

brightonSEO.

DRIVE BIG SITE SEO IMPACT IN GOOGLE'S LINKLESS ALGORITHM

CHRIS LIVERSIDGE // QUERYCLICK //



@LIVERSIDGE



@QUERYCLICK



[HTTP://BIT.LY/QC-BSEO](http://bit.ly/qc-bseo)

QC & ME



- QueryClick is a challenger agency to large advertising groups which delivers **boutique digital strategy** for **high volume site impact**.
- Our **proprietary tooling** allows us to drive significant performance results for our clients.
- We operate in over 28 international markets and have **over £1bn of client revenue** under management.
- Last year we delivered **£366m uplift in organic revenues**, and an **average ROI of 12.1** for non-brand paid spend.

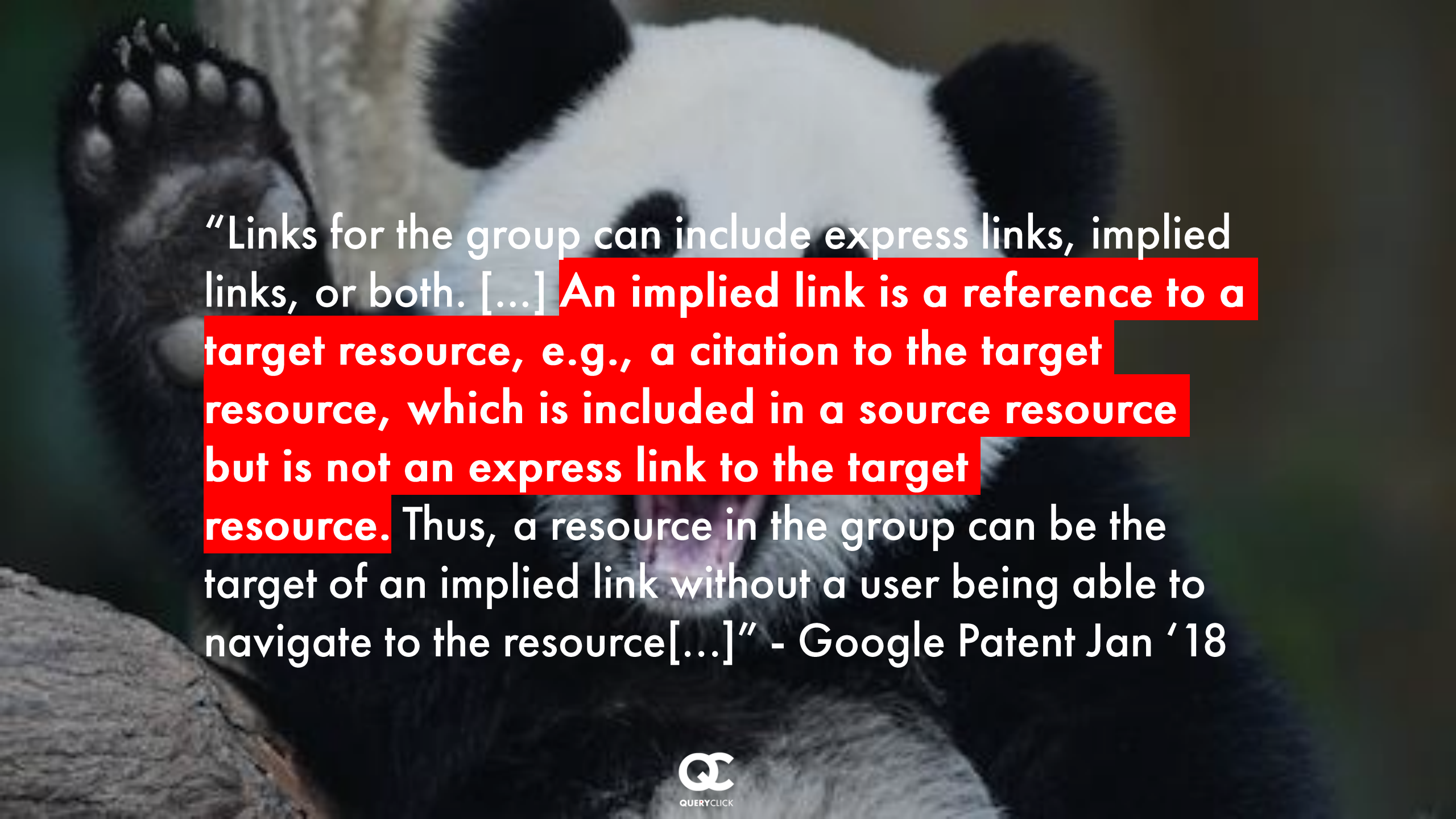
**WTF IS THE
"LINKLESS ALGORITHM"?**

A black and white photograph of a man in a leather jacket speaking to a crowd. The background is blurred, showing other people. The man is gesturing with his hands while speaking.

“If you publish high-quality content that is highly cited on the internet — and **I’m not talking about just links, but also mentions on social networks and people talking about your branding, [...].** Then you are doing great.”

GARRY ILLYES @ BRIGHTONSEO SEP '17





“Links for the group can include express links, implied links, or both. [...] **An implied link is a reference to a target resource, e.g., a citation to the target resource, which is included in a source resource but is not an express link to the target resource.** Thus, a resource in the group can be the target of an implied link without a user being able to navigate to the resource[...]

” - Google Patent Jan '18



ALL SEOS...



“...although 67% of businesses are planning to create more content [...], 72% rated their content marketing as ‘Limited, Basic, or Inconsistent’”

\$412BN BY 2021

Content is better at:

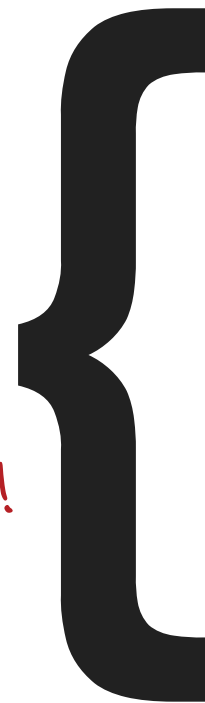
- building brand awareness
- lower costs than traditional advertising
- increased conversion rate

**TENDENCY
TO
ENGAGE**

=

keyphrase

Our foreign key!



