

The background image shows a bright, modern office space. In the foreground, several people are seated at round tables, some looking towards the right. In the middle ground, a group of people is standing and talking near a long table set with food and drinks. On the right, a man in a dark shirt is standing and gesturing while talking to someone. The office has large windows, exposed ceiling pipes, and modern pendant lights. A semi-transparent white banner with black text is overlaid across the middle of the image.

5 things I wish I knew when I was agency side about working with enterprise clients

Working on Search with enterprise level companies is like the outer space...



A lot of people talk about it...



But only a few have actually done it



And even less have really succeed at it



Although most of the stuff you hear is true

Automation

**Enterprise
SEO tools**

**Voice
Search**

**Project
Management**

Scale

**Hard to make
changes**

Sometimes I feel we miss...



Some very important, terrific, details...



So lets make enterprise SEO great (again)



So here are a few
things I wish
agencies to know
when doing
enterprise SEO

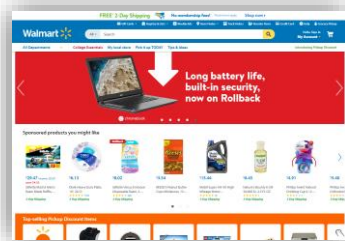
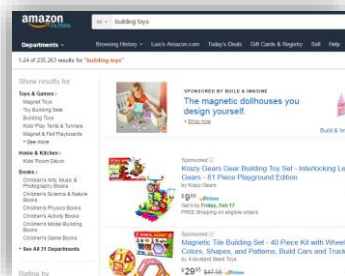


#1 Search is not a channel, is a customer experience

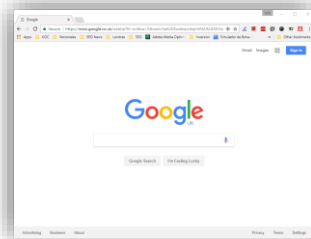
Increase sales of products

Drive brand preference

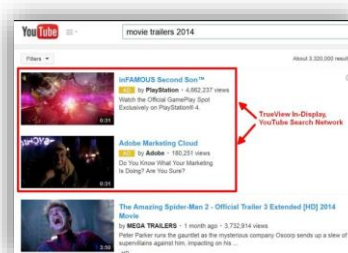
AMAZON & RETAIL SEARCH



WEB CONTENT SEARCH



VIDEO SEARCH



MOBILE APP SEARCH



Discover on Play
in Google Play store



And SEO and PPC are across all channels

Amazon SEO has become a great area for specialist agencies to work with big brands

LEGO Technic Bugatti Chiron 42083 Race Car Building Kit and Engineering Toy, Adult Collectible Sports Car with Scale Model Engine (3599 Piece)
B07C8L9CRJ

43

1
Top

+82
Change

...

Type to filter keywords ...

Keywords per page ...

