



J J G R I C E - O R G A N I C P E R F O R M A N C E D I R E C T O R

SEO benchmarking: How to do it properly and why it matters

How do we measure SEO success?

RANKINGS



TRAFFIC



CONVERSIONS



Rankings don't always tell the full story



Visibility up 220%



Core traffic down 10%

It is important to **segment** your target keywords into categories to understand the **opportunity** of each target sector.

How do you determine keyword targets?



How do you determine keyword targets?



The benefits of these tools



CONVERSION DATA

Conversion data at a keyword level gives you the added insight of the commercial value of each keyword.



KEYWORD INSIGHTS

Understand what keywords are driving traffic to your site right now and where the reliance is at a keyword level.

DRIVE EFFICIENCIES

Highlight high-spending keywords and understand the commercial impact of ranking well organically for those keywords.

SERP ENGAGEMENT

Identify keywords that offer a higher SERP engagement; those that come with typically higher CTRs and therefore opportunity.

Create a framework for your benchmarking



Segment keywords into product categories to understand your brand's organic performance by keyword sector.

Use Google Keyword Planner (or similar) to collect search volumes for each keyword in the set.

Overlay a CTR model to your keyword set to understand the estimated monthly traffic potential.

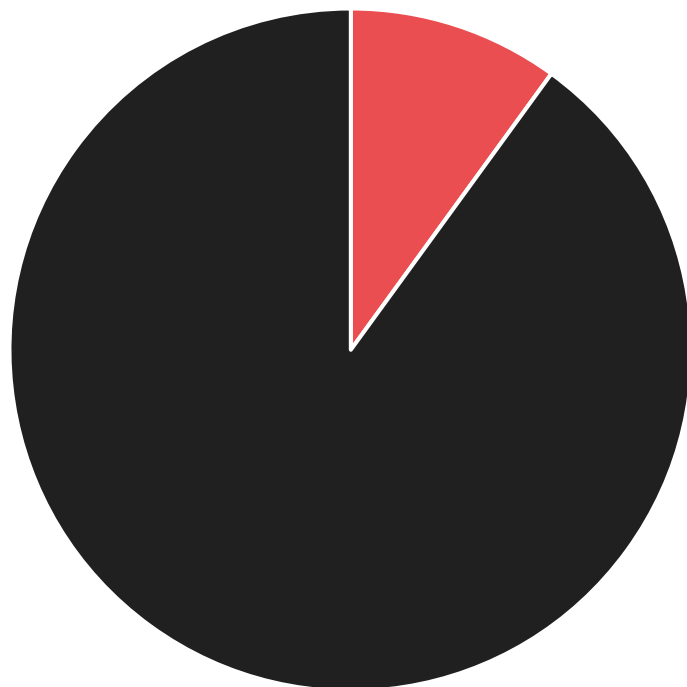
Understand share of the market by overlaying ranking data to each keyword's potential.

A circular object, possibly a coin or a small plate, is centered in the upper half of the image. It has a dark, reflective surface with some faint, illegible markings. The object is resting on a textured, brownish surface that has some faint, handwritten text or markings on it. The overall lighting is dim and moody, with a dark background.

One **keyword** to rule them all.

Don't forget about the 90%

Traffic breakdown



■ Keyword A ■ Other keywords

Your 'headline' keyword is likely driving no more than 10% of your total non-brand traffic. Concentrating too heavily on one keyword can reduce creativity and scuppers strategy.

