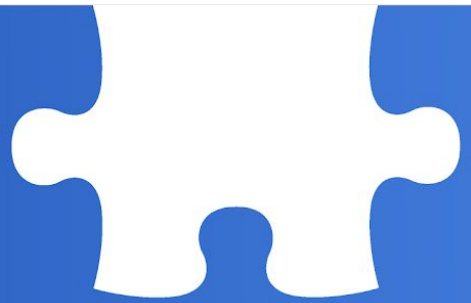


Common SEO Enterprise Challenges

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

How iPullRank makes the magic happen

What is the SEO process?

1 Strategic Planning

How we determine the who what and why of your business.

2 Content Strategy

Your secret weapon behind Content Marketing.

3 Technical Development

The technical “under the hood” tasks that propels a seamless campaign.

4 Promotion

How we determine the who what and why of your business.

5 Measurement

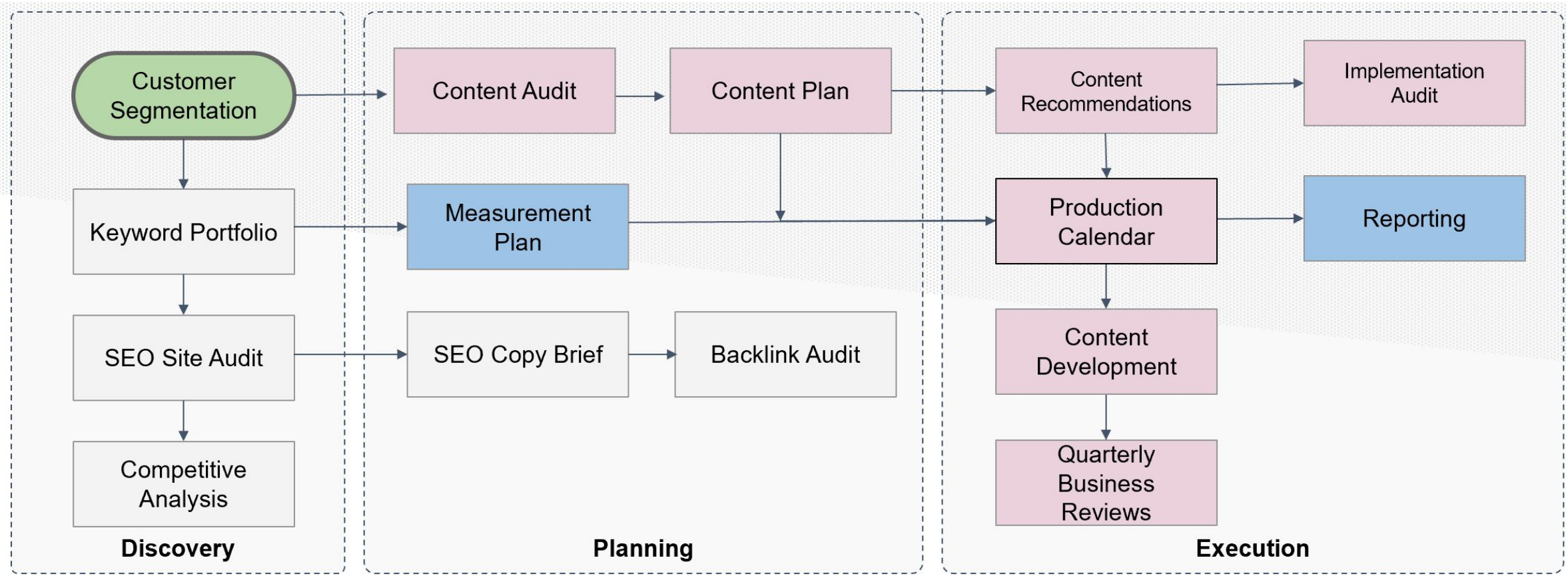
We measure the RIGHT things the RIGHT way.

6 Optimization

We perfect the processes and refine the systems because just good is never good enough.

