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# (Year) SEO Game Plan

## 1. Overview

This document outlines our approach to SEO, and how it supports the marketing goals. The goal of this document is to align stakeholders around how we'll use keywords to strengthen brand authority, grow organic traffic to our sites, and increase conversions.

## 2. Approach

Recent research found that 52% of B2B buyers are definitely more likely to make a purchase from a vendor interacting with content. To support sales uplift of [Brand], increase unit sales, and expand brand awareness, we're prioritizing SEO as a proven content marketing tactic. We'll make our cross-channel marketing efforts more effective by incorporating priority keywords into web content (blogs, guides), and extending their reach by adding them to paid search ads, social posts, emails, and press releases.

We've seen the impact of a focused keyword strategy with [Brand] growing authority of [keywords]. Between 11/23 and 2/24, branded content that included the [keyword phrase] increased from position x to position y. Building on these learnings, our approach to SEO will lead to: 1) greater brand awareness/recall by boosting visibility in search engine results (SERPs), 2) growth in high fit organic traffic that will drive [audience 1] to the [brand] website and into the conversion flow, and 3) pull [audience 2] prospects into the sales-assisted conversion flow by increasing exposure of keyword-optimized thought leadership content focused on pain points (customer acquisition) in SERPs.

This SEO strategy also supports the website strategy goals: 1) increasing average monthly unique visitors (UVs) from natural search by x% (from -> to), resulting in x# UVs by EOY (+x% vs. year), 2) increasing average monthly conversions from natural search by x% (from -> to), resulting in x# conversions by EOY (+x% vs. year), and 3) moving four web pages (TBD)[1] from >x to <y ranking in SERPs.

## 3. Keyword strategy

In FY 2023 the [brand] website drove x# average monthly UVs from natural search, ranking #1 in Google US for all branded keywords (*example keyword)*, and appearing in the top 10 for several global branded keywords (*example keyword*). With that success achieved, our SEO strategy for 2024 will focus on improving search rankings for non-branded keywords (*example keyword*), including those used by peers and competitors (*example keyword*).

### 2.1: Keyword selection process

Keywords are selected based on four criteria: 1) alignment with customer business needs & intent – our priority for non-branded keywords are based on [audience] pain points (example pain points) uncovered by research, and are informed by CTR and sign up conversions from paid search campaigns, 2) relevance to [brand]…and what we can support – search engines reward sites and content that show consistent subject matter authority, so we're prioritizing keywords/topics that directly relate to the [audience] challenges solved by [brand], 3) search volume & ranking difficulty– we target terms with search volumes ranging from x# (target difficulty <50) to y# (target difficulty >50) searches per month to maximize visibility and drive traffic, and 4) competitiveness – given the resources and time it takes to achieve top ranking for competitive keywords, we balance targeting high volume/higher CPC terms against those for which we forecast we can achieve page one-to-two ranking within a year.

Based on our criteria, we selected priority keywords (outlined in the tables below) that: 1) work backwards from some of the top pain points (example pain point) across audience cohorts, 2) align with the current and potential

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[1] *Selection of web pages will be finalized in late February, prior to launching Project Refresh.*

48 authority of solutions (example solutions), 3) aid in strengthening brand awareness and attracting authoritative
49 backlinks (example keywords), and 4) provide realistic opportunities to increase exposure in SERPs. Through
50 ongoing keyword research, A/B testing, and quarterly audits, we'll optimize the priority keywords as our portfolio
51 of solutions expands.
52

| [Brand] | Priority keywords (by volume): top 5-7 keywords to target *(approx. monthly volume = 33k)* |
|---------|---------|

53
54 The table below provides context for [brand] priority keywords based on our keyword selection process.

| Keyword | Volume | Product relevance | Merch pain point | Ranking difficulty | Current rank |
|---------|--------|-------------------|------------------|--------------------|--------------|
| Keyword 1 | x# | Solution 1, 2, 3 | Pain point 1, 2 | Achievable | N/A |
| Keyword 2 | x# | Solution 1, 2, 3 | Pain point 1, 2 | Achievable | N/A |
| Keyword 3 | x# | Solution 1, 2, 3 | Pain point 1, 2 | Achievable | N/A |
| Keyword 4 | x# | Solution 1, 2, 3 | Pain point 1, 2 | Achievable | N/A |
| Keyword 5 | x# | Solution 1, 2, 3 | Pain point 1, 2 | Challenging | N/A |