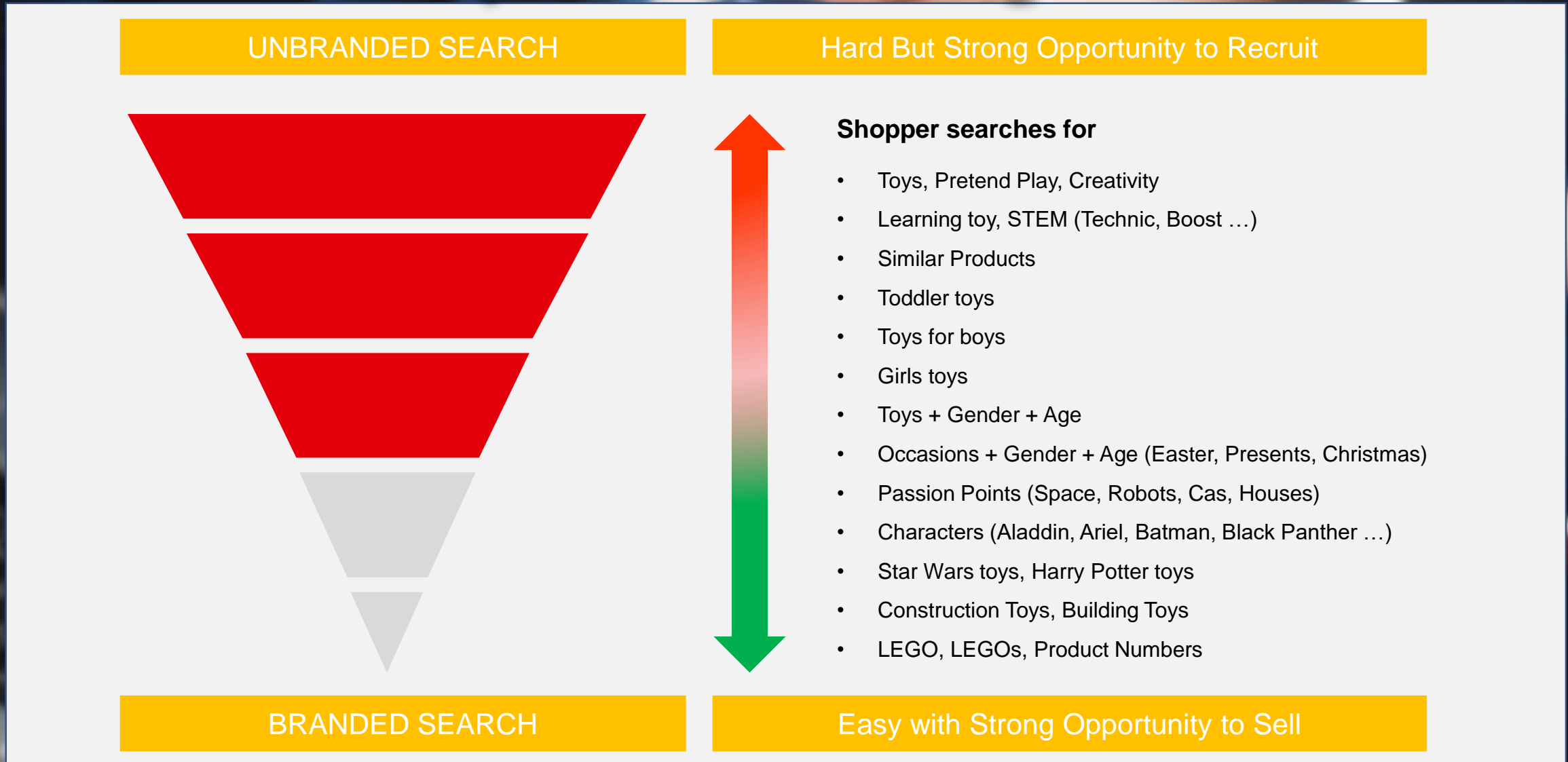
★

Export

Refresh

#			Keyword	Date Added	Note	Note Added	Search Volume	Competing Products	Trend	Rank ⓘ	Rank Change	Actions
21	<input type="checkbox"/>		★	bugatti model car	10/16/2018	Add Note	209	>1,000		1	-	
22	<input type="checkbox"/>		★	model car set	10/16/2018	Add Note	36	>100,000		6	+5	
23	<input type="checkbox"/>		★	sports car	10/16/2018	Add Note	251	>500,000		150	+28	
24	<input type="checkbox"/>		★	model cars	10/16/2018	Add Note	4,568	>400,000		11	-2	
25	<input type="checkbox"/>		★	building cars	10/16/2018	Add Note	254	>200,000		14	-5	
26	<input type="checkbox"/>		★	1 8 scale model car kits	10/16/2018	Add Note	194	>1,000		13	-	
27	<input type="checkbox"/>		★	model car kits for adults	10/16/2018	Add Note	477	>30,000		3	+2	
28	<input type="checkbox"/>		★	car replica	10/16/2018	Add Note	102	>30,000		128	-30	

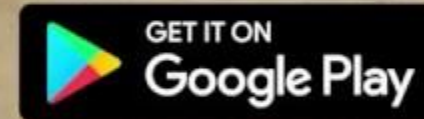
And Paid Search in Amazon is getting a big slice of paid search budgets



App Store Optimization, both organic and paid, can open opportunities for specialist agencies



Full of stuff parents can feel good about



About **Takeaway: think outside the (Google) box to find**  **out opportunities that the current agencies are**
not covering

