

SEO at Scale

*Growing your results faster by managing
inflection points*

About Me AKA The Ego Slide

- Made First Webpage c 1994
- Ended up at University 3 times
- Did web stuff for fun
- Got into web marketing by mistake
- Got my first real job 5 years ago
- I'm Scottish
- Worked in USA, Middle East, UK, Asia





<https://www.bbc.com/news/technology-23945326>



FAILURE

SUCCESS

INFLECTION POINTS

- Inflection points are :
 - events that results in a significant change in the progress of a company, industry, sector, economy, or geopolitical situation.
 - More significant than the small day-to-day progress typically made, and the effects of the change are often well known and widespread.
 - Often a sign that the affected industry must make certain fundamental changes in order to continue to operate.

<https://www.investopedia.com/terms/i/inflectionpoint.asp>

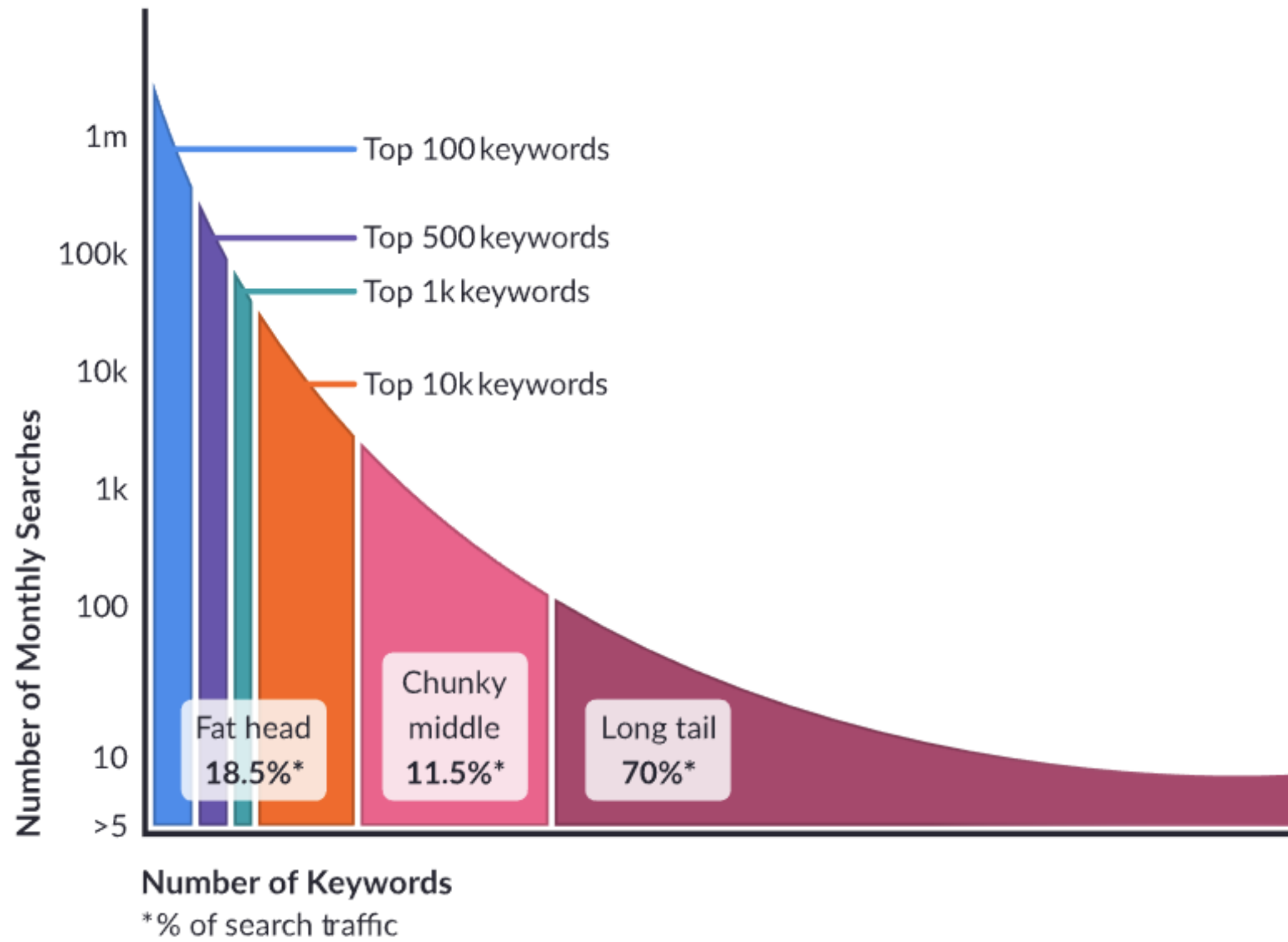


What worked yesterday
doesn't always work today.


Elizabeth Gilbert

“ quote fancy

The Search Demand Curve



<https://moz.com/beginners-guide-to-seo/keyword-research>

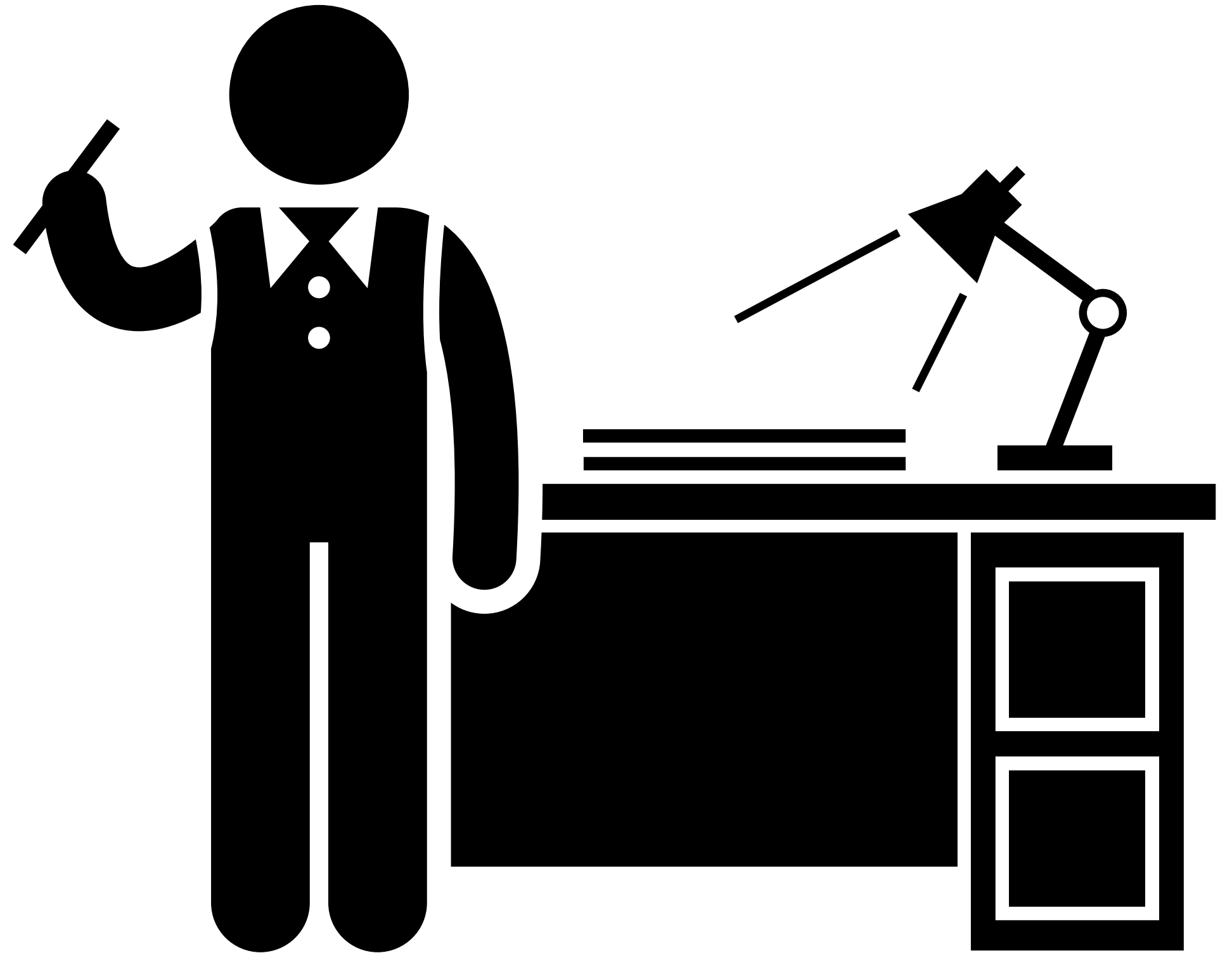


For Good SEO
We Need Good Content
Lets Hire a Copywriter

SEO TEAM OF 1

Work flow looks something like:

