brighton SEO.

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

Prashant Puri

AdLift, Inc





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



The Effects of Increasing SEO Traffic/Revenue on CAC



As % of SEO Increases, CAC Decreases ADL FT RESEARCH Significantly



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





How Do We Increase SEO Traffic?





Let's Break Down SEO into Core Segments



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Leveraging Synergies Between Paid and SEO

			Acquisition					Behavior		Conversions	eCommerce *			
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Keyword Analysis



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Acquire, Amplify, Advance

onSEO Source: Google Analytics | aHref

Leveraging Synergies Between Paid and SEO (Cont..)

SEM Data

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Search Query	Clicks	Cost	CPC	Sessions	Ecommerce Conversion Rate	Transactions	Revenue	SEO Ranking	Average Search Volume
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pina pro								3	70
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afferano america								7	1,300
ina pro table lamp								3	390
dson valley lighting								4	22,200
big ass fans								45	110,000
outdoor lighting								15	90,500
fferano table lamp								4	170
pina light								3	1,300
track lighting								9	49,500
modern lighting								3	12,100
dina pro table lamp								4	590
pendant lighting								8	110,000
kuzco lighting								3	9,900
odern ceiling fans								3	22,200
pina lamp								3	590
pino pro lamp								3	
zafferano					10.000			12	1,600



Source: Google Analytics | SEMRush @puriprashant. #brightonSEO

SEO Data

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Keyword Analysis

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Target Your High Revenue Products

	Sales Performance					Keyword Anal	ysis 🧰
Product 0	Product Revenue	Unique Purchases	Quantity	Avg. Price			
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1. Sungold	10040	314 (0.91%)	315 (0.91%)		olive sweatshirt	390	17
2. Evergreen	and the second second	294 (0.85%)	294 (0.85%)	100001	grey hoodie	49,500	>100
-	the second se			and the second	mens casual shirt	22,200	51
3. Arctic Grey Pullover	and the second second	191 (0.55%)	192 (0.55%)	and the second	casual shirt	22,200	>100
4. Amazon Explorer	Balling	237 (0.69%)	237 (0.68%)	1001	black sweatshirts	22,200	>100
5. Midnight Black Pullover	ALC: NOT THE OWNER OF THE OWNER OWNER OF THE OWNER OWNE OWNER OWNE	175 (0.51%)	176 (0.51%)	-	mustard casual shirt	22,200	>100
6. Solace Black	And and a second second	139 (0.40%)	140 (0.40%)	1000	yellow casual shirt	22,200	>100
7. Sahara Explorer	And a second	208 (0.60%)	209 (0.60%)	10000	blue hoodie	22,200	>100
8. Ocean Blue Pullover	Read and	156 (0.45%)	157 (0.45%)	-	brown shirt	49,500	>100
9. Arctic Explorer	-	189 (0.55%)	189 (0.55%)	and the second	brown cotton shirt	110,000	>100
10. Emerald	And and a series	125 (0.36%)	125 (0.36%)	-			
11. Dark Mocha		123 (0.36%)	123 (0.36%)	10000			
12. Sand Knit	1000 million	134 (0.39%)	134 (0.30%)	and the second		/	UL IHI
@puriprashan	t. #brightonSEO					A	cquire. Amplify. Advance.

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Let's Broaden Our SEO Lens

Content Optimization



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'People Also Ask' vs. Featured Snippets



60% of SERPs have a People Also Ask



People also ask

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Leverage Tools Like Also Asked to Generate Questions That Are Asked





People also ask

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





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A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only reduce glare, they make images appear sharper and clearer, increasing visual clarity and comfort. tos //www.vsp.com - polarized-suppliesses

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The Benefits of Polarized Sunglasses

Google

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+ what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/p olarized +
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About featured anippets · B Teecback

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The Benefits of Polarized Sunglasses

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A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only reduce glare, they make images appear sharper and clearer, increasing visual clarity and comfort.

https://www.vsp.com - polarized-sunglasses I What are Polarized Lenses? - VSP Vision Care

About featured snippets · B Teecback



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Featured Snippet

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The Benefits of Polarized Sunglasses

Google

Competitor Analysis To Drive Meaningful Insights

Competitor Analysis



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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

Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors





"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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ADL¹FT

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

Lomit Patel

in in/lomitpatel/

Hi, I'm Lomit Patel

in /lomitpatel/





20 Years of Driving Growth

Bestselling Author

IF LEAK-LINES COC THE RES SONE UNITS.

O'REILLY"

Chief Growth Officer @ Tynker





More kids Learn To Code On Tynker Than Anywhere Else





Tynker's SEO Challenge





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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



Optimize For PAA

Drive Longer Tail Traffic



#brightonSEO



Optimize For Digital PR

Identified Money Keywords -> Mapped to Relevant Landing Pages



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







Code Jams

Tynker's Results





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



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Questions? Please Reach Out!

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



LOMIT PATEL Chief Growth Officer, Tynker



@





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