Rethinking Value: Improving SEO performance with Revenue- Driven Strategies

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Increase revenue and SEO ROI by automating the feedback loop between sales and SEO efforts

Overview

Unlike PPC campaigns that offer fast data accrual and results that are simple to measure and track, SEO (search engine optimization) is a long-term effort that is less costly but more difficult to evaluate ROI. This is because for many companies, the key success metrics are improved lead quantity and quality, not just keyword rankings and site traffic. This whitepaper examines how companies can benefit most from their SEO efforts by understanding how to effectively integrate SEO and sales outcomes.

Redefining Success: SEO and Sales

The critical issue with traditional SEO methods for sales-driven businesses is that success metrics for SEO are often not aligned with the goals of the company. Most companies incorporate SEO as a linear process that begins with a defined list of keywords and results in (hopefully) increased leads and revenue.
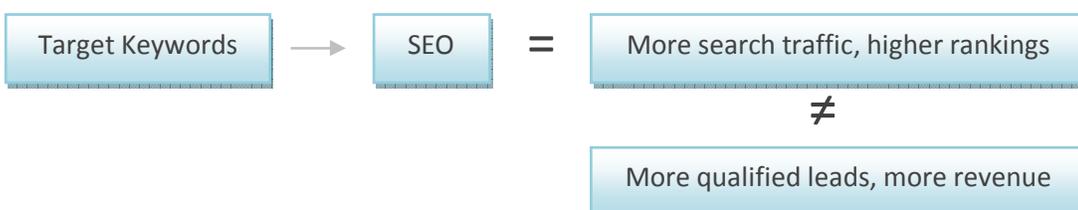
The greatest SEO pitfall is the assumption that **increasing traffic from 'target keywords' will result in more qualified leads**, which is not only a risky bet but can also translate to big wastes in resources. The following are common reasons why non-targeted SEO efforts can produce less-than stellar results:

(1) 'Target keywords' are defined loosely; these could be terms with high competition or words the sales team feels are important, but not, in actuality, keywords that prospective clients use in search.

(2) Success metrics for SEO are confined to increases in search traffic and improvements in search ranking, but not what companies are looking for most: **Revenue**.

SEO Assumption

| Target Keywords | → | SEO | = | More search traffic = more revenue |

SEO Reality

| Target Keywords | → | SEO | = | More search traffic, higher rankings |

$$\neq$$

More qualified leads, more revenue

In order to get the most value from your SEO efforts, it is critical to optimize for the 'right' keywords, namely the keywords that generate the most qualified leads and revenue for your company.

Measuring ROI from SEO

SEO is a time-consuming, labor-intensive process where multiple players (Web developers, content producers, traffic analysts and marketing professionals) must carefully orchestrate their efforts to produce meaningful results. This is why successful SEO campaigns require built-in processes that allow for continuous feedback.

Step 1: Connecting Leads with Keywords

The first step in evaluating whether you are targeting the right keywords is to know which keywords are generating leads. Some technological solutions to consider:

- *PPC (Pay-Per-Click)*: Conversion tracking-enabled PPC is an effective way to test and evaluate which keywords are generating leads
- *Lead Forms*: Configure sign-up forms to capture referrer domains and search keywords
- *Call Tracking*: Organic keyword tracking can reveal which organic keywords are generating calls

Step 2: Connect Leads with Sales

Once you can identify which keywords are generating leads, the next step is to evaluate the quality and revenue generated from them. Overtime, you'll see trends that indicate whether some terms are generating better leads than others.

Getting Feedback

Once trending data emerges, compare your findings with your current SEO strategy and keyword goals. Are you optimizing for the right keywords that generate the best leads? The most revenue? Adjust your strategy accordingly and continue to test and optimize your SEO campaign.

Remember: SEO is an ongoing process of discovery and optimization. Benchmarking your campaign efforts in terms of keyword gains and search traffic is valuable, but it is most important that the ultimate goals of your SEO efforts are aligned with those of the company's.

About the Author

Haruka Jones is a marketing manager with broad online marketing experience in PPC, social media and SEO, with a focus on integrating marketing processes to produce revenue-driven strategies.

About DemandResults

DemandResults is a leading evidence-based marketing agency located in Los Angeles, California. Evidence-based marketing combines proven marketing methodologies with intensive testing and commitment to measuring marketing impact. DemandResults' unique approach takes the guesswork out of tough creative and strategic decisions and delivers real, measurable results. For more information, visit DemandResults.com.

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SEO for Salesforce is an SEO automation app that creates revenue-driven SEO strategies, enabling you to demonstrate the true impact of SEO to your company's bottom line. For more information, visit SEOforSalesforce.com.