

July 2023

Q2 2023 Review

Powered by Search



Agenda

1. PPC - Performance Summary
2. PPC - Insights & Opportunities
3. PPC - Next Quarter's Targets & Roadmap
4. SEO - Performance Summary
5. SEO - Insights & Opportunities
6. SEO - Next Quarter's Targets & Roadmap

Executive Summary

- In Q2, we generated **178 conversion events*** from paid media and SEO combined.
- We increased organic traffic by **22.7% QoQ**, with a 46% growth in clicks for non-branded keywords.

178

Conversion Events
+2.29% QoQ

27

Conversion Events Google
+28.57% QoQ

4,428

Organic Users
+22.7% QoQ (vs 3,608)

+46%

Non-branded organic
traffic

1



PPC

Where We Are At (PPC)

Q2 Goal: 25 Conversion Events* on Google;
31 Contact Events on LinkedIn

- We **hit & surpassed** our Q2 forecasted goals.
- Achieved **28.57% growth QoQ** in the number of conversion events from Google Ads.

27

Conversion Events Google
108% achieved

36

Contact Events LinkedIn
116% achieved

Q2 Wins - LinkedIn

36

Contact Events LinkedIn
116% achieved

30

Qualified Leads
83.3% work email addresses

We **achieved 116%** of our forecasted target from **LinkedIn Ads**. Out of the 36 leads, **30** of them were **qualified**.

This was accomplished by implementing new campaigns, continuously optimizing the account, pausing underperforming ad creatives, testing multiple audience segments, and more.

Q2 Wins - Google

27 Conversion Events Google
+28.57% QoQ

-20.36% Cost/Conversion

+32.67% Search Impression Share

-4.75% Avg. CPCs

+29.1% CTR

+19.6% Conversion Rate

- We **achieved 108%** of our forecasted target from **Google ads** with a **28.57% increase** in the number of **conversion events QoQ**.
 - This has been the **best quarter** for us in **2023** with other key ad metrics improving as well.
 - This was a result of ongoing optimizations that helped improve the account's performance.

Q2 Challenges

- Although we achieved our forecasted goals along with increasing the lead quality, the number of contact events decreased by 25% QoQ from LI ads. Two major factors:
 - The type of campaign we run along with its timing, BU and audience size played the biggest role.
 - We have had multiple account holds (~21 days so far) on LinkedIn → from 8th April to 20th April; 25th May to 29th May; and 15th June to 18th June. This negatively impacted campaign performance by reducing the run time and learnings that could have driven more leads.

Q2 Challenges

- We have noticed that our best-performing campaigns on LinkedIn get fatigued in 2-3 weeks because we serve a smaller audience set. Two solutions we would be implementing:
 - Sharing recommendations on the creative assets for the best performing campaigns
 - Testing those campaigns in Google ads to find a wider audience and analyse its uplift, starting with "". (QQ - Did you get a chance to implement the [recommendations](#) for the LP?)



Opportunities

Discovery campaign, video ads & new initiatives

- Test Google discovery ads campaign by targeting the audience similar to LinkedIn with the objective of generating qualified leads, starting with "" (included it in the Q2 roadmap)
- Test the social proof video for the "" campaign.
- Leverage existing case studies/resources to launch new lead gen campaigns especially for "" business units.

PPC - Summary

- We hit & surpassed our Q2 forecasted goals - 116% achieved on LinkedIn and 108% achieved on Google.
- The quality of leads from LinkedIn is promising with 83.3% of them being qualified. Also, the key ad metrics data from Google improved making it the best quarter of 2023 (Search impression share +32.67%; CTR +29.10%; avg. CPCs -4.75%, conversion rate +19.60% and cost/conversion -20.36%).
- We have planned new initiatives to implement this quarter, with the primary one being testing video and discovery campaigns.

