INSIDE ENTERPRISE SEO: SEO SURVEY BENCHMARKS FOR LARGE COMPANIES

How Enterprise Companies Manage, Scale, and Value SEO

Inside Enterprise SEO: SEO Survey Benchmarks for Large Companies

Ascend2 Research Conducted in Partnership with Conductor.

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Consider this: Is your company being seen by the average online buyer?

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IS YOUR COMPANY BEING SEEN BY THE AVERAGE ONLINE BUYER?

Today, most online purchase decisions begin with organic search. If you don't appear high in the search rankings, you may as well be invisible to the average consumer.

The stakes are high for enterprise companies – often **with hundreds of thousands of products and pages, how do they manage, scale, and value SEO?**

To find out, Ascend2 in partnership with Conductor fielded the Search Engine Optimization Survey and completed interviews with 442 marketing, sales and business professionals; 11% of whom work for enterprises with more than 1,000 employees. This report, titled *Inside Enterprise SEO: SEO Survey Benchmarks for Large Companies,* contains responses from these large organizations exclusively. We thank these busy professionals for sharing their valuable insights with you.

This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Seth Dotterer,

Vice President of Marketing

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LEAD GENERATION AND WEBSITE TRAFFIC ARE THE TOP SEO OBJECTIVES FOR ENTERPRISES IN THE YEAR AHEAD

What are the **MOST IMPORTANT OBJECTIVES** for your SEO strategy in the year ahead?

Objective	Percentage
Increase lead generation	61%
Increase website traffic	57%
Increase traffic conversion rate	54%
Improve natural search rankings	48%
Improve brand awareness	33%
Improve analytics and reporting	26%
Attribute sales revenue to SEO	24%
Increase content development	20%

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17% OF ENTERPRISES RATE THEIR SEO AS "VERY SUCCESSFUL"; 28% ARE "NOT SUCCESSFUL"

The Ability to Achieve Important SEO Objectives is the Measure of Success

How do you **RATE THE SUCCESS** of your current SEO program to achieve the important objectives set for it?

Very successful 17%

Not successful 28%

Somewhat successful 55%

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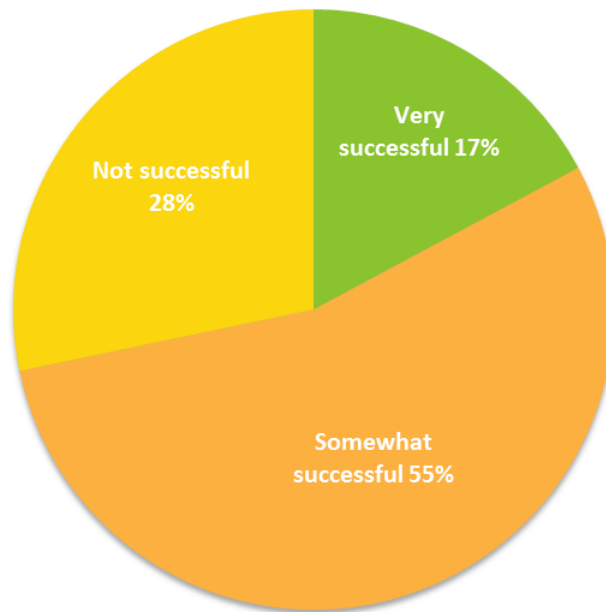
THE SEO ROLE DEMANDS BOTH TECHNICAL EXPERTISE AND BUSINESS ACUMEN

Having Limited In-House Skills is the Most Challenging Obstacle to Enterprise SEO Success

