

White Paper

ADVANCED CONTENT OPTIMIZATION

SEARCH ENGINES ARE GETTING SMARTER. IT'S TIME
FOR YOUR CONTENT MARKETING STRATEGY TO EVOLVE.



THE EVOLUTION OF SEMANTIC SEARCH

The SEO landscape is in a state of constant evolution. Astonishingly, Google changes its search algorithm as many as 600 times each year.² Only the occasional major changes get delightful names like Panda, Hummingbird, and Penguin. Bing and Yahoo! are much less public with their algorithm changes, but they make them routinely, too.

Nearly every change in the algorithms of the search engines is designed to deliver the best quality content in the search results. The latest changes represent an evolutionary shift in the definition of “quality content.” Until recently, search engines evaluated the quality of content by factors such as whether the content reflected the keywords that were being searched for, the number of links pointing to the content, the number of words on the page, and the size of the website.

Today, we are witnessing the birth of the semantic search. Search engines are beginning to judge the quality of content by how well it relates to what end-users mean by the collection of words they use in their searches. Google is now using more than 200 factors to analyze and return quality content for the more than 100 billion searches it processes each month.³

For instance, entering a search phrase into Google that contains the keyword “blue” will yield different results if the phrase also includes words that suggest the end user is referring to a color, an emotion, a place, or a product. That’s because the algorithms are no longer simply choosing content that contain the keyword “blue.” They are examining the underlying meaning of the indexed content in an effort to return more meaningful results. As semantic search becomes more universal, content marketing will become more complex and personalized. SEO professionals can’t efficiently evaluate their content under these new standards and optimize it with yesterday’s tools.

YOUR CONTENT MAY BE OPTIMIZED, BUT IS IT GOOD?

Now that search engines are advancing to understand the intent of a query and provide helpful results, SEO professionals must re-examine the quality of their organization’s content and its current level of optimization.

² Moz.com, 2014. *Google Algorithm Change History*.

³ Google.com, 2014. *How Search Works: From Algorithms to Answers*.

Content isn’t meant for search engines. It’s meant for a targeted human audience—but it must be precisely optimized for search engines. To improve the quality of content so that it can be found, enterprises must understand the buying patterns of their target audience and create content that answers their questions based on where they are in the purchasing life-cycle. Armed with this knowledge, enterprises will produce content that is significantly different—and of better quality—than if they were focusing on gaming the search engines.

BEWARE OF INDUSTRY “BEST PRACTICES”

Far too many well-intentioned SEO professionals fall into the “best practices” trap. They replicate what a competitor is doing and end up with disappointing results. Just because a technique works well for one company doesn’t automatically mean it will work well for another.

The true best practice is for SEO professionals to understand their organization’s product or service, identify their organization’s selling strengths, and then leverage those strengths through SEO optimization. Every company’s culture and position in their marketplace is unique. They each deserve an advanced content optimization strategy that fits what they do best and can be customized and scaled as needed.

EVOLVING TO MEET THE SEO CHALLENGE

The way enterprises approach advanced content optimization needs to evolve. To be able to meet current and future SEO challenges, enterprises need the right tools. Google Analytics, Google Webmaster Tools, and similar free and paid platforms aren’t powerful enough for the task at hand. They don’t collect, analyze, and report data in a way that empowers the types of decision-making that helps keep content high in search engine rankings.



To get started, SEO professionals must establish a baseline by understanding where their organization is now, what their competitors are doing, what their opportunities are, and what their current SEO platform allows them to do about their situation. In most organizations, the process of answering these questions will reveal the need for smarter technology to help create a roadmap of where to go next.

Getting accurate answers to these questions is difficult without an advanced content optimization platform. Such a technology platform has the following capabilities:

AUTOMATED FULL-SITE AUDITS

It's essential to be able to conduct efficient, full-site audits that do not burden staff with manual tasks. This type of automated audit instantly scans entire sites—page by page—and identifies duplicate content, troublesome redirects, and site errors regardless of the complexity of the site's architecture. It sets a baseline and helps track progress towards SEO objectives.

COMPETITOR INSIGHTS

The enterprise with an understanding of how and why the content of their competitors is ranking has an extreme competitive advantage over every company in the same SEO space. With the ability to track an unlimited number of competitors with daily reports, their SEO professional has unparalleled visibility of the landscape.

MOBILE FUNCTIONALITY

Ranking high on a desktop doesn't always translate into ranking high on a mobile device. As mobile computing increases in popularity, websites that aren't optimized for mobile will surrender precious SEO territory. The best SEO platform offers the ability to help identify where opportunities are in the mobile space. It also seamlessly monitors and tracks desktop and mobile data across every element of SEO within one interface

DATA-DRIVEN ACTIONABLE INSIGHTS

Having access to mountains of SEO data isn't enough. Enterprises need an SEO platform that can automatically glean actionable insights out of big data on a daily basis. This platform organizes information in a way that separates what's important and produces reports that highlight what's working and identifies what areas of the SEO strategy need attention.



EVOLVES YOUR SEO STRATEGY

Enterprises seeking to stay ahead of their competition while maximizing ROI turn to seoClarity. That's because seoClarity offers the only global, enterprise-level SEO platform that empowers them to manage and scale every element of their advanced content optimization strategy.



By partnering with seoClarity, you have access to data-driven technology that combines full-site audits, daily analytics, and actionable insights into an easy-to-use interface that can be customized to each of your team member's roles. Optimized for desktop and mobile, seoClarity helps you discover new opportunities to get your content to the top of search engine rankings—and keep it there. organizes information in a way that separates what's important and produces reports that highlight what's working and identifies what areas of the SEO strategy need attention.

seoClarity provides an integrated, holistic approach to SEO with visibility and insights for every SEO effort utilizing the best data and patent pending analyses anywhere on the planet. seoClarity's cloud-based platform provides limitless scale to tackle your most complex SEO challenges and scale your efforts - whether you're looking to track and report on your SEO or a solution for link building and content generation - seoClarity is the only complete SEO platform.