



3x Your Traffic with SEO: How we Grew and You Can Too

Mark Barrera, Sr. Director SEO

Mark Barrera

Sr. Director, SEO

- **15+ Years doing SEO and Digital Marketing**
- **Agency and brand side experience**
- **Hundreds of millions of organic visits**
- **Founding Chairman of the State of Search Conference and frequent industry speaker.**



SEO Audit

The first thing that we did at was an in depth SEO Audit that addressed the following:

- Technical / Site Structure
- Links / PR
- Content

Ways to get there:

- ***In-house team***
- Consultant
- Agency



SEO Education

Make SEO part of company DNA

Build relationships and perform trainings with all teams especially Product, Engineering, Marketing and Content teams.

Enable all teams to be able to easily use and explore all data. Google Data Studio FTW!

We're not an agency but we work with our clients to help them do SEO better. Knowledge is power.



Keyword Research

- We assembled a “Keyword Library” that houses all original keyword research, to allow us to store all keywords that match our audience.
- Make specific plans for how you will target each keyword.
- Connect this data with Google Search Console via API
 - Allows you to see where you are strong and weak.
- Identify the modifiers that have the most volume via phrase frequency analysis

Category	Search Volume	# of Keywords
<u>Business Intelligence (BI)</u>	214,230	32,985
<u>Email Marketing</u>	197,240	31,806
<u>Content Management</u>	130,260	20,806
<u>HR Management</u>	93,510	19,622
<u>Marketing Automation</u>	55,080	8,234
<u>Infrastructure-as-a-Service</u>	65,590	6,637

Ecommerce	
# of times word	# of times Phrase
4997 ecommerce	463 ecommerce website
487 website	243 for ecommerce
418 best	212 best ecommerce
353 for	125 how to
245 in	121 ecommerce platform
198 free	121 ecommerce business
201 to	89 an ecommerce
167 business	85 ecommerce sites
159 how	83 ecommerce site
151 design	72 free ecommerce
149 wordpress	66 ecommerce websites
134 platform	63 ecommerce web

Data Deep Dive

- SEMRush / Ahrefs to pull competitive benchmarks (keywords, traffic by page type, etc)
- Yield per category / page
- CTR Curve
- Keyword Modifiers
- Keyword Rankings
- Content Analysis

<i>Yield per Page</i>	TrustRadius	G2	Gartner
Total	10	31	6
Blog	57	628	
Categories	363	207	126
Products	49	32	3
Comparisons	17	2	4

KW Modifier	Keywords % of query TrustRadius	Traffic % of query TrustRadius	Keywords % of query G2	Traffic % of query G2
tool	1.73%	2.51%	0.71%	0.26%
best	1.71%	1.51%	1.54%	1.13%
top	0.95%	1.42%	0.64%	0.44%
compare	0.62%	0.92%	0.21%	0.17%
list	0.44%	0.92%	0.22%	0.07%
enterprise	0.39%	0.81%	0.16%	0.13%
company	0.38%	0.79%	0.45%	0.27%
vendor	0.27%	0.73%	0.09%	0.11%
review	0.83%	0.60%	0.47%	0.19%
open source	0.52%	0.41%	0.23%	0.04%
what	0.65%	0.24%	0.49%	0.07%

CTR Curve Analysis

We prioritized efforts by going after the page types that have the highest traffic potential based on CTR in Google for that page type.

Large search volumes can often yield much less traffic than lower volume terms due to the differences in CTR curves.

50% CTR for our comparisons vs 19% for our product pages.

A two position increase for a keyword typically yields double the traffic.

February			
Products			
Position	CTR	Impressions	Clicks
1	18.64	39486	7362
2	12.66	61363	7769
3	4.91	112145	5510
4	4.82	84626	4078
5	2.45	103550	2539
6	0.42	723559	3016
7	0.63	366646	2296
8	0.42	473455	1999
9	0.1	2062346	2108
10	0.33	445631	1461
Comparison			
Position	CTR	Impressions	Clicks
1	49.58	28011	13888
2	38.63	40487	15641
3	26	41899	10892
4	17.94	42219	7574
5	11.75	44870	5271
6	8.44	44397	3747
7	3.44	79379	2730
8	2.96	77572	2294
9	1.68	115650	1945
10	1.61	92562	1491