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

Enterprise SEO Strategies

Modern Enterprise SEO

SEO Business Cases

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

How to use this tool

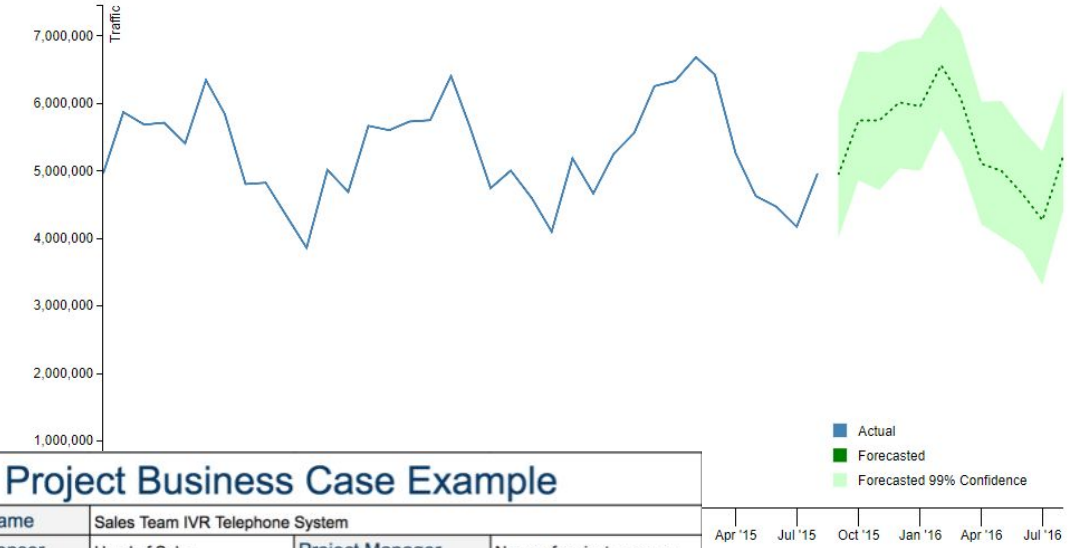
Period: Monthly

Start date: Dec 2001

Confidence: 99

Data points:

Forecast



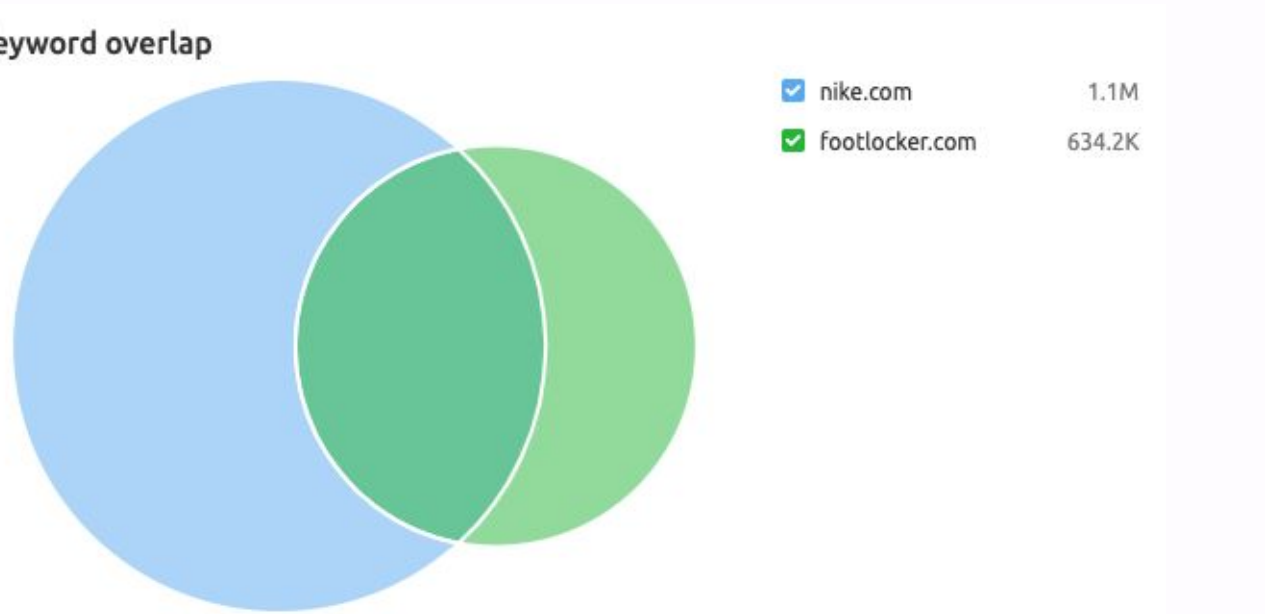
Project Business Case Example

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 extimated 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 unknows 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

