

MARTECH INTELLIGENCE REPORT:

Enterprise SEO Platforms: *A Marketer's Guide*

EIGHTH EDITION

A MarTech Today Research Report

MARTECH TODAY[®]

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Scope and methodology

This report examines the current market for enterprise search engine optimization (SEO) platforms and the considerations involved in implementing them. This report addresses the following questions:

- What trends are driving the adoption of enterprise SEO platforms?
- What choices are available in SEO platforms?
- What capabilities do enterprise SEO platforms provide?
- Does my company need an SEO platform?
- How much does an SEO platform cost?

If you are considering licensing an enterprise SEO software platform, this report will help you make that decision. The report has been completely updated from its January 2017 publication to include the latest industry statistics, developing market trends, and new vendor profiles and product updates. This report is not a recommendation of any SEO platform or company, and is not meant to be an endorsement of any product, service or vendor.

For the purposes of this report, search engine optimization (SEO) is defined as: "The process of generating traffic from the "free," "organic," "editorial," or "natural" listings on search engines. All major search engines such as Google, Yahoo!, and Bing have primary search results, where webpages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads."

The 17 vendors profiled in this report were selected based on their role as industry leaders in enterprise SEO software platforms. SEO point solutions, such as Majestic, Moz or SEMrush, which focus on one or two specific aspects of SEO, are discussed in the report's market overview. We have not included agencies that offer proprietary SEO tools as part of their services.

The report was prepared by conducting in-depth interviews with leading vendors and industry experts. Interviews took place in October/November 2017. These, in addition to third-party research, form the basis for this report.

January 2018

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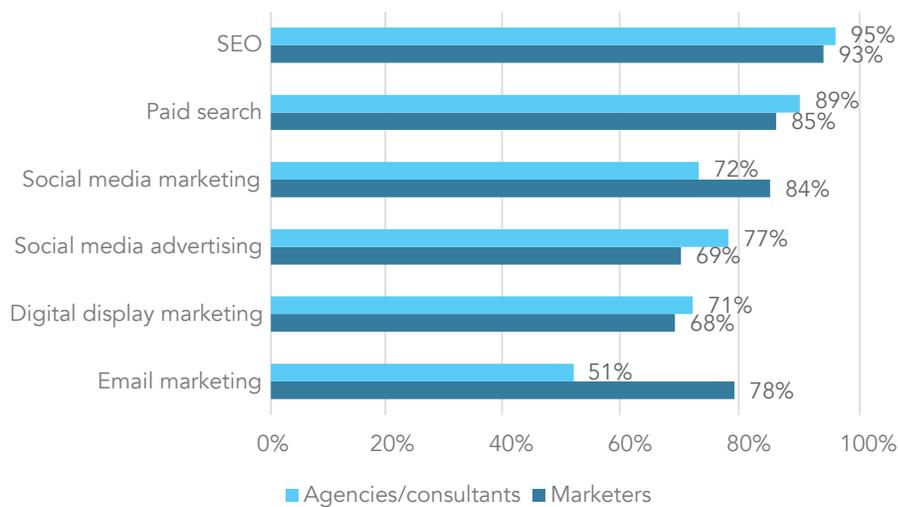
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SEO market overview

Organic search remains the most important step in the purchase funnel. Recent rapid growth in paid search has dented growth in organic search somewhat – growth rates for organic search fell 3% year on year, while the number of paid search ad clicks grew 17% in the third quarter of 2017, according to Merkle's *Digital Marketing Report for Q3 2017*. But organic search still represents the lion's share of traffic – up to 95% of desktop traffic, according to Similar Web's *Global Search Marketing Report 2016*.

Total U.S. SEO-related spending, including tools, agencies and in-house, has grown rapidly over the last several years and is projected to reach a staggering \$80 billion by 2020

Table 1: Digital marketing activities used by marketers and agencies



Source: SEMPO's 2016 State of Search report

Marketers are investing heavily in improving their search engine rankings placement (SERP). Search engine optimization (SEO) is used by 93% of digital marketers and 95% of digital agencies, according to SEMPO's *2016 State of Search Industry Report* (see Table 1 above) – the most recent figures available at press time.

Total U.S. SEO-related spending, including tools, agencies and in-house, has grown rapidly over the last several years and is projected to reach a staggering \$80 billion by 2020, according to research from Borrell Associates (see Table 2 below). More user searches, more users, and more outlets for search visibility, decreasing power of traditional ads and increasing SEO sophistication are all factors contributing to SEO growth, particularly among small and mid-sized businesses, according to SearchEngineLand.



