deseret.digital.media

SEO Adoption
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THANK YOU

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About

About Deseret Digital Media (DDM)

- DDM has fewer than 200 employees

- Employees wear multiple hats

- Key terms that describe the organization: disruptive, innovative, nimble, and fast-to-market

- The **ONLY** local broadcast affiliate to rank in the top 10 for national broadcast media sites

"We're delighted to be underestimated."

Bradley Horowitz, VP Product @ Google+

About

KSL.com

Regional NBC affiliate, and the 2nd most highly web trafficked broadcast media site in the United States, just below CNN.com and above MSNBC

- 2.7B PV's/Annual & 50M UV's/Annual
- Reach: 65% Utah / 35% U.S.

Deseret News

Pulitzer prize winning, leading newspaper in the Intermountain West

- Survival during global disruption of newspaper orgs.
- 360M PV's/Annual & 30M UV's/Annual
- First successful web-first integrated news room in the U.S.
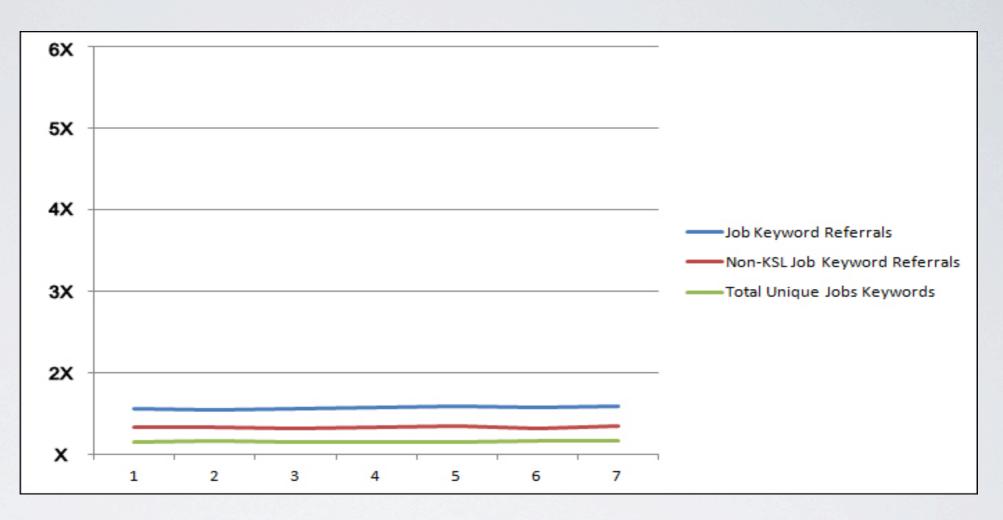- Reach: 44% Utah / 56% U.S.

SEO History

History of Reactive SEO Implementation

‣ Legacy Projects Deployed w/o SEO Focus

- Low ranking organic search terms on SERPs

- Low search referral traffic volume

- Low budget for focus on SEM/PPC referrals

- No delineation of long tail keyword terms value (Head/Tail)

- SEO an afterthought

  - Required ROI justification to prioritize SEO tasks

  - Minimal development resources committed to SEO tasks

  - Generic SEO dev rubric available… somewhere…

  - Lack of SEO tasks deployment transparency

  - Minimal post-deploy tracking efforts to gauge performance/success

  - Post deploy resources not available to revisit SEO tasks

SEO
History

Results of a Reactive SEO Implementation

Pre SEO

Reactive SEO Performance

KSL Jobs Section > Key Terms Ranking

Keyword	Google Rank
find job in utah	53
find job utah	50
job in utah	48
jobs in utah	87
jobs utah	113
salt lake city jobs	115
utah job	99
utah jobs	84

SEO MATRIX TOOL

Standardizing SEO Processes

page 1 ▼	Column1 ▼	Keyword-Specific Ranking Factors ▼	Column2 ▼	Column3 ▼	Column4 ▼	Column5 ▼
	Imp.	Element	Score	Dev.	Recommendations	Priority
	66%	Keyword use anywhere in the **Title Tag** (70 Max)	3	8	Place brand name at end	9.9
	63%	Keyword use as the first words of the **Title Tag**				
	60%	Keyword use in the **Root Domain Name** (keyword.com)				
	49%	Keyword use anywhere in **H1 Tag**				
	47%	Keyword use in Internal **Link Anchor Text**				
	46%	Keyword use in **External Link Anchor Text**				
	45%	Keyword use as **First Words in H1 Tag**				
	45%	Keyword use in the **First 50-100 Words in HTML**				
	42%	Keyword use in **Sub domain Name**				
	38%	Keyword use in **Page Name URL** (keyword.html)				
	37%	Keyword use in **Page Folder Name** (/keyword/index.html)				
	35%	Keyword use in other **Headline Tags** (H2-H6)				