55
56 We'll continue to incorporate a blend of branded keywords and relevant [brand] keywords into website content to
57 maintain #1 ranking in SERPs. We'll adjust our branded keyword targets as we expand the product portfolio, and
58 continue collaborating with partner search teams to avoid keyword cannibalization.
59
60 For competitor keywords, we'll pilot keyword conquesting by targeting specific keywords used by two industry
61 peers with competitive solutions. The pilot will include using competitive keywords in blogs and on relevant web
62 pages, allowing us to track the impact of increasing our ranking for these keywords over a six-month period.
63 Insights gathered from this pilot will help inform optimizations to our website content and paid search campaigns.
64 Recommendations for this pilot are included in the table below.
65

| Brand | Top 5 ranking keywords (monthly volume) |
|-------|----------------------------------------|
| Competitor 1 | Keyword 1, 2, 3, 4 |
| Competitor 2 | Keyword 1, 2, 3, 4 |

66
67 See Appendix 1 for a full list of targeted keywords.
68

69 **4.   Activation strategy**

70 Eight key tactics will drive the execution of our SEO strategy throughout [year]. A high-level overview of each
71 tactic, actions, and estimated timing are outlined below. See Appendix 2 for additional details on each tactic.
72
73 3.1: Map content to user intent[2]. We'll focus on two types of search intent: navigational and
74 informational. For navigational queries such as '(example),' keywords will guide prospects to the [brand]
75 web page. For informational queries such as '(example),' keywords will drive prospects to a help article or
76 blog. We'll build content focused on search intent to help increase SERP rankings and improve the user
77 experience. Mapping content to search intent also plays a key role in improving ROI of paid search
78 campaigns.
79 Action/Timing: Monthly monitoring of branded/non-branded keywords to track impact on SERP
80 ranking, and identify optimization opportunities quarterly throughout (year). Pilot intent-driven
81 landing pages for 1-2 paid search campaigns in Q1'(year)
82 Projected impact: x% increase in organic traffic; z# of attributable conversions.
83
84 3.2: Optimize on-page content[3]. We'll optimize the metadata on all web pages to ensure that pre-click
85 content in search results shows up in a structured way to encourage prospects to click. We'll pay off the

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[2] *See SEM Rush guide for a deep dive on different types of user search intent.*

[3] *See Digital Marketing Institute guide for an overview of on-page content optimization.*

86  click with relevant content mapped to user search intent to improve the way Google 'sees' our content,
87  resulting in increased SERP rankings. Pre- and post-click content optimization will lead to more organic
88  traffic to the site and will help increase conversions.
89      Action/Timing: Quarterly audits of metadata, page structure, and on-page keyword usage to
90      inform optimization and testing opportunities.
91      Projected impact: x% increase in organic traffic; z# of attributable conversions.
92
93
94  3.3: Invest in link building. Top ranking websites have 3.8x more backlinks than the rest of the top 10 SERP
95  results. Securing links from sites/pages with established authority will help drive relevant traffic to our
96  web pages and increase SERP rankings. We'll launch a backlinking pilot with two established internal and
97  two external partners.[4] For internal partners, in addition to product relevancy, we recommend [brand]
98  due to that teams' SEO successes, and [brand] given its brand recognition. For external partners, we
99  recommend [brand] given the mutual goal of helping [audience 2] drive growth, and [brand] due to its
100  focus on digital marketing services to drive traffic and conversions for online brands. This pilot will provide
101  important insights that can help inform our broader distribution strategy.
102      Action/Timing: By end of (month/year), lock the criteria for partner selection and create pitch
103      materials; in (quarter/year) identify/align/engage internal and external partners to curate/co-
104      create content; launch a shared link building initiative by mid (quarter/year).
105      Projected impact: x% increase in organic traffic; z% increase in SERP rankings.
106
107  3.4: Fine-tune the CMS backend. Technical SEO optimization gives web crawlers signals to rank and index
108  pages, and helps improve the user experience. As part of the content strategy for the website, we've
109  created a logical website architecture and content hierarchy that provides an intuitive user experience.
110  We'll work with the web team to ensure that the sitemap is updated, tags are added/removed as the
111  solution portfolio expands, and rich media content (videos, visuals) are compressed to ensure pages load
112  fast across device types. Ongoing monitoring of site performance will ensure the technical elements of
113  our website are search optimized.
114      Action/Timing: Partner with web team to create the process for technical maintenance in
115      (quarter/year); conduct monthly audits using CMS and Google tools starting in (quarter) to
116      identify optimization opportunities.
117      Projected impact: x% growth in indexable pages; z% increase in SERP rankings.
118
119  3.5: Create pillar pages. Long-form content gets an average of 77% more links than shorter articles. We'll
120  create Pillar content to drive impact across three dimensions: 1) increasing organic search rankings for
121  priority keywords and topics relevant to our audiences, 2) aiding to achieving the x% growth in UVs from
122  natural search goal, 3) showcasing our expertise and topic authority, and 4) providing assets that can be
123  merchandised to partners and PR to contribute to our link building strategy. We'll monitor industry trends
124  and use audience research to guide our investments in pillar content that is relevant and timely.
125      Action/Timing: In (quarter/year), collaborate with Product/Marketing/Sales/Research teams to
126      identify quarterly themes; support topics of the editorial thought leadership initiative; publish
127      one pillar guide/paper supported by curated/co-created topic cluster content each quarter
128      distributed across channels.
129      Projected impact: x% increase in organic traffic; y% increase in SERP rankings; z# of attributable
130      conversions.
131
132  3.6: Tie SEO to PR efforts[5]. We'll collaborate with [brand] and business partner PR teams[6] to: 1) use
133  priority non-branded keywords (see section 3) in PR assets to maximize search visibility, 2) expand priority