Reporting on Keyword Rankings

CTR	Total impressions	Clicks Last 7	Chang	Click Trend	Current Rank	Week Prior	Ranking Trend (Low is good)	Search query	Landing page
2.53%	9,952	252	232%		7.0	7.34		content management system	https://www.trustradius.com/cms
8.77%	2,473	72	18%		1.1	1.75		best crm	https://www.trustradius.com/crm
15.86%	1,891	63	-18%		2.5	1.84		video platforms	https://www.trustradius.com/video-platforms
0.89%	25,888	55	0%		9.3	9.11		crm software	https://www.trustradius.com/crm
5.53%	2,512	52	18%		2.4	2.27		asset management software	https://www.trustradius.com/it-asset-management
20.78%	900	51	16%		1.0	1		online conference platforms	https://www.trustradius.com/web-conferencing
14.43%	1,192	48	55%		1.7	3.12		open source database	https://www.trustradius.com/open-source-database
21.27%	221	47	19%		1.0	1.085		erp systems list	https://www.trustradius.com/erp
8.25%	3,103	43	2%		3.9	3.4		online meeting platforms	https://www.trustradius.com/web-conferencing
1.06%	12,341	43	54%		6.7	6.8		cad software	https://www.trustradius.com/computer-aided-design-cad
6.82%	1,773	41	28%		3.2	2.98		content management systems	https://www.trustradius.com/cms
7.44%	2,633	40	-30%		2.0	1.87		business intelligence tools	https://www.trustradius.com/business-intelligence-bi
10.94%	1,527	40	5%		1.9	2.21		best crm software	https://www.trustradius.com/crm
5.38%	3,288	40	-2%		3.0	3.1		crm tools	https://www.trustradius.com/crm

3rd Party keyword tracking is great but is only a portion of the data. GSC data extracted via API should be core to your reporting and analysis. Stop letting the 1k results in GSC be your source of truth!

Focus on High Quality Content

- **We focus on high quality, long form user reviews and utilize that content strategically across our site**
- **We refuse to shortcut quality to drive quantity**
- **Develop a “Highest Quality” Mindset**
 - Is your content better than any other content on the topic?
 - Are you in-depth, informative and providing a clear path to action for the user to satisfy their needs?
- **Focus on users but don't forget that Google isn't human.**

Make Sure Content is Relevant

Blogging as part of the keyword growth strategy

- Map content across the entire buying journey
- We decided to avoid 'vanity' content that would only drive up our traffic vs relevance

We've outlined our process for creating high quality blogs that map to the user journey here:

[Go.Trustradi.us/Blog-Content](https://www.trustradi.us/blog-content)

	Traffic
learn.g2.com/how-to-delete-instagram-account	55869
learn.g2.com/how-much-is-a-book-of-stamps	43376
learn.g2.com/snapchat-score	25682
learn.g2.com/how-to-delete-a-youtube-video	21257
learn.g2.com/change-gmail-password	19694
learn.g2.com/how-to-unblock-someone-on-instagram	19640
learn.g2.com/how-much-does-a-passport-cost	18211
learn.g2.com/how-much-do-youtubers-make	17838
learn.g2.com/how-much-is-netflix	14750
learn.g2.com/how-to-change-snapchat-username	14605
learn.g2.com/how-to-download-instagram-videos	14314
learn.g2.com/how-to-change-twitter-handle	13881
learn.g2.com/how-to-take-a-screenshot-on-windows	13786
learn.g2.com/how-to-change-your-youtube-name	13113

<i>Yield per Page</i>	TrustRadius	G2
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Product Comparisons

Added custom content to make these page more comprehensive and informative and structured. This led to big growth in featured snippets.

Main content on page is driven by user reviews specific to the products being compared, allowing these pages to be fresh with keyword rich, informative content.

One third of our traffic comes from these pages and they have our best CTR from search

What users are saying about

Microsoft Teams vs Zoom

Likelihood to Recommend
Feature Rating Comparison
Pros
Cons
Likelihood to Renew
Usability
Reliability and Availability
Performance
Support Rating
Implementation Rating
Alternatives Considered
Scalability
Return on Investment
Pricing Details
Rating Summary

Microsoft Teams
★★★★☆
Top Rated
Score 8.3 out of 10
Based on 486 reviews and ratings

Zoom
★★★★☆
Top Rated
Score 8.9 out of 10
Based on 1549 reviews and ratings
[Learn More](#)

Highlights

Microsoft Teams is a collaboration tool designed to improve internal communication. Zoom is a web conferencing software that facilitates high-performance video and audio conferencing both internally and externally.

