

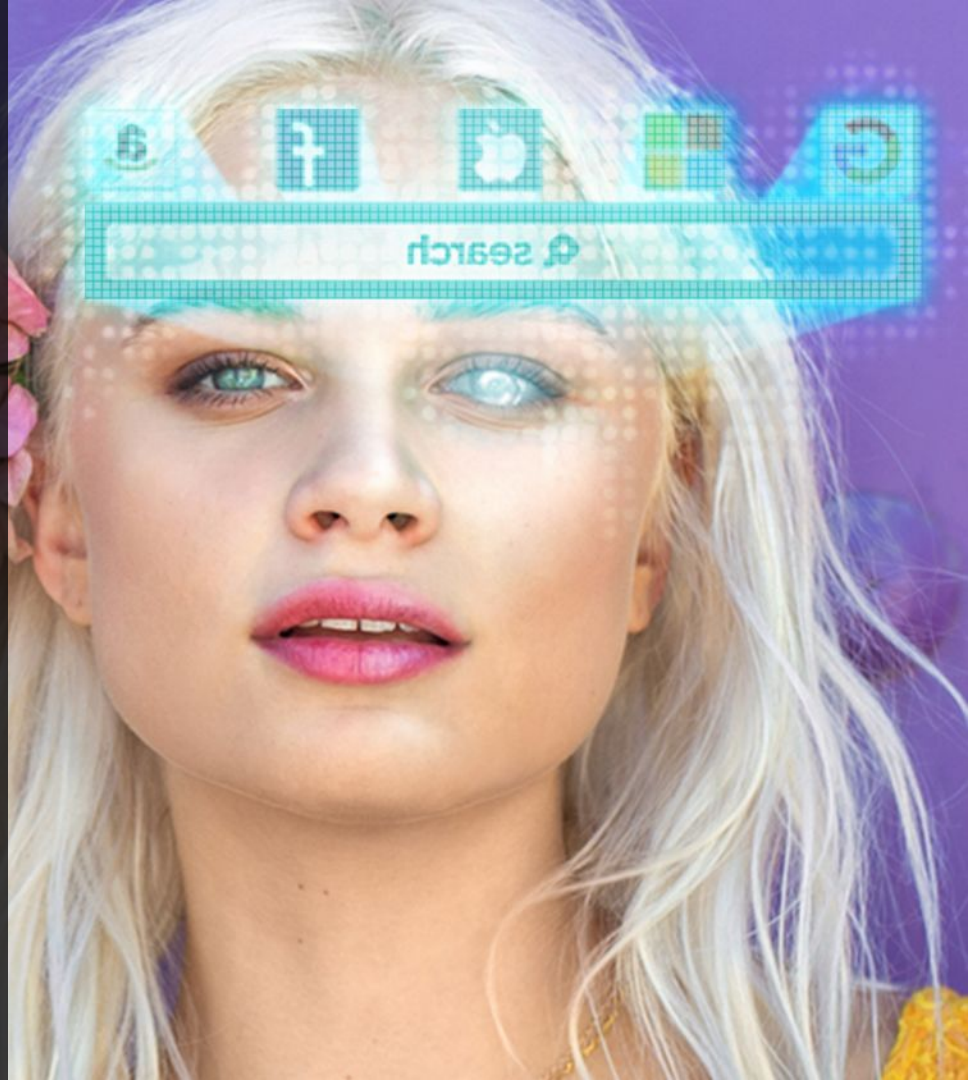
# #SEOWEEK

NetElixir<sup>™</sup>  
University

## CHANGING LANDSCAPE OF SEO IN 2019

April 2019

NetElixir<sup>™</sup>  
search marketing solved





## ABOUT #SEOWeek

- NetElixir launched #SEOWeek 5 years ago to address the challenges online retailers were facing in SEO
- Part of NetElixir's core value structure is to continuously share knowledge to the online retail community

