Annual Business Review

October 2022

Table of Contents & Glossary

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

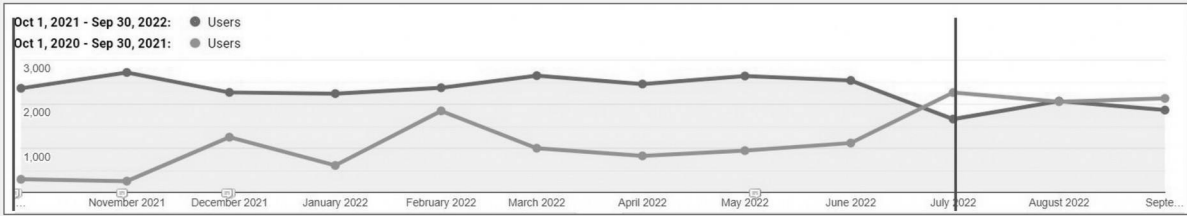**OCT** = Offline Conversion Tracking

GCLID = Google Click ID

Directive

Annual Breakdown

93% Year Over Year Organic Growth

After starting with our initial technical audit, we've made significant progress on foundational site health and have grown to improve keyword rankings and organic traffic in the last year.

Organic Users

26,812

93% YoY Growth

Oct 1, 2021 - Sep 30, 2022: ● Users		
Oct 1, 2020 - Sep 30, 2021: ● Users		

3,000

2,000

1,000

November 2021   December 2021   January 2022   February 2022   March 2022   April 2022   May 2022   June 2022   July 2022   August 2022   Septe...
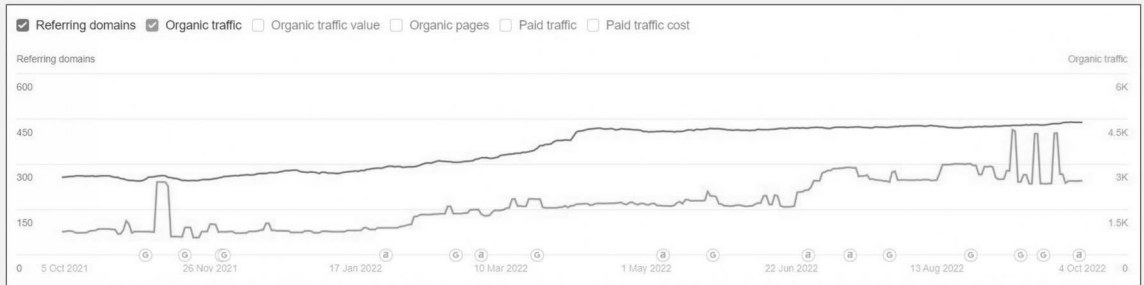
Engagement Started - Oct 2021

Analytics Issues
July 2022

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Domain Strength

Tools like Ahrefs and Semrush are showing annual growth, reporting steady improvements in organic traffic and domain strength since the engagement started.

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Recovering Domain Rating

Initially we had to overcome a large drop in referring domains and domain rating due to the lost (Previous Name) redirects (May 2021). We've made significant progress over the last year and Ahrefs is showing our Domain Rating approaching our original levels from before the large drop.
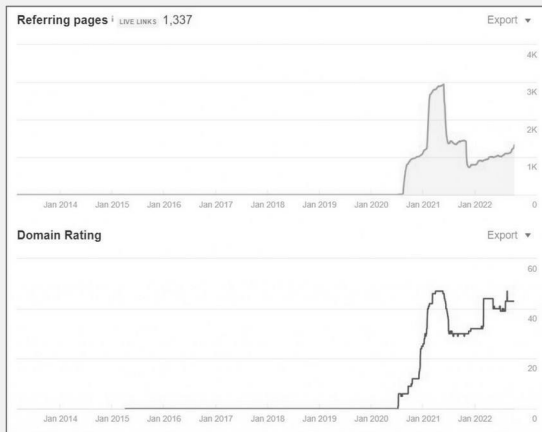
Growth in Non-Brand Page One Rankings

Throughout the engagement, we have improved core pages by aligning metadata with search intent and updating on-page content. Along with the creation of blog and glossary content, these projects have grown our page one rankings for non-brand terms. Since October 2021, our Top 3 rankings have grown 200% and rankings 4-10 have grown 20%.

