

Bringing SEO In-house:

It takes boots on the ground to take massive action



Presented by:
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SEOinhouse.com
Making In-house SEO Run Like a Well-oiled Machine

<http://www.jessicabowmanSEO.com>

Background

- Founded 2008, by Jessica Bowman, former in-house SEO at:
 - Yahoo! Inc.
 - Business.com
 - Enterprise Rent-A-Car



Practical, actionable advice for enterprise-level challenges and limitations on a daily basis.

- Search Engine Marketers' Professional Organization (SEMPO), Board of Directors

SEMPO:

- International Industry Speaker
 - Search Marketing Expo
 - Search Engine Strategies
 - International Search Summit
 - In-house SEO Day at SMX West



- Industry Columnist
 - Search Engine Watch, Columnist
 - Search Engine Land, Columnist
 - Search Engine Journal, Contributing Author



- Launched the first in-house only search marketing event



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Clients

BusinessWeek

Y!
YAHOO!

ebay

cafe**mom**

sales**force.com**
Success On Demand™


PLANTRONICS
SOUND INNOVATION

SERVCORP
Smart Office

SPIE
Connecting minds. Advancing light.

blurb

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WHY IN-HOUSE SEO

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Why In-house SEO Makes Sense

- There is someone to walk the halls
- Quick response to questions
- Employees are more informed

- Even if you use an agency, there is always SEO work in-house.
 - Selling SEO
 - Prioritizing SEO into projects
 - Etc.



Note: Few companies can be 100% SEO effectively

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Challenges

- You need someone dedicated to SEO
 - SEO often falls on the back burner
 - SEO changes, you need to keep up
- Your SEO needs constant education
 - We spend 10 hours a week keeping up with the SEO field
- In-house resources often do not have the respect of a consultant
 - Often they are too low in the organization to push change
 - Often they are not technical enough to gain the trust of IT when it comes to technical SEO requirements

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INTEREST TO IMPLEMENTATION

Getting Started 20,000-foot View

1. Conduct an SEO Audit
 - Strategy and technical to understand what is needed and the opportunity
2. Create the SEO business case and present to management
3. Work with IT
 - Integrate SEO into existing processes and workflows
 - Integrate SEO into IT's project calendar
 - Become best friends with Product & Project Managers
 - Get involved in IT's daily activities - **FOREVER**
4. Monitor results
5. Continuously educate everyone on SEO
6. Keep implementing, SEO is like marketing and PR, it never ends.

Conduct an SEO Audit

- Tells you where you are and where you need to go
- Needs to have 2 parts: Strategy & Technical
- Helps you define priorities
- If you're on a budget:
 1. Create a solid list of changes based on SEO Best Practices
 2. Implement them quickly
 3. Prove the ROI for SEO
 4. Get an audit, with follow-up Q&A consulting
 5. Implement items from the audit

Develop a 24-month PR Campaign

- SEO changes/enhancements
- Create an SEO Dog-and-Pony show
 - Why SEO Makes Sense and gets High Priority
 - Give it to anyone and everyone
- Get details of your plan into the company magazine
- Offer SEO brown-bags
- Train everyone on SEO
- Have regular search marketing update meetings for all levels
 - Use the same slides you did to get their buy-in
 - Remind them it doesn't happen overnight
 - Reiterate what you need from them (and they agreed to provide)
 - Show where you were, and how far you've come

Integrate SEO into Everyday Activities

The typical development life cycle



- Who is involved in each phase?
- What deliverables are created?
- How are things approved?
- Who are the approvers?

What we see at an average company

Phase	Roles Involved	Common Deliverables that SEO Needs to Review
Inception (idea created)	Upper Management Business Sponsor	Scope Document Project Charter PRD (product release document)
Requirements Gathering	Business Sponsor Product Manager Project Manager User Experience Designers Sr. Programmers	Requirements documents PRD (product release document) Wireframes may get started
Design	Business Sponsor (review/approve only) Product Manager User Experience Designers Project Managers Sr. Programmers	Finalized Wireframes Finalized Visual Designs Page Specifications Finalized Use Cases
Development	Product Managers (minimal) Project managers All Programmers	QA Test Scripts Logged Bugs/Defects
Launch	Development Team QA Team System Administrators	Changes Live Thumbs up – Everything is Good Logged Bugs/Defects

In-house SEO Realities

- 80/20 Rule of In-house SEO
- Get other people to do SEO
- You will probably need a consultant
 - Few companies have the expertise to leverage full potential

.COM & SMALL BUSINESSES

The Challenge:
Figuring out what to do and how to do it.

.com's and Small Businesses' In-house SEO Life Cycle

In-house SEO Program Life Cycle



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Big challenge often is:

Keeping everyone in line with your approach to SEO.

- » 2009 best practices.
- » White hat, above board.
- » If you go gray, strategic.

