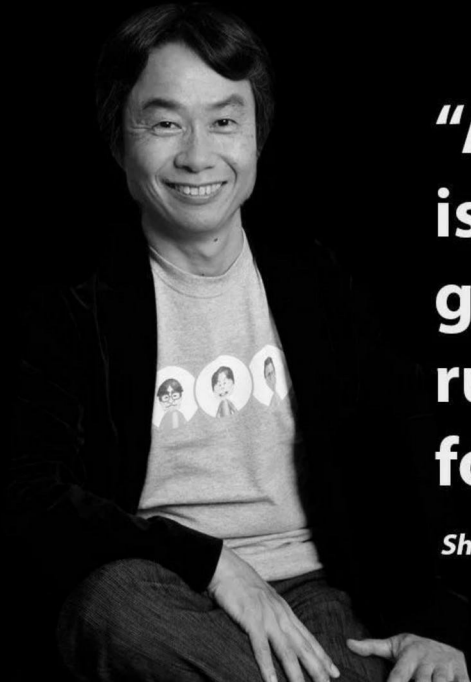


Directive,

(Client)

# SEO Dominance in 2024-2025

Gong Recording



**“A delayed game  
is eventually  
good, but a  
rushed game is  
forever bad.”**

*Shigeru Miyamoto*

# What Worked?

# What Worked?

## Technical

From broken links and site speed reccs, to footers, headers, and more, we've helped give (Client) the technical facelift it deserved over the past year.

The work here isn't quite done, as the sheer volume of our content (new and old) means that requires constant monitoring and guidance is required.

## Content

Speaking of content, we did more keyword research and provided more content recommendations than just about any other client in our portfolio.

With an ever-moving target of new builds, tiers, and items, we've stayed ahead of the competition with cutting-edge SEO.

## User Experience

Google has made it clear that your site needs to work for people first. So our focus on mobile optimizations, heatmap analysis, and other elements of the user journey has had a positive impact on the website.

As we think about tech/tool expansion, we need to keep UE at the top of the focus list to ensure we don't crush ourselves under the weight of our own ambition.

# We Grew Traffic In The Face Of Volatile SERPs

Google has made many changes to the SERPs over the past year, causing the real estate on the SERPs to shrink in material ways. Despite this trend, we continue to improve our average position, earning more visibility and more clicks.

Due to our consistent publishing (and republishing) of content, as well as meta improvements across the site, we ensured that we would be discoverable for a whole host of content that we just weren't discoverable for a year ago.

2024 vs 2023: April - June			
<div><input checked="" type="checkbox"/> Total clicks</div> <div>36.4M —</div> <div>Last 3 months (2024)</div> <div>31M ---</div> <div>Last 3 months (2023)</div> <div>?</div>	<div><input checked="" type="checkbox"/> Total impressions</div> <div>298M —</div> <div>Last 3 months (2024)</div> <div>194M ---</div> <div>Last 3 months (2023)</div> <div>?</div>	<div><input checked="" type="checkbox"/> Average CTR</div> <div>12.2% —</div> <div>Last 3 months (2024)</div> <div>16% ---</div> <div>Last 3 months (2023)</div> <div>?</div>	<div><input checked="" type="checkbox"/> Average position</div> <div>6.3 —</div> <div>Last 3 months (2024)</div> <div>6.9 ---</div> <div>Last 3 months (2023)</div> <div>?</div>

# SoD Belongs to (Client)

Capitalizing on SoD's success quickly led to massive gains in organic visibility. Runes content was our greatest success and has continued to improve as we've implemented UX and SEO recommendations.

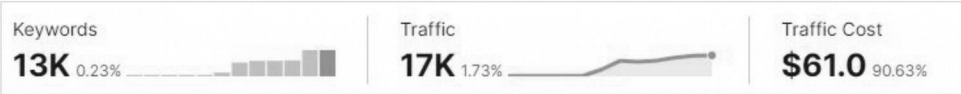
## (Client)



