



Accelerating

Enterprise Visibility Online

A Whitepaper from Position²

Table of Contents

1	Executive Summary	3
2	SEO – The Way We Know It	4
3	Why Traditional SEO Is Not Enough	5
4	Introducing Enterprise Visibility Accelerator	7
	- Identify the Target Audience	10
	- Asset Creation	10
	- Asset Optimization	10
	- Asset Distribution	10
	- Monitoring and Reporting	10
5	The Enterprise Visibility Radar (EVR)	11
	- Analyzing the EVR	11
	- Sample EVR Schematic	12
6	How Enterprise Visibility Accelerator Helps Businesses	13
	- Benefits of EVA	13
7	Conclusion	14
8	About Position ²	15

Executive Summary



SEO has come a long way. And so have the methods search engines use to rank millions of pages. As SEO practitioners, our focus at Position² has been to build and manage websites within a framework that evolves with changes in search engine algorithms and user behavior.

With the advent of social media, people are more connected – at work and at play. Users no longer just rely on one source or a company provided information to make purchase decisions. They look around, visit forums, watch videos, keep track of complaints others have and check with friends and peers before they buy. With changing consumer behavior, SEO needs to evolve to be a more effective marketing tool.

Based on our experience and our work for clients at Position², we expanded our SEO methodology to support visibility for an entire enterprise. We call this systematic method Enterprise Visibility Acceleration or EVA. This whitepaper summarizes our approach to EVA.



SEO The Way We Know It



Traditional Search Engine Optimization (SEO) included a set of activities to help a website to get high ranking in search engine results for relevant keywords. Although technology intensive and often managed by IT departments, SEO is owned and driven by marketing because it involves selection of keywords, audience behavior and relevant content which then drives the overall strategy and implementation.

A traditional SEO approach includes all or some of the elements in Figure 1. These activities are executed on a regular basis to maintain and improve the ranking for a website for keywords that matter the most to the business.

It can be seen that this type of traditional SEO is website centric. It relies on activities to ensure the website content will be found on as many relevant sources as possible across the web.