# AGENDA

**TUESDAY, APRIL 23<sup>RD</sup>:**  
CHANGING LANDSCAPE OF SEO 2019

**WEDNESDAY, APRIL 24<sup>TH</sup>:**  
ALLOWING SEARCH ENGINES TO READ  
JAVASCRIPT: BETTER INDEXING &  
HIGHER RANKING

**THURSDAY, APRIL 25<sup>TH</sup>:**  
TECHNICAL SEO 2019: USING GOOGLE  
WEB CONSOLE TO UNDERSTAND  
INDEXING

# SPEAKERS



**HEATHER DASET**  
NETELIXIR MARKETING &  
EVENTS



**HALA ALI**  
NETELIXIR SEO DIRECTOR



**KEVIN  
MCCORMICK**  
BRIGHTEDGE CUSTOMER  
SUCCESS MANAGER

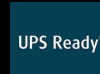


130+

Team Members

3

Global Offices



Featured Partnerships





# POLL QUESTION

# RANKING TAKES A BACK SEAT TO TECHNOLOGY

- The future of search begins with ranking, but this takes a back seat to user intent, the context of the search, authority of the brand, and the location of the user.
- Today, organic search is focused on how retailers can effectively guide the consumer across multiple devices and multiple channels.
- Search engines are providing personalized results. If retailers don't create a unique consumer journey for every audience type, a competitor will take that traffic.





# GOOGLE IS DEEPENING THEIR UNDERSTANDING OF INTENT

1. Standard
2. Taller Organic Cards
3. Local 3-Pack
4. Quick Answers
5. Shopping / PLA
6. Rich Snippets
7. Site Carousel
8. Sitelinks
9. Site Image Carousel
10. Top Stories / News
11. AMP
12. Google Flights
13. People also ask
14. Category

## DETERMINE CONTEXT & INTENT

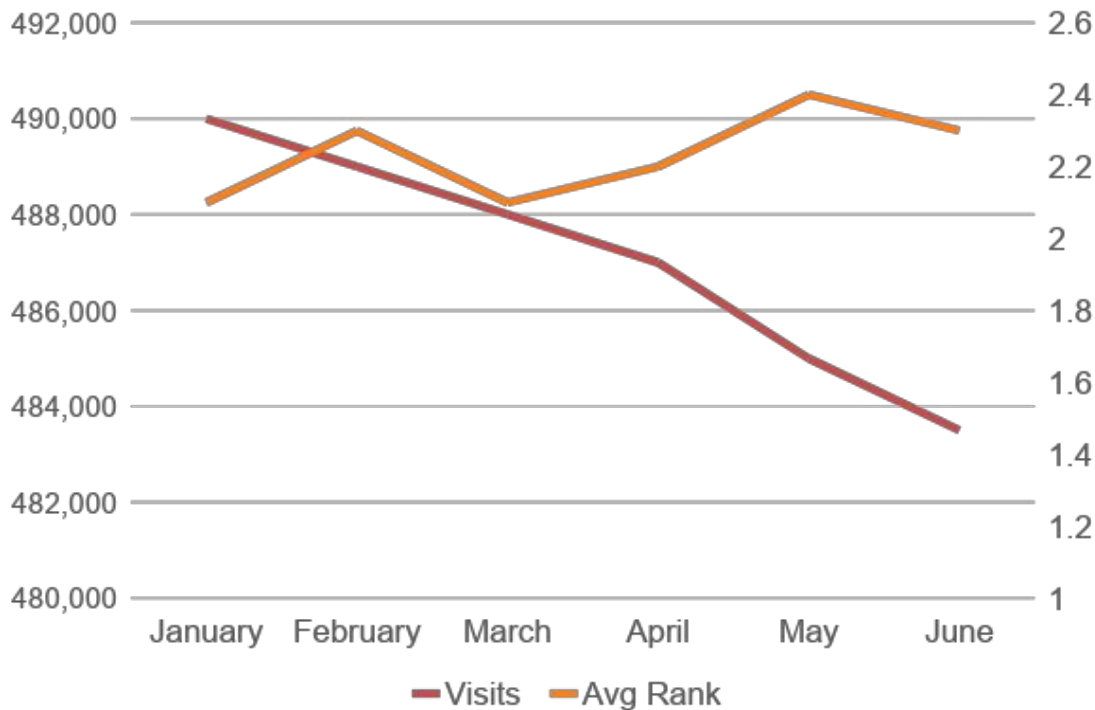
- Search engines have identified their biggest challenge, i.e. helping their bots understand human conversation and cultural nuances.
- Search engine algorithms are sophisticated, but there's still a discrepancy between machine learning and human knowledge.
- To actively take advantage of sophisticated tools like BrightEdge, retailers need manual, human interaction (in this case, SEO experts) to interpret the results for best implementation.