Backlinks

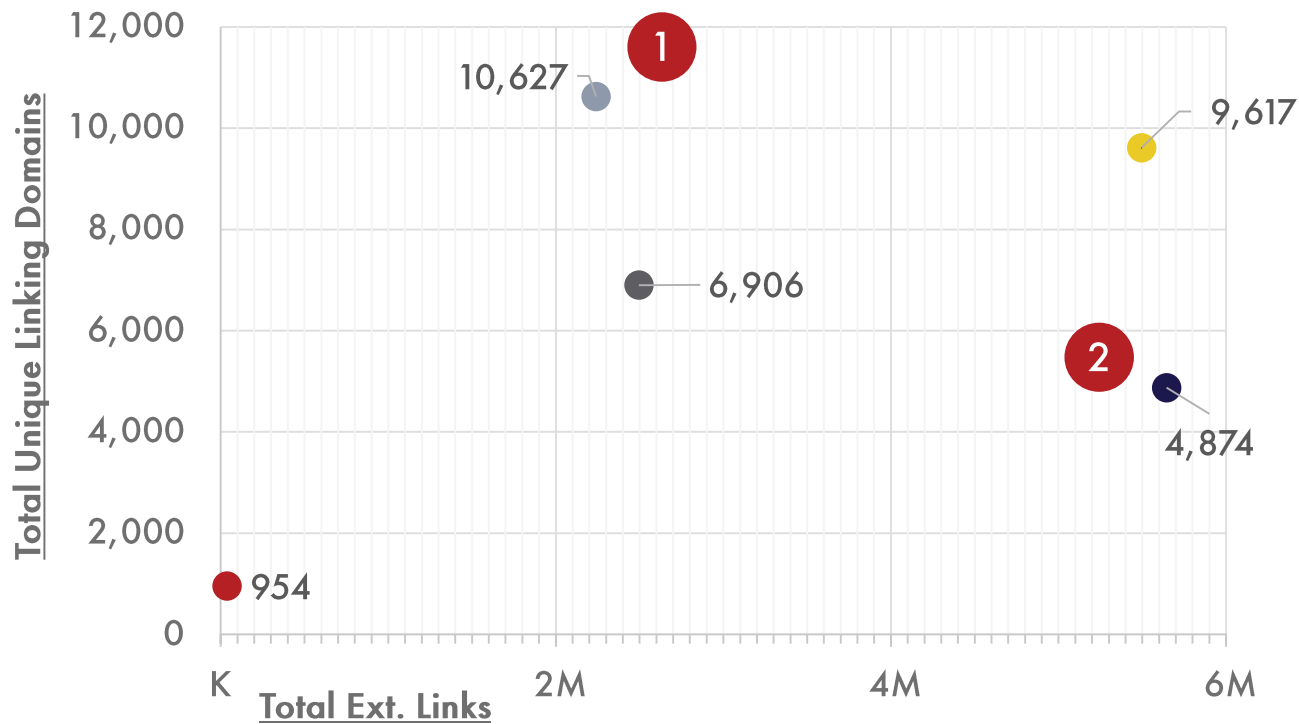
Referring domain

Online mentions

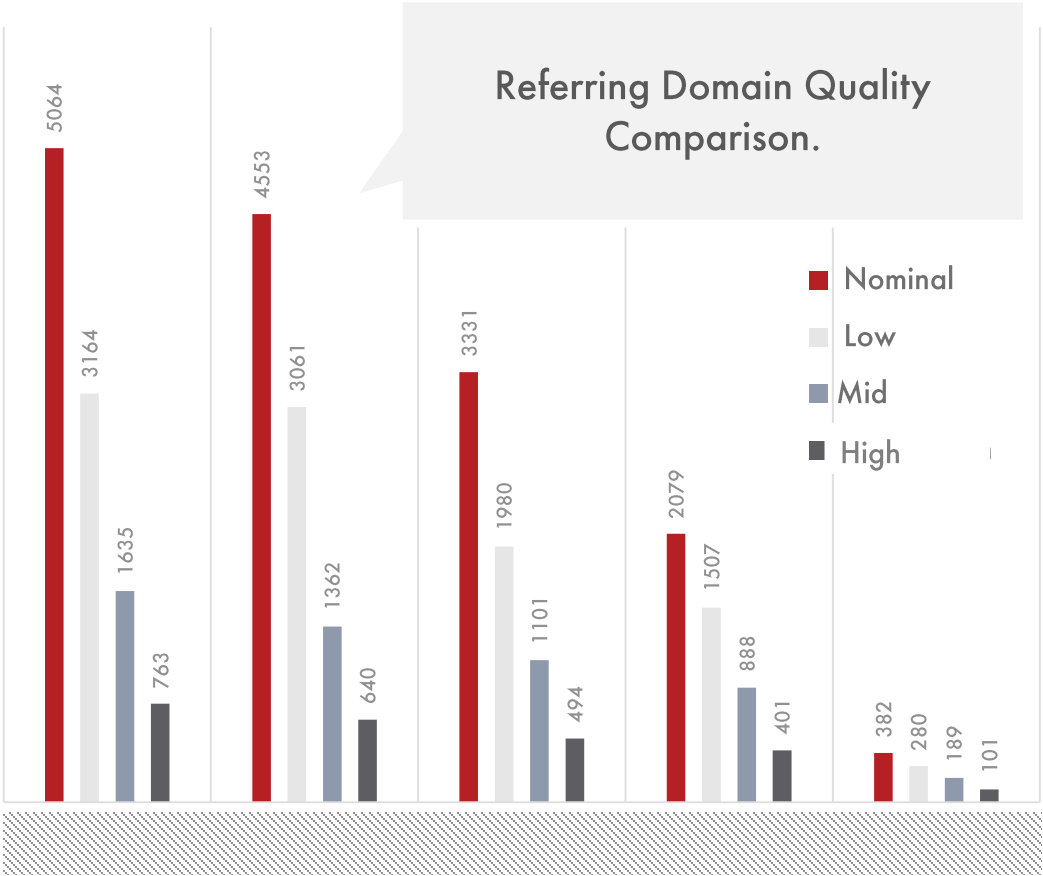
Social mentions

Social engagement

PERFORMANCE CONTEXT: COMPETITIVE DOMAIN COMPARISON

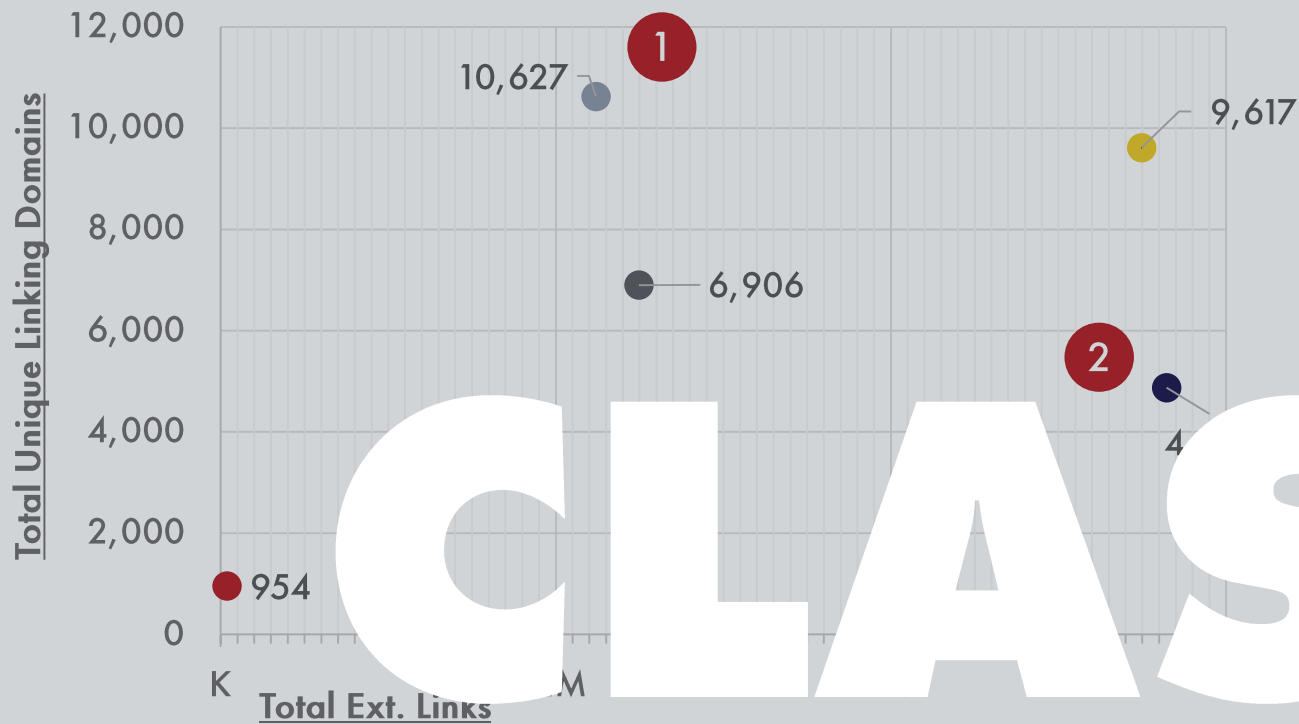


DOMAIN	TOTAL EXTERNAL LINKS	TOTAL UNIQUE LINKING DOMAINS
	5,495,711	9,617
	2,494,507	6,906
	5,644,826	4,871
	2,238,856	10,627
	38,813	954