## (Competitor)



## Icy Veins

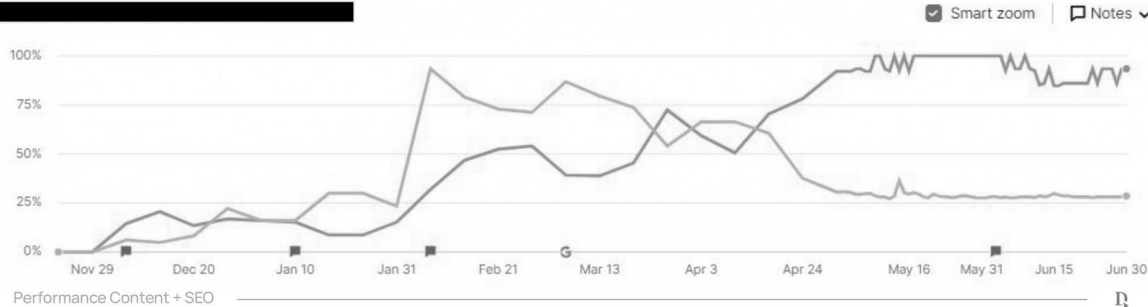


NOTE: "SoD" Keywords

# (Competitor)'s House Of Cards Collapsed

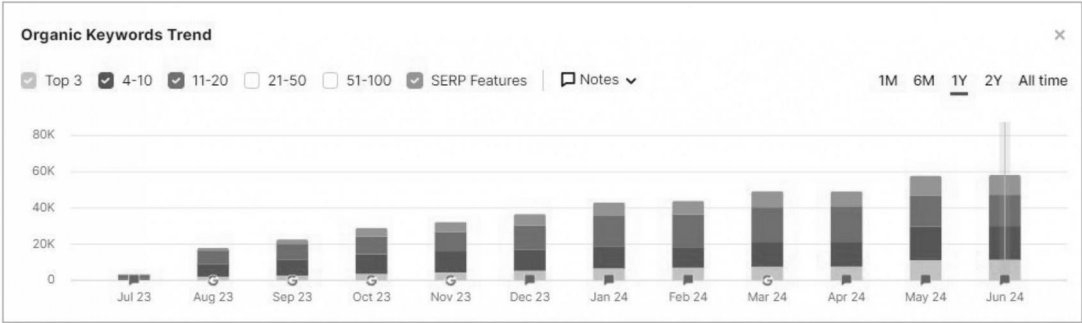
(Competitor) shot up the “Season of Discovery” SERPs quickly with what appears to be scraped or AI-generated content. As expected, users began to interact with the content put forth by various competitors, and ours was rewarded with top placement in the SERPs.

We ran our own race and ultimately beat them, something we will do for any new contender moving forward.



# [Product] Dominance is Real and it's Spectacular

As [Product] has matured (and our content with it), we've gained top spots and SERP features (mostly sitelinks) for world bosses, timers, and database items. We continue to struggle against the competition, however, in more broad build searches, but we have a plan for that! For a domain that didn't rank for much a year ago to nearly 13,000 Top 3 keywords (driving a quarter million people a month alone) is impressive.



# [Product] Content Strategy Made Us Popularity-proof

As with all product, initial hype (and search volume) begins to decline as time goes on, but our commitment to the game has given us *growth* while the monthly search volume has *declined*. We're dominating so many aspects of the [product] that we were able to cast a wider net while the game fluctuates in popularity, which means that when a Season gets really popular, we're primed to grab that traffic.

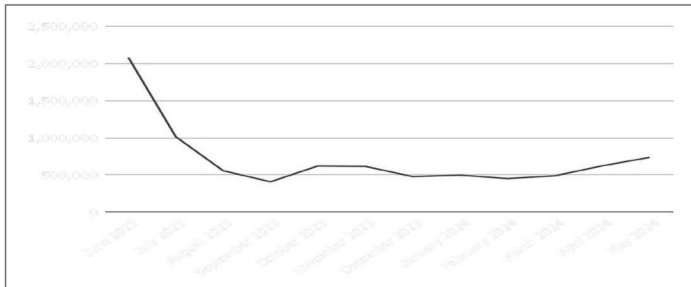
+25%

Organic sessions last 45 days

Vs. first 45 days following launch

4.9MM '24 vs. 4MM '23

Monthly searches for [product] content's top 10k queries



# How Do We Win And Keep Winning?

# Goal: Cement (Client) as the #1 resource for hardcore gamers.

## Four-Point Strategy

1. Develop proactive measures to ensure we're never caught off guard when those critical keywords slip.
2. Create content of all types to strengthen revenue-driving keywords and establish new sales channels.
3. Stay ahead of the SEO game to ensure we're never punished by Google or missing out on a new SERP ranking feature.
4. Constantly AB testing meta titles and descriptions to increase CTR in an ever-changing SERP.

