

2024 ↑ 2025

Directive,

Annual Business Review

August 2024

[client]

Table of Contents & Glossary

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NSM = North Star Metric

CTR = Click-through Rate

CRO = Conversion Rate Optimization

KPO = Key Performance Opportunity

CWV = Core Web Vitals

DR = Domain Rating

SERP = Search Engine Results Page

PAA = People Also Ask

GSC = Google Search Console

RD = Referring Domains

Executive Summary



We outperformed our year 3 North Star Metrics (NSM) for both sessions and form fills.

September 2023 - July 2024

SEO Objectives	Target	Progress Bar	Percentage (%)	Sep. '23 - Jul. '24
Sessions	125,417	<div></div>	111.30%	139,590
Form Fills	256	<div></div>	139.87%	358

+11.3%

NSM Organic Sessions

125,417 vs. 139,590

+39.9%

NSM Organic Demo Request

256 vs. 358

Source: NSM Data

Year over year growth is promising, but we have work to do down funnel in the coming months.

Period Over Period Differences			
	Sep. '22 - Jul. '23	Sep. '23 - Jul. '24	PoP Growth
Sessions	114,015	139,590	22.43%
Form Fills	237	358	51.05%
CR	0.21%	0.26%	23.38%

+22%

YoY Organic Sessions

114,015 vs. 139,590

+51%

YoY Organic Demo Request

237 vs. 358

+23%

YoY Conversion Rate

0.21 vs. 0.26%

Source: YoY Data

(Client) had the largest growth in non-brand traffic compared to competitors at a 440% increase YoY.



Source: SEMRush

Branded queries were the #1 contributor to competitor traffic share loss over the past year.

Top queries	2020 10/16/20 - 1/15/21	2020 10/16/20 - 1/15/21	% Change
XXXXXX-branded	25,100	42,100	-40.4%
XXXXXX-branded login	17,000	32,000	-46.9%
XXXXXX-branded	9,000	15,000	-40.0%
XXXXXX-branded login	11,000	19,000	-42.1%
XXXXXX-branded vendor login	1,000	2,000	-50.0%
XXXXXX-branded login in	400	1,000	-60.0%
login XXXXXX-branded	300	1,000	-70.0%

According to GSC, **93% of the lost clicks we saw were related to branded queries** (including 'fixbook' queries) looking at the last 8 months compared to the previous period.

The *top 27* queries that saw the greatest decline in clicks were all branded queries.

Top queries	2020 10/16/20 - 1/15/21	2020 10/16/20 - 1/15/21	% Change
https://applemanager.sandboxXXXXXX.com/	0	10,000	-10.0%
https://applemanager.sandboxXXXXXX.com/	10,000	10,000	-0.0%
https://applemanager.sandboxXXXXXX.com/	1,000	1,000	-0.0%

Source: GSC Data

Year 4 Strategy

Year 4 Strategic Pillars

1. Improved Topical Authority Through TOFU Content

Establishing thought leadership and attracting a wider audience through informative and engaging top-of-the-funnel content will improve topical authority and search rankings.

Focusing on relevant clusters, like preventive maintenance, and continuing to build functional checklist articles will ensure we're attracting and engaging relevant users.

2. Increase Core Page Visibility & Conversion Rates

Optimizing core pages for relevant keywords and user intent will drive more qualified traffic and ultimately lead to higher conversion rates.

Driving additional traffic to these pages through on-page optimizations and Mutiny tests will be key for increasing the total conversions driven from the organic channel.

3. International Expansion to Drive Business Growth

Expanding online reach and attracting new customers globally by leveraging SEO best practices for international markets will drive sustainable business growth.

By focusing on top opportunity markets, like France, Italy, Germany, and the UK, we can efficiently allocate SEO resources to achieve maximum impact.

Increased TOFU Footprint

Non-brand clicks are up 564.4% in the last 12 months.