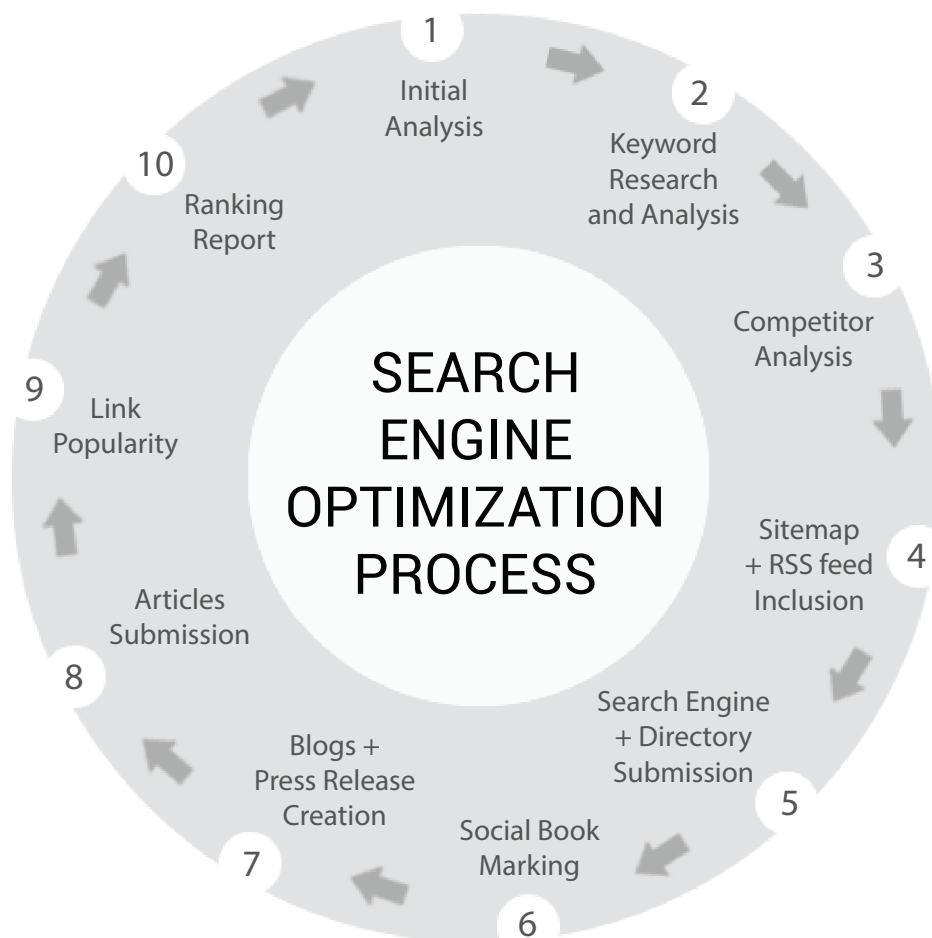


Figure 1: Traditional Search Engine Optimization Process.

Why Traditional SEO Is Not Enough

While SEO focuses on ensuring your site ranks up in search engine results, it falls short in getting you marketing results. The primary reason is the explosive growth in social platforms and avenues for users to collaborate. The impact of this can be seen in the Forrester study summarized below in figure 2.

A study by Forrester defined Mass Connectors and Mass Mavens as profiles of individuals who primarily drive online conversations about a brand and product. In the same study Forrester also indicated that 500 million impressions were generated by users. This is in comparison with about 2 trillion paid ad impressions in the same period. Both pointing to increasing influence of user conversations – that primarily happen outside of your website.

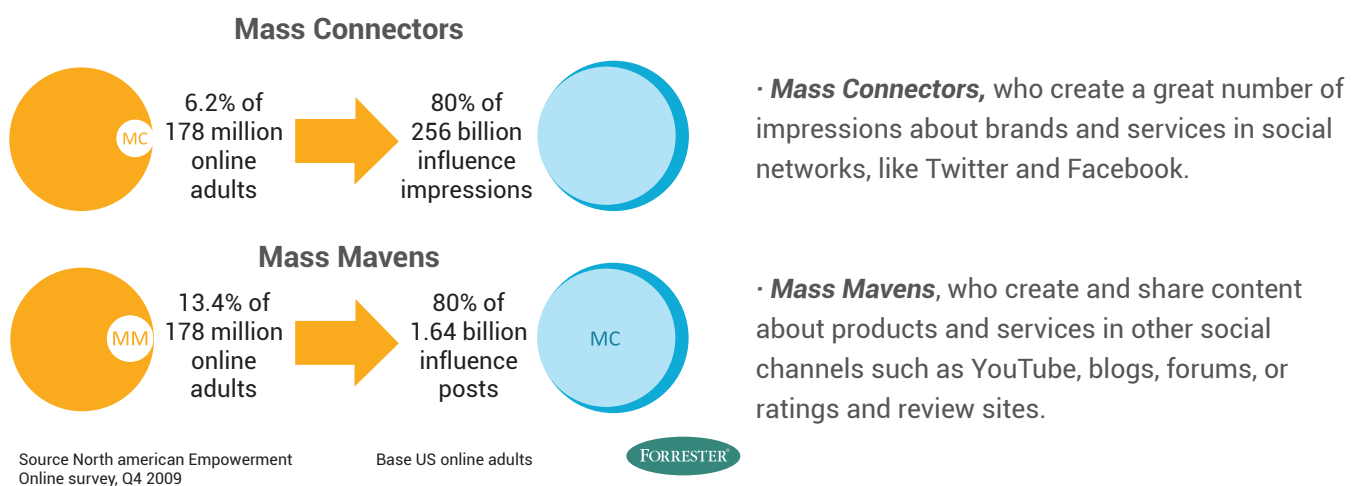


Figure 2: Excerpt of Forrester study that highlights growth of user conversation and influence.

1. The Buying Funnel: Three critical steps in the buying funnel – **Attention, Interest and Desire** - are primarily outside of your site and beyond your control. Traditional SEO focuses mainly on your site content and fall short of impacting purchase decisions.

2. Shared Content: Users today rely not only on search; they look at content from additional sources. This includes videos, Slideshare, forums, whitepapers and product comparison sites. Traditional SEO looks at these sites only for back links and not as an active marketing channel.

3. Thought Leadership: For large ticket items, users often carry out thorough research of the sector before moving to the purchase decision. So any information that will help the user is sought after and showcasing thought leadership through various digital outlets is crucial.