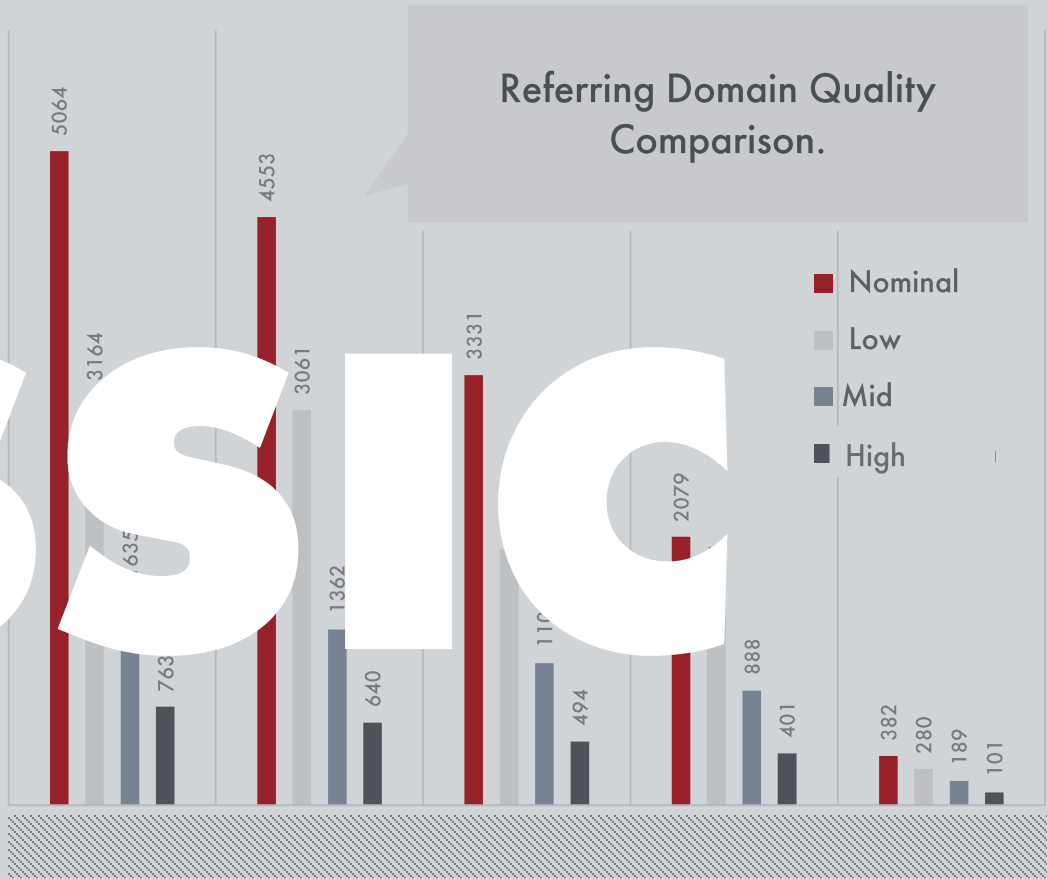


 has the greatest domain diversity, with a Domain-to-Link ratio of 1:210

PERFORMANCE CONTEXT: COMPETITIVE DOMAIN COMPARISON

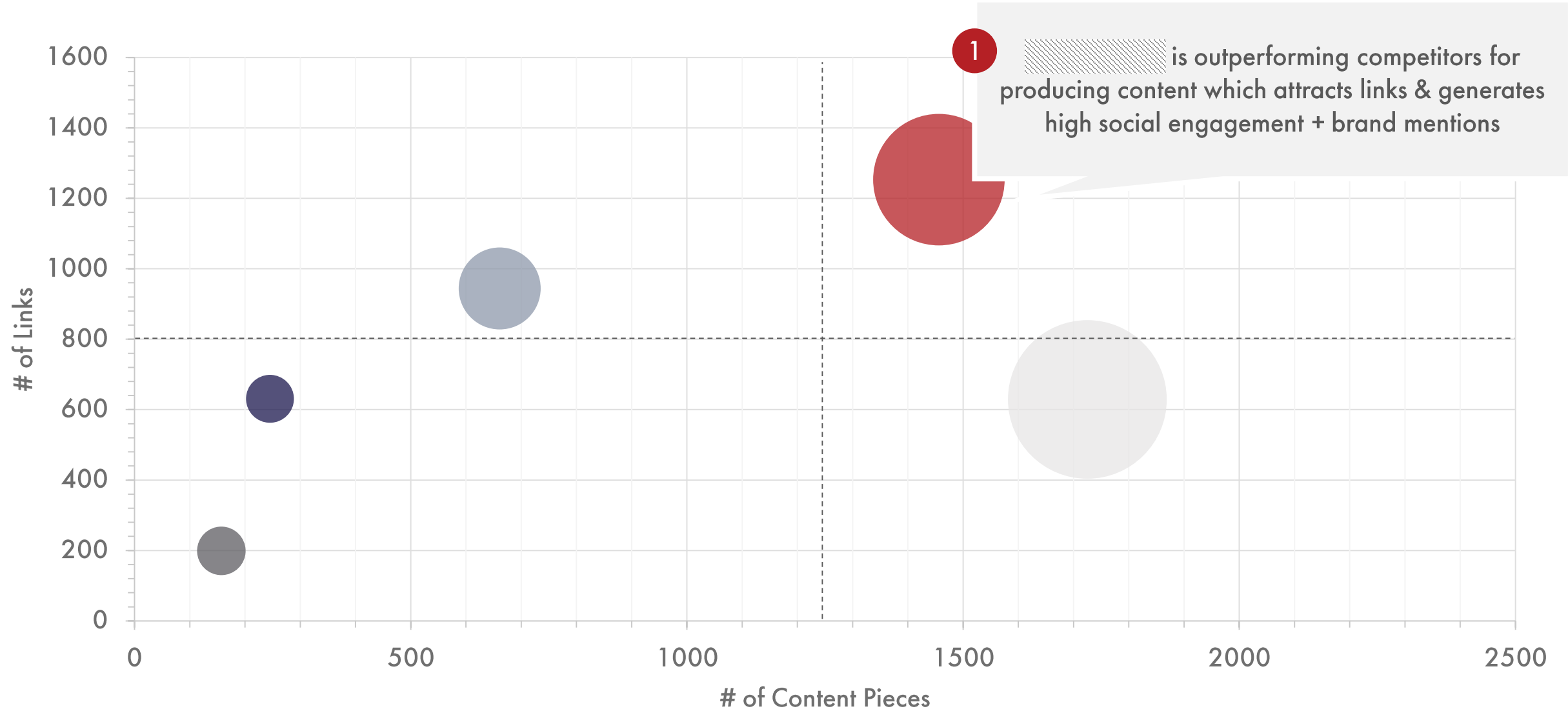


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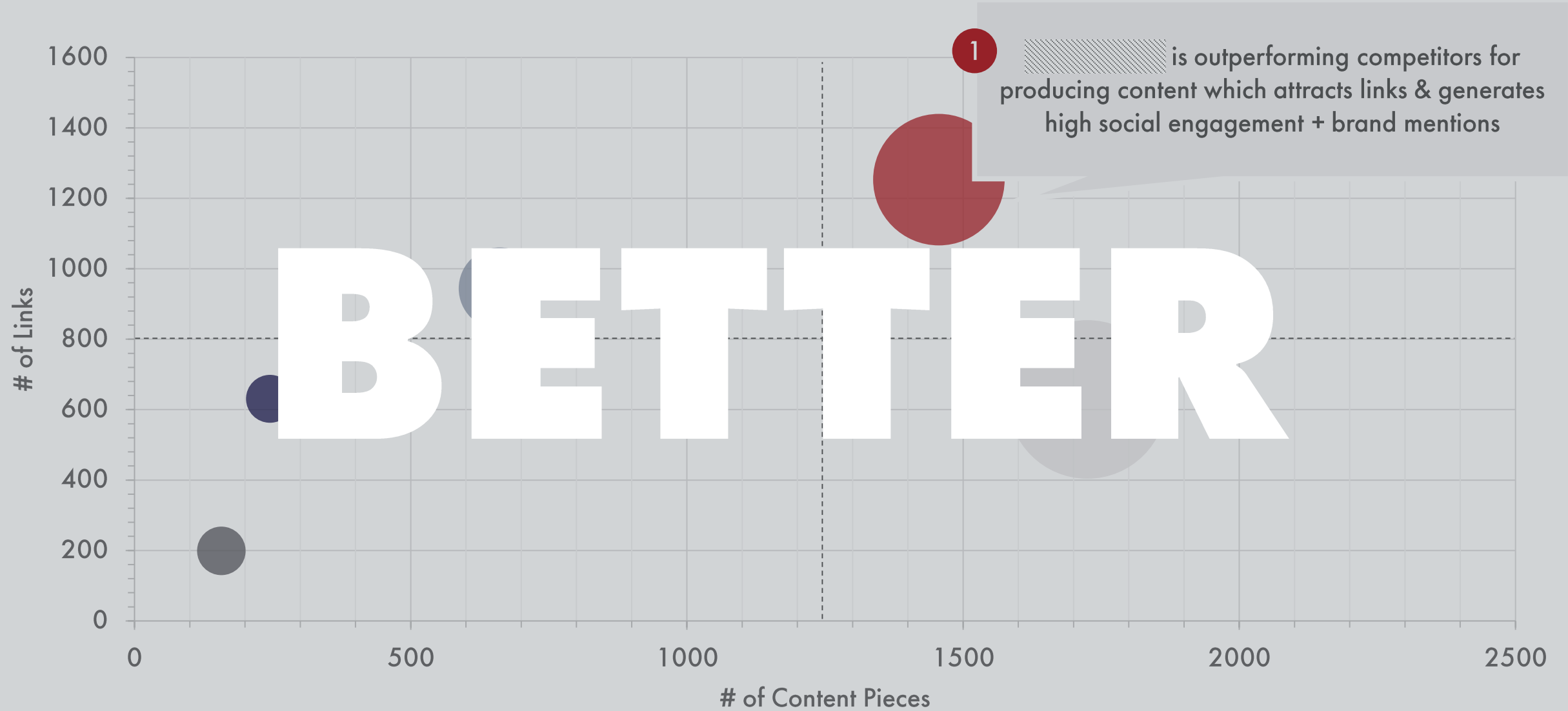


has the greatest domain diversity, with a Domain-to-Link ratio of 1:210

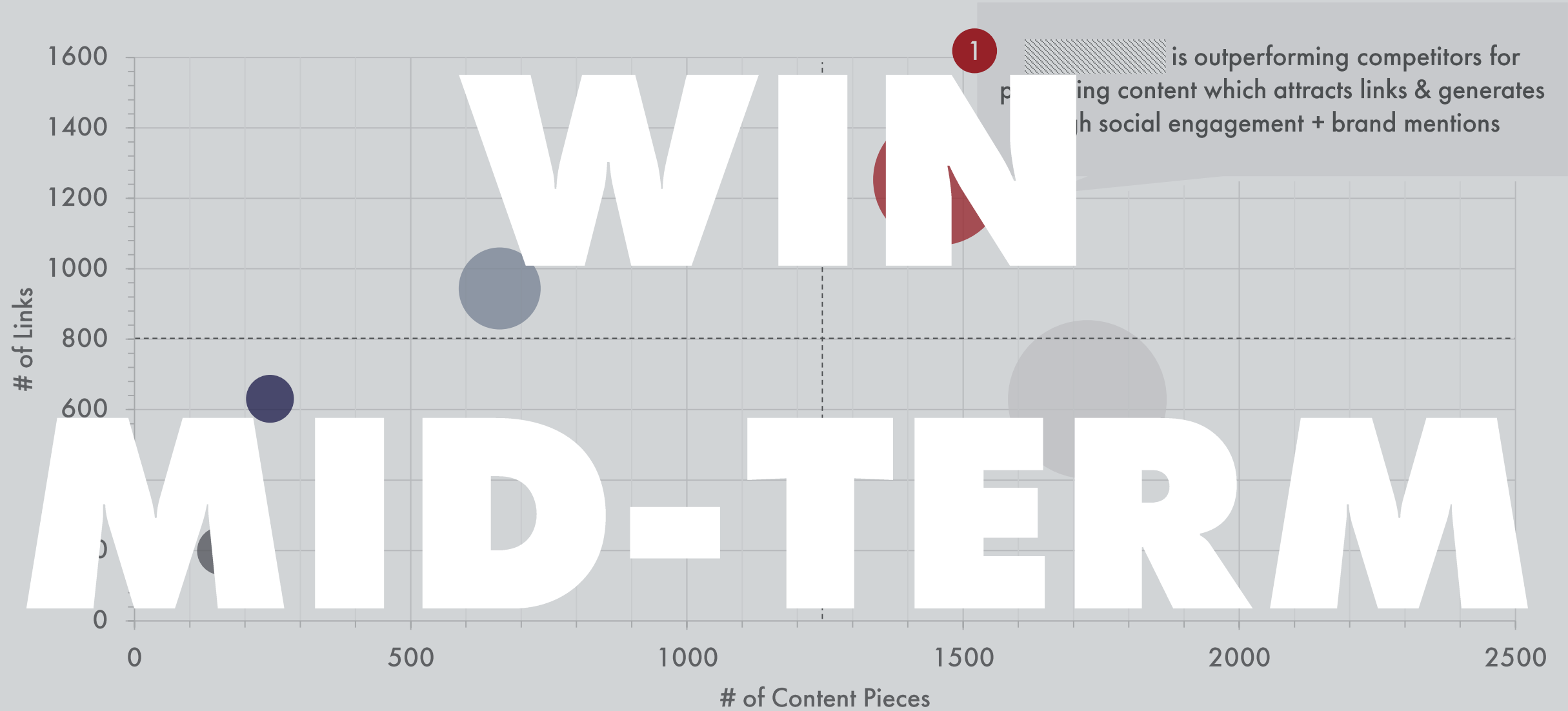
PERFORMANCE CONTEXT: COMPETITOR CONTENT & SOCIAL ENGAGEMENT



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PERFORMANCE CONTEXT: COMPETITOR CONTENT & SOCIAL ENGAGEMENT



A close-up photograph of a person's hand holding a red and white running shoe. The shoe has a white sole with a red stripe and the number '02' on the side. The hand is holding the shoe by the laces. The background is a blurred outdoor setting with sand and greenery.