What are the **MOST CHALLENGING OBSTACLES** to achieving important SEO objectives?
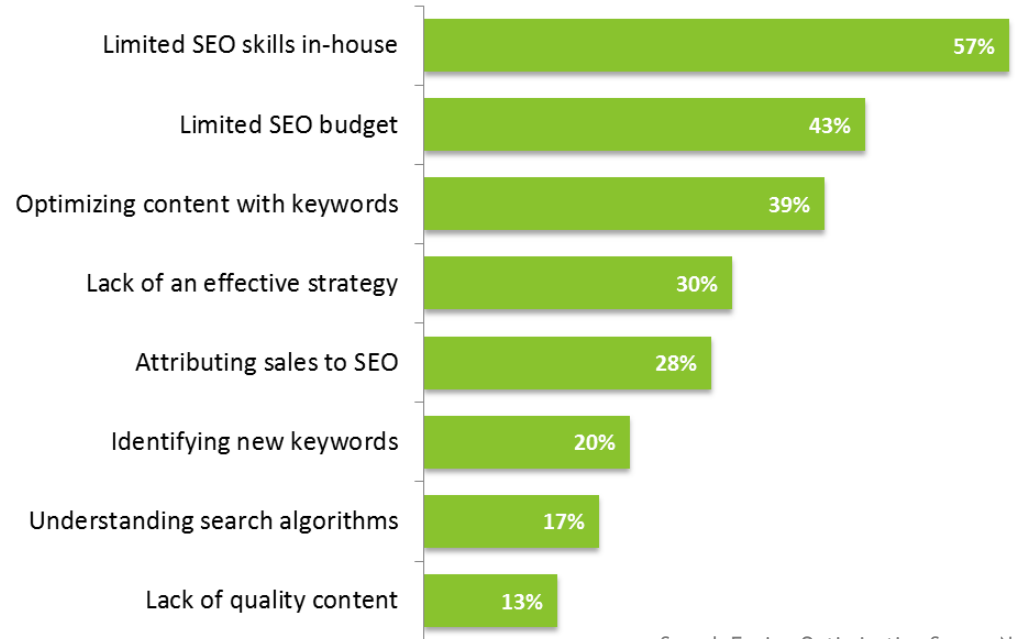
Obstacle	Percentage
Limited SEO skills in-house	57%
Limited SEO budget	43%
Optimizing content with keywords	39%
Lack of an effective strategy	30%
Attributing sales to SEO	28%
Identifying new keywords	20%
Understanding search algorithms	17%
Lack of quality content	13%

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SEARCH ENGINES LOVE QUALITY CONTENT, AND CREATING IT IS THE MOST EFFECTIVE SEO TACTIC FOR THE ENTERPRISE

Second Best Rated Tactic: Frequently Updating Websites

What are the **MOST EFFECTIVE SEO TACTICS** your company uses to achieve objectives?
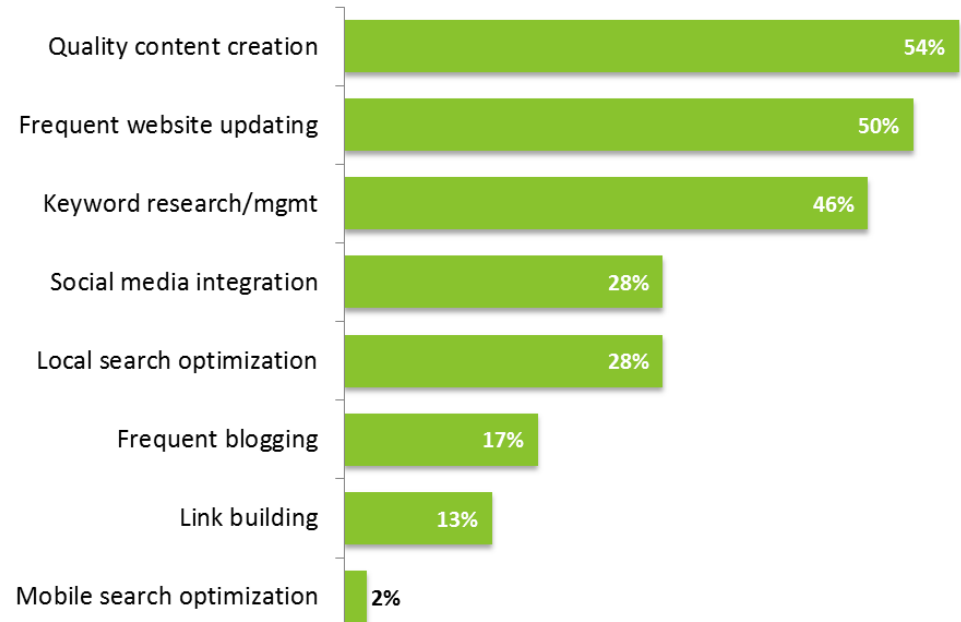
Tactic	Percentage
Quality content creation	54%
Frequent website updating	50%
Keyword research/mgmt	46%
Social media integration	28%
Local search optimization	28%
Frequent blogging	17%
Link building	13%
Mobile search optimization	2%

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FOR A MAJORITY OF ENTERPRISES (57%), SEO HAS BECOME MORE EFFECTIVE DURING THE PAST YEAR

Only 2% of Large Organizations Have Found it Less Effective

Overall, how has **SEO EFFECTIVENESS CHANGED** during the past year?