20,928

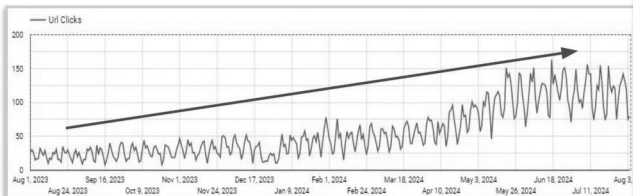
Non-Brand Clicks

+564.4%

139,108

Non-Brand Keywords

+157%



Query	Url Clicks +
smart building technology	498
how to check refrigerant level in ac	303
smart building technologies	290
facility management system	276
how to check ac refrigerant level	233
total maintenance checklist	162
electrical preventive maintenance checklist	162

Directive optimized pages generated 35K organic sessions over the last 12 months.

Directive worked on a total of 144 blog and glossary pages with the **goal of increasing non-brand traffic** through TOFU content. These pages **generated 34,077 organic sessions** and accounted for **38% of all non-brand traffic in the last 12 months**.

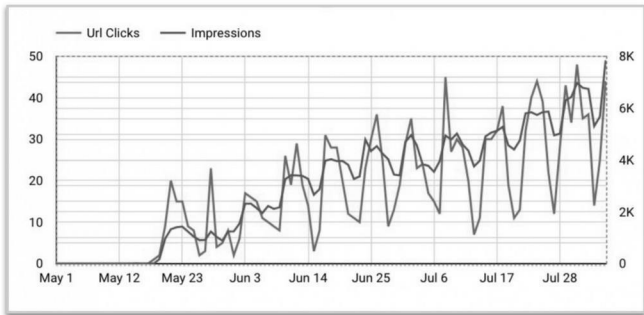
Sessions	New users	Non-Brand Clicks	Impressions	# of Keywords
35,635	28,488	8,031	2,858,256	33,541
↑ 2,591.5%	↑ 2,864.4%	↑ 13,746.6%	↑ 5,469.3%	↑ 4,997.4%

Page path	Sessions	New users
Blog/Electrical panel inspection checklist	1,209	1,201
Blog/Fire water heater preventative maintenance checklist	1,067	1,058
Blog/Fire complete restaurant preventative maintenance checklist	1,026	1,000
Blog/Air conditioner maintenance checklist	907	792
Blog/Electrical preventative maintenance checklist for facilities	888	880

Keyword	Position	Sessions	Impressions
How to inspect electrical panel	1	1	1,000
How to inspect electrical panel	1	1	1,000
How to inspect electrical panel	1	1	1,000
How to inspect electrical panel	1	1	1,000

Glossary pages generated 2,000 organic sessions in the last 3 months.

As part of the strategy to improve TOFU awareness, we worked with your team to create a glossary. In the **last 3 months**, we published **80 glossary posts** which resulted in **2,129 organic sessions** and **6,000 new topically relevant, non-brand, keywords**.



Query	Url Clicks	Impressions
session code	19	2,061
production volume	20	1,076
right hand tool	16	1,070
session code meaning	14	788
right hand tool quality assurance	10	288
what is session code	9	940
session codes	9	128

Checklist pages published in 2024 generated 2.6M impressions and over 800 PDF downloads.

In 2024, we **published 25 'checklist' pages** with the goal of improving TOFU traffic and creating a lead generation opportunity. These pages **generated 2.6M search impressions, 12k organic sessions, and 809 PDF downloads.**

Pages	Sessions	New users	Non-Brand Clicks	Impressions	# of Keywords
25	12,153	9,381	7,772	2,604,754	32,783
	‡ 202,450.0%	‡ 312,600.0%	‡ 12,236.5%	‡ 4,412.1%	‡ 4,253.7%

Page path	Sessions	New users
Along electrical panel inspection checklist	1,879	1,261
Along hot water heater preventative maintenance checklist	1,867	1,238
Along the complete restaurant preventative maintenance checklist	1,436	1,000
Along air conditioner maintenance checklist	957	719
Along electrical preventative maintenance checklist for facilities	885	685

PDF checklists are showing promising potential for lead generation with a 16% conversion rate.