# PROBLEM: WINNING IN RANK BUT LOSING IN TRAFFIC

To measure organic visibility, marketers must understand SERP type and presence above SERP fold-line



Rank is stable, but visits are decreasing

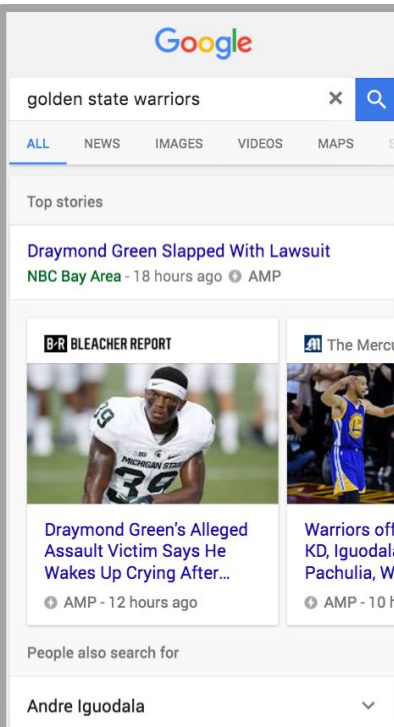
\* Figure not drawn to scale. Numbers are fictitious for illustration purpose.

# SERP LAYOUT IMPACTS CTR

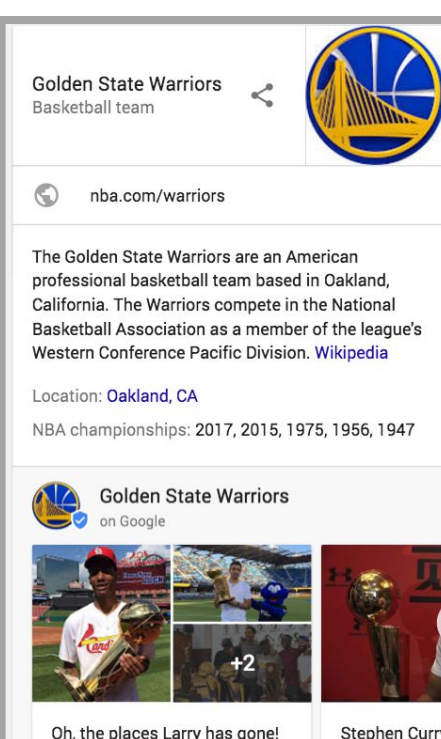
BRIGHTEDGE

Traditional rank metrics do not give the full picture anymore

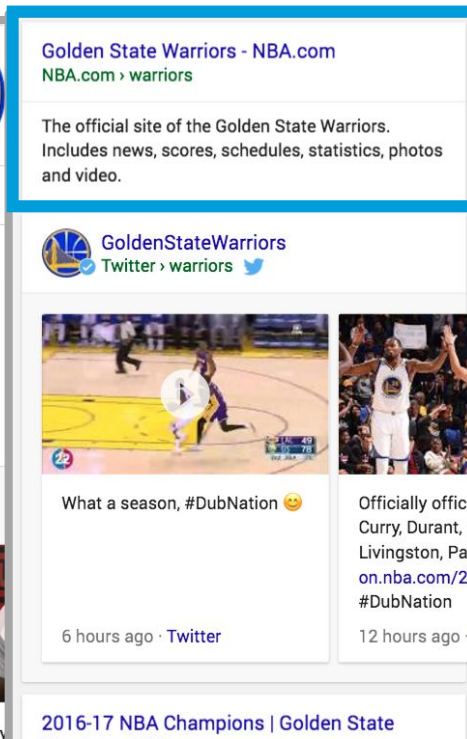
## Swipe 1



## Swipe 2



## Swipe 3

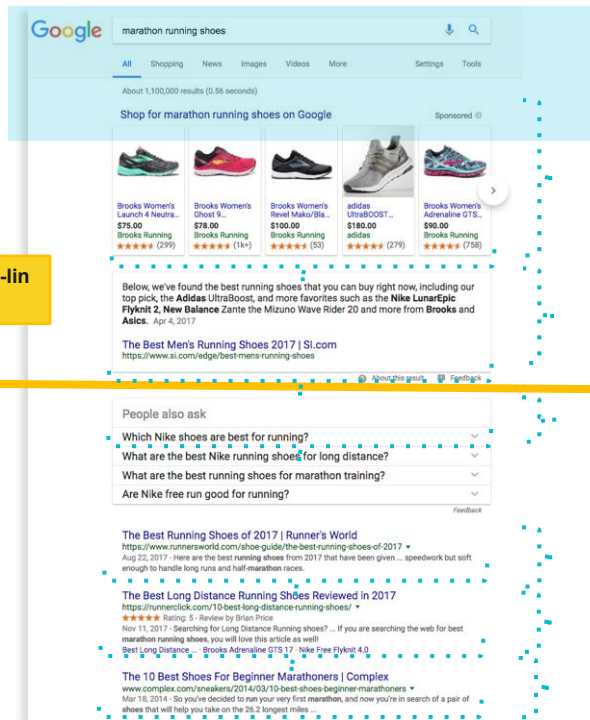


Ranking #1 does not mean 24% CTR anymore.

More like 6%, in this case.

# SOLUTION – VISUAL PARSING TECHNOLOGY

Industry's first and only technology to help you stay ahead by visually scanning each SERP