Google



Google Search

I'm Feeling Lucky

#2 Figure out the client's agency structure

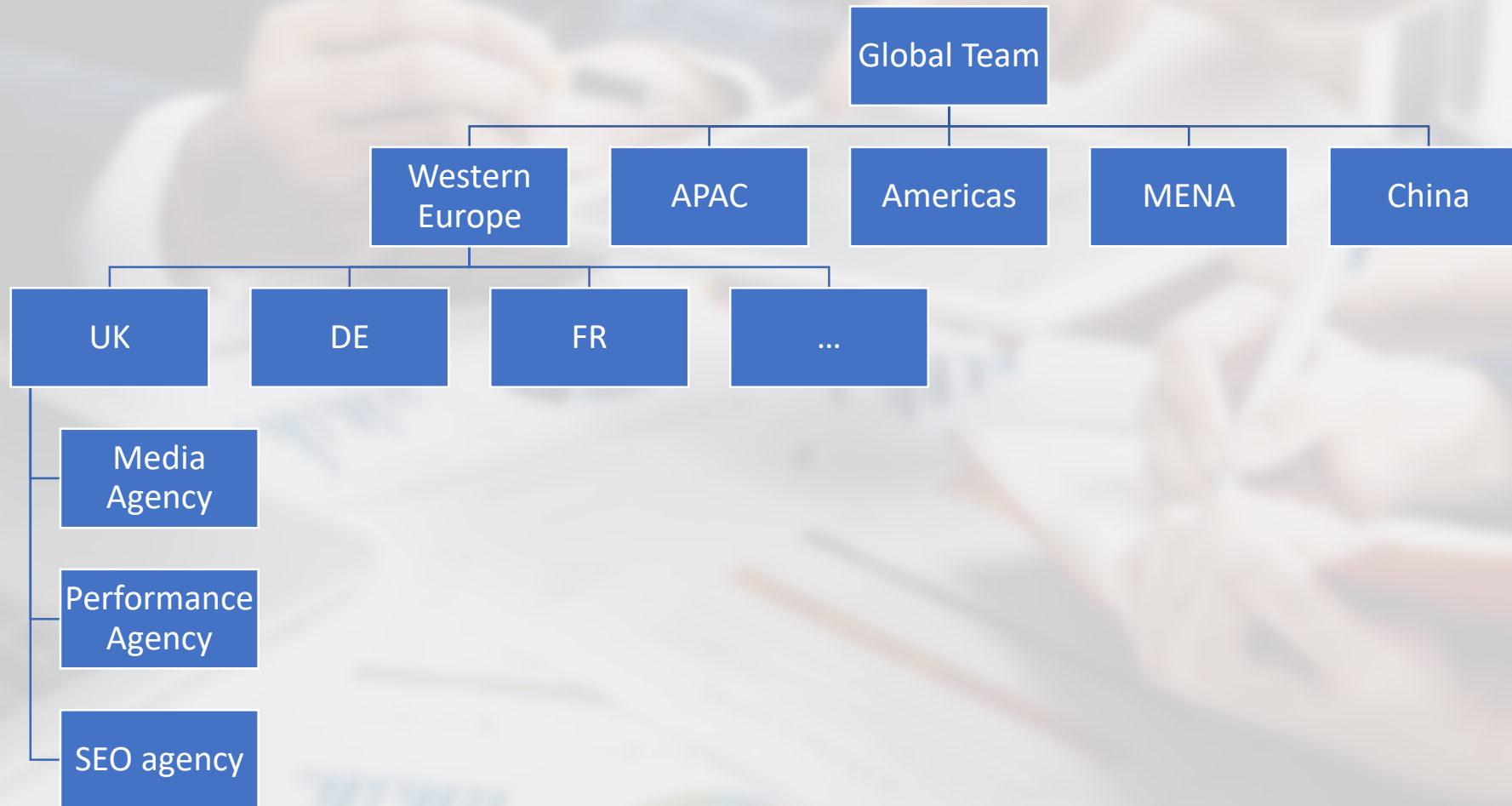
**Different
agencies per
market /
channel**