October 2021	
● Top 3	6
● 4-10	25
● Total	31

September 2022	
● Top 3	18
● 4-10	30
● Total	48

Organic Keywords Trend

☑ Top 3 ☑ 4-10 ☐ 11-20 ☐ 21-50 ☐ 51-100 ☑ Total | 🏷 Notes ⌄   1M 6M 1Y

| | Nov 21 | Dec 21 | Jan 22 | Feb 22 | Mar 22 | Apr 22 | May 22 | Jun 22 | Jul 22 | Aug 22 | Sep 22 |

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Winning our Core Keywords

We set up reporting for 52 core keywords that we believe are most important for us to compete for. Not only have we started to rank for terms we previously never did, but we also improved our existing rankings and increased overall page one rankings.
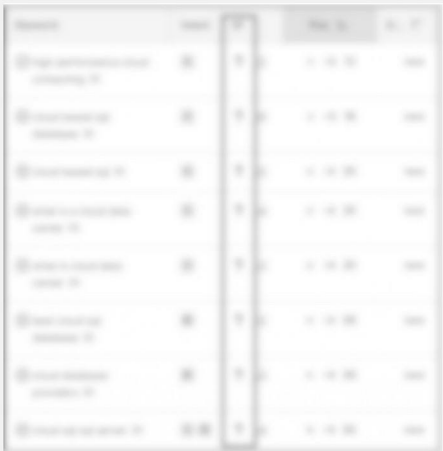
(Client) Core KW Reporting

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Launch of Glossary

Due to lack of SME resources to review blog posts, we shifted our content focus over to a cloud glossary. We're close to completing the project and have seen growth in visibility with over 22k impressions. As these pages build equity, we anticipate improved rankings which will drive more traffic and create opportunities for new backlinks.
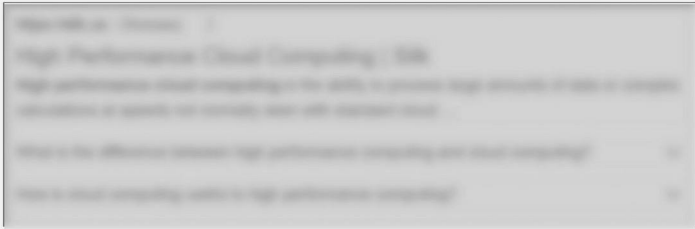

Glossary Performance

Directive
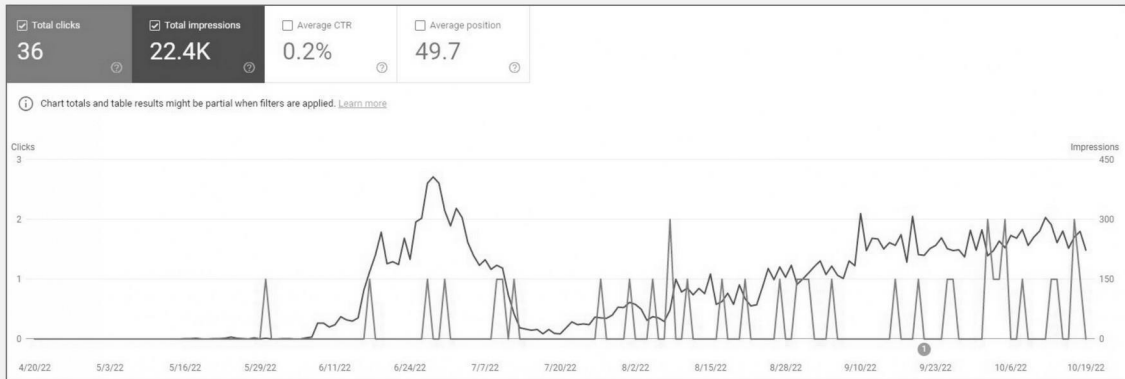
Glossary FAQs

We added FAQ content sections and Schema markup to make our term pages eligible for rich results in the SERP.
These rich results take up more real estate and help answer common questions that users are asking. In September,
Semrush reported that we had 11 queries that resulted in a FAQ rich result.