Since we began tracking PDF downloads in February, there were a total of **809 PDF downloads** with a total **conversion rate of 16%** which is well above the average conversion rate of 3-5%. These PDFs present a **valuable lead generation opportunity**.

By integrating the checklists with your platform we can encourage users to sign up for a “demo” and get access to the checklist directly within (Client)’s platform.



The image shows a blurred screenshot of a table with four columns. The first column contains text labels, the second column contains numerical values, the third column contains numerical values, and the fourth column contains numerical values. The data is too blurry to read accurately.

Page Title and Content Type	Downloads	Conversion Rate	Conversion Count
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16
PDF Checklist: [illegible]	100	16%	16

Leverage checklists to introduce users to (Client)'s platform

By integrating maintenance checklists into your platform, (Client) can increase lead generation by encouraging demo sign-ups and showcase platform capabilities which could potentially lead to fuller adoption. These downloads can also help qualify leads for a more targeted sales follow-up.



GoFMX



Workable

Directive,

We will use AI to help create the remaining 196 checklist pages with 59k monthly search volume.

Based on our competitor research, there are still **196 checklist pages we can create with a total MSV of 58,960**. Since these checklists are purely informational **we can leverage GenAI to bulk create and upload these templates** to (Client)'s website.



Item 1	100	100
Item 2	100	100
Item 3	100	100
Item 4	100	100
Item 5	100	100
Item 6	100	100
Item 7	100	100
Item 8	100	100
Item 9	100	100
Item 10	100	100

+28,300

Increase in Annual Visitors

+4,532

Potential PDF downloads

Refreshing old content around key topics can generate an additional 1,500 monthly organic sessions.

Keywords	Last Month	All Time
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100

Current Position Volume

How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100
How to refresh old content around key topics	25 Nov 20	100

+18,000

Increase in Annual Visitors

Increasing Core Page Visibility & Conversion Rate

Heading optimizations & internal linking drove +59% increased impressions to Use Case pages, but did not result in meaningful traffic.

☒ Total clicks

527

12/6/23 - 8/5/24

608

4/6/23 - 12/5/23

—

?

☒ Total impressions

351K

12/6/23 - 8/5/24

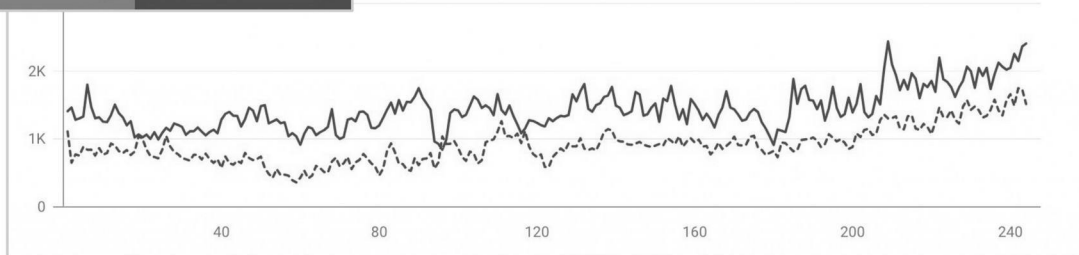
221K

4/6/23 - 12/5/23

—

?

We executed optimizing a handful of use cases page's heading structures and implemented an internal linking campaign, which led to improving the visibility of these pages in the SERPs. We did not see the increased visibility translate over to clicks.



Source: Google Search Console

Core page content is not aligned with user intent, which is why we're not driving more non-branded clicks. Optimizing on-page copy has the opportunity to drive +6,500 additional high-intent users monthly.

