brighton SEO. April 2023

Data-driven SEO & Content Strategy to Reduce your Customer Acquisition Costs

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@puriprashant

https://www.slideshare.net/adlift

Quick Intro

- 17+ Years of Digital Marketing Experience
- Ex IAC, AT&T, Yahoo! & eBay
- Since AdLift, consulted for PayPal, Walmart, Overstock, Box, Airbnb, Bausch & Lomb

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We're going to cover

- The Effects of Increasing SEO Traffic/Revenue on Customer Acquisition Costs (CAC)
- How do we Increase SEO Traffic?
  - Creating compelling content
  - Synergize efforts between SEO & Paid Search
  - Invest in the 59% (PAA & Featured Snippets)
  - Competitive Analysis
  - Content Marketing/Link Backs

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The Effects of **Increasing** SEO Traffic/Revenue on **CAC**

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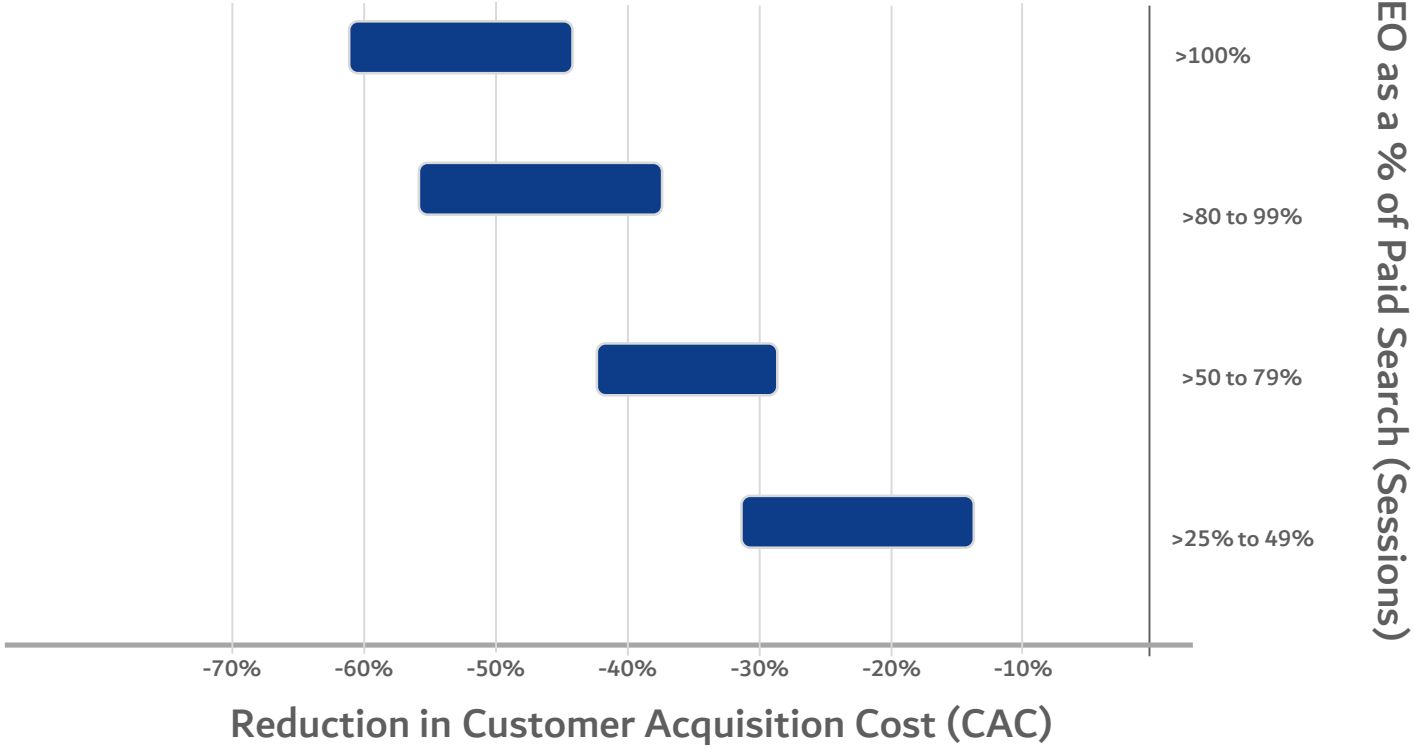
As % of SEO Increases, CAC Decreases Significantly

ADLIFT RESEARCH



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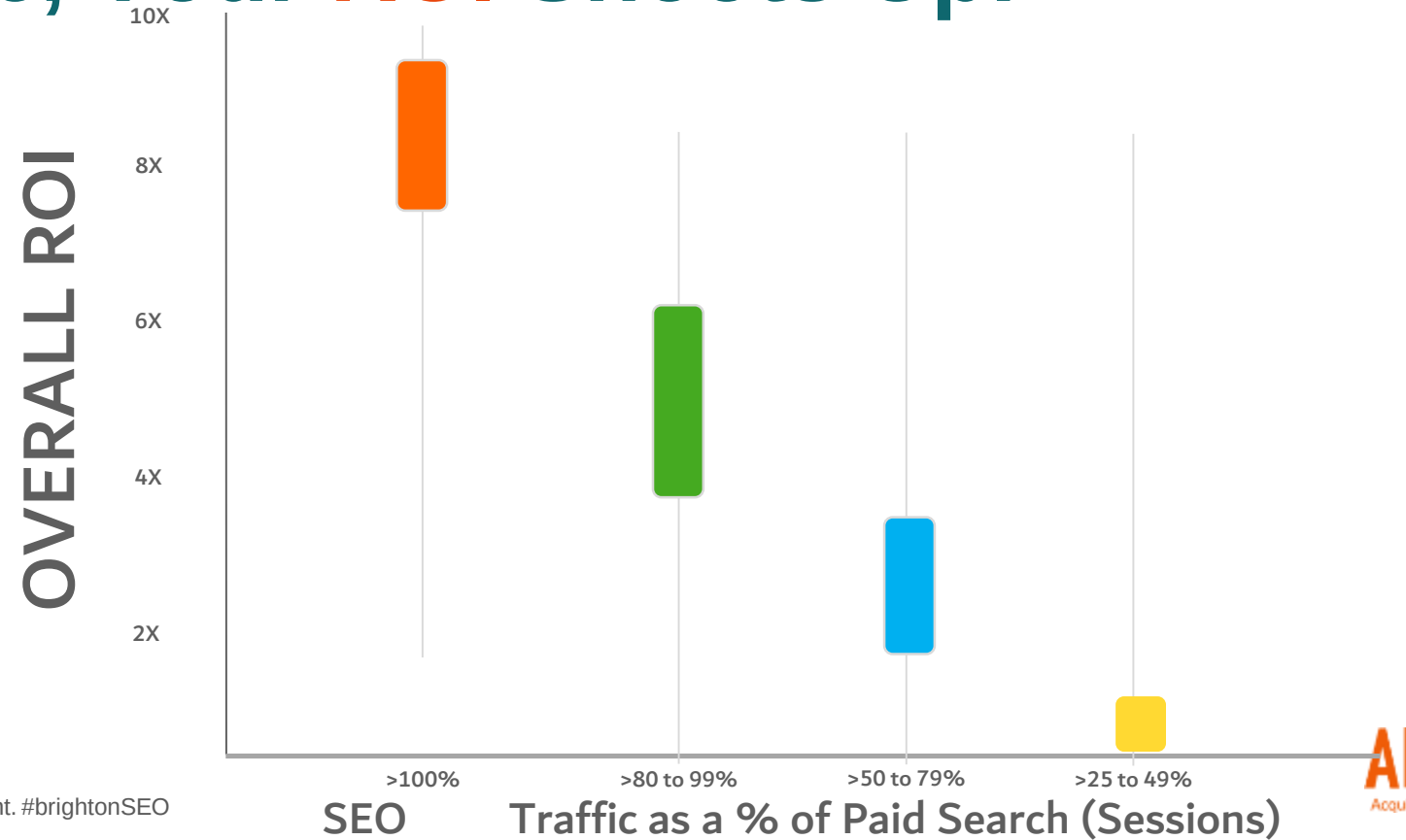
If You're Driving Significant SEO Traffic, Your ROI Shoots Up!

