Custom Building Tools To Meet Optimization Needs On An Evolving Search Landscape

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Overview

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- What Old Datapoints Are Still Highly Relevant?

- What New Datapoints Need To Be Considered?

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How Has Search Evolved?

- Updated SERP ranking features and layouts have contributed to a need for marketers to shift focus in their Macro-Digital Strategy

- Mobile-Connectivity has become much more important, especially given international connectivity discrepancies, leading to the need for international template-optimizations

- WebPageTest.org is a great tool for visualizing load sequences across different locations & device types/connectivity speeds

- Voice-Search & other search types also change the ways that marketers need to strategize their content production

- This leads to a need for updated analytics reporting, in order to tell complete stories & to accurately project campaign optimizations & their respective ROIs

Desktop vs Mobile vs Tablet Market Share Worldwide
Dec 2014 - Aug 2019
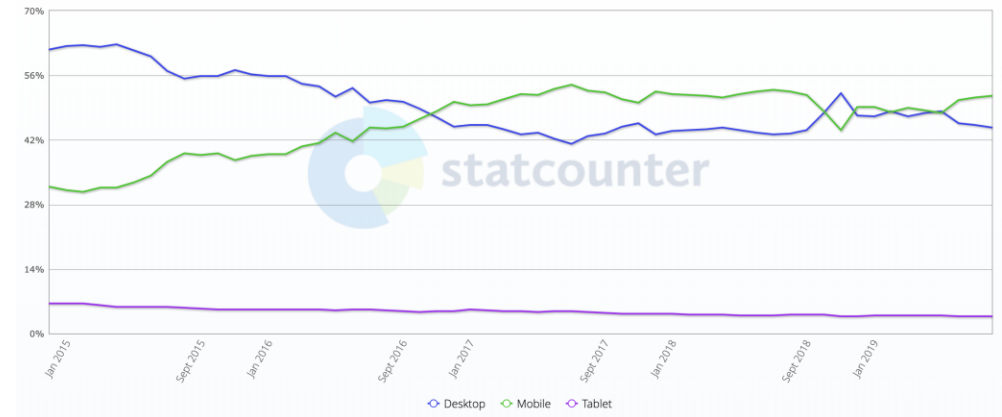
Mobile Search Has Changed The Way Content Is Indexed & Rendered On Mobile SERPs

- Mobile-First Indexation has changed the way the SERPs rank & index content between Desktop & Mobile Experiences

- New Mobile SERP Layouts include features that make content more accessible to mobile users, based on different connection speeds

- Rich Content displays information to users faster & with more context than traditional Mobile SERPs, especially given the smaller real-estate size