URL	Target KW	SC Position	SC Surfer Score	Surfer Score	Surfer Position	GoSoftware Score	GoSoftware Position
www.directivemx.com/enterprise-work-order-software	work order management software	not ranking	32	36	6	32	3
www.directivemx.com/enterprise-work-order-management	facility asset management software	not ranking	30				
www.directivemx.com/enterprise-work-order-software	preventive maintenance software	32	32	32	2		
www.directivemx.com/enterprise-work-order-software	maintenance inventory management software	not ranking	32	36	1		
www.directivemx.com/enterprise-work-order-software	predictor performance	1	30				
www.directivemx.com/enterprise-work-order-software	facility planning software	not ranking	36	36	6		
www.directivemx.com/enterprise-work-order-software	redundant maintenance software	3	36	36	2		
www.directivemx.com/enterprise-work-order-software	watermark management software	not ranking	36				
www.directivemx.com/enterprise-work-order-software	best facility management software	3	40	36	6		
www.directivemx.com/enterprise-work-order-software	top rated facility management software	not ranking	30			36	1
www.directivemx.com/enterprise-work-order-software	facility management for hotels	37	37				
www.directivemx.com/enterprise-work-order-software	flexible facility software	not ranking	37				

When comparing use case pages to GoFMX, there is a direct correlation between the Surfer SEO "content score" and the KW position on Google.

+6,500

Monthly Users

Keyword Data		Estimated Traffic from First Page Positions				
Keyword	Volume	Position 1 (19.34.01%)	Position 2 (19.17.00%)	Position 3-4 (19.1.01%)	Position 5-10 (19.1.00%)	Opportunity
facility management software	2,700	790	390	174	40	600
what is facility management software	60	30	11	5	1	5
enterprise facility management software	150	51	27	12	3	40
work order management software	500	171	89	40	10	108
best facility management software	150	51	27	12	3	40
integrated facility management software	40	14	7	3	1	10
sports facility management software	150	51	27	12	3	40
preventive maintenance software	700	239	125	55	14	238
software facility management	80	27	14	6	2	26
facility software management	90	31	16	7	2	30

Source: Surfer

To increase form fills, we'll leverage Mutiny and create personalized experiences across use cases pages.

WORK ORDER SOFTWARE

Automate your retail work orders

Put your work orders on autopilot, so you have the time to focus on strategic priorities.

[Book a Demo](#)

Work Order

status

Notes:

Asset repaired on first trip

See photos attached

Historically, Mutiny has yielded better engagement results for personalized traffic vs non-personalized. We've seen higher conversion rates from industry specific personalization, like the test results below show industry-specific personalization on the demo page.

Conversion lift

+366%

Not yet statistically significant ⓘ

Visitors

223

vs control: 260

Conversion rate

3.59%

vs control: 0.77%

Conversions

8

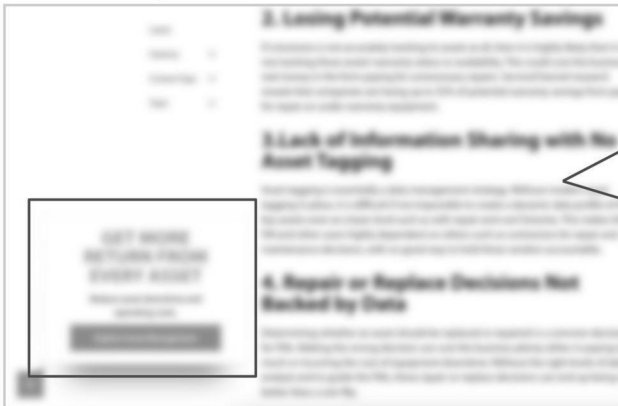
vs control: 2

Users	CR	Increase	Conversions
7,300	0.75%	-	55
7,300	0.79%	5%	57
7,300	0.83%	10%	60
7,300	0.86%	15%	63
7,300	0.90%	20%	66
7,300	0.94%	25%	68
7,300	0.98%	30%	71

Source: Mutiny

To drive more users to the Use Cases pages, using Mutiny we'll funnel existing users from relevant, optimized blog content to continue learning more about your solutions.

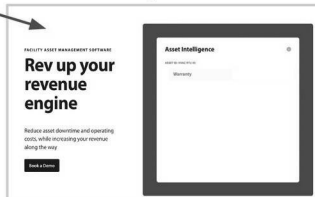
Use Cases-Related Blog Article



Blog Article Optimizations



Related Use Case Page from CTA



Source: Competitor Research & Mutiny

Redesigning the blog post template can also support Use Case conversions through relevant, dynamic sticky CTAs.