Less Effective
2%

Stayed the
same 41%

More effective
57%

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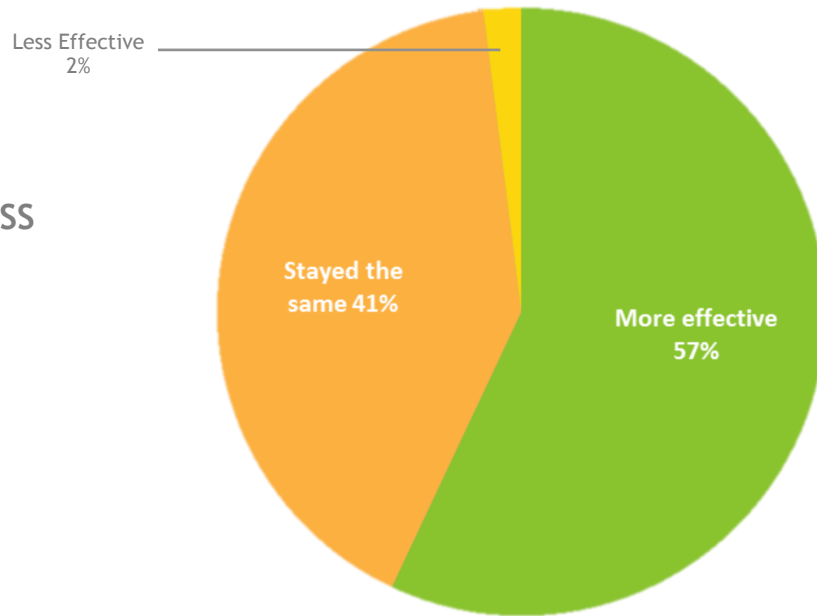
LINK BUILDING AND KEYWORD RESEARCH ARE CONSIDERED HIGHLY DIFFICULT SEO TACTICS

Mobile and Local Search are Seen as Less Challenging Tactics

What are the MOST DIFFICULT SEO TACTICS to execute?
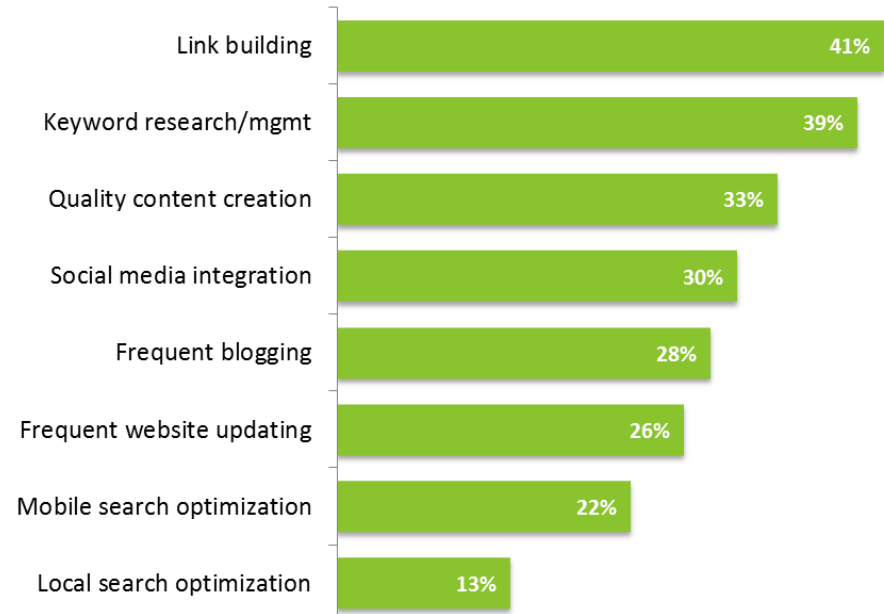
Tactic	Percentage
Link building	41%
Keyword research/mgmt	39%
Quality content creation	33%
Social media integration	30%
Frequent blogging	28%
Frequent website updating	26%
Mobile search optimization	22%
Local search optimization	13%