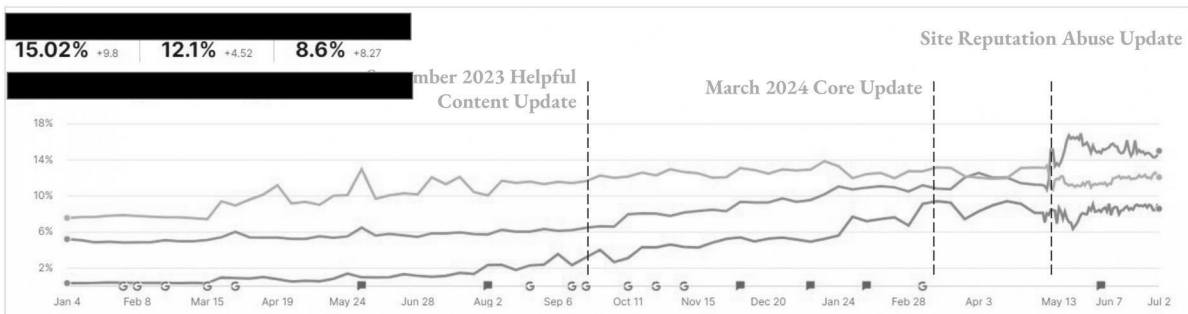
Point #1

# Wearing The Crown While Adding More Jewels

# Here Comes A New Challenger: Reddit

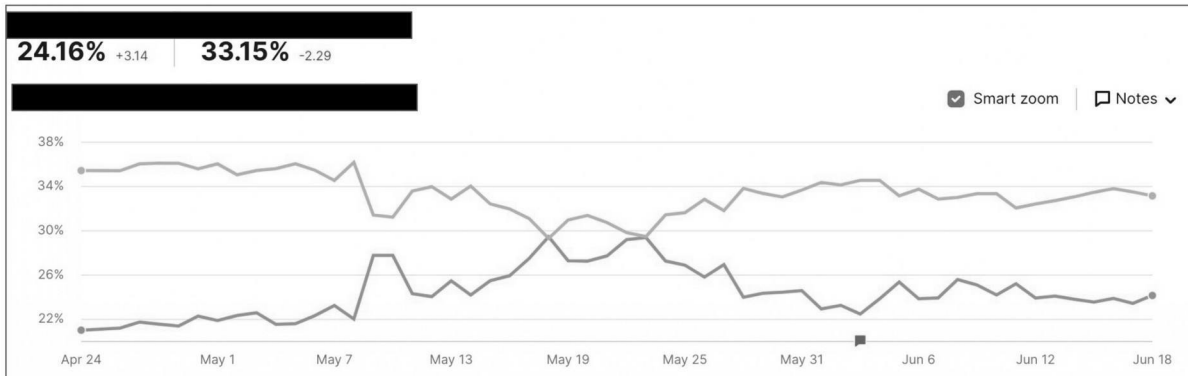
The March 2024 Google update significantly boosted Reddit's visibility in search results, likely due to the platform's user-generated content aligning with Google's new emphasis on authentic, experience-based information.

As you can see, this coincided with a series of updates Google made focused on quality, which saw us rise to the top of the charts ahead of both the typical competitors and the emerging ones.



# One Trick Ponies Are Here To Stay

Despite numerous improvements to UX, structure, and keyword targeting throughout the year, we have yet to eclipse wow-professions.com for professions terms. That said, we've gained ground: #1 rankings for key terms show that it is, in fact, possible, but we have to think about Share of Voice in a more micro way in 2025, not as macro as we once did.



# Let's Revise Share of Voice Reporting Accordingly

We'd like to re-review and re-categorize every keyword that we care about on the domain. From there, we'd break it down in multiple ways:

- Game
- Expansion
- Season
- Direct Competitor
- Indirect Competitor
- Category

Goal: By slicing the Share of Voice into focused groups, we can ensure we're never caught off guard by smaller domains that specialize in something particular.