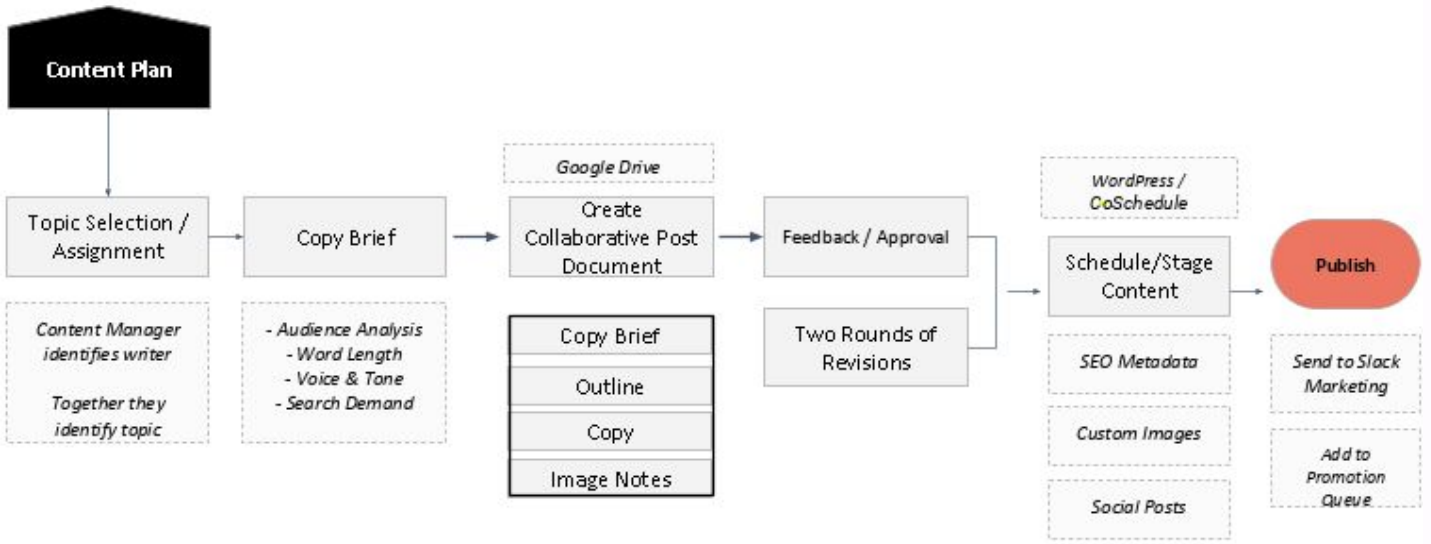
Competitive Intelligence

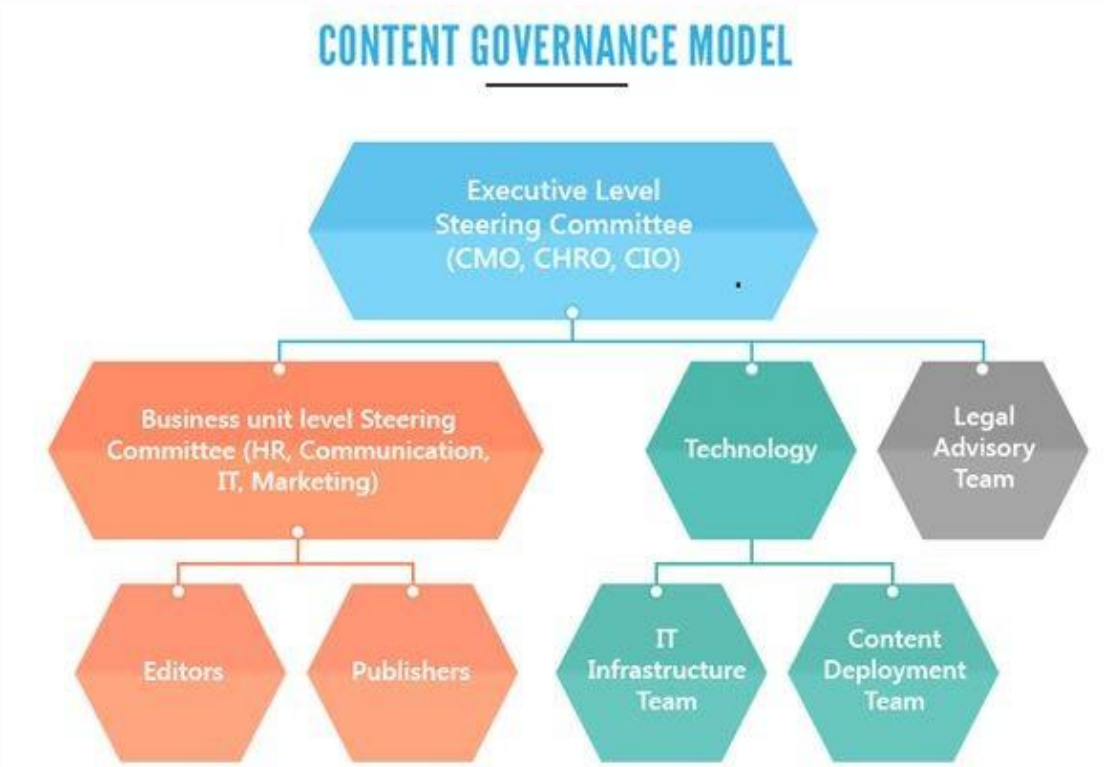
The single best way to get people bought into doing something in an enterprise environment is to show that the primary competitor is doing it and it's working.