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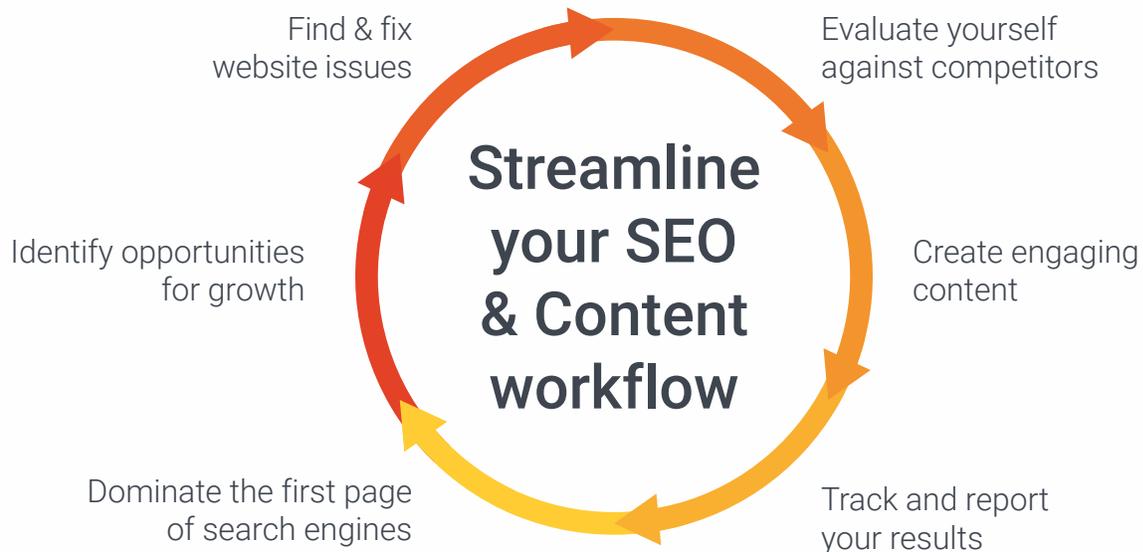


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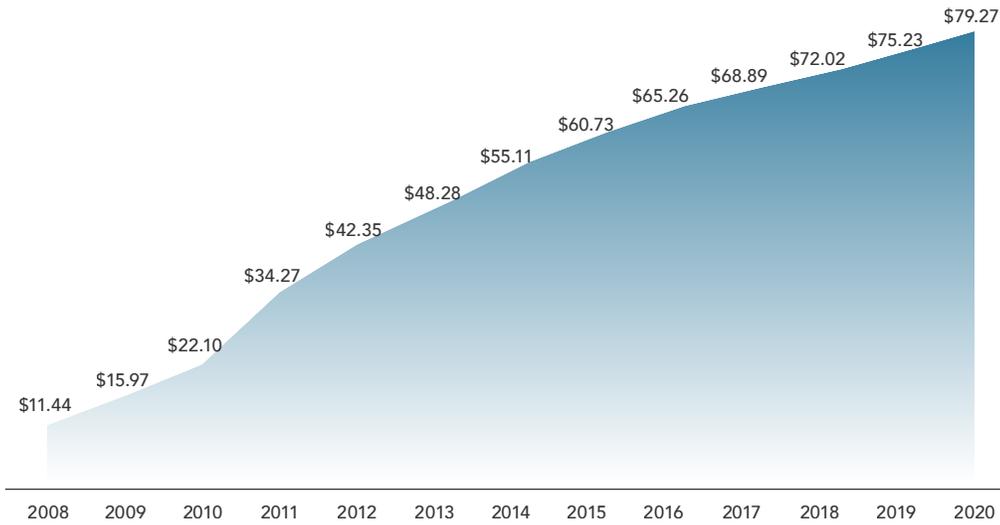
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Table 2: Total U.S. Spending for SEO (2008-2020 in \$ Billions)

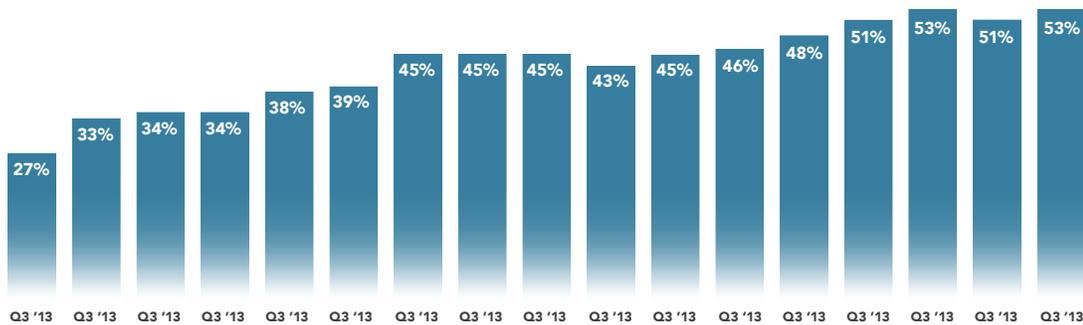


Source: Borrell Associates' Trends in Digital Marketing Services 2016

The mobile web has overtaken desktop for organic search volume, and this gap is especially large where there is local intent.

