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Achieving Smarter & Scalable Enterprise SEO

Learn how to not only get found, but also dominate the organic search results for your product or service category.

WHITE PAPER

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INTRODUCTION

Enterprise SEO (Search Engine Optimization) is a strategic approach to driving search engine rankings, organic traffic, and conversions for large organizations. It should align with your business goals, deliver value to your audience, and improve your website's visibility within the Google SERPs (Search Engine Results Pages).

One global enterprise insurance company, for example, has over $47 billion in annual revenue and approximately 50,000 employees. They're in 80 countries and cover 10 industries, and their website has more than a thousand pages.

This is no small business, and neither is their SEO.

Enterprise SEO is different than the typical SEO program. When done right, it's more comprehensive, sophisticated and scalable, with greater coverage throughout the purchase funnel.

Moving the organic search needle for a corporation like this requires more — a smarter and more scalable approach to SEO.

The approach should include more thorough analysis, processes, automation, and integration, as outlined in this white paper.

Beyond effectively tackling search issues for complex websites, **enterprise SEO supports high-level business outcomes.** Today, organic search is being featured in quarterly earnings calls and is the basis of stock price fluctuations and strategic acquisitions (e.g., PetSmart's $3.35 billion purchase of Chewy was largely to secure the high volume of organic traffic that Chewy was achieving). With so much at stake, enterprise SEO can help businesses improve margins, expand market share, and increase revenue for strategic parts of the business.

Similarly, **enterprise SEO can strengthen a company's brand equity.** In today's consumer-centric world, opinions about companies and brands are voiced quickly and spread easily online. Even though a company may be obsessed with the customer experience, negative reviews and posts can easily appear online. If a company does slip up, there can be a cacophony of negativity. With this in mind, enterprise SEO plays a role in balancing the narrative in the search engines, and ensuring that a more accurate, holistic picture is displayed. From this perspective, SEO is an important ingredient in reputation management and helps to improve brand sentiment.

To maximize business results, though, the enterprise SEO strategy should become the linchpin to all other marketing activities. By using SEO insights upstream, marketing across the enterprise can be more targeted, strategic, and customer-centric. In anchoring campaigns to the enterprise SEO strategy, marketing becomes more cohesive across an array of fragmented divisions and departments. This has the effect of lifting the ROI of all marketing channels.

This white paper outlines the key pillars of an enterprise SEO program. Separately, the following strategies produce small gains. It's only when combined through the right mix that you can maximize the benefits of organic search.

Read on, and learn how enterprise SEO helps you to achieve greater ROI and even domination of your product or service category in organic search.
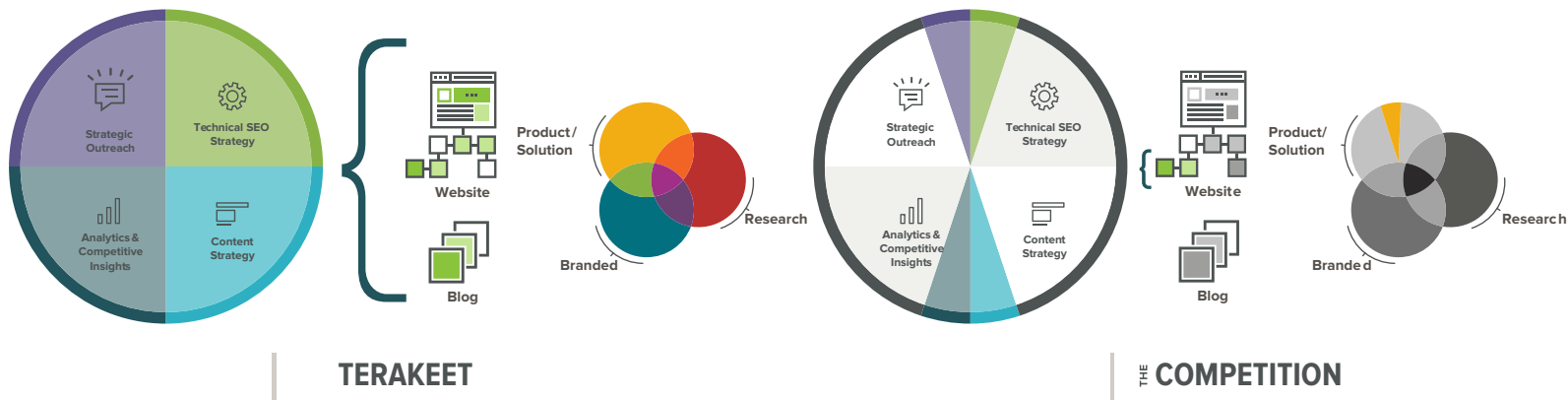
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THE COMPETITION

ENTERPRISE SEO OVERVIEW

Enterprise SEO is a strategic approach founded on your brand's goals as a business, your website's unique position within the search landscape, and the larger context of Google's current capabilities and evolutionary trajectory.

It avoids the common pitfalls of conventional SEO programs and enables a brand to dominate an entire business category, reaching customers at all stages of the customer journey through organic search.

A well-executed enterprise SEO program also increases the likelihood of weathering future Google algorithm updates and builds a foundation for effective response in the event of a future reputation crisis.

With Enterprise SEO, you can dominate the SERPs for your product or service category throughout the funnel.

Dominate a product or service category

The primary advantage of an enterprise SEO strategy is that it presents your brand to searchers at every stage of the customer journey. **With enterprise SEO, you can dominate the search engine result pages (SERPs) for your product or service category throughout the funnel.** As a result, your company becomes a trusted, familiar resource for consumers no matter their stage in the purchase funnel.

It's naturally tempting to focus search engine optimization efforts on product and category pages that directly drive revenue. But that won't build trust with potential customers — and leaves the door open for competitors to do so.

What's worse, it also leaves a brand vulnerable to online reputation issues, such as bad reviews, which may cause consumers to have second thoughts when they're making a final purchase decision.

Holistic optimization

Enterprise SEO provides a holistic approach to content creation and on-page optimization coupled with highly targeted strategic outreach. When paired together, these strategies can be broadly impactful across the most lucrative pages and competitive keyword categories.

This approach earns a site organic traffic from a wide range of keywords. You'll dominate large, competitive head terms as well as lower-volume long-tail keywords. While unpopular searches may seem insignificant, their aggregate search volume can actually exceed that of head terms. Plus, long-tail keywords are easier to win on in general, representing low-hanging fruit for your brand.

Holistic optimization alongside scaled link building has additional advantages:

• Thorough, comprehensive SEO ensures that you maximize the impact of your SEO activities without any "leaky buckets" (no SEO value is lost due to poor on-page implementation, for example). As a result, you'll efficiently distribute link value to maximize the impact of your outreach.

• On-page and content optimization can help an article or evergreen resource page rank for a broad array of low-competition keywords. In fact, it's often possible to rank an informational page based solely on quality and relevance of content, without direct links from external publishers.

• Informational pages can also be used as collateral in strategic outreach campaigns, as the target audience often finds the content to be useful, engaging or entertaining (not to mention, shareable).

• The combined impact of this holistic approach pushes your pages into prime ranking positions ahead of your top competitors.

Protecting your brand

Branded searches are common throughout the customer journey. However, they're most concentrated — and valuable — on the tail end. That's because consumers have found a possible solution and they're researching brands and products.