Why Traditional SEO Is Not Enough

4. Social Networks: Customers can easily seek active feedback from many sources other than what you put out there. These sources include forums, Q&A sites, review sites etc. Traditional SEO does not cover these

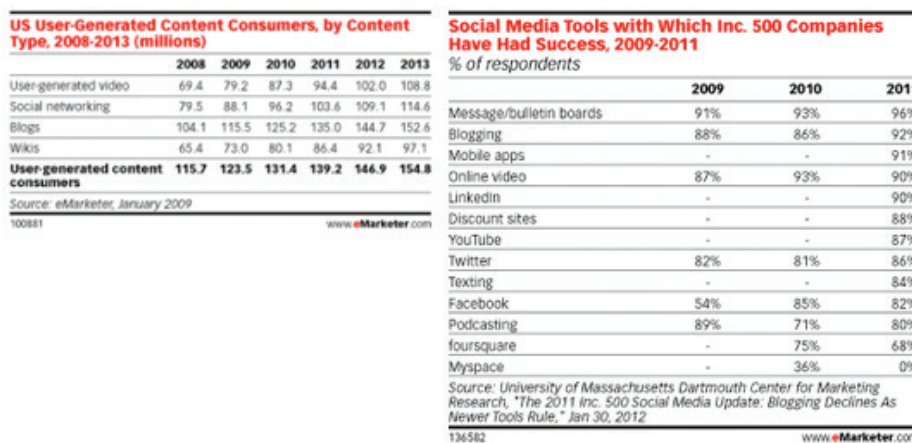


Figure 3: eMarketer report that shows growth in the user generated content and increase in companies using them in their marketing program.

5. Earned Media: When people talk about your brand and products, other people listen. That earned media is valuable because others see it as objective and unbiased. It's not a marketing material. Thus, it becomes relevant to measure consumer perception and sentiment of your brand and products. Traditional SEO has nothing to offer here. As seen in the Figure 3 above, companies have started seeing success in there.

When traditional SEO fails on many crucial points that today's marketing uses, the natural progression to bridge the gap is to develop a holistic approach that looks at all of the information related to a company. This includes the company's brand, products and services as well as user activity (such as likes), reviews in blogs, interactions (user-generated videos on Youtube about your brand), and comments/feedback on Twitter, Bazaarvoice and other comment services. This holistic approach creates opportunities to build content and track it across all available online media channels, essentially defining the "visibility" of an enterprise.

Introducing Enterprise Visibility Accelerator



Enterprise Visibility Accelerator (EVA) is a process and a framework that uses all of the company's assets, repurposes them into multiple formats, and then uses SEO and social media marketing to distribute them. The selection of channels and sites is based on the target audience's behavior. The target audience will see the company wherever they look. The intention is to increase the visibility of an enterprise across multiple channels. This increased visibility helps businesses be seen frequently in places and channels that match the prospective customers' personal interests. Figure 4 illustrates channels that can be used.

Results are shown by using multi-channel tracking tools. These tools can track activities (views, visits, clicks, conversions, etc.) of the user as she moves across all channels. This includes search engines (Google, Bing, Yahoo), social sites (Facebook, Twitter, etc.), video sites such as Youtube, and so on. Most importantly, the tracking tools show costs and results, namely cost-per-lead and cost-per-acquisition, for each channel, which allows comparison and management of channels.

The following illustration shows the full range of channels for EVA.