Next Quarter's Targets

Roadmap

[Q3'23 Roadmap Link](#)

- **Milestone 1:** Increase # of Contact Events by 10% QoQ on Google Ads & Bing Ads
- **Milestone 2:** Increase # of Contact Events by 10% QoQ on LinkedIn Ads
- **Milestone 3:** Plan & Implement New Initiatives to grow # of leads by 5% additionally

Forecast

Q3 2023 Realistic Approach			
	Google	LinkedIn	Total
Spend			
Clicks			
Impressions			
CTR			
CPC			
Download Event			
Contact Event			
Added Revenue			
PBS LTV ROI			

2



SEO

Where We Are At (Organic)

- Achieved **9.5% growth QoQ** in the number of conversion events from Organic
- We increased organic traffic by **22.7% QoQ** by focusing on optimizing resources and commercial pages

115

Organic Conversion Events
+9.5% QoQ (vs 105)

4,428

Organic Users
+22.7% QoQ (vs 3,608)

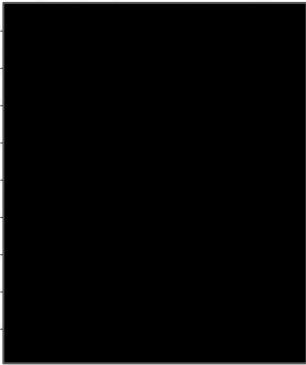
+46%

Non-branded organic
traffic

SEO Win: Non-Branded Organic performance over the past quarter

Non-Branded Keywords QoQ

We increased organic traffic by **45.9%** for **Non-Branded keywords**, compared to last quarter.

Non-Branded Keywords	Clicks ▾	% Δ	Impressions	% Δ
	226	380.9% ↑	3,085	260.4% ↑
	51	18.6% ↑	836	27.4% ↑
	34	112.5% ↑	1,342	-10.1% ↓
	26	-25.7% ↓	5,212	-20.0% ↓
	19	58.3% ↑	400	-15.6% ↓
	19	-	1,145	127.2% ↑
	16	60.0% ↑	1,586	-5.4% ↓
	16	6.7% ↑	167	16.8% ↑
	15	25.0% ↑	2,073	8.8% ↑
	11	37.5% ↑	830	104.4% ↑
Grand total	690	45.9% ↑	180,361	-7.8% ↓

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SEO Win: Increased BU Organic Traffic

We increased organic visibility by 20.4% and traffic by 16.8% for "" Solutions Pages, compared to last quarter.

This is one of the business units that should be prioritized according to "" guidelines in our last QBR.

Page	Clicks ▾	% Δ	Impressions	% Δ
	138	50.0% ↑	34,798	29.5% ↑
	71	-2.7% ↓	1,717	-27.5% ↓
	25	13.6% ↑	1,386	-28.4% ↓
	13	116.7% ↑	622	180.2% ↑
	4	300.0% ↑	175	22.4% ↑
Grand total	257	16.8% ↑	39,453	20.4% ↑

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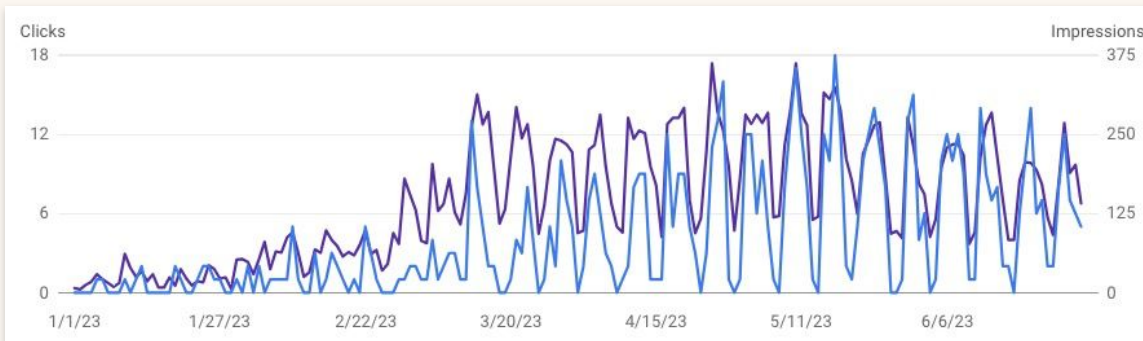
SEO Win: Organic traffic for Resources Pages

Resources Pages organic performance

We continue to improve our organic visibility and traffic for **resources pages**. We increased **organic traffic by 3x** compared to the previous quarter, with a particular highlight on the "" implementation guide.