The mobile web has overtaken desktop for organic search volume, and this gap is especially large where there is local intent. Mobile search queries overtook desktop queries in 2015, according to Google's own figures. In 2016, there were close to 115 billion local mobile searches, compared with around 85 billion local desktop searches, according to digital marketing consultancy Smart Insights. Mobile devices accounted for 53% of all organic search engine visits as of the third quarter of 2017, according to Merkle's *Digital Marketing Report for Q3 2017* (see Table 3).

Table 3: Mobile Share of Organic Search Engine Visits in the U.S. from Q3 2015 to Q3 2017



Source: Merkle's Digital Marketing Report for Q3 2017

Google increases domination of global organic search

Google remains the dominant force in the global search market, representing 92% of global search in November 2017, and 95% of mobile search worldwide, according to StatCounter Global Stats. The firm's dominance of search is likely to increase further as Mozilla recently terminated its deal with Yahoo! to make Google the default search tool within Firefox once more. However, search marketers still need to pay attention to alternative search engines such as Baidu, Bing and Yahoo, which while smaller, do still hold a large audience. Marketers should also be aware that YouTube and Pinterest are also large search platforms in their own right.

Google drives the market, constantly honing its search algorithms in favor of mobile-friendly sites. Its mobile-first index, which is expected to roll out slowly during the course of 2018, will create and rank search listings based on the mobile version of content – even for listings that are shown to desktop users. Google executives want the search engine's index and results to represent the majority of users, who are now mobile searchers.

Google also adopted the Accelerated Mobile Pages (AMP) standard in 2016 to encourage brands to build webpages that speed up mobile pages. Google released several updates to this project in October 2017, including scrolling animations, an improved responsive-navigation sidebar, support for video analytics, fluid ad support and other features to improve ad targeting. AMP is an open source platform that is gaining broad acceptance, including support from Bing, Baidu, and many other key players.

Pros and cons of AMP

AMP offers clear benefits when it comes to driving traffic – the faster a page loads, the better the chances for engagement. Online lifestyle media brand Thrillist, a division of Group Nine Media, saw a 70% increase in traffic after converting its website to AMP, while other firms saw a 20%-60% lift in Google organic traffic, demonstrating a significant return on investment, according to Stone Temple Consulting.

However, there are challenges when it comes to tracking AMP traffic, as it is rerouted onto Google's servers for caching. "Session stitching" provides a workaround to this issue, but it requires some extra development. Industry watchers are hoping for updates addressing this in 2018 as well as improvements for capabilities related to video, interactive elements and other embeds. In addition to the technical hurdles with AMP, the fact that Google hosts the content has made many publishers nervous about losing control, and removing AMP content from the system has proved challenging. Some vendors say that 2018 will be the year that makes or breaks AMP, with publishers and marketers deciding whether the migration to AMP is worth the investment.

Growth in mobile use has boosted demand among search marketers for mobile analytics to help optimize sites for mobile users and improve SERP. Enterprise SEO platform vendors offer keyword performance metrics for mobile devices as part of their standard platforms, as well as additional features such as AMP tracking and optimization; and mobile audits, rankings, and metrics by device (i.e., desktop, tablet, iPhone, and Android). Vendors continue to improve site audits and introduce mobile site crawling in response to Google's upcoming mobile first index. Mobile intelligence point solutions, including App Annie, Sensor Tower, and TUNE, provide a range of mobile analytics for both SEO and PPC marketing.

The rise of voice search raises many questions

The rise of voice search is one of the more hyped trends of 2017. Driven by the growing popularity of personal assistant devices such as Amazon's Alexa, voice search will account for 50% of all search by 2020, according to Baidu's Chief Scientist Andrew Ng, who was quoted in Mary Meeker's *2016 Internet Trends Report*. This is having an impact on the length of search queries and the way queries are phrased. It also raises questions about tracking and ranking. With voice search delivering only one verbal result (vs. a page of options), what will be the contributing ranking factors?

Growth in mobile use has boosted demand among search marketers for mobile analytics to help optimize sites for mobile users and improve SERP.

Recent Google algorithm updates, particularly Hummingbird, have placed increasing emphasis on semantic search, which uses artificial intelligence to identify user intent. As the search engines become 'smarter' and use natural language processing, how will search results translate from web-based, typed searches to the spoken word?

For marketers, voice search remains difficult to track and compare against typed search. Many of the vendors profiled in this report are currently building out tools and new search algorithms and analytics for this rapidly growing format.

Keywords, content and other ranking factors remain important

Where does this leave the keyword, once the bedrock of SEO? Some industry experts argue that keywords, and keyword research, still have a valuable role in effective SEO. Keywords provide the foundation for improving site content, whether it is optimized text or a blog post. Keywords are also the lynchpin for any type of content gap analysis that can surface missing site information. Many of the enterprise SEO platforms profiled in this report offer proprietary "keyword not provided" tools to provide keyword data where Google doesn't, and vendors continue to work on improving gap analysis functionality.