Workflows and Governance Models

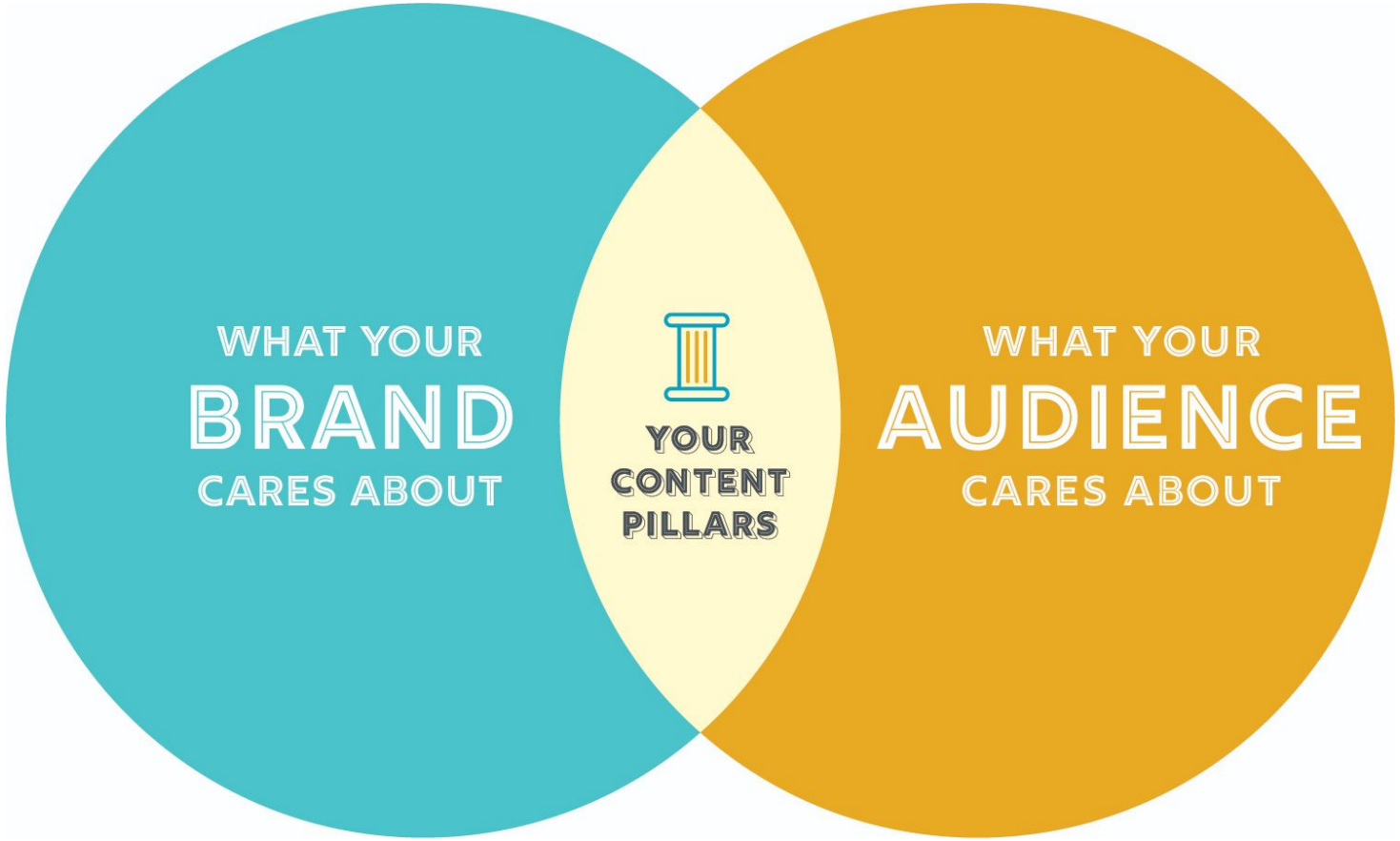
You cannot do effect content-driven SEO in an enterprise environment without doing Content Strategy. You need to map the process and the key stakeholders so you know how to effectively move content from ideation to creation, optimization and publish.