RESEARCH KEWORDS

PRODUCT KEWORDS

BRANDED KEWORDS

71%
of consumers use search engines to discover new brands, products, or services

81%
of shoppers conduct online research before making a major purchase

85%
of consumers say information they find on a search engine would likely lead them to seek more information on a product, service or brand**

85%
of consumers seek out content by trusted experts to aid in their decision making

Branded searches typically return a mix of different results. You frequently find web properties that brands control (e.g., website, social media profiles, microsites) and as well as third-party content (e.g., reviews, Wikipedia pages, news articles).

While the top results generally still earn the largest individual share of traffic, positions throughout page one earn clicks. These non-click impressions can be extremely valuable for shaping the perception of your brand. Just as people skim newspaper headlines, they skim the search results before they ultimately decide what to read.

Particularly in today's era of clickbait, articles can have misleading headlines that affect how people think about a company. So if you want to control your online narrative and protect brand equity then you need to control your search results.

To do so, you must shore up your search landscape with owned properties and preferred content from other sites (e.g., positive editorial reviews).

Enterprise SEO proactively expands your digital footprint and positions you to mitigate sales losses and speed up recovery in the event of a crisis.
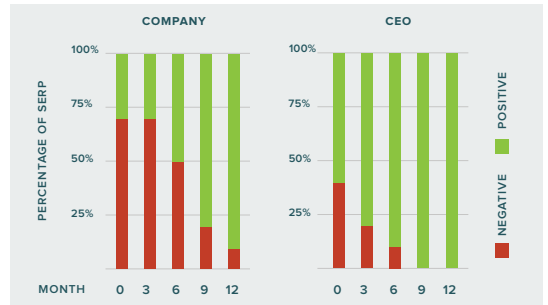
CASE STUDY: Owning branded search

Company A is a well-known financial/investment brand. The business's website is a top lead generation channel, but negative articles within the brand's search results caused leads to drop off. Twelve months of site optimization and link building dramatically improved brand sentiment and seized substantial search market share.

Just how important is brand protection?

One Terakeet client recovered more than $32 million in monthly revenue after Terakeet flipped brand name searches on Google page one to 100% positive results. We also secured positions #1 and #2 on Google page one for branded review queries whereas the brand had not been ranking at all previously.

Branded search / reputation management case studies

• Recovered $32.7 Million in Monthly Revenue for a National Retailer

• Branded Search Transformation for a Fortune 500 CEO

• Consumer Electronics Manufacturer Success Story

Smarter. Scalable. SEO.

Learn to Dominate Your Product or Service Category in Organic Search.

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TECHNICAL SEO

Your website will not have the desired SEO impact if the site is coded or structured poorly.

It's therefore important to conduct a thorough analysis of your website in order to eliminate technical issues, ensure efficient crawling, and develop an optimized site architecture.

Conduct a technical SEO audit to identify issues and ensure your web pages are structurally sound, facilitate efficient crawling, and guide the correct interpretation of site content from Google's spiders.

You should start your audit with a full site crawl with a desktop crawling tool like ScreamingFrog or a server-based crawling tool like DeepCrawl. Make note of errors and set the program up to run at weekly or other set intervals to track changes. And templatize the audit for future use, helping your organization to become more efficient at ongoing technical optimization of your website.

Types of issues you should review when conducting a technical SEO audit include:

- Indexing and XML sitemaps
- Crawl errors
- Site structure
- URLs
- Mobile-friendliness
- Page load speed

- Site security
- Tagging
- Horizontal and vertical linking structures
- Redirects
- Duplicate content

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Is Your Website Causing Needless Technical SEO Issues?

Give Us a Shout to Discuss How a Thorough SEO Audit Would Benefit Your Brand.

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Awareness

Consideration

Intent

Purchase

Retention

INFORMATIONAL

TRANSACTIONAL
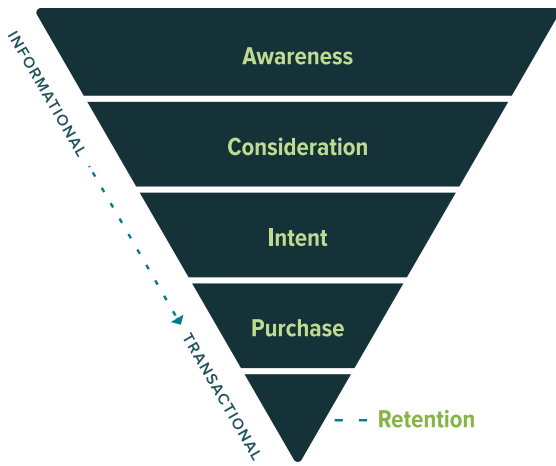
IMPROVE YOUR CONTENT STRATEGY

Enterprise SEO keyword strategy

In the early days of search, SEO companies optimized content for individual keywords. But Google's understanding of search terms evolved as the company introduced Hummingbird query architecture and the RankBrain machine learning algorithm.

The search engine is now able to understand semantic relationships between words and phrases. It also interprets the intent behind a search rather than simply matching the exact keywords within a document.

While most SEO companies are intimately familiar with both Hummingbird and RankBrain, old habits die hard. Most of today's SEO programs still target single keywords or small categories directly aligned with specific products. They often look through a microscope at the expense of the bigger picture.

> Our strategy targets not just the broad categories of keywords – research, product/service, and brand – but also the overlap between them.

This strategy ignores larger opportunities to capture traffic throughout the funnel, including research-based keywords. As a result, competitors might steal potential customers away before they even encounter your brand.

Terakeet's enterprise SEO strategy targets not just the broad categories of keywords – research, product/service, and brand – but also the valuable overlap between them.

While specific searches may be more likely to result in a purchase than others, a search in any category is a chance to showcase your brand to a potential customer.

In the end, **it's much easier to predict and influence outcomes when you control the entire purchase funnel.**

Research keywords

Keywords at the top of the funnel often reveal your audience's pain points as well as the types of solutions they're looking for.

When consumers begin their customer journey, they often do not have specific brands in mind. Instead, they are in the research phase of the funnel, with lots of questions and looking for answers through generic, non-branded queries. At this stage, they are highly receptive to what they find in the search engines, as they are eager for information, education, and answers.

Targeting these types of keywords through blog posts and similar content can be highly effective, as they allow for a wide variety of approaches in content style, format, and length. They also can guide readers to the middle and bottom of the funnel through contextually relevant CTAs, or direct them to opt into your email list for further nurturing.

Product/solution keywords

Solution-oriented keywords are a potential goldmine of organic traffic because they represent conversion-ready customers. Whether searching broad, category-level keywords or more specific products and services, consumers are approaching the bottom of the funnel at this stage.

Think of terms like "boots" and "shoes", or more specifically "women's shoes", or perhaps "women's running shoes". Or if you provide B2B solutions, something like "ERP system" or "CRM software" would fall into this category.

These keywords provide the best opportunity to interact with a prospective buyer because they are looking for options and differentiators. Showcase customer reviews and unique features as well as the specific outcomes or expected ROI.

Branded keywords

Rounding out your coverage throughout the marketing funnel, your brand needs to dominate the search results for branded keywords. After all, these terms directly represent your brand. When someone is searching for your brand or your branded product, etc., you want to control the conversation. Do not cede an inch to the competition.

Branded searches can occur throughout the funnel with listings in the SERPs from both web properties controlled by the brand (e.g., website, social media profiles) as well as third-party content (e.g., reviews, Wikipedia pages, news articles). Branded searches may also include mentions of company leadership, so it's critical to monitor and manage all aspects of your brand's reputation.