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They **SAY** it's informal.

- But there are some formalities, figure out what they are doing.
 - Change management system/log
 - Requirements log
 - Wireframes/page designs
- They do have strategic and prioritization discussions
 - You want to be a part of them.
- Put on your detective hat and find this stuff.

Figuring it out

- Make SEO the way that you do business
- Report on SEO
 - Give what they need, not everything.
- Focus on relationships
 - Things are easy to implement, you just need to be invited
- You have buy-in, use it – do SEO testing
- Be creative – often it's manpower/budget that holds you back

THANK YOU.

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Bringing SEO/PPC in House

Bill Scully

Introduction / Contents

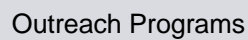
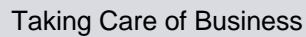
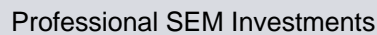
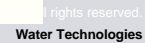
In House SEO/SEM requires dedication to continuous learning. The value of having an in house is a deep understanding of the organization and his customers, making it easy to grow the program and focus on top.

Up until June 2005 Siemens Water Technologies focused all SEM efforts on organic.

Thru piloting and education we started and grew an unbudgeted in-house program from 0 to 10,000 clicks a month w/in 8 months thru awareness and reporting.

Contents

- Daily, Weekly, Yearly Tasks
- PPC in House Case Study
- Why PPC In House
- Things to Consider
- Steps to get Buy-In
- Make the Case for Investment
- Closing



Daily - Professional SEM Investments

Listen to SEO and Online Marketing Podcasts

- Download and listen to them going to and from work.
- Check out WebmasterRadio.fm Shows, and search iTunes for other shows.

Read SEO/SEM Newsletters and Blogs

- Save the good ones in folders
- Download the White Papers for reading for later

Check Twitter Account

- Best source of breaking news



Daily - Business

Keep a Journal

- Keep a log of tests and changes
- Review results of changes when necessary
- Update conclusions

Check Analytics

- Spikes in traffic
- Spikes in goals
- Spikes in keyword traffic



Weekly - Business

Analyze web logs and reports

- Key campaign traffic changes
- Goal changes
- Overall traffic changes
- 404 errors and track back
- Linking Generation Reports

**Weekly - Business**

SEO maintenance

- Page sculpting
- PPC ad split testing edits
- Landing page analysis
- PPC keyword bid adjustments
- Optimize 10% of your worst PPC ad groups (Add Neg. Terms etc.)
- Review landing page tests



Weekly - Outreach Program

Conduct Weekly Staff/Meetings

Conduct One on Ones

Attend IT/Web Department Meetings

- Application changes
- Structure changes
- New project scopes
- Remind them of SEO requirements



Weekly - Outreach Program

Marketing/MarCom Teams

- Review New and Expiring
 - Tradeshows
 - Print ads
 - Product launches
 - PPC campaigns

Human Resources

- Review New and Expiring Job Postings



Monthly - Professional SEO Investments

Attend a WebEx

- Search Marketing Expo
- Search Engine Strategies
- Marketing Experiments
- Schedule a Product/Service Demo with a Potential Vendor



Monthly - Outreach Program

Distribute SEO/SEM reports to management

- Create and send report to Internal Customers
- Plan new content projects for link building
- Check your Google Webmaster Account
- Schedule monthly calls with Internal Customers
- Find one new Internal Potential Customer

Create a Quarterly Company SEO Newsletter

- Predictions/ Trends
- Case studies
- Competitive intel
- How people can help



Monthly - Business

Audit site/templates

- Check all no-follows are still in place
- Make sure robots.txt file is still correct
- Check custom 404 Page is still working
- Check redirects are 301 and go to the proper pages

Schedule Authoring Training Sessions

Get invited to a Sales Strategy Meeting

Update XML Site Map

- Rerun your site map software
- Upload new file to site
- Submit it to Google Webmaster Tools, MSN, Yahoo