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What We're Seeing - Channel Discrepancies

We noticed large fluctuations in GA Channel data in Q3 which we need to address to ensure we have accurate traffic data moving forward. Our drop in Organic corresponds with the same time as the fluctuations in Other and Direct.
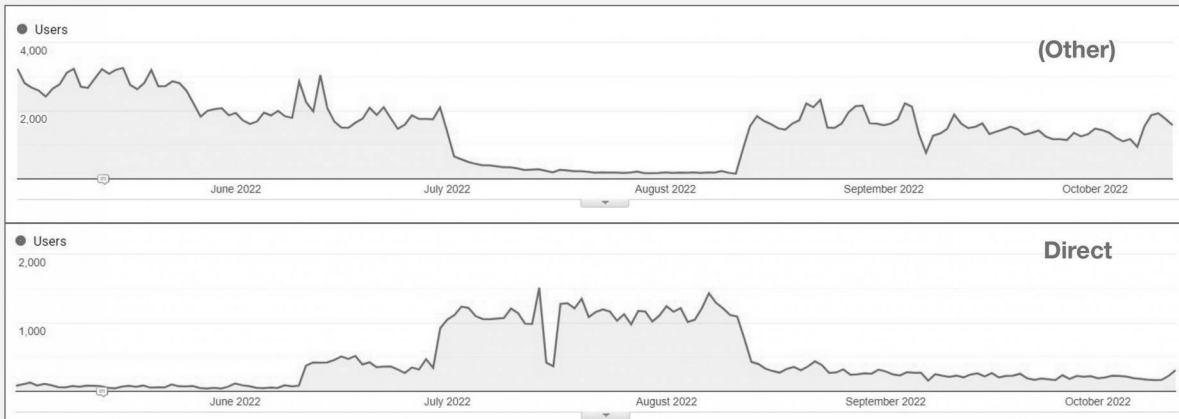
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Strategy & Tactics

Directive,

The Strategy

Grow Customer Base

We started the engagement with a focus on growing organic traffic, brand awareness, and to become less reliant on branded traffic. Our main goal moving forward is to increase the conversions of organic users to (Client) customers.

We are working with the (Client) team to understand how organic traffic is influencing leads and ultimately customers. We've started diving into Hubspot data of existing customers to understand their journey and use that to create easier paths to conversion. We will be exploring opportunities to work with Paid Media and potentially RevOps to create a more holistic approach to attracting customers.

For our SEO initiatives, we will be performing an audit with site-wide updates to internal linking. Though we've experienced roadblocks in the past, we want to continue pushing new blog content and improving conversation rates by optimizing our Contact Us page. We will also be leveraging the Sparktoro platform to better understand our core audience and make sure we're building content that's appearing in the platforms they engage with.

Lastly, (Client) has an opportunity to level up their paid media program and capture incremental revenue from new customers at a more affordable rate. The Directive team would like to support this through a multi-channel, full-funnel approach.

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Tactic #1 - Internal Linking

With the Glossary complete, we should update internal linking to supercharge content across the site and lead users to our high-value core pages.
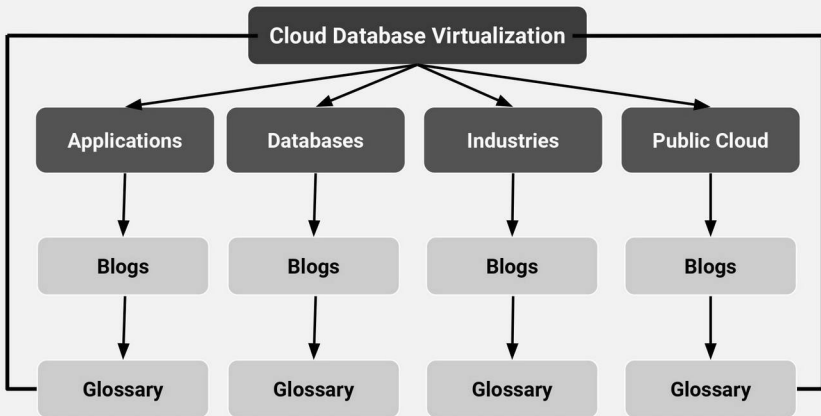

We have an opportunity to leverage internal linking to establish a recognizable hierarchy on the site, creating themes of content that Google can better understand.