Microsoft Teams is a popular choice for businesses that use Office 365 products. It is packaged in with the Office 365 suite and syncs up well with other Microsoft technologies. Zoom is used by companies that are looking for high-quality video conferencing that is easy to set up for both employees and external users.

Some companies make use of both Microsoft Teams and Zoom. These companies use Microsoft Teams for its chat features and its integrations with Office 365 and use Zoom for all their web conferencing.

kustomer vs zendesk

Kustomer is far more scalable and flexible than **Zendesk**, and it provides a real omni-channel experie... Glovo was using **Zendesk** before. **Kustomer** is much more flexible in terms of integration capabilities... **Zendesk** did not give a big picture of the customer.

www.kustomer.com › compare › zendesk

[Compare Zendesk to Kustomer | See Why Top Br](#)

Kustomer Product Solutions Resources Company

What Customers Who Switched From Zendesk Are Saying About

★★★★★ Dec 17, 2019
“ I also really appreciate Kustomer's UI, the Zendesk UI was painful to look at.
“ Kustomer is far more intuitive, personal, and holistic than Zendesk. As a company who has a lot of i...
“ This is a major advantage of Kustomer and one of the reasons we decided to switch from Zendesk onto...”

Julia Spencer
Associate Project Manager
ThirdLove
Apparel & Fashion | 201-500 employees
[Read full review](#)

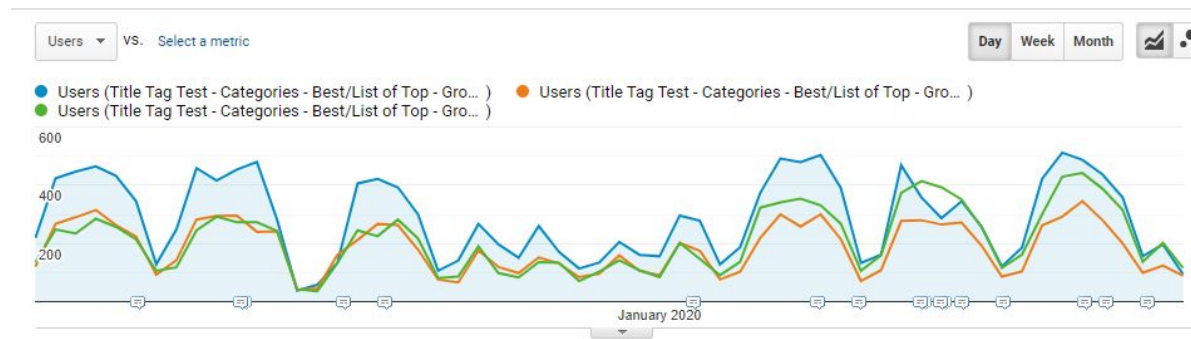
Carlos Montoya Serran
Experto en soluciones
Glovo
Computer Software | 1
[Read full review](#)

Title Tag Testing

Go.TrustRadius.com/TitleTagTest

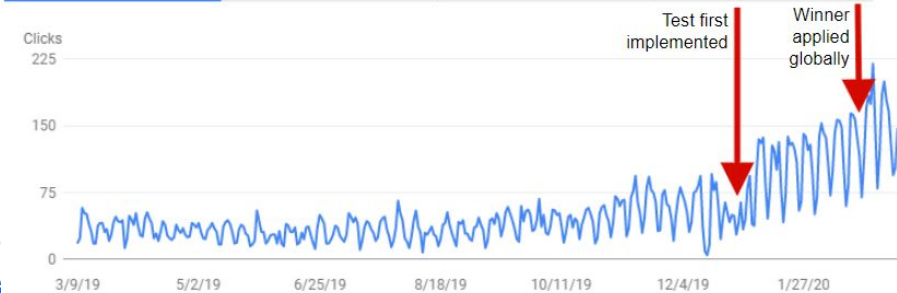
- See how we can affect our CTR in the search results
- We picked our pages, created segments in GA to track those.
- Rolled test to the three audiences - control, test and second test.