Tag	Keywords	Share of Voice	Diff
████████	708	23.009%	+3.34
██████████	626	31.131%	+2.847
██████████	240	6.121%	+2.047
██████	122	41.621%	+0.051
██████	113	28.005%	+5.743
██████	91	37.081%	+9.102

# Monthly Reporting That Catches Gaps

We'd like to rebuild our monthly reporting in a way that weights various factors (traffic, impressions, keyword losses, etc.) in order to quickly identify the "winback" opportunities the moment a month wraps up. By weighting based on both clicks lost and keyword shifts, we can catch the big shifts before they happen while also ensuring we're never down for long.

Page	Visits	Visits Change	Visits % Change	Est. Visits Share Change	CTR Change	Keywords Tracked % Change	W1 (Total Weight)	W2 (Adj Weight)
	20,478	-2,551	-11.08%	-25.77%	-0.15%	-2.74%	17	68
	31,850	-5,104	-13.81%	-29.22%	0.08%	-1.75%	12	48
	17,858	-5,284	-22.83%	-24.08%	-0.27%	5.41%	11	44
	81,263	5,662	7.49%	-27.75%	0.19%	6.56%	8	40
	6,609	172	2.67%	-26.72%	0.19%	-4.55%	13	39
	1,221	-315	-20.51%	-27.86%	-0.17%	-29.27%	17	34
	662	-229	-25.70%	-21.02%	0.21%	-21.05%	17	34
	9,142	-2,016	-18.07%	-25.26%	-0.93%	-1.52%	11	33
	3,428	-1,288	-27.31%	-27.05%	-0.27%	-0.28%	16	32
	1,100	-826	-42.89%	-20.72%	-0.57%	-25.00%	16	32
	1,557	-2,141	-57.90%	-25.78%	-2.87%	-0.59%	15	30
	1,341	-472	-26.03%	-20.40%	-0.01%	-33.33%	15	30
	1,180	-226	-16.07%	-25.35%	-0.28%	-33.33%	15	30
	756	-505	-40.05%	-28.47%	-0.06%	-0.23%	15	30
	1,340	-133	-9.03%	-31.17%	-0.49%	-23.08%	14	28
	1,108	-147	-11.71%	-27.90%	-2.54%	-25.00%	14	28
	599	-334	-35.80%	-26.29%	-0.03%	-0.57%	14	28
	9,295	-2,141	-18.72%	-25.12%	0.02%	0.57%	9	27
	5,411	84	1.58%	-24.25%	-0.49%	-0.22%	9	27
	2,292	-680	-22.88%	-29.10%	-1.06%	-9.52%	13	26
	2,039	-1,335	-39.57%	-25.30%	0.05%	-1.21%	13	26
	1,366	-432	-24.03%	-1.19%	-2.16%	-44.44%	13	26
	822	-89	-9.77%	-23.62%	-0.08%	-21.15%	13	26
	787	-587	-42.72%	-7.72%	0.23%	-17.65%	13	26
	514	-92	-15.18%	-23.41%	-0.47%	-14.29%	13	26
	4,886	-707	-12.64%	-24.20%	0.53%	-2.28%	12	24
	3,466	-735	-17.50%	-32.11%	-0.45%	-0.37%	12	24
	2,198	-269	-10.90%	-24.11%	0.02%	-14.58%	12	24
	1,723	-207	-10.73%	-24.39%	-0.46%	0.21%	12	24

## Point #2

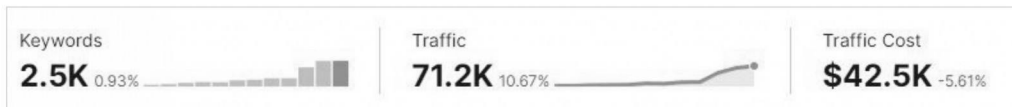
# Content Is Still King

# Content Opportunity #1: Diablo Builds

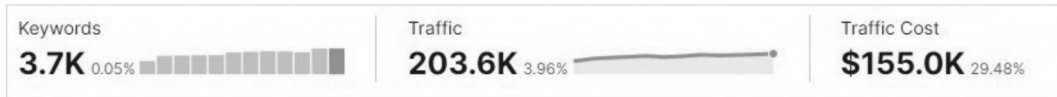
We've covered this a few times, but we have to stress the importance of the Build pages. We understand the technical dynamic at play, but if we cannot build a page that can rank for "class + build" from a canonical, anchor text, meta, and content perspective, we will lose the battle here. We're currently sending all of that traffic to /guides, which is shaky.