The end result creates a waterfall of link equity that ensures our most important pages are seen in the SERPs.

Tactic #1 - Internal Linking

A well-planned and executed internal linking strategy ensures that equity is passed amongst key pages, blogs, and resources to pages that need the extra boost.

Core Page

Blog

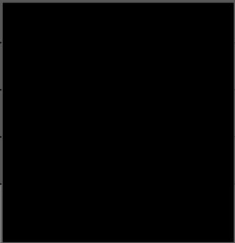**Glossary**

Resource

Directive
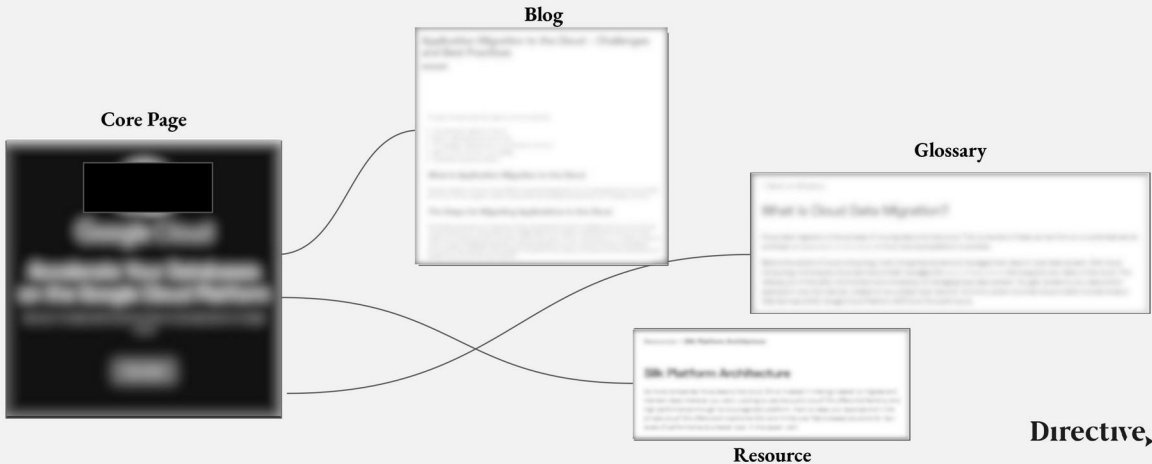
Tactic #2 - Blog Content

We've been limited by SME support for new content, but believe there is still tremendous growth opportunities for the blog and our ability to capture new users.

Topic Examples	Core Keyword(s)	Monthly Search Volume
███████████	███████████	590
███████████	███████████	50 30
███████████	███████████	30
███████████	███████████	70 70
███████████	███████████	210

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Tactic #2 - Blog Content

If we can capture even 15% of these first-page keyword positions, it could mean a boost of up to 15,000 high-intent visitors every month.

Keyword Theme	Monthly Search Volume
	27.1k
	3.6k
	27.1k
	12.1k
	100.6k

Data Center
Volume: 27.1k

- Azure Migration and Modernization Center
- How to Migrate and Modernize with the Cloud
- Step-by-Step Azure Migration Planning

Microsoft Azure
Volume: 12.1k

- How to optimize your Azure workload costs
- Why customers choose Azure to run Windows Server workl...
- Azure infrastructure as a service (IaaS) for every workload

Data Transfer
Volume: 3.6k

- What is IOPS (input/output operations per second)?
- Know Your Storage Constraints: IOPS and Throughput
- IOPS versus Throughput

Sql Server
Volume: 27.1k

- Performance best practices for SQL Server on Azure VMs
- Storage and SQL Server capacity planning and configuration
- Analyzing I/O Performance for SQL Server

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Tactic #3 - Improve Conversions through Contact Us

We will set up GA goals to track organic leads, and run A/B tests to improve conversions rates through the form. The CTA should be more clear and we can improve the form fields to understand their intent.

