

Directive,

Quarterly Business Review

Q2 FY25 → Q3 FY25



Table of Contents & Glossary

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NSM = North Star Metric

PPC = Pay Per Click

CRO = Conversion Rate Optimization

KPO = Key Performance Opportunity

CPA = Cost Per Acquisition

DSA = Dynamic Search Ads

SIS = Search Impression Share

RDA = Responsive Display Ads

OCT = Offline Conversion Tracking

GCLID = Google Click ID

Executive Summary

Our Q2 Paid Media NSM Performance

Coming out of a strong Q1, we forecasted expecting to see similar QoQ growth given we carried over the same strategy and ran the same campaigns. We reset our forecasts after getting a sense of current market conditions. **While we only 90% of Opportunities, we exceeded 102% of our Pipeline Revenue which indicates some bigger deals are coming down the funnel.**

\$190K

Spend

99% Attainment

230

Hand Raisers

93% Reforecast NSM Attainment
76% Original NSM Attainment

47

Opportunities

90% Reforecast NSM Attainment
42% Original NSM Attainment

\$2.38M

Pipeline

102% Reforecast NSM Attainment
51% Original NSM Attainment

[Link to the Q2 Reforecast Goal Setting](#)

We Continue to Scale Growth YoY!

\$190K

Spend

+1% QoQ

+41% YoY

230

Hand Raisers

-11% QoQ

+67% YoY

47

Opportunities

-38% QoQ

+68% YoY

\$2.38M

Pipeline

-31% QoQ

+128% YoY

[Link to the Q2 Reforecast Goal Setting](#)

Major Sales Slowdown in North America

Across our channels within North America, while we saw a slight decline in purchase interest with hand raisers, the drop off is getting these converted into new opportunities. We will continue to coordinate with sales for real-time insights into performance and where paid media can optimize accordingly to help maximize performance.

	HR	Opps	HR > Opps %	Pipeline	Closed Won	Opps > Closed Won %	Closed Revenue
Q1 FY25	219	74	34%	\$3.53M	10	14%	\$290K
Q2 FY25	194	40	21%	\$2.16M	10	25%	\$299K
QoQ %	-11%	-46%	-38%	-39%	+0%	+79%	-88%

Strong Sales Momentum within the United Kingdom

We're starting to see the sales momentum with our hand raisers created in the current and previous quarters are getting worked into new opportunities. This region is even starting to see closed won deals make it to the finish line as we closed out the quarter.

	HR	Opps	HR > Opps %	Pipeline	Closed Won	Opps > Closed Won %	Closed Revenue
Q1 FY25	38	2	5%	\$94K	0	0%	\$0K
Q2 FY25	36	7	19%	\$220K	2	29%	\$35K
QoQ %	-5%	+250%	+280%	+132%	+100%	+∞%	+∞%

Exclude Current Relationships to Improve DQ Rate

63% of the contacts that were disqualified came from accounts with an already existing relationship – including Customers, Partners, and Vendors.

	Hand Raisers	Disqualified Contacts	HR > DQ %
Google	117	26	22%
Bing	74	10	14%
LinkedIn	41	12	29%

**Data is looking at the CFY*

Disqualified Reason	Google	Bing	LinkedIn
Bad Contact	6	4	4
Current Customer	14	2	3
Partner	5	4	2
Vendor	1	0	0
Student/Interviewing	0	0	1
Wrong/Fake Contact Info	0	0	3

Moving Forward: Create Partner and Vendor exclusion lists across all platforms and refresh quarterly to avoid advertising to these accounts; Refresh Customer exclusion list.



Difficult Time Converting Opps, but Saw Bigger Deals!

Google continues to be our pipeline driver across paid search, however, we're seeing an overall decline in driving more new opportunities and pipeline revenue from the rather stable hand raiser volume driven.