- Ranking above the fold with dynamic content types has never been more important in order to maximize SERP visibility
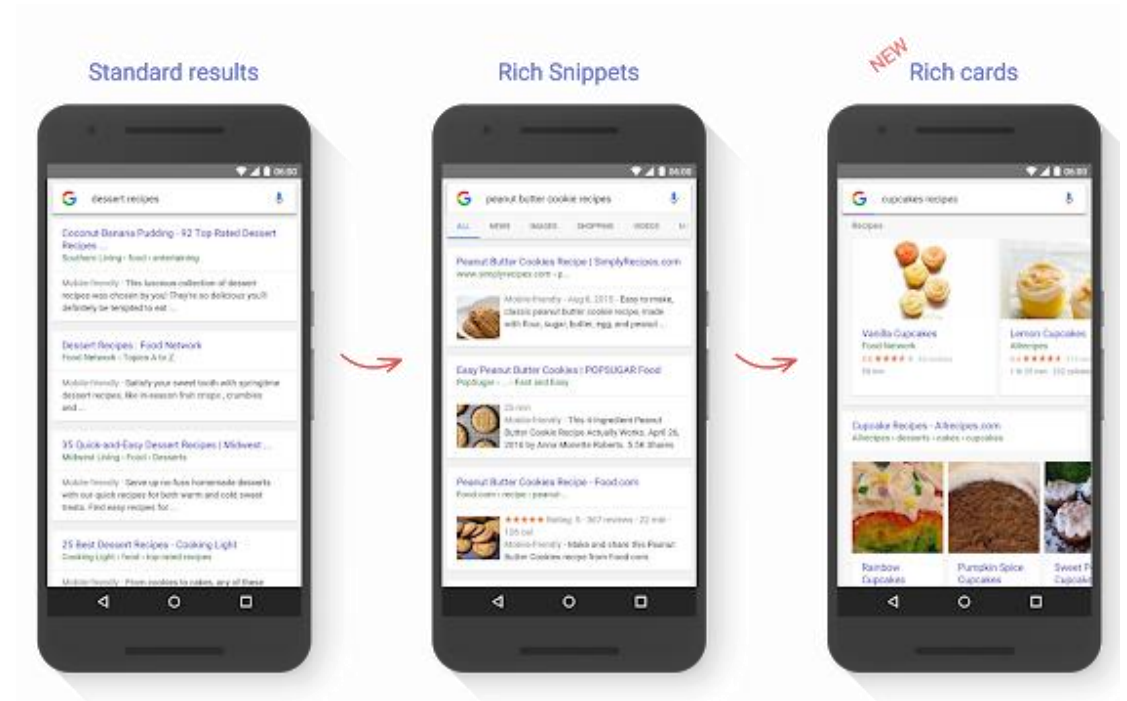
Voice Search Adds New Dynamics To How Content Is Created

- The rise in voice search has changed the way that content creators need to think about reaching their audiences

- Voice Search content needs to be more focused on conversational style queries that also encapsulate the user's moods at the time & place of the query

- This provides extra flexibility for content creators, as content that meets these criteria generally can be generated using more diverse manners

- Videos, Audio & PodCast Content as well as Structured Snippets enable marketers to better target these types of queries
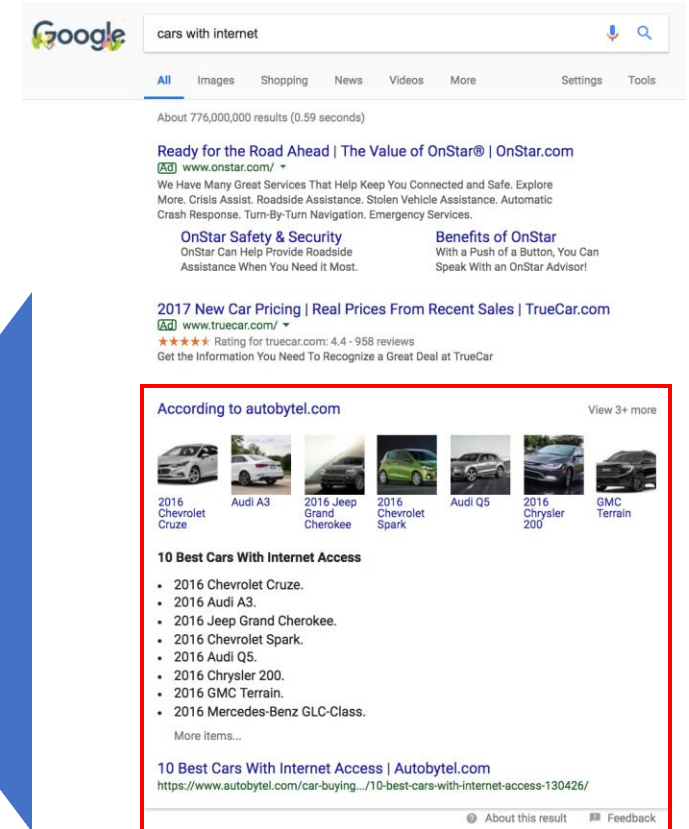
PodCast Indexation Enables Marketers To Target Difficult Content To Write For In A Better Fashion