Focus on traffic and user engagement metrics



Keyword ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Title Tag Test - Categories - Best/List of Top - Group 1	15,810 % of Total: 2.33% (677,839)	14,732 % of Total: 2.25% (655,894)	17,302 % of Total: 2.15% (805,240)	16.09% Avg for View: 21.73% (-25.96%)	2.14 Avg for View: 1.77 (20.32%)	00:04:20 Avg for View: 00:03:18 (31.33%)
Title Tag Test - Categories - Best/List of Top - Group 2	10,357 % of Total: 1.53% (677,839)	9,680 % of Total: 1.48% (655,894)	11,148 % of Total: 1.38% (805,240)	23.98% Avg for View: 21.73% (10.31%)	1.87 Avg for View: 1.77 (5.12%)	00:03:33 Avg for View: 00:03:18 (7.29%)
Title Tag Test - Categories - Best/List of Top - Group 3	11,763 % of Total: 1.74% (677,839)	11,128 % of Total: 1.70% (655,894)	12,650 % of Total: 1.57% (805,240)	20.84% Avg for View: 21.73% (-4.10%)	2.02 Avg for View: 1.77 (58%)	00:03:39 Avg for View: 00:03:18 (10.68%)

Total clicks **19.8K** ?
 Total impressions **291K** ?
 Average CTR **6.8%** ?
 Average position **26.6** ?



<input checked="" type="checkbox"/> Total clicks 16.9K 4/8/20 - 4/20/20 14.1K 3/26/20 - 4/7/20	<input checked="" type="checkbox"/> Total impressions 275K 4/8/20 - 4/20/20 262K 3/26/20 - 4/7/20	<input checked="" type="checkbox"/> Average CTR 6.1% 4/8/20 - 4/20/20 5.4% 3/26/20 - 4/7/20	<input checked="" type="checkbox"/> Average position 10.7 4/8/20 - 4/20/20 11.5 3/26/20 - 4/7/20
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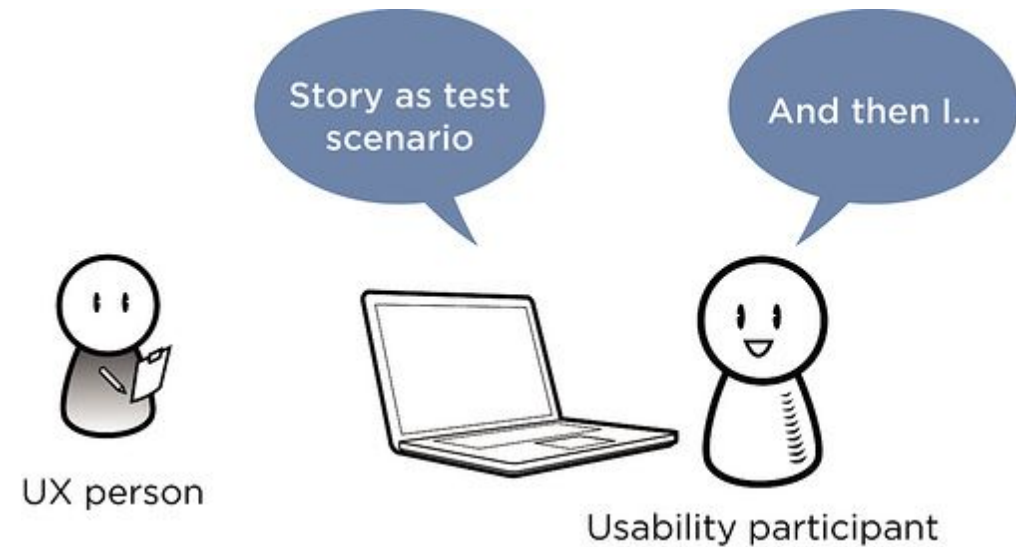
Content Testing

- Update old content
- Add new content
- Restructure content
- Focus on specific keywords
- ***Results can be real time or close to it in many cases.***



User Testing

- If you aren't working to satisfy your users, someone else is.
- The more that you can satisfy your site visitors, the more you will win via SEO
- We perform 'lab' usability testing as well as tests across our site audience via A/B and multivariate tests.
- Embrace the scientific method for tests.
- Always have a test running