The user experience is great and our Guides are amazing, but there isn't another opportunity this large that directly takes traffic away from Icy Veins on the table. If we could have one SEO wish granted, it would be this one.

## (Client) - Top 3 "build" traffic




## Icy Veins - Top 3 "build" traffic



# Content Opportunity #2: Diablo Forums

We're missing out on conservatively 140k additional visits annually from "[product] forum" keywords alone simply by not having dedicated space for [product] in the (Client) forums.

Adding a section (instead of relegating [product] users to Off-Topic threads) is a relatively efficient way to capture more eyes from the community and build out the dedicated non-WoW user base. Right now our "blue tracker" is our only representation, losing to a year old Reddit post. We can win here!

TITLE ⓘ	
14 characters	
DESCRIPTION ⓘ	
53 characters	
URL ⓘ	
CANONICAL ⓘ	Not specified
META ROBOTS ⓘ	Not specified



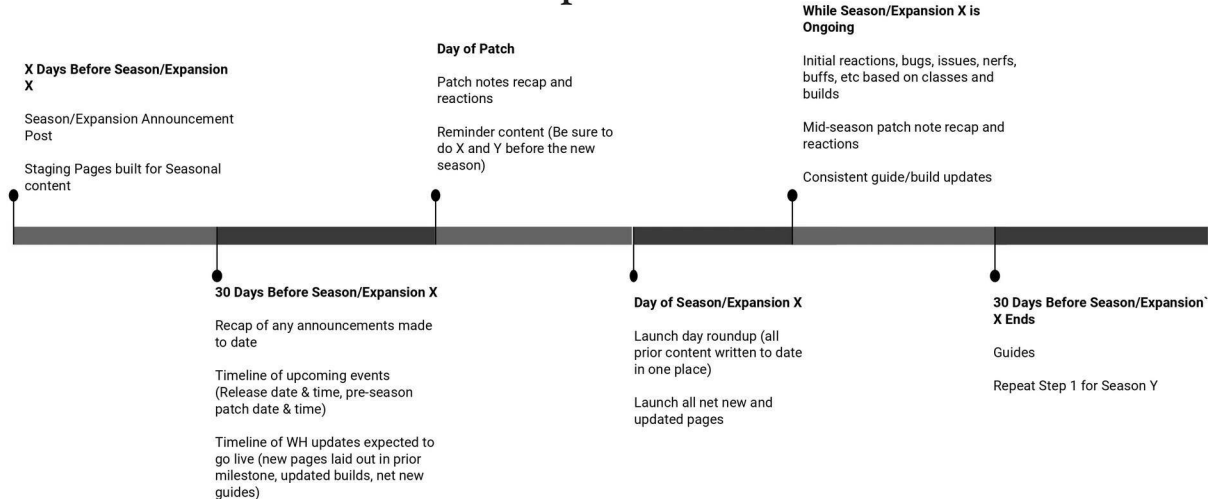
# Content Opportunity #3: [Product] Patch Notes

Create a stable [product] URL that houses all patch notes content. The SERP is just grabbing whoever has the best and newest article about the latest patch. We'll talk CTR later, but we have a sub-5% CTR for this 50k+ MSV keyword. Competitors all fight us for this spot and the pecking order changes with every patch.

Ironically, [Competitor 1] ranks #1 for a [target keyword] hub page for [category] notes, but [product] is up for grabs.



# Season/Patch Schedule Example



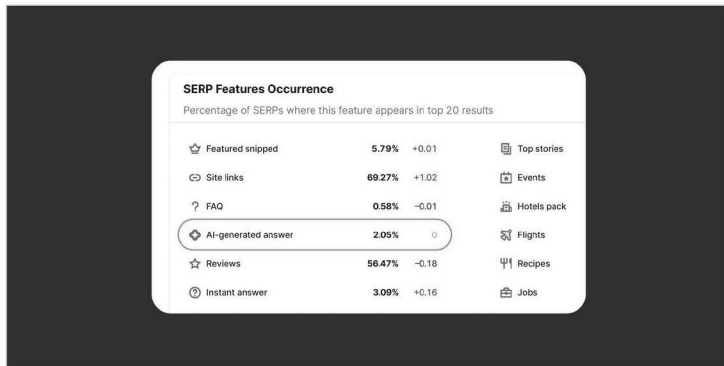
# Staying Ahead of The Game **Forever**

# Semrush and BrightEdge Are Playing Catch-Up

It's hard to blame them, but the vast majority of SEO tools used by the marketing community are far behind when it comes to reporting on and determining the impact AIO is having on our keyword rankings and organic performance.

