



Design + Engineering

SEARCH INTENT



DAN MOREHEAD

@DANNY11M

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SENIOR SEO ANALYST

BBC Home

Food

Programmes

Teach

Ideas

Three

Bitesize



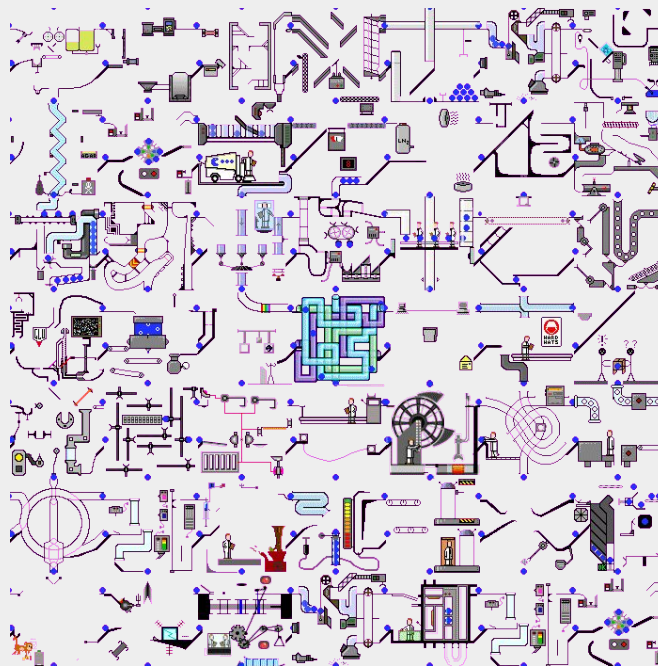
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INTERNAL SEO STRUCTURE

- Data Analysts
- Design & Engineering
- Marketing
- Editorial

SEO is a collaborative discipline across multiple departments.

Implementing SEO recommendations as much about understanding internal structure and tech issues as traditional auditing.



WHY DO WE SEARCH?



WHY DO WE SEARCH?

INFORMATIONAL

To know something

What pages on your site fit an informational search query?

News: latest on politics

WHY DO WE SEARCH?

NAVIGATIONAL

To get somewhere

Do you have relevant directions on your site if you have physical locations?

Google moving into these sectors so increasingly competitive for OTA

Maps

Directions

Tickets (plane, train)

Holidays

WHY DO WE SEARCH?

TRANSACTIONAL

To do something

Play a game

Watch a TV show

Listen to the radio

Buy a product

Identifying intent

doctor who



All



News



Images



Videos



Shopping



More

Settings

Tools

About 1,900,000,000 results (0.60 seconds)

Doctor Who / Available on



Netflix
Subscription



YouTube
From £1.99



Google Play ...
From £1.99

Feedback

Top stories



Doctor Who's Christopher Eccleston reveals anorexia battle almost drove him to...

The Sun

5 hours ago



Colin Baker says he was "selfish" not to film Doctor Who regeneration scene: 'I...

Radio Times

1 day ago



Christopher Eccleston health: 'It was a filthy secret' Doctor Who star's health battle

Daily Express

4 hours ago

→ [More for doctor who](#)

Doctor Who - BBC One

<https://www.bbc.co.uk/programmes>

Doctor Who Series 12: Judoon Returning. They're back! The Judoon are returning to **Doctor Who** to face the Thirteenth **Doctor**!

Doctor Who Official (@bbcdoctorwho) · Twitter

<https://twitter.com/bbcdoctorwho>

Remembering Agatha Christie who was born on this day 129 years ago 🎂
#DoctorWho
[pic.twitter.com/JorXDtL...](https://twitter.com/JorXDtL...)

2 days ago

Today's #ThursdayThoughts 🙌💙
#DoctorWho
[pic.twitter.com/HtgbD1v...](https://twitter.com/HtgbD1v...)