- Google recently announced that PodCast content would be indexed & easily findable on SERPs

- This gives marketers more flexibility in creating content as it is easier to discuss some topics via conversation on a PodCast vs. via traditional written on-page content

- This also requires a shift in how content is produced, as keyword research needs to focus much more on semantic relationships of keywords

- An additional dimension of analysis is also required to report on the success of keywords that perform well in both traditional search as well as Voice Search & PodCasts

PodCasts getting SERP exposure via Apple Store & iHeartRadio

International Template Targeting For Improved Mobile-Latency

- As connectivity speeds diversify at different rates around the globe, international customized templates will be more & more important for latency

- Tools such as WebPageTest.org can be used to target different locations, as well as device types to see how your content loads

- Templates that load in a country with a mostly 3G connectivity speed should be lighter-weight than ones used in 5G areas

- Tests for latency should be conducted regularly on your site, as well as competitors in order to ensure your content remains competitive
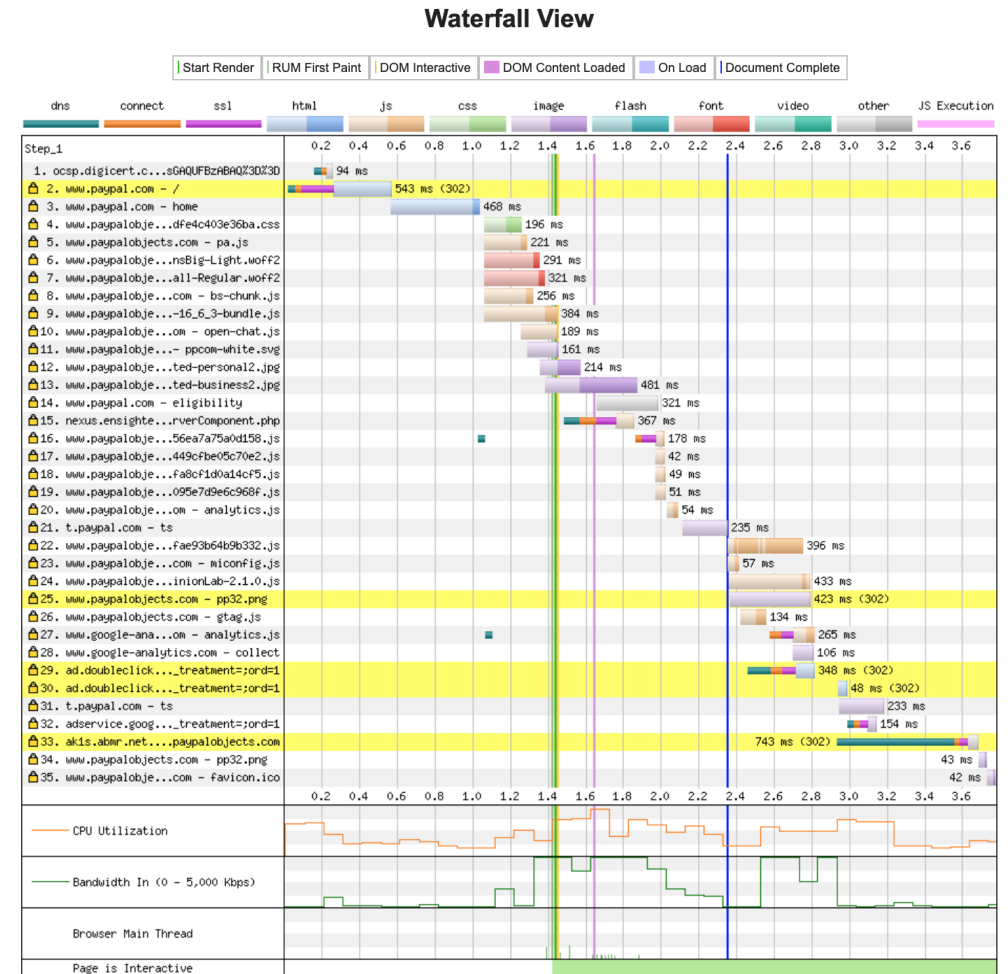
What Old Datapoints Are Still Highly Relevant?