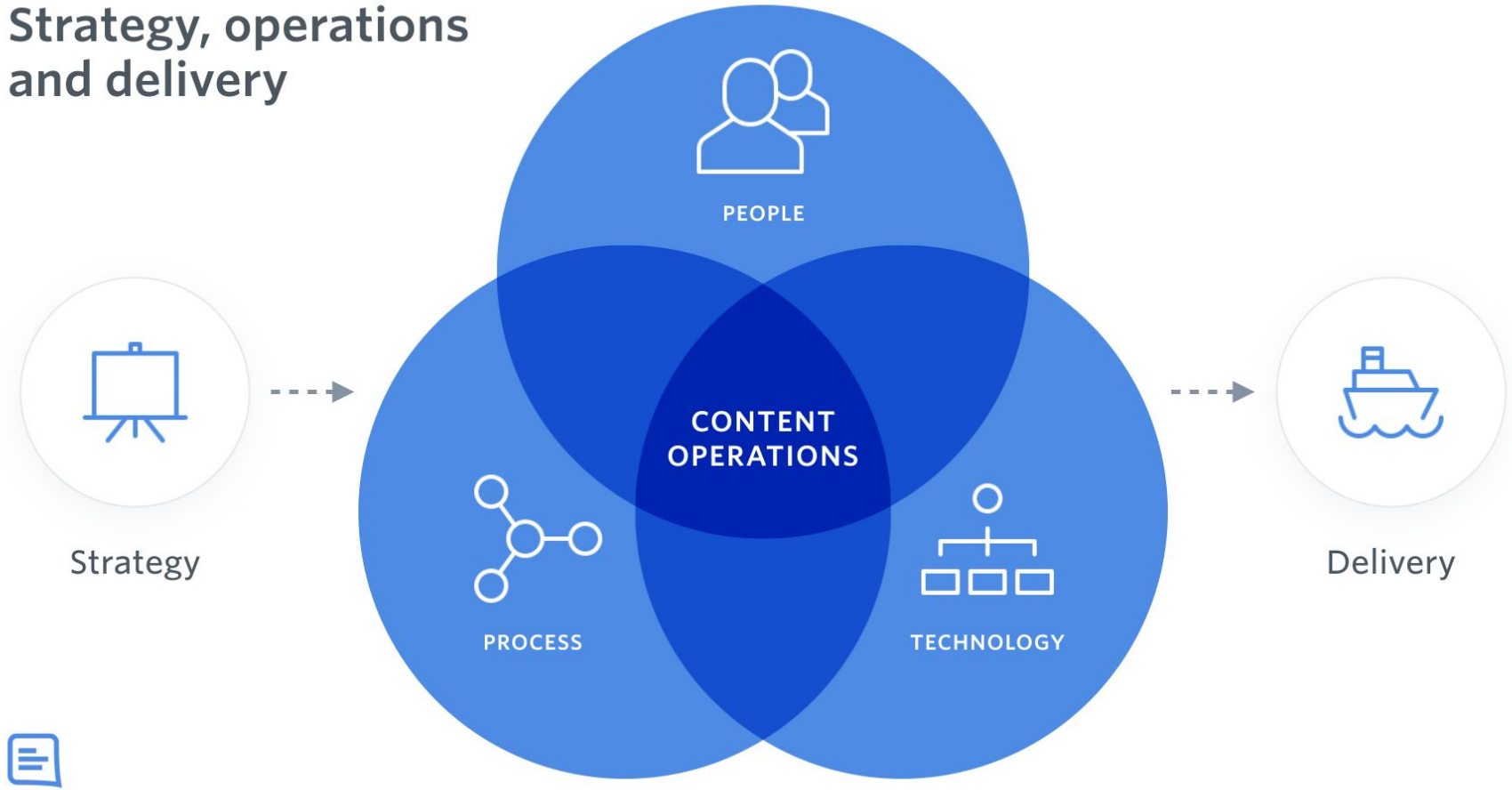
Content Strategy

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?



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.

Think Like a Product Manager

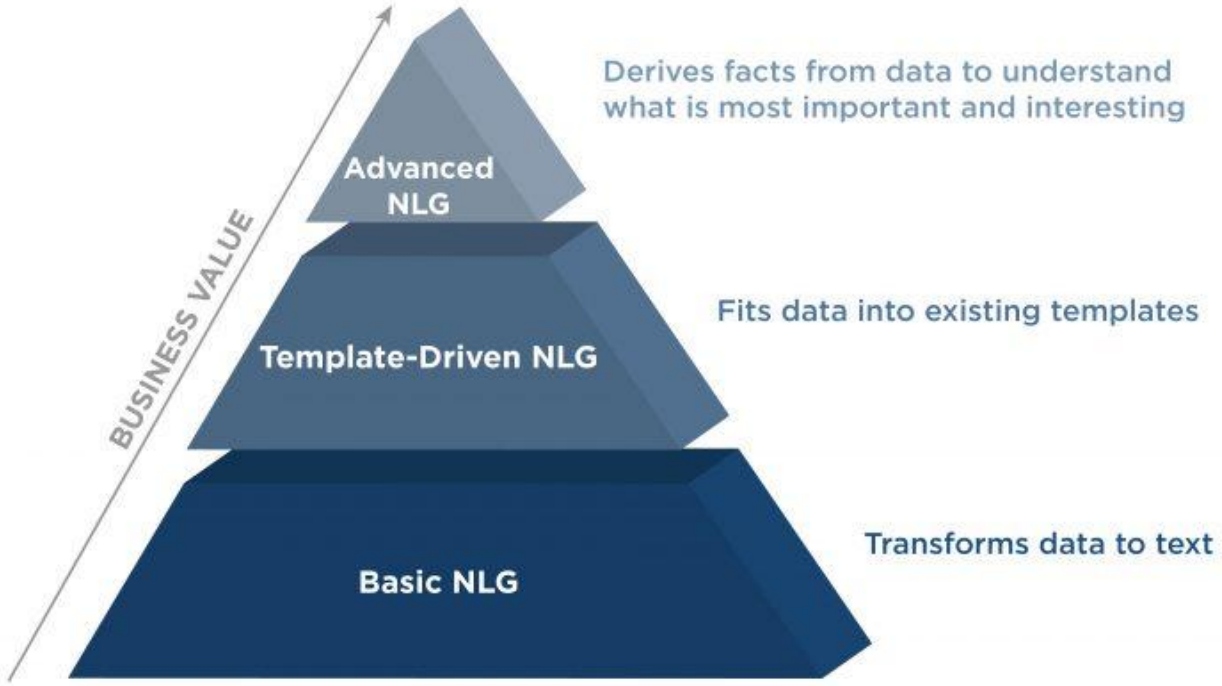
Product Managers are great at translating requirements into things that engineers can understand. Embrace agile methodologies, learn to write user stories and get comfortable with development vocabulary so you can join meetings and help push your SEO recommendations along.