5 days ago

Best specialist subject ever! 🙌 How many can you get? 💙💙
#DoctorWho
[pic.twitter.com/skzNK4H...](https://twitter.com/skzNK4H...)

6 days ago

Doctor Who

Television programme

94%
Rotten Tomatoes

8.6/10
IMDb

9/10
TV.com

94% liked this TV show

Google users

An eccentric yet compassionate extraterrestrial Time Lord zips through time and space to solve problems and battle injustice across the universe, traveling via the TARDIS (Time and Relative Dimensions in Space), which is his old and occasionally unreliable spaceship that resembles a blue police phon... [MORE](#)

First episode date: 26 March 2005

No. of seasons: 26 (1963–89); + 1 TV film (1996)

No. of series: 11 (2005–pres.)

Spin-offs: [Torchwood](#), [The Sarah Jane Adventures](#), [Class](#), [K-9 Adventures](#), [Doctor Who Extra](#)

On TV soon

All times are in United Kingdom Time

On Sun, 22/09

W	11:00, 12:00, 13:00, 14:00, 15:00, 16:00
W +1	12:00, 13:00, 14:00, 15:00, 16:00, 17:00

Episodes

S11 E10 · The Battle of Ranskoor Av Kolos
9 Dec 2018



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BING BRAND RESULTS

Bing have similar knowledge graph

Related sites and ratings


Relevant show info



Doctor Who

Drama · 12

 **9/10**
TV.com

 **8.6/10**
IMDb

 **94%**
Rotten Tomatoes

This show is a reinvention of the long-running series of the same name that was cancelled in 1989. It begins with the Ninth Doctor. The Doctor is an ancient Time Lord/Lady. He/she travels through time and space with his/her T.A.R.D.I.S. (Time and Relative Dimension in Space). The Doctor is accompanied by companions on adventures. They will encounter so... [+](#)

Channels: [BBC One](#) · [BBC HD](#) · [BBC One HD](#)

First episode: 26 Mar 2005

Number of seasons: 11

Creators: [Sydney Newman](#) · [Donald Wilson](#) · [C.E. Webber](#)

Awards: [Hugo Award for Best Dramatic Presentation, Short Form \(2012, 2011, 2010, 2008, 2007, 2006\)](#) · [Peabody Awards \(2012\)](#) [+](#)

Directors: [Terry McDonough](#) · [Geoffrey Sax](#) · [Kevin Davies](#)



[Wikipedia](#)


[YouTube](#)




[Facebook](#)


[Official site](#)


[Twitter](#)



doctor who



All Images Videos Maps News Shopping | My saves

854,000,000 Results Date ▾ Language ▾ Region ▾

BBC One - Doctor Who

<https://www.bbc.co.uk/programmes/b006q2x0> ▾

Adventures in Space and Time. ... **Doctor** Who Series 12: Judoon Returning. They're back! The Judoon are returning to **Doctor** Who to face the Thirteenth **Doctor**!

Fun and Games

The Ultimate **Doctor Who** Fan Quiz: Modern Who Test your Modern Who knowledge by ...

Episode Guide

The Doctor, the Widow and the Wardrobe. A madcap caretaker leads an evacuee and her ...

Episodes

Available episodes of Doctor Who ... Resolution. As the new year begins, a ...

The Thirteenth Doctor

The Thirteenth Doctor... 'I'm beyond excited to begin this epic journey...' – Jodie Whittaker

Doctor Who

DOCTOR WHO TO LAND ON SUNDAY 7th OCTOBER 2018. THE WOMAN WHO FELL ...

Latest News

A brand new Doctor Who virtual reality experience lets fans step inside a VR version ...

Search

SERPS

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What do users want when they search for Danger Mouse?

Games, shows, interactives.

Various types of content available across different products on the same domain.

Danger Mouse - CBBC - BBC

<https://www.bbc.co.uk/cbbc/shows/danger-mouse> ▼

Colonel **Danger Mouse**. The Admirable Penfold. Dark Dawn. From Duck to Dawn. There's No Place Like Greenback.