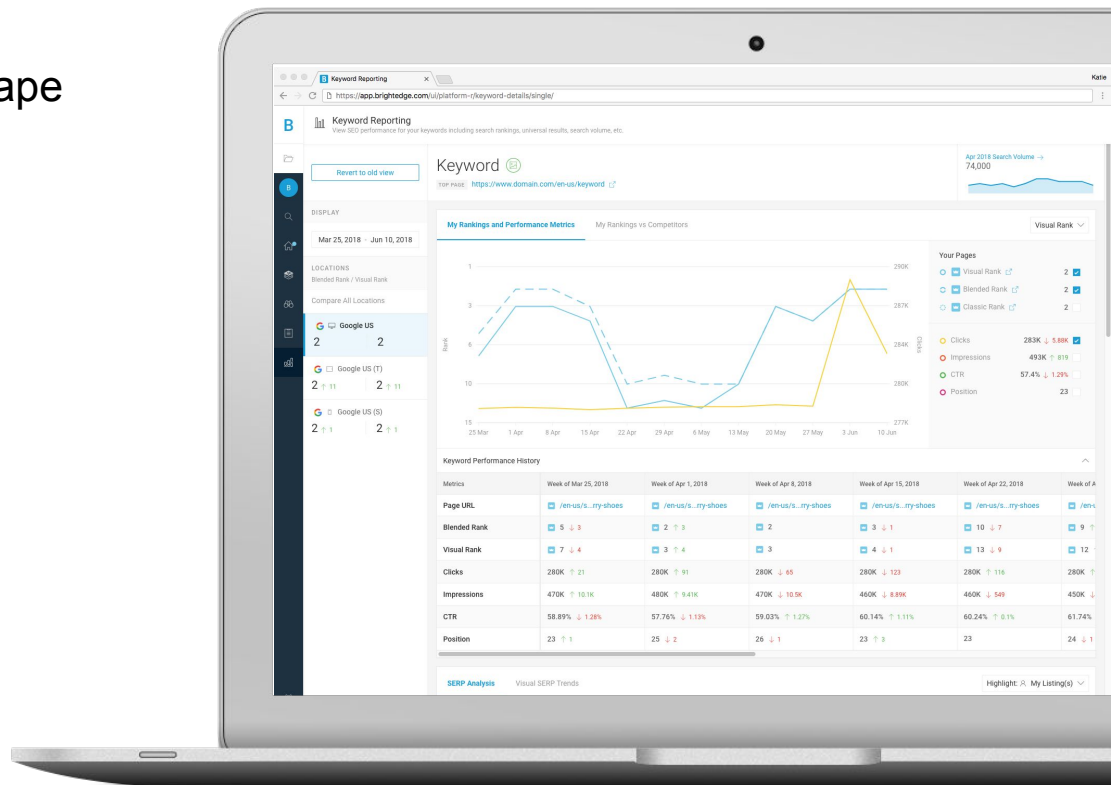


- Uses a headless browser to mimic the search experience of users and visually scan the SERP.
- Identifies all ranking content elements on the page, pixel by pixel.
- Calculates height, width, and position of every element on the SERP.
- Extracts all text and visual elements, including Title, Description, and Image elements.
- Extracts all meta information, including Call button, Reviews, Ratings, Breadcrumbs, and more.
- Rich insights to help marketers scale up SEO programs and stay competitive.

# VISUAL PARSING TECHNOLOGY

Gives SEOs and Digital Marketers visibility into a complex SERP landscape to maximize traffic and revenue.

- Rich Insights
- Stay Ahead
- Boost Performance





# VISUAL RANK

Measures your absolute placement on a SERP.

- Takes into account every SERP content element including paid ads, news listings, and more.

The screenshot shows a Google search for "customer success platform". The results are sorted by "All" and show approximately 4,880,000 results. A green box highlights the first four results, which are all paid advertisements. To the left of the search results, blue text labels each result with a "Visual Rank" number. To the right of each result, yellow text labels the type of ranking it has.

Visual Rank	Search Result	Rank Type
Visual Rank 1	<b>Top Customer Success Platform   Deploy in Days, not Months</b> <a href="http://www.strikedeck.com/CustomerSuccess/Platform">www.strikedeck.com/CustomerSuccess/Platform</a> Cohesive System Equipped with Tools for Customer Success. Request Demo! Features: Core Growth Driver, Easy Retention, Stay Competitive, Big Returns Blog Center   Useful Resources Products Available   About Us	Paid Ads
Visual Rank 2	<b>Customer Success Software   Eliminate Your Churn   gainsight.com</b> <a href="http://www.gainsight.com/no-churn">www.gainsight.com/no-churn</a> Decrease Churn, Increase Upsell, and Improve Customer Communication. Learn how! Highlights: Prevent Churn, Increase Upsell, Create Successful Customers For Life	