Dynamic sticky CTAs that are highly relevant to the content can improve conversions by providing a compelling and timely prompt for users to take action. By offering a solution that aligns with the user's current interest and establishing trust through valuable content, you increase the likelihood of users clicking on the CTA and converting.



Net-new Use Cases and Feature pages aligned with your solution will improve your discoverability, drive additional high-intent BOFU users, & steal traffic from competitors.



+223

Annual Conversions

+2,474

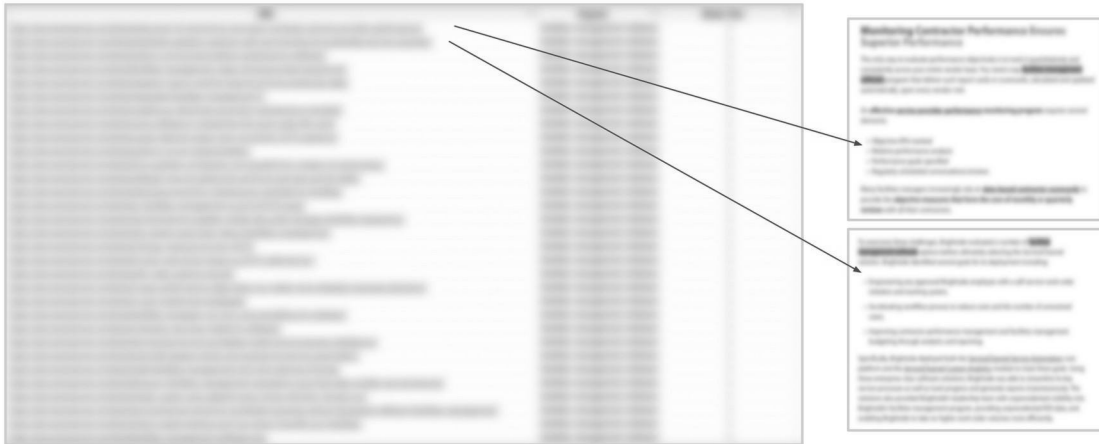
Annual Sessions



Source: SEMRush & Link to Data

Directive

We'll continue to enhance the strength of core pages by adding optimized internal links across resources pages.



International Expansion

Assist (Client) in going global

Providing SEO strategy and guidance to tailoring content to resonate with European audiences.

Deliverables: Recommendation and guidance around best practices to rank and get results in target countries:

- Hreflang & URL structure
- Keyword research
- Content localization & translation
- Share of SERP (directories/listicles)



Taking a phased approach to EMEA expansion

01

Platform localization

- Adapt product documentation and resources to local languages
- Localize pricing, currency & payment options
- Ensure compliance with EMEA data protection regulations

(Client)

02

Market research

- Conduct keyword research for target EMEA countries
- Analyze local competitors & their SEO strategies
- Develop localized content plans for each market

Directive

03

Technical foundation

- Implement hreflang tags for proper region targeting
- Implement schema markup with localized information
- Optimize URL structure for local languages
- Setup GBP for each office in EMEA (if applicable)

Directive

04

On-page optimization

- Develop region-specific landing pages
- Create localized blog content addressing EMEA market needs
- Optimize meta data for local keywords
- Ensure proper internal linking for new EMEA pages

Directive

Translating checklist articles could generate over 3M annual organic visitors

Looking at international keywords for the topics we've been focusing on for the last 6 months, we can see there is a huge potential for both organic traffic and lead generation. Assuming an average CTR of 4% and maintaining the 14% PDF download conversion rate, we **could generate roughly 20,000 leads annually** from international audiences.