- Evergreen metrics will still be essential, despite an evolving SERP layout & indexation factors

- Channel-based Quantitative Metrics will still be essential for forecasting potential ROI of new & existing content

- Applying their respective Qualitative Metrics such as Bounce Rate & Conversion/Goal Rates enables marketers to make a more accurate estimate in ROI Modeling

- **The most important metrics will always be whatever is most relevant to your business & it's primary goals**
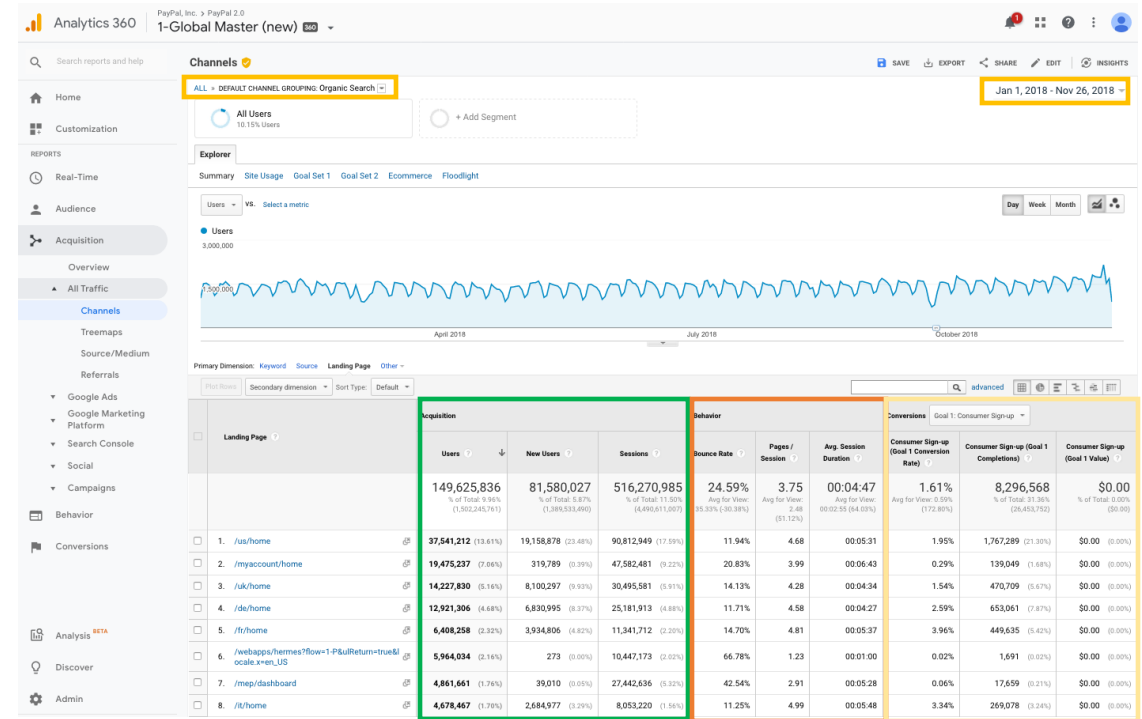
Green Box Denotes Traffic Metrics, Quality Metrics In **Navy** Box, Goal Metrics In **Pink** Box

What New Datapoints Need To Be Considered?

- Marketers need to identify the primary business KPIs that their projects' stakeholders rely on

- As new mediums of digital acquisition come up, such as PodCast Indexation, new metrics to rate the Qualitative & Quantitative Visitor Data

- Analytics teams can then perform attribution modeling to bridge the gap between stakeholder data & analyst data to report in a single set of established KPIs

- This is essential as most stakeholders are less interested in how long someone is spending on a page or how often they exit, but they do want to know the dollar value that their content is returning to the business

Where Do We Get Data?