ADLIFT RESEARCH



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How Do We Increase SEO Traffic?

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Let's Break Down SEO into Core Segments

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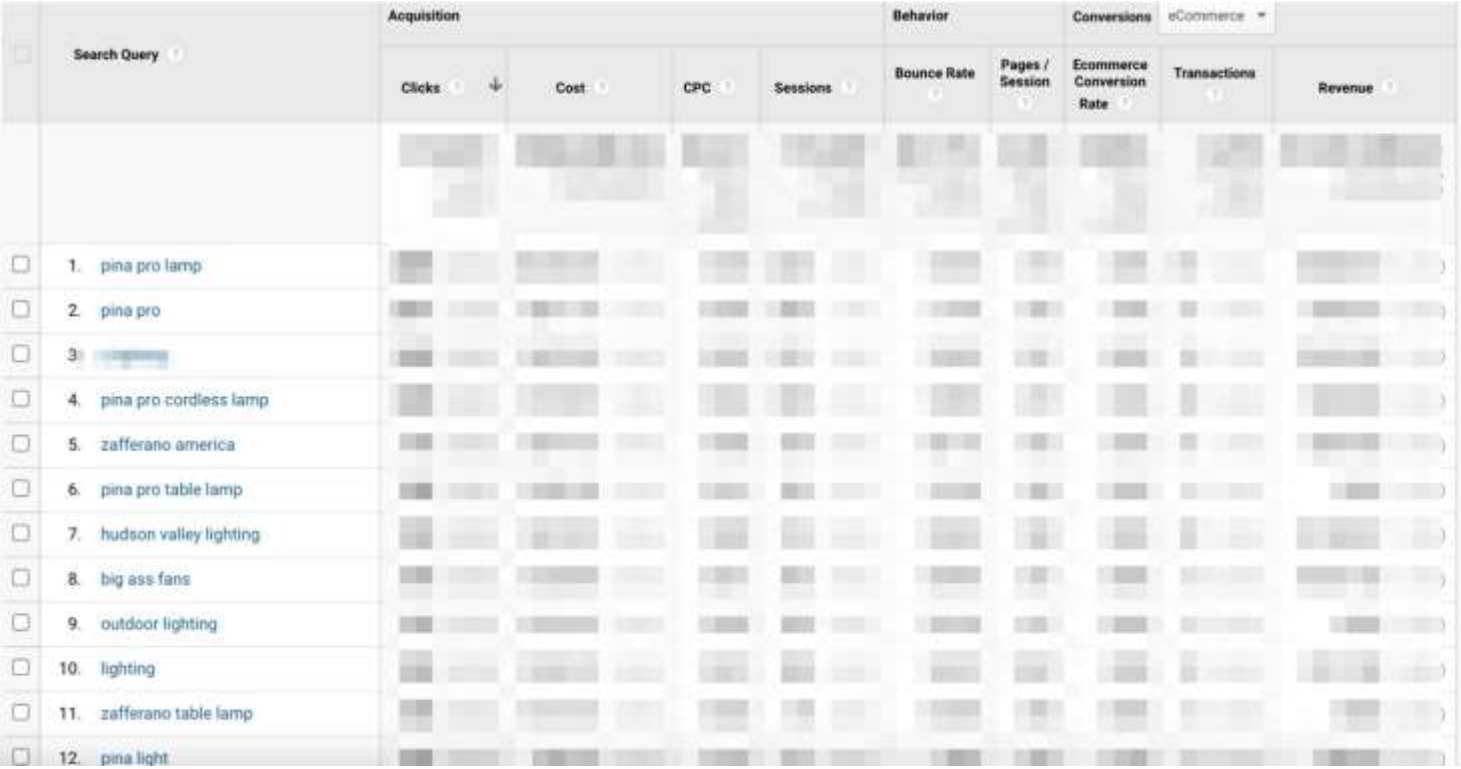
Leveraging Synergies Between Paid and SEO

Keyword Analysis



	Search Query	Acquisition				Behavior		Conversions	eCommerce	
		Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		[redacted]								
☐	1. pina pro lamp									
☐	2. pina pro									
☐	3. [redacted]									
☐	4. pina pro cordless lamp									
☐	5. zafferano america									
☐	6. pina pro table lamp									
☐	7. hudson valley lighting									
☐	8. big ass fans									
☐	9. outdoor lighting									
☐	10. lighting									
☐	11. zafferano table lamp									
☐	12. pina light									

Google Ads | Keyword plan

ahrefs Rank Tracker

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Source: Google Analytics | aHref

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Leveraging Synergies Between Paid and SEO (Cont..)