THE POWER OF KEYPHRASE AS FOREIGN KEY

SERP INTELLIGENCE: OPPORTUNITY INTO 1-3

Term (Min Words in Phrase: 2)	Avg. Position			Impressions				Clicks				CTR		Click Opportunity
	Last 30 Days	+/- MoM	+/- All Time	Last 30 Days	Trend	+/- MoM	+/- All Time	Last 30 Days	Trend	+/- MoM	+/- All Time	Last 30 Days	Vs Avg. CTR	
running shoes	5.9	-2.9	-4.7	10,775		-118	+7,416	247		+81	+150	5.2%	-0.3%	+3,782
running shorts	3.7	-0.3	-0.6	3,768		-4,742	-2,818	155		-49	+22	4.5%	-2.1%	+1,372
running shorts women	3.1	-0.4	-1.1	1,523		-2,660	-1,747	79		-125	-80	8.9%	+2.9%	+535
running socks	3.0	-0.5	-0.2	1,504		-719	-594	77		-35	-44	6.5%	+2.2%	+576
running belt	7.3	-1.1	-0.1	1,461		-852	-1,264	29		-1	-7	2.1%	-1.9%	+513
brooks running shoes	9.4	+1.2	-2.8	1,320		-20	+1,278	8		-2	+7	1.5%	-1.3%	+463
running leggings	9.1	-0.5	-0.1	1,219		+334	+823	9		-4	+3	2.0%	-1.3%	+428
running jacket	6.5	-0.8	-1.1	1,072		-62	-113	15		+11	+9	7.1%	+2.2%	+376
mens running shorts	2.5	-0.8	-1.8	1,016		-752	-786	50		-39	-25	12.7%	+3.1%	+408
running clothes	8.8	-0.7	-1.4	963		-101	+408	23		-16	+6	9.2%	+5.8%	+338
running tops	4.8	-2.6	-2.9	892		-528	-425	8		-7	-1	2.2%	-4.7%	+359
waterproof running jacket	7.7	-1.0	-0.7	879		+171	+301	21		+14	+7	4.8%	+0.8%	+309
ladies running shorts	3.2	-0.7	-0.8	851		-1,538	-907	32		-73	-21	7.7%	-0.8%	+299
running shoes for men	10.1	-0.9	-1.4	803		+631	+653	19		+17	+12	3.5%	+0.6%	+282
running tights	6.3	-2.4	-1.9	799		-309	-92	10		+1	-1	17.2%	+11.2%	+321
women's running shorts	4.5	-0.9	-0.3	780		-1,247	-702	39		-65	-45	10.9%	+3.2%	+274
running shoes uk	1.2	-0.2	-0.7	713		-478	-699	62		-31	-47	19.2%	-3.6%	+287
running shorts men	2.1	-1.0	-1.4	653		-395	-368	37		-17	-26	9.7%	+3.7%	+229
salomon running shoes	6.1	-0.6	-0.6	641		-492	-545	14		-4	-3	5.3%	-0.7%	+225
running accessories	8.4	+0.2	+0.8	634		-363	-455	17		+1	+2	2.7%	-0.8%	+223
running shorts	3.4	-1.7	-0.1	612		-1,087	-789	27		-24	-45	6.5%	+2.6%	+246
running shoes	8.2	-0.8	+0.0	611		-172	-136	10		+2	+3	2.0%	-1.4%	+214
running shoes	2.5	-1.8	-2.1	574		-347	-268	45		-7	+17	12.7%	+0.2%	+201
running shoes	2.2	-0.4	-0.7	570		-172	-170	36		-12	+5	7.9%	-6.6%	+200
running shoes	4.3	-0.8	-1.1	565		-383	-436	9		-2	-7	6.3%	-0.5%	+216
running shoes	3.9	-1.1	-1.4	522		-873	-989	25		-23	-23	7.5%	+2.5%	+183
running shoes	5.5	-1.7	+0.1	521		-272	-109	9		-12	-7	4.3%	-0.3%	+209
running shoes	6.5	+1.0	+1.2	520		-597	-642	10		-22	-22	1.9%	-2.7%	+183
running shoes	9.0	+0.8	+1.0	515		-461	-210	10		-8	-2	1.9%	-1.3%	+207
running shoes	5.6	-1.4	+0.2	512		-177	-223	9		+1	+0	8.8%	+2.8%	+206
running shoes	5.0	-0.0	-1.1	494		-193	-217	13		-4	-8	3.6%	+0.8%	+173
running shoes	9.9	-1.2	+0.1	463		+205	-454	17		+4	-5	8.7%	+6.5%	+163
running shoes	5.4	-1.0	-1.1	457		-316	-214	7		+4	+2	2.5%	-4.8%	+184
running shoes	8.6	+1.0	+3.4	452		-76	-169	13		+6	+1	2.9%	-0.3%	+159
running shoes	6.6	-0.2	+0.9	449		-375	-228	6		-1	-1	10.8%	+5.9%	+158
running shoes	9.7	+0.1	-0.2	439		-338	-262	6		-2	-2	1.4%	-1.6%	+154
asics trail running shoes	7.9	+0.2	-0.0	435		-184	-317	7		-1	+1	2.5%	-1.4%	+153
running socks women	5.2	+0.3	+1.0	433		-221	-158	9		-12	-6	2.3%	+0.6%	+174
running jackets	11.0	+0.2	+1.7	430		-211	-51	3		+2	+1	0.7%	-1.5%	+173

+15,153
additional
clicks pcm



MAXIMISE ORGANIC CTRS: POSITIVE ALGO FEEDBACK LOOP

Device: Mobile
Last Data Collection: Jul '16

Term (Min Words in Phrase: 2)	Avg. Position			Impressions				Clicks				CTR		Click Opportunity
	Last 30 Days	+ / - MoM	+ / - All Time	Last 30 Days	Trend	+ / - MoM	+ / - All Time	Last 30 Days	Trend	+ / - MoM	+ / - All Time	Last 30 Days	Vs Avg. CTR	
adidas superstar	4.5	- 1.2	- 1.8	122,828		+ 13,756	- 10,653	3,856		+ 1,315	+ 611	2.3%	- 4.2%	+ 38,284
nike uk	4.1	+ 0.0	+ 0.5	104,703		+ 1,733	+ 10,605	925		+ 14	- 285	0.9%	- 10.6%	+ 36,142
adidas shoes	5.9	- 1.5	- 0.9	58,916		- 3,779	+ 24,991	788		+ 123	+ 165	1.1%	- 3.0%	+ 22,006
nike trainers	3.2	+ 0.4	+ 1.7	60,156		+ 4,117	+ 3,293	2,196		- 299	- 3,418	4.5%	- 9.6%	+ 19,670
adidas gazelle	4.8	- 0.6	+ 0.6	86,057		+ 30,550	+ 58,196	3,213		+ 1,479	+ 1,754	3.5%	- 5.2%	+ 19,483
nike air max	6.9	- 2.1	- 2.1	48,110		- 3,575	+ 816	703		+ 143	+ 152	1.1%	- 2.4%	+ 18,141
new balance	5.1	- 0.8	- 0.6	55,567		+ 4,467	+ 8,202	1,167		+ 55	- 412	2.2%	- 4.3%	+ 17,936
adidas uk	3.6	+ 0.2	+ 0.2	44,072		- 6,239	+ 10,455	310		- 75	- 19	0.8%	- 13.3%	+ 17,659
dr martens	5.4	- 0.1	+ 0.1	59,582		+ 10,518	+ 26,481	1,246		+ 82	+ 410	2.4%	- 4.1%	+ 17,221
adidas trainers	2.2	+ 0.1	- 0.1	51,533		+ 4,800	+ 12,966	2,487		+ 89	- 87	5.2%	- 9.0%	+ 16,403
nike shoes	8.3	+ 0.3	+ 0.6	33,939		- 7,417	- 4,342	327		- 207	- 304	1.3%	- 2.8%	+ 14,516
irregular choice	3.6	+ 0.0	+ 0.5	43,160		+ 4,898	+ 13,720	959		- 87	+ 132	2.7%	- 8.8%	+ 13,430
hunter wellies	2.4	- 0.0	+ 0.2	26,613		- 2,682	+ 13,732	2,348		- 283	+ 1,022	9.0%	- 8.8%	+ 10,283
timberland boots	3.9	- 0.4	+ 1.1	37,909		+ 10,718	+ 13,988	1,989		+ 481	+ 119	5.5%	- 6.0%	+ 9,544
doc martens	5.0	- 0.2	+ 0.0	38,810		+ 11,965	+ 17,100	802		+ 266	+ 262	2.0%	- 4.8%	+ 9,423
nike roshe	3.7	- 0.2	- 1.8	27,313		+ 961	+ 8,513	1,150		+ 70	+ 469	4.1%	- 5.6%	+ 9,250
skechers uk	3.8	+ 0.5	- 1.3	33,799		+ 8,559	+ 17,729	775		- 40	+ 387	3.4%	- 10.7%	+ 8,859
converse uk	2.8	+ 0.5	+ 0.4	23,872		- 781	- 2,062	714		- 601	- 951	5.3%	- 12.5%	+ 8,653
adidas stan smith	6.0	- 0.3	- 0.4	24,685		+ 231	+ 6,007	647		+ 101	+ 56	2.3%	- 3.1%	+ 8,583
nike air max 90	7.0	- 0.1	- 0.4	18,536		- 4,283	- 1,494	420		- 113	- 89	2.3%	- 1.8%	+ 8,009
adidas zx flux	3.9	- 2.5	- 4.0	19,938		- 1,825	+ 1,801	662		+ 155	+ 286	2.3%	- 3.0%	+ 7,639
adidas flux	4.0	- 1.6	- 4.0	18,003		- 1,985	+ 2,252	334		- 89	+ 94	2.1%	- 4.4%	+ 7,016
stan smith	6.3	- 0.4	- 1.5	17,321		- 922	- 845	289		+ 22	+ 37	1.5%	- 3.8%	+ 6,403
mens trainers	1.9	- 0.3	+ 0.8	16,358		- 1,204	+ 2,111	1,917		- 239	- 342	12.3%	- 5.5%	+ 6,164
flip flaps	5.9	- 0.4	+ 2.2	20,762		+ 3,287	+ 7,390	694		+ 155	- 92	3.3%	- 2.6%	+ 6,134
vans shoes	4.9	- 0.7	- 0.7	17,423		+ 1,374	+ 3,442	543		- 134	- 301	4.2%	- 2.3%	+ 5,633
mens shoes	1.3	+ 0.1	+ 0.2	16,315		+ 499	+ 3,530	2,334		- 449	+ 50	17.6%	- 6.7%	+ 5,551
hush puppies	4.6	- 0.1	+ 0.2	17,338		+ 1,687	+ 1,549	613		+ 46	- 61	3.6%	- 5.1%	+ 5,494
lacoste shoes	6.6	+ 0.3	+ 0.0	16,989		+ 1,350	+ 6,674	477		+ 62	+ 98	2.9%	- 2.9%	+ 5,489
nike sliders	4.0	- 0.0	- 1.3	18,932		+ 3,966	+ 15,821	1,195		+ 521	+ 1,054	4.7%	- 6.8%	+ 5,253
vans uk	2.0	+ 0.0	- 0.0	16,440		+ 1,822	+ 4,894	350		- 4	+ 17	2.4%	- 15.4%	+ 5,131
adidas superstars	3.5	- 2.3	- 0.7	15,466		+ 948	+ 43	530		+ 213	+ 43	2.5%	- 4.0%	+ 5,096