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THE MOST EFFECTIVE SEO TACTICS ARE ALSO THE MOST DIFFICULT TACTICS FOR THE ENTERPRISE TO EXECUTE

Content Creation, Website Updating and Keyword Management

SEO Tactical Effectiveness Versus
Executional Degree of Difficulty
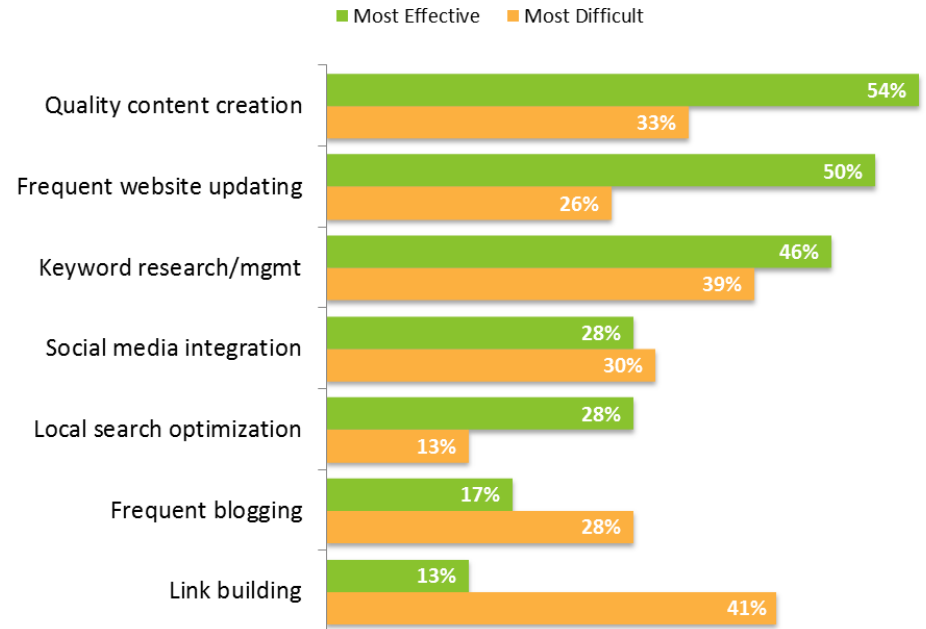
Legend: ■ Most Effective ■ Most Difficult

Tactic	Most Effective	Most Difficult
Quality content creation	54%	33%
Frequent website updating	50%	26%
Keyword research/mgmt	46%	39%
Social media integration	28%	30%
Local search optimization	28%	13%
Frequent blogging	17%	28%
Link building	13%	41%

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MORE THAN HALF OF ENTERPRISES OUTSOURCE ALL OR PART OF THEIR SEO PLANNING AND EXECUTION

The Need to Outsource is Likely Due to a Lack of In-House SEO Skills

Which best describes the **RESOURCES USED** to plan and execute SEO?

an agency or consultancy 7%

In-house resources only 39%

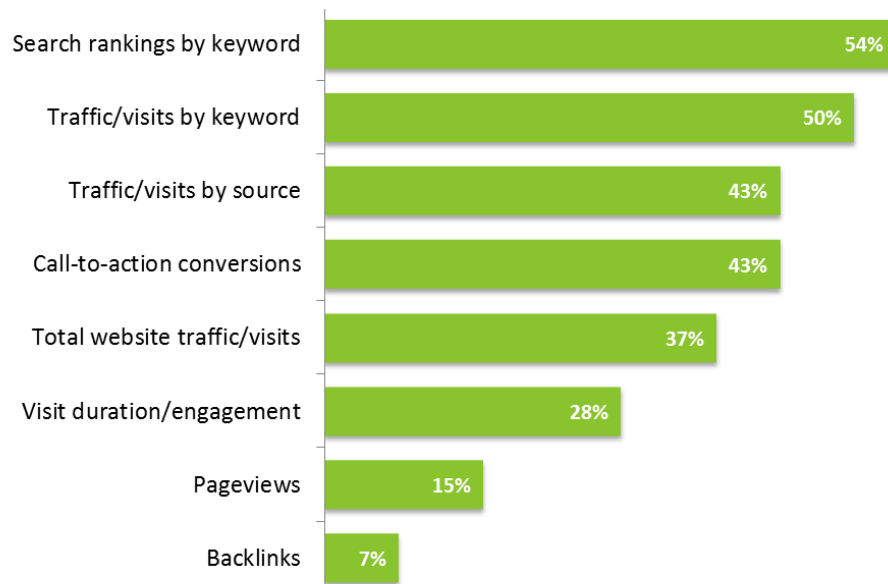Combination of outsourced and in-house resources 54%