SEM Data

SEO Data

Search Query	Clicks	Cost	CPC	Sessions	Ecommerce Conversion Rate	Transactions	Revenue	SEO Ranking	Average Search Volume
pina pro lamp								3	110
pina pro								3	70
pina pro cordless lamp								3	-
zafferano america								7	1,300
pina pro table lamp								3	390
hudson valley lighting								4	22,200
big ass fans								45	110,000
outdoor lighting								15	90,500
zafferano table lamp								4	170
pina light								3	1,300
track lighting								9	49,500
modern lighting								3	12,100
poldina pro table lamp								4	590
pendant lighting								8	110,000
kuzco lighting								3	9,900
modern ceiling fans								3	22,200
pina lamp								3	590
pino pro lamp								3	-
zafferano								12	1,600
poldina pro								5	590

Source: Google Analytics | SEMRush

AUDIT
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Target Your High Revenue Products

Product	Sales Performance			
	Product Revenue	Unique Purchases	Quantity	Avg. Price
	$1,569,497.34 % of Total: 100.00% ($1,569,497.34)	34,478 % of Total: 100.00% (34,478)	34,633 % of Total: 100.00% (34,633)	$45.32 Avg for View: $45.32 (0.00%)
1. Sungold		314 (0.91%)	315 (0.91%)	
2. Evergreen		294 (0.85%)	294 (0.85%)	
3. Arctic Grey Pullover		191 (0.55%)	192 (0.55%)	
4. Amazon Explorer		237 (0.69%)	237 (0.68%)	
5. Midnight Black Pullover		175 (0.51%)	176 (0.51%)	
6. Solace Black		139 (0.40%)	140 (0.40%)	
7. Sahara Explorer		208 (0.60%)	209 (0.60%)	
8. Ocean Blue Pullover		156 (0.45%)	157 (0.45%)	
9. Arctic Explorer		189 (0.55%)	189 (0.55%)	
10. Emerald		125 (0.36%)	125 (0.36%)	
11. Dark Mocha		123 (0.36%)	123 (0.36%)	
12. Sand Knit		134 (0.39%)	134 (0.39%)	

Keyword Analysis

Keyword	Avg. Search Volume	Ranking
olive sweatshirt	390	17
grey hoodie	49,500	>100
mens casual shirt	22,200	51
casual shirt	22,200	>100
black sweatshirts	22,200	>100
mustard casual shirt	22,200	>100
yellow casual shirt	22,200	>100
blue hoodie	22,200	>100
brown shirt	49,500	>100
brown cotton shirt	110,000	>100

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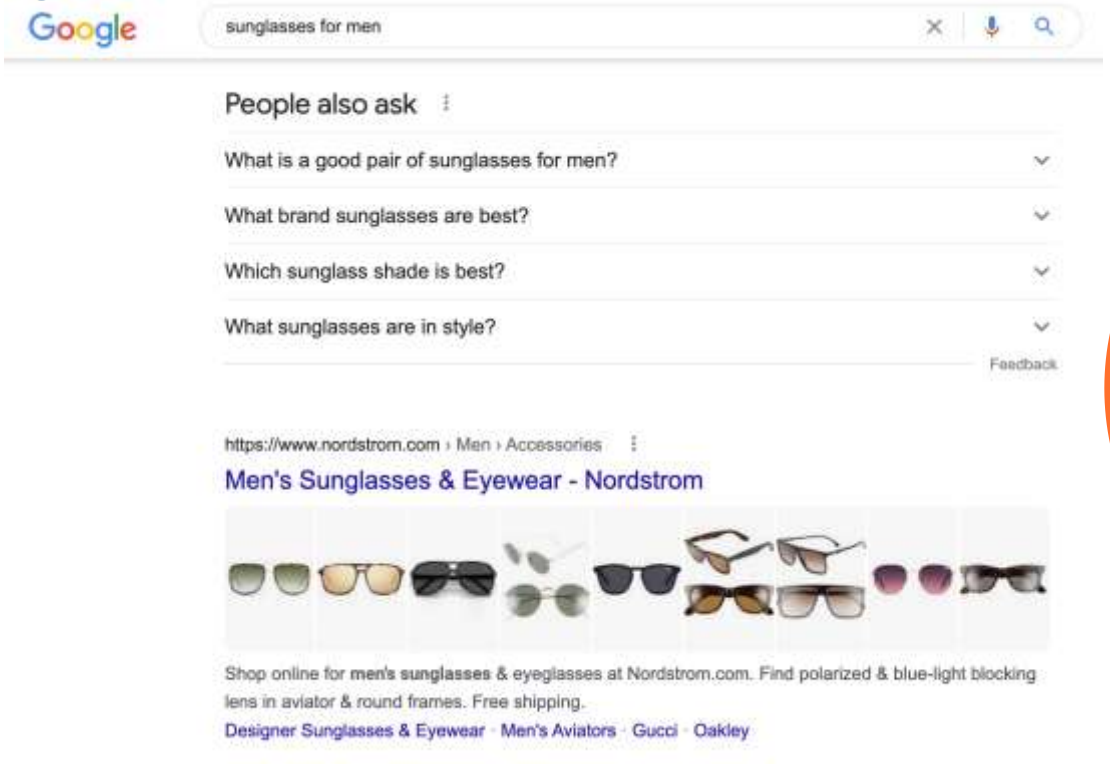
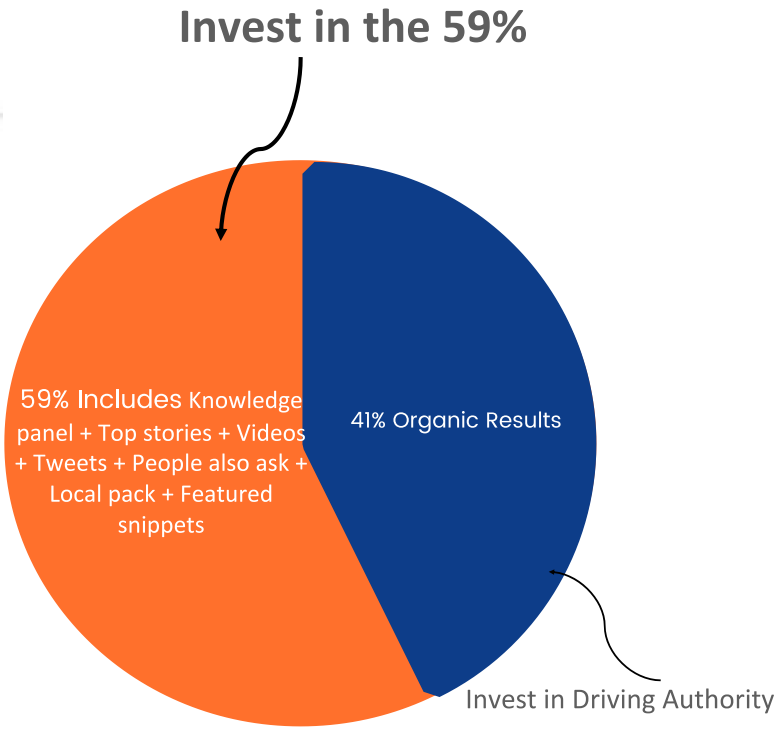
Let's Broaden Our SEO Lens