+£6.7M
SEO
REVENUE
1ST 6
MONTHS

MAXIMISE ORGANIC CTRS: POSITIVE ALGO FEEDBACK LOOP

WIN

Term (Min Words in Phrase: 2)	Avg. Position			Impressions			CTR			Click Opportunity
	Last 30 Days	+ / - MoM	+ / - All Time	Last 30 Days	Trend	+ / - All Time	Last 30 Days	+ / - All Time	Vs Avg. CTR	
adidas superstar	4.5	-1.2	-1.8	122,828		+13,756	-10,653	3,856	-4.2%	+38,284
nike uk	4.1	+0.0	+0.5	104,703		+1,733	+10,605	925	-10.6%	+36,142
adidas shoes	5.9	-1.5	-0.9	58,916		-3,779	+24,991	788	-3.0%	+22,006
nike trainers	3.2	+0.4	+1.7	60,156		+4,117	+3,293	2,196	-9.6%	+19,670
adidas gazelle	4.8	-0.6	+0.6	86,057		+30,550	+58,196	3,213	-5.2%	+19,483
nike air max	6.9	-2.1	-2.1	48,110		-3,575	+816	703	-2.4%	+18,141
new balance	5.1	-0.8	-0.6	55,567		+4,467	+8,202	1,167	-4.3%	+17,936
adidas uk	3.6	+0.2	+0.2			+10,455				+17,659
dr martens	5.4	-0.1				+26,481				+17,221
adidas trainers	2.2	+0.1		51,535		+12,966				+16,403
nike shoes	8.3	+0.3				-4,341				+14,516
irregular choice	3.6	+0.0				+13,719				+11,111
hunter wellies	2.4	-0.0	+0.2			+13,718				+11,111
timberland boots	3.9	-0.4				+13,988				+9,344
doc martens	5.0	-0.2				+17,100				+9,423
nike roshe	3.7	-0.2	-1.5			+8,513				+9,250
skechers uk	3.8	+0.5	-1.3	33,799		+8,559	+17,729	775	-10.7%	+8,859
converse uk	2.8	+0.5	+0.4	23,872		-781	-2,062	714	-12.5%	+8,653
adidas stan smith	6.0	-0.3	-0.4	24,685		+231	+6,007	647	-3.1%	+8,583
nike air max 90	7.0	-0.1	-0.4	18,536		-4,283	-1,494	420	-1.8%	+8,009
adidas zx flux	3.9	-2.5	-4.0	19,938		-1,825	+1,801	662	-3.0%	+7,639
adidas flux	4.0	-1.6	-4.0	18,003		-1,985	+2,252	334	-4.4%	+7,016
stan smith	6.3	-0.4	-1.5	17,321		-927	-845	289	-3.8%	+6,403
mens trainers	1.9	-0.3	+0.8	16,358		1,212		1,911	-5.5%	+6,164
flip flops	5.9	-0.4	+2.2	20,762		3,212		694	5%	+6,134
vans shoes	4.9	-0.7	-0.7	17,423		+1,344		543	5%	+5,633
mens shoes	1.3	+0.1	+0.2	16,315		+49		2,334	5%	+5,551
hush puppies	4.6	-0.1	+0.2	17,338		+1,613		613	5%	+5,494
lacoste shoes	6.6	+0.3	+0.0	16,989		+1,367		477	5%	+5,489
nike sliders	4.0	-0.0	-1.3	18,932		+3,919		1,195	5%	+5,253
vans uk	2.0	+0.0	-0.0	16,440		+1,835		350	4%	+5,131
adidas superstars	3.5	-2.3	-0.7	15,466		+948	+43	530	-4.0%	+5,096

Device: Mobile
Data Collection: Jul '16



+£6.7M
SEO
REVENUE
1ST 6
MONTHS



A close-up photograph of two fish, likely salmon, in a cannibalistic interaction. The fish on the left is larger and has its mouth open, with its tongue extended towards the head of the smaller fish on the right. The fish on the right has its mouth open, showing its teeth. The background is a solid, muted blue-green color.

SEARCH CANNIBALISATION

Mobile (Non-Brand): +Ve Organic Revenue Opportunity

Paid (Device: Mobile devices with full browsers) / Campaign: All Brand											Organic						
Term	Cost	Impressions	Clicks	CPC	Avg. Position	CTR	Vs Expected CTR	Conv.	Rev.	Rev. Per Click	Impressions	Clicks	Avg. Position	CTR	Vs Expected CTR	Click Opportunity	Organic Rev. Opportunity
airbnb	£1,446.98	101,357	8,439	£0.17	1	8.33%	+1.73%	194	£9,649.42	£1.14	308,437	13,460	4.6	5.43%	-4.45%	38,236	+£43,720.21
	£471.16	68,454	3,423	£0.14	2	5.00%	+1.10%	76	£3,194.51	£0.93	368,741	7,705	3.7	2.65%	-8.85%	53,375	+£49,812.58
	£574.33	51,998	5,299	£0.11	3	10.19%	+7.39%	56	£2,326.60	£0.44	168,923	8,505	4.6	6.16%	-4.99%	26,770	+£11,753.63
	£486.26	48,611	3,975	£0.12	2	8.18%	+4.28%	53	£2,564.30	£0.65	190,147	5,229	4.5	3.33%	-6.41%	27,429	+£17,694.96
	£1,637.85	38,438	5,229	£0.31	2	13.60%	+9.70%	177	£7,205.22	£1.38	131,005	4,658	4.8	4.33%	-4.91%	17,119	+£23,588.63
	£293.14	33,920	1,746	£0.17	3	5.15%	+2.35%	21	£1,245.10	£0.71	163,783	11,912	1.5	9.87%	-13.35%	20,033	+£14,285.62
	£123.03	22,684	1,169	£0.11	2	5.15%	+1.25%	18	£1,205.34	£1.03	99,234	2,713	3.1	2.81%	-11.29%	14,335	+£14,780.96
	£165.60	20,216	2,394	£0.07	2	11.84%	+7.94%	39	£2,156.83	£0.90	55,579	1,673	3.4	3.36%	-6.29%	8,943	+£8,057.16
	£255.77	18,125	2,212	£0.14	2	12.22%	+3.47%	23	£1,339.84	£0.57	25,706	2,332	1.5	2.11%	-8.19%	12,093	+£6,855.96
	£347.64	17,632	2,212	£0.19	2	12.55%	+5.35%	23	£1,261.00	£0.54	25,706	2,332	1.5	2.11%	-11.38%	8,760	+£7,420.86
	£120.16	16,114	1,195	£0.08	2	8.16%	+1.14%	2	£1,171.00	£0.88	13,376	1,721	3.2	3.94%	-5.10%	3,981	+£3,475.46
	£145.75	14,511	787	£0.19	2	5.42%	+1.52%	9	£665.94	£0.85	68,416	1,467	5.0	2.49%	-6.70%	10,256	+£8,678.11
	£91.73	14,470	599	£0.15	4	4.14%	+2.24%	6	£150.48	£0.25	46,199	2,042	3.7	5.88%	-3.20%	6,027	+£1,514.06
	£1,052.83	13,170	4,862	£0.22		36.92%	+30.32%	114	£5,434.27	£1.12	30,547	2,967	1.6	10.48%	-13.82%	3,578	+£3,998.98
	£141.15	11,079	1,197	£0.12	2	10.80%	+6.90%	14	£581.54	£0.49	28,732	1,373	4.0	5.31%	-6.19%	3,962	+£1,925.10
	£164.41	10,440	887	£0.19	1	8.50%	+1.90%	21	£12.34	£0.92	13,208	1,419	5.7	3.96%	-2.54%	5,110	+£4,679.52
	£153.81	10,280	508	£0.30	2	4.94%	+1.04%	13	£58.15	£1.30	13,855	830	2.9	3.82%	-7.95%	3,225	+£4,178.54
	£480.09	9,751	2,137	£0.22	1	21.92%	+15.32%	8	£271.82	£0.47	12,231	506	4.0	5.17%	-6.33%	2,665	+£6,575.38
	£135.48	9,650	668	£0.20	2	6.92%	+3.02%	1	£18.93	£0.23	10,166	1,275	3.8	4.66%	-4.55%	3,949	+£4,841.14
	£130.65	9,152	854	£0.15		9.33%		1	£0.86			4,311	2.8	15.97%	-1.07%	4,376	+£3,770.81
	£80.76	9,131	548	£0.15	2	6.00%	+2.10%	10	£289.74	£0.53	69,079	2,693	3.9	4.10%	-4.80%	9,514	+£5,030.00
	£130.85	8,151	1,111	£0.12		13.63%	+9.73%	17	£755.98	£0.68	38,530	999	2.0	2.88%	-14.92%	5,522	+£3,757.74
	£49.47	7,512	552	£0.09	2	7.35%	+3.45%	7	£363.94	£0.66	20,343	699	4.2	4.23%	-5.74%	3,747	+£2,470.68
	£267.32	7,449	1,219	£0.22	1	16.36%	+9.76%	42	£1,469.90	£1.21	16,559	1,471	2.2	12.57%	-5.23%	1,818	+£2,192.40
	£42.97	7,219	247	£0.17	4	3.42%	+1.52%	6	£169.97	£0.69	15,839	825	3.0	7.36%	-6.74%	4,737	+£3,259.58
	£71.28	6,485	260	£0.27	3	4.01%	+1.21%	15	£628.44	£2.42	20,559	1,441	4.2	7.96%	-3.54%	3,560	+£8,603.68
	£233.01	6,416	1,262	£0.18	1	19.67%	+13.07%	42	£3,060.96	£2.43	10,601	304	4.8	2.90%	-3.60%	2,919	+£7,080.11
	£187.09	5,762	887	£0.21	2	15.39%	+11.49%	16	£815.69	£0.92	15,255	2,629	1.0	19.00%	-5.30%	1,236	+£1,136.74
	£147.95	5,186	960	£0.15	2	18.51%	+14.61%	10	£550.99	£0.57	7,434	668	3.0	10.93%	-3.17%	1,114	+£639.21
	£88.05	4,541	348	£0.25	2	7.66%	+3.76%	6	£439.50	£1.26	9,435	723	2.0	8.27%	-5.83%	1,176	+£1,485.24
£141.29	4,114	499	£0.28	1	12.13%	+5.53%	21	£969.11	£1.94	8,630	1,188	1.0	18.29%	-6.01%	953	+£1,850.80	
£68.61	3,878	322	£0.21	1	8.30%	+1.70%	13	£412.97	£1.28	8,068	863	1.5	11.51%	-12.79%	843	+£1,081.21	
£36.09	3,618	382	£0.09	2	10.56%	+6.66%	8	£350.41	£0.92	9,750	1,533	1.0	18.69%	-5.61%	811	+£743.60	