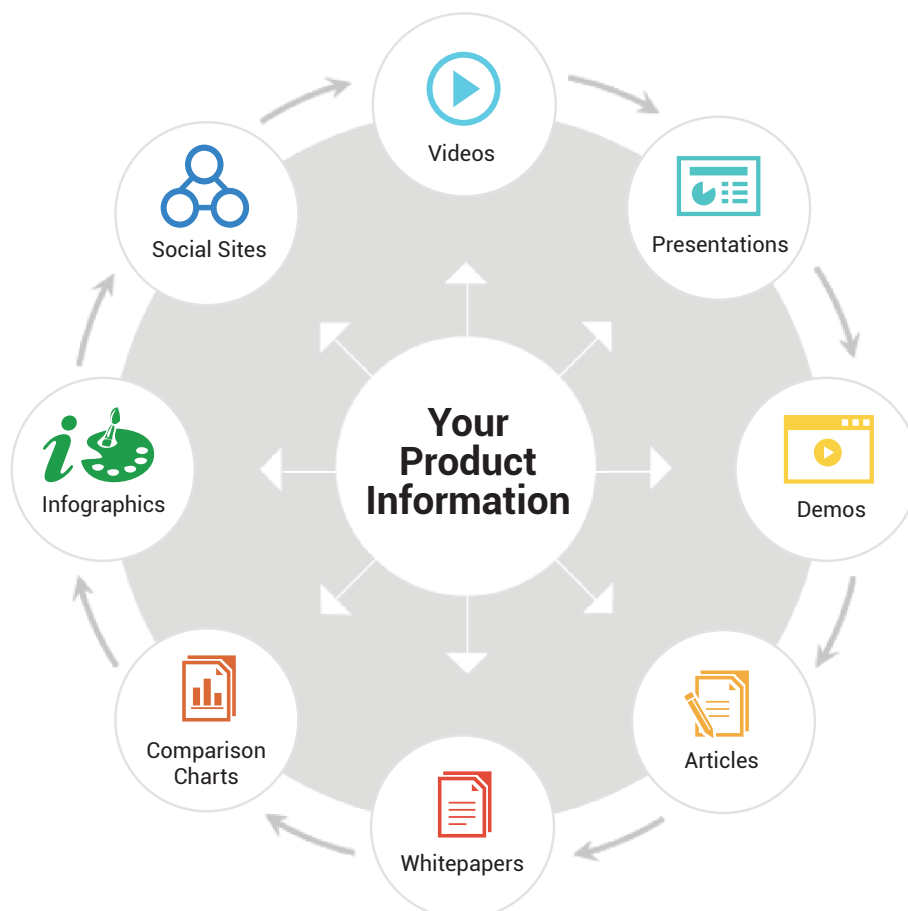


Figure 4: A full ray of channels for EVA.

Introducing Enterprise Visibility Accelerator

Implementing the Enterprise Visibility Accelerator – The Framework

An in-depth understanding of the client’s business or service is the foundation for putting together an EVA framework. For maximum impact, information that potential customers might seek at each stage of the classic marketing funnel needs to be considered while designing visibility accelerators.

FUNNEL STAGE	DIGITAL STRATEGY	CHANNEL/ EXECUTION TACTIC	MEASUREMENT METRICS
ATTENTION	Branding	Website, Sponsorship, Thought Leadership, Banner Ads	Exposure, Traffic, Share of Voice
INTEREST	Engagement	Search, White papers, Website, Videos, Email	Downloads, Leads, Likes, Views
DESIRE	Information Dissemination	Blogs, Forums, Ratings, Reviews, Comparison Sites	Free Trials, RFPs, Forum Posters, Tweets, Question in QA Sites
ACTION	Sales Enablement	Ecommerce, Tele Sales	Purchase
LOYALTY	Customer Experience	Customer Service Portal, CRM, Community	Customer Satisfaction, Service Sentiment

Figure 5: The EVA framework matches the right information in the preferred formats at the right place and time.

The EVA framework matches the right information in the preferred formats at the right place and time.

The Framework involves five key elements:

- Identify the Target Audience
- Asset Creation
- Asset Optimization
- Asset Distribution
- Monitoring and Reporting

The infographic shown in Figure 6, gives you an overview of the framework.

Introducing Enterprise Visibility Accelerator



Figure 6: Infographic that provides an overview of the EVA Framework.

Identify the Target Audience



The target audience is the key people who have decision-making ability. They decide which products and services to buy. By focusing like a laser on the target audience, the company reduces marketing waste and improves results.

This also includes the ability to determine how to reach the target audience. Which websites do they visit? What content do they prefer? Which authorities do they respect?

Introducing Enterprise Visibility Accelerator

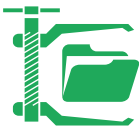
Asset Creation



Asset Creation involves review and creation of digital assets (content) about the product or service. This is typically done by mapping the stages in the buying funnel to product information. This may involve the creation of new assets as well as repurposing existing assets to different formats.

For example, in the awareness stage of the buying funnel, whitepapers play an important role. Buyers are looking for information to learn about the subject. This lets them make informed decisions. Whitepapers can be repurposed to create infographics that are easy to understand.

Asset Optimization



The next step is to optimize the assets so they are easily accessible across media channels. For example, content is indexed by search engines which use processes that are based on text. Google and Bing can index text, but they are unable to index video. So a video has to be optimized for search engines by adding content tags and descriptions that explain the video. But that's not enough. The video should also be found on Facebook and Twitter, which use a different type of search tool. Each asset has to be considered for the various channels.