**Regional hubs
or CoEs for
clusters of
markets**

**In-house or
Global teams**

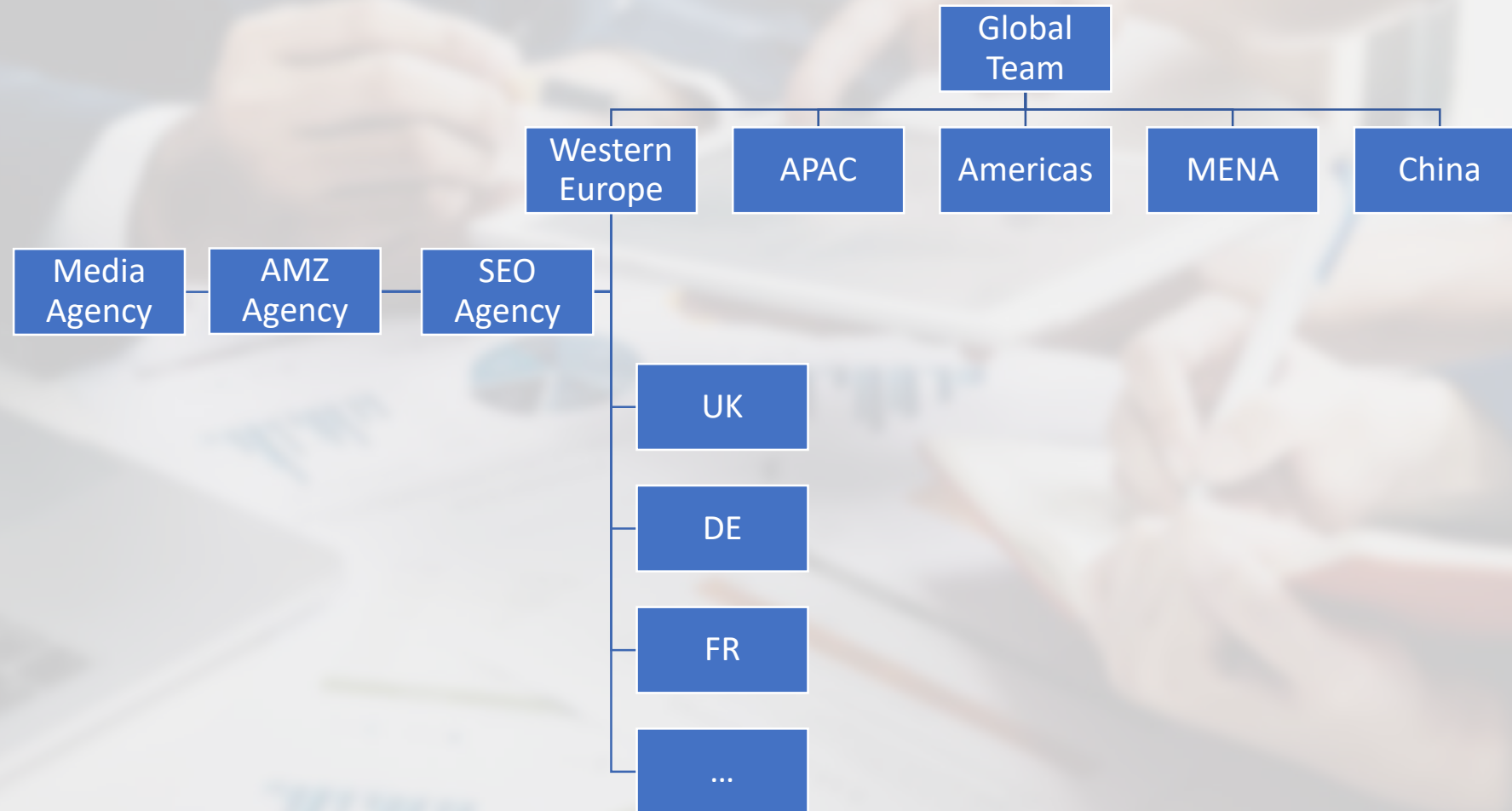
**So you can identify capability gaps and
help the client to overcome them**