- researching
- writing
- uploading
- publishing
- outreaching



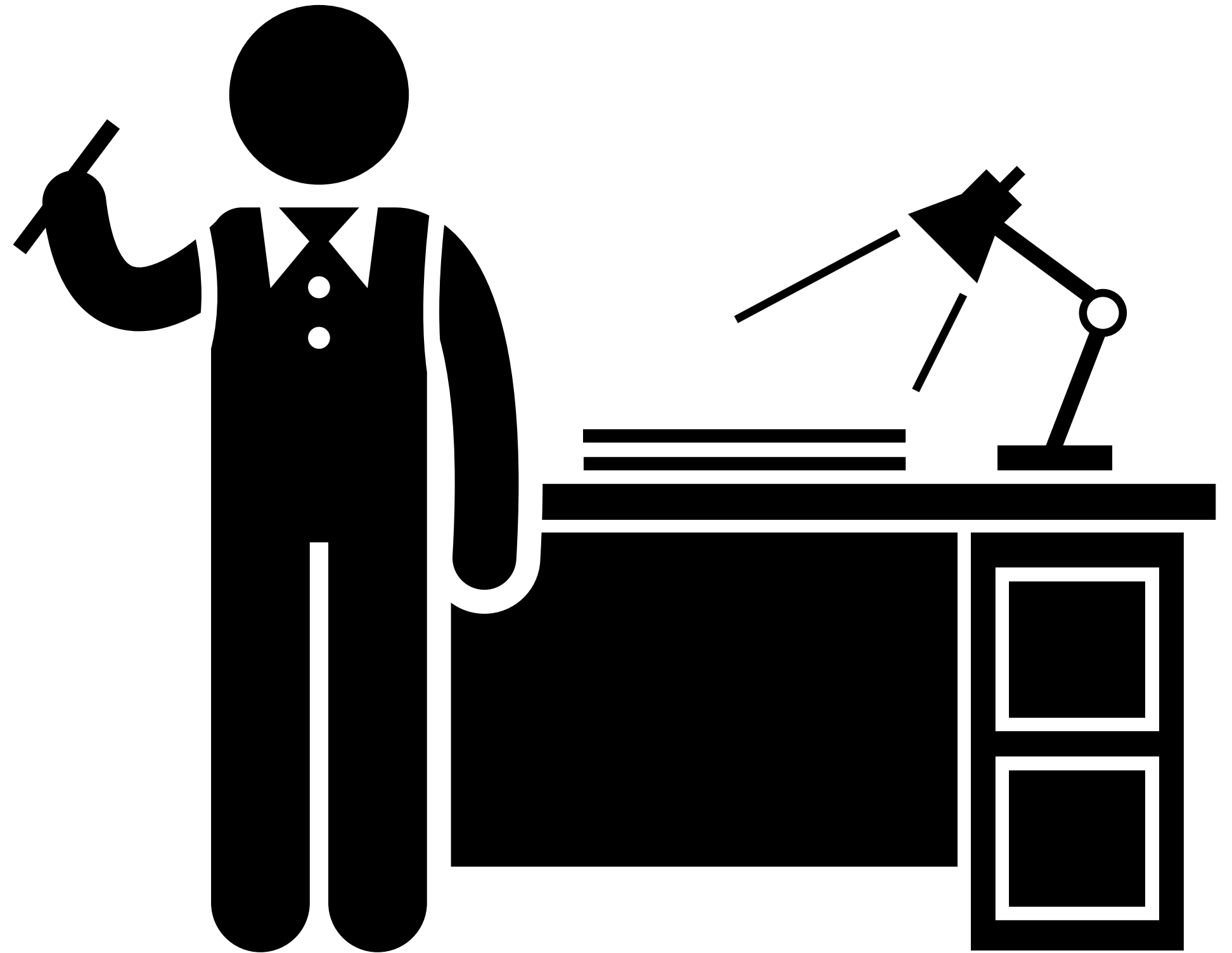
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Results :