With enterprise SEO, you increase the number of positive brand listings in the SERPs through better optimization of your existing content as well as via new web properties that you control. This helps to push other content off of page one, better ensuring that you create the brand experience for the searcher that aligns with your brand strategy.

Inventory your content

One of the first steps you should take in improving your content strategy is to conduct an inventory of your existing content. By doing so, you gain a clear understanding of the baseline and can identify opportunities for new content, improvements and items to eliminate.

A content audit is a complete inventory and assessment of all the indexable content on your website and your other digital marketing properties. This includes landing pages, blog posts, articles, white papers, ebooks, checklists, FAQs, videos, presentations, infographics, tools, and more. The content is measured against performance KPIs based on your SEO and marketing strategy goals.

A content audit helps you find strategic and competitive gaps:

• Are there gaps between your content and that of your competitors?

• Do you have content for each target audience?

• Are there any content gaps at key points within the customer journey?

• Is your website bloated with low-quality content?

A content audit uncovers common mistakes that are an ankle weight for your SEO performance. You'll probably discover content that:

• Repeats previous topics

• Competes with other content for keywords

• Addresses the wrong audience

• Doesn't fulfill the search intent for the target keyword

• Replicates low-performing content

Many times, large brands produce content for the sake of meeting a volume or frequency

> With enterprise SEO, increase the number of positive brand listings in the SERPs through optimization of your existing content as well as via new web properties that you control.

goal rather than meeting an SEO or audience need. That's the result of rudderless content. Conversely, informed, KPI-driven content produces massive amounts of organic traffic.

A content audit forces you to strategically target more valuable keywords, better match search intent and inspire higher engagement. All of that will ultimately boost your performance in the SERPs.

It doesn't matter whether you need to optimize ecommerce product pages, refine your B2B SEO strategy, or simply improve website crawlability and UX. You must take inventory of your content before you can take action.

Keyword research

A critical ingredient in enterprise SEO success is high-quality, relevant content. By excelling in content that answers your audience's questions and helps them to solve their problems and achieve their goals, you greatly increase the potency of your SEO program.

There are many preventable reasons that cause a content strategy to underperform in search. The most common issues are:

- A failure to target keywords
- A failure to target the right keywords
- Misalignment between content and search intent
- Targeting the same keyword on multiple pages (often resulting in duplicate content)

Even the largest brands that devote substantial resources to content production make those mistakes. enterprise SEO solves these problems without sacrificing the voice or integrity of the brand.

Conduct a competitive landscape assessment

Check out your competitors' websites, blogs, and other digital properties to identify the specific customer pain points that they are targeting in their messaging today. You can also use your keyword research tools to see what queries your competitors are targeting.

> You greatly increase the potency of your SEO program by providing content that answers your audience's questions and helps solve their problems.

This research is helpful in a few ways. First, this can give you additional topic and keyword ideas as you note the ones that are high-value to your competitors. Next, it can create a benchmark for your content: if a competitor has a 10-page guide detailing the best tents for rainy weather, you should aim to make something even more useful if you want to rank for that keyword. Last, the competitive research can help you discover additional pain points and uncover value propositions that you hadn't considered before.

Conduct a gap analysis

You may be producing a mountain of content for your brand. Are there high-priority topics, keywords, and audiences, though, that aren't getting enough love? A complete audit of your content will show you the percentage of each type of content on your site, so you'll be able to correct the imbalances and fill in the gaps.
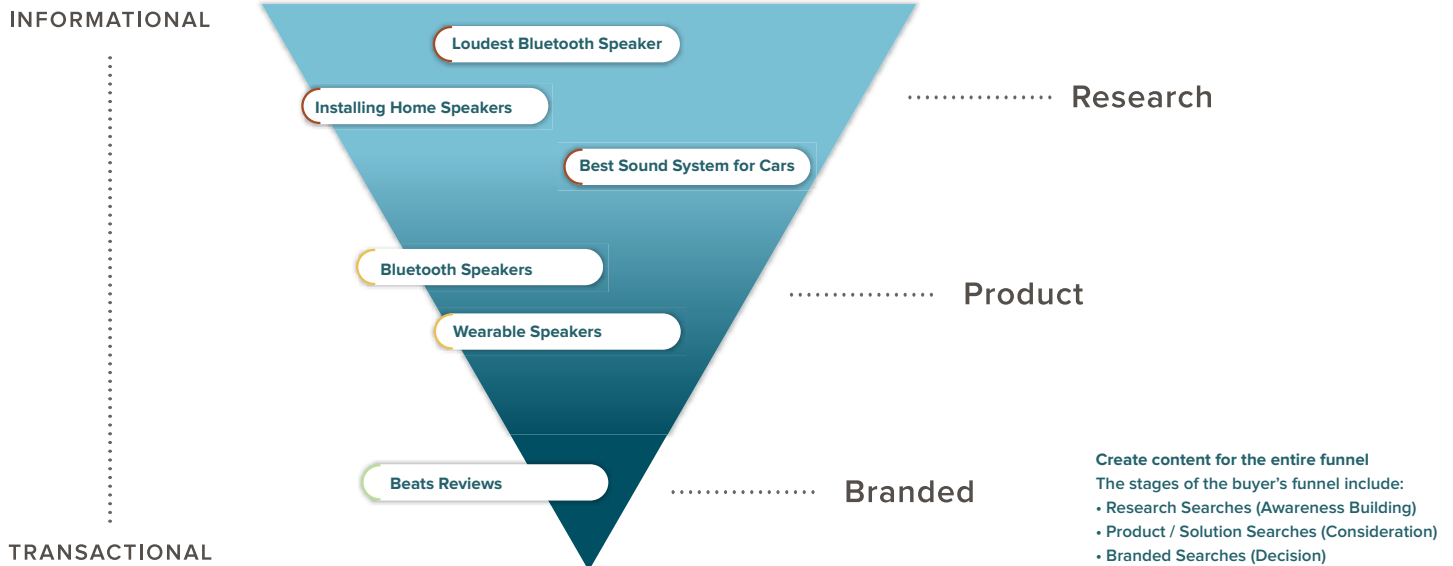
Measuring your content's performance against competitors' content helps you determine whether your strategy as a whole and individual pieces of content are beating the competition. This is especially effective with individual pieces of content or keywords, since you can easily measure them against the competing content's SERP performance.

If other content is beating yours in the SERPs, there's a reason. Find the underlying reasons and improve your own content so that it fits the length, format, substance, and tone that resonates. Most importantly, improve content so that it provides more value to the reader than any competing content in the SERPs.

For example, if the competition has a text-based blog post for a specific target keyword, you can include an interactive template in your piece. This delivers a better experience that further meets the needs of your audience. It also makes it more likely that they will link to your content.

Loudest Bluetooth Speaker

Installing Home Speakers

Best Sound System for Cars

.... Research

Bluetooth Speakers

Wearable Speakers

.... Product

Beats Reviews

.... Branded

Create content for the entire funnel
The stages of the buyer's funnel include:
• Research Searches (Awareness Building)
• Product / Solution Searches (Consideration)
• Branded Searches (Decision)

Map keywords to pain points in the customer journey

Your customers don't stop having pain points as they move down the decision funnel (from awareness to consideration to decision), but those pain points do change. If your customer is up in the "awareness" phase and they're searching for a tent to take backpacking, they don't yet know that what they're really looking for is a lightweight, weatherproof tent. They're simply trying to solve the problem of not understanding which tent to buy, so you provide them with guides and articles to assist them through different options.