Yearly - Business

Hold individual product/market team FY strategy sessions

- Campaigns/Projects
- Budgets/Goals
- Timing/Responsibilities

Put together your 1 and 3 year SEO strategic plan

Put together and build support for your yearly budget

Review department staffing, service, training needs



Case Study Bringing in PPC

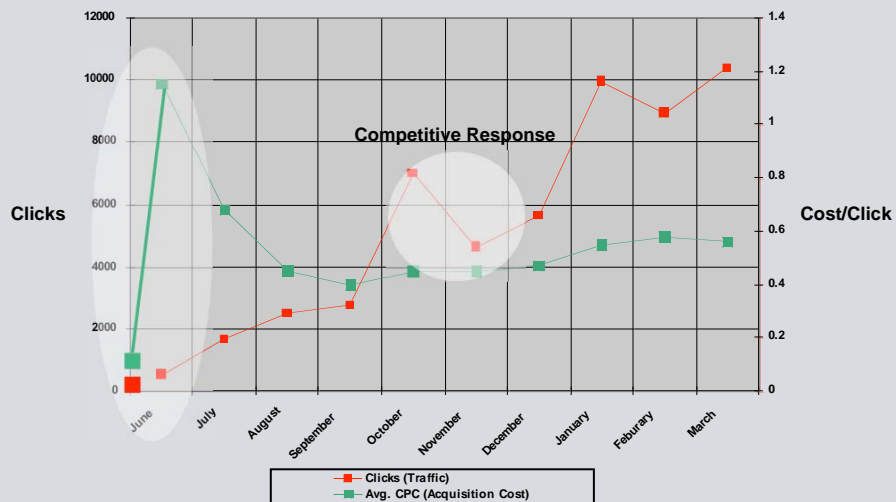
Situation

- Highly Complex Products
- Long Sales Cycle
- Doing great with SEO
- No division budgets for PPC
- No additional headcounts

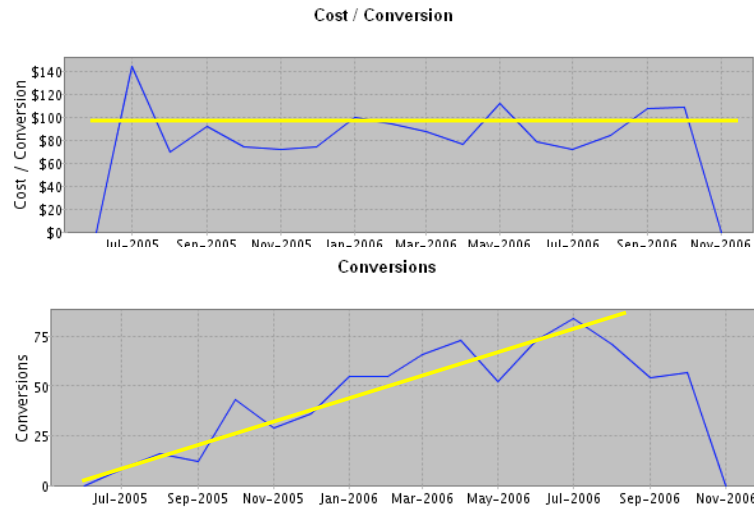


Did I Give Up? – Heck No!
I started a \$100 account to build a case for PPC

From 200 to 10000 in 8 Months



Measure of MROI



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First: Some Things to Consider

Who do you have to convince?

- Who holds the purse strings?
- Who is faced with the burden of planning & maintaining the program?
- Who else are stakeholders (IT, Operations, etc.)?
- SEO staff should be accountable for managing to goals
- Do you have enough time to do the SEO busy work?
- Requires an expert on SEO, in-house

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Overall Strategy to Get More Buy-In

Steps

Goals

Test

- Do an SEO audit
- Get a WordTracker Account
- Start a program under the radar

Roll Out Small Pilot

- Work with early adopters
- Meet monthly

Expand Pilot

- Success breeds success
- Go after easy wins
- Ask for bigger commitment (\$)

Make Business Case

- Share Stats
- Share competitive research

Ask for Buy-In

- Market your Keyword Tools
- Meet with Product/Market Mgrs
- Go after next year plans

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Best Approaches to Get Investors Buy-In

Analyticals

Give Me The Data

- Share industry stats
- Promise lots of reports
- Don't give a lot of data to make the initial decision
- Best to pilot them ASAP

Expressives

We need to be Number 1!

- Set Expectations
- Focus on Branding
- Focus on 2 word phrase and stemming
- Budget Big

Low Budget Product Managers

I don't have a Marketing Budget

- Start with \$100
- Go after long, long tail and work backwards
- Focus on increasing conversions
- Build trust
- Offer 50/50 Cost Sharing
- Ask for commitment next year

Engineers & Marketing Skeptics

How is this going to impact me?

- Show Pilot Results
- You do all the heavy lifting
- Focus on the keyword research
- Manage to a Conversion Goal
- Phase 0 project plan
- Budget
- Project controlling structure
- Communication plan

In Closing

In House SEO/SEM is not for everyone

- It's not a function it's strategic
- It is a very big maintenance commitment
- It requires lots of continuous talent development
- Start with a full time SEO Project Manager first and then bring in what you're comfortable managing.

Building the Team/Getting Resources

- Pilot, learn and expand program as fast as possible
- Share results with the early adapters
- Educate and report often – Always ask for more budget!
- Make big push to at least double at every budget planning cycle

Contact

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Suggested Resources

- *Search Engine Marketing Inc.*
Bill Moran and Bill Hunt
- *The Definitive Guide to Google Adwords*
Perry Marshall
- Keyworddiscovery.com



Thank you for your attention!