- More URLs = more SEO traffic
- More SEO traffic = more sales

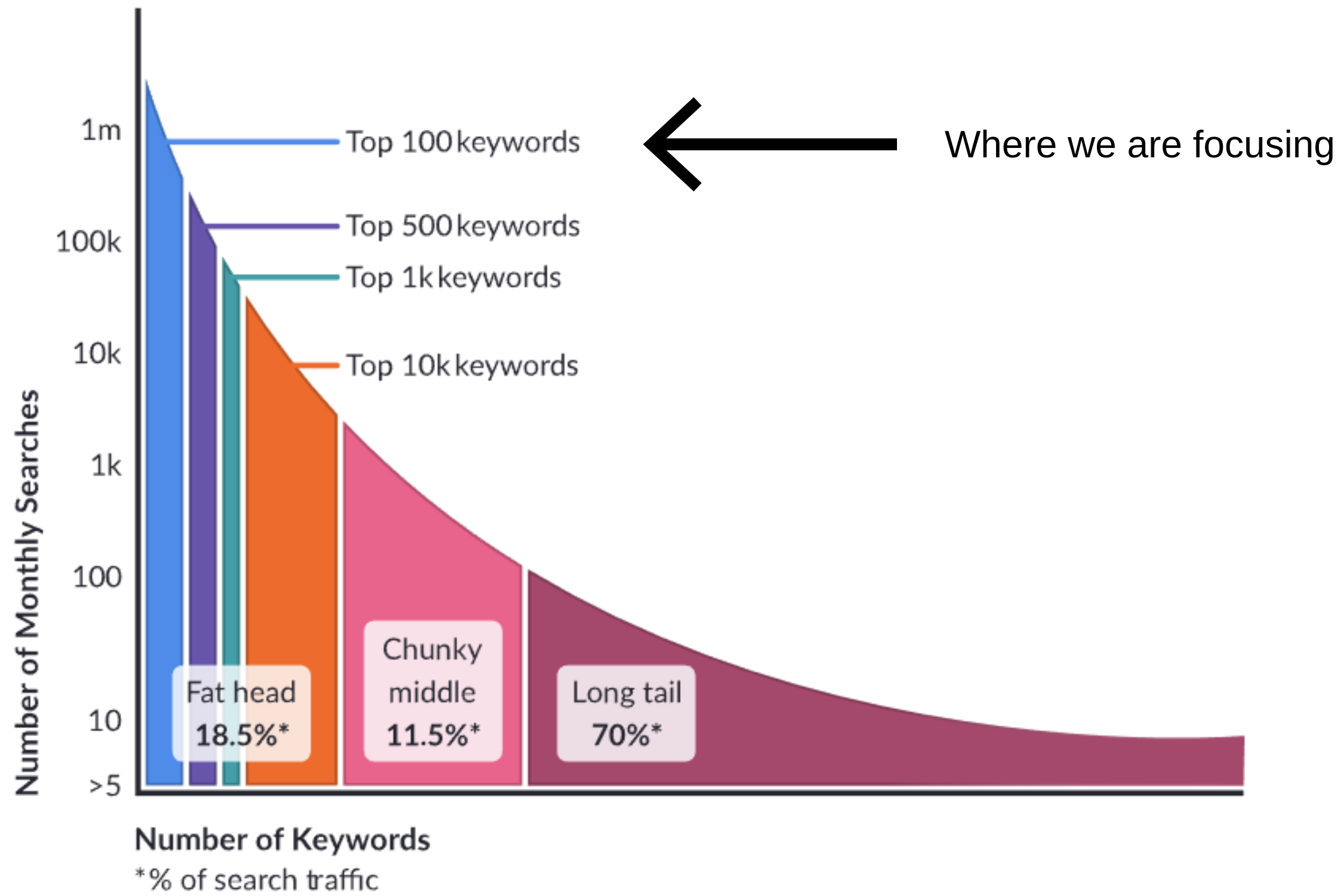


Economics of Content Production

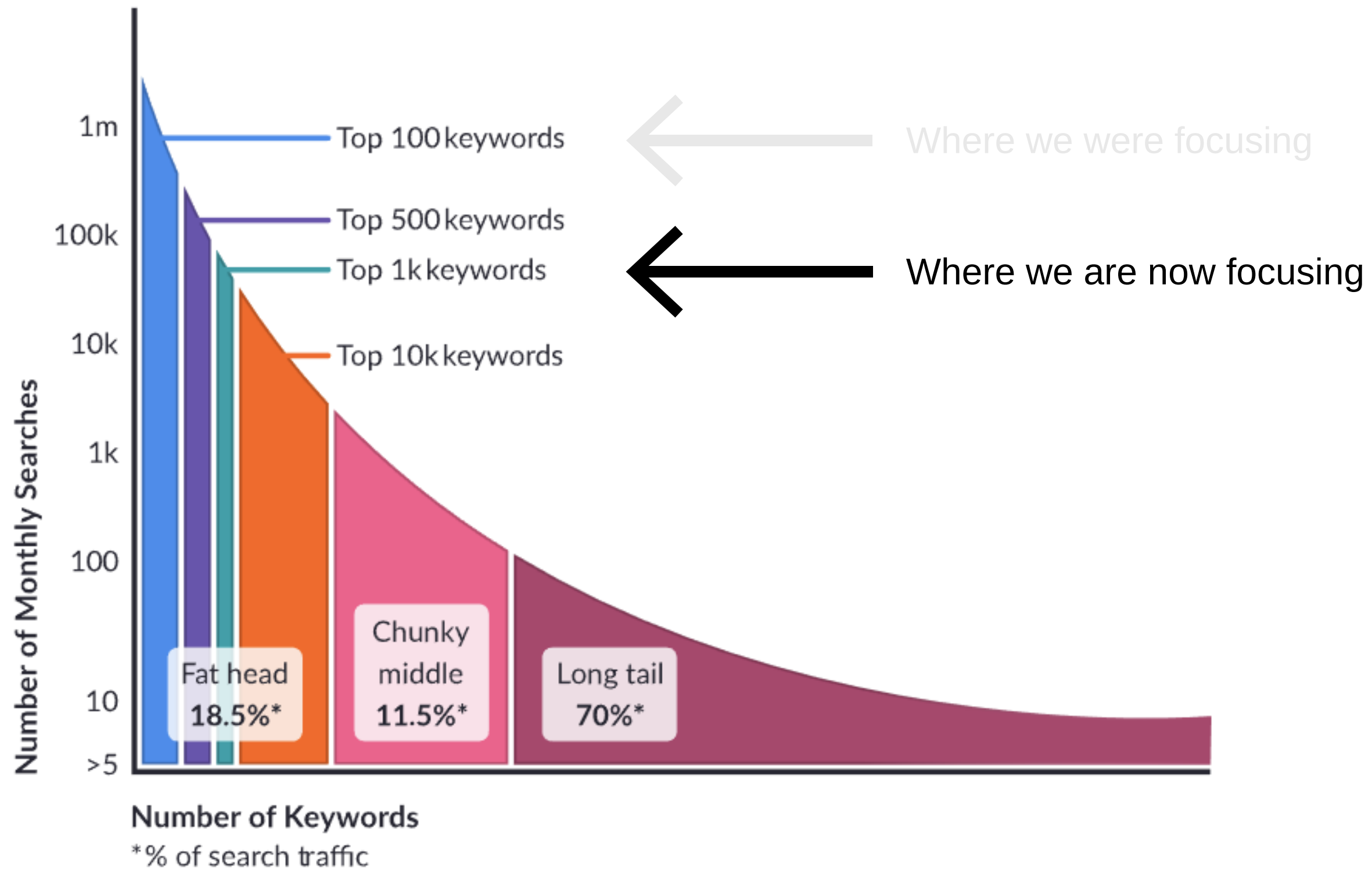
Good Landing Page

Device	Searches	CTR at Position	Sessions	Conversion Rate	Conversions	Value Per Sale	Revenue
Desktop	10,000	39.80%	3,980	6%	239	\$5	\$1,194
Mobile	12,000	26.00%	3,120	3.40%	106	\$3	\$318
	22,000	32.27%	7,100	4.86%	345	\$4	\$1,512

The Search Demand Curve



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Decent Blog Post

Device	Searches	CTR at Position	Sessions	Conversion Rate	Conversions	Value Per Sale	Revenue
Desktop	4,000	39.80%	1,592	1%	16	\$4	\$64
Mobile	4,480	26.00%	1,165	0.50%	6	\$2	\$12
	8,480	32.51%	2,757	0.79%	22	\$3	\$75

COST PER URL > REVENUE RETURNED

CAC > LTV




FAILURE



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We Need More Content
Our Copywriter can do n articles
More Writers = More Content

SEO TEAM OF n

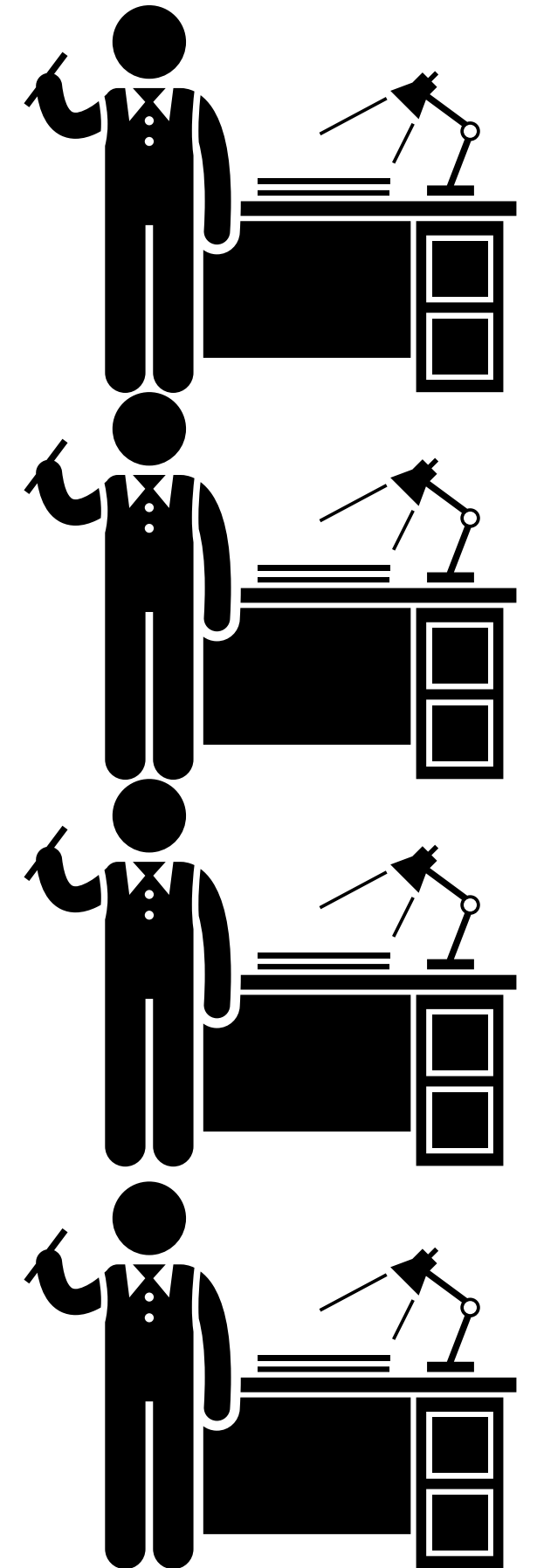
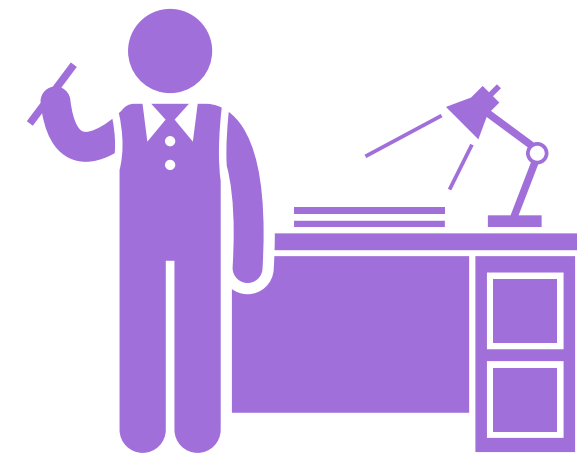
We hire more people or outsource

Work flow looks something like:

- researching
- writing
- uploading
- publishing
- outreaching

Now we need someone to manage workflow

So we hire an editor to manage the numerous writers

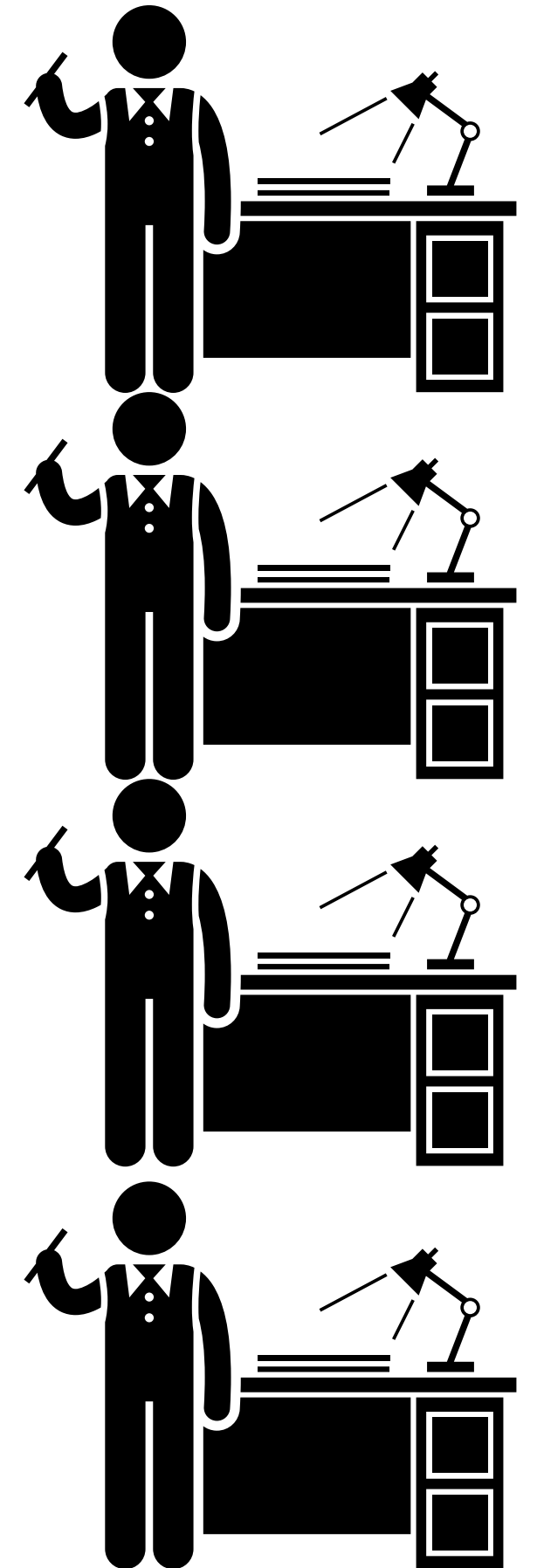
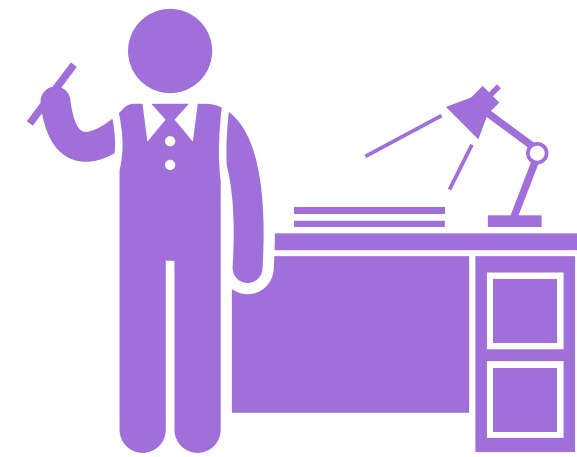