Content optimization – the practice of analyzing the robustness of the key pages of a site – also continues to rise. This includes looking at how well content is written, how well it covers all aspects of the topic matter of the page, and how well it links to other closely related resources. Marketers and their SEO partners must work together to identify relevant search audiences and deliver content that responds to user intent more than simple keyword matches. Backlink quality is a crucial part of this process, and Google continues to emphasize the importance of marketers acquiring authentic links through real relationships and not through link-building campaigns.

While not currently one of the top-ranking factors, website security is increasingly important – especially for sites that require user trust, such as finance sites. Some 65% of domains in the top three positions for very high-volume keywords are already secure, according to a large-scale study on ranking factors by SEMrush, presented at a recent SMX East conference panel. AMP pages must be HTTPS secure, so this number will continue to grow as more websites migrate to the AMP standard.

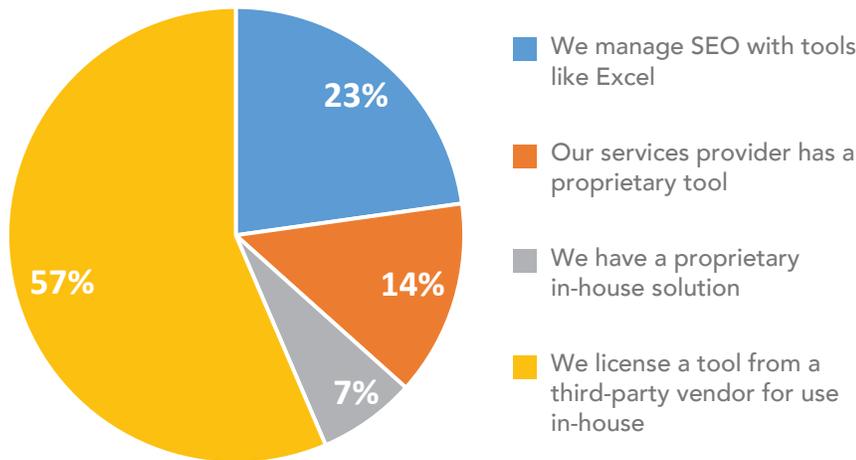
Video and social analytics are other areas vendors are looking to build out new capabilities. Some are looking at partnerships and API access with existing social media management solutions to expand social search analytics capabilities.

Mature vendor market includes point solutions and enterprise platforms

Driven by the need to keep pace with the constantly changing organic search landscape, marketers are using an array of software tools to manage campaigns across search engines, geographies, formats, and devices. More than half of digital marketers currently license a third-party tool to assist in the management of their SEO efforts, according to SEMPO's *2016 State of Search industry report* – the most recent year for which figures are available. (see Table 4). The 2016 survey figure saw a 13-percentage point jump over 2015.

While not currently one of the top-ranking factors, website security is increasingly important – especially for sites that require user trust, such as finance sites.

Table 4: What technology do you use to manage SEO?



Source: SEMPO's 2016 State of Search industry report

The enterprise SEO tools market includes many suite-based platforms as well as point solutions that automate singular pieces of the SEO puzzle. Both types of vendors offer unique benefits based on marketing need, budget, and internal resources. Suite-based platforms offer a “one-stop approach” to SEO management, providing search marketers with multiple tools in one interface. Point solutions can be used alongside these platforms or in place of a platform for search marketers needing best-of-breed agility or very specific SEO task management (see Table 3). However, point solutions cannot offer the full range of services provided by an enterprise SEO tool.

SEO and content marketing continue to converge – several SEO firms have rebranded as “SEO and content marketing” providers in recent years, and some content marketing firms have built out their SEO capabilities through acquisitions.

However, while many vendors in the crowded SEO market would like to find a buyer, acquisitions have been relatively scarce in 2017, as investors recognize such an acquisition may not sufficiently bolster subscriptions. The pace of M&A is not expected to pick up in 2018 – larger tech firms are more likely to partner with SEO and point solutions than acquire them.

Competition in the crowded SEO software market is fierce, as evidenced by ongoing litigation over a patent dispute between California-based BrightEdge and Berlin-based Searchmetrics. The lawsuit, which arose after failed acquisition talks between BrightEdge and Searchmetrics in 2013, continued into 2017.

Expanding geographic reach was a key driver of the deals that took place in 2017. Acquirers included global IT consulting firm Cognizant, which agreed to purchase European digital marketing consulting and technology firm Netcentric for an undisclosed sum in order to boost its digital marketing footprint in Europe. Similarly, advertising and marketing giant Omnicom Media Group bought UK-based international SEO specialists Verve Search. And SEO/content marketing platform GinzaMetrics bought Asian cross-border influencer marketing platform Withfluence.

The enterprise SEO tools market includes many suite-based platforms as well as point solutions that automate singular pieces of the SEO puzzle.