	Spend	HR	Opps	HR > Opps %	Pipeline	Pipeline ACV	Pipeline ROAS
Google	\$80,712	93	29	31%	\$1.59M	\$54,969	19.75
QoQ %	+4%	+1%	-42%	-43%	-38%	+8%	-40%
Bing	\$22,241	65	6	9%	\$284K	\$47,389	12.78
QoQ %	+16%	-12%	-63%	-59%	-45%	+49%	-52%

**Data is looking at our North America campaigns*

Moving Forward: Pause under-performing keywords & push toward opportunity driver campaigns; Work with Sales to optimize against any disqualified leads; CRO testing with our landing pages; Test value-based bidding strategies to drive higher revenue value

Convo Ads Saw Stable Pipeline with Bigger Deals

From paid social, we continue to see consistent pipeline performance from our BOFU retargeting conversation ads.

Not only did we drive bigger deals, but these campaigns continue to show a stable return on investment.

	Spend	HR	Opps	HR > Opps %	Pipeline	Pipeline ACV	Pipeline ROAS
LinkedIn Convo Ads	\$38,724	41	6	15%	\$311,221	\$51,870	8.04
QoQ %	+4%	-24%	-25%	-1%	-5%	+27%	-9%

**Data is looking at our North America campaigns*

Moving Forward: Re-enhance our existing targeting, messaging, & test other offers beyond gift card to improve overall performance; Build out ABM strategy for our core industries to get hyper personalized

Q2 SEO Executive Summary

123K

Organic + Direct Web Sessions

125% NSM Attainment

585

Hand Raisers

107% NSM Attainment

93

Opportunities

82% NSM Attainment

\$4.8M

Pipeline

82% NSM Attainment

In Q2 2024, we made great progress with our organic efforts and **hit our web sessions and hand raisers NSM targets**. Our Hand Raisers **increased by 12%**, and Opportunities **decreased by 14% QoQ**.

In Q3, Directive will work with (Client) to develop a new content and ICP targeting strategy to drive high quality traffic while focusing on high-intent keywords optimization.

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We continue to grow YoY!

123K

Organic + Direct Web Sessions

+35% QoQ

+38% YoY

585

Hand Raisers

+12% QoQ

+61% YoY

93

Opportunities

-14% QoQ

+35% YoY

\$4.8M

Pipeline

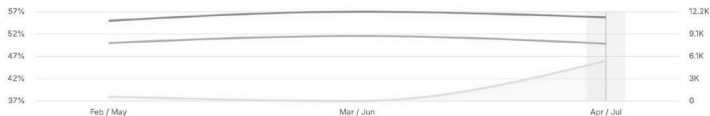
-25% QoQ

Organic traffic has increased by 46% QoQ and organic keywords have increased by 43%

In Q2, our presence in the "Top 3" keywords has significantly increased by 152% and "4-10" keywords have increased by 135%. Additionally, we can see our current keyword strategy is contributing to increased awareness and consideration of (Client) as the percentage of our non-branded searches has also increased from 16% to 26% (of our overall traffic).

● February – April ● May – July ● Growth

Organic Traffic 11,408 +45.8%



Organic Keywords 4,387 +43.6%



Non-branded Traffic

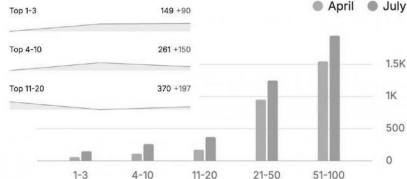
April



July



Top Positions Changes



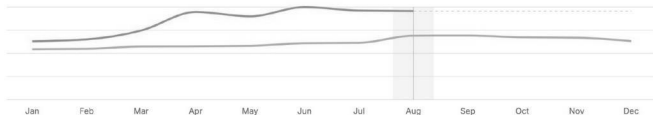
Organic traffic has increased by 38.5% YoY

Looking at YoY comparison, we see sustained growth throughout 2024. While the biggest YoY differences were seen in April and June (+64% YoY for both), we are still maintaining significant growth in August with 38.5% YoY increase in organic traffic.

The US remains the top country, contributing to 50% of overall organic traffic but we are seeing the most growth in organic traffic in the UK (107%) and Canada (96%).