Visual Rank 3	<b>Customer Success Platform   See a Demo   natero.com</b> <a href="http://www.natero.com/">www.natero.com/</a> Increase Customer Retention, Reduce Churn, Drive More Revenue for B2B SaaS Customer Health Scores · CSM Playbooks · Proactive Alerts · Triggered Emails · Machine Learning Types: Churn Prediction, Health Scoring, Workflows & Playbooks See a Demo · Customer Success Platform · Benefits · Integrations	
Visual Rank 4	<b>Customer Relationship Platform   Higher Logic Community Suite</b> <a href="http://resources.higherlogic.com/">resources.higherlogic.com/</a> Increase Retention, Loyalty & Engagement While Cutting Costs- Schedule Your Demo	
Visual Rank 5	<b>What is the Customer Success Platform? - Salesforce.com</b> <a href="https://www.salesforce.com/customer-success-platform/">https://www.salesforce.com/customer-success-platform/</a> Learn more about Salesforce Customer Success Platform and how you can provide the best customer lifetime value.	Blended/Classic Rank 1
Visual Rank 6	<b>Salesforce.com: The Customer Success Platform To Grow Your ...</b> <a href="https://www.salesforce.com/campaign/smb/">https://www.salesforce.com/campaign/smb/</a> Build more meaningful and lasting relationships and connect with your customers across sales, customer service, marketing, communities, apps, analytics, and more using our Customer Success Platform. Try for Free.	Blended/Classic Rank 2
Visual Rank 7	<b>Meet the Customer Success Platform - Salesforce.com</b> <a href="https://www.salesforce.com/form/sem/customer-success-platform.jsp">https://www.salesforce.com/form/sem/customer-success-platform.jsp</a> Meet the Customer Success Platform. Salesforce connects you with your customers in a whole new way. Sales. Grow sales faster with the #1 CRM application. Service. Give your customers the support they deserve with faster, smarter service. Marketing. Make the most of every customer interaction — creating personalized, ...	Blended/Classic Rank 3