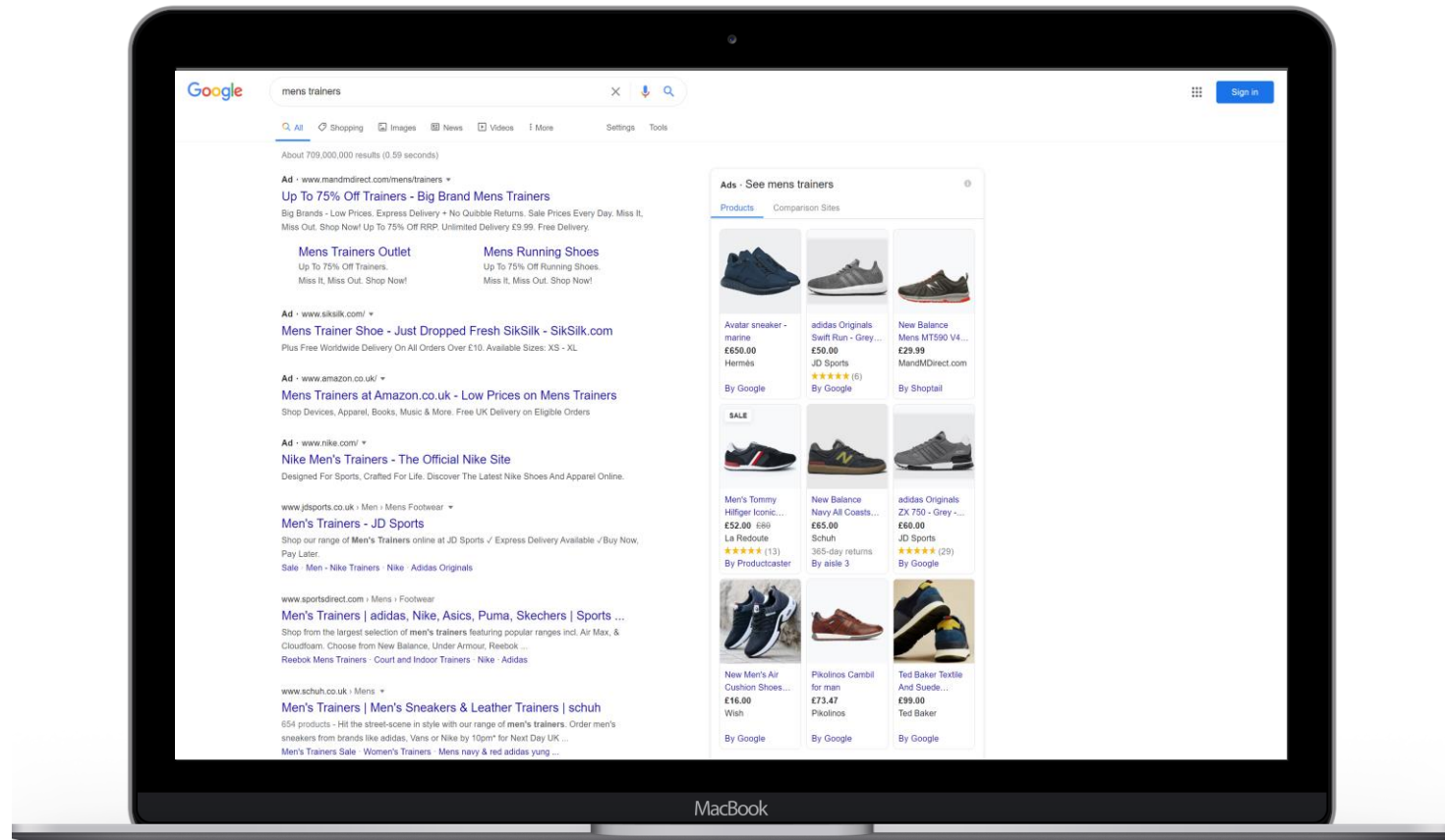
...but understand their importance

Keyword: car finance

Avg. monthly search volume: 110,000

Ranking position	CTR	Est. monthly organic clicks	Monthly difference
1 st	15.5%	17,050	-
2 nd	12.4%	13,640	-3,410
3 rd	9.9%	10,890	-6,160
4 th	7.9%	8,690	-8,360
5 th	6.3%	6,930	-10,120