● 2023 ● 2024 ● Growth

Organic Traffic 21,878 +38.5%



Organic Keywords 10,408 +19.2%



Organic Traffic by Country

Countries		2023		2024	Diff
United States	55%	7.9K	50%	10.8K	+37.5%
India	20%	2.8K	19%	4.1K	+46%
Australia	8%	1.2K	8%	1.9K	+61.4%
United Kingdom	5%	756	7%	1.6K	+106.7%
Canada	2%	335	3%	659	+96.7%
Other	10%	1.5K	13%	2.8K	+87.8%

7.8K
5.2K
2.6K
0

Key Result: (Client) saw +2.6k organic traffic QoQ from 400 pages with new or improved rankings

These are a result of 6.2k keywords where we have begun to rank or improved our current ranking. One blog saw the biggest growth with +646 organic traffic



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Paid Media + SEO Strategy

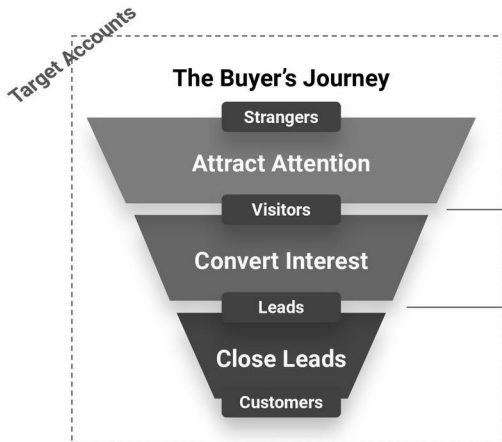
Q3 Objectives and Solutions

Collaborative, strategic, cross-team projects to take (Client) marketing to the next level.

Objectives:	Achieve More with Our Investment	Convert Pipeline at Scale	Establish Thought Leadership
Solutions:	Redefine Our Personas Technical & On-Site SEO Improvements	Refine Drift Bot Experience & Create More Targeted Flows Be present when ICPs are evaluating solutions	Comprehensive Content Strategy User Mapping to Personas
	Tap into Account-Based Marketing	Explore Creative Support for CRO & Asset Development Explore Performance Max Test Value-Based Bidding	Expand Paid Social Educational Awareness

Achieve More with Our Investment

It Takes a Village to Sell SaaS, Even in ABM



The typical journey, but within the confines of defined target lists.

Marketing Support, by Tactic

- Programmatic ABM: Video, Static, Podcasts
 - Search: SEO
 - Social Media ABM: LinkedIn, Meta, TikTok
-
- Programmatic ABM: Video, Static
 - Social Media ABM: Meta, LinkedIn
 - Email Marketing
-
- Search: Paid & SEO
 - Programmatic ABM: Retargeting
 - Social Media ABM: Meta Retargeting, LinkedIn

[Link to ABM Overview](#)

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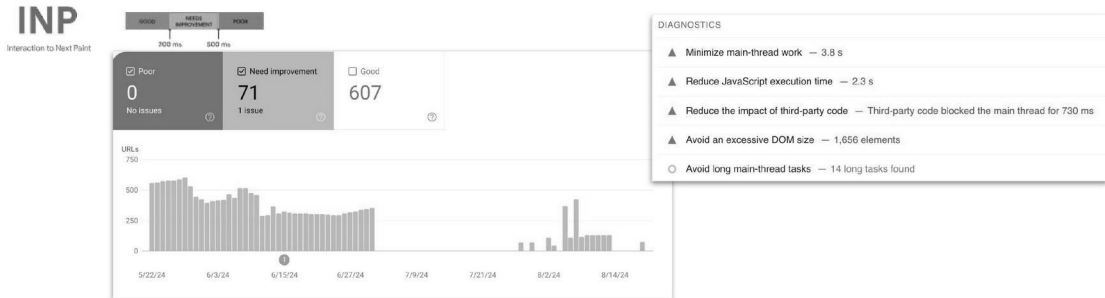
Through non-discoverable pages we can unlock exposure to 73k annual searches