Select SEO tool and platform financial transactions 2016-2017

October 2017

- Withfluence: Acquired by GinzaMetrics
- Netcentric: Acquired by Cognizant

September 2017

- Portent: Acquired by Clearlink Technologies
- Verve Search: Acquired by Omnicom

August 2016

- Linkdex: Acquired by ScribbleLIVE

May 2016

- SEOlytics: Acquired by Sistrix

January 2016

- App Annie: \$63M Series E
- Moz: \$10M Series C
- Botify: \$7.2M Series A

Source: Third Door Media

Table 5: Selected SEO Point Solutions

Competitive intelligence	Int'l keyword research	Keyword research	Link analysis, acquisition or removal	Page optimization	Proxy server	SERP analytics	Site crawler	Mobile rankings or research	Site monitoring		
									Log file analysis	Uptime monitoring	Engagement
AdGooroo	AnswerThePublic.com	Ahrefs	Ahrefs	BloomReach	Ninja Proxy	Advanced Web Ranking	Analyzerobots.txt	App Annie	Exact Trend	GTmetrix	Heap Analytics
Ahrefs	Google Keyword Planner	KeywordTool.io	Bing Webmaster Tools	Moz	SearchDex	AuthorityLabs	Beam Us Up	SEO Rank Monitor	Loggly	Pingability	IBM Tealeaf
iSpionage	I Search From	KWFinder.com	cognitiveSEO	OneHydra	Trusted Proxies	JungleTorch	Botify	Sensor Tower	Sawmill	Pingdom (Solar Wind)	Kissmetrics
Keyword-Competitor	keyword.io		Google Search Console	Page Locus		Microsite Masters	BROWSEO	Serps.com	Splunk	PingMate	Maximizer
KeywordSpy	Mail.ru Keyword Tool	SEO Chat	JungleTorch	Unbounce		Moz	DeepCrawl	TUNE	SumoLogic	Site24x7	Mixpanel
Moz	Search Latte	Wincher	LinkResearch-Tools	WooRank		Pro Rank Tracker	Moz		Weblog Expert	SiteUptime	Monetate
Serp Scan	Spywords.ru		Link Prospector			SE Ranking	Mozenda				Optimizely
Similar Web	Topvisor.ru		Link Detox			SEO Rank Monitor	Screaming Frog				Woopra
SpyFu	Ubersuggest	Wordtracker	Monitor Backlinks			SERPs.com	Sitebulb				
The Search Monitor	WebCertain		Majestic			SerpYou	Xenu's Link Sleuth				
	Yandex Wordstat		Moz			Siteoscope					
			Ontolo			STAT Search Analytics					
			rmoov								
			WebMeUp								

Source: Third Door Media

Enterprise SEO platform capabilities

Enterprise SEO platform vendors offer numerous capabilities that range from keyword research and rank-checking to backlink analysis and acquisition, as well as competitive intelligence, social signal integration, and workflow rights and roles. Most of the SEO platforms profiled in this report offer the following core capabilities:

- Keyword research and rankings;
- Page-level SEO analysis;
- Content optimization analysis;
- Link (also called backlink) analysis and acquisition/removal;
- Social signal tracking (organic);
- Site error detection;
- Organic search traffic market share;
- Competitive analysis;
- International search results and rank tracking;
- Internal cross linking; and
- APIs for third-party data integration and management.

Enterprise-level platforms may also provide more extensive link and site audits or analytics that include predictive scoring systems to identify potential opportunities to improve page performance or link authority. Vendors differentiate by offering more frequent or detailed data updates or content marketing features that sometimes require additional investment. These more advanced capabilities may include, but are not limited to:

- Daily site crawls;
- Search intent-based analysis;
- Universal search rankings: Featured Snippets, Knowledge Panels, Review, Local Packs, Images, Top Stores, Video, Tweets, Related Questions, Carousels (AMP);
- Content marketing analysis and performance tools;
- On-page content quality analysis;
- Competitive intelligence and benchmarking;
- Mobile/local analytics; and
- Cross-device attribution.

The following section discusses some of these capabilities and the key considerations involved in choosing an enterprise SEO platform (see Table 5).

Link analysis and acquisition

Links continue to be the one of the most important external or “off-the-page” signals that can help a website rise in search engine rankings. Most of enterprise SEO platforms provide link analysis (i.e., what sites are linking to yours?), link building or removal recommendations via competitive analysis, and other reports that reveal opportunities for obtaining links (i.e., what sites should you solicit links from?) as part of their base platforms.

Keyword research/rank analysis

Keyword research – knowing what terms people use to find your website, how they rank, and how to use those terms in your copy – has been a pillar of effective SEO. Virtually all enterprise SEO platforms provide keyword research tools that allow marketers to discover the ways that consumers search for content, and what keywords are driving traffic for competitors. Vendors source this data differently, however. Some vendors license data from

Enterprise-level platforms may also provide more extensive link and site audits or analytics that include predictive scoring systems to identify potential opportunities to improve page performance or link authority.

point solutions or ISPs, due to Google's restrictions on scraped data in its AdWords terms of use and the growing percentage of search results that are "keyword (not provided)." Other vendors develop and manage a proprietary database of keyword terms. As a result, reliable keyword data has become less of a commodity and more expensive.