SEOmoz
2010 Search Engine Ranking Factors

SEO MATRIX TOOL

Standardizing SEO Processes

Proactive SEO Performance

‣ KSL Jobs Section: Early results

Strategy Results

Proactive SEO Performance

KSL Jobs Section > **Key Terms Ranking**

Keyword	Google Rank (new)	Google Rank (old)	Lift
find job in utah	18	53	**2x**
find job utah	14	50	**3x**
job in utah	6	48	**7x**
jobs in utah	3	87	**28x**
jobs utah	5	113	**22x**
salt lake city jobs	31	115	**3x**
utah job	4	99	**24x**
utah jobs	3	84	**27x**

Strategy Results

Proactive SEO Performance

KSL Jobs Section > **Key Category Term Ranking**

Keyword	Google Rank (new)	Google Rank (old)	Lift
utah advertising jobs	2	14	**6x**
utah clerical jobs	12	45	**4x**
utah education jobs	34	46	**0.4x**
utah house keeping jobs	8	89	**10x**
utah internet jobs	24	113	**4x**
utah IT jobs	29	82	**2x**
utah janitorial jobs	1	20	**20x**
utah marketing jobs	9	25	**2x**

Strategy Results

SEO Matrix in progress

Document is used as both a gauging and development tool.

Open Tasks

Dev Complexity	SEO Priority	Task
1	1	DIV category descriptor text
1	2	move 'ksl.com' to end of chrome title on main jobs page
1	3	Change top link on KSL Jobs Landing Page from "My Jobs" to "My Utah Jobs"
1	4	Clean up Meta Description on main jobs listings page to "Browse job categories or search by keyword to find the best jobs in Utah. Employers can post their job on KSL Jobs and get noticed by qualified applicants."
2	5	Inject backlinks from external domain properties "Job Openings" sections
3	6	Mod_Rewrite Rule for main page to */jobs/
8	7	give partners and listers the option to point back to their listing pages with backlinks

Deployed Tasks

Dev Complexity	SEO Priority	Task
1	1	Change chrome titles to "Utah Jobs: The best site to find a job in Utah"
1	2	<H1> headings should display [job category name] dynamically by user selection
2	3	Create categories static list w/ index category links
1	4	301 vs. 302 redirects: ksl.com/public/ksljobs should 301 redirect to ksl.com/public/ksljobs/listings
1	5	mis-matched URL pairs - URL in breadcrumb for listings pages does not match URL in categories list

Case
Study

Metric	Change
Time on Site	17 seconds ▼
Visits	22.46% ▲
New Visits	4% ▲
Bounce Rate	10.42% ▼
Long Tail Keyword Increase	34.8% ▲
Avg. Value per Transaction	$8 ▼
Transactions	55% ▲
Total Site Revenue Increase	5.09% ▲

DeseretBook.com

News Search Optimization

Changing a print-first mindset that has been ingrained for decades is difficult

I. Work on targeting your special topics, treat sections and topic pages as verticals
II. Optimize the structure of your pages
III. Train journalists and web editors where keywords count
IV. Train journalists on Google's mentality and teach "web first"
V. Optimize Google News feeds (spoon-feed Google where possible)

‣ We generally only track key terms for stories that have a lot of editorial impact or that are important to our mission.

‣ We mostly track unique key terms, total SERP referrals and selected keyword trending for product verticals.

‣ CPC Campaigns are detrimental to ROI for most, if not all, terms as it relates to a CPM/Display revenue model.

‣ Train journalists on writing better headlines and content for the web. This ebbs and flows over time, as it is fundamentally different from traditional journalism.

How?

News Search Optimization as Part of the Content Creation Process

How do you make SEO part of the content creation process?
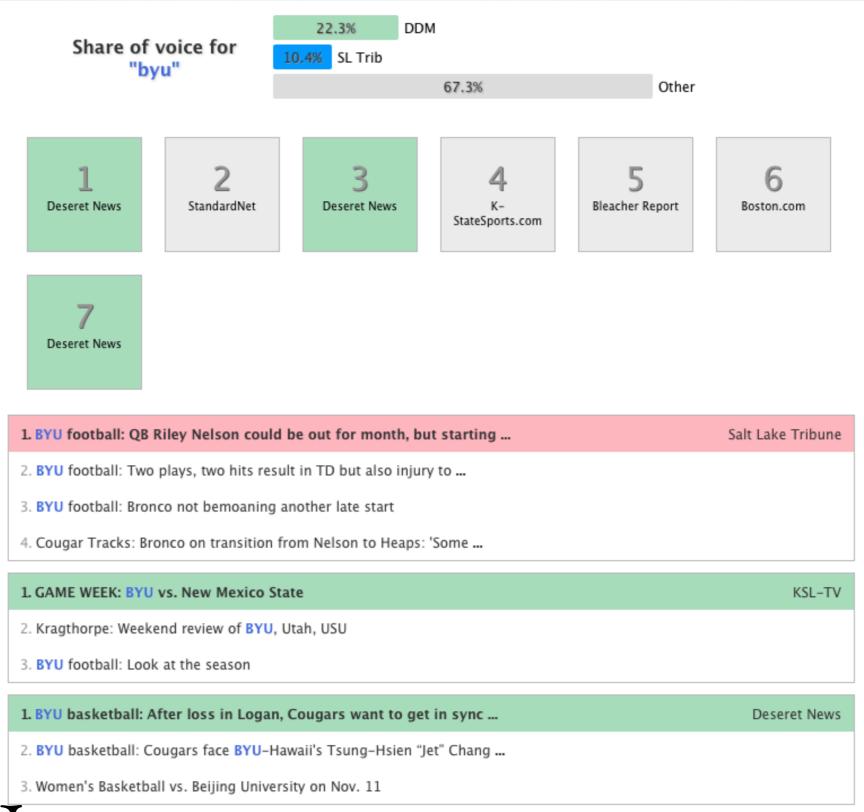
Should Google's algorithm effect news content?