Category	Issue Name	Issue Type	Issue Priority	URLs	% of Total	Description
Links	Pages Without Internal Outlinks	Warning	High	1	0.1	Pages that do not contain links to other internal pages. This can mean there are no
Directives	Noindex	Warning	High	83	6.6	URLs containing a 'noindex' directive in either a robots meta tag or X-Robots-Tag in
Canonicals	Canonicalised	Warning	High	73	6.5	Pages that have a canonical to a different URL. The URL is 'canonicalised' to anothe
Directives	Nofollow	Warning	High	2	0.2	URLs containing a 'nofollow' directive in either a robots meta tag or X-Robots-Tag in
Canonicals	Missing	Warning	Medium	84	7.4	Pages that have no canonical URL present either as a link element, or via HTTP hea
H1	Multiple	Warning	Medium	19	1.7	Pages which have multiple <h1>s. While this is not strictly an issue because HTML!

Out of 4.8k pages crawled, we found 4 high priority issues affecting discoverability of 143 pages
These relate to directives (no index, no follow), canonicals and internal linking.

NEXT STEP: We need to validate if these should be excluded or indexed.

Improving responsiveness time by 20ms will increase our INP score's competitiveness



INP assesses a page's overall responsiveness to user interactions by observing the latency of all click, tap, and keyboard interactions. The final INP value is the longest interaction observed, ignoring outliers.

1. 71 pages in the glossary URL group are presenting an issue with interactivity. The INP is 220ms which falls under the "needs improvement" category of Google's performance scale but is close to "good" so small tweaks may push this into the good category.
2. Competitors like (Competitor) and (Competitor) have an INP of 190 ms and 130 ms respectively, bringing us in the lower bracket of user experience.

Persona analysis benefits both SEO and PPC by shaping content strategy and refining messaging and targeting

Audience research:

Analyze existing customers

*Data requirements: CRM data
Industry/Sub-industry,
Company size, Country,
Job-Title, Lead Source,
Contract value.*

Conduct surveys & interviews.

1

Segment audience:

Identify key segments:

Data requirements: CRM data

Define Common Pain Points and Goals

Data requirements: Survey & Interview results

2

Persona card build:

Build profiles

Data requirements: key data segment

Define Risk, Fears, Needs, Pain Points & JTBD

Data requirements: Survey & Interview results

Content consumption format(preferred)

3

Map buyer's journey:

TOFU: help persona to learn about a problem or opp.

MOFU: help persona evaluate options.

BOFU: help persona to choose a solution.

4

TOFU: How-to-Guides, Educational Videos/Articles, Industry Reports, Glossaries, etc.

MOFU: JTBD checklists, Comparison guides, Case studies, Product Demos, FAQ, etc.

BOFU: Testimonials, Product reviews, Implementation Guides, Directories etc

What the end result will look like

UK ICP analysis example

	Champion + User Job Titles	Buyer Job Titles
Enterprise \$1.2B +	• SOC analyst • Information security analyst • Threat intelligence analyst • Senior threat intelligence analyst • Threat hunter • Titles around 'incident response' • Incident response teams • Computer emergency response teams • SOC managers • Global SOC managers • Threat Intelligence Team / Threat Management	• Head of Threat Intelligence • Director of Threat Intelligence (i.e. more specific titles)
Commercial Accounts \$100M +	• Cyber Security Manager • Information security analysts • Senior information security analysts • InfoSec manager • Security manager	• Head of Cyber Security • Head of Cyber • Director of information security • Director of cyber security • CISOs / CTO / CIO • Senior Cyber Security Manager • Senior Manager of Information Security

	Pain Points, Challenges	Our Solutions	High-level Objective & Needs
Champion & User	• Operational efficiency - limited resource vs. impersonation volume • Visibility and communication hurdles • Security threats and monitoring	• Comprehensive takedown services • Integrated support and intelligence • Efficient reporting and human-centric partnership	• Visibility and comprehensive external security • Digital footprint management • Risk remediation and understanding
Buyer	• Reporting challenges and pricing • Role-based access control (RBAC) limitations	• Platform reporting and pricing • Data privacy with RBAC • Strategic human-centric partnership	• External & network security management • Comprehensive security responsibility • Strategic planning

Implementation time

Audience research

Directive team: Complete customer insight analysis

(Client) team: Organise interviews with buyers/champions from both commercial and enterprise clients

Persona card build

Directive team: Process interview data, and present it alongside persona segments.