Please Select
Content (website)
Website Visits (Undefined)
Contact Us Form
Zoominfo
Webinar
Trade Show
Paid Program
Paid - LinkedIn Ads
Paid - Google Ads
Paid - Facebook Ads
Paid - Twitter Ads
Paid - Capterra
Drift
Demo Request
Technical Demo
Joined Mailing List

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New Opportunity: SparkToro

SparkToro can provide customer insights through instant audience research

SparkToro crawls over 80 million social profiles and web pages to find what (and who) your audience reads, listens to, watches, follows, shares, and talks about online.

Find the following:

Demographics: interests, job titles, gender, education, and politics
Behaviors: what they talk about, read, watch, listen-to, and follow
Text Data: how they describe themselves, hashtags they use, language in their posts

All the data comes from aggregated, anonymized public profiles you can trust.

New Opportunity: SparkToro

Discover key insights: SparkToro uncovers information other keyword searches cannot
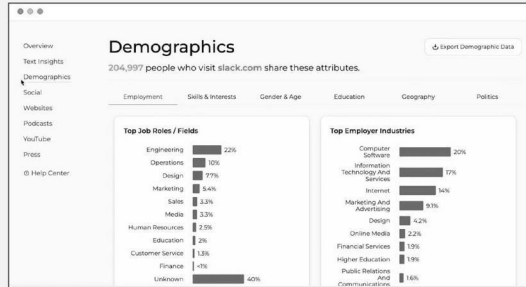
Discover insights like top words used in bios and frequently used hashtags, demographics like gender, job roles, and skills & interests, what your audience follows, visits, and engages with and also what your audience watches, listens to, and reads.

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Paid Media Opportunities

Are Your **Advertising** Competitors Your **Product** Competitors?

Campaign Overview

When looking at historical Google Ads data, we found that your impression share was below 10% across most campaigns. This is an indicator that campaigns were over targeted and were rarely showing ads when targeting matched a search. This gives us confidence that building out a net new targeting structure will generate a new level of performance in this platform.

Campaign	↓ Cost	Conversio	Conv. rate	Cost / conv.	Search impr. share	Search lost IS (rank)	Search lost IS (budget)
Oracle Search	$4,020.87	3.02	0.16%	$1,332.13	< 10%	77.73%	20.84%
Cloud Database Performance Search	$3,452.11	20.00	5.31%	$172.61	< 10%	75.00%	22.22%
MSSQL Search	$2,742.30	2.00	0.26%	$1,371.15	< 10%	81.46%	17.51%
Exadata Search	$2,639.86	0.00	0.00%	$0.00	20.62%	48.01%	31.37%
SQL Server Performance Azure	$826.48	4.00	0.62%	$206.62	< 10%	86.76%	12.88%
Awareness Search	$700.21	0.00	0.00%	$0.00	< 10%	58.51%	37.00%
Brand Search	$246.54	4.55	6.50%	$54.20	75.67%	23.73%	0.60%

The Paid Search Solution

Bid on brand + hyper-intent, JTBD keywords in Google to compete ONLY in the right auctions

Need for Segmentation in LinkedIn

When looking at LinkedIn campaign demographic performance, we found that the majority of impressions are being served to enterprise companies and manager titles. Managers within these larger organizations do not hold the authority to make decisions on platforms like (Client). This is when audience segmentation is vital.

Demographics for campaign: Oracle Exadata Content Download

Name ⌃	Impressions ⌃	Lead Form Opens ⌃
Manager	45,006 (52.87%)	138 (53.7%)
Director	22,468 (26.4%)	63 (24.51%)
VP	14,891 (17.49%)	52 (20.23%)

Name ⌃	Impressions ⌃	Lead Form Opens ⌃
10001+ employees	48,159 (56.58%)	152 (59.14%)
1001-5000 employees	18,589 (21.84%)	52 (20.23%)
5001-10000 employees	10,200 (11.98%)	28 (10.89%)
501-1000 employees	5,099 (5.99%)	11 (4.28%)

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Specific Message for Broad Audience

Cost per conversion is over $800 in the main sponsored content campaign. This is because you are offering a content piece that is written for someone in a very specific situation. The targeting for this campaign is using built in LinkedIn targeting and has no indicator that the audience is looking to switch from Oracle to Azure.

Expand Search Strategy With Directories

There are many relevant directories that rank for our primary terms in Google for our product categories. We can use these sites to not only increase visibility across the SERP but also to inform our keyword investments by auditing their SEO rankings.