£4.2M CANNIBALISATION P.A.



Organic Search Category Performance

Apr	Compare with:	Previous Period					Location:	All							
Category	Impressions	+ / -	Rank (1-3)	+ / -	Rank (4-10)	+ / -	Rank (11-50)	+ / -	Rank (51-100+)	+ / -	Clicks	+ / -	Mrketshare (%age)	+ / -	Available Halo Revenue §
Dresses	381,038	+2.0%	457	-15.2%	752	+8.1%	634	+15.2%	493	+19.2%	10,345	+0.0%	32.03%	+3.0%	£49,747
Women's Shoes	462,682	+12.1%	1,156	+20.2%	374	+5.1%	919	+15.2%	574	-14.1%	7,486	-3.0%	64.66%	-6.1%	£24,419
Accessories	727,600	+8.1%	683	-6.1%	57	+5.1%	503	+0.0%	834	-3.0%	9,667	+6.1%	28.63%	+0.0%	£33,147
Menswear	826,529	+6.1%	316	-1.0%	615	+13.1%	540	+12.1%	737	-19.2%	11,112	+18.2%	38.74%	+11.1%	£15,995
Kids Shoes	940,825	+9.1%	791	+4.0%	67	+16.2%	556	+16.2%	459	-15.2%	8,469	-2.0%	30.83%	-6.1%	£54,959
Plus Size Womenswear	747,345	-9.1%	1,070	+2.0%	894	-6.1%	1,057	+19.2%	766	-10.1%	11,022	+11.1%	20.72%	+7.1%	£17,143
Hero Products	998,604	+6.1%	908	-1.1%	517	+1.1%	517	+1.1%	517	+3.0%	3,498	-13.1%	97.20%	-20.2%	£51,352
Bestsellers	512,086	-15.2%	590	-5.1%	444	+2.0%	600	-19.2%	1,157	+20.2%	11,502	-9.1%	70.87%	-14.1%	£29,485
Loss Leaders	937,021	-17.1%	717	+0.1%	277	+1.0%	1,112	+1.0%	312	+2.2%	11,112	+20.2%	77.58%	+20.2%	£46,648
Sportswear	1,048,323	+4.0%	884	-5.1%	1,016	-14.1%	245	+17.2%	1,026	-9.1%	8,735	+3.0%	34.73%	+7.1%	£19,128
Jeans	682,734	+5.1%	1,029	+4.0%	848	-12.1%	575	+19.2%	446	-18.2%	8,351	-10.1%	98.10%	-1.0%	£32,760
Men's Trousers	959,703	+10.1%	60	+20.2%	72	-20.2%	254	-7.1%	517	+19.2%	5,170	-10.1%	37.04%	+8.1%	£51,889

KEYPHRASE AS
FOREIGN KEY...AGAIN!

Paid Search Category Performance

Paid - Excluding Shopping															
Month	Impressions	+ / -	Rank	+ / -	Clicks	+ / -	CTR	+ / -	Mrketshare (%age)	+ / -	Revenue	+ / -	Attributed * Revenue	+ / -	Available Halo Revenue §
Dresses	1,181,932	+0.0%	2.0	-7.1%	10,927	-7.1%	31.33%	+3.0%	96.60%	-4.0%	£19,772	-10.1%	£16,025	+19.2%	£1,781
Women's Shoes	536,560	+20.2%	6.8	+17.2%	4,051	-3.0%	28.03%	+16.2%	30.03%	+8.1%	£20,171	-9.1%	£46,921	+2.0%	£5,213
Accessories	1,016,189	-6.1%	5.2	+9.1%	8,545	+2.1%	6.91%	+11.1%	34.13%	-5.1%	£34,831	+12.1%	£49,997	-18.2%	£5,555



SKU-LED PRODUCT CONTROL

SHOPPING RESTRUCTURE: 'HERO' PRODUCTS, STOCK CONTROL & MARGIN BID OPTO.

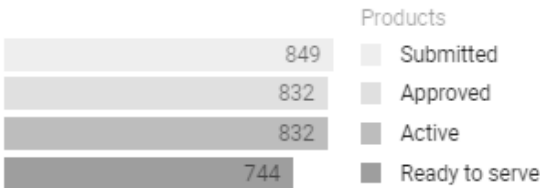
SKU LEVEL BIDDING

Increasing bid optimisation opportunities and identifying areas to save

Which products are generating the required ROI?

All products > Custom label 2:

high margin



Products submitted: 849

Here's a sample:

5360769606ul 3T Discus C60 Team Stealth Front Wheel - 7
5360726973ul 3T Luteus Team Stealth Carbon Road Forks
5360769604ul 3T Orbis II C35 Team Stealth Rear Wheel - F

Item ID	Image	Title	Cost	Conv. value
5360775628uk		Raleigh Striker 18 (2017) Kids Bike - 18" Wheel Orange Bicycles		0.00
100586897uk		Cinelli Gazzetta Bike - Small Stock Bike Beyond Blue Eyes Bicycles		0.00
100558371uk		GT Aggressor Sport 27.5 Hardtail Mountain Bike - Medium Stock Bike Bicycles		0.00
100502694uk		Fuji Finest 2.3 Road Bike - 50cm Stock Bike Black/Raspberry Bicycles		0.00
100542959uk		Felt Doctrine 5 (2018) XC Carbon Hardtail Bike - 22" Stock Bike Bicycles		0.00
587332uk		Vitus Sommet Suspension Bike - Deore 1x10 - 38cm (15") Teal - Yellow Bicycles		0.00
100543773uk		Felt Dispatch 9/80 (2018) XC Hardtail Bike - 18" Stock Bike Bicycles		0.00
5360776818uk		Mongoose Legion L80 (2017) BMX Bike - One Size Red BMX Street Bikes		0.00
588019uk		Vitus ZX1 CRI Aero Disc Bike - Ultegra Di2 - 56cm (22") Black/Silver Bicycles		0.00
587913uk		Vitus Substance V2 Gravel Bike - Apex1 - 52cm (20.5") Blue - Grey Bicycles		0.00

Show rows: 10 1 - 10 of 939

SHOPPING RESTRUCTURE: 'HERO' PRODUCTS, STOCK CONTROL & MARGIN BID OPTO.

SKU LEVEL BIDDING

Increasing bid optimisation opportunities and identifying areas to save

Which products are generating the required ROI?