Convert Pipeline at Scale

Scale Landing Page Testing to Improve CVR

After testing our hero messaging for Domain Protection moving away from a generic CTA, we saw **+354% lift in CVR** at a **73% lower cost**.

We need to incorporate these learnings into other use cases where we're seeing lower performance, which we've initiated for our Phishing keywords.

While making sure we continue to monitor new landing pages and continue to identify other opportunities for tests, such as incorporating video into the hero section of our pages.



[Link to CRO Ideas](#)

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Fueling Paid Media & SEO with the power of Performance Creative

Performance creative (Social ads, UI/UX website design and CRO) is an essential part of a holistic marketing strategy.

By combining Paid Media, SEO, and Performance Creative we will be able to craft a fully integrated strategy with cohesive branding and messaging across all channels.

This is essential to success and will help with generating the awareness and brand presence necessary to grow your business.



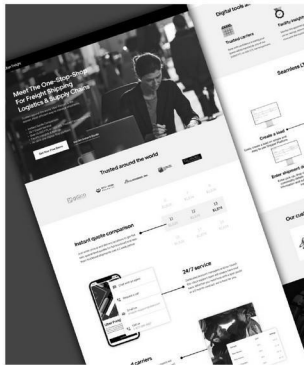
Improve conversion with CRO optimized websites and landing pages

Having dedicated landing pages that connect with and align to our targeting, messaging, and ICPs for our holistic ad campaigns will:

- Improve overall user experience
- Boost ad quality scores and ad relevance scores
- Maximize conversion rates and conversion potential
- Provide the opportunity for regular testing with ease

We'll develop a set of landing pages dedicated for paid media use that aligns with our ad strategy and desired objectives. Then we'll craft a testing roadmap to continuously refine and improve performance.

Google Ads, LinkedIn, Meta, Programmatic, Gartner, YouTube



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Our client impact on CRO enhancements

Our clients not only receive creative services but witness tangible impacts – from enhanced brand presence to improved conversion rates. With us, it's not just about what we offer; it's about the positive transformations our clients experience.

Here are some real results we've given our clients!

▲ **2,708.9%** 
Increase in landing page
conversion rate

Strategic redesign of the company's most popular landing page.

- Pre-Directive Conversion Rate: 0.56%
- Post-Directive Conversion Rate: 15.73%

[view work →](#)

▲ **359.8%**  Altruist
Increase in landing
page conversion rate

Ongoing data-backed optimizations of the page boosted conversion rates.

- Initial Conversion Rate: 1.94%
- Post Directive CRO Conversion Rate: 8.92%

[view work →](#)

▲ **90.7%**  CareAcademy™
Increase in landing
page conversion rate

Gave a BoFu landing page an eye-catching makeover that resonates with our users' needs and desires.

- Pre-Directive Conversion Rate: 3.21%
- Post-Directive Conversion Rate: 6.12%

[view work →](#)

(Client) Demo Page - CRO audit

An initial UI/UX audit of the main Demo landing page reveals that there are some great opportunities for adjustments and enhancements.

Tying it more closely to the aesthetic of the (Client) master brand website will add an increased level of holistic connectivity, making it even more engaging and compelling to your ICP, leading to increased user engagement and the possibility for even more conversions.