1 People also ask





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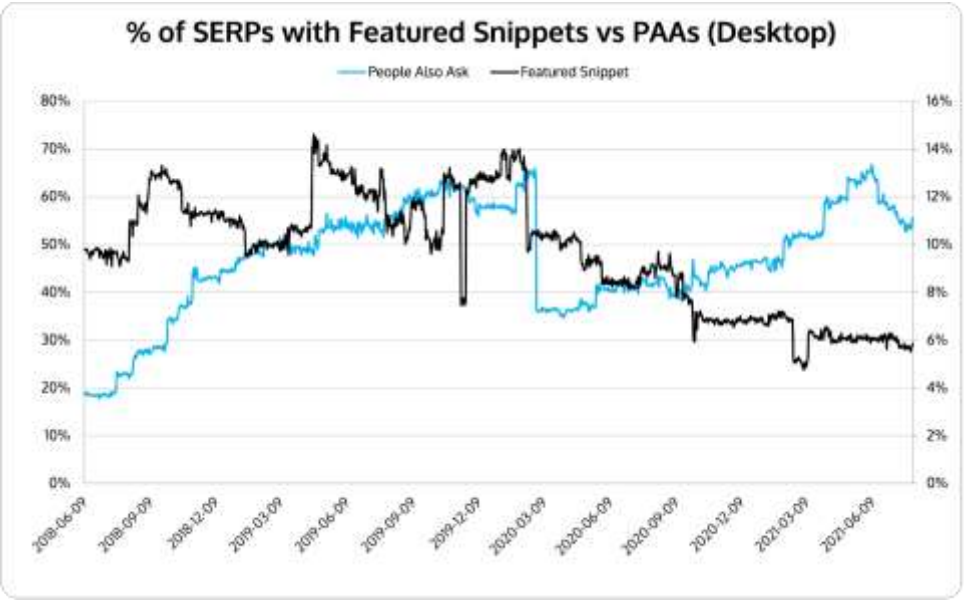
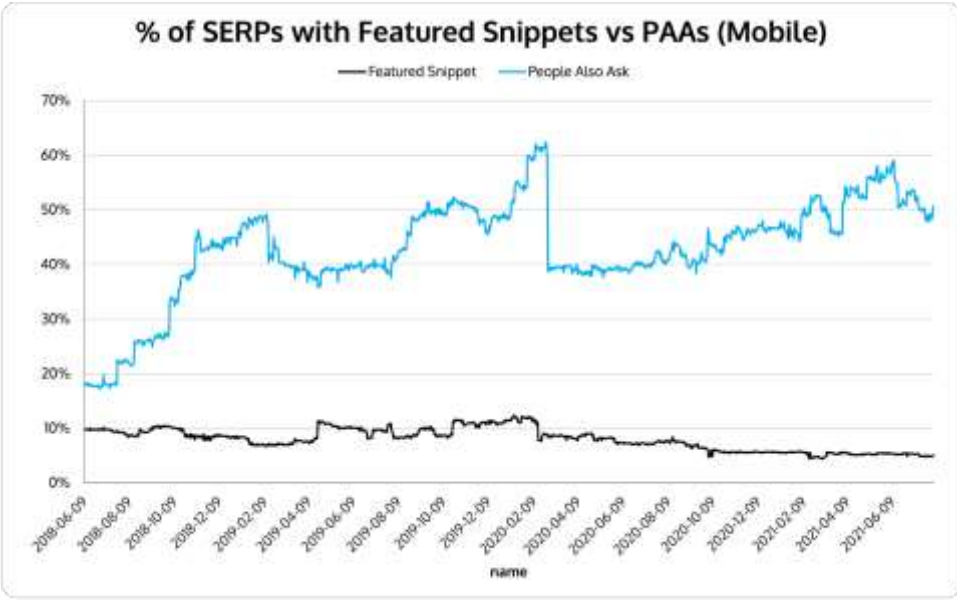
‘People Also Ask’ vs. Featured Snippets





60% of SERPs have a People Also Ask

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Leverage Tools Like Also Asked to Generate Questions That Are Asked

People also ask

1

AlsoAsked

Generated by AlsoAsked.com

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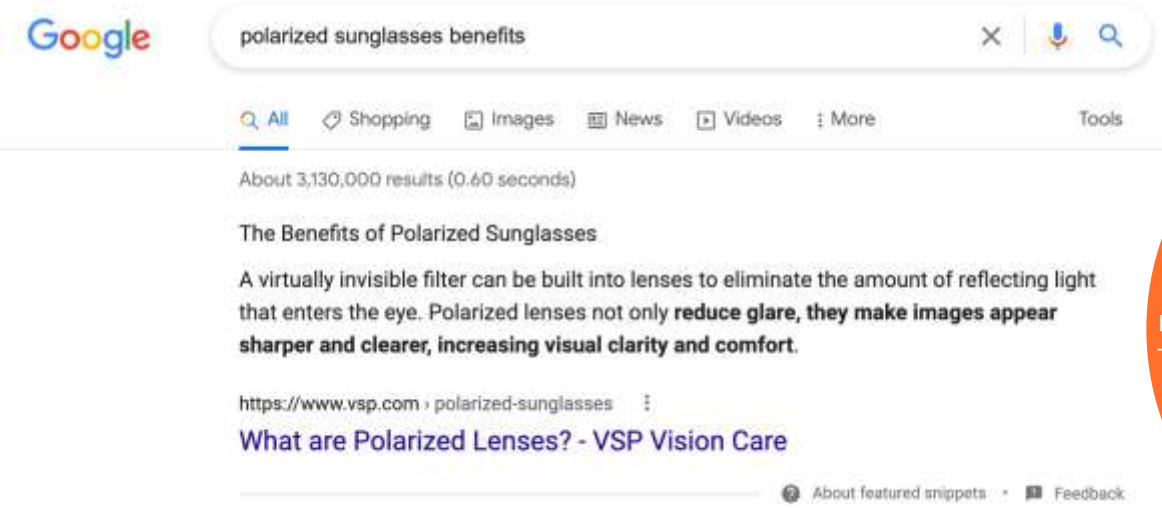
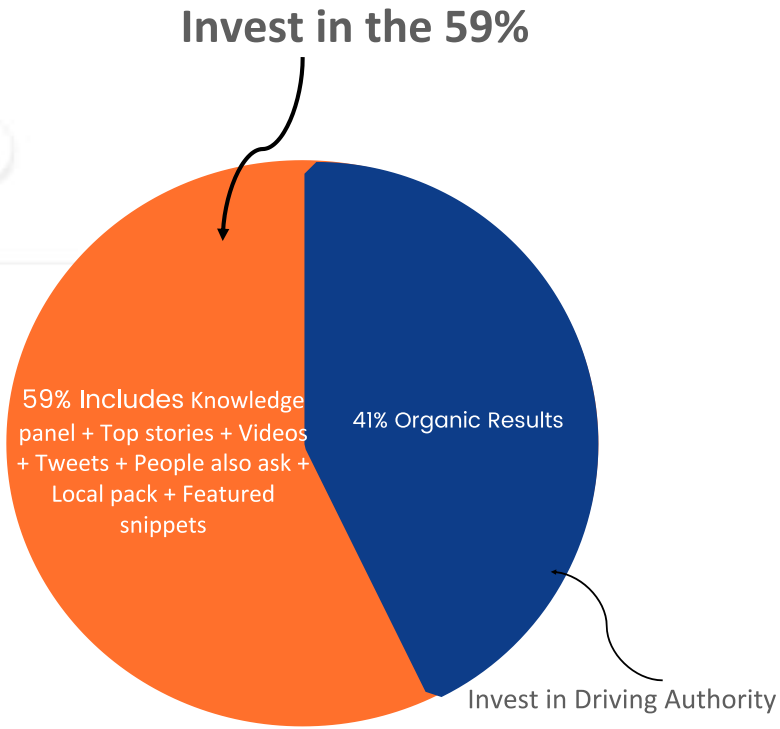
Let's Broaden Our SEO Lens (Cont..)