As the customer moves down the funnel, they will begin to realize that a heavy tent is a pain point, along with a tent they can't set up quickly and easily. Oh, and where they live, it rains all the time. They will begin searching for solutions to these issues, and that's where your content can come through for them again, with articles, posts, and videos about the best lightweight tents for rainy weather. Then they'll narrow their decision down to just a couple of tents, and then they'll know exactly which tent they want. But they just have one final pain point: they don't know if they'll use it enough to justify the cost. That's when you can come in with an offer or comparison or incentive that will make their decision easier.

Content production

One of the most important ingredients in SEO is the production of high-quality content that your audience finds valuable. Here are steps for you to take to ensure you're getting the most SEO value from your content.

To ramp up your marketing ROI, you must target prospective customers at every stage of the funnel. Use search data to uncover insights about your customer's behavior and different needs during their decision-making journey.

A customer in the awareness phase is looking for information and education. They don't know your specific solution exists. These top-of-funnel buyers are looking for blog posts, videos, resources, etc. to learn more.

In the consideration phase, they're making product searches, solution searches, and feature searches, as well as deciphering differentiation and looking deeper into your brand.

At the decision phase, offer them an ROI calculator or a comparison assessment tool, or showcase positive brand reviews to give them that final push to make the purchase.

With search data, you can explore the unique needs of your audience in each phase and create a content strategy that maximizes results throughout the entire funnel.

Satisfy search intent

Have you already identified relevant keywords but been unable to rank for them? Your content might be misaligned with search intent.

For example, many brands attempt to rank a product page for an informational query rather than a transactional term. Likewise, they may publish an article that barely skims the surface of an in-depth informational search term.

Effective enterprise SEO maps intent to content to ensure that searchers have a positive experience when consuming your content.

Content optimization

Content strengthens your ability to gain visibility for relevant keyword phrases far beyond your category, product, and brand terms. Through on-page and content optimization, you can exponentially increase your rankings for long-tail keywords through the production of a blog, articles, knowledge hub, video library, webinar series, or other form of evergreen content.

To optimize your content, align the following types of elements with your target keyword:

- URL
- Title tag
- H1 text
- H2 text and other subheads
- Body copy
- Image alt text
- Video script
- Internal links pointing to the page
- Breadcrumbs
- Etc.

Improve conversions through better-aligned content

By tightly aligning your content with search intent and optimizing accordingly, you'll increase engagement and conversions.

This is because you'll be attracting the searchers who will value your content the most.

Optimizing content without regard for search intent can actually lead to frustration and a poor experience by those visiting your website, and in certain cases will do more damage than good. There's little chance that anyone arriving on your page with a search intent that diverges from your content will convert during the visit.

Effective enterprise SEO maps intent to content to ensure that searchers have a positive experience.

Content that aligns with search intent means more engagement. More comments, more shares, more downloads, more sign-ups, more time on page, and more pages per session. The more people you can engage fully, the better your chance of converting them.

But how can you know if your audience is having a positive experience on your site? Wouldn't it be nice to see where they looked and clicked and how far they scrolled on the page during your content audit?

You can. With behavioral analytics.

Tools like Mouseflow, Hotjar, Clicktale, and Decibel allow you to actually see a user's digital body language through heat, click, attention and scroll mapping. Many of these tools also allow you to view screen recordings of the visits, providing you with an understanding of user experience far beyond what Google Analytics can indicate. With this insight, you can uncover what is working on your site and what isn't.

Once you uncover what isn't working, you can try new tactics. And the best way to see what new tactic works is to conduct A/B testing.

Say you discover your visual CTAs aren't getting any traction. Instead of testing CTAs sequentially, you can concurrently test a text-based CTA vs banner CTA or test a static CTA vs a behaviorally-triggered CTA, etc. through A/B testing.

Then, attack old content with a more conversion-driven focus, adding calls to action (CTAs) where appropriate. Give them opportunities to click or engage, and ultimately fulfill their search intent even more deeply.

Achieve Greater Content Marketing ROI

Learn to Create Content that Strategically Delivers Higher Rankings, More Traffic, and Increased Conversions.

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LEVERAGE TRENDING TOPICS to create premium content that fuels outreach campaigns.

OFF-PAGE SEO

At an enterprise company, the importance of off-page SEO is often misunderstood. Many large companies believe that simply because they've been an established player in the industry for so long, they will naturally collect a number of links from third-party websites and rank high for their target keyword phrases. They believe that a proactive initiative to build relevant, high-quality organic backlinks is not as critical compared with new or smaller companies in the industry.

This is wrong for several reasons:

- There's often a huge disparity in the number of websites pointing links at one large company to the next.

For outreach to move the needle, you need a strategic solution.

- There are many examples of large enterprises that were able to drive a high volume of organic backlinks through strategic, creative efforts.

- Disruptive startups are now gaining market traction faster than previous generations, and through intelligent marketing are generating organic backlinks at scale.

The following are effective methods to accelerate your off-page SEO production and increase the number of websites linking to your site:

Execute strategic outreach

Strategic outreach to relevant third-parties enables you to distribute content to highly targeted audiences. This helps you to expand your reach, get prospective customers engaging with your content, seed online sharing of your content, while also securing valuable, high-quality, organic backlinks and traffic to your website. When done right, you can achieve all of this at scale.

Whether you're offering products for review or sharing a company-produced infographic that bloggers and news sites might want to use, outreach looks different on an enterprise scale. Think about how long it takes to manually vet publishers and influencers, find target websites and perform the outreach itself. (And then deal with all the back and forth as a result of the outreach.) Trying to do this piece-meal will not get you very far, and will most likely end in disappointment.

You need a more strategic, robust solution for outreach to substantially move the needle.

For example, Terakeet's Chorus database enables us to tap into more than 9 million publishers and micro-influencers to build relationships and create targeted organic backlinks. With our database and technology platform, the process of finding and reaching out to the right audience becomes systematized and scalable.

Enterprise SEO is about coupling technology with creativity and smart processes. You can't simply obtain thousands of relevant, high-quality backlinks manually, and automating the entire process introduces risk by eliminating critical quality control mechanisms. So, when approaching strategic outreach, be sure to leverage an infrastructure and process built for enterprise scale while maintaining human checkpoints.

Produce 10X content

When building your content, aim to build 10X content for your most important topics. 10X content is 10 times better than the best results you'll find in the Google SERPs for the query. With 10X content, you'll not only climb in the Google rankings, but will be more likely to capture more backlinks from third-party websites.

On top of this, by focusing on amazingly good content, you'll thrill your target audience, which is the point of your marketing in the first place!

Conduct research & surveys

Audience or industry-wide surveys and in-house research isn't just a vital way to tailor your products and messaging around customer needs. It also provides you with amazing PR and link-building material.

Think about it: your company can contribute to conversations about your industry and audience in a genuinely useful way, by providing information that nobody else has. That's powerful!

> 10X content will help you climb the Google rankings and thrill your target audience.

Depending on your vertical, this can range from super serious to downright absurd.

A financial institution can find correlations between early income and retirement savings. A consumer-friendly but sophisticated brand like Nordstrom can be at the cutting edge of tracking and forecasting trends. And a brand that can get away with quirkier marketing like Target can find the overlap between people who frequently purchase chocolate and people who rate themselves as extremely happy. Who you'll reach out to will vary according to the intent and seriousness of your research.

Customer surveys or industry research can also turn into informative and highly shareable infographics. Collect the information and pass it off to your design team for infographics, data visualizations, and reports. With infographics, make them embeddable for ease of use and to include a citation to your site underneath the infographic. Remember that any information you want the search engines to read should be written in html, not added to the image itself.