(Client) Demo Page - CRO audit

- Unify connection back to brand and master website with **singular brand approach** (fonts, imagery, colors, graphics, etc).
- Add **diverse, emotive human imagery of your ICP**, particularly in the hero section above the fold.
- Increase **white space in some sections** to allow content to be more easily digestible during scroll.
- Adjust any graphics or illustrations that may **feel too much like a 'powerpoint' slide** to be a more web/mobile friendly infographic.
- Include **additional instances of the 'Request a demo' CTA** throughout page scroll to increase the likelihood for more conversions.

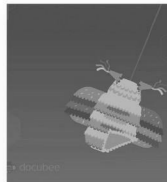
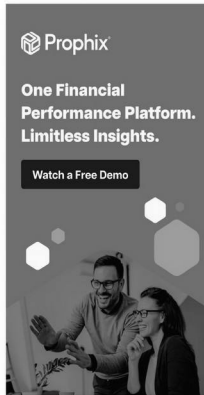


Generate and capture demand with holistic image and animated ads

A compelling full funnel strategy is paramount to generating the demand necessary to see ROI focused results. A cohesive visual presence through image and animated ads is an efficient and effective way to generate and capture demand across all channels.

Use these assets across TOF, MOF, and BOF campaigns that speak to the needs of each funnel stage. Regularly refresh and test to ensure maximum effectiveness and conversion efficiency.

LinkedIn, Meta, Programmatic



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Ad Set Overhaul

Ongoing data-backed optimization based on the new ad sets delivered by the Creative Team.

- Post Directive CPL decreased by 7.9%

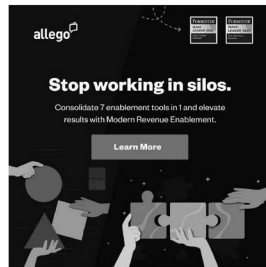
▲ **116.67%**
Increase in Ad Set Click Through Rate



Pre-Directive data
Imp 517,751
Clicks 2,802
CTR 0.54%



Post-Directive data
Imp 85,981
Clicks 1,002
CTR 1.17%



Implement Performance Max for Core Use Cases to Maximize Results

- Complement to existing Non-Brand Search keywords – **start with Dark Web**
- Using first-party customer lists, in addition to search themes & company size firmographics
- One campaign = all Google Ads inventory: YouTube, Display, Search, Discover, Gmail, and Maps
- Dynamic ads based on channel and user

	Search	PMax	% Difference
CpLead	\$465	\$260	-44%
CpSAL	\$609	\$389	-36%

	Search	PMax	% Lift
Leads	76	+57	+75%
SALs	58	+38	+66%

**Example client data from the previous quarter
(May-Aug 2024) pulled directly from Google Ads*

Test Bidding Toward Conversion Value

- Goal: Less focus on driving conversion volume, but more on **driving higher value = more potential pipeline revenue**
- Testing Time Frame: **within 8 weeks**
- Testing Scope: **Account-Wide**
- Next Steps:
 - Update Conversion Values by stage based on Q2 results
 - Exclude lower Stage Opps & Closed Won actions to focus on net new Opps
 - Set account-wide experiment with Max Conv. Value bid strategy

Last updated: August 2024			
	Q2 Volume	Q2 CVR	Value for each stage
Hand Raisers	122		\$14,298
Opened Opportunities	33	27.05%	\$52,861
Opened Opportunities (Pipeline)	\$1,744,398		
Pipeline ACV	\$52,861		

[Link to Conv Value Doc](#)

Increase review count to boost traffic from Directories

Keyword	Site Name	Traffic	Keywords	Link to KW	Type	Priority	Status
	Capterra	27	24	Link	Directory	High	No Presence
	G2	21	68	Link	Directory	Low	Present
	Gartner Peer Insights	3300	866	Link	Directory	Medium	Present
	G2	10	1	Link	Directory	Medium	Present
	G2	108	28	Link	Directory	Medium	Present
	Gartner Peer Insights	782	118	Link	Directory	Medium	Present
	Expert Insights	488	116	Link	Directory	Low	No Presence
	Identity Guard	170	89	Link	Competitor Website	Low	No Presence
	AppSumo	10	2	Link	Directory	Low	No Presence
	101 domain	10	6	Link	Competitor Website	Low	No Presence
	hackernoon	10	14	Link	Informational	Low	No Presence
	MEMCYCO	29	32	Link	Competitor Website	Low	No Presence
	SOCRadar	10	8	Link	Competitor Website	Low	No Presence
	Reddit	22	4	Link	Informational	Low	No Presence
	MEMCYCO	88	22	Link	Competitor Website	Low	No Presence
Bolster	10	2	Link	Competitor Website	Low	No Presence	