Search intent-based analysis

Google's search algorithms are focusing less on keyword matches and more on search intent. The Panda, Penguin, and Hummingbird updates all made keyword data less accessible to search marketers. To counter the lack of keyword data, SEO platform vendors are developing more "search intent" based tools that analyze search intent and predict or recommend the most relevant content for the searcher.

Custom site crawls/audits

With content quality becoming the lynchpin for many marketers' SEO strategies, site crawls or audits are important tools offered by enterprise SEO platform vendors. Some platforms offer optimization recommendations for keywords, page structures, and crawlability; prioritizing and assigning scores for such factors as HTML title tags, body tags, and meta-tags. Most of the SEO platform vendors profiled in this report provide daily site crawls; others offer a weekly frequency. The tool should also crawl the entire site, not just random pages. Crawlers are increasingly being added for mobile-optimized and AMP pages as well.

Social signal tracking and integration

Social media activity is an important ranking factor or signal in search engine algorithms and results. All enterprise SEO platforms profiled in this report track, measure, and integrate social signals into their analytics and dashboard reports. Sites that experience strong social sharing typically perform better in organic search results. Capabilities range from social signal tracking and correlations to site traffic and conversions, as well as social profile monitoring and sentiment analysis, and contact-relationship management. While most vendors do well at tracking organic traffic, few currently track paid social activity.

Content marketing and analysis

SEO and content marketing have become closely aligned, as Google raises the content quality bar through developments like AMP, Rank Brain (Hummingbird), and Penguin. As a result, relevant, up-to-date content has become integral to SEO success. Many vendors have upgraded the content optimization and content marketing capabilities of their enterprise SEO platforms and expanded the tools' content marketing features. These include page management tools or APIs to monitor on-page content and errors, reports on content performance and traffic trends, influencer identification and campaign management, and real-time content recommendations.

International search tracking

International search coverage has become a critical capability, as the global economy leads more U.S.-based enterprises to conduct business online and offline in multiple countries and languages. Virtually all enterprise SEO platforms profiled in this report offer some level of international search coverage that crosses borders, languages, and alphabets. The capabilities include integrating global market and search volume data into the platform, as well as integrating global CPC currency data.

Many vendors have upgraded the content optimization and content marketing capabilities of their enterprise SEO platforms and expanded the tools' content marketing features.

Table 6: Selected enterprise SEO platform capabilities

Vendor	Link analysis & acquisition	Keyword research/rank analysis	Search intent-based analysis	Custom site crawls	Social signals tracked-organic	Social signals tracked-paid	Content marketing module or tool	International search tracking	Mobile/local analytics
Authoritas (formerly Analytics SEO)	Combination of proprietary and licensed data from Majestic	Proprietary data		Daily	FB, G+, IN, ST		✓	191 countries	✓
BrightEdge	Combination of proprietary and licensed data from Majestic	Proprietary data	✓	Daily	FB, G+, TW		✓	76K+ locations across US and global locations	✓
Botify	Proprietary data	Proprietary data	✓	Daily / weekly / monthly	FB, G+, IN, PN, RD, TU, TW		✓	All countries	✓
Conductor	Combination of proprietary data and partner data	Combination of proprietary data and partner data	✓	Daily	TW, YT		✓	100 countries	✓
Dragon Metrics	Combination of proprietary data and licensed data from Moz	Combination of proprietary data and data licensed from Google Search Console, Bing, Baidu		Bi-weekly/on-demand site crawls. Daily or weekly ranking data.	Traffic from all social media sites tracked with 4 separate reports	Traffic from all social media sites tracked with 4 separate reports		10 search engines, 200 countries and languages, 100,000+ locales	✓
GinzaMetrics	Combination of proprietary data and data licensed from Moz and Ahrefs	Combination of proprietary and licensed data	✓	Daily	FB, G+, IN, IS, PN, SS, TW, YT		✓	120+ countries	✓
gShift	Combination of proprietary and licensed data from Majestic	Proprietary data	✓	Daily	FB, G+, IN, PN, TW, YT	✓	✓	200+ countries	✓
iQuanti	Combination of proprietary data and licensed data from Ahrefs	Keyword research: work in progress. Rank analysis uses ALPS predictive model benchmarked to Google's search algorithm.	✓	Monthly by default, weekly or daily if required	FB, IN, TW			188 countries, 81 languages	✓
Linkdex	Combination of proprietary and licensed data from Majestic	Combination of proprietary and licensed data	✓	Daily	TW		✓	All the configurations Google has	✓
Pi Datametrics	Data licensed from Majestic	Proprietary data	✓	Daily	FB, G+, IN		✓	All countries	✓
RankAbove	Combination of proprietary and licensed data from Ahrefs	Combination of proprietary and licensed data	✓	Daily	FB, G+, IN, TW		✓	200+ countries	✓
Rio SEO	Combination of proprietary and licensed data	Combination of proprietary and licensed data	✓	Weekly	FB, FQ, IS, TW, YE, YT		✓	58 countries	✓
Searchmetrics	Proprietary data	Proprietary data	✓	Daily	FB, G+, IN, PN, TW		✓	128 countries	✓
SEMrush	Proprietary data	Proprietary data	✓	Daily / weekly/ on-demand site crawls	FB, TW, G+, YT, IN		✓	All Google configurations Google + Bing US + Baidu China	✓
seoClarity	Combination of proprietary and licensed data from Majestic and Moz	Proprietary data and analysis from daily crawls of the web	✓	Daily	FB, G+, IN, PN		✓	180+ countries	✓
SISTRIX (SEolytics)	Combination of proprietary and licensed data from Majestic	Proprietary data	✓	Daily	FB, G+, IN, PN, TW		✓	50 language/search engine combinations	✓
WebCEO¹	Combination of proprietary and licensed data from Majestic	Combination of proprietary and Google Keywords Planner data		Daily	FB, G+, IN, PN, TW		✓	350+ global and local search engines	✓