Asset Distribution



The distribution of assets lies at the core of the EVA framework. What's the use of assets that can't be easily found?

Distribution involves:

- i. Identifying the right media channels based on the target audience's interests and behavior, e.g., whitepaper distribution sites, wikis, article sites, product review sites, etc.
- ii. Inserting content in these sites. For example, some require fees for placement. With wikis, this can include discussion with the editors.

Monitoring and Reporting



The goal of EVA is results and that can be shown with monitoring and reporting. It provides information about the campaign and monitors the performance.

EVA's success measurement is done with Enterprise Visibility Radar (EVR). This provides a graphical snapshot of the overall visibility, displayed across channels and content, which is mapped against competitors.

Introducing Enterprise Visibility Radar (EVR)

The Enterprise Visibility Radar (EVR) is a graphic representation of the enterprise's visibility across online media. This covers all types of assets, websites, and media and compares it with the competition.

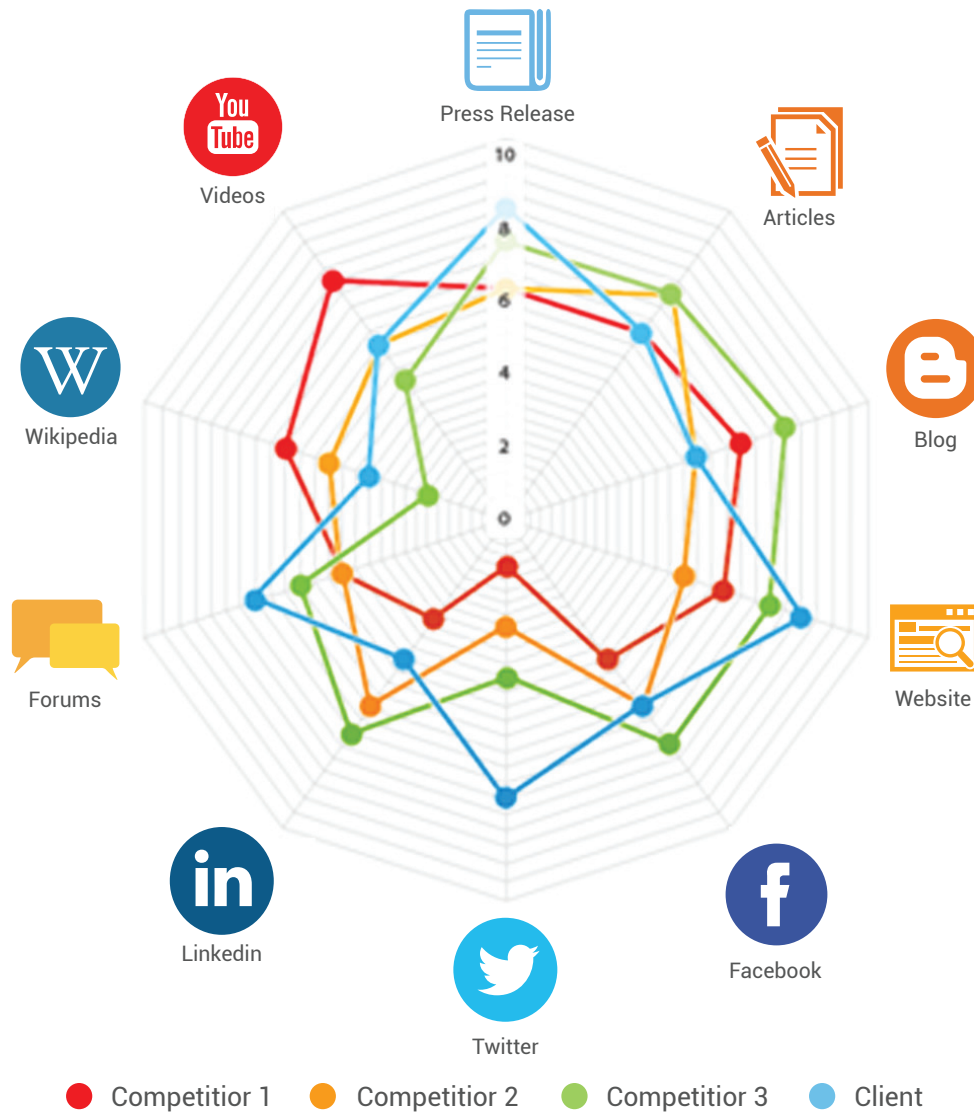


Figure 7: Sample Enterprise Visibility Radar

Analyzing the EVR



In the Enterprise Visibility Radar, each asset type and media channel is classified into categories and represents an axis in the radar. An enterprise is given a score on parameters that include popularity, traffic, optimization and distribution, among others. A similar score is prepared for competitors.