Leverage strategic partnerships

It's extremely likely that your enterprise works with a number of strategic partners. Roll these partners into your PR and link-building programs to create a win-win operation that strengthens the partnership.

If you're a software company and you partner with a platform like PayPal, for example, then your company and PayPal could run a joint webinar and cross-promote it together. If you're a home improvement store like Lowe's and you know that your next content push will focus on deck and backyard improvements, team up with one of your brands, like Black & Decker, to produce a comprehensive guide to building your own deck.

The people creating these partnerships will usually be the business development team. Coordinate with them to suggest joint PR opportunities, co-marketing opportunities and contributed content. You can also guide each partner through SEO best practices to extend the value of each campaign.

Engage in event marketing

Events are a natural source of buzz and industry cred, and your participation in a well-respected event will give you access to an interested audience and some solid backlink opportunities.

Make a list of conferences that your target audience will attend and register the deadlines for both sponsorship and speaking opportunities. The more creative your sponsorship, the more buzz you'll generate.
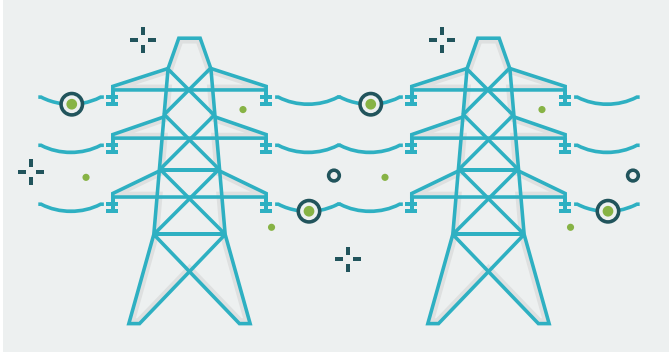
And if you really want to hold authority in the space, plan your own events. You can start small and still see the ROI. It's not uncommon to hold local roadshow events with merely 50 attendees and to land multiple qualified leads as a result. Announce something newsworthy at your events and invite the press to cover it. In addition, bring in external experts to speak, and ask them to help promote the event.

Salesforce has always prioritized events, even local roadshow initiatives with only a few attendees in the very beginning. They have morphed this over time into their annual event, Dreamforce, with more than 170K attendees and 13.5 million online viewers. The latest Dreamforce even boasted two governors and three mayors as speakers! As a result, there are now more than 4,000 external websites pointing to the Salesforce site about Dreamforce, delivering a solid boost to their organic search program.

Work with publishers

Publishers need content, so developing partnerships with publications is a win-win. You get backlinks and exposure and the publication gets quality content.

When developing a strategy to reach out to publishers, identify what thrills their audiences. For example, a pitch to a reporter at CNBC might focus on how your product is disrupting your industry. A pitch to NPR might focus on the steps you're taking to create a greener, more sustainable manufacturing process. A pitch to an industry blog might offer an article focusing on a new industry trend. Who you pitch will determine the kind of content you produce.

Whether you write the content for the publication or they feature you in a piece that they produce, working with publishers helps you to expand your reach, enhance your brand's authority, and generate backlinks to your site.

Partner with influencers

Influencers are trusted individuals in your industry with a sizable engaged audience who shape people's opinions. Effective enterprise SEO relies on grassroots, unpaid influencer marketing campaigns to generate the natural backlinks that drive SEO value.

There are dozens of ways to partner with influencers through content marketing that creates a win-win for both of you. For example, you can:

• Create valuable content for their platform
• Jointly create new high-quality content together
• Create a special offer just for their audience
• Conduct a survey of their audience
• Give them exclusive access to an event
• Coordinate a product launch
• And many more…

Influencer partnerships increase brand awareness and often lead to valuable backlinks that generate referral traffic.

To be successful with influencers, though, you want to go beyond the basics. Get creative, and find new content ideas that will genuinely thrill their audiences.

As mentioned, Terakeet leverages Chorus, our database of more than 9 million publishers and influencers to achieve scale with strategic outreach. This can sometimes result in hundreds of publishers and influencers helping to promote a brand or brand-related content to their passionate audiences (organically, without any payment or transaction), while other times this can result in thousands of publishers and influencers participating in the promotions. By focusing on niche publishers and influencers with targeted audiences, you can disseminate a powerful, focused message that directly resonates with a specific persona, at scale.

Enterprise SEO case studies

• Increased Google Top 3 Rankings by 1,081% for a Student Loan Refinancing Provider
• Driving Exponential Growth for a Disruptive Home Furnishings Brand
• Grew a Leading Mortgage Company's Blog Traffic by 113,000 within 2 Months

Successful Off-Page SEO. At Scale.

Achieve Off-Page SEO Results that Help Your Brand to Dominate Your Product or Service Category in Organic Search.

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SCALING SEO FOR THE ENTERPRISE

Does your website consist of thousands (or even hundreds of thousands) of pages? Do you find that you're struggling to scale your SEO due to the volume of pages and all of the complexities involved?

The following tips will address the unique SEO considerations that enterprise companies face when scaling SEO efficiently across the enterprise no matter your company size.

Let's look at IBM, an enterprise company with over $80 billion in revenue. IBM has 350,000 employees. They're in 170 countries. They cover 19 industries. Their website has over 6,000 pages. How can IBM move the SEO needle when dealing with such complexity?

Doing that requires really big, really robust, really scalable SEO solutions.

Scaling enterprise SEO is about setting up the right processes and systems to increase your output efficiently. It's about setting up templates and automation. It's about making sure key stakeholders and departments are integrated into your plan.

For SEO to work effectively at a large enterprise, you'll need executive buy-in to get the needed budget. You'll also be coordinating with departments beyond marketing, such as web development, product management, and design to ensure everyone is working towards the same goal. And finally, you'll be doing all this at the highest level you can — in spite of the fact that many companies don't include an SEO representative in their high-level planning.

When we're talking about SEO for a 6,000 page website, one small tactic at a time simply won't make a dent. You need to think more strategically and holistically.

Scaling SEO to meet the unique needs of a large company starts with planning, budgeting, and securing executive buy-in. Here's how to tackle these tasks effectively:

> Think holistically. One small tactic won't make a dent when we're talking about a 6k page website.
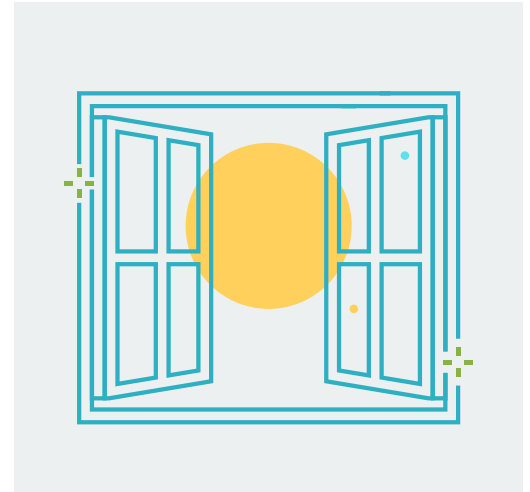
Determine your budget

To scale your SEO program, you need a sufficient budget.

Conduct an initial, high-level SEO audit to determine the infrastructure and resources you'll need to achieve your specific objectives. Then design an SEO budget broad enough in scope to cover everything you'll need to address your findings. You'll want a budget sufficient for executing the right strategies to drive massive performance improvements. Factor in costs covering:

- Staff members
- Outsourced experts
- SEO tools like Moz, Ahrefs, Majestic, STAT and DeepCrawl
- Project management tools
- Costs associated with the development team
- Content development costs
- Content management tools like CoSchedule, NewsCred and Skyword

Follow the steps below to ensure you secure an SEO budget aligned with your needs.