We analysed high intent BOFu keywords and identified 4.9k monthly searches that are highly relevant to (Client). We have low or no presence in many of these searches which means we are being left out of the conversation when ICPs are evaluating solutions.

NEXT STEP: We can work with directories to boost our presence when ICPs are evaluating solutions or run paid ads to compete for visibility.

Establish Thought Leadership

Less than 50% of resources contribute to content performance

Asset Type	Best Performing (SEO)					Worst Performing (SEO)				
	1	3	4	5	6	7	8	9	10	
Alert, Blog								1		
Blog	5	2	7	17	49	94	166	319	1	
Blog, Report				1		1		1		
Case Study							4		3	
E-Book								1	3	
Guide				1	1	1	4	1		
Guide, Report					1	1				
Infographic					1	1		9	5	
Infographic, Thought Leadership								1		
Report				1	1	2	7	32	22	
Video						1		7	29	
Webinar						1	4	37	4	
White Paper						1	5	11	11	
Grand Total	5	2	7	20	53	103	190	420	78	

56% of blogs and resources (498 out of 889) score lowest; 9 or 10, on our content performance scale. These are not contributing to our content strategy and present an opportunity to either sunset, refresh or redirect content. This is based on various factors including; publication date, backlinks, word count, keywords ranking in the top 20 and content performance (sessions, engagement and conversions over a 12 month period).

We recommend looking at the content performance based on funnel stage once the content audit is complete, to help identify gaps and opportunities.

Diversify into Untapped Territories to Establish Thought Leadership

Optimize Bubble Keywords to Reach Additional 101k Users



There are ~567 keywords in the striking distance (position 6-20) that should be improved with a minor lift. We will continue to optimize the useful resources with the high value keywords to gain high quality traffic and hand raisers.

(Client) Bubble Keywords

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Establish Thought Leadership

Educational Awareness through Paid Social

While we prioritize our budget on conversation ad campaigns for immediate demand capture, it's vital to allocate budget to upper-funnel Awareness and Prospecting campaigns.

This approach ensures we reach our target audience at different stages of the buyer's journey, keeping our brand top of mind.

We'll expand our reach and engagement through organic posts while continuing to test gated content lead generation, starting with the SANS CTI Survey.

**Sponsored Content
(Lead Gen)**



**Boosted Organic
(Engagement)**

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NSM Setting

North Star Metric

In Q3, we are continuing to maximize performance within the organic search channels, which have shown consistent growth, enabling us to scale effectively. Fueled by our strong alignment and performance, we intend to set an aggressive goal of achieving 10% QoQ Organic Sessions growth and maintaining the high HR to Opps conversion rate.



135k

Organic Sessions (GA4)

+10% QoQ



612

Web Sourced Hand Raisers

+4.6% QoQ



102

Web Sourced Opps

+10% QoQ



\$5.3M

Pipeline

North Star Metric

Our Q3 NSM is based on historical data and stable budgets. We've factored in CRO improvements, improved budget allocations, and the other proposed tactics to scale efficiency. Implementing these strategies will be key to achieving exceptional growth.