SEO TEAM OF n

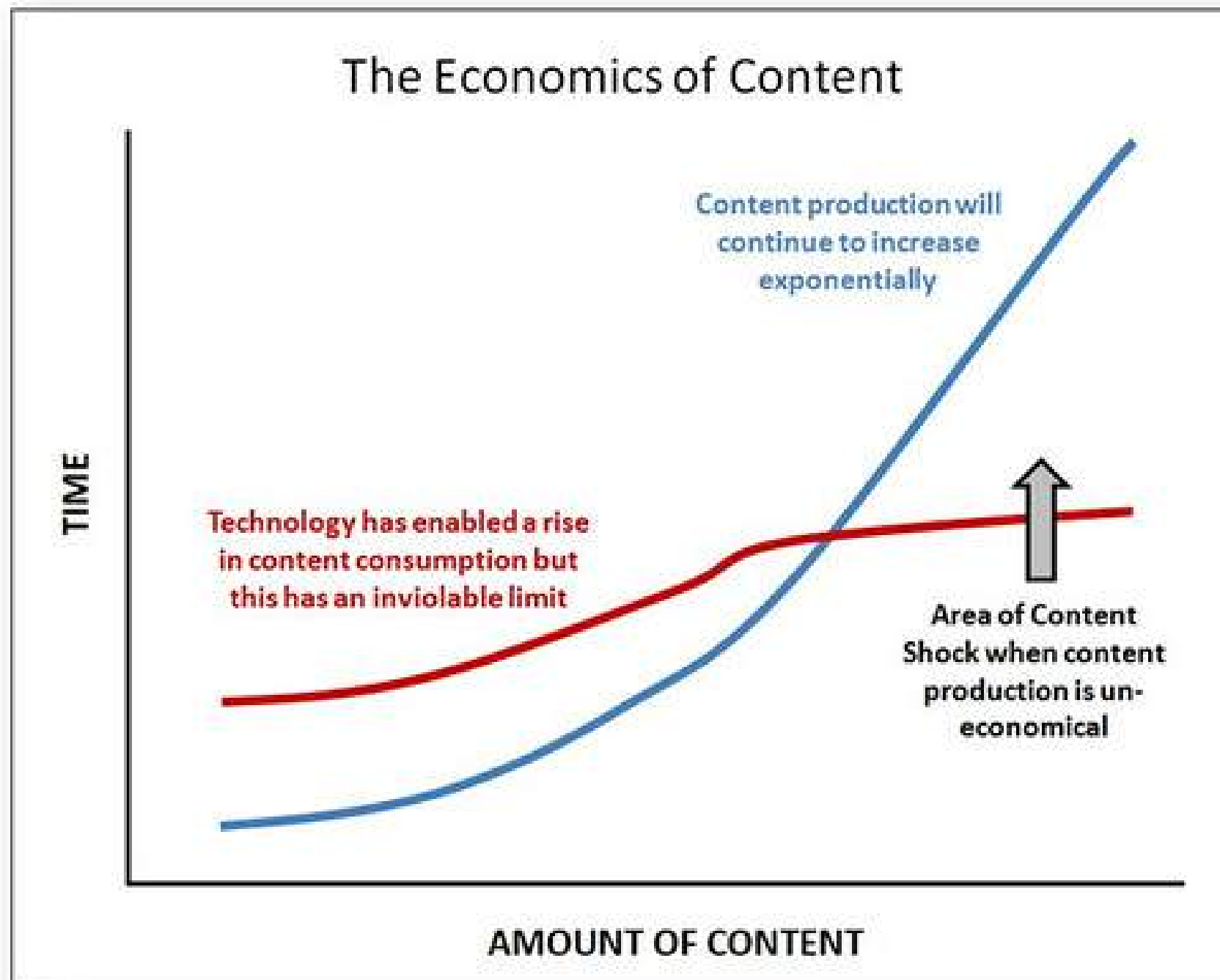
More and more content gets produced

- Landing Pages
- Micromoments
- Blog Posts
- How to Guides
- Marketing Pages
- On-boarding Content
- Content Marketing

Our Expert SEO has become a co-ordinator

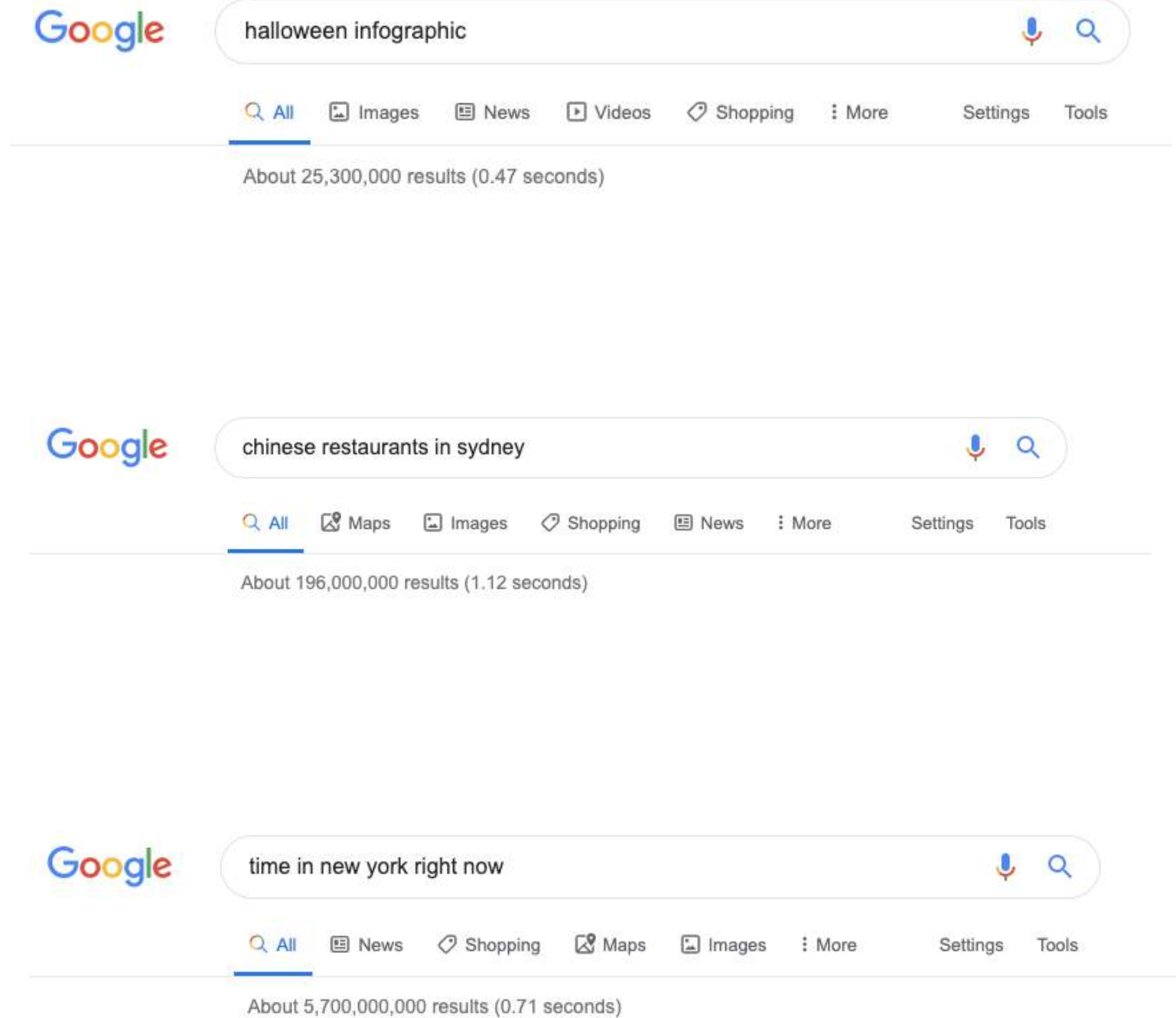
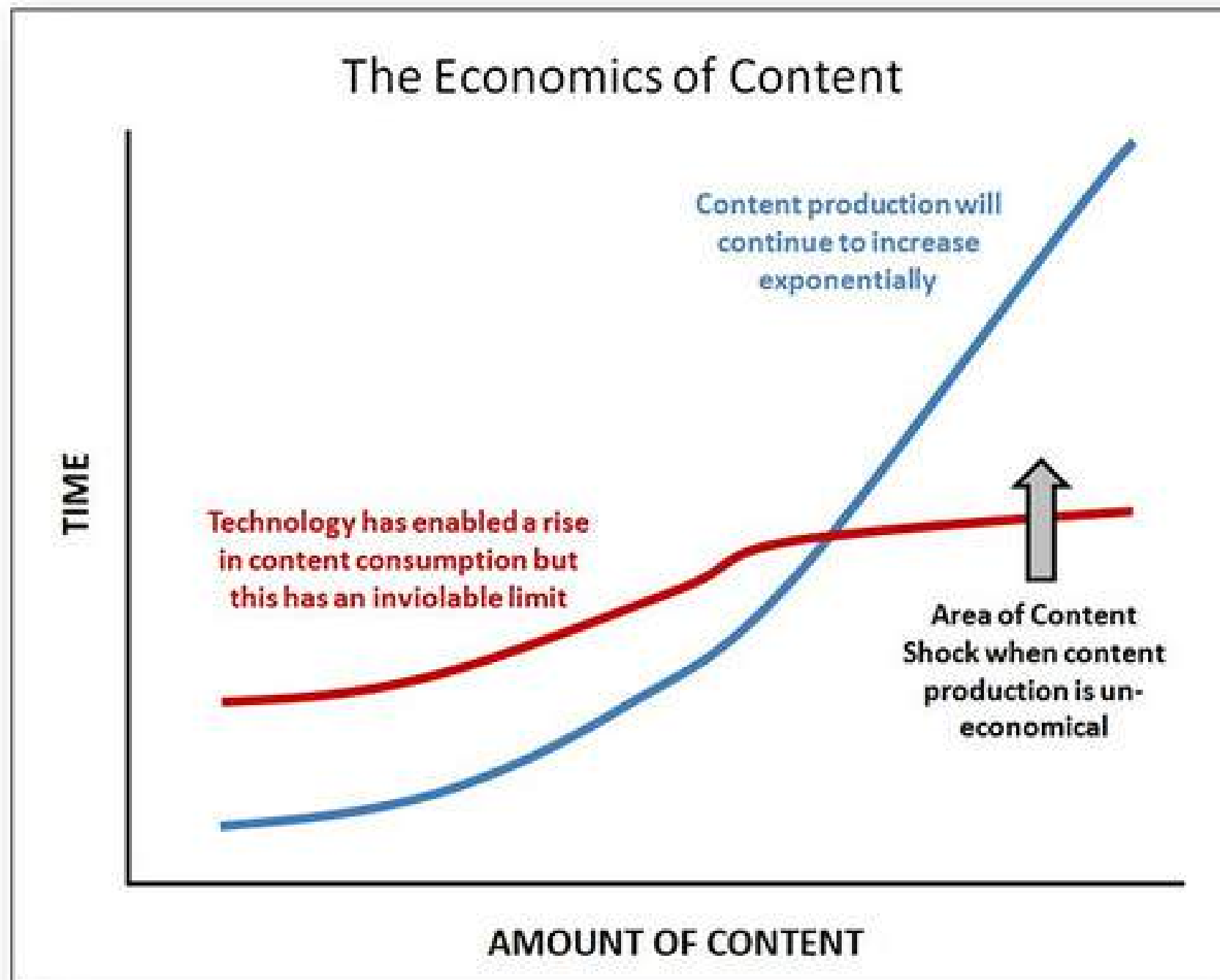