Calculate the target ROI

Calculate the estimated ROI you expect to achieve so that you can begin the process of justifying the SEO budget. Use keyword, traffic, and conversion data, as well as average order value and lifetime value to extrapolate how many customers and how much associated revenue you'll generate. Calculate your acquisition costs.

Terakeet's clients often achieve 70%+ improvements in acquisition costs.

Use real-world data that includes your site's own history, as well as competitive landscape data using SEMRush, Spyfu, Ahrefs, and other related tools. Then predict the impact your SEO strategy will have.

Conduct opportunity analysis

An important part of your budgeting process centers on opportunities to move the needle for your business. This involves analysis in two main areas:

- Traffic acquisition costs
- Revenue upside

To that end, calculate how far you will be driving down your traffic acquisition costs through SEO, potentially enabling your brand to drastically reduce any reliance on paid search. Terakeet has often made organic search the lowest cost of acquisition compared to other marketing channels within the first 18 months. Such achievements should be factored into your SEO ROI calculations, which can have a drastic impact on budgets. It's not uncommon for large organizations to be able to realize massive reductions in paid search expenditures by strategically shifting some funds to SEO for higher ROI-returns.

Revenue upside is another area in which to assess your opportunities for improvement through SEO. It's far more cost effective to cover the entire purchase funnel with SEO in comparison to paid search. In this way, SEO is more scalable. With greater topic and keyword coverage, calculate the revenue upside potential for your brand by investing more heavily in SEO.

Assess owned/available market share

Based on the target ROI and opportunity analysis, take inventory of your owned market share in the SERPs. Assess the quality of your assets and determine which ones require an update or a complete overhaul in order to achieve your marketing objectives.

Identify assets that can be eliminated, such as those that no longer support your marketing goals. Finally, identify new opportunities to seize additional market share in strategic areas for your business.

Get executive buy-in

Organic Search is

5X

more valuable than Google Ads

According to Google's Economic Impact Report

Getting executive buy-in for your proposed budget is a whole lot easier if you put yourself into the mindset of your C-Suite team. They're too busy to care about the details, but they do care about results. That's why you'll want to make your ROI as cut and dried as possible, focusing on clear results over intangibles like impressions or brand awareness.

Your executive team will want to know the KPIs you'll rely on. They'll also want to know if there's any way you could get the same ROI for a reduced cost.
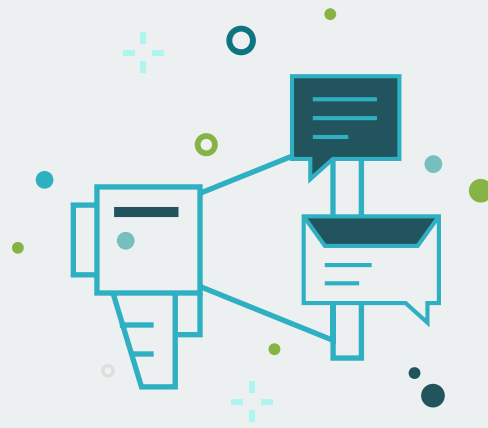
Your executive team will also want to know when to expect results. With this question, it's important to be realistic and set the correct expectations. Your SEO strategy will likely produce minimal gains for months before it picks up steam.

SEO is a long-term play. Educate executives on the time required to generate results rather than overpromising now and landing in hot water later. Walk them through projections for the first six months, the first year, the second year, etc.

It's critical that executives see the long-term potential of SEO. It's equally important that they understand the impact on reducing paid search acquisition costs. You'll need their patience to allow your SEO program to gain traction before achieving compounded results over time.

SEO is a long-term play. Educate execs on the time required to generate results.

The more your executive team can genuinely understand SEO on an intuitive level, the more likely they are to be on board. And the less likely they are to make unrealistic demands.

Partner with an SEO company for expertise and expanded bandwidth

Scaling SEO is a whole lot easier if you partner with an SEO company. Their team will be able to free up your team's bandwidth and provide experience-based recommendations. Their experience working with both the successful businesses and the problem-riddled ones will help them quickly identify what works and what doesn't for your SEO program.

Use project management software

At enterprise businesses, it's imperative that you find ways to communicate that don't involve sitting everyone down in the same room. Project management software is the smartest way to manage communication and projects across offices, time zones, and the whole company.

Whether the people you need are across the building or across the planet, make sure everyone is adhering to the same system and protocols. Project management falls apart when everyone uses their favorite system. Things break down when you find a shiny new tool every six months. Because of this, it's best to have conversations about consolidation and standardization at the highest level you can.

Standardize workflows and processes

When it comes to institutional knowledge, never rely on human memory. Every time someone leaves the company or changes roles, they take with them the valuable experience they developed during that role.

To scale your SEO operations, be sure there's not a single piece of marketing collateral, research, or content that lives on an individual user's computer alone. Systematize the process of adding every piece of work to a meticulously-organized shared drive, internal Wiki or database. Document every step for processes ranging from promotions to adding content to the site, and add takeaways as the team experiences them.

Second, create standardized workflows whenever possible. Every major promotional campaign, for example, should follow the exact same 100-point process. Don't force people to reinvent the wheel every single time. The workflow for content development, too, will be a multi-layered process that will greatly benefit from systematization. Include in your process who interacts with an idea and when.

For example, at what point in the cycle does the product team contribute to an idea? SEO? Will there be a video component? Will it be used in an email, shared on social media, or used in PR?

Each stakeholder should have access to the content at the right time so that everyone is working together on a holistic goal. Processes can be formally structured and standardized using many project management software platforms, or by using process management software such as Process Street, Pipefy, and Kissflow.

Implement smart automation

When you have your big annual sale, do you want your team waking up at 2 AM, the morning of the sale to change out merchandising slots and switch on the discounts? Of course not. So why do we so often hear about companies working around the clock prior to a big launch? Usually, it has less to do with the company cultivating a superhuman team and more to do with necessity: the beleaguered, overcaffeinated team has no choice. The more automation you can build into the website and your SEO process, the more you'll be able to scale without causing any early heart attacks.

On site, automate the process of staging content, pushing it live, triggering different messages or discounts, running A/B tests, engaging in chatbot conversations, and updating product information. Off-site, automate workflows in support of content production and automate activities like your backlink discovery.

For example, with keyword research, there are many tools to choose from to drastically increase your coverage and efficiency, including Google Search Console, Google Keyword Planner, Google Trends, Ahrefs Keyword Explorer, SEMRush, Clearscope, STAT, Moz Keyword Explorer, Soovle, Jaaxy, KeywordTool.io, KWFinder, and Answer the Public.

For technical SEO analysis, there are various tools to automate the identification of problematic areas. These include Google Search Console, DeepCrawl, ScreamingFrog, Ahrefs, Moz, Woorank, and Botify. Plus specialized tools such as Google PageSpeed Insights and Pingdom to check page load times, Google's Structured Data Markup Helper tool and Google's Structured Data Testing Tool to construct rich schema, Google's Mobile-Friendly Test tool for mobile optimization,

and the W3C Validator for code validation.

To help you analyze content performance and manage the content development/publishing process, there's BuzzSumo, CoSchedule, Newscred, Contently, Skyword, among others.