The best we have are a set of tools from SEMRush and Brightedge:

- Semrush has added AIO as a "SERP Feature" that you track when reviewing ranked keywords
- BrightEdge is currently piloting a program that tracks a set number of keywords and identifies which are "at risk" of being impacted by AIO if they rank very high but aren't being referenced in the AIO result.



[Check out Semrush's announcement](#)

# Semrush Shows **Zero** Instances of AIO for Us

Featured snippet	18
Local pack	1
Hotels	0
Knowledge panel	32
AI Overview	0
Related searches	971

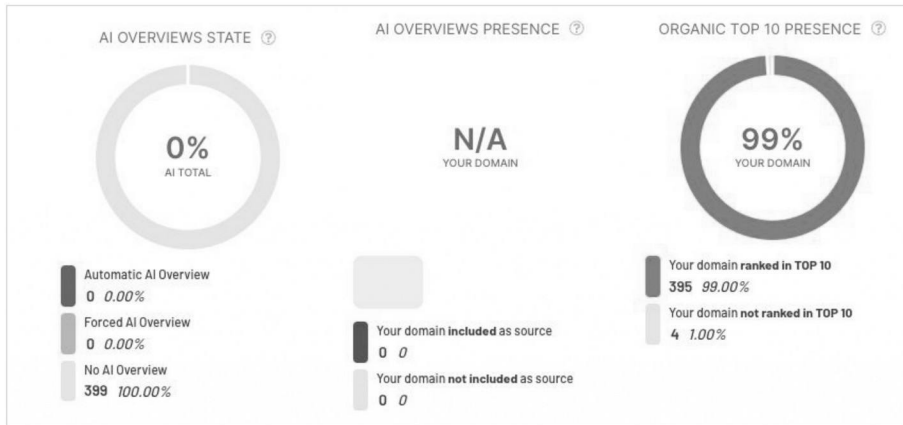


As mentioned, Semrush has added a new 'AI Overview' search feature to track both when these appear, and when (Client) is listed as a source within the AI Overview. Currently, none of our tracked keywords are showing an AI overview. This could stem from two primary areas:

- According to [Semrush Sensor](#), AI overviews only show up for 0.33% of queries on average. Still millions, but this is a much lower proportion than you would expect, and even less than its launch in early June.
- Our domain is not categorized as one of the topics that Google would deploy AIO for. That is a moving target and something that can change, but the litany of UGC-related SERP updates impact our SERPs more than AIO will for the time being.

# Are We Sure There are **No** Instances of AIO?

While it is unreasonable to assume there will never be AI overviews in our SERPs, the data supports that there are very few among our highest searched queries right now. But we need to monitor this to ensure we don't go from #1 to halfway down the page for our most critical keywords.

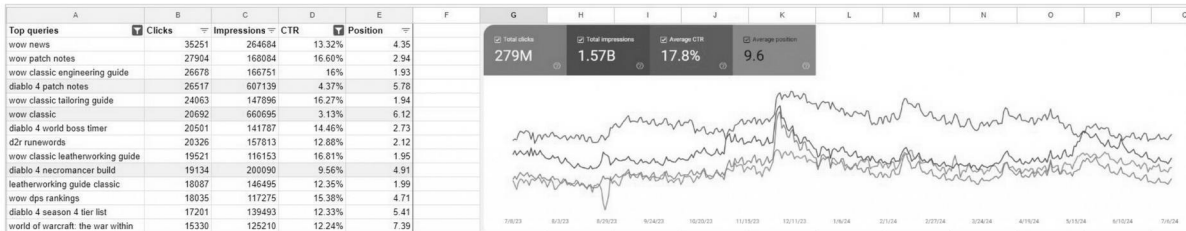


# CTR May Matter More Than Ever Before

With SERP space becoming scarcer and AIO overviews potentially stealing both insights & traffic, we may have to treat every organic impression as an "at-bat" in a way we haven't before.