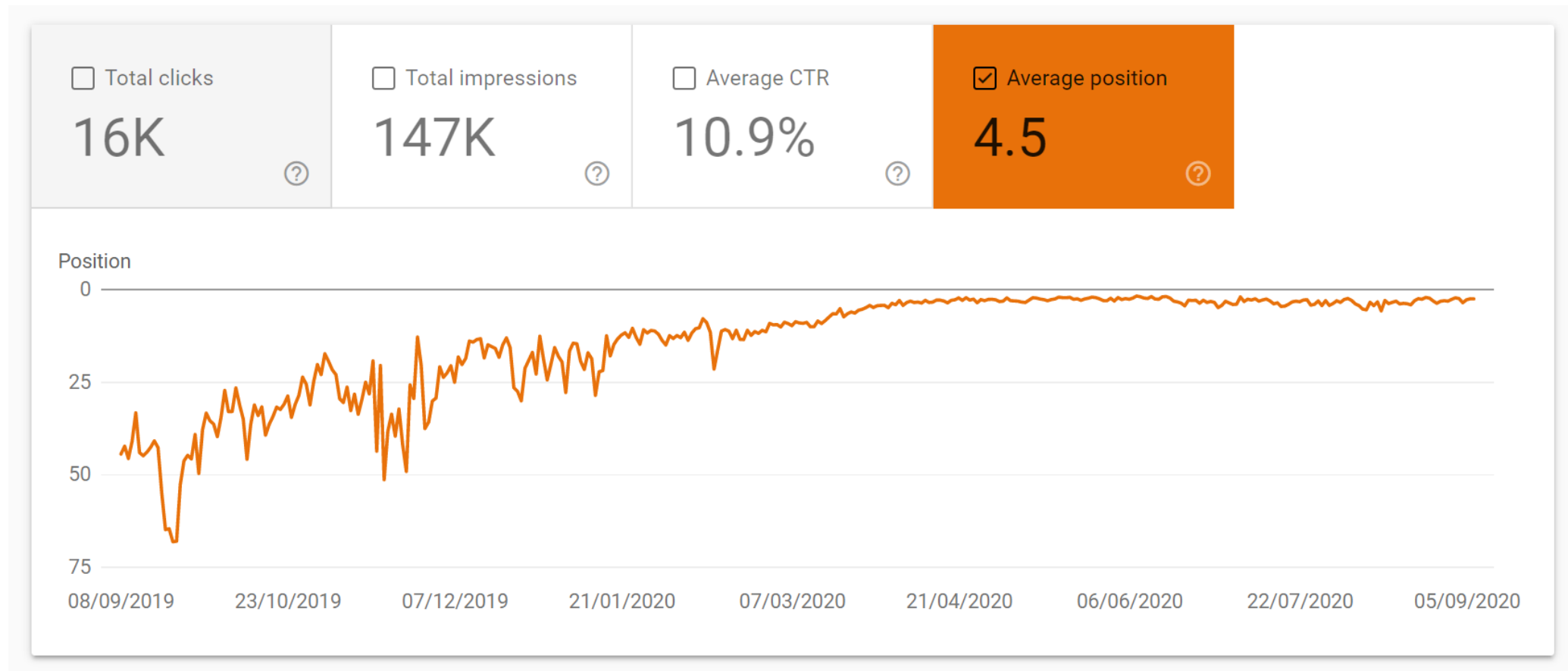
The changing SERP is reducing clicks



Position is forever changing in some SERPs



Use daily/weekly/monthly averages



Use Search Console to estimate traffic split

The screenshot displays the 'Performance on Search results' interface in Google Search Console. At the top, there are filters for 'Search type: Web' and 'Date: Last 16 months', along with a '+ NEW' button and a 'Last updated: 97 hours ago' timestamp. Below this, a summary row shows four metrics: 'Total clicks' (2.82M), 'Total impressions' (69.1M), 'Average CTR' (4.1%), and 'Average position' (20.6). The 'Average position' metric is highlighted in a brown box. A line chart below the metrics shows the 'Average position' over time, with the y-axis labeled 'Position' ranging from 0 to 30 and the x-axis showing dates from 13/05/2020 to 09/09/2020. A 'Query' dialog box is open in the foreground, with 'FILTER' selected. It contains a dropdown menu set to 'Queries containing' and a text input field with the placeholder '[brand name]'. At the bottom of the dialog are 'CANCEL' and 'APPLY' buttons. The background interface also shows tabs for 'QUERIES', 'PAGES', 'COUNTRIES', 'DEVICES', 'SEARCH APPEARANCE', and 'DATES'.

Capture variations of brand searches

Brand example: JD Sports

Search query

Jd

Jd sports

Jdsports

Jd sports

Jd shop



Query

FILTER COMPARE

Queries containing

jd

CANCEL APPLY

Apply the percentage split to actual figures

Type	Clicks	Percentage split
Total	100,000	100%
Brand	30,000	30%
Other / Non-Brand	70,000	70%

Apply this percentage split to your actual organic traffic figures from GA.

Why it's important to split out traffic

Type	2019 (Visits)	2020 (% change)	2020 (Actual)
Brand	100,000	50%	150,000
Non-brand	100,000	-20%	80,000
Total	200,000	15%	230,000

How to estimate non-brand organic revenue

PPC DATA



NON-BRAND VISITS

Estimated non-brand visits after percentage split is applied to actual figures.