All products > Custom label 2: high margin

849

832

832

744

Submitted

Approved

Active

Ready to serve

Products submitted: 849

Here's a sample:

5360769606ul

3T Discus C60 Team Stealth Front Whe

5360726973ul

3T Luteus Team Stealth Carbon Road F

5360769604ul

3T Orbis II C35 Team Stealth Rear Whe

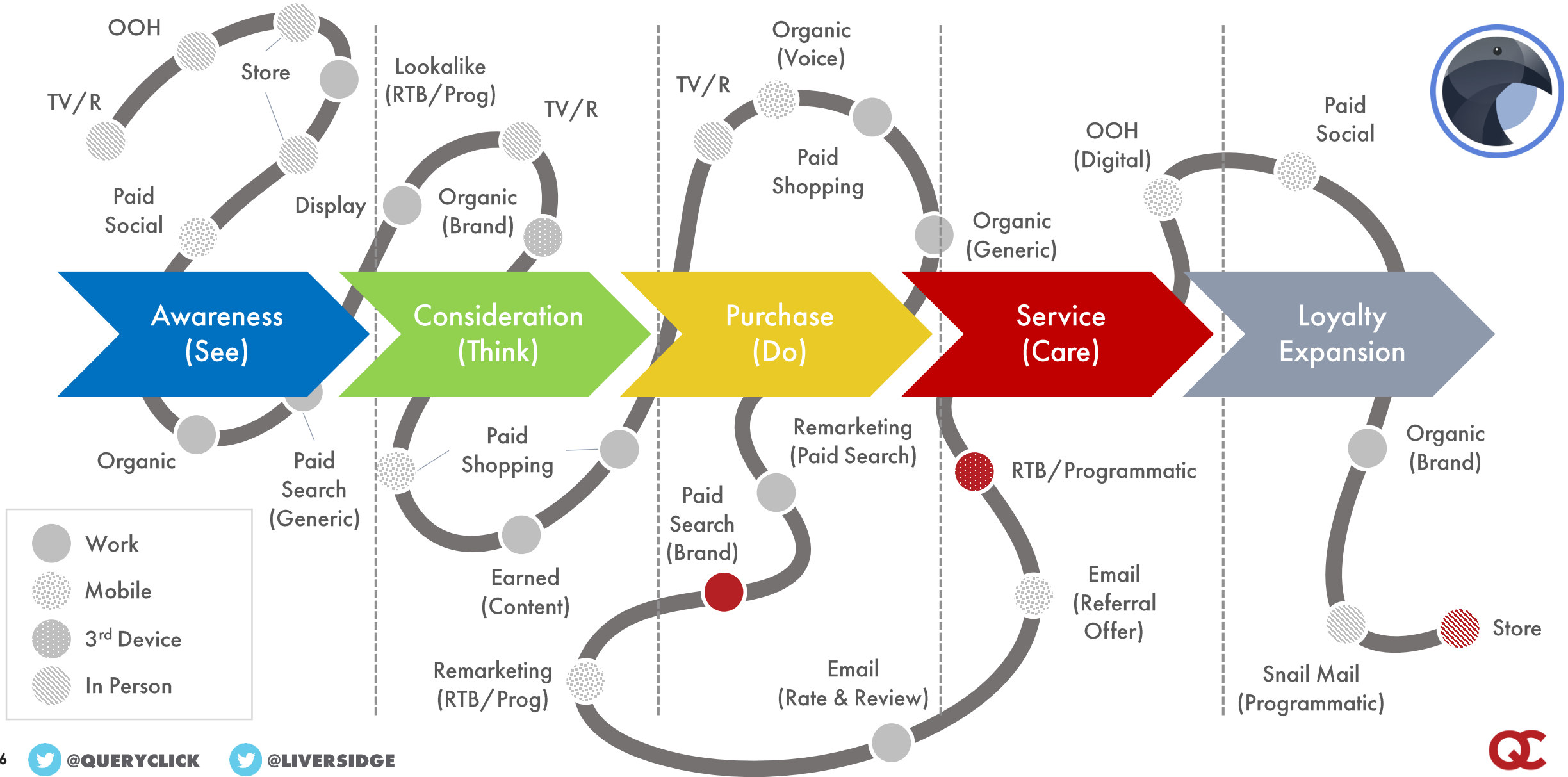
MAKE

PLAY

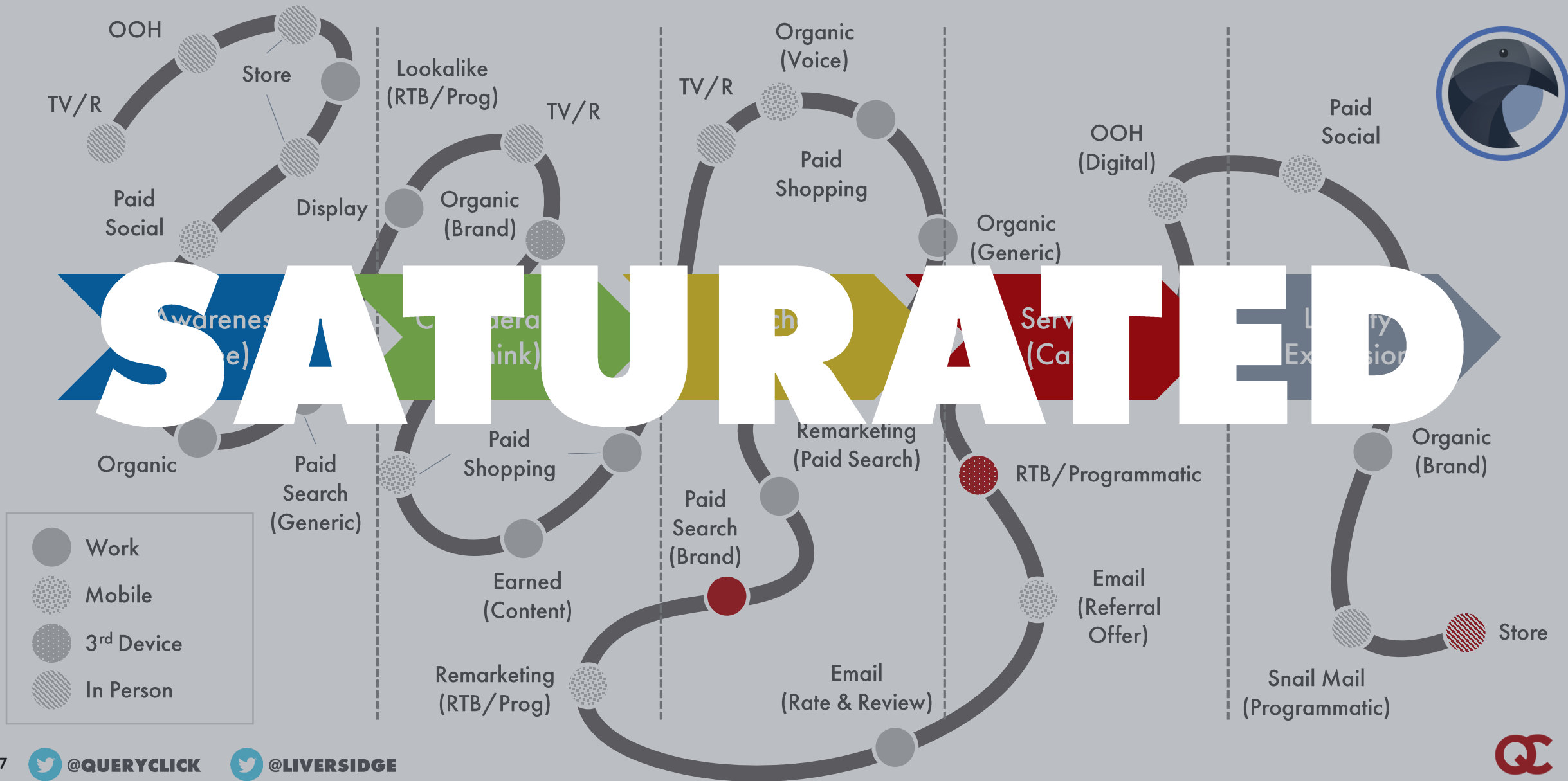
FIT

	Image	Cost	Conv. value
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100586897uk			0.00
100558371uk			0.00
4uk			0.00
9uk			0.00
			0.00
100543773uk			0.00
5360776818uk			0.00
5880			0.00
5879			0.00