Where do you draw the line between optimized content and quality journalism?
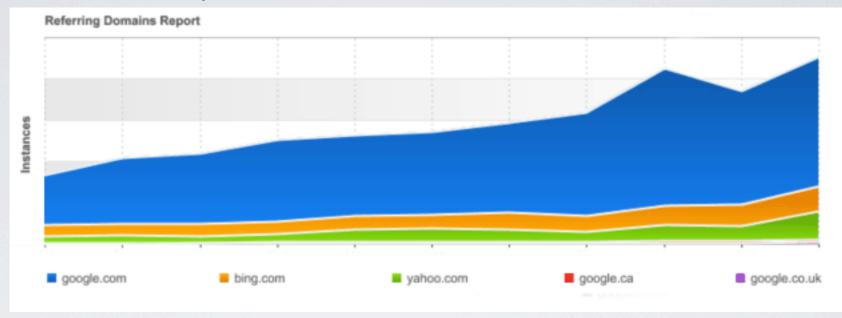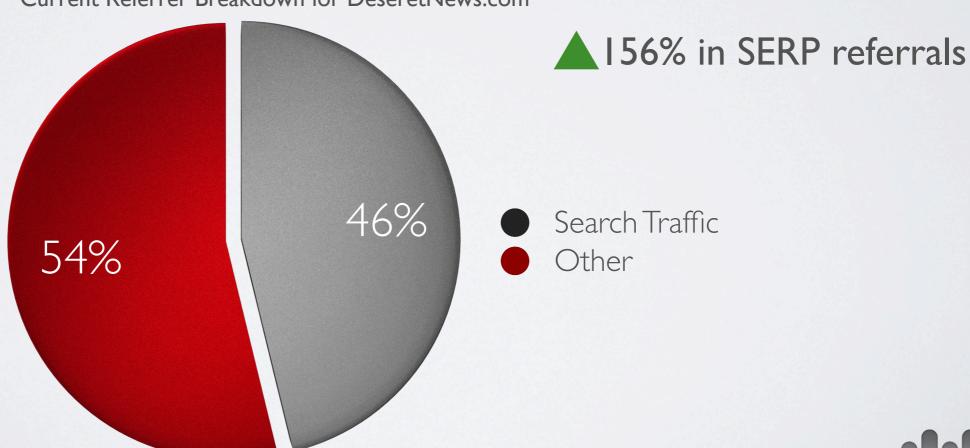
Deseret News

SOV

Share of voice for
"byu"

22.3%	DDM
10.4%	SL Trib
67.3%	Other

1	2	3	4	5	6
Deseret News	StandardNet	Deseret News	K-StateSports.com	Bleacher Report	Boston.com

7
Deseret News

1. BYU football: QB Riley Nelson could be out for month, but starting ...	Salt Lake Tribune
2. BYU football: Two plays, two hits result in TD but also injury to ...	
3. BYU football: Bronco not bemoaning another late start	
4. Cougar Tracks: Bronco on transition from Nelson to Heaps: 'Some ...	

1. GAME WEEK: BYU vs. New Mexico State	KSL-TV
2. Kragthorpe: Weekend review of BYU, Utah, USU	
3. BYU football: Look at the season	

1. BYU basketball: After loss in Logan, Cougars want to get in sync ...	Deseret News
2. BYU basketball: Cougars face BYU-Hawaii's Tsung-Hsien "Jet" Chang ...	
3. Women's Basketball vs. Beijing University on Nov. 11	

Deseret News

Internal Strategy

Proactive SEO Implementation

‣ Paradigm alignment: supportive senior management

‣ SEO focused committee w/ frequent discussions

‣ Tighter collaboration with Dev, PMs & Execs

  • SEO task items identified & priority ranked

  • Indexed dev complexity scores

‣ SEO items tasked as addendum to all projects

  • Resources are assigned early on

  • Implementation timeline / set expectations / milestones

  • Methods to track SEO task performance established

‣ SEO a forethought across the organization

MAKE SURE TO REPORT THE SUCCESSES AND CONFIRM THE IMPORTANCE OF OPTIMIZATION. TENDENCY IS TO FORGET SEO DUE TO TIGHT DEADLINES AND SCOPE CREEP OF PROJECTS

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