Setup 1: Different agencies per market signal opportunities for new business and channel integration



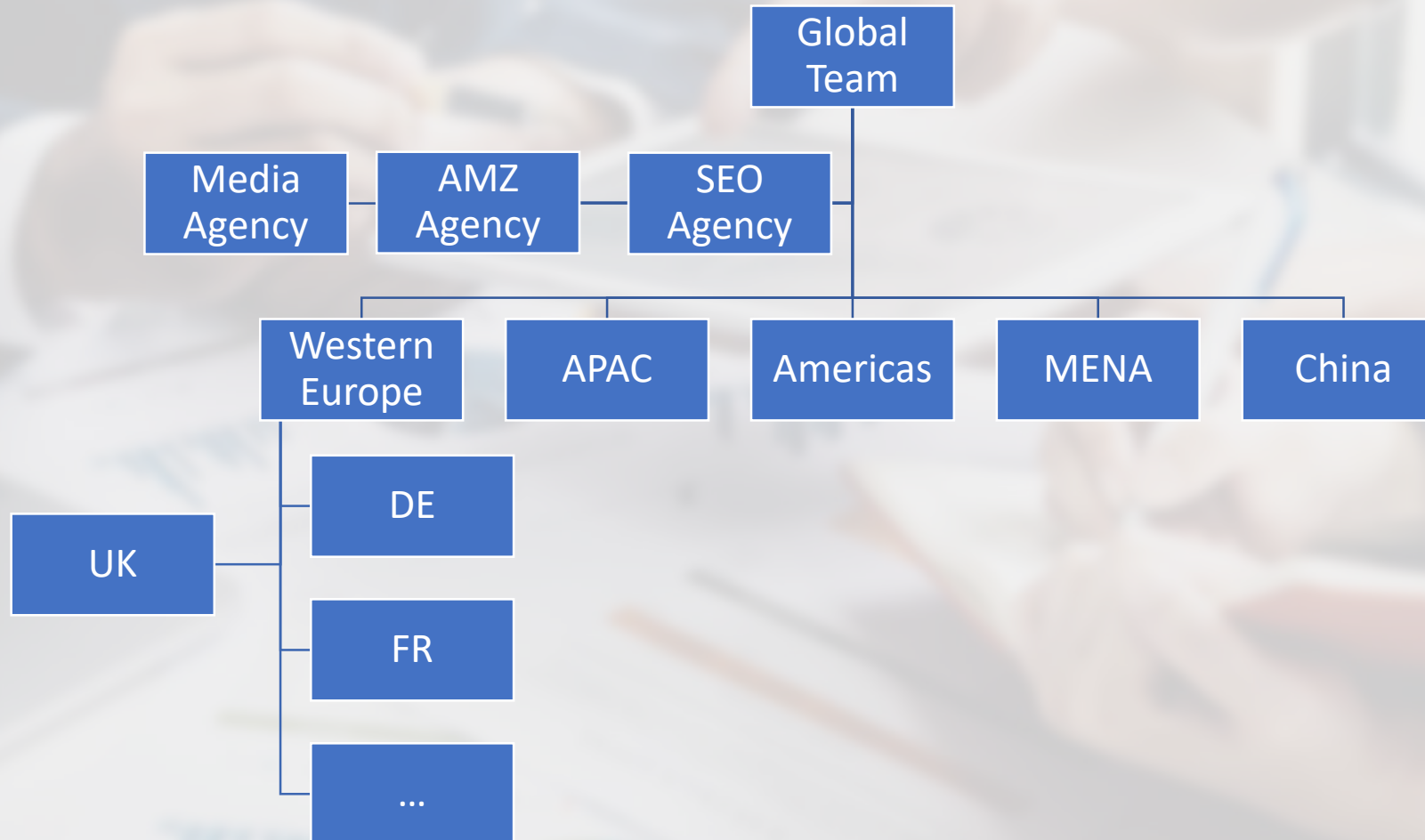
Setup 2: Regional Hubs and Centres of Excellence