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[4] Aligning with product & partner teams to establish the criteria to identify and engage the right partners is the required next step for the pilot.

[5] *See Moz's Digital PR guide for an overview of the benefits of aligning SEO and PR strategies.*

[6] Gathering insights from PR leads on if/how they've used keywords and aligning on shared goals is required.

134     keyword reach using PR assets to increase organic traffic to the [brand] site, and 3) improve the volume of
135     quality backlinks by working through PR to encourage reputable publications and influencers to share
136     keyword-infused PR assets.
137         Action/Timing: Create a one-pager that outlines the value exchange to secure alignment with PR
138         leads by end of (quarter/year); align on the keywords to be used in PR assets; set up mechanism
139         for gathering/reporting on impact monthly.
140         Projected impact: x% increase in organic traffic; z# growth in SERP rankings.
141
142     3.7: Accelerate keyword ranking with paid search. Using priority keywords in paid search campaigns helps
143     accelerate SERP ranking improvements (paid search ads show up above organic search listings in SERPs).
144     We'll infuse SEO keywords into paid search ad copy to broaden exposure, and create templatized landing
145     pages dedicated to priority keyword paid search campaigns. We'll use keyword performance data from
146     paid search campaigns to iterate and optimize our SEO keyword strategy.
147         Action/Timing: In (quarter/year), initiate monthly meetings with the paid search team to analyze
148         SEO and paid campaign data to identify opportunities to create a quarterly testing roadmap to
149         increase exposure and rankings for targeted keywords.
150         Projected impact: x% increase in attributable conversions; z% increase in SERP rankings.
151
152     3.8: Track impact of content. (Year) will be the year that we're able to use UTM tracking parameters to
153     attribute high-value end actions (conversions) back to specific website pages/content. We'll develop
154     content-specific UTM parameters to improve ROI for our content marketing investments.
155         Action/Timing: Launch content-specific UTMs on web content in (quarter/year) coinciding with
156         the launch of the new website.
157         Projected impact: 100% of content will be attributable to an end action (conversions).
158
159 In addition to these tactics, ongoing keyword research will guide iterations to continually raising the bar for our
160 SEO strategy throughout (year). See Appendix 3for additional SEO guidelines and a complete list of keywords
161 considered for this strategy. See Appendix 4 for research resources used to inform this strategy. See Appendix for
162 RACI matrix.
163

**5.   Success measures**

165 SEO is a long game, and typical timelines to see results is between 4-12 months. Google considers many (and ever-
166 changing) factors when ranking web content. Throughout (year) we ran a variety of experiments (using blogs as
167 paid search landing pages), but our approach to SEO was neither holistic nor consistent. In (year), we'll use this
168 SEO strategy to continue experimenting (PR partnerships, new channel distribution), and to gather data
169 throughout H1 to establish a baseline for SEO impact.
170
171 We'll measure success by achieving our organic search goals based on (year) website data, including 1) increasing
172 average monthly UVs from natural search by x% by EOY, 2) increasing sign up clicks from natural search by x% by
173 EOY, and 3) moving four web pages (TBD) up to the top 10 ranking position in SERPs by EOY. As initiatives with
174 business partners and PR take shape, we'll revisit the scope of our goals. We'll track keyword ranking performance
175 in the SEO dashboard, and report trends bi-weekly/monthly to key stakeholders.
176