Content Shock



- We are producing more content that will likely ever be consumed
- Most content will exist with very few people seeing it
- We are creating exponential waste

Content Shock



GROWTH LIMITED BY HUMAN CAPACITY
EACH URL GENERATES LESS RETURN
INVESTMENT PER URL IS CONSTANT



FAILURE

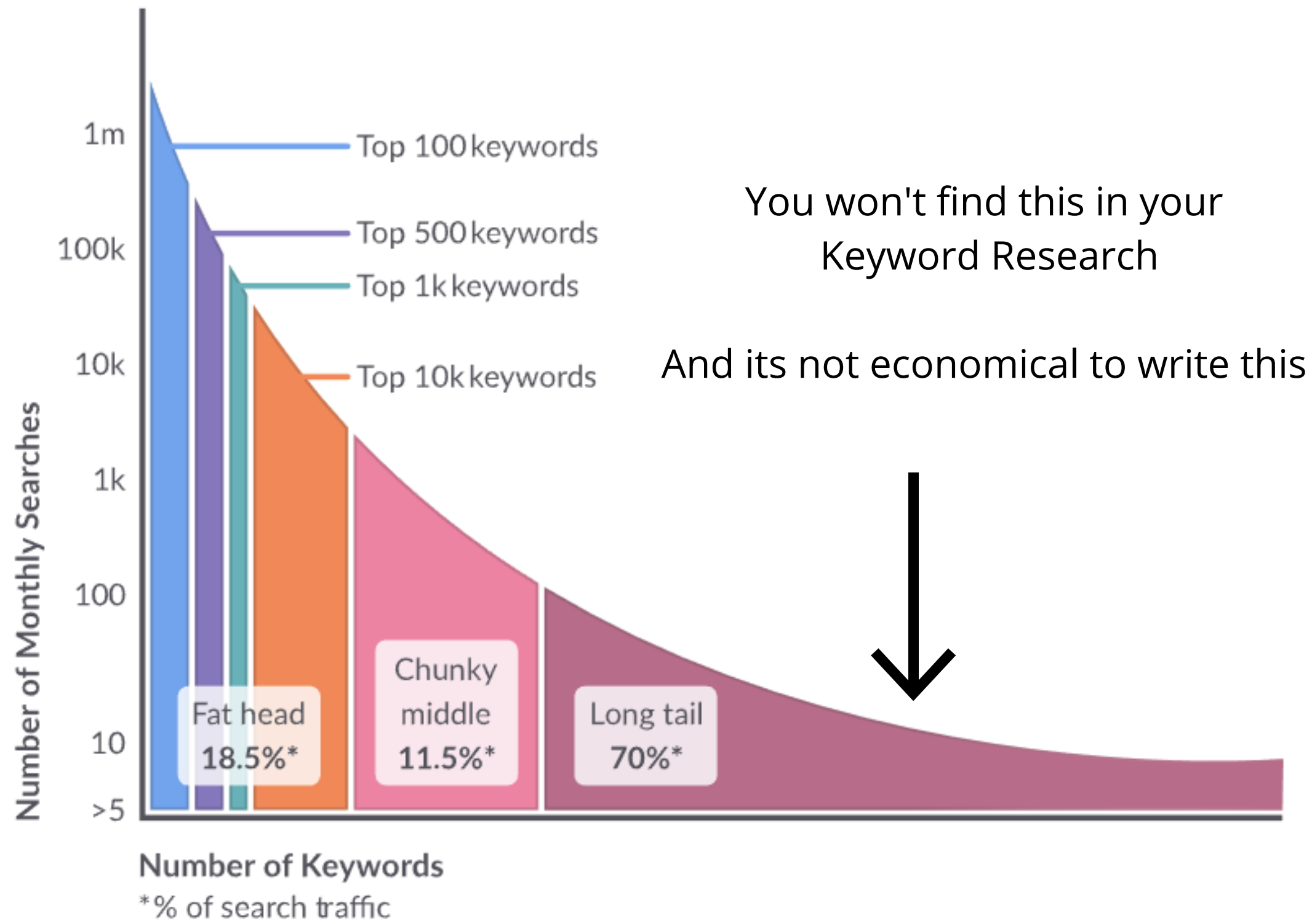


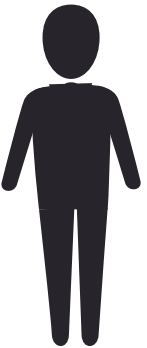
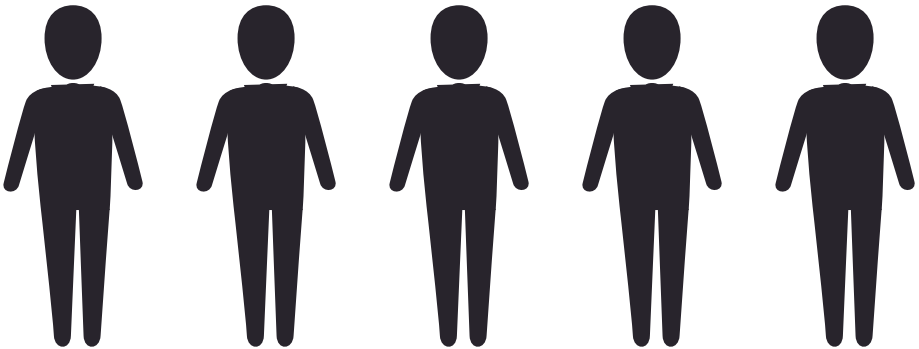
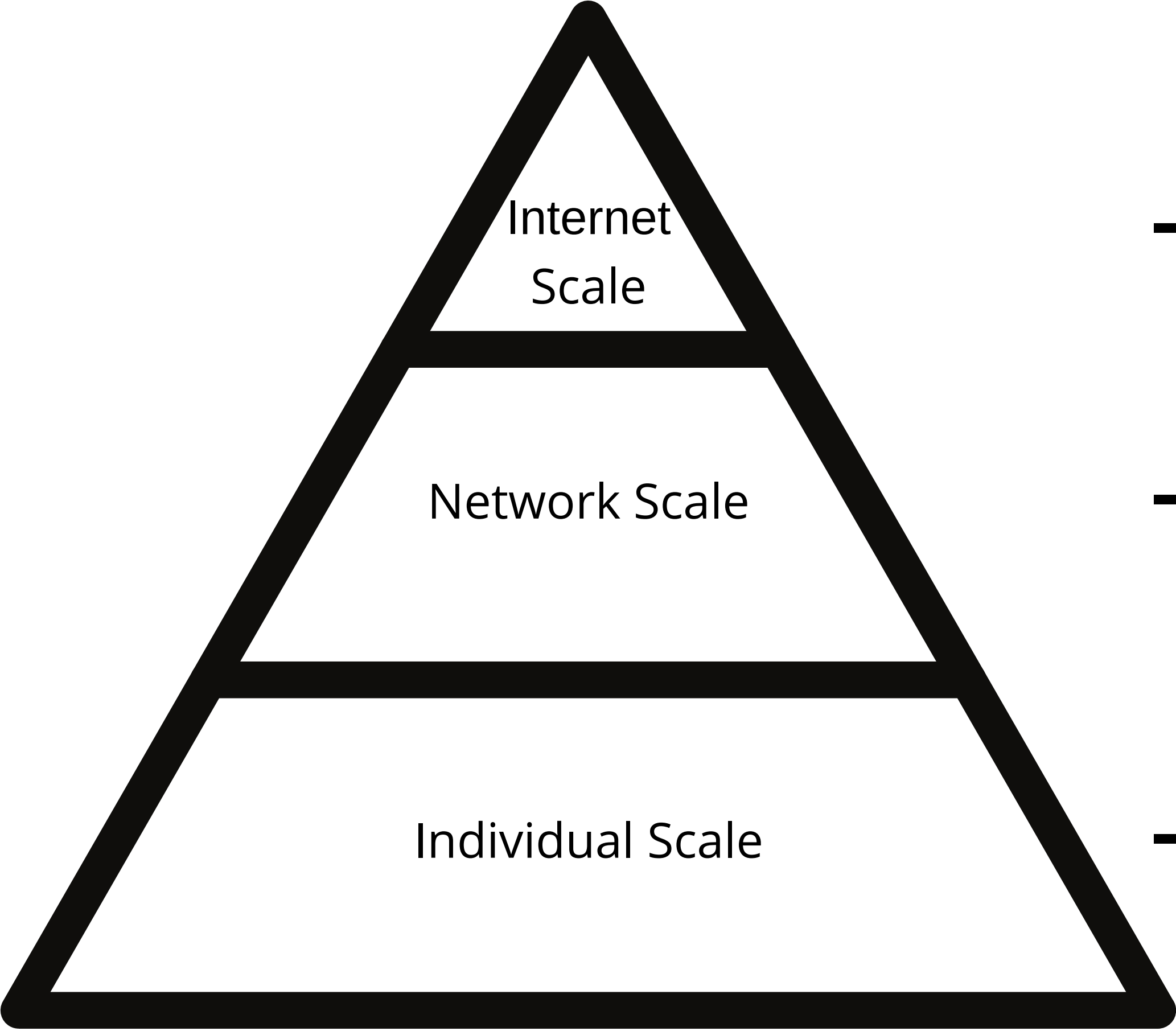
SUCCESS