**VIDEO****vs****TEXT**

60% of people prefer watching video over reading text.

**60%****Content preference****40%**

Video prevents visitors from leaving your website without taking any action.

**59%****Bounce rate****87%**

Video keeps visitors longer on your website.

**350sec****Average time on site****42sec**

People will remember more from a video than from written content.

**50%****Memory retention****22%**

- Create content that's creative.
- Each page should be optimized for brand value, video search, voice search, and mobile searches.

# ORGANIC SEARCH STRATEGY - A "SURE THING"

# BRAND AUTHORITY



## Why?

- SERPS value brands because of the value to the user.
- Top brands offer consistency in marketing, product quality, loyalty of social following, trusted authority, and an offline presence.

## How?

- Create a Wikipedia page
- Utilize the Google My Business Listing
- Optimize brand presence online

## Validation

E-A-T, or “expertise, authoritativeness, and trustworthiness,” - a term taken from Google’s Quality Rater Guidelines. It’s what a team of humans uses to assess the quality of web content manually.

# UX, MOBILE & SCREENLESS OPTIMIZATION



## Why?

- There's nothing more important in organic search than user experience.
- You may rank #1 but if the bounce rate is too high or the user intent is not being met, chances are your domain will fall in authority and ranking.

## How?

- Utilize Analytics for optimal CRO
- Map the customer journey
- Optimize the mobile speed & performance

## Validation

Page speed was included as a ranking factor for mobile searches in 2018. Google's research showed that around 55% of teens and 41% of adults use voice search every day. For voice search, optimize your content by focusing on local search, FAQs, and creating mobile-friendly pages.



# CONTEXT & INTENT



## Why?

Google's latest Search Quality Evaluator Guidelines identifies four main types of intent to focus on for ranking.

- Know.
- Do.
- Website.
- Visit-in-Person.

## How?

- Utilize sophisticated SEO tools, e.g. BrightEdge
- Add schema data

## Validation

Google began focusing on parsing search intent starting with the 2013 Hummingbird update. A [Think with Google report](#) states: "People turn to their devices to get immediate answers. And every time they do, they are expressing intent and reshaping the traditional marketing funnel along the way."

# LANDSCAPE OF SEO IN 2019

One of the most popular questions in 2017 was: “What do we do to improve SEO in 2017?”

Our answer was: “Forget SEO and focus on the user.”

The answer remains the same in 2019, validating that as long as you focus on the user, you won't be penalized by any algorithm.



# POLL QUESTION

## SO, WHAT'S CHANGED IN 2019?



- IT'S NOT MOBILE-FIRST...START THINKING SCREENLESS.
- DON'T USE TEMPLATES...MAKE THE WEBSITE DESIGN FLEXIBLE.
- DON'T USE EXTENSIONS...CUSTOMIZE SCHEMA.
- UTILIZE TOOLS... AS TOOLS, NOT STRATEGISTS.





## 5 SOLID FACTORS FOR SEO SUCCESS IN 2020

1. CRO Analysis & UX Audit
2. Website Design (PWA)
3. Optimize Content for Multiple Devices
4. Customize Schema Data
5. Create Brand Authority

## OUR SOLUTIONS

PAID SEARCH

ORGANIC SEARCH

PAID SOCIAL

WEB ANALYTICS

CONSULTING & CRO

AMAZON

ECOMMERCE

TECH SERVICES

NetElixir™  
search marketing solved

Our integrated digital marketing approach  
helps brands own the search bar.