2 Featured Snippet





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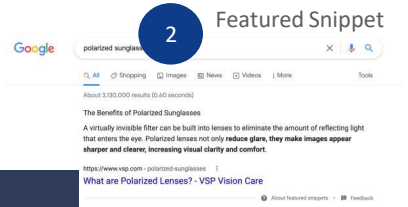
Optimizing for Featured Snippet/Zero Box Ranking



ahrefs Dashboard | Site Explorer | Keywords Explorer | Site Audit | Rank Tracker | Content Explorer | More | Academy

http + https | www.sunglasshut.com/ | Subdomains | Settings

- Overview
- Overview 2.0
- Site structure
- Calendar (New)

Backlink profile
- Backlinks
- Broken backlinks
- Referring domains
- Anchors
- Referring IPs
- Internal backlinks
- Link intersect

Organic search
- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap

Paid search
- Paid keywords
- Ads

Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features | Word count | Keyword

Show results | Cancel

5,382 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
sunglass hut	6	15K	30	0.22	8,584	1	https://www.sunglasshut.com/ 4 more
prada sunglasses	4	26K	6	0.20	3,274	2	https://www.sunglasshut.com/us/prada 4 more
sunglasses hut	6	4K	38	0.07	2,654	1	https://www.sunglasshut.com/ 4 more
gucci sunglasses	3	26K	10	0.16	2,605	2	https://www.sunglasshut.com/us/gucci
sunglasshut	4	2.2K	43	0.20	2,169	1	https://www.sunglasshut.com/ 3 more
sunglass	4	30K	34	0.11	1,683	2	https://www.sunglasshut.com/ 1 more
gucci sunglasses women	3	5.2K	9	0.04	763	2	https://www.sunglasshut.com/us/gucci 4 more
versace sunglasses	3	7.9K	5	0.07	611	2	https://www.sunglasshut.com/us/versace 2 more
burberry sunglasses	6	12K	4	0.11	587	3	https://www.sunglasshut.com/us/burberry 1 more

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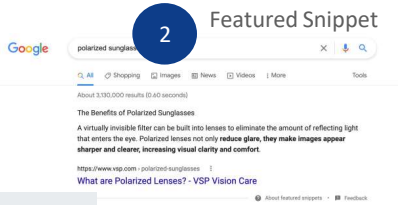
Optimizing for Featured Snippet/Zero Box Ranking



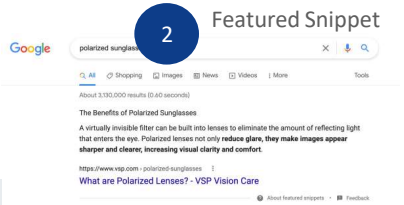
Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features: on SERP | Word count

2,208 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
sunglass hut return policy	4	4.7K	8	1.18	3,733	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
sunglass hut return	2	700	25	N/A	542	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/polarized
luxury sunglasses brands	5	1.1K	40	2.26	183	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
does sunglasses hut do repairs	4	250	14	N/A	136	1	https://www.sunglasshut.com/us/promise 4 more
expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses

Optimizing for Featured Snippet/Zero Box Ranking



Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features: 👀 where target ranks | Word co

28 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
sunglass hut return policy	4	4.7K	8	1.18	3,733	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
sunglass hut return	2	700	25	N/A	542	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
luxury sunglasses brands	5	1.1K	40	2.26	183	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
does sunglasses hut do repairs	4	250	14	N/A	136	1	https://www.sunglasshut.com/us/promise 4 more
sunglasses hut return policy	3	400	5	1.77	105	1	https://www.sunglasshut.com/ReturnsView?storeId=10154&urlRequestType=Base&langId=-1&catalogId=20602 3 more
men's designer sunglasses brands	5	200	41	N/A	79	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
sunglass hut return policy too good to be true	3	150	15	N/A	48	1	https://www.sunglasshut.com/us/promise 1 more
does sunglass hut replace lenses	4	70	23	2.55	35	1	https://www.sunglasshut.com/us/promise 2 more

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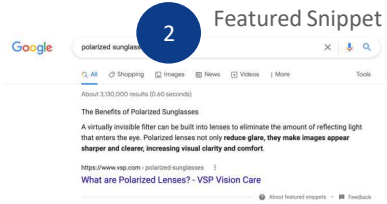
Optimizing for Featured Snippet/Zero Box Ranking



Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features: on SERP | Word count

2,208 keywords | 25 Aug 2022 | Don't compare | Main positions only

Keyword						
sunglass hut return policy						
sunglass hut return						
sunglasses brands						
polarized glasses						
what are polarized sunglass						
luxury sunglasses brands						
does sunglasses hut do repairs	4	250	14	N/A	136	1
expensive sunglasses	6	3.3K	9	1.45	120	5