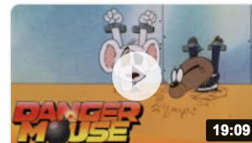
[How to draw Danger Mouse ...](#) · [Danger Mouse returns... again!](#)

Videos



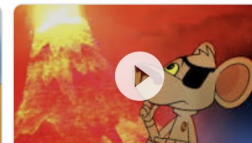
Danger Mouse - Series 2: 20. Crumfan

BBC - 27 Sep 2017



Classic Danger Mouse | Custard | FULL EPISODE

Danger Mouse
YouTube - 15 Sep 2017



Danger Mouse - Series 2: 2. The Admirable Penfold

BBC - 24 May 2017

Danger Mouse Game - Platform Games for Kids - CBeebies - BBC

<https://www.bbc.co.uk/cbeebies/games/danger-mouse-danger-dash> ▼

Help **Danger Mouse** and Penfold collect the coins and fruit to complete their mission.

WHAT IS BOUNCE RATE AND WHY IS IT IMPORTANT IN THIS PIECE OF WORK?

Definition: Bounce rate is the percentage of single-engagement visits to your site

Using the example of searches for the term 'Jamie Johnson'...

The top two search results are

the Jamie Johnson Show page on CBBC

and the TLEO show page on iPlayer

Similar traffic volumes, but users are more than twice as likely to bounce straight off the page when landing on the show page on CBBC, compared to the show page on iPlayer



(08/04/19-10/06/19 when new series was on air)

This is bad because...

It indicates that the user may not be finding what they're looking for, when a selection of content (index) is presented to them

If they're not finding what they want, they may be returning back to Google to try and find it again, risking us losing them from our site all together (depending on what other results show up)

We may be making the user's interaction with our brand poor, particularly if they're wasting time trying to find what they want

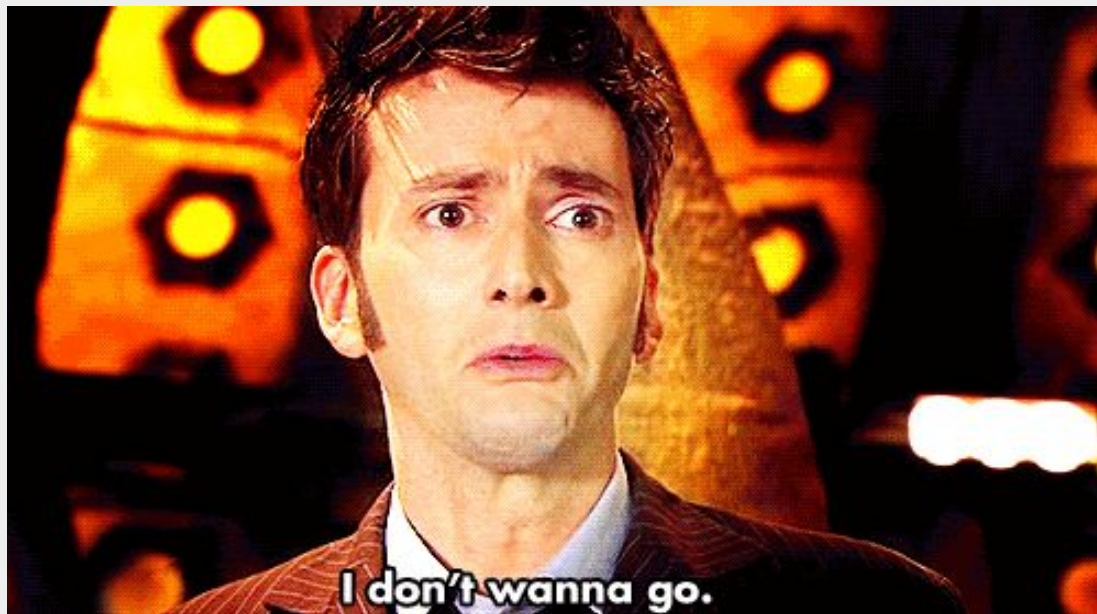
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BOUNCE RATE

They've clicked on your search results.