OWN THE SEARCH BAR, EVERYWHERE



# #SEOWEEK GIVEAWAY



## YOU COULD **WIN** A GOOGLE HOME HUB

The lucky winner must complete the following items to qualify for our grand prize:

- Create a LinkedIn post sharing the registration link (<https://www.netelixir.com/seowebk>) and tag NetElixir
- Attend at least 2 of our 3 webinars
- Comment on at least one of the LinkedIn #SEOWebk Daily Trivia posts



A dark, low-key photograph of a large crowd of people at night. Many individuals are holding up their smartphones, with the screens glowing and reflecting light, creating a bokeh effect in the background. The overall atmosphere is dim and focused on the collective action of the crowd.

**QUESTIONS?**



# Two More Sessions:

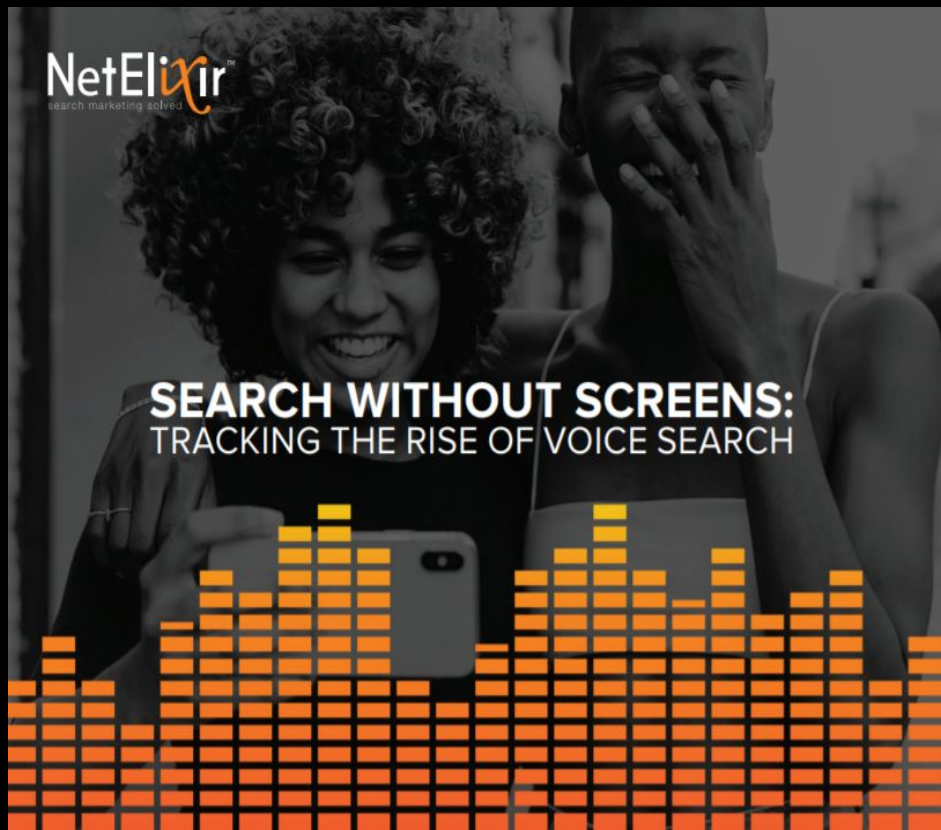
Wednesday  
April 24th – 2:00 PM EST

**Allowing Search Engines to Read  
JavaScript: Better Indexing & Higher  
Ranking**

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Thursday  
April 25th – 2:00 PM EST

**Technical SEO 2019: Using Google Web  
Console to Understand Indexing**



**SEARCH WITHOUT SCREENS:**  
TRACKING THE RISE OF VOICE SEARCH

Download our Voice Search Book:  
[www.netelixir.com/voicesearch](http://www.netelixir.com/voicesearch)

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TINGKI  
BIYAN  
SHUKRIA  
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