- Traditional Analytics Tools such as Google Analytics & Google/Bing Search Consoles are still excellent sources

- Additional context & value can be added to this data by weighing numbers with data from other sources, which can lead to increased campaign performance

- An Example – when performing a URL Equity Analysis, implementing ranking data on a URL level to account for SERP movements caused by deprecating content can make for better rankings

- Any datasource is great, however it is recommended that all tags fire from a centralized tag manager whenever possible to ensure Data Integrity
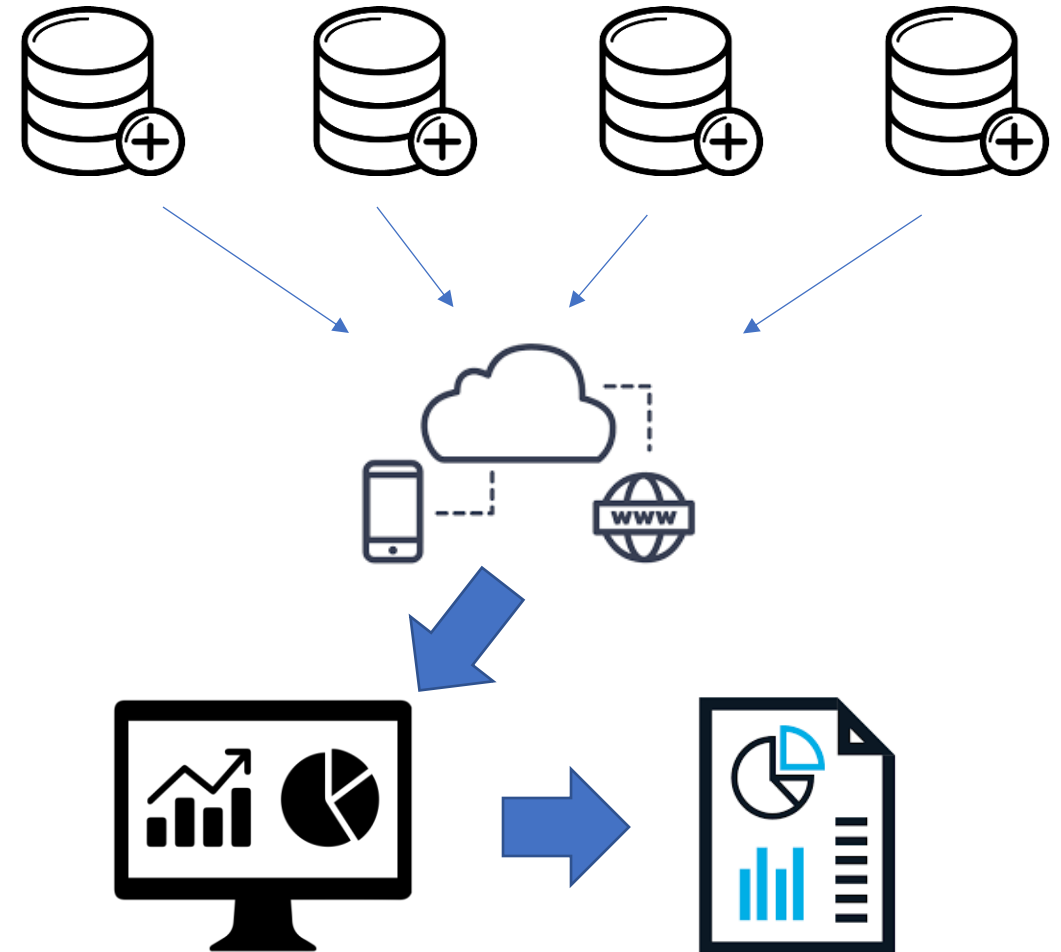
Secret Uses Of Screaming Frog