Page	Clicks ▾	% Δ	Impressions	% Δ
	488	430.4% ↑	9,822	213.6% ↑
	24	-	539	-
	11	37.5% ↑	841	221.0% ↑
	6	0.0%	464	-7.8% ↓
	6	100.0% ↑	822	90.3% ↑
	5	400.0% ↑	85	80.9% ↑
	5	150.0% ↑	246	720.0% ↑
Grand total	578	318.8% ↑	17,869	123.6% ↑

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SEO Win: Keyword footprint

Top Organic Positions

We increased top organic positions by 29% worldwide compared to last quarter. Among these positions are relevant search intents such as " " with Client ranking in the first position of the SERP.



What we did and why

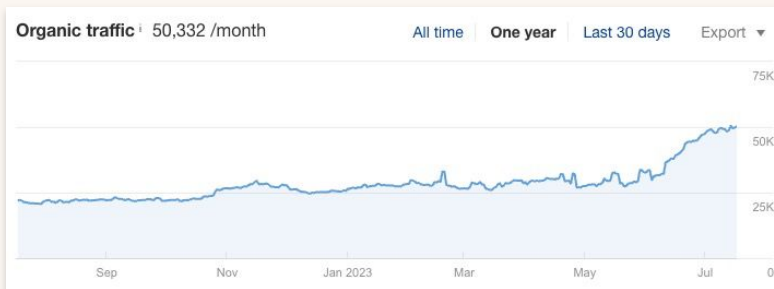
- Optimized existing Commercial Pages and Blog posts
 - **Increase website topical authority and Improve indexation**
- Created Internal Links to new and updated Commercial Pages and Blog Posts
 - **Improve indexation and overall conversion rating**
- Implemented PBS' Blog Optimization Playbook
 - **Improve indexation and overall conversion rating**
- Optimized Content Assets for Featured Snippets
 - **Increase website topical authority and Improve indexation**

Competitors Comparative Data

"" has seen a 75% increase in organic traffic over the past 2 months. Some of the pages that are performing well also target search intents related to BUs such as "" and "".

We have opportunities to cover this gap by creating specific and relevant content on these topics.

- [Content Gap](#)



URL	Status	Traffic	Change
		9,011 80.7%	+2.8K
		46 0.4%	+5
		414 3.7%	+64
		67 0.6%	+38
		325 2.9%	+266
		48 <0.1%	+7
		968 8.7%	+66

Organic Opportunities

- Explore video SERP features by repurposing existing content (webinars) through our YouTube Channel to increase visibility.
 - We have opportunities to increase our visibility in search results by optimizing our content assets for [SERP features](#).
- Align new content calendar to cover [content gaps](#) compared to competitors.
- As we prioritize specific Business Units, we are gaining more clarity on key terms and organic competitors. For example, we are discovering new players like "" that are performing well for ""
- Improve contextual CTAs in the top performing content

Organic Challenges

- Diversify sources of relevant non-branded traffic, in addition to targeting ""-related search intent.
- Map content assets (editorial, case studies, resources, guides) to pain points and search volume to do the correct optimizations (search vs sales enablement) and also avoid cannibalization.
- Prioritization of the correct BUs according to the business priorities (new strategies).

Next Quarter's SEO Roadmap

- **Milestone 1:** Increase non-branded organic traffic
 - BOFU keywords
 - Articles (News) and Resources Pages
- **Milestone 2:** Increase topical authority
 - Create/Optimize content based on Competitors Content Gap
 - Rank for relevant SERP features (Featured Snippets, People Also Ask, Video Carousels, etc.)
- **Milestone 3:** Improve conversion rate by optimizing CTAs

Thank You