Introducing Enterprise Visibility Radar (EVR)

Sample EVR Scores – A Simple Model

Parameters	Company 1	Company 2	Company 3	Company 4
Press Release	8	8	6	7
Articles	7	7	8	8
Blog	6	7	6	8
Website	8	7	6	8
Facebook	7	5	7	8
Twitter	7	1	3	4
Linkedin	5	4	7	8
Forums	7	5	5	6
Wiki	5	7	6	3
Videos	6	8	6	5
Total	66	57	60	65
Weighted Average Score	7	6	6	7

Figure 8: Example of an Enterprise Visibility Score Calculation.

Sample EVR Schematic



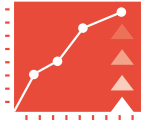
The report uses a radar format that clearly provides a visual indication of the sites' score across the key parameters being evaluated. This chart also includes competition – so you know at a glance where you stand versus competition.

For a report on your website send an email to evr@position2.com



Figure 9: Sample EVR Report.

How EVA Helps Businesses



Any purchase decision involves information. As a prospect moves through the phases of Attention, Interest, Desire and Action in a buying funnel, he or she needs relevant, timely and authoritative information. Thus, it is important to make information available in various formats.

EVA allows companies to distribute content effectively across various touch points.

Benefits of EVA

- Makes information about the company and its product and services easily discoverable across search engines and social media platforms
- Increases time spent on site and reduces bounce/exit rate because the content is useful information – unlike advertisements or promotional messages
- Leverages the best practices of both SEO and SMM
- Faster, nearly immediate traffic effects
- The ability to create a multi-point interaction between the company and its prospects. For example, a prospect reads your whitepaper, sees an infographic, reviews a case study in Slideshare, and sees a demo video on YouTube. By using SEO, your content becomes ubiquitously available to the viewer, which enhances your credibility.
- Maximizes Return on Investment (ROI) of your assets by tracking the results in each channel. You can determine the contribution value of YouTube or Twitter and allocate resources accordingly.

Conclusion



Traditional SEO was based on Google's text-centric algorithms. In 2010, social media became a substantial part of the web. Google could not ignore social media. The dramatic growth and impact of social media forced Google to evolve. They had to consider social metrics as part of the ranking algorithm.

This led to the discovery that users had become active outside of Google. Instead of using Google to find sites, users were looking at many other kinds of sites and discovering content that didn't show up in Google. Google had to change.

This means companies must also evolve. A stand-alone SEO strategy is no longer effective. It's no longer sufficient to be "just in Google" or even "at the top of Google." Your customers have embraced the many new media channels. You must also join them. The Enterprise Visibility Accelerator opens this new landscape to you.

With Enterprise Visibility Accelerator, businesses can quickly adapt to an increasingly connected world. By opening up to multiple channels, you become flexible, which lets you easily add new channels as they appear.

Contributors:

This white paper involved collaboration between **Position² SEO Team** and **Andreas Ramos, Director of Search Strategy at Acxiom**.

About Position²

Position² is a leading Search, Social Media and Digital marketing firm that delivers continuous growth for its customers through its proprietary 'Surround and Intent Marketing' methodology.

The company's adaptive search technology solution is customizable to evolving marketing needs, and delivers integrated search and social media marketing that engages prospects at multiple touch points in the online environment. This results in measurably improved marketing performance.

Position² offers a suite of products that ensure that you get the maximum value for every dollar you allocate to your online marketing budget. Each one of our products works in complete synergy enabling you to formulate marketing strategies that deliver on time, every time thus optimizing returns on your marketing spend.



Silicon Valley, CA

2901 Tasman Drive, Suite 210 Santa Clara, CA 95054 USA.



Bangalore, India

No. 1 BSB Business Centre,
1st floor, Krishnareddy Colony,
Domlur Layout,
Bangalore 560071, India

Toll-free(US):
800-725-5507