- Screaming Frog SEO Spider is one of the best tools from a Digital Optimization Perspective

- In addition to being able to run custom extractions for on-page fields, there is also an API Connection that can add URL level insights from a variety of sources

- Sources Include:
  - Google Analytics
  - Google Search Console
  - AHREFs
  - Majestic
  - Moz

- Adding additional layers of context to your pages' performances at the URL level like this enables marketers to make better optimization decisions & better calculate the expected ROI

- Screaming Frog can also be automated from the Task Scheduler, although API connections need to be manually established
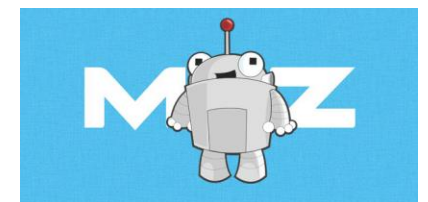
Custom Data Extraction

- With the rise in voice search & snippet results, Structured Data Markups

- Google Search Console's Rich Search Results section of the Search Analytics Report can offer insights into performance

- Use Screaming Frog's Custom Extractions to find different types of Structured Data Markups that exist on your site's content

- Creating custom reports that merge the URL analytics data with the existing meta data & markup reports will help marketers better make use of their rich content

# Bridging The Gaps & Connecting Our Sources

- While Screaming Frog can only currently link to the APIs listed on the previous slide, Excel can help bridge gaps between data sets for added context

- Bulk Exporting data from sources such as SearchMetrics or SEMRush can also add additional context to URL-Level reports

- VLOOKUPs in Excel work great for merging data from multiple reporting sources, & automating summary tabs can help streamline your optimization processes

- Creating automated picklists & or using automated macros or plugins can help you keep consistent reporting cadences and ensure data integrity

Custom Tools & Reporting
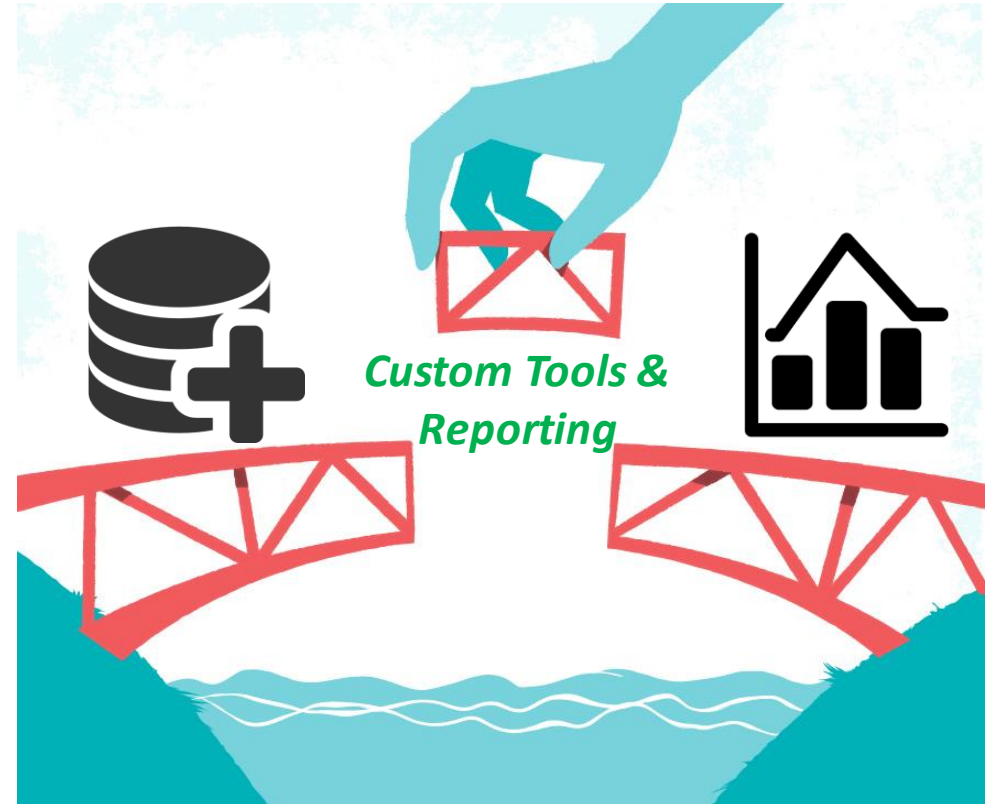
Dashboards & Telling a Story