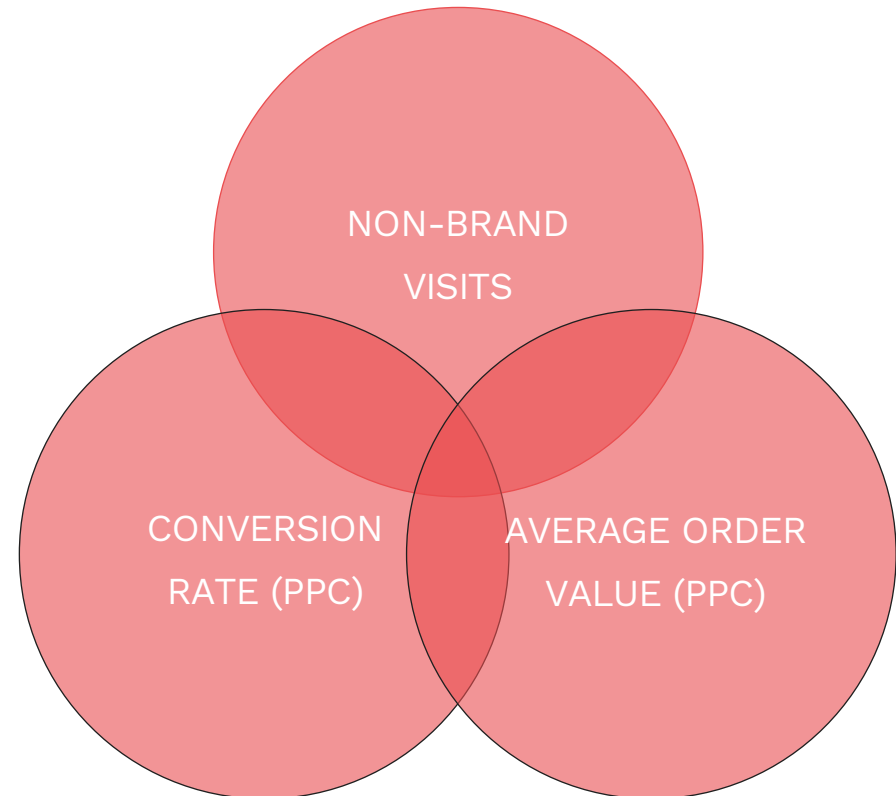
CONVERSION RATE

Average conversion rate of PPC generic/non-brand campaigns.



AVERAGE ORDER VALUE

Average order value of PPC generic/non-brand campaigns.



How to estimate non-brand organic revenue

Non-brand visits	Conversion rate	Average order value	Estimated non-brand revenue
100,000	1.80%	£70	£126,000

How to forecast non-brand growth

It is important to segment your target keywords into categories to understand the **opportunity** and the competitive landscape.

Project growth by product/service category

Example: Sports retailer

Category	Current share	Projected share	% Change
Loungewear	20%	30%	+50%
Running	30%	40%	+33%
Football	30%	40%	+33%
Accessories	10%	15%	+50%
Footwear	50%	55%	+10%
Etc.			