Enterprise SEO Tactics

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

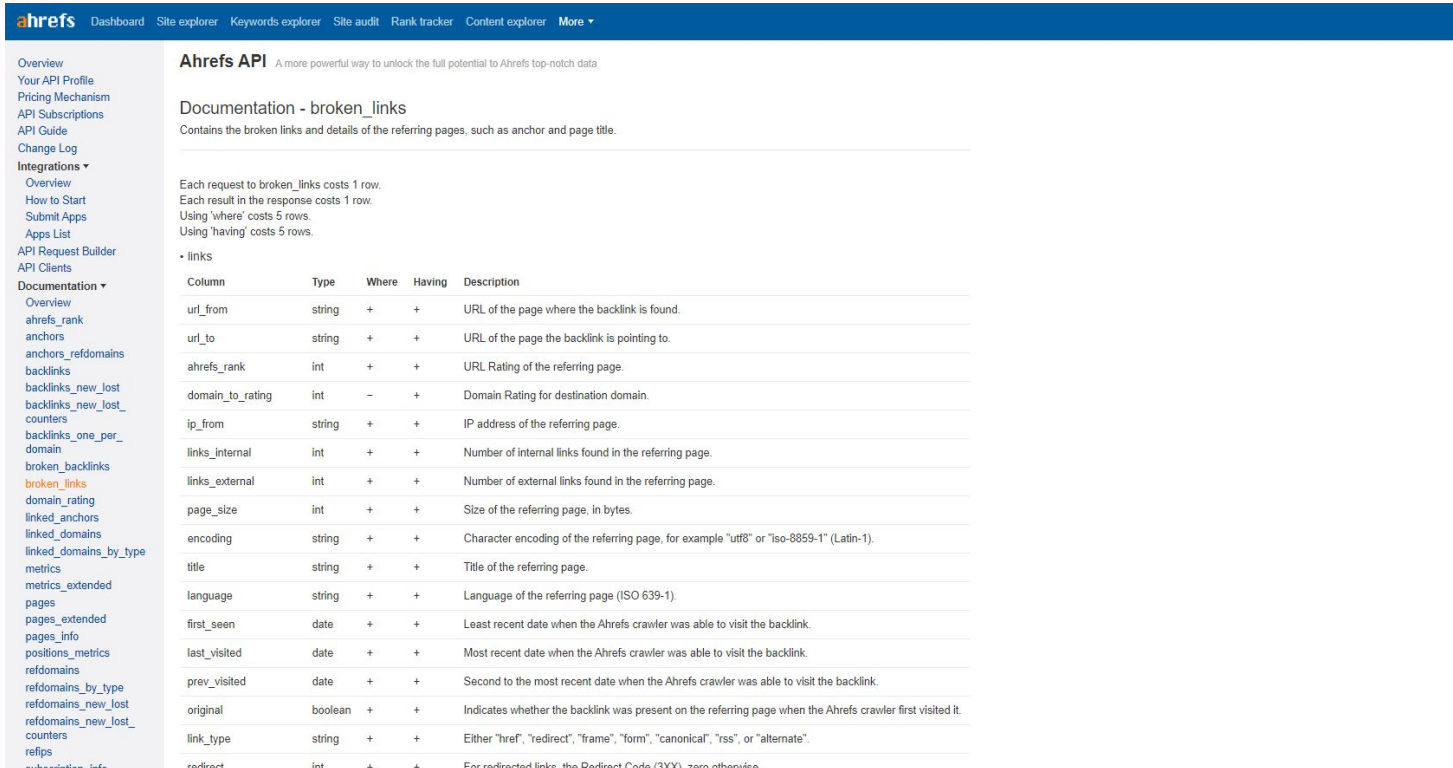


The Foolproof Guide to Redirects

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.

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
  - Overview
  - How to Start
  - Submit Apps
  - Apps List
- API Request Builder
- API Clients
- Documentation
  - Overview
  - ahrefs_rank
  - anchors
  - anchors_refdomains
  - backlinks
  - backlinks_new_lost
  - backlinks_new_lost_counters
  - backlinks_one_per_domain
  - broken_backlinks
  - broken_links
  - domain_rating
  - linked_anchors
  - linked_domains
  - linked_domains_by_type
  - metrics
  - metrics_extended
  - pages
  - pages_extended
  - pages_info
  - positions_metrics
  - refdomains
  - refdomains_by_type
  - refdomains_new_lost
  - refdomains_new_lost_counters
  - refips

Ahrefs API A more powerful way to unlock the full potential to Ahrefs top-notch data