2.2K Keywords with ~5.3M Search Volume

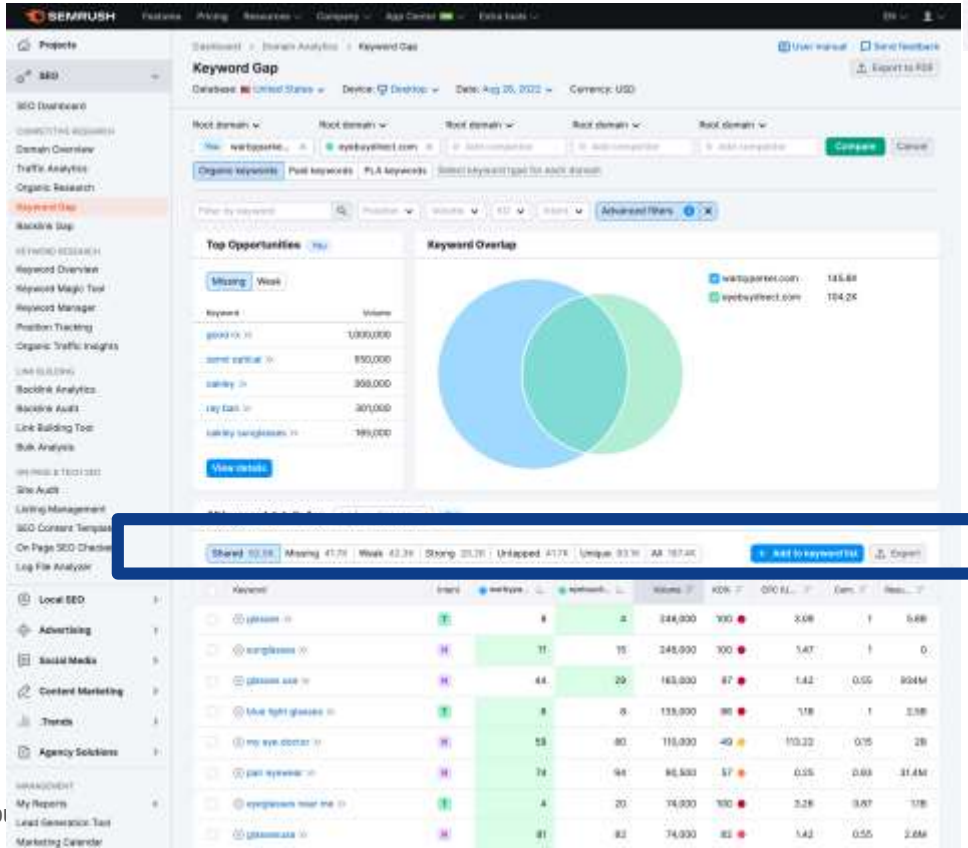
Organic keywords

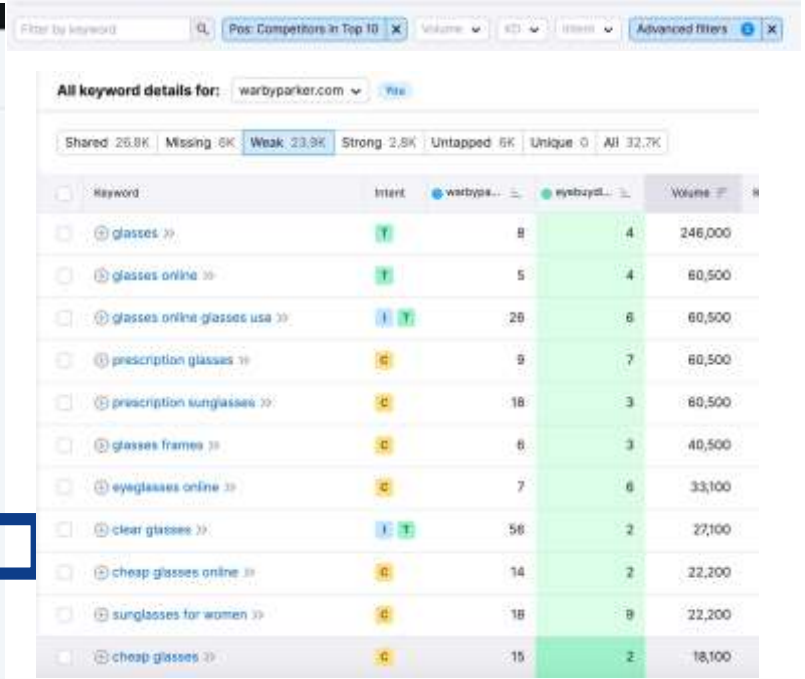
United States | Position: 3-10 | Volume | KD | CPC | Traffic | SERP features: on SERP | Word c

220 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/polarized
polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
what is polarized sunglasses	5	6.7K	46	4.23	61	10	https://www.sunglasshut.com/us/sunglasses/polarized
sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
sunglass brands	4	4.3K	43	2.34	116	3	https://www.sunglasshut.com/us/sunglasses-brands
expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
name brand sunglasses	4	2.7K	40	1.30	64	9	https://www.sunglasshut.com/us/sunglasses-brands + 1 more
sunglasses brand	3	1.1K	43	2.68	75	3	https://www.sunglasshut.com/us/sunglasses-brands

Competitor Analysis To Drive Meaningful Insights





Tool: SEMRush

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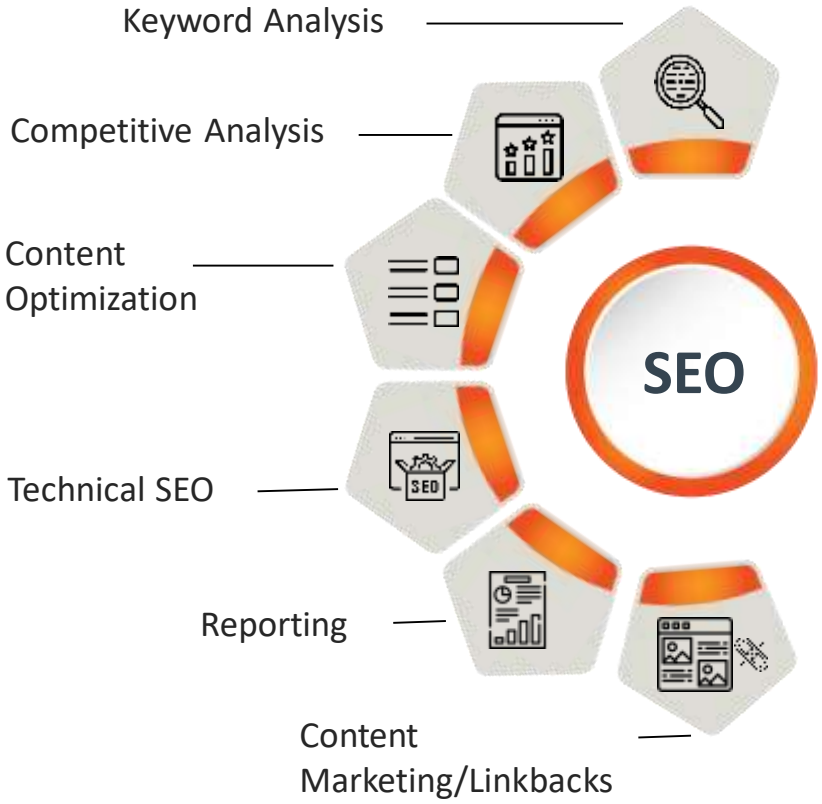