This will give the overall growth figure

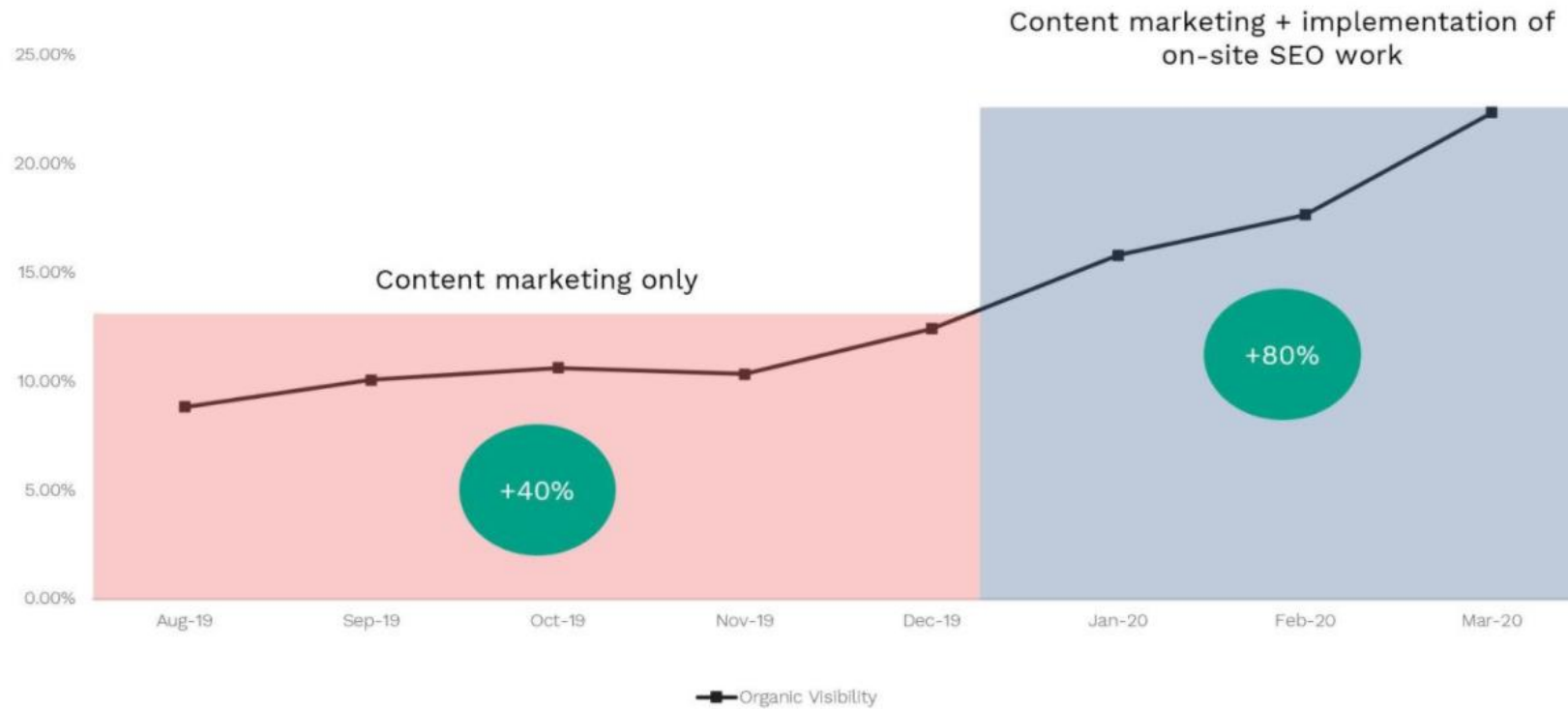


KEY CONSIDERATIONS

- Market conditions – who's winning and why?
- Market growth – use keyword tools to understand trends
- Historical performance – has the brand ranked well previously for the product category?
- Focuses – what are the business's priorities and how does that feed into other market activity

SEO activity in isolation can drive good results, but when all aspects of your SEO activity are working together, **great results** can be achieved.

The impact of a well-rounded SEO strategy



Developing a navigation & site structure

The screenshot shows the Thortful website interface. At the top left is the logo 'thortful.' with a heart icon and the tagline 'Always send the perfect card'. To the right is a search bar labeled 'Search cards' with a magnifying glass icon. Further right are icons for user profile 'JJ', 'Reminders', 'Saved', and 'Basket'. Below the search bar is a horizontal navigation menu with categories: 'Birthday' (highlighted in orange), 'Anniversary', 'Send A Smile', 'Seasonal', 'All Occasions', 'Card Gifts', and 'Our Creators'. On the far right of this menu is a 'Get £5 Off' offer. The main content area is divided into four columns: 'STYLES', 'RECIPIENT', 'AGE', and 'POPULAR SEARCHES'. The 'STYLES' column lists: Funny, Rude, Cheeky, Cute, Traditional, Belated, Photo Cards, and All Birthday Cards. The 'RECIPIENT' column lists: For Him, For Her, For Dad, For Mum, For Brother, For Sister, For Grandad, For Grandma, For Boyfriend, For Girlfriend, For Husband, For Wife, For Son, For Daughter, and For Friend. The 'AGE' column lists: For Kids, For Boys, For Girls, 1st Birthday, 18th Birthday, 21st Birthday, 30th Birthday, 40th Birthday, 50th Birthday, 60th Birthday, 70th Birthday, 80th Birthday, 90th Birthday, and 100th birthday. The 'POPULAR SEARCHES' column lists: Cats, Dogs, Gay, Gavin & Stacey, Peaky Blinders, Brooklyn 99, Stranger Things, Vegan, Golf, Donald Trump, Boris Johnson, Tiger King, Football, Cycling, Yoga, and Isolation. On the right side of the main content area is a promotional banner for '4 A5 cards for only £10!' with the subtext 'Send direct or to yourself'. The banner features a hand holding a stack of cards, including one with a 'TOP OF THE POPS' logo and a silhouette of a person.

thortful.
Always send the perfect card

Search cards

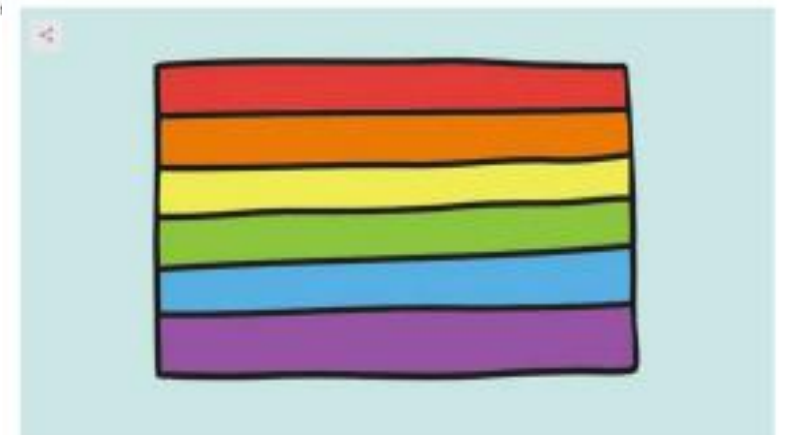
JJ Reminders Saved Basket

Birthday Anniversary Send A Smile Seasonal All Occasions Card Gifts Our Creators **Get £5 Off**