Note: Social network abbreviations are: FB (Facebook), FQ (Foursquare), G+ (Google+), IS (Instagram), IN (LinkedIn), PN (Pinterest), SS (SlideShare), ST (StumbleUpon), TW (Twitter), YE (Yelp), YT (YouTube).

Source: Third Door Media

Mobile/local analytics

Google's search engine updates are increasingly focused on improving the mobile/local search user experience. As mobile-friendly sites rise to the top of the SERPs, marketers are demanding more and better mobile and local data and analytics to help them optimize their sites for mobile users and improve search engine rankings. Keyword performance for mobile devices is now offered as part of the standard platform by several vendors. Other available features include mobile audits, rankings, and metrics by device (i.e., desktop, tablet, iPhone, and Android).

With hundreds, thousands, tens of thousands, and even millions of pages, sites, social conversations, images, and keywords to manage and optimize, enterprise SEO has become increasingly complicated and time consuming.

Choosing an enterprise SEO platform

The benefits of using enterprise SEO platforms

With hundreds, thousands, tens of thousands, and even millions of pages, sites, social conversations, images, and keywords to manage and optimize, enterprise SEO has become increasingly complicated and time consuming. Using an enterprise SEO platform can increase efficiency and productivity while reducing the time and errors involved in managing organic search campaigns. More specifically, managing SEO through an enterprise toolset can provide the following benefits:

- **Many tools, one interface.** Enterprise SEO platforms perform many tasks in one system. A comprehensive dashboard can help your organization monitor SERP rankings and trends, how you measure up to competitors, and your share of voice. The integration and prioritization of tasks, reporting, and user permissions can offer substantial benefits to enterprise-level SEO operations.
- **More efficient management of global operations.** Enterprise SEO tools have built-in diagnostics that can be invaluable on a global scale to identify site-wide issues across languages, countries or regions. These tools uncover macro and micro issues with pages, templates, and infrastructure.
- **Keeping pace with the search engines.** SEO software vendors have dedicated teams and engineers to follow frequent search engine algorithm changes and their impact on the SEO reporting required by enterprises.
- **Automated reporting to provide data in near real time.** Many brands end up trying to put a lot of data in spreadsheets and manually update them. But that doesn't provide a complete view of the data. Most enterprise SEO platforms offer highly customized reporting capabilities that are widget- and wizard-driven to make reporting faster and easier.

Pricing/annual contracts

Licensing an enterprise SEO platform can be a significant investment, particularly for ecommerce or retail brands with hundreds of thousands of SKUs or product pages. Marketers typically spend tens of thousands of dollars each month in licensing fees, and pay for installation and staff training to maximize the value of the platform and its capabilities.

Virtually all enterprise SEO platforms are provided on a software-as-a-service (SaaS) basis, i.e. the vendor makes the software available online and is responsible for all maintenance

and system administration. Pricing models vary, and at the enterprise level, are often customized based on the number of users, sites, keyword rankings, and pages. Determining your overall cost can be more art than science and based upon keyword, site, and link volume, international coverage, and other SEO activities.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the SEO platform decision-making process. The following section outlines four steps to help your organization begin that process and choose the SEO platform that is the right fit for your business needs and goals.

Step One: Do you need an enterprise SEO platform?

Deciding whether your company needs an enterprise-level SEO platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs and resources, staffing, management support, and financial resources. Use the following questions as a guideline to determine the answers.