For video SEO analysis, you can expedite your work by using YouTube Studio's YouTube Search Data, YTCockpit, TubeBuddy, vidIQ, and Tubics.

The point is, automation is critical for achieving enterprise scale of your SEO operations, and the SEO universe is abundant with software platforms and tools to help you 10X your output.

Dashboards

At a large company, keeping executives and other departments informed of performance and progress toward stated goals is critical, yet sometimes initially overlooked. By relying on dashboards, you'll be able to scale your reporting to as many people as will need to be kept informed, whether a handful, dozens, or hundreds.

Online dashboards are useful in that it's relatively easy to maintain multiple versions, so that each one serves the needs of each target consumer within your organization. It's easy to pull data from any solution, such as Google Analytics, Google Search Console, etc. that offers an API connection.

Depending on whether you need to integrate your data with other functions in the company, an effective method for reporting across the enterprise is the use of online dashboards, such as those provided by Domo and Tableau, or leaner solutions such as DashThis and Grow.

Within your own SEO team, you'll be looking at a much more granular set of data, and you'll be doing it much more frequently. SEO strategists need to spot and troubleshoot issues as quickly as possible. For this data, you should rely on SEO-dedicated tools such as STAT, DeepCrawl, Ahrefs, and SEMRush. Each of these tools enables you to generate reports so that your team can be working with more detailed data.

Dashboards also provide stakeholders with the information they need to know at a glance. This helps to streamline your enterprise SEO operations with clear, efficient, and standardized performance reporting, while averting the constant need for check-ins.
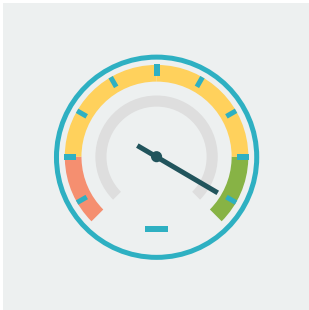
Coordinate across departments

Spearheading cross-departmental collaboration and eliminating silos across departments will improve the health of the entire SEO operation. There are three teams with whom you'll likely be collaborating the most closely:

Web developers

If there's not a fundamental understanding between the web development and SEO team, your organic traffic will pay the price. If you don't get their buy-in, then what will happen when they implement an inflexible URL structure that can't be changed? What happens if they don't enable you to customize title tags or add additional content to pages? What happens if content is coded in a way the search engines won't read? Countless things happen at the back-end that impact a search engine's ability to crawl and properly index the website.

INTEGRATION WITH CORE SITE DEVELOPMENT

Core site development is often planned years in advance. Therefore, it's critical for SEO to integrate itself into the conversation as early as possible and on an ongoing basis. If you're jumping in late and inheriting a site full of legacy code, it's not the end of the world. Simply address any issues and then make sure development moving forward is rooted in an understanding of best practices.

A point of tension between SEO specialists and web developers is that web developers often think they understand SEO, and SEO specialists think they know code. There is not, in fact, as much overlap in knowledge as each highly specialized department might think. This can lead to both departments underestimating the amount of work a project will take and underestimating the importance of priority issues.

Help your site developers to understand WHY you are making your SEO requests, and the ramifications of those requests on your business. Having each team educate the other as much as possible will lead to greater respect and smoother collaboration.

> Organic traffic will pay the price if the web development and SEO teams don't effectively communicate.

BUILDING SCALABILITY INTO THE SITE STRUCTURE

A popular global shoe retailer built its site without including the ability to add new content to category pages. Obviously, this meant coordinating a massive development effort just to enable the SEO team to add additional relevant copy to the pages. In other words, to enable the SEO team to do their jobs and attract more traffic to the site.

Your own website's scalability issues may not be so obvious. There could be an image compression issue that slows down the site just a little more with every new image someone adds. Or, the site may rely on faceted search without rel canonicals. Frequent crawls and audits will help you catch issues like this as early as possible.

Building scalability into a website means making it easy for diverse departments to accomplish their on-site goals. That means it's easy to add and remove products, while adding any necessary 301 Redirects. It means when there's a sale, it's quick and easy to generate coupon codes across the site. When an SEO strategist wants to add an analytics tag or update the metadata, they can use a tag manager and won't need to touch the code. And when there's content to update, an intern could pop in and take care of it.

CMS

Without a scalable content management system, you'll be hard-pressed to build a scalable website. Be wary of out-of-the-box ecommerce platforms designed for small- or medium-sized businesses. The "enterprise" versions of SMB platforms are usually just the existing platforms with a few bells and whistles. It's hard to have the level of control you'll need to truly scale on one of these platforms.

While your company likely leans on custom development, there are ecommerce platforms out there that are well-suited for enterprise businesses, like Magento. Many companies also do well with open-source platforms like Drupal.

If you decide to shop around for new options, make a list of your favorite ecommerce sites and run them through builtwith.com to see what they're working with. But a warning. Don't replatform without good cause. Site migrations can negatively hit your organic search results hard, even with a perfectly-executed migration strategy.

Templates

When you're dealing with large, complex websites, build everything you can with the goal of parlaying your current work into future efficiency. For example, instead of having a developer hard code a page that you need, have them build templates that your whole team can replicate for other needs. Then make sure the team knows which templates they'll be using to build landing pages, product pages, category pages, blog posts, sales pages, and anything else that will be commonly used on the site.

When developers are rushed, it's often easier for them to hard code the page. However, nothing you produce should be built for single-use purposes.

Instead, have your developers build templates that your team can replicate over and over again. Collaborate with them on the development of the templates to ensure you can modify the page in line with enterprise SEO needs – it's not uncommon, for example, for an enterprise business to have developers work without SEO input upstream and therefore to not realize that the SEO team actually needs to add and customize content on category and product pages.

Wherever possible, create templates for your work for greater scalability.

When speaking about SEO issues with the development team, rely on analysis and reporting templates so that you can be speaking the same language, regardless of team member. Use templates to generate content across the enterprise consistently, as well. In addition, when conducting strategic outreach, leverage templates to enable scalability in your efforts.

In other words, wherever possible, create templates for your work for greater scalability.
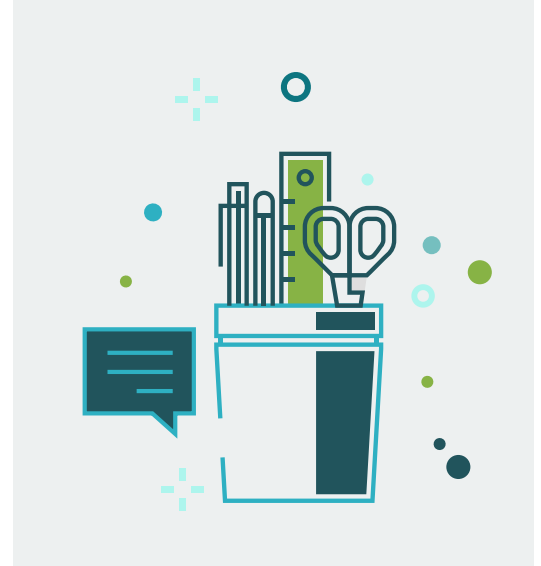
Content team

A major difference between SEO at enterprise companies and SEO at SMBs is that at a small company, the SEO strategist will have a direct hand in producing the content. At an enterprise company, content production will fall to a dedicated team, will be spread across multiple teams, or will be outsourced to a content production company. The SEO team, however, must still take an active role in planning and optimizing the content based on the keywords that are most likely to produce returns.