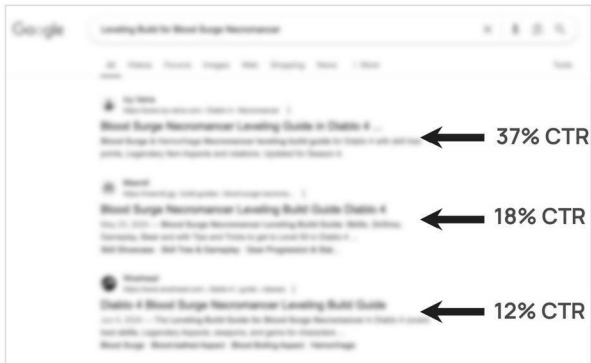
Essentially, much like an ad in a competitive auction, ensuring your Page Title and Description are compelling enough to generate a click are going to be key to staying alive in the ever-changing Organic channel moving forward.

Here we have an exercise where we look at our most valuable keywords and determine if they are above or below our average CTR. Those below get description rewrites (or AB tests) to see if we can drive more traffic using a simple and consistent lever that is less about making Google happy and more about making a human take an action.



# Stay Testing or Stay **Dying**

# Maximizing CTR In Competitive Spaces



There are a number of build pages that rank in the top 5, with opportunities to increase our CTR and traffic.

A lot of these have some opportunities:

Many meta descriptions are too long, often being cut off by the date of the post.

Many meta descriptions fail to focus on unique information users may be seeking. (e.g. Class-specific mechanics on leveling builds)

Page titles often focus on the game first, guide second which is inconsistent from competition as shown here.

By making our link look more attractive than the others on Google's top ten, we can pull more searchers to click on our pages - just as PPC advertisers do.

# Testing Titles and Descriptions

Hypothesis	Test URL	Current Title	Tested Title	Current Meta Description	Tested Meta Description

Instead of fully rewriting every meta, we can utilize SEO Scout to test a variety of new page titles and descriptions to see if the changes increase our CTR. Then we use that data to suggest rewrites. This is something that the competition *doesn't* have access to.

# Implement Winning Variations



A - Original "Control" Metadata

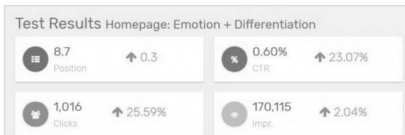


B - Variant Metadata



SEO Scout allows us to compare Google Search Console data prior to and after any change we make, and by utilizing a javascript pixel and their CDN we can make all changes within SEO Scout itself.

We can analyze a variety of metrics to determine which variation generates more engagement. Other metrics like average position and total impressions/clicks can give us a better picture of why.



# What Else Can We Do?

# Go From Friends To Partners With Streamers

Revshare, exclusive content/access, paid subs...the carrot on the stick can be so many things, but you have such a following and respect in the community that you could easily get in touch with popular streamers and content creators that share their screen and show off your hard work.

Imagine adding video content to each tool, build, and guide, "sponsored" or co-signed by a name in the community, walking people through your tool. That's next-level user experience.

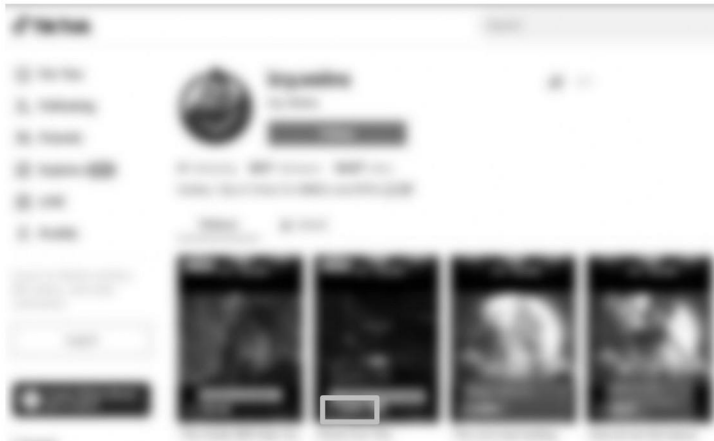


# It's 2024. You Gotta TikTok.

It's been great to see our video content expand this year, but YouTube is quickly becoming the place your grandpa goes to watch videos.

[Competitor] has figured it out and are amassing some wild numbers for some fairly straightforward content - guide overviews, mainly.

TikTok is *also* starting to show up in SERPs more than usual these days, so it also protects us from a further SERP development that includes more social channels that we need to have a presence on ASAP.



Directive,

Let's Keep Crushing It  
In 2024 and Beyond!