- 1. Do we have the right human resources in place?** Employing people to implement and use SEO platforms is a prerequisite to success. If you have marketing staff, utilizing SEO toolsets can make them more efficient and effective. The vast majority of organic search marketers struggle to justify their SEO budgets. SEO platforms and tools are a key component of helping to keep overall costs down while getting the required work done.
- 2. Do we have C-level buy-in?** Enterprise SEO software can be a five- or six-figure investment annually. It is critical to demonstrate the value of SEO to C-level executives by running pilot test projects and agreeing to a definition of "success" in advance.
- 3. Do we have the right technical resources?** Successful enterprise SEO needs dedicated technical resources deployed to it to act on the recommendations and opportunities surfaced by the analytics and reports.
- 4. Who will own enterprise SEO?** Enterprise SEO is commonly placed into marketing, editorial or IT depending on the nature of the business. Unfortunately, in large companies, it usually ends up with either whoever has the budget or whoever can best articulate the business case. In a best-case scenario, it should be both.
- 5. Can we invest in staff training?** It is vital to provide training to technical, design, content, and marketing teams, and reinforce it on a regular basis. A successful enterprise SEO implementation will find ways to inject SEO knowledge into existing training programs and identify internal evangelists to broadly distribute the messages. Training needs to be comprehensive, consistent, and continuous.
- 6. Have we established KPIs and put a system in place for tracking, measuring, and reporting results?** It's important to know upfront what you want your SEO to achieve. Do you want to improve SERP rankings or the time visitors spend on your site? Is conversion – whether a product purchase or whitepaper download – your key objective? Having goals will help you decide if you're ready to put an enterprise platform to good use, as well as help you decide which tool will best meet your organizational needs.

7. **How will we measure success?** Depending on your site's monetization strategy, make sure you know how you'll determine if the rollout of the platform and the successful execution of the established KPIs actually increased sales, conversions or page views.
8. **Do we have realistic expectations?** It is not uncommon for enterprise SEO efforts to take at least six months to generate tangible results. If SEO is a new initiative within the organization, there are cultural shifts and workflow processes that will need to be implemented and refined. Setting realistic timelines and goals will help build support at all levels of the enterprise.

The most effective RFPs only request relevant information and provide ample information about your business and its SEO needs.

Step Two: Identify and contact appropriate vendors

Once you have determined that enterprise SEO software makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the SEO capabilities you currently have, those that you would like to have, and those that you can't live without. This last category is critical, and will help you avoid making a costly mistake. For example, if social signal integration is crucial to your natural search process, make sure you focus on it during vendor interviews and demos. If you find that one vendor doesn't offer this "must-have" capability, it's obviously not a fit.
- Take your list of capabilities and then do some research. The "Resources" section at the back of this report includes a list of blogs, reports, and industry research that will help. (Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.)
- Narrow your list down to those vendors that meet your criteria. Submit your list of the SEO capabilities you've identified, and set a timeframe for them to reply.
- Decide whether you need to engage in a formal RFI/RFP process. This is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your business and its SEO needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your SEO efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides come to a shared understanding of the purpose, requirements, scope, and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

Step Three: Scheduling the demo

Set up demos with your short list of vendors within a relatively short timeframe after receiving the RFP responses to help make relevant comparisons. Make sure that all potential internal users are on the demo call, and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?
- Is the reporting actionable?

Other questions to ask each vendor include:

- 1. How do you calculate search volumes?** Knowing how the system treats information types will impact how you ascribe value to certain keyword terms, make decisions about keyword and content choices, and affect the ROI of your search marketing efforts. Find out if the tool uses exact match, broad match or phrase match, and from where raw data is extracted (i.e., analytics, log files or a proprietary tracking pixel).
- 2. Can this system track millions of searches, visits, site pages, etc.?** Knowing whether the platform is a true enterprise solution or a simple tool that may not scale for your business needs is crucial. Limits on the numbers of keyword rankings, pages or traffic tracked could impact your use of the system or significantly increase the cost.
- 3. Do you support international search?** There are many nuances within international SEO that can mislead even the best SEOs. Find out if the numerator in the calculation of the platform's average clicks per search or average search volume are normalized for global or local (in that market) search, and whether search ranks are calculated from within country or remotely. The misapplication of international data could impact the ROI of your search marketing efforts.
- 4. How do you track and report universal search results?** As an in-house SEO expert, you will want to know if and where your site was listed on the results page. For example, did your listing appear in web results, the In the News segment, an in-depth article, or the video results? Or, if your page shows up as a Google rich answer, will you show up there plus the traditional SERP position? That location and reporting feedback helps to quantify strategic and tactical efforts.
- 5. Do you support separate measurement of mobile site performance, mobile friendliness, mobile rankings, and user engagement with the mobile version of your site?** As mobile-friendly sites rise to the top of the SERPs, marketers are demanding more and better mobile and local data and analytics to help them optimize their sites for mobile users and improve search engine rankings. Find out what mobile capabilities are available.
- 6. Does your tool help customers understand what competitors do, and derive actionable insights from that?** What are the most important features you have for providing competitive research? Competitive intelligence is a standard feature for virtually all enterprise SEO platforms – but the scope and cost differ between vendors. Find out what level of data is provided about your competitors and vertical industry, and make sure it fits your requirements.
- 7. How robust and flexible are your reporting options?** Different users have different reporting needs. Find out if reports can be customized and automatically delivered to different users and types of users, and whether data can be exported in CSV format.
- 8. Where are the actionable reports?** Enterprise tools have dashboards and generous amounts of data but it's very important to understand how, and, which reports can immediately benefit your business. A good