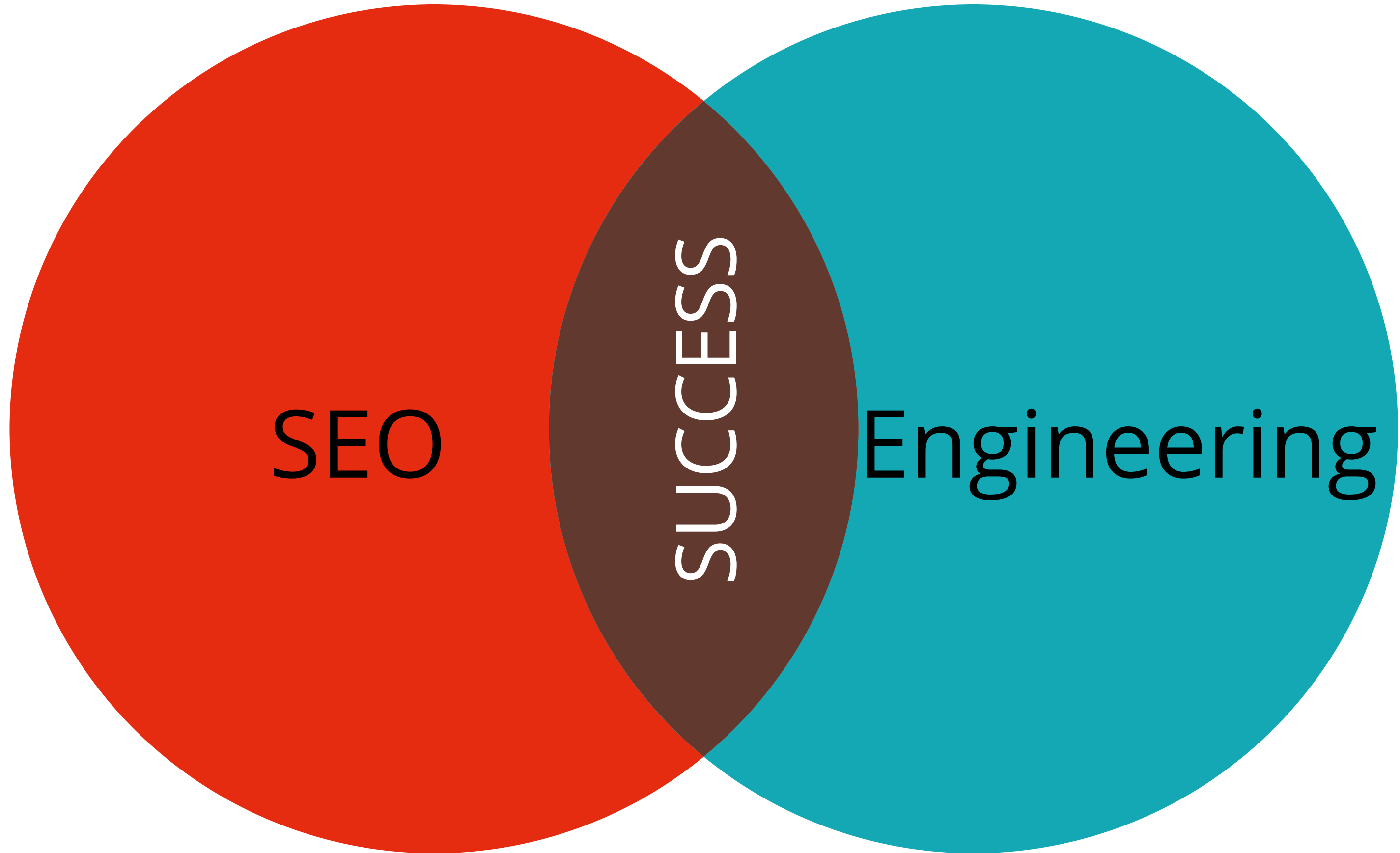
Content Arms Race



The Search Demand Curve








SEO

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Engineering

Google Suggests Both SEOs & Developers Are To Blame For Ego Fights

Nov 7, 2017 • 8:23 am |  (19)

by [Barry Schwartz](#)  | Filed Under [SEO - Search Engine Optimization](#)



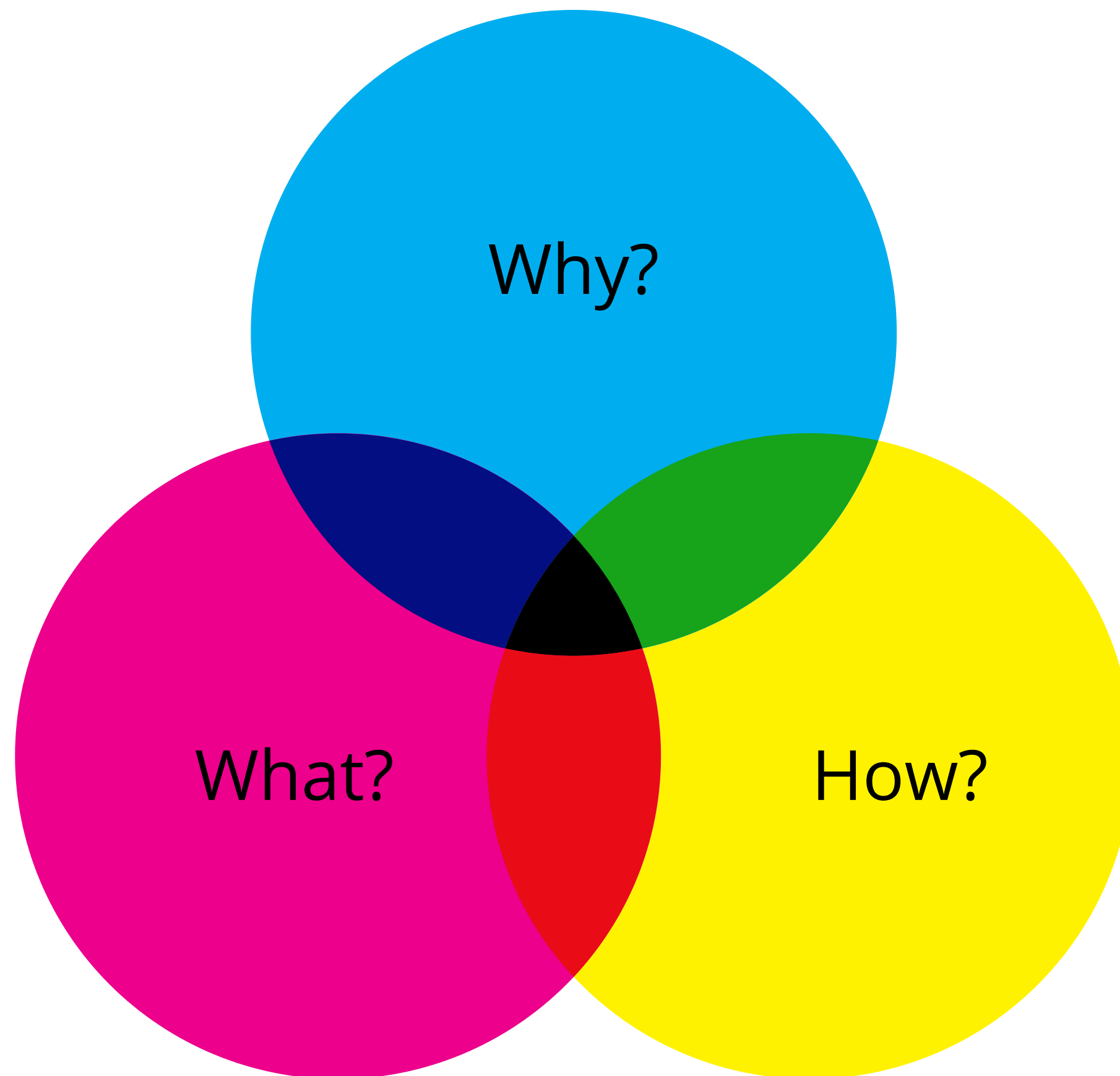
It is well known that when SEOs work with developers and when developers work with SEOs, sometimes often they don't see eye to eye. An SEO might tell the developer to code it one way, while the developer doesn't want to be told how to code something when maybe that SEO doesn't know how to code. While a developer might tell an SEO he or she is wrong about how Google may index something.