STYLES	RECIPIENT	AGE	POPULAR SEARCHES
Funny	For Him	For Kids	Cats
Rude	For Her	For Boys	Dogs
Cheeky	For Dad	For Girls	Gay
Cute	For Mum	1st Birthday	Gavin & Stacey
Traditional	For Brother	18th Birthday	Peaky Blinders
Belated	For Sister	21st Birthday	Brooklyn 99
Photo Cards	For Grandad	30th Birthday	Stranger Things
All Birthday Cards	For Grandma	40th Birthday	Vegan
	For Boyfriend	50th Birthday	Golf
	For Girlfriend	60th Birthday	Donald Trump
	For Husband	70th Birthday	Boris Johnson
	For Wife	80th Birthday	Tiger King
	For Son	90th Birthday	Football
	For Daughter	100th birthday	Cycling
	For Friend		Yoga
			Isolation

4 A5 cards for only £10!
Send direct or to yourself

How we used creative content to build links



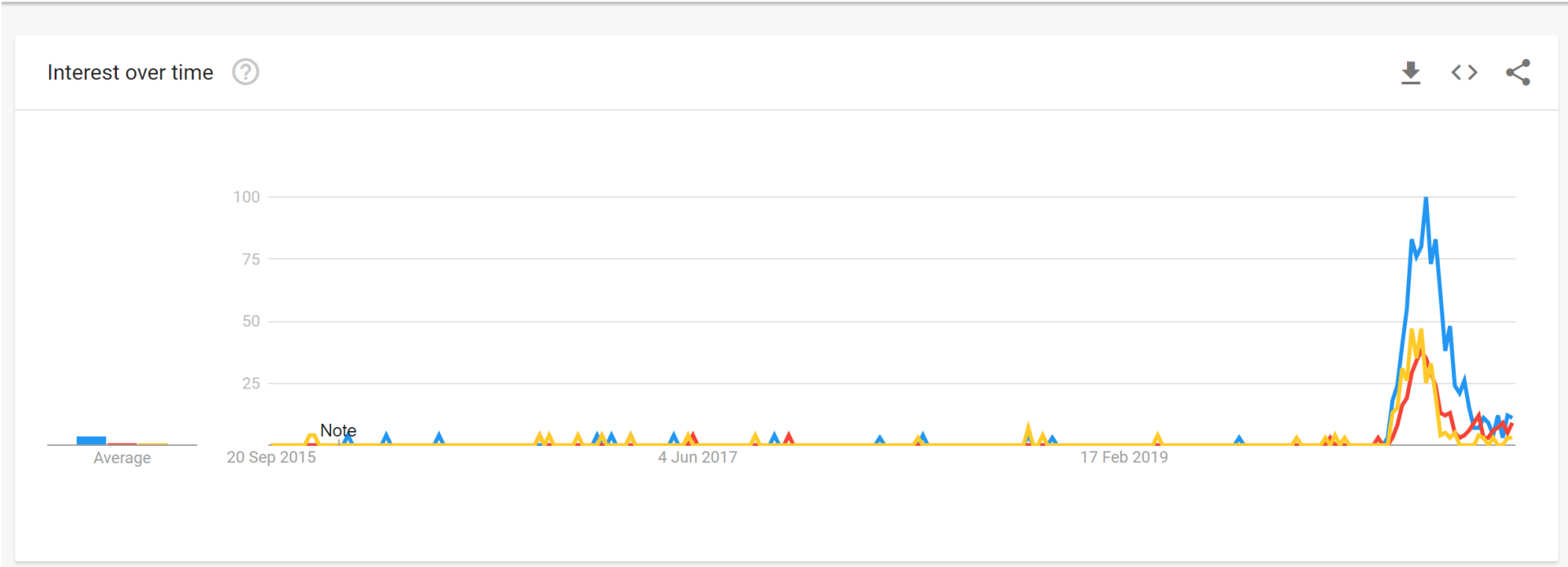
ART
Local artists create LGBTQ+ cards to celebrate all occasions

More than 500 links built in less than 12 months

Lockdown cards

● lockdown cards Search term ● quarantine cards Search term ● isolation cards Search term + Add comparison

United Kingdom ▼ Past 5 years ▼ All categories ▼ Web Search ▼



Reacting to popular trends



Search cards



Sign in

Reminders

Saved

Basket

Birthday Anniversary Send A Smile Seasonal All Occasions Card Gifts Our Creators

Get £5 Off

HOME / BIRTHDAY / LOCKDOWN / QUARANTINE CARDS

Lockdown, Quarantine & Isolation Birthday Cards 688 Cards

Guarantee smiles and laughter with our range of lockdown, quarantine and isolation birthday cards. If your loved one is spending their birthday in isolation this year, brighten their day with a card from thortful.