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Audit the Organic Rankings of Directories

Auditing directory organic rankings will allow us to better understand the intent leading into the category pages. This research can not only vet the quality of each directory but also inform our BoFu search strategy in Google Ads.

Organic Search Positions 1 - 86 (86)   + Add to keyword list   ⚙ Mana...

	Keyword	Intent	SF	Pos.	D...	T...	Vo...	K...	CP...
☐	⊕ database monitoring tools ≫	C	⌐ +5	5 → 5	0	23.33	320	44 ●	16.6
☐	⊕ database performance monitor ≫	C	⌐ +5	3 → 3	0	11.66	90	59 ●	13.8
☐	⊕ database performance tuning tools ≫	C	⌐ +4	1 → 1	0	11.66	30	47 ●	6.8
☐	⊕ database performance monitoring ≫	C	☆ +3	5 → 5	0	11.66	170	63 ●	13.8
☐	⊕ database performance tools ≫	C I	☆ +4	2 → 2	0	8.33	40	53 ●	25.3
☐	⊕ database performance monitoring tools ≫	C	⌐ +4	3 → 3	0	6.66	50	45 ●	24.1
☐	⊕ data monitoring tools ≫	C I	☆ +4	6 → 6	0	5.00	110	55 ●	12.2
☐	⊕ database monitoring software ≫	C	⌐ +4	6 → 6	0	5.00	110	53 ●	18.4

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Paid Media

Base Management Fee: **$8,500 per month**

Month 1	
Month 1 Retainer	$8,500
Project Phase Fee	$8,500
Total	$17,000

Continued Success (ongoing)	
Paid Media Ongoing	$8,500
Total	$8,500

Monthly Retainer	Ad Spend	% of Spend
$8,500 - $15,000	$57,000-$100,000	15%
$15,000* - $28,000	$100,000-$200,000	13%
$28,000* - $39,000	$200,000-$300,000	11%
$39,000 - $48,000	$300,000-$400,000	9%
$48,000 - $55,000	$400,000-$500,000	7%
Custom Pricing	$500k+	N/A

Next Quarter
Breakdown

Q4 North Star Metric

In Q4, we're forecasting a 52% YoY growth in organic traffic. This traffic number is only from pages we'll be working on for SEO projects, and include Homepage, Solutions, Platform, Contact Us, Blog, and Glossary. Using an estimated 3% conversion rate, we can expect to drive a total of 185 Contact Us form fills this quarter.

Organic Users

6,200

52% YoY Growth

Organic Contact Us Leads

185

Supporting Data

We used historical conversion rates for the Request a Demo goal as a benchmark. After pulling organic traffic from pages we will be working on, we forecasted the next 12 months of traffic and applied the estimated 3% conversion rate to get Contact Us form fills.

Month	predicted	predicted_lower	predicted_upper	3% CVR
Oct 2022	2129	1418	2827	64
Nov 2022	2149	1445	2848	64
Dec 2022	1915	1172	2690	57
Jan 2023	1995	1334	2688	60
Feb 2023	2207	1450	2916	66
Mar 2023	2430	1733	3221	73
Apr 2023	2348	1649	3205	70
May 2023	2376	1637	3096	71
Jun 2023	2409	1744	3174	72
Jul 2023	2439	1754	3137	73
Aug 2023	2579	1797	3332	77
Sep 2023	2566	1898	3330	77

Historical Request a Demo Conversions	
Jan 2021 - Jan 2022	
Landing Page	**Request a Demo CVR**
Homepage	2.62%
Solutions	7.79%
Platform	3.39%
Blog	0.47%
Avg:	3.57%

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New Quarterly Roadmap

Roadmap | Q4

Directive's Win/Win Referral Program

Any time that you refer someone to us that
we provide a proposal to, you'll receive...

A Visa gift card for **$250**.
If your referral chooses Directive to be their partner, you'll receive a
second **$250** Visa gift card,
AND we will make a **$500** charitable donation in YOUR name.

If there is anyone in your network you think could use paid media, SEO, video,
revenue/marketing ops help please send them my way!

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Thank You!

Thank you for your time, and be on the lookout
for an NPS survey from our team!

Appendix