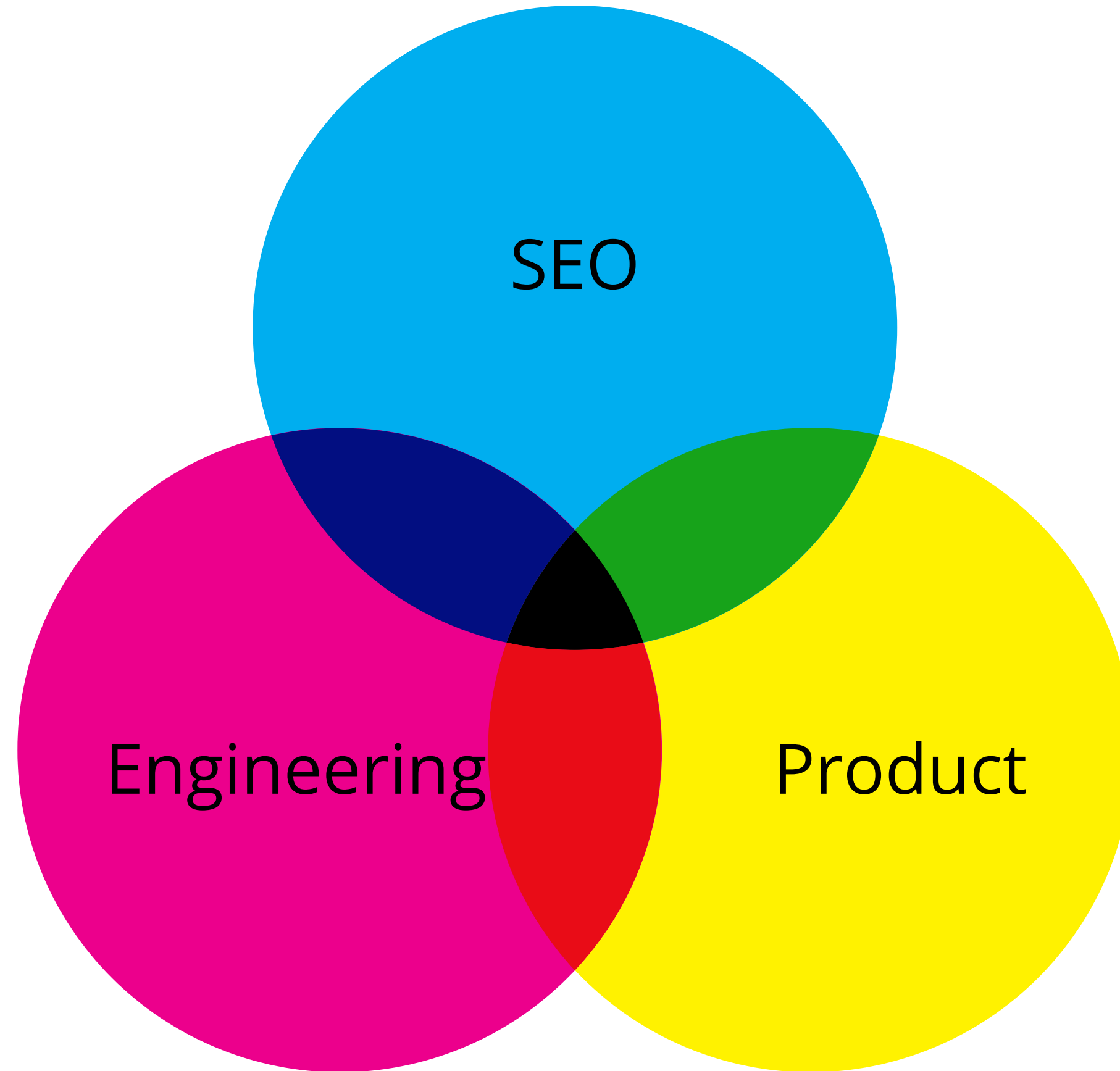
There are training sessions on how to handle these SEO and developer relationships because it has been an issue ongoing for almost 20 years now. It is probably similar to the design vs developer working relationship.

In any event, Google's John Mueller actually got into the discussion happening on Twitter about this and said on [Twitter](#) that he hears it a lot on "both sides."

He said "there's so much misinformation out there." Of course he brings up the [redirects issue](#) where he said "this redirect will sink us" vs "Google doesn't need URLs."

<https://www.seroundtable.com/google-seo-developer-fight-24734.html>





**SEO IS A PARTICIPANT AT THE RIGHT TABLES
EVERYTHING BECOMES NEGOTIATION
RESPONSIBILITY SEPERATE FROM EXECUTION**



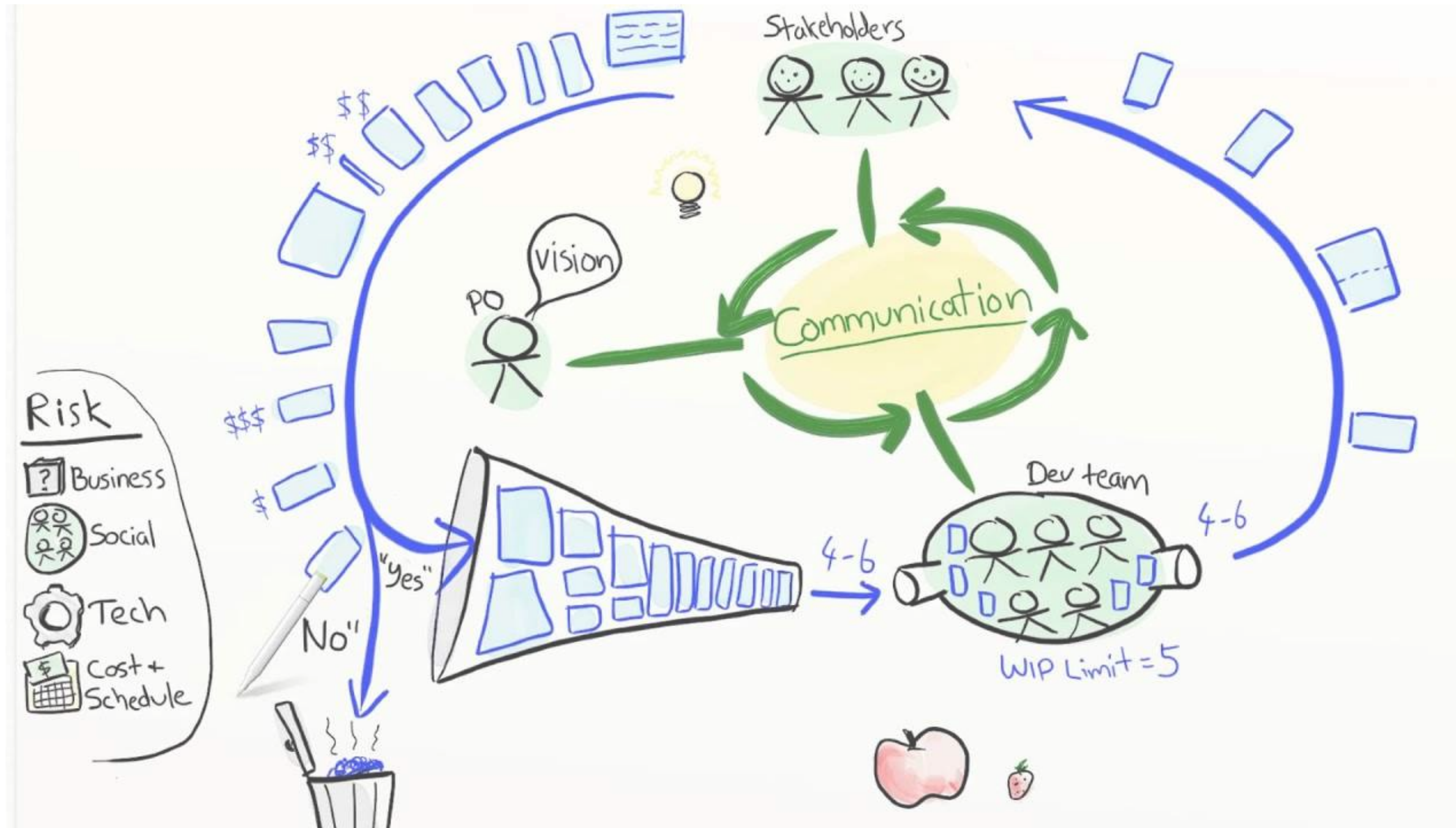
FAILURE

TIME



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CHOICE 1 : SEO BECOMES THE PRODUCT OWNER