253

Hand Raisers

+10% QoQ
+74% YoY

213 from NA
40 from UK

51

Opportunities

+10% QoQ
+98% YoY

44 from NA
7 from UK

\$2.61M

Pipeline

+10% QoQ
+107% YoY

\$2.38M from NA
\$235K from UK

Click for more on Paid NSM setting

Combined SEO + Paid Effort

SEO (Web)	612 Hand Raisers	102 Opportunities	\$5.3M Pipeline (Web AOV ~\$52.8k)
Paid Media	253 Hand Raisers	51 Opportunities	\$2.61M Pipeline (Paid AOV ~\$54k)
Total	865 Hand Raisers	153 Opportunities	\$7.9M Pipeline (Combined AOV ~\$51.9k)

Click for more on NSM setting

New Quarterly Roadmap

Paid-Media Roadmap

Budget & Structural Optimizations

We will ensure that we continue to reallocate our budgets to where we're seeing scalability to maximize down funnel performance and continue to optimize our existing campaigns efficiently across the US and UK

CRO Fixes & Testing

As we've finalized our landing page priorities we will work to implement low-hanging fruit opportunities while exploring how we can start testing our big picture tests to see a lift in conversion rates.

Expansion within Channels

We will continue to launch new campaigns and expand our reach across the funnel within our TAM (i.e. Paid Social Content Ads, Paid Search PMax, ABM in Paid Social)

SEO Roadmap

Define ICP & JTBD

Define personas to ensure content efforts are focused, effective and aligned with customer motivations leading to improved engagement and conversion rates and customer loyalty. We will use this research to create tailored, relevant content.

Realign Content Strategy

- Position (Client) as a valuable resource for the ICP by addressing JTBD/ pain points (eg checklists)
- Produce thought leadership content on trends
- Refresh low-performing resources from content audit and align with ICP & JTBD
- Be present in BOFu searches for solutions

User Journey Mapping

We'll identify the ICP's typical path and key touch points to uncover potential content opportunities. We'll also review site structure, internal linking and navigation.

We'll then conduct keyword research (for pain-point and JTBD terms) and keyword mapping to identify content gaps or opportunities for optimization.

Thank

Thank You

You

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Rank

Appendix

You

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Content Strategy - SEO

					Q3			Q4		
CATEGORY	DELIVERABLE	WHO	PRIORITY	STATUS	AUG	SEP	OCT	NOV	DEC	JAN
Strategy	Content Consolidation Audit	Directive	High	In Progress						
Strategy	ICP Build & Define JTBD	Directive	High							
Technical	Review & Fix Canonicals	Both	High							
Technical	Review & Fix Directives	Both	High							
Onpage	Review & Fix Internal Linking	Both	High							
Strategy	User Journey Mapping	Directive	Medium							
Strategy	ICP Keyword Research	Directive	Medium							
Strategy	Content Strategy & New ICP Content Ideation	Both	Medium							
Onpage	Blog/ Resource Optimization based on content audit	Directive	High							
BOFu Targeting	Get on to directories & Listicles	Directive	Medium							
SEO	Net-New Content Production	Directive	High							

Resolve 104 Critical Issues Preventing Indexing of URLs We've Submitted

Reason	Source ?	Validation ↓	Trend	Pages
Alternate page with proper canonical tag	Website	! Not Started		48
Excluded by 'noindex' tag	Website	! Not Started		33
Page with redirect	Website	! Not Started		5
Server error (5xx)	Website	! Not Started		4
Not found (404)	Website	! Not Started		3

We also looked at URLs we've submitted to Google for indexing and some of these same issues are present here.

We need to match these up with the canonical list to identify which ones we have tried to index.

46% of the issues relate to pages we have instructed Google to index whilst also telling it the page is a canonical.

We need to review these issues to determine which version to index

Unifying Drift Bot Message to Provide Optimal User Experience



Drift Bot experience is not unified across all pages and use cases. How can we create a more unified message based on our ICP's JTBD at each touch point and get them to either see how our product works, read more about why it will solve their problem, or schedule a time with a sales representative on the spot?

Refine Drift Bot flow to Drive More Meetings



Last year, we worked with the (Client) team to give a Drift Bot experience that is unified across all pages and use cases. We'd like to revisit that and create a starter bot to meet our ICP at each sales stage and get them to either see how our product works, read more about why it will solve their problem, or cut the line and schedule a time with a sales representative. Then, we'll create targeted flows for each use-cases.