Have a Clear Path for Users

Category > Product > Reviews / Comparisons

The screenshot shows the TrustRadius website interface for the 'Customer Relationship Management (CRM) Software' category. The navigation bar includes 'TrustRadius', a search bar, and links for 'Categories', 'Reviews', 'For Vendors', 'Write a Review', and 'Sign In'. The breadcrumb trail is 'Home > Customer Relationship Management (CRM) Software'. The main heading is 'Customer Relationship Management (CRM) Software', with sub-links for 'Overview', 'Products', 'Reviews', 'Top Rated', and 'FAQ'. A section titled 'Best Customer Relationship Management (CRM) Software' lists products like Nimble, Salesforce, HubSpot CRM, Pipedrive, Freshsales, Insightly, Oracle CRM, and Microsoft Dynamics 365. A 'TrustMaps' section explains that these are two-dimensional charts comparing products based on satisfaction ratings and research frequency. A 'View TrustMap' button is present. A 'Related Categories' sidebar lists various software types like Accounts Payable, Marketing Platforms, Contact Center, etc. The 'Customer Relationship Management (CRM) Overview' section defines CRM as a business strategy for ongoing customer relationships, listing two core elements: presenting a unified face to the customer and providing a seamless customer experience.

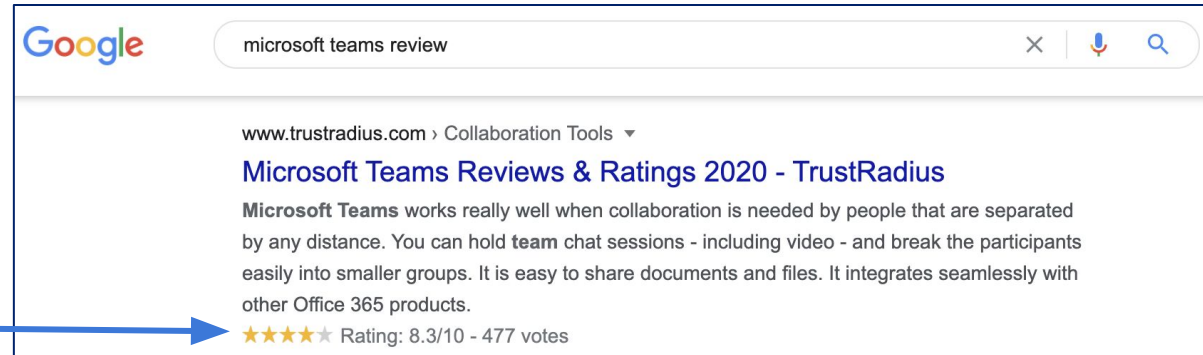
This screenshot displays the '2020 Top Rated Customer Relationship Management (CRM) Software' section. It features a 'Top Rated 2020' badge and a list of three products: Salesforce (2494 ratings), HubSpot CRM (588 ratings), and Pipedrive (190 ratings). Each product entry includes a logo, a star rating, the number of ratings, and a 'Learn More' button. A detailed text block explains the criteria for the Top Rated award, stating that products must have 10 or more recent reviews and a trScore of 7.5 or higher, indicating above-average satisfaction for business technology.

The screenshot shows a detailed product review for 'Salesforce Lightning Platform (Formerly Salesforce App Cloud) is Modern Case Management Software for Your Law Firm'. The review is dated March 02, 2020, and is by Shanna Baty, a Paralegal/Supervisor at Summit Conversions (Legal Services, 11-50 employees). The review has a score of 9 out of 10, is a 'Vetted Review' by a 'Verified User', and includes a 'Review Source' link. The 'Use Cases and Deployment Scope' section describes how the company uses the platform for legal intakes, case management, and document organization. The 'Pros and Cons' section lists: organizing records by type, keeping notes organized, following up on tasks, creating documents, and referring out clients to other law offices. A sidebar on the right offers 'More Information' and 'Compare with...' other software solutions like PowerApps, Microsoft Azure, Oracle APEX, Google App Engine, Heroku Platform, OutSystems, and KISSFLOW.