Documentation - broken_links

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

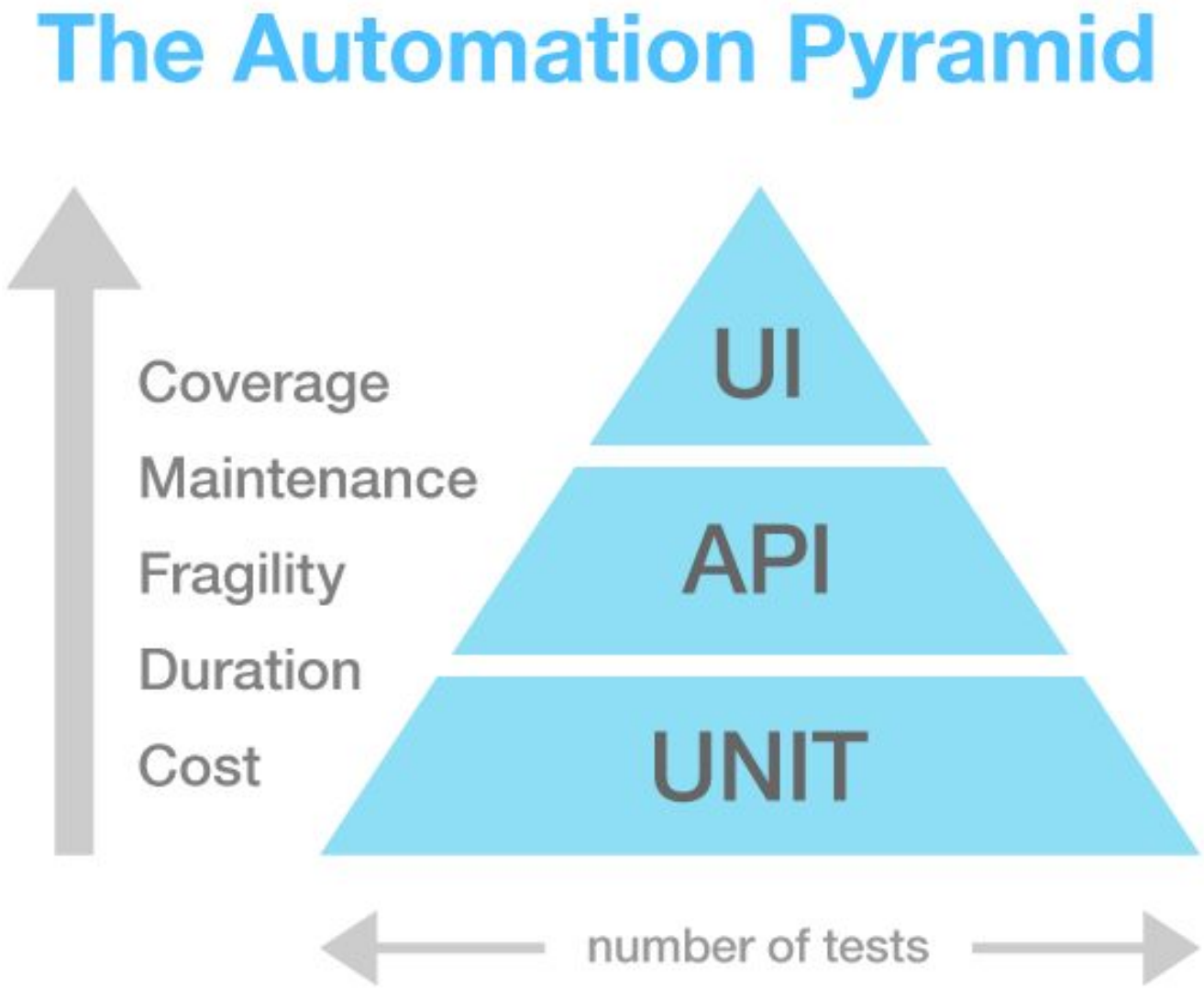
Each request to broken_links costs 1 row.
Each result in the response costs 1 row.
Using 'where' costs 5 rows.
Using 'having' costs 5 rows.

- 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".

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.