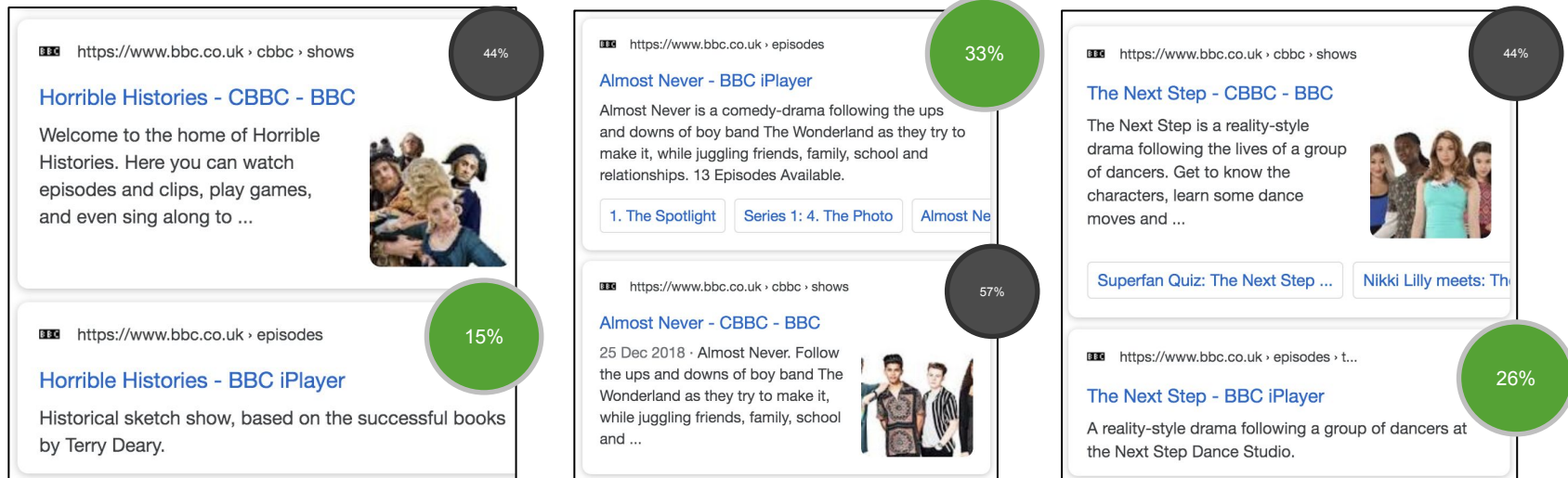
They wanted to come to your site for this content!

Is the content on the page not fulfilling their needs?



What do brand searchers see when they Google?

Users are nearly twice as likely to bounce straight off the page when they land on the CBBC Show page from Search, compared to the iPlayer Show page. This helps us understand what the user *might* be looking for when they're searching for programme brands in Search.



Based on average weekly unique visitors for the 6 weeks peak of traffic per brand, March – August 2019

Programmes

[Home](#) [A-Z](#) [Genres](#) [Formats](#)

5,414,891 total programmes & groups

Welcome to BBC Programmes, a permanent rolling record of **everything** on BBC Television and Radio. Since October 2007 this site has created a permanent, findable web presence for every programme the BBC has broadcast, with some programmes being populated as far back as **1942**.

Whether you're looking for **the world's longest running soap opera**, want to know about **nature**, to find a **tracklist** to add to **My Tracks**, or some **classic comedy** it's all here. With **clips**, **galleries**, **episode guides**, **character profiles** and even **games** there's a lifetime of content to explore.

Get started by searching for a programme, browsing the **A-Z**, or choosing a **genre**.