CUSTOMER-LED OPTIMISATION: TARGET LOW CPA OPPORTUNITIES



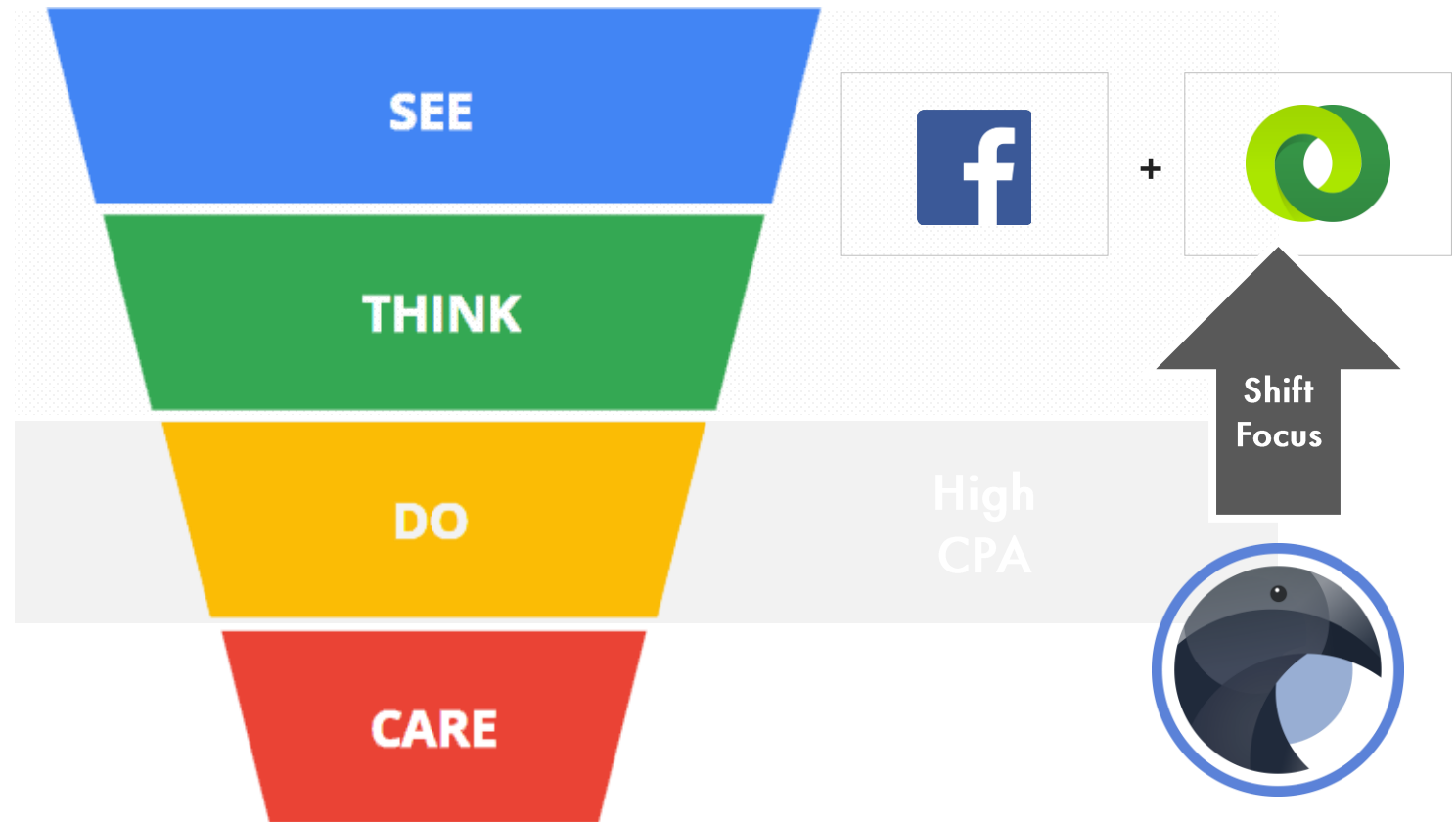
CUSTOMER-LED OPTIMISATION: TARGET LOW CPA OPPORTUNITIES





**DE-SILO & TARGET
CUSTOMERS EARLIER IN
THE CONVERSION PATH**

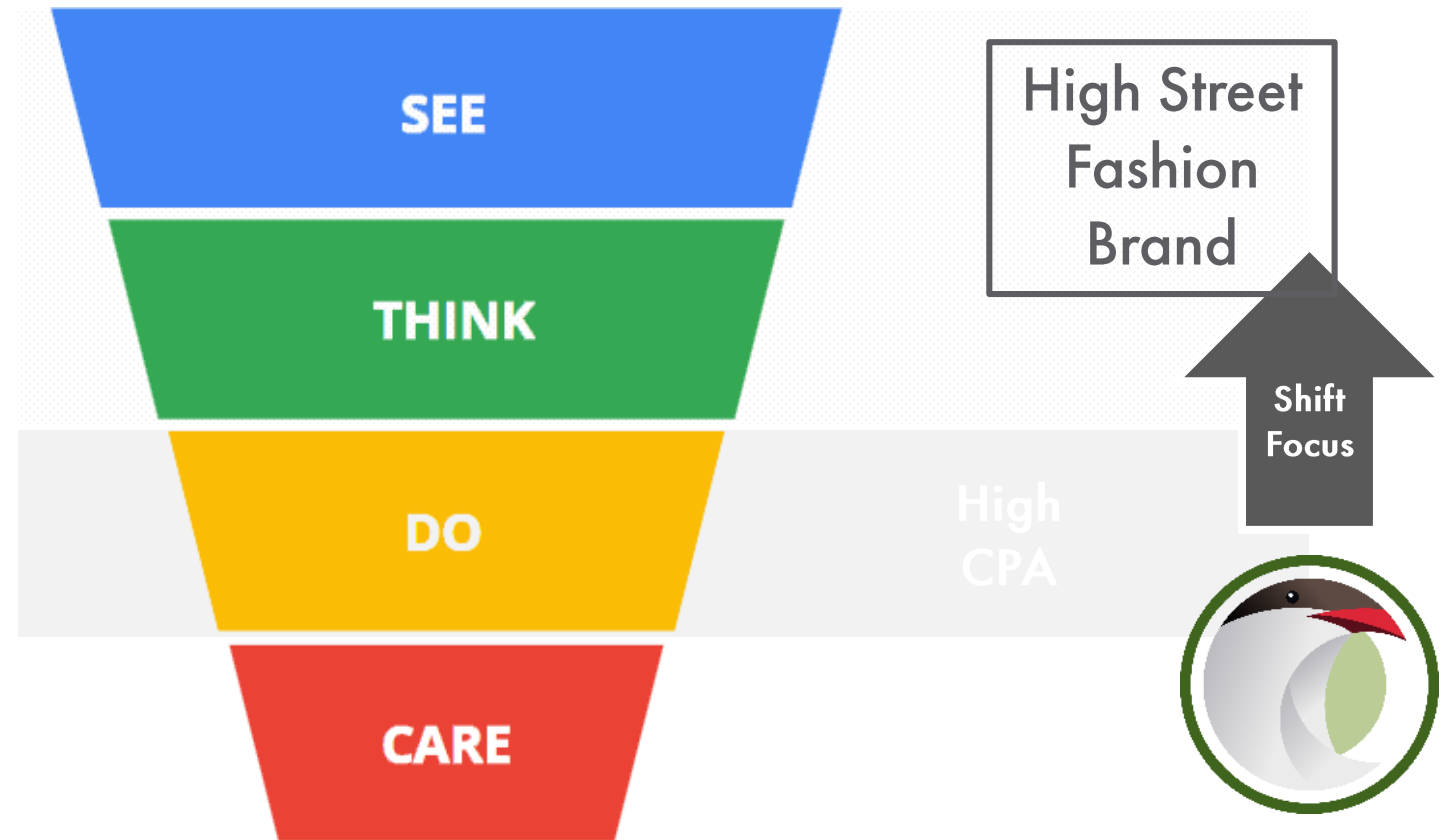
Reduce Paid CPAs by 87.5%





**'DO' PHASE CPAS
TYPICALLY
SATURATED**

-12% CoS saving £1.1m on spend



KEY PHRASE



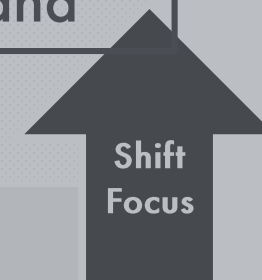
'DO' PHASE
TYPICALLY
SATURATED

FOREIGN

KEY



High Street
Fashion
Brand



High
CPA



FINALLY...

Dresses

1

Domain:

**Device: Mobile

Filter Location: All

Term	Avg Rank	+ / -	Clicks	+ / -	Available Clicks ‡	+ / -	Position 1-3 Volatility	Weighted Rankability ¶	+ / -		
Summer dress	11.1	+15.2%	11,304	-15.2%	3,652	+3.0%	Very High	42%	+6.1%	96.9	17.4
Black dress	3.0	-15.2%	2,351	-18.2%	2,965	+1.0%	Low	88%	+14.1%	50.7	19.9
Petite-size dress	7.0	+17.2%	2,889	-5.1%	6,330	-10.1%	High	1%	-7.1%	82.3	88.4
Off-shoulder dress	8.1	-6.1%	7,785	-15.2%	9,121	-5.1%	Very High	100%	-11.1%	46.6	97.7
Party gown	9.4	-7.1%	8,644	+9.1%	10,873	+16.2%	Medium	62%	+9.1%	16.3	75.8
Little black dress	2.3	-19.2%	11,373	-12.1%	11,885	+7.1%	Medium	73%	-1.0%	30.9	69.4
Black Friday dress deals	4.4	+12.1%	3,077	-2.0%	5,939	-1.0%	Low	5%	-5.1%	77.6	71.0
Cheap dress	10.1	-10.1%	6,456	-14.1%	2,717	+18.2%	Low	62%	-17.2%	81.3	44.4
Summer dress	6.7	-4.0%	3,507	-6.2%	9,197	-1.0%	Medium	97%	-16.2%	92.6	44.2
Black dress	2.8	+0.0%	8,030	-10.1%	9,827	+5.1%	High	60%	-8.1%	39.7	50.3
Petite-size dress	7.9	+13.1%	11,350	-17.2%	10,343	+4.0%	Low	68%	+17.2%	63.7	99.3
Off-shoulder dress	1.1	+6.1%	2,578	-4.0%	1,385	+18.2%	Very High	66%	+19.2%	19.4	107.4
Party gown	3.7	-17.2%	9,259	+12.1%	2,195	-9.1%	High	44%	+15.2%	39.9	11.6
Little black dress	6.2	-17.2%	262	-1.0%	10,994	-16.2%	Low	97%	+7.1%	26.2	62.3
Black Friday dress deals	6.1	-2.0%	5,562	-10.1%	5,939	-14.1%	Medium	88%	-9.1%	30.6	50.6
Cheap dress	7.7	+7.1%	10,060	-13.1%	5,032	-14.1%	Very High	54%	+16.2%	22.2	90.4
Summer dress	7.4	+11.1%	991	+12.1%	11,756	+7.1%	Medium	9%	+0.0%	54.3	98.8
Black dress	3.9	-7.1%	8,527	+13.1%	10,311	+15.2%	High	86%	+13.1%	36.1	43.1
Petite-size dress	9.4	-17.2%	6,905	-11.1%	5,871	+10.1%	Low	52%	+12.1%	3.4	84.2

2

EVER CONSIDERED THE IMPACT OF VOLATILITY?



KEY TAKEAWAYS: BIG SITE STRATEGY IN 2019

1. Integrate Social & Brand Monitoring to Link Analysis and Pre-qualify your content like it's 2016! 😊
2. Study SERP CTR behaviour Vs Expected and:
 1. Drive up traffic from already earned rankings
 2. Remove Paid Search cannibalisation
 3. Develop a positive-feedback loop for top 3 rankings.
3. Drive multichannel activity into 'See' & 'Think' phases.
4. Track 'Rank Volatility' and target quick rank opportunities.





THANK YOU!

PASSIONATE ABOUT PERFORMANCE

QUERYCLICK



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BIT.LY/QC-BSEO