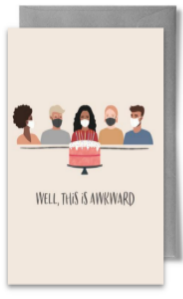
Occasions Gender Recipient Age group Style Popular Searches

Birthday lockdown quarantine

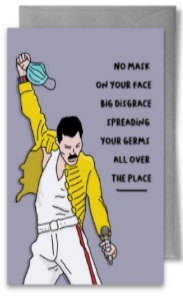
Rude cards? Yes No



£3.29+p&p
NotNiceThings



£3.29+p&p
Paper Jungle



£3.29+p&p
Cherry Belle



£3.29+p&p
katie illustrated



£3.29+p&p
Pottsy Prints



£3.29+p&p
NotNiceThings

Keyword	Ranking position
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Lockdown birthday cards 1

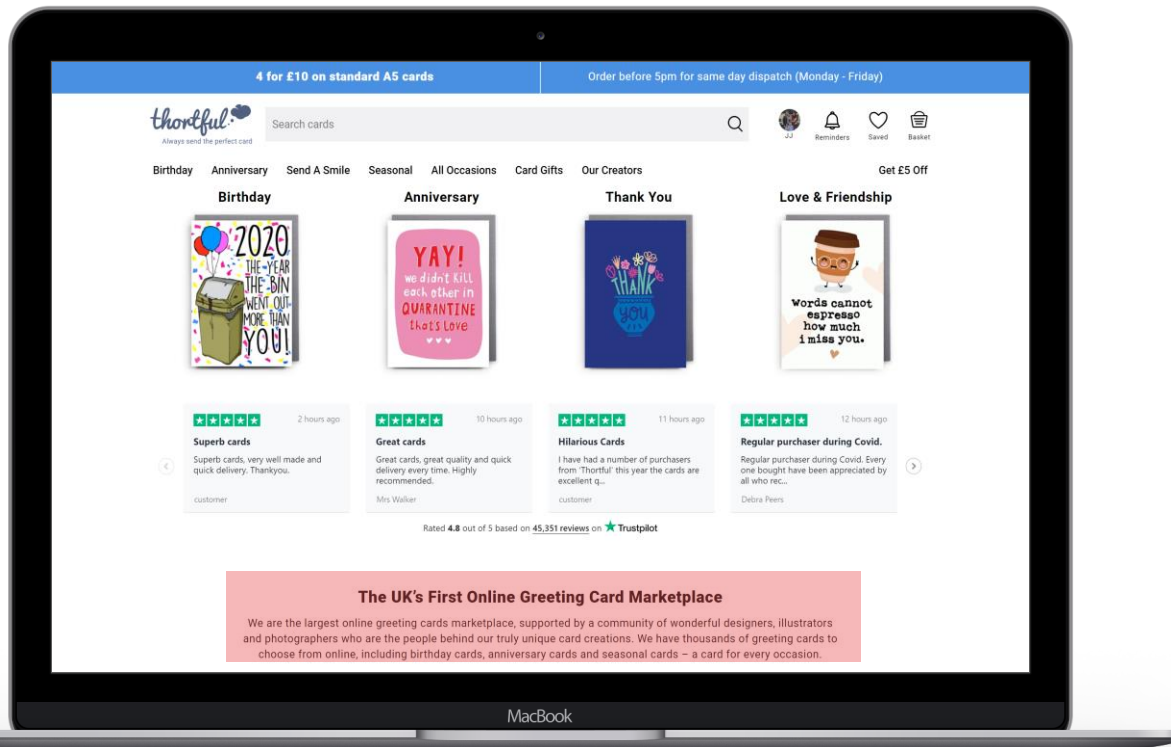
Quarantine birthday cards 1

Lockdown cards 1

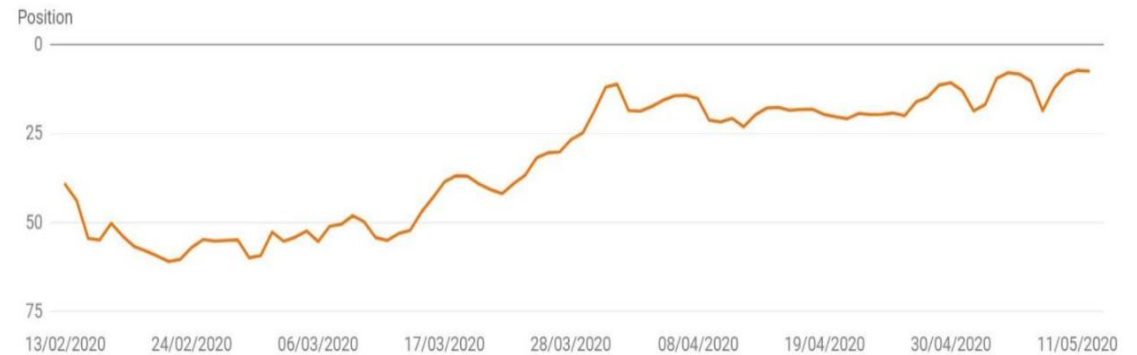
Isolation birthday cards 1

Quarantine cards 1

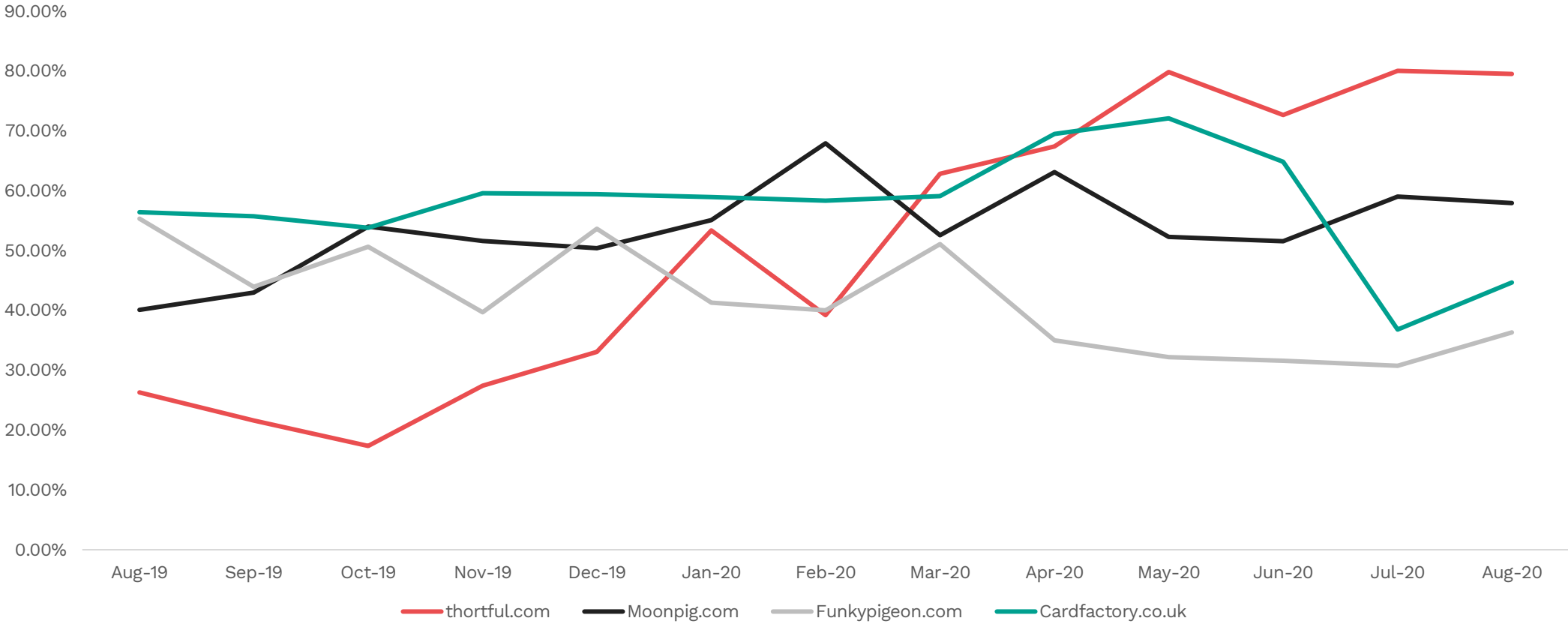
Small changes can go a long way



The average ranking position of their homepage (below) improved from 50+ to <5 by adding a short 'about' blurb to their homepage



Now the market leader for 'card' keywords



Key takeaways

REPORTING

Segment your target keywords into categories to understand the opportunity of each product or service category.

TARGETING

Don't forget about the longtail opportunity but understand the importance and commercial impact of headline keywords.

FORECASTING

Use Search Console to understand traffic split. Apply PPC conversion data to non-brand visits to estimate non-brand revenue/conversions.

STRATEGY

Great results can be achieved when SEO is approached holistically. Get the basics right and adopt an 'always on' approach.



J J G R I C E - O R G A N I C P E R F O R M A N C E D I R E C T O R

Thank you.

connective3