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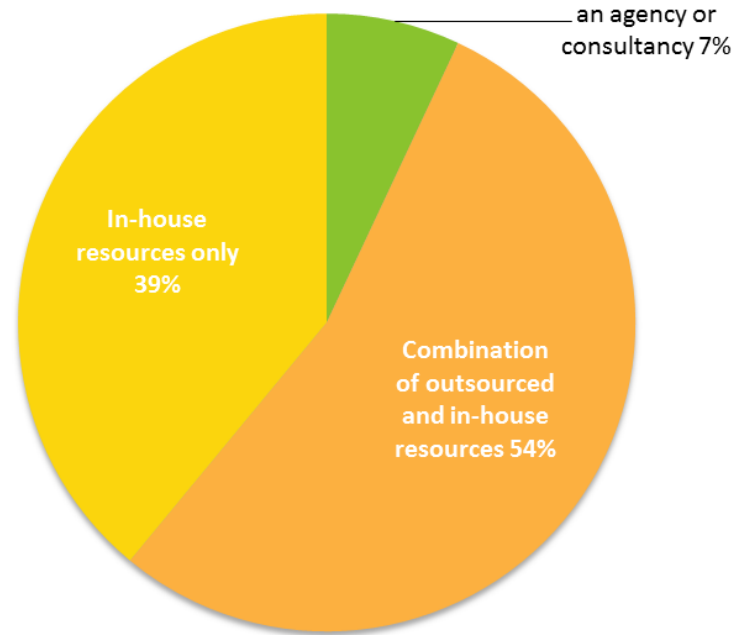
THE MOST USEFUL METRIC FOR GAUGING SEO PERFORMANCE ACCORDING TO ENTERPRISES

Tracking Keywords that Drive Both Search Rankings and Website Traffic

What are the **MOST USEFUL METRICS** used for tracking and analyzing SEO performance?

Metric	Percentage
Search rankings by keyword	54%
Traffic/visits by keyword	50%
Traffic/visits by source	43%
Call-to-action conversions	43%
Total website traffic/visits	37%
Visit duration/engagement	28%
Pageviews	15%
Backlinks	7%

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RESEARCH METHODOLOGY AND SURVEY DEMOGRAPHICS

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals. The survey received 442 responses from marketing, sales and business professionals; 11% of whom work for enterprises with more than 1,000 employees. Only responses from these large organizations have been analyzed for the purpose of this report.

The following is a breakout of the demographic roles, regions, Channels and company sizes represented in this report:

Number of Employees		Primary Marketing/Sales Channel		Role in the Company	
More than 1000	100%	B2B (Business-to-Business)	63%	Marketing or Sales Management	54%
		B2C (Business-to-Consumer)	24%	Marketing or Sales Staff	26%
Company Location		Both B2B and B2C	13%	Other	20%
North America	69%				
Europe	11%				
Other	20%				

ABOUT THE RESEARCH PARTNERS

Earn the Customers Paid Media Can't Buy

Conductor is the undisputed leader of web presence management, inspiring marketers to break their addiction to paid media and create great consumer experiences through digital marketing. The Conductor Searchlight™ platform transforms a brand's web presence in 'unpaid' channels, like organic search, content and social, into a powerful acquisition method resulting in meaningful traffic & revenue increases.

Learn more at www.Conductor.com

Research-Based Demand Generation for Marketing Solution Providers

If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software, data and media companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

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