



# Enterprise SEO

Reporting and Tactics

Lyndsay Walker  
Search Engine Optimization  
TD Bank Group  
@lyndseo

**SES** CONFERENCE  
& EXPO  
Toronto | June 11–13

# Outline

- Reporting
  - Keywords, Traffic, Content
  - Reports for Management
  - Reports for your SEO Team
  - Reports for Product Groups
  - Tools I can't live without
  - Final thoughts on reporting
- Tactics Grab Bag



## Reporting – The SEO Funnel

### Crawling

Are your pages being looked at by the search engines?



### Indexing

Are your pages healthy enough to be included in the search engines?



### Ranking

Are your pages relevant to a searched keyword?



### Clicking

Are people clicking on your pages?



### Converting

Are people converting once on this page?

## Reporting – Three Areas

- Keywords
- Traffic
- Content



@lyndseo

# Reporting – Keywords

- Break down by segment
  - Line of business, product group, etc.
- Keywords should fall into at least one of these categories...
  - Driving traffic
  - Driving conversions
  - Non-branded
- Metrics
  - Traffic to site
  - Traffic available (use Bing’s keyword tool for this)
  - Conversions
  - Conversion rate
  - Rank
  - Landing/ranking page
- Look for opportunities!



## Reporting – Sample Data

Search Keywords	Natural	Avg. Rank	Searches	Search Volume	% of Search Volume	Conversions	Conversion Rate
Keyword Group 6		1	1,079	246,000	0.44%	541	50.14%
Keyword Group 4		4	967	450,000	0.21%	384	39.71%
Keyword Group 3		6	428	201,000	0.21%	162	37.85%
Keyword Group 2		5	281	1,500,000	0.02%	100	35.59%
Keyword Group 8		3	216	22,200	0.97%	135	62.50%
Keyword Group 7		8	107	22,200	0.48%	41	38.32%
Keyword Group 1		3	72	450,000	0.02%	43	59.72%
Keyword Group 5		10	59	27,100	0.22%	23	38.98%
Keyword Group 9		6	57	5,400	1.06%	24	42.11%
Keyword Group 10		11	53	3,600	1.47%	27	50.94%



## Reporting – Sample Data

Search Keywords	Natural	Avg. Rank	Searches	Search Volume	% of Search Volume	Conversions	Conversion Rate
Keyword Group 6		1	1,079	246,000	0.44%	541	50.14%
Keyword Group 4		4	967	450,000	0.21%	384	39.71%
Keyword Group 3		6	428	201,000	0.21%	162	37.85%
Keyword Group 2		5	281	1,500,000	0.02%	100	35.59%
Keyword Group 8		3	216	22,200	0.97%	135	62.50%
Keyword Group 7		8	107	22,200	0.48%	41	38.32%
Keyword Group 1		3	72	450,000	0.02%	43	59.72%
Keyword Group 5		10	59	27,100	0.22%	23	38.98%
Keyword Group 9		6	57	5,400	1.06%	24	42.11%
Keyword Group 10		11	53	3,600	1.47%	27	50.94%



## If you're going to report on keyword rankings...

- It's not perfect...
- ...especially if you do it manually
- Include competitor ranking
- **SEGMENT!**



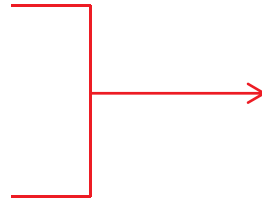


## Reporting – Traffic

- Page Views

- Visits

- Visitors



**What's the difference  
between these three?**

- Referring search engine

- Organic search traffic as a percentage of overall inbound traffic

- Referring keyword/phrase

- Branded vs. non-branded

- Landing page

- Bounce rate

- Time on site

- Conversion rate



@lyndseo

## Reporting – Content

- Focus on individual entry pages (or entry page groups)
  - Bounce rate
  - Time on site
  - Conversions
  - Entry keywords
- High traffic but low conversions?
  - Check what keywords are driving traffic to that page... are they the right ones?
  - Does the title tag and meta description accurately describe the page and give the user what they were expecting to see?
  - Is there a clear call to action on the page – visible at all times? (above, below fold)