Content planning and calendar

It's common for content teams to meet on a regular basis to brainstorm new content ideas and plan their next initiatives. Make sure SEO is represented in these meetings, and have your SEO representative perform early groundwork prior to the meeting. Data-driven suggestions can't be brainstormed on the fly, so early long-tail keyword research will be a good first step. The whole team can then brainstorm content ideas based on high-opportunity keywords.

Use a platform like CoSchedule, DivvyHQ, or Skyword to manage content calendars and workflows. This is half the battle when it comes to automating the content creation process; the other half is making sure the process is consistent. The same people should be responsible for the same things each time, and they should know exactly who to pass the content to when their role is complete. The process should feel like an assembly line.

Successful Off-Page SEO. At Scale.

Achieve Off-Page SEO Results that Help Your Brand to Dominate Your Product or Service Category in Organic Search.

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STYLE GUIDES

Style guides reduce extra editing and increase confidence team-wide by ensuring everybody knows how to use the brand voice. If you have brilliant creatives who are consistently struggling to meet your expectations, then there's a problem communicating the expectations. A detailed style guide complete with examples can go a long way in setting clear expectations.

There should also be a section for SEO best practices and thorough rounds of training for the content team. It won't be difficult for them to grasp basic concepts like writing an appropriate title tag and meta description for each post or optimizing the post for suggested keywords. Letting the content team own the micro-optimization tasks will reduce at least one major logistical step, since the SEO team won't have to turn around and optimize every new blog post or article.

SUBJECT-MATTER EXPERTS

If you're trying to scale your SEO efforts across 10, 15 or 20 industries, it's going to be impossible for you to be an expert in all of them. Instead, you'll scale faster by leaning on subject matter experts across the enterprise to help you out.

You can even record these interviews and have them auto-transcribed using a tool like Dragon or Rev.

Build a repository of in-house experts categorized by area of expertise. And then trust them. Really. A huge cause of unnecessary roadblocks and bureaucracy is when well-intentioned execs play a heavy role in the feedback process, making suggestions that won't quite work or giving feedback based on a slight misunderstanding of the concept.

STORY DATABASE

Enterprise companies have seemingly endless stories about happy customers. They also have customers who use their products in compelling and inspirational ways, whether they're selling athletic shoes to a marathon runner or automation technology to NASA. The challenge is in managing these stories so you can use them in your content marketing.

A "story database" enables everyone on your team to find the right story for any marketing need in just a few seconds. Let it live in a shared online database. Integrate it with your customer support or sales software if needed so that you can capture those stories, too.

And then make sure people are actually using the stories. Build a system so that when someone encounters a great story, they know what to do with it. This is an awesome way to scale content marketing, especially when you're hoping to manage hundreds or even thousands of stories.

TOPIC CLUSTERS

Topic clusters are a great way to reduce your content workload and maximize your traffic by letting your content leverage itself. Stop thinking about covering a new topic for every piece of content, and start thinking about the main topics that your company will want to build a reputation for.

You can then build pillar pages that provide an overview of the topic, connected to in-depth, useful content that covers each subtopic from different angles. Over time, the relationship between the content and the topic will become so strong that you can dominate the search results for that topic.

Content

OPTIMIZATION TOOLS

Make the on-page optimization of your content as easy as possible with content optimization tools. With custom coding or a purchased plug-in, you can give back-end users an easy way to update the metadata of each page or post. These tools will also highlight whenever someone goes over the character count for the title tag and meta description, ensuring that essential information doesn't get cut off in the SERPs. You should also have similar tools for the quick and easy entry of alt text, canonicalization, and even H1 tags.

You can also automate the optimization process once the post has been drafted or published using a number of tools that will "double check" the work. These can range from simple browser plug-ins like Grammarly to comprehensive page optimization graders like Moz On-Page Optimization. You can also use tools like Yoast to grade the page on keyword optimization, content length, and readability. You can use Clearscope to combine real-time search data with modern language processing to understand the ecosystem of keywords your content should be using to rank better in Google.

These tools are no substitute for human eyes, but they can become essential steps in a standardized quality-checking process.
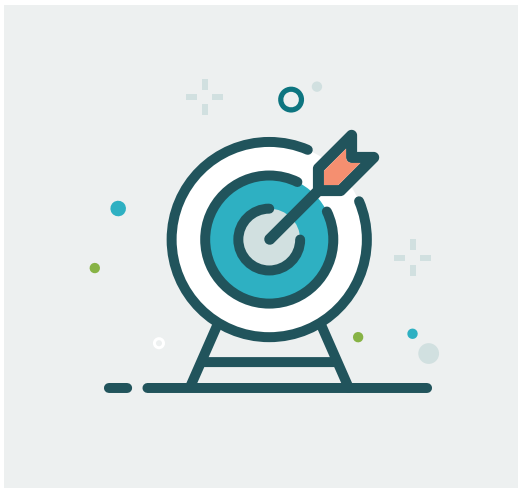
Design team

The success of your SEO and your website are inexorably intertwined. With this in mind, you'll want tight collaboration between your SEO team and designers.

PROVIDE BETTER USER EXPERIENCE

Organic traffic that results in friction, frustration, or other poor experience doesn't help your brand in the end. It's critical that you collaborate with your design team in matching intent with the destination pages and ensuring the right experience for the right visitor at the right time.

Even if your SEO is highly effective at gaining page one real estate in the SERPs and driving the right type of traffic, without the corresponding

> Conversions will suffer without design conveying professionalism, building trust in your brand and ensuring the right user experience.

designs to project a professional identity, build trust, and deliver an enjoyable experience, the traffic will quickly abandon the site without a conversion.

CREATE SHAREABLE INFOGRAPHICS

An effective way to attract organic traffic, drive engagement, and build backlinks is through shareable infographics. Creative and informative infographics have proven time and again to lead to greater online sharing, extending your reach to new audiences. With new backlinks pointing to your site as a result of infographics, you'll deepen your credibility in the eyes of the search engines.

Smarter. Scalable. SEO.

Learn to Dominate Your Product or Service Category in Organic Search.

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Training

At the enterprise level, a mistake can be disastrous. Think of the butterfly effect: one small error can throw your entire workflow out of whack. For a large enterprise, the repercussions on the brand's visibility can have a major impact on traffic, leads, and new revenue.

To avoid this, make an effort to provide comprehensive training for every employee involved in the SEO process. Document every workflow and process, as well as the associated expectations.

Create an environment that encourages questions so employees feel comfortable asking for clarification when necessary.

In addition, assign each task to a team or team member to keep everyone accountable for their own work. That way, if a hiccup does happen, you'll be able to quickly pinpoint where the ball was dropped and how to get back on track.

Enterprise SEO case studies

• Driving Monthly Organic Search Traffic from Zero to 1,532,000+ within 15 Months for a Disruptive Retail Brand

• Increasing Google Top 3 Rankings by 264% for an Online Bank

• Driving Exponential Traffic Growth for an Identity Theft Protection Brand

READY FOR SMARTER, SCALABLE SEO?

Terakeet is redefining enterprise SEO.

Whether increasing a financial services company's Google top three rankings by 1,081% within 18 months or taking a disruptive retail brand from zero to 1.53 million in monthly organic traffic within 15 months, we understand that for you to truly dominate in your industry you need SEO that is robust, holistic, and scalable.

We take a unique approach to SEO – an approach that's more sophisticated and comprehensive.

As a result, we help you to achieve category domination, visibility throughout the funnel, and search success for the terms that matter most to your brand.

Terakeet's Enterprise SEO Solutions

See Enterprise SEO Success Stories

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