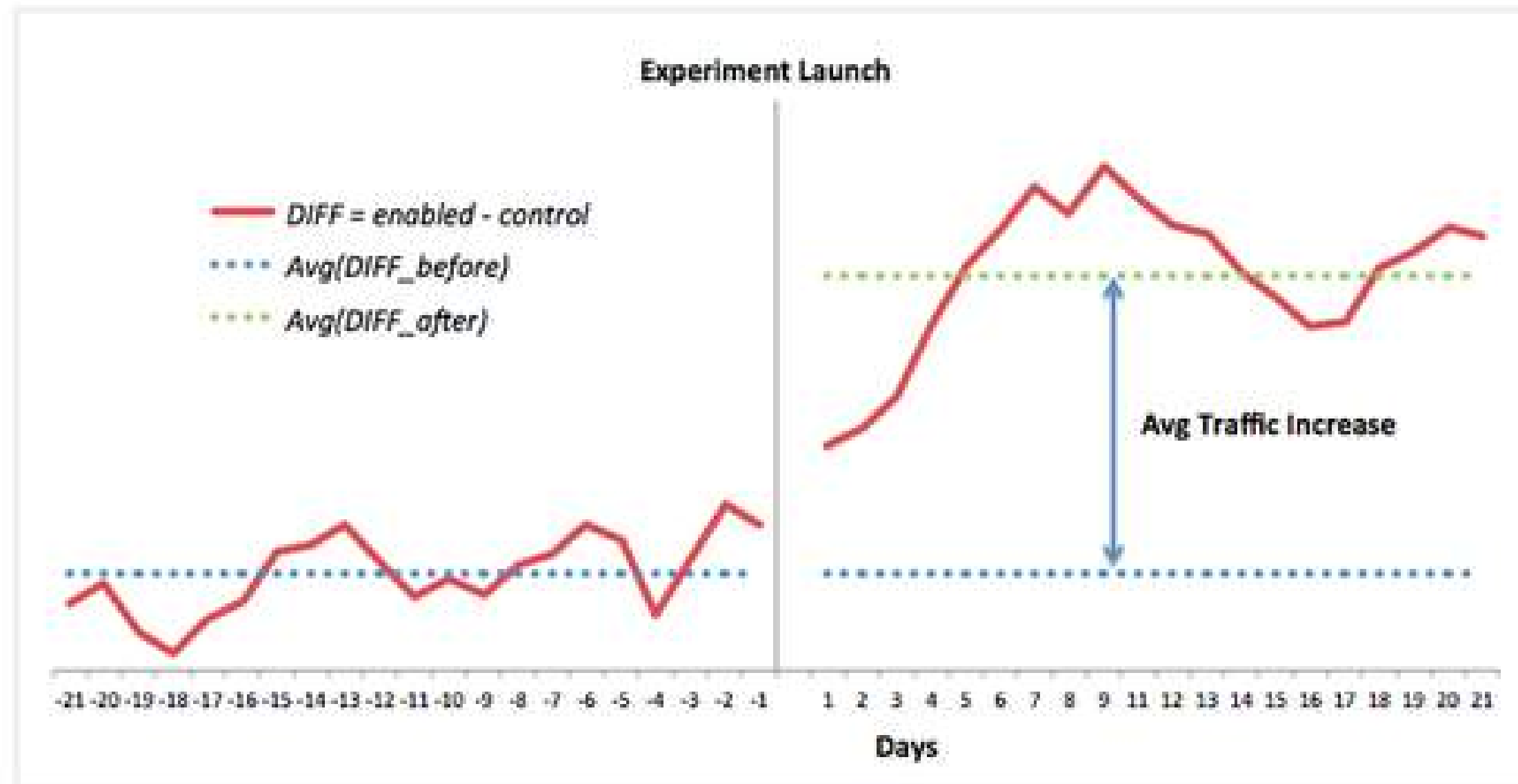


CHOICE 2 : SEO BECOMES A MANAGER

CHOICE 3 : SEO IS A FIGHTER



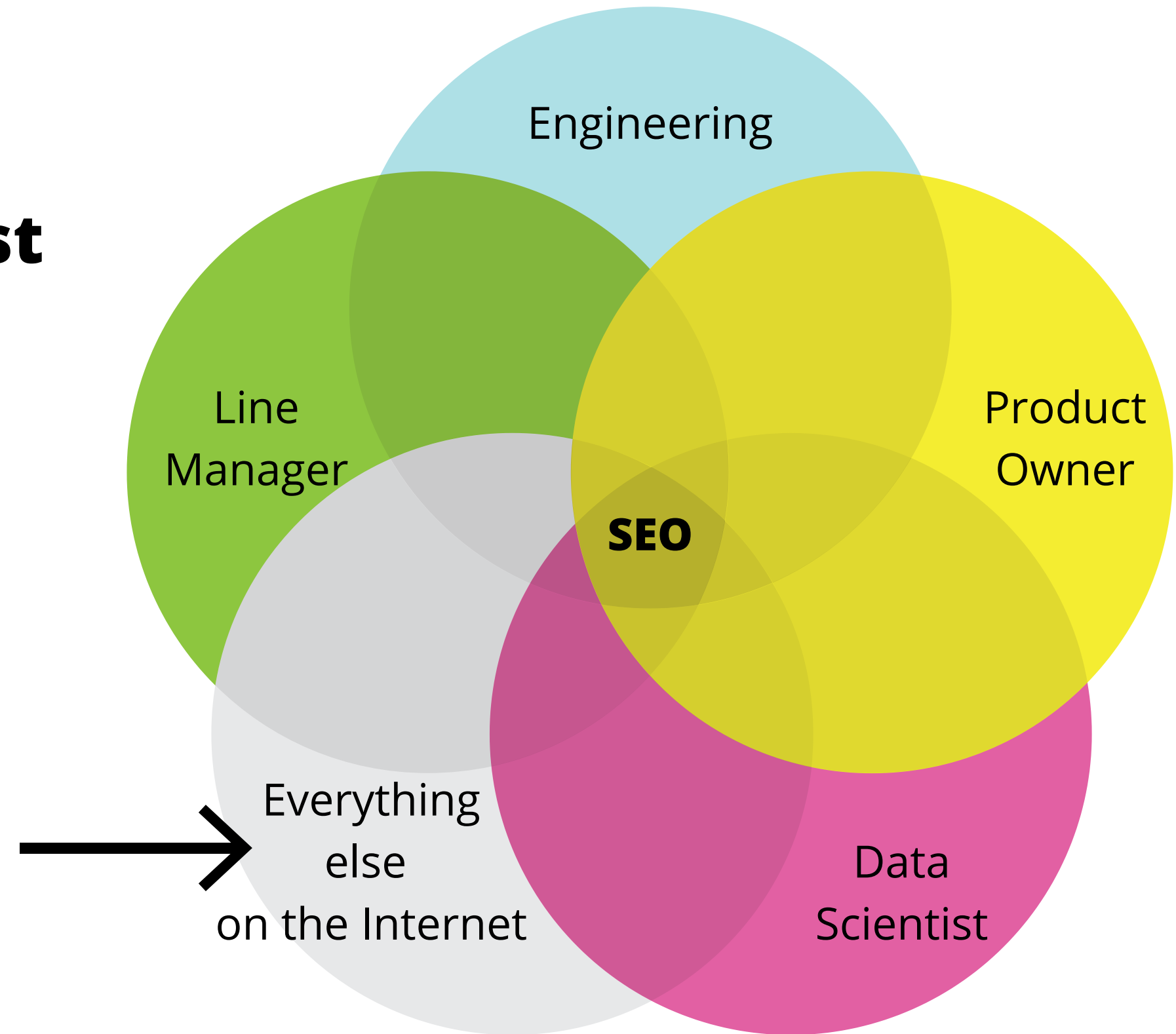
CHOICE 4 : SEO IS A SCIENTIST



[Figure - 3] Traffic difference between two groups

THE ILLUSION OF CHOICE

- **Taxonomist / Ontologist**
- **Information Retrieval Specialist**
- **Market Researcher**
- **Content Strategist**
- **PR Consultant**
- **Brand Consultant**
- **Mentor & Trainer**



uncertain

PROBABILISTIC DATA

GENDER - LIKELY MALE
AGE - 22 - 40
MARITAL STATUS - LIKELY MARRIED
GEOGRAPHY - SAN FRANCISCO, CA
EMAIL - UNKNOWN
DEVICES - UNKNOWN
ONLINE BEHAVIOR - IN-MARKET AUTO
IN-MARKET TRAVEL
IN-MARKET RETAIL
ADVERTISER SITE



DETERMINISTIC DATA

GENDER - MALE
AGE - 28
MARITAL STATUS - MARRIED
DEPENDENTS - 3 CHILDREN
GEOGRAPHY - SAN FRANCISCO, CA
94114
DEVICES HE USES - LENOVO PHABLET,
ASUS LAPTOP,
SAMSUNG 42" TV
WHAT HE WATCHES - HOUSE OF CARDS,
GAME OF THRONES,
THE CW
WHERE HE SHOPS - BOOKS INC.
ALEXANDER'S

**INCREASINGLY UNCLEAR PATH
DECREASE IN SILVER BULLETS
CONSTANTLY GROWING TEAM
NEED TO REBUILD OWN SKILLS**



FAILURE



SUCCESS

EXISTENTIAL CRISIS



MANAGING THE RISKS

- *I am sufficiently competent and skilled to do my job*
 - What do we need to learn/upskill in?
 - Is there someone better?
 - Delegate
 - Invest in Team Training
 - Hire Someone Better Than Yourself

MANAGING THE RISKS

- *It is clear to me and others what I own and am responsible for*
 - When not clear ask
 - Not understanding expectations will reduce success
 - Even when you are clear
 - Keep asking your team
 - Understand boundaries

MANAGING THE RISK

- *I am comfortable saying when I don't understand*
 - If you're not comfortable be clear on why
 - I don't trust the team?
 - Start Building It
 - I'm the expert, I should know
 - Not all questions have one answer
 - If this was easy anyone could do it
 - If you're not comfortable how can your team be?

MANAGING THE RISK

- *I am well aligned to and understand, the wider goals of the business*
 - Key to making impact
 - If we are not making the impacts to the business goals
 - Change direction
 - Change what is being measured
 - Realign

MANAGING THE RISK

- *Where appropriate approvals are required, decision latency is very short*
 - Are you able to make quick decisions to solve problems
 - The ability to respond and execute is key
 - If everything is tied up in bureaucracy - kill it

MANAGING THE RISK

- *I have the necessary resources and tools to carry out my responsibilities*
 - If not be clear on what you need and why
 - There are more tools than problems to solve
 - You won't need them all
 - Teams evolve over time
 - Think ahead
 - Ask early



Thank
you!