Keyword	ES (MEX)	Monthly Traffic Potential	Annual Traffic Potential	Est. Annual Traffic	Potential Annual Leads
preventive maintenance	mantenimiento preventivo	68,000	816,000	32,840	4,570
maintenance for ^	mantenimiento de	173,779	2,073,240	82,800	11,592
Keyword	ES (Spain)	Monthly Traffic Potential	Annual Traffic Potential	Est. Annual Traffic	Potential Annual Leads
preventive maintenance	mantenimiento preventivo	6,000	72,000	2,880	402
maintenance for ^	mantenimiento de	58,000	672,000	26,880	3,762
Keyword	FR	Monthly Traffic Potential	Annual Traffic Potential	Est. Annual Traffic	Potential Annual Leads
preventive maintenance	maintenance preventive	3,800	45,600	1,728	242
maintenance for ^	entretien de la	3,400	40,800	1,632	228

Technical optimization for EMEA expansion

Optimizing technical SEO is the foundation for a successful EMEA expansion. It lays the groundwork for effective multilingual and multi-regional digital marketing, enabling us to compete more effectively in diverse EMEA markets and capitalize on region-specific opportunities.

Action Items

Implement hreflang tags: Specify language and regional targeting for each page

Directs users to the most relevant version of your site, enhancing user experience and reducing bounce rates

Localize schema markup: Adapt structured data for each EMEA market

Increases chances of ranking higher in local search results, crucial for capturing EMEA market share

Optimize URL structure: Create region-specific subdomains or subdirectories

Provides content in the user's language and cultural context, potentially increasing engagement and conversions

Setup Google Business Profile for EMEA offices: Enhance local presence in each target country

Increases chances of ranking higher in local search results, crucial for capturing EMEA market share

On-page optimization for EMEA expansion

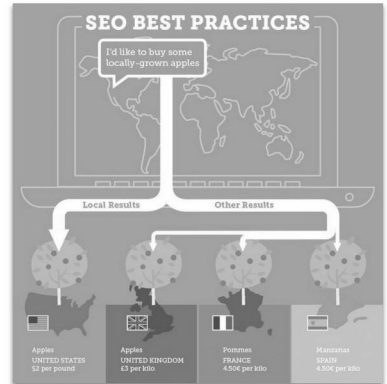
Region-specific content is important for effective international SEO. It allows businesses to provide locally relevant information, including language, currency, and cultural nuances, which improves search engine rankings and user experience. By tailoring content to each target market, (Client) can better connect with local audiences, increase trust, and gain a competitive edge in diverse international markets.

Develop region-specific landing pages: Tailored content for each EMEA market
Improves engagement with EMEA audiences by providing market-specific content

Create localized blog content: Address specific EMEA market needs and interests
Provides tailored content that resonates with local EMEA audiences

Optimize metadata: Focus on local keywords for each EMEA region
Increases chances of ranking for local keywords in EMEA markets

Ensure proper internal linking: Connect new EMEA pages within site structure
Improves site navigation and crawlability for search engines



Additional Support

Performance
Marketing Dr

Providing additional support from leading SEO strategy, to meeting support, implementation, & reporting.

01

Continuing to Own SEO Strategy

Continue to be strategic partner by refining and adapting the SEO strategy to ensure your online presence remains strong and effective.

This includes identifying new areas for growth and proactively addressing potential challenges while focusing on taking traffic share from competitors.

02

Support on Internal Meetings

We'll actively participate in both monthly and weekly meetings to proactively communicate with your internal marketing team.

This consistent interaction will ensure that the team is aware of any SEO insights and recommendations are aligned with the broader marketing efforts.

03

Help with Implementation

By handling various technical and content-related implementations, we'll alleviate some of the workload from your team.

This will free up your resources to focus on other crucial marketing initiatives, while ensuring our SEO recommendations and tactics are executed efficiently.

04

Full-Funnel Organic Reporting

To better understand the form fill qualifications and to optimize our strategy for conversions, we'll work with Rev Ops to focus on tracking and analyzing organic metrics beyond initial form fill.

This will provide valuable insights into and identify opportunities to improve pipeline generation.

Year 4 NSM Forecast

Setting Goals for Year 4

Form Fills Forecast

534 Organic Form Fills

- Based on our current trajectory, we believe that with the SEO strategy and tactics we're putting in place we can achieve **533 Form Fills over the next 12 months**.
- This is a 9.35% increase in Organic SQLs YoY (484 vs. 533).