Content Marketing & Increasing The Authority of Your Website

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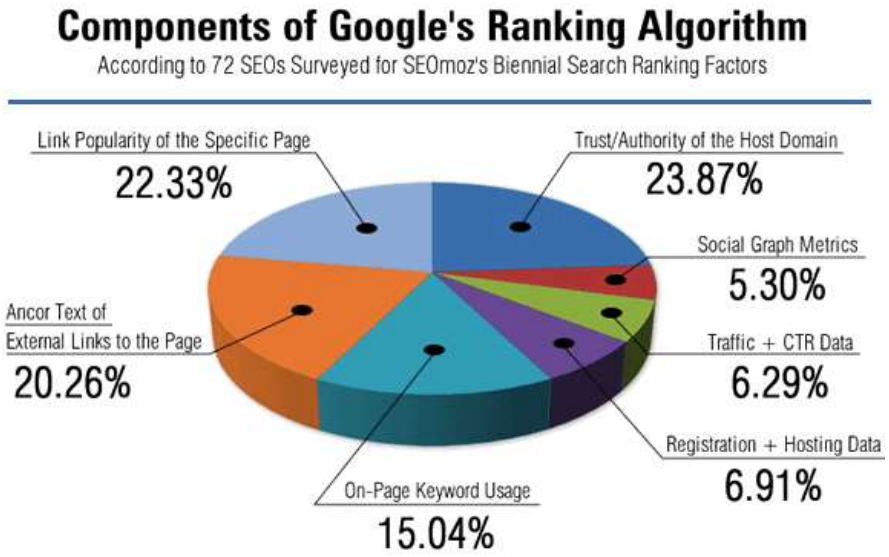
Google’s Ranking Algorithm

~45% of Google’s Ranking Algorithm Depends on Content Marketing/Link Backs



Quality Matters

“From my point of view, I would tend not to focus on the total number of links to your site, or the total number of domain links to your website, because we look at links in a very different way.”

“We try to understand what is relevant for a website, how much should we weigh these individual links, and the total number of links doesn’t matter at all. Because you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all.”

John Mueller
Google Search Advocate

Content Marketing Tool with Built in APIs

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Content Quality Process That Works

To Sum it Up!

- **Increasing** SEO traffic to >100% of Paid Search **Reduces** CAC by ~60%
- **Synergize** efforts between SEO & Paid Search
- Invest in **the 59%** (PAA, Videos, Quora, Featured Snippets)
- Leverage **Competitor** Analysis to Derive Meaningful Insights
- **Invest** in Content Marketing/**Link Back** to Increase Authority

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PayPal
BARNES&NOBLE
ebay
shopify
Walmart
LEGALZOOM
Schneider Electric
box
airbnb
BlueJeans
PELOTON
ThoughtSpot
BAUSCH+LOMB
yahoo!
HONEST
credit sesame
COVERHOUND
Mercer
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chargepoint
Rakuten
JOBVITE
RingCentral
YIELDSTREET
duda
LIFTOFF
sugarcrm
SoFi
Marcus: by Goldman Sachs
verizon
LG
bills.com
simplilearn
LUMENS
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brighton SEO. April 2023

Data-driven SEO & Content Strategy to Reduce your Customer Acquisition Costs

Lomit Patel

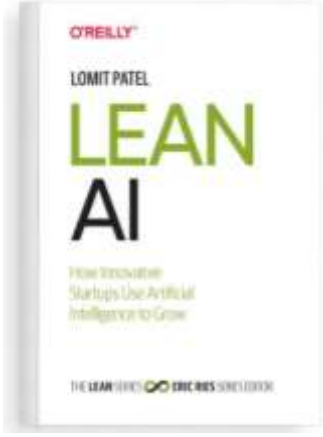
Tynker

in/lomitpatel/

Hi, I'm Lomit Patel

in/lomitpatel/ @ lpatel@tynker.com

20 Years of Driving Growth



Bestselling Author

Chief Growth Officer @ Tynker

More kids Learn To Code On Tynker Than Anywhere Else

60M
Students globally

100K+
Schools use Tynker

120M+
Apps created

5,000+
Lessons

Tynker's SEO Challenge

Apr 2022: Peak SEO Traffic

May 2022: Hit by Google Algo Change

Nov 2022: Engaged with SEO Agency

Mar 2022: Return to Peak Levels

Source: ahref

How Did We Get Back Up Again?