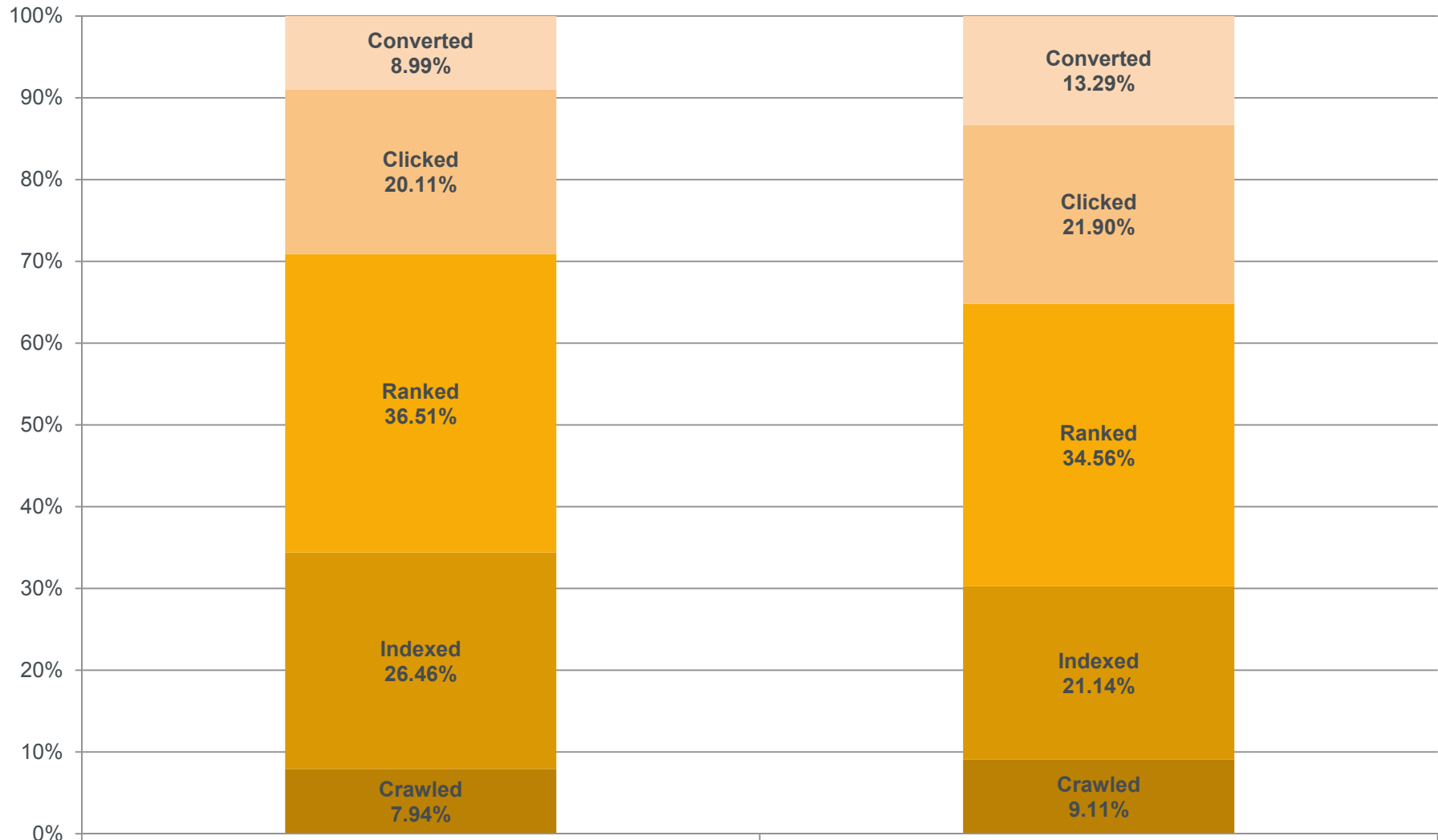


# Reporting for the C-Suite

- Make it visual stimulating
- Less is more
- Hands tied? Say so!
- Risks and impediments
- Frequency
  - Quarterly
  - What you did – what you're doing – what's next
- \$\$\$\$



# Stacked Graph



Site 1

Site 2



@lyndseo

# Reporting for the SEO Team

- Crawl, index, rank
  - Use sitemap data
- Site Health
  - Duplicate content
  - Broken links
  - robots.txt
  - # of indexed pages
  - Backlinks
- High level traffic and keyword metrics



@lyndseo

# Reporting for the Product Groups

- Keywords – break out of the segments
- Entry pages
- Opportunities
- Product owners know their products – use that info



## Tools I can't live without

- On-site data – Omniture or GA
- Webmaster Tools
- Raven Tools
- Xenu



@lyndseo

# Reporting Final Thoughts

- Know your audience
  - Different reports for different groups
- Put monetary values against everything
- Always report even if you think no one's paying attention – great for hindsight!
- **!BASELINE REPORT!**





# Tactics Grab Bag – use your teams!

- PR
  - Link building
  - Brand building
  - Keywords keywords keywords
- Design/Usability
  - Build wireframes for users and robots
- IT
  - Customize! Examples...
    - CMS not friendly? Have your IT team implement the fields and data you need
    - Great internal links, but the pages don't exist? Build a script that'll detect the broken URL and serve an appropriate 301
- **Advantage of enterprise – you can get a budget and project if you present a solid business case**



## Tactics Grab Bag – use your teams!

- Store Locator
- Content source
  - Call centres
  - Customer support teams
  - Internal search



@lyndseo

# Tactics Grab Bag

- Sitemaps – create many
  - Broken down by segment
  - Helps identify issues
- Anchor text – starting to see trends away from exact match
- Canonical tag – a site your size? Yeah you have duplicate content
- Don't underestimate the meta description tag
- Compress – how many JavaScript files are you calling from your pages anyway? How about CSS files?
- Brand at the back (of the title tag)
- If you do nothing else...
  - VERIFY your site(s) with Google and Bing. The information is staggering!





Thank you

Lyndsay Walker  
Search Engine Optimization  
TD Bank Group  
@lyndseo

**SES** CONFERENCE  
& EXPO  
Toronto | June 11–13