Programmes

[Home](#) [A-Z](#) [Genres](#) [Formats](#)

5,446,167 total programmes & groups

Welcome to BBC Programmes, a permanent rolling record of **everything** on BBC Television and Radio. Since October 2007 this site has created a permanent, findable web presence for every programme the BBC has broadcast, with some programmes being populated as far back as **1942**.

Whether you're looking for **the world's longest running soap opera**, want to know about **nature**, to find a **tracklist** to add to **My Tracks**, or some **classic comedy** it's all here. With **clips**, **galleries**, **episode guides**, **character profiles** and even **games** there's a lifetime of content to explore.

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HOW DO WE SET KPIS?



SETTING KPIS

REPRESENTATIVE KPIS

Who is responsible for reporting your KPIs?

Marketing: agency or in-house?

Data Analysts?

Senior Stakeholders?

Collaborative approach to agreed KPIs will get everyone swimming in the same direction

Rethink how you report success:

Historic reporting metrics don't tell you the whole story.

You might be ranking #1 now, but is it fulfilling your users' search intent?



SETTING KPIS

TYPICAL KPIS

Commerce pages: Revenue, Number of transactions

Blog/Content pages: User Registrations

Video content: Completions

Engagement, engagement, engagement.



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NO ONE-SIZE FITS ALL APPROACH

User habits differ depending on the search intent.

Bounce rate on pages where there is a definitive one-and-done outcome not necessarily a bad thing.

Different metrics across sections of the site to determine success.

Vegan pulled jackfruit

★★★★☆ 3 ratings

Thanks for rating!



Preparation time
less than 30 mins

Cooking time
10 to 30 mins

Serves
Serves 2-3

Dietary
V

When you taste how good this pulled jackfruit is in a sandwich or taco filling, combined with your favourite slaws and salads for extra crunch, you'll want to eat it every day.

SETTING KPIS

ATTRIBUTION

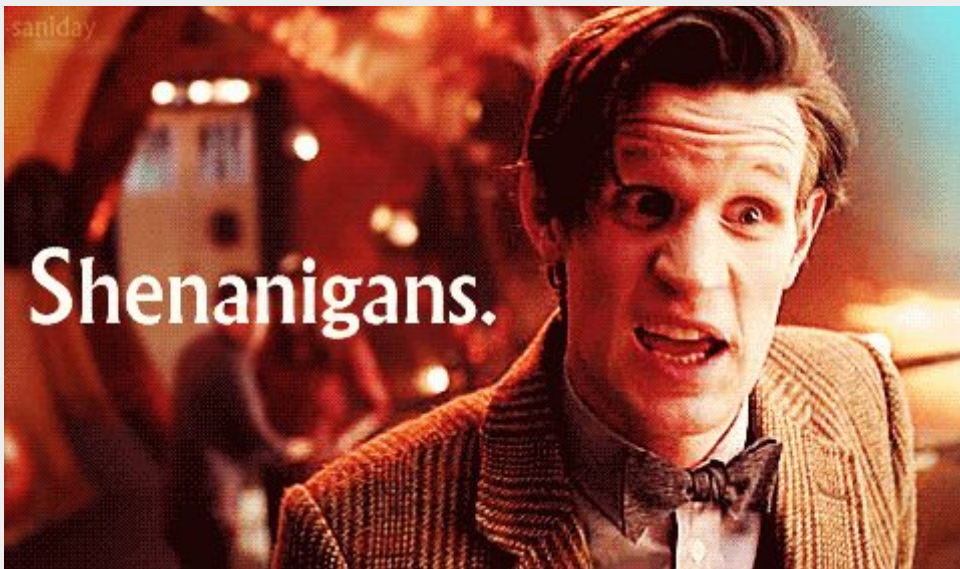
User searches for Doctor Who

Clicks on Programmes age in SERPs

Clicks on iPlayer link on Programmes page

Classified as 'portal site' in analytics – we know that's really an organic click.