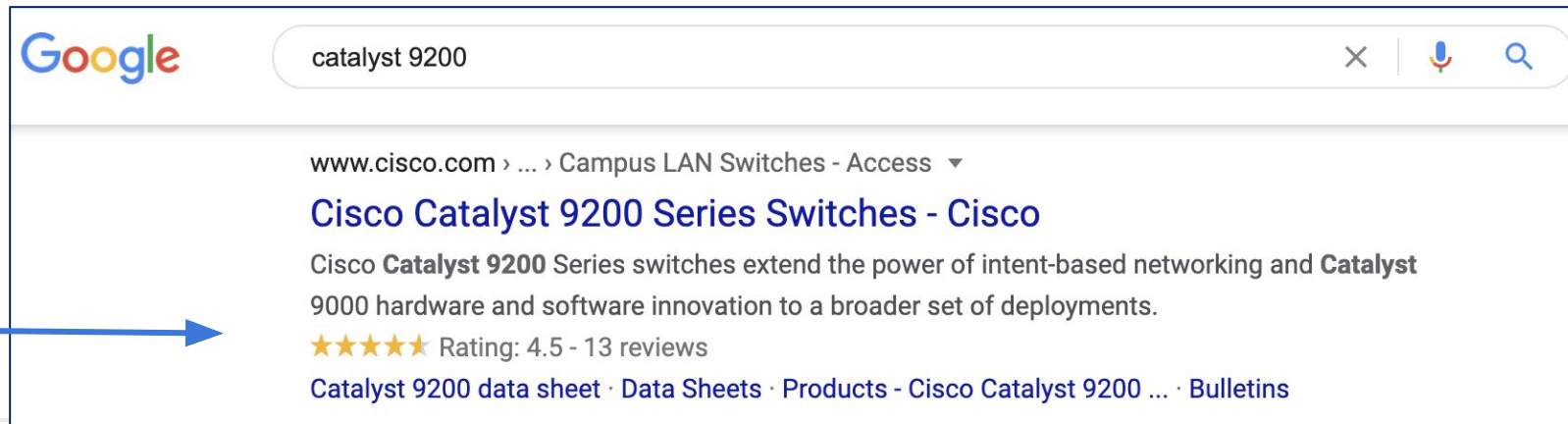
Technical - Ratings Schema

Ratings Stars:

- We added this to more of our Product page in an efforts to drive up CTR and visibility in the search results.



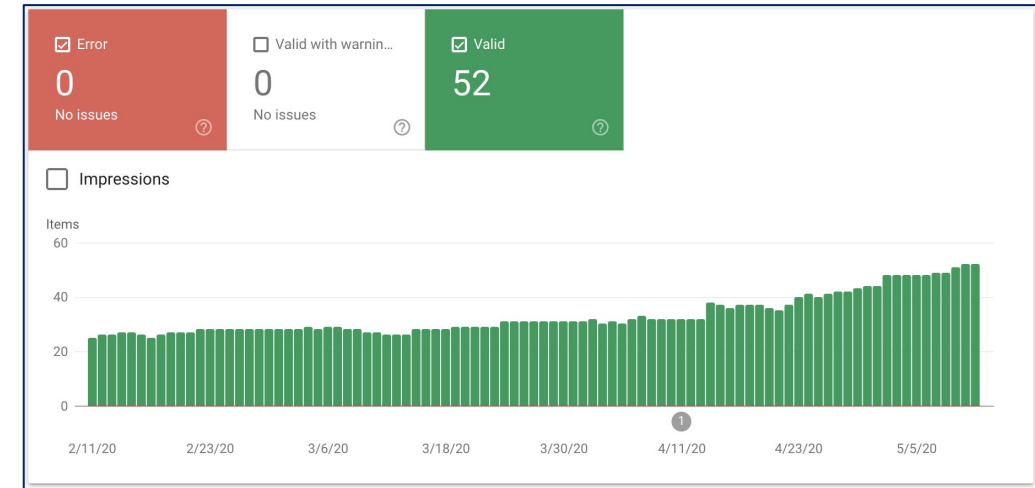
You can get these stars too by using a third party review service like TrustRadius



Technical - FAQs

We were the first and still one of the only sites in our competitive set that utilize FAQ structured data to capture more real estate as well as better answer more user queries.

We also marked these up using anchored jump links providing the “Jump to” link shown in the results as well. So we have gone from one link to click on, to multiple links to better serve users.



The screenshot shows a Google search result for 'seo platforms' on the website www.trustradius.com. The main title is 'List of Top SEO Software 2020 - TrustRadius'. Below the title is a snippet: 'Jump to **What are the Top Rated SEO platforms?** - Do you need a comprehensive **SEO platform** that includes a range of keyword, backlink, and website ...'. Below this is a list of FAQ questions with expandable answers:

- What is search engine optimization? (Expanded answer: Search engine optimization (SEO) is one component of 'search marketing'. The goal of SEO is to increase website traffic from organic search results by optimizing the relevance of your website structure and content. There are multiple [SEO software](#) products available that help businesses track their website and keyword rankings on search engine results pages (SERPs) for Google, Bing, Yahoo, etc.)
- How to grow website traffic using SEO?
- What are the Top Rated SEO platforms?
- What is the best free SEO software?
- How much does SEO software cost?