Created content around how people search to get better visibility on SERP

Executive support for SEO

SEO Audit

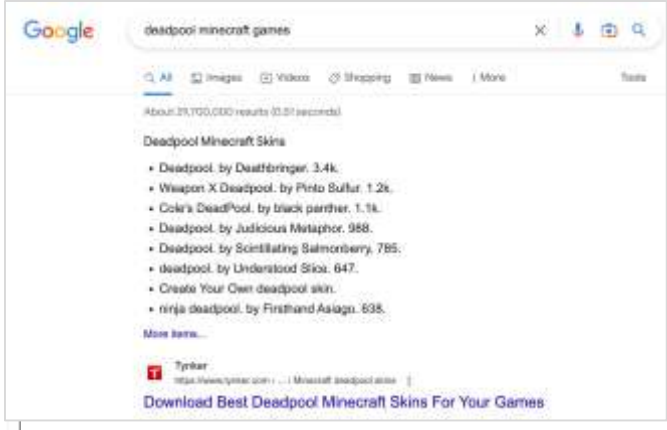
Address Key issues

- PAA
- Digital PR
- UGC

Tynker from BYJU'S

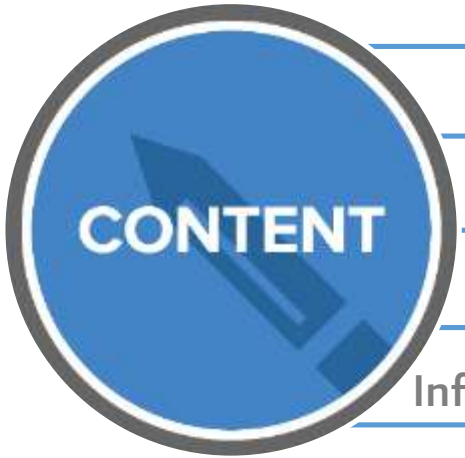
Optimize For PAA

Drive Longer Tail Traffic



Optimize For Digital PR

Identified Money Keywords -> Mapped to Relevant Landing Pages



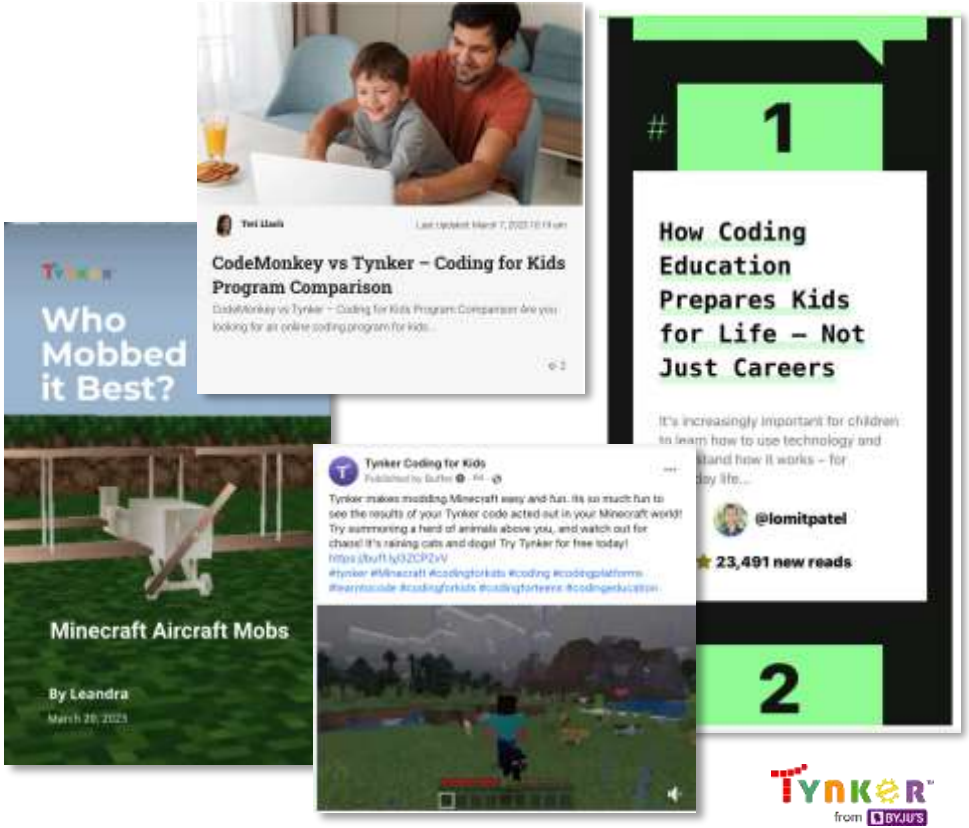
Onsite

Offsite

Contributed

Social

Influencers



Optimize For UGC

"Tynker's platform benefits from a vast creative community that generates tens of millions of apps, games, and Minecraft assets annually, contributing to the platform's SEO content and facilitating its discovery."—Lomit Patel

Minecraft mobs, mods & skins

Hour of Code

Code Jams

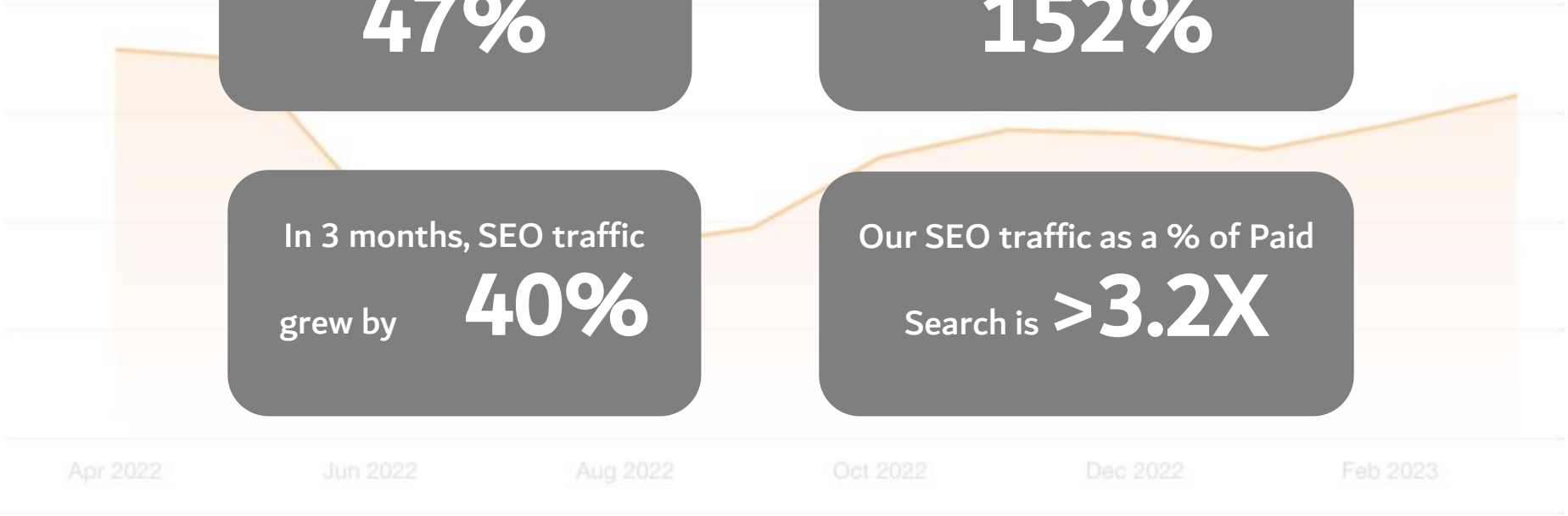
Tynker's Results

Grew # of keywords ranking in the Top 3 by **47%**

Increased Minecraft Branded Clicks by **152%**

In 3 months, SEO traffic grew by **40%**

Our SEO traffic as a % of Paid Search is **>3.2X**



To Sum it Up—
Build Content For People

Conduct a Thorough & Professional

Audit

Find a great, SEO agency partner

Understand SEO and Paid Media

CAC

Drive down costs with gains in SEO

Find creative ways of telling your

Story

PAA, Videos, News, Featured Snippets

TYNKER from BYJU'S

Questions? Please Reach Out!

If You'd Like a Copy of the Deck - email: lpatel@tynker.com or prashant@adlift.com

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