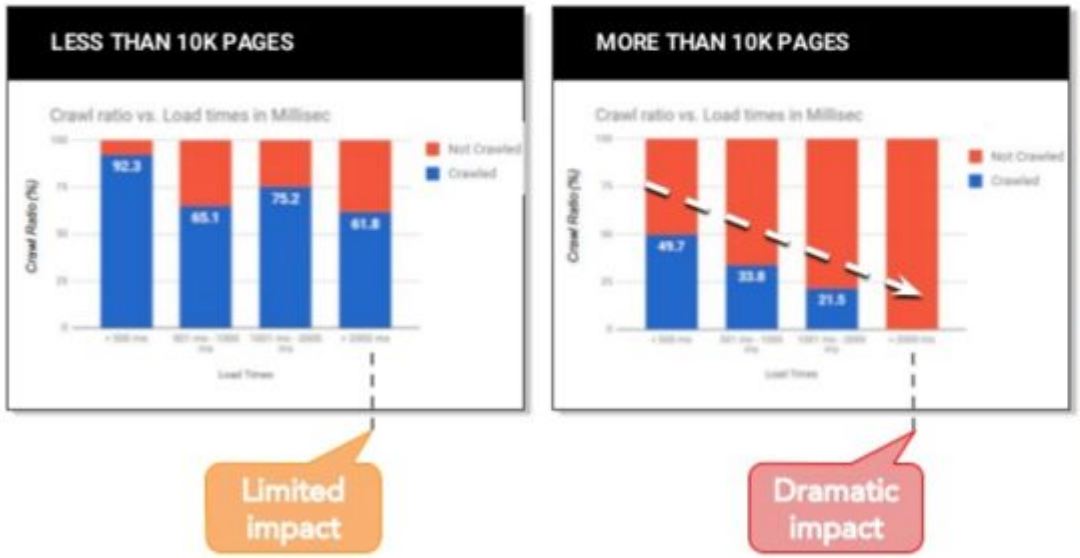


https://bit.ly/Automated_Testing_SEO

Log File Analysis

Crawl Speed & Site Speed

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



From our past *Experience*

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

From the analysis of the *Dataset*

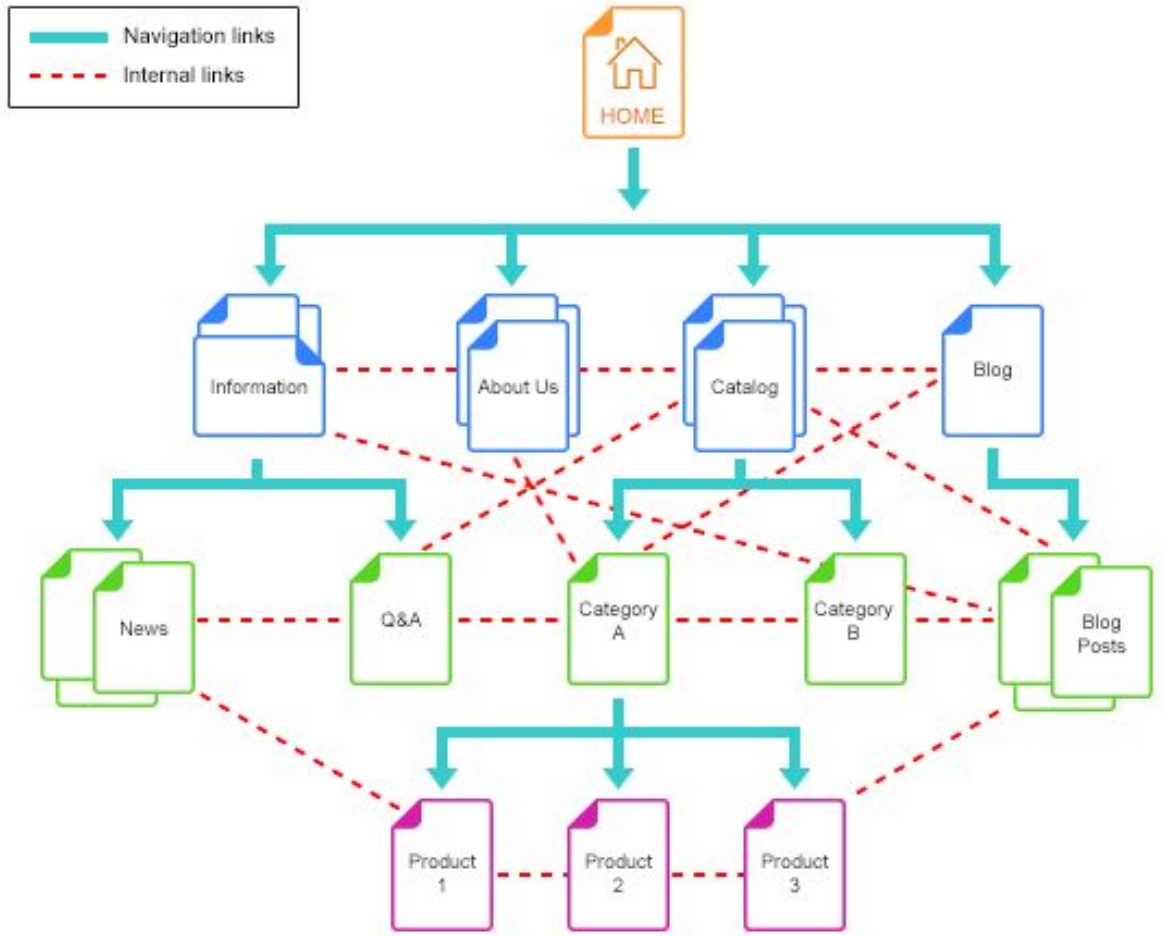
New learnings!

- 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.

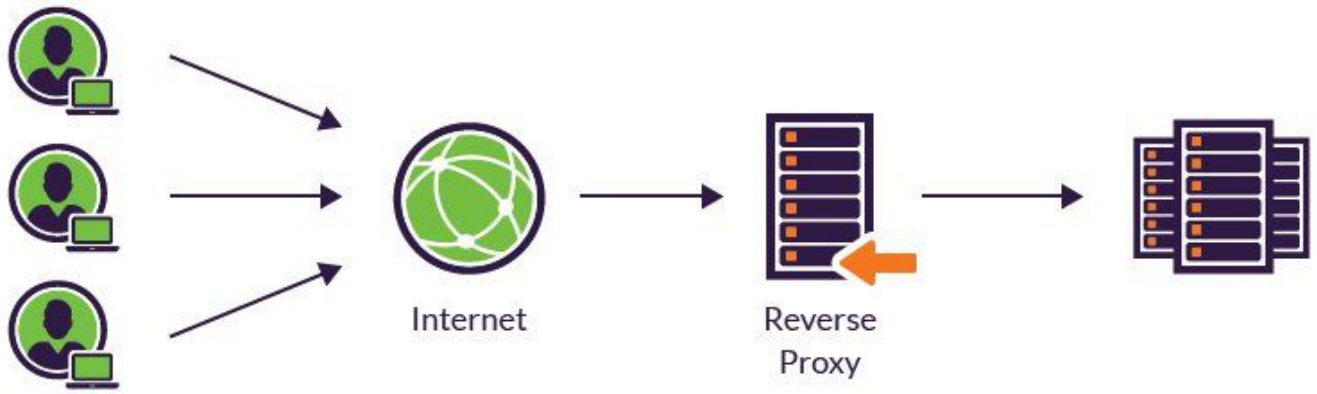
Internal Link Building

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 thep 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

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

Download our

Guide to Forecasting and Measuring SEO ROI

https://bit.ly/ROI_SEO_Guide

Q&A

Thank You!

Mike King

Founder and Managing Director

Twitter: @iPullRank
Email: mike@ipullrank.com
Website: https://ipullrank.com

Get in touch if you need some help!