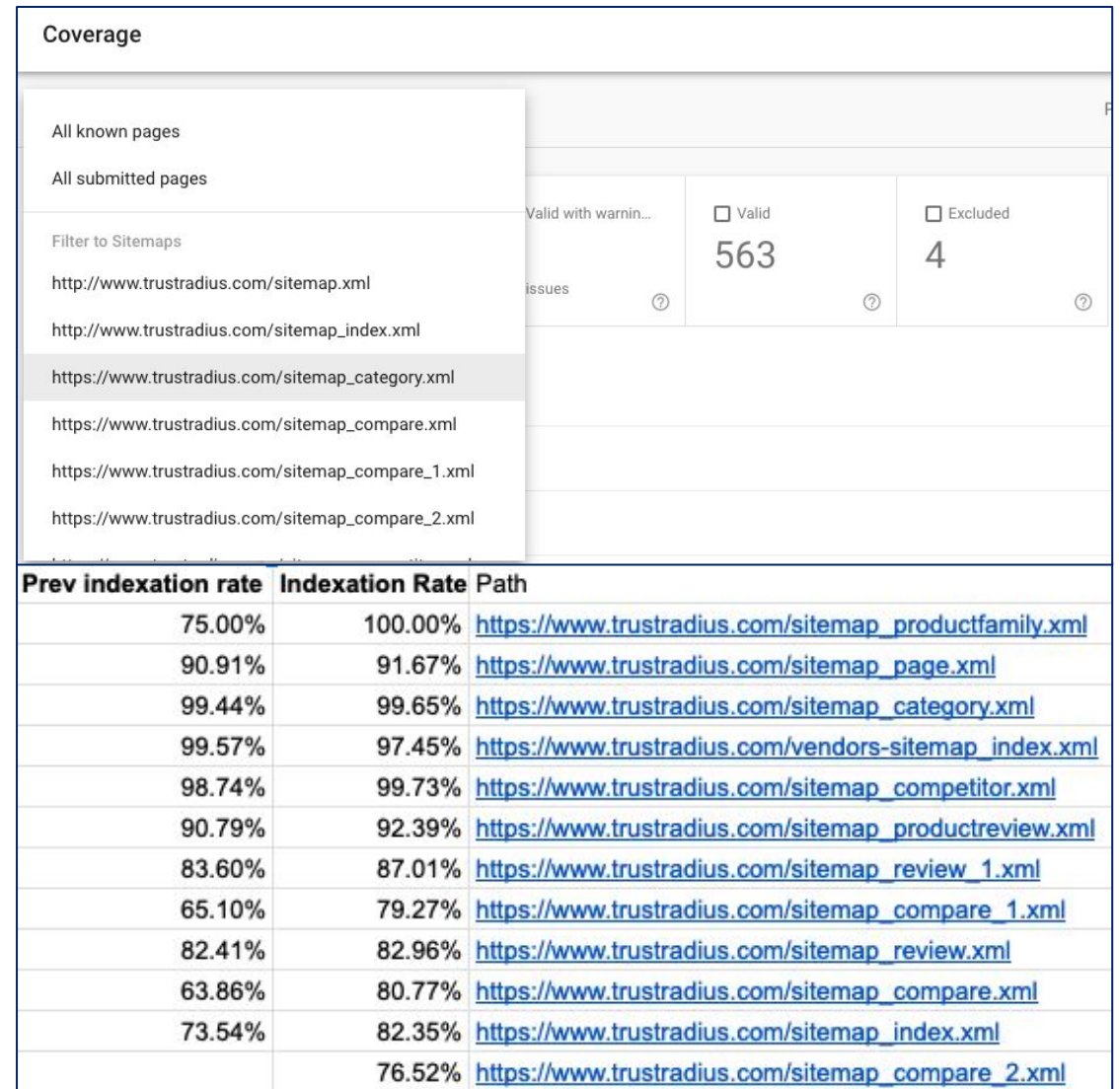
At the bottom, there is a 'Show less' link.

Quality Indexation

Indexation of pages is a big signal of quality from Google. Do you have more pages indexed that you have driving traffic?

Make sure all of the pages that you want to be indexed are in a sitemap. Then you can see what % of those are indexed by looking in Google Search Console.

Our goal is 90%+ indexation



The screenshot shows the 'Coverage' section of Google Search Console. A dropdown menu is open, listing several sitemaps from www.trustradius.com. In the background, a summary table shows 563 valid pages and 4 excluded pages. Below this, a table provides a detailed view of indexation rates for various pages.