Regional footprint with specialist capabilities



Setup 3: In-house / Global teams

Helping your client to build capabilities



#3 Don't think SEO, think Marketing




When working with big brands, SEO is not a standalone channel. Integration is key.

Example 1: Channel Integration for tentpole campaigns

NIKE NEWS
The road to the Breaking2, May 6, 2017

Eliud Kipchoge is the Essence of Progress

By @NikeNews



On May 6, 2017 in Monza, Italy, Eliud Kipchoge took part in [Breaking2](#). Nike's quest to break the two-hour marathon barrier. His first time, 2:00:25, is the fastest 26.2 miles that a human being is known to have covered. It signalled to the world — and to the runner too — the value of chasing audacious goals, not only for personal reasons, but in the spirit of advancing the sport as a whole.

While Breaking2 introduced Kipchoge to a wider audience than his prior exploits may have, the Kenyan distance champion and marathon world record holder has been with Nike since the early 2000s. At that time, he was a junior cross-country runner on the prospect of claiming his first world title (the 3000m in Lausanne in 2003) and on route to a career that would earn him an undisputed title: the greatest marathoner ever.

Kipchoge won his first 26.2 in 2013. He went on to win 10 of his next 11 competitive races, creating the distance's most formidable record in the process. Kipchoge's next attempt will again bring him one-on-one with the clock — the itch to break the elusive two-hour mark remaining strong.

Kipchoge's 26.2 times

Year	Location	Time
2013	Hamburg	2:00:25
2013	Berlin	2:00:25
2014	Rotterdam	2:00:25
2014	Chicago	2:00:25
2015	London	2:00:25
2015	Berlin	2:00:25
2016	London	2:00:25
2016	Berlin	2:00:25
2017	Breaking2	2:00:25
2017	Berlin	2:00:25
2018	London	2:00:25
2018	Berlin	2:00:25
2019	London	2:00:25
2019	Vienne	2:00:25

Kipchoge has described himself as the "person who loves change, technology and innovation." He is, given all his dedication to evolution in the sport, the essence of progress.

While the pursuit of personal bests fuels his training, Kipchoge has also become an important voice in fueling the future of running's technical engineering. For the past five years, Kipchoge has offered astute feedback on the full gamut of Nike's running footwear — from Free to Epic Speed and Pegasus to Vapor. Most important, he has been a constant partner in Nike's effort to redefine the marathon shoe.

Kipchoge first tested what also to become the Nike Zoom Speedy Elite in January 2016. He was instantly entranced by the radical looking and the road feel. A few months later, Kipchoge wore the shoe, still an under-the-radar prototype, in London and again that year in Rio. Shortly after his gold-medal performance in Brazil, he addressed Nike designers with a few sharp questions: "What's running in your mind after this shoe? Do you have plans for another version with more advanced benefits?"