Follow path back across different portal sites/referral to see what channel drove first click.



Techniques

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CONSIDERING THE USER JOURNEY

Sometimes when you click on a result from SERPs, the contents of the page are not what you were expecting.

Can lead to users becoming frustrated and leaving rather than attempting to navigate your site for the correct location.

May go back to SERPs or potentially a competitor.

Step into the user journey to replicate what they would expect from this search.



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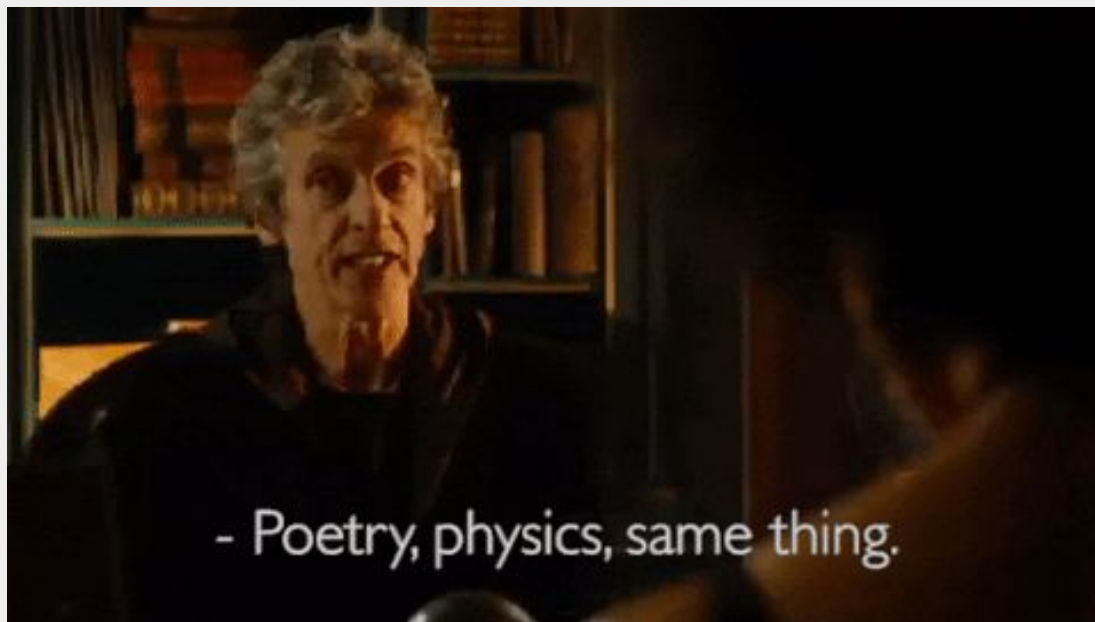
CANNIBALISATION

Don't duplicate your titles and metas.

Don't cannibalise your keywords

Go as granular with your targeting as you can.

Use markup where appropriate:



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MARK UP YOUR PAGES

Use structured data markup/schema to enhance your SERPs results.

Own a greater portion of SERPs real estate by adding in relevant extensions to the pages you wish to rank.

Star ratings, images, videos all powerful in enhancing your listings.



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CANONICALISATION

Don't be afraid to canonicalise if you aren't getting the correct pages ranking.

Canonical tags are not a directive so may be ignored



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PAGESPEED

Ensure that the page you want to rank is as fast as possible.

Use lighthouse, pagespeed insights, other auditing tools to make sure you can successfully deliver your content to an audience which is actively looking for you.

Not just good SEO, it's good UX.



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CONSIDERING THE USER JOURNEY

Going full circle:

Ensure that page content matches up with what you are displaying in SERPs



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TAKEAWAYS

Multi-team and practice collaboration required

Different products/pages require specific KPIs

Check multiple search engines

Consider the user journey

Utilise tech SEO if you need to change which pages are ranking



Thank you!