Traffic Forecast

203,911 Organic Sessions

- Based on recent performance and current traffic, we project that our proposed strategy will account for **203,911 Organic Sessions in GA4 over the next 12 months**.
- This is a 19.37% increase YoY in Organic Sessions (203,911 vs. 170,823).

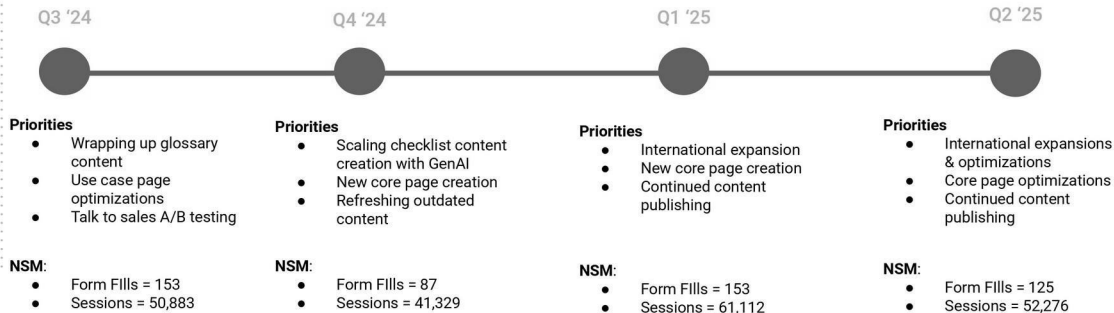
SEO 12 Month Forecast

12 Month Strategy Roadmap

Goal	Increase Organic Demo Requests from Facilities ICP		
Strategy	Improve Topical Authority Through TOFU Content	Increase Core Page Visibility & CRs	Expand Internationally
Tactics	Continue to publish editorial content on a regular schedule	Optimizing existing Use Cases & Industry Pages	Keyword research for important markets
	Utilize GenAI to scale maintenance checklists	Build new core Pages, including 'Feature' pages, to drive more BOFU high-intent users	Technical improvements including hreflang & URL structure
	Refresh outdated content around key topics	Mutiny testing to better engage existing and new users to improve conversion rates	Content localization & translation support

Year 4 Priorities & Quarterly NSMs

If we maintained the current trajectory of our efforts, optimizations, and spend, here is what we expect to achieve over the next 12 months. Depending on how quickly we implement and optimize new and existing core pages, we could see these numbers increase.



Thank You!

Appendix

While Use Case pages have gained visibility through increased primary keyword rankings, only 1.7% of traffic is coming from non-brand, BOFU keywords.



Keyword	Impressions	Clicks	CTR
primary keyword	10000	100	1%
secondary keyword	5000	50	1%
tertiary keyword	2000	20	1%
quaternary keyword	1000	10	1%
quinary keyword	500	5	1%
senary keyword	200	2	1%
septenary keyword	100	1	1%
octonary keyword	50	0	0%
nonary keyword	20	0	0%
decenary keyword	10	0	0%



Keyword	Impressions	Clicks	CTR
primary keyword	10000	100	1%
secondary keyword	5000	50	1%
tertiary keyword	2000	20	1%
quaternary keyword	1000	10	1%
quinary keyword	500	5	1%
senary keyword	200	2	1%
septenary keyword	100	1	1%
octonary keyword	50	0	0%
nonary keyword	20	0	0%
decenary keyword	10	0	0%

A redesign of the resource center will better serve potential customers' informational needs, enhancing engagement, and guiding them more effectively towards sales conversations.

Proposed design enhancements:

1. User-friendly navigation to simplify access to your different content categories.
2. Improved search functionality to quickly connect users with relevant information.
3. Content categorization based on user pain points and JTBD, as well as categorization for search engines.
4. Call to actions encouraging users to sign up for your newsletter



47% of B2B buyers consume 3-5 pieces of content before engaging with sales, with 91% stating content significantly influences their purchasing decisions.