Since then, he's been leading each iterative advance of Nike's NEXT% range.

BEYOND LIMITS

Eliud Kipchoge began his journey to break the 2-hour marathon barrier with Nike two years ago. On October 12, he did it in 1:59:40. See what happens when you have a crazy dream and are determined to fulfill it.

BREAKING2: THE DOCUMENTARY

Watch and listen to Eliud Kipchoge's story. The story of the world's fastest man. The story of the world's fastest shoe. The story of the world's fastest race.

BREAKING2

On May 6, 2017, three runners attempted to break the two-hour marathon barrier. Eliud Kipchoge was the fastest runner in history at 1:59:40. Since 2013, he has won 10 of his next 11 competitive races, creating the distance's most formidable record in the process. Kipchoge's next attempt will again bring him one-on-one with the clock — the itch to break the elusive two-hour mark remaining strong.

THE ATTEMPT

The world's fastest man. The world's fastest shoe. The world's fastest race. The world's fastest runner. The world's fastest team. The world's fastest effort.

THE INNOVATION


The world's fastest man. The world's fastest shoe. The world's fastest race. The world's fastest runner. The world's fastest team. The world's fastest effort.

Nike @Nike

Breaking the 2-hour marathon. Crazy? Yes. So we're doing it. [#LIVE](#)


Retweet or ❤️ for @Nike #Breaking2 notifications.

Top stories




Inside the success of Nike's Breaking2 moonshot

Digiday · 1 day ago



The Story Behind Nike's Ambitious Effort to Run a Marathon in Less Than 2 Hours

Adweek · 1 day ago



Nike's Breaking2 initiative was a crazy physical achievement and a brilliant marketing campaign

TechCrunch · 2 days ago

[More for breaking2](#)

Nike @Nike

WE RACE IN 00:01:23

LIVE FROM AUTODROMO NAZIONALE MONZA

6,384 Views

Like Comment Share

Divi Tokari, Roger James Hamilton and 130K others

Realtime Comments

Nike @Nike · 2h

There is no finish line.

[#Breaking2](#) [#JustDolt](#)

24 Retweets 708 Replies 1,442 Likes

adidas Running @adidasrunning


Replying to @Nike

Congratulations @EliudKipchoge on such a courageous run.

5/6/17, 12:20 AM


Example 2: Content Hubs – focus on non-branded kws


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» Payment innovations


The future of payment technology is calling – is your business ready for it?






[A guide to strong customer authentication \(SCA\) under PSD2](#)

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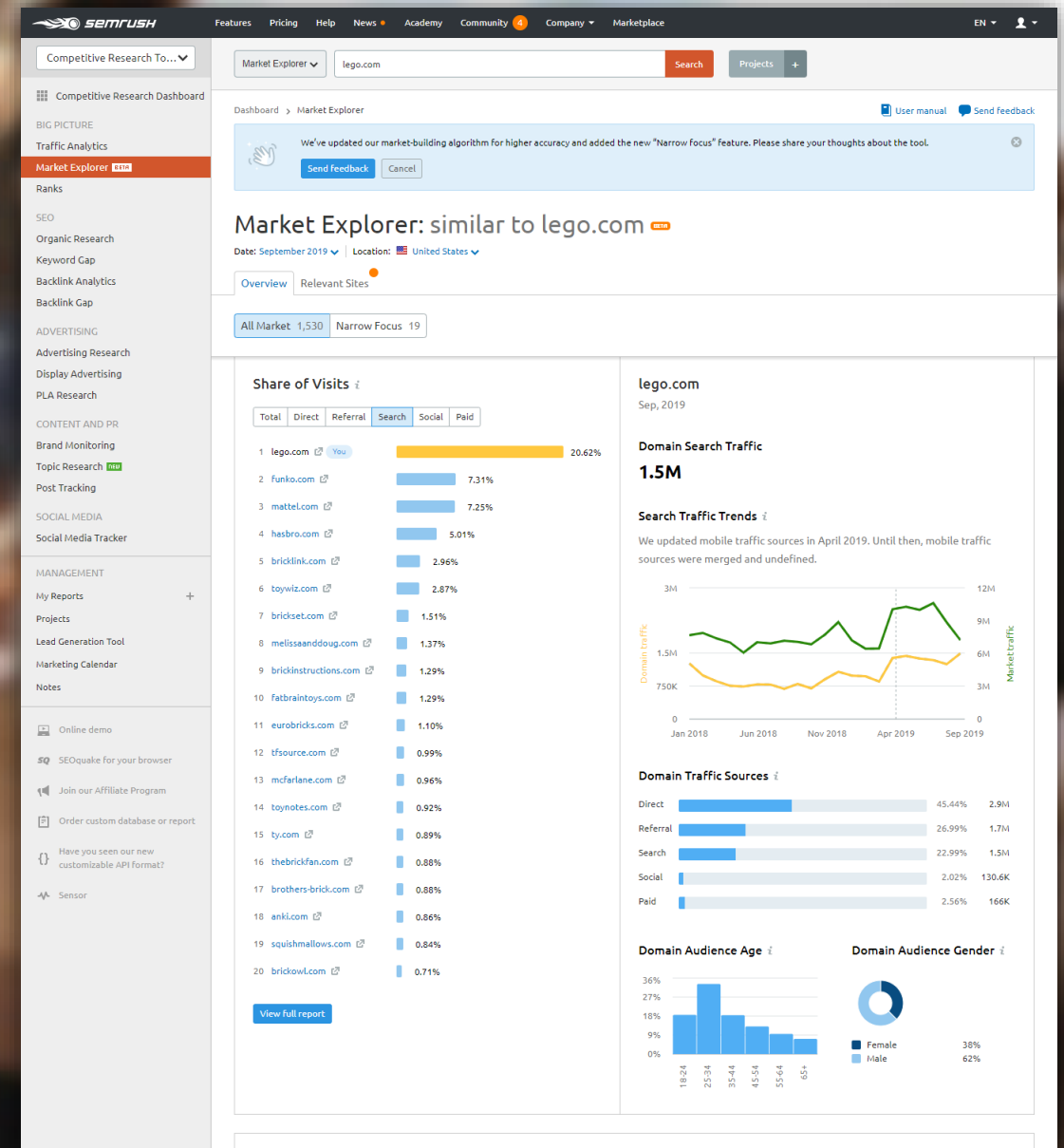
#4 To get things done, help your client to manage her stakeholders