Prev indexation rate	Indexation Rate	Path
75.00%	100.00%	https://www.trustradius.com/sitemap_productfamily.xml
90.91%	91.67%	https://www.trustradius.com/sitemap_page.xml
99.44%	99.65%	https://www.trustradius.com/sitemap_category.xml
99.57%	97.45%	https://www.trustradius.com/vendors-sitemap_index.xml
98.74%	99.73%	https://www.trustradius.com/sitemap_competitor.xml
90.79%	92.39%	https://www.trustradius.com/sitemap_productreview.xml
83.60%	87.01%	https://www.trustradius.com/sitemap_review_1.xml
65.10%	79.27%	https://www.trustradius.com/sitemap_compare_1.xml
82.41%	82.96%	https://www.trustradius.com/sitemap_review.xml
63.86%	80.77%	https://www.trustradius.com/sitemap_compare.xml
73.54%	82.35%	https://www.trustradius.com/sitemap_index.xml
	76.52%	https://www.trustradius.com/sitemap_compare_2.xml

Digital PR

- Promotion of your content very important to your success in ranking well.
- Links still correlate highly to success for highly competitive keywords.
- Value also comes via entity mentions in relevant content (Brand mentions that aren't linked)

Two pieces of data driven content drove 500+ links for us this past quarter. Forbes, Business Insider, eMarketer, US Chamber of Commerce and others covered our data **but only because we made them aware of it.**

Leveraging Other Sites

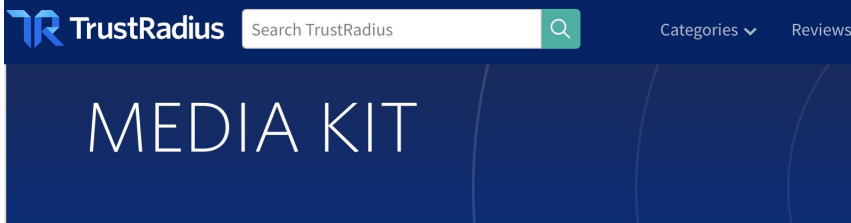
Do others rank well for the terms that matter to you?

- **Listings on review sites**
 - Who ranks well and are you well positioned to get traffic from those sites or can you be?
 - TrustRadius ranks for hundreds of thousands of keywords that can drive back to you
- **Press / Publications / Blogs**
 - Be where your audience is
 - Develop relationships
 - Provide valuable content assets

Are competitors mentioned but you aren't? Ask “why” to start the convo and introduce your value prop.


Link Assets

Tools, awards and other non-content marketing based approaches can yield big wins.



TrustRadius Search TrustRadius Categories Reviews

MEDIA KIT




Congratulations, Workday Human Capital Management!

Congratulations on becoming Top Rated on TrustRadius. These media assets will help you share this with your community.

Top Rated Badge | Email Signature | Social Media Images

Top Rated Badge

The TrustRadius Top Rated Badge provides winners with the opportunity to showcase their most recent accomplishment and build credibility.




```
<a href="https://www.trustradius.com/products/workday-hcm/reviews?source=top_rated_badge&utm_source=badge&utm_medium=referral&utm_campaign=trustradius_top_rated_badge" style="display:inline-block;" target="_blank" title="Read Workday Human Capital
```

Home > Live Chat Software


Live Chat Software

Overview Products Reviews **Top Rated**




2020 Top Rated Live Chat Software

There are plenty of options out there, but here's our shortlist of the best Live Chat Software. These products won a Top Rated award for having excellent customer satisfaction ratings. The list is based purely on reviews; there is no paid placement, and analyst opinions do not influence the rankings. To qualify, a product must have 10 or more recent reviews and a **trScore** of 7.5 or higher, indicating above-average satisfaction for business technology. The products with the highest trScores appear first on the list. Read more about the [Top Rated criteria](#).



Bold360

★★★★★ 74 ratings [Learn More](#)



Gist

★★★★★ 91 ratings [Learn More](#)

Success

From ~300k sessions to 1.1 Million
Next up - 2 Million



Audience Poll

Q & A



Mark Barrera

Sr. Director, SEO

 @mark_barrera

 markbarrera

Upcoming Webinar

**Supercharge Marketing &
Brand Performance with
Social Proof**

Featuring:

Avalara

go.trustradi.us/supercharge