- Rule #1: Understand your audience & their understanding of your topic – clear communication across business units is key

- Turn analytics numbers into weighted attribution calculations that enable fluid storytelling regardless of the final KPIs established by the audiences

- Accessibility is also essential, ensure that all stakeholders are able to easily access data

- Excel spreadsheets can work internally for smaller teams, else Tableau or a private reporting dashboard suite can enable easy, live sharing of all data

- Linking all of these data sources in one centralized space & automating all pulls & calculations is the most effective means of reporting

Thinking Outside Of The Box

- Analysts need to be able to think multi-dimensionally about all datapoints & URLs in order to tell a complete story

- This is essential not just for optimizations & recommendations, but also for reporting on the overall individual health of unique URLs in your site's taxonomy

- These in-depth reports can also save time when it comes time to perform in-depth projects such as Migrations, as the groundwork for Equity Analyses is already set

- Analysts and Data Teams should work together in order to find the best ways to tell truly custom stories to all members of their organization

Custom Fit Reports Fit Best

- Rule #1 – Always be sure your reports are written in a way your audience understands

- Without proper interpretation of all data points, there can be a lot of room for errors & spreading of misinformation

- If all readers of a report are not on the same page with definitions & metrics, headache & hassle can ensue, making proper planning all the more essential

- Not every business & business unit are going to want to see the same things, make sure everyone's story is custom

- Always remember that people are oftentimes modeling your data differently to report it to other people, so always make calculations thorough and data readily available for the rest of your teams
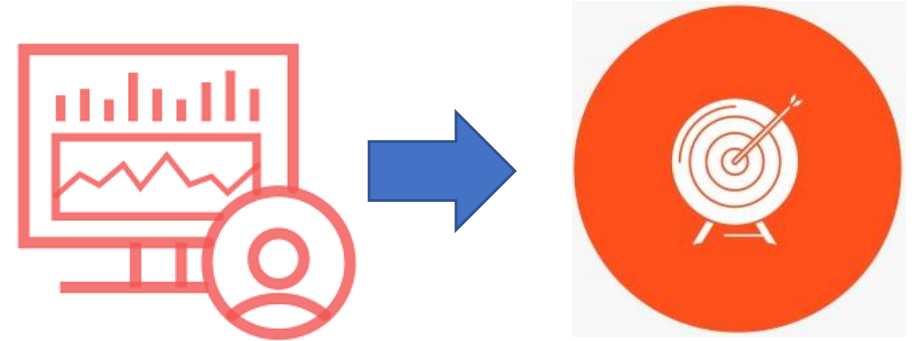
Tying It All Together

1. Analysts & Marketers need to work together closely with all stakeholders to ensure that all data being relayed accurately reflects business goals & campaign performance

2. Tools should all be analyzed for reporting accuracy, as well as for automation potential in order to best tailor reporting

3. Streamlining workflows & automating as many reports & calculations as possible will save time & ensure data integrity in all future reports

4. Outside of the box thinking is a must, as data reporting that involves multi-dimensional attribution makes for more effective reporting, recommendations & overall campaign success

5. Forward thinking about where search & other channels are heading is also required to be sure that all existing reports can seamlessly be updated as mediums evolve