You probably have heard about stakeholder management, but does it really mean?

Tip 1: Help your client to socialize success stories

The best way to get support for your search projects, is to demonstrate business value with success stories





Tip 2: It's easier to teach SEO to an engineer, than engineering to an SEO

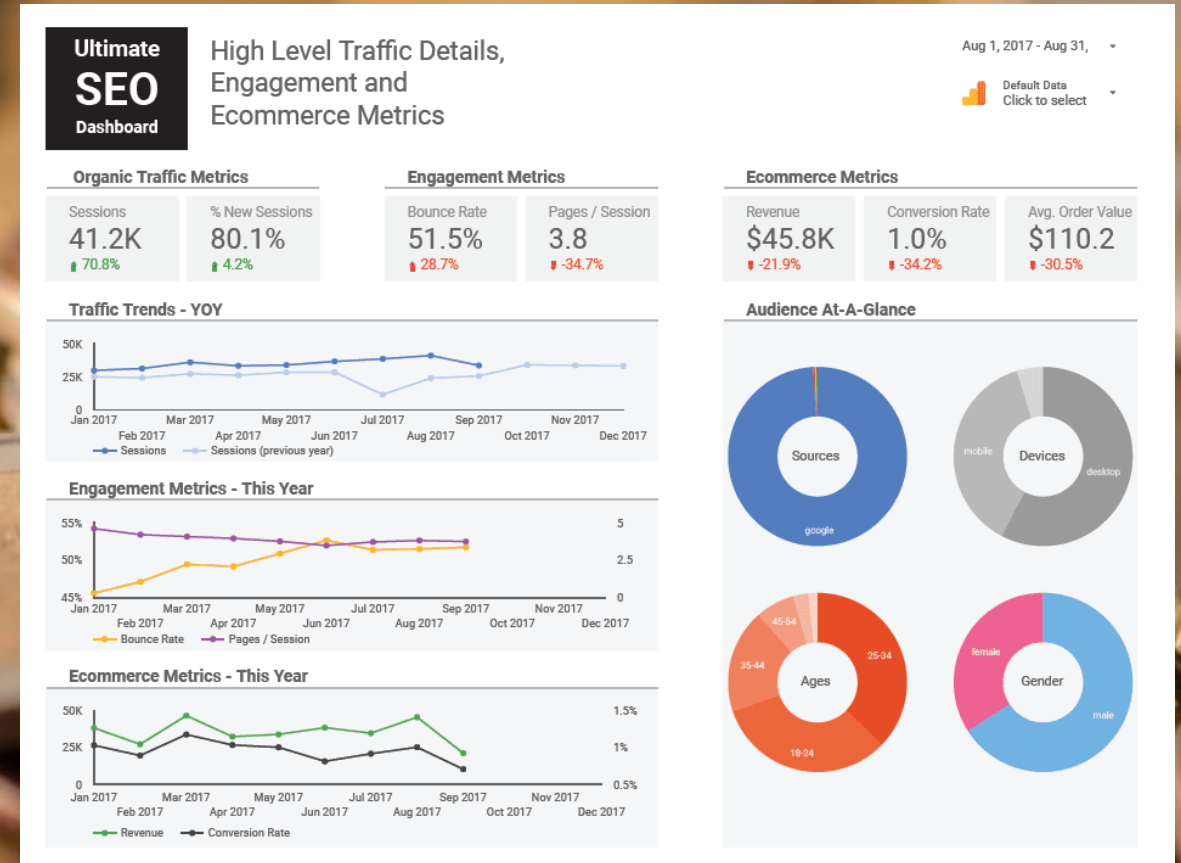
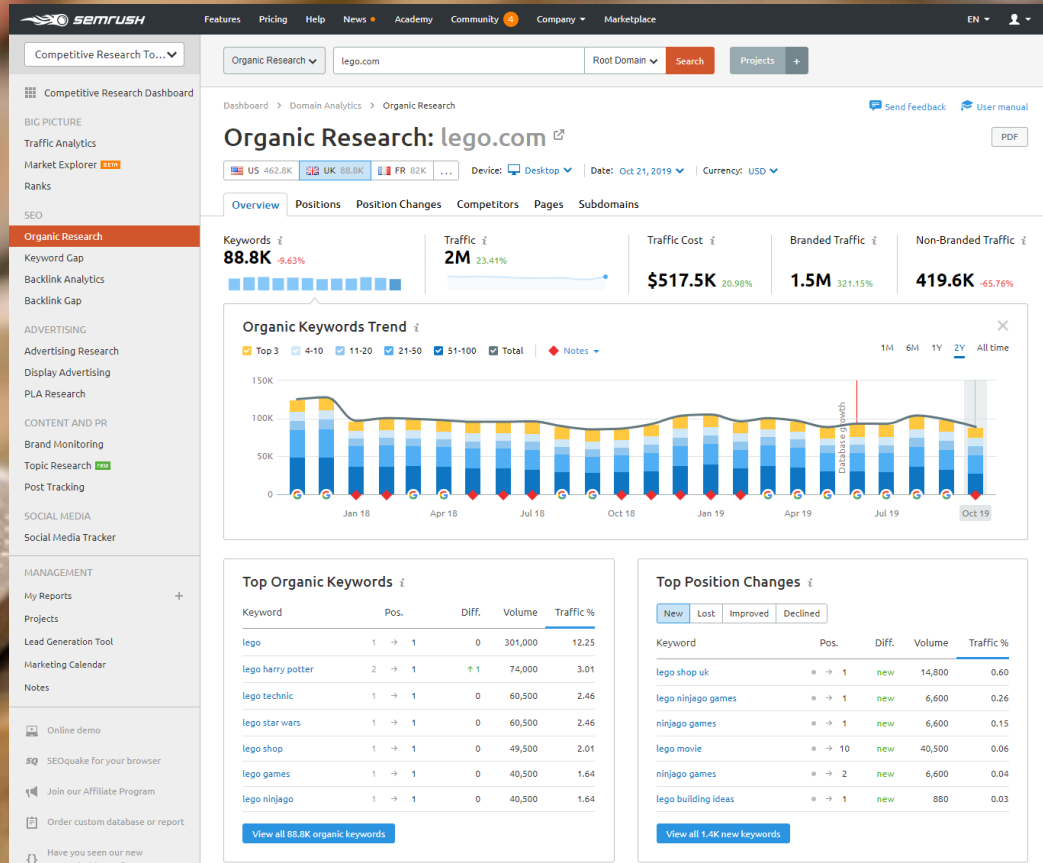
If you want to get things done in an enterprise environment, get your SEOs to work as part of the IT team – Break down the silos!!!

#5 Speak the same language as your client: Business outcomes and impact



SEO metrics are only good for SEO people

On the client side people use business metrics



Key Takeaways

- #1 - Enterprise search goes well beyond SEO and PPC in Web Search. Find opportunities to provide unique value to our client**
- #2 – Learn which agency structure your client has in place. Understanding that will allow you to know how to grow the account**
- #3 – Think SEO as part of the wider marketing strategy. Find ways to integrate in current campaigns rather than work in isolation**
- #4 – Stakeholder management is all about helping your client to get through and drive change in complex organizations**
- #5 – Report on metrics that are understood by business people and not SEOs so you can get support to drive your initiatives**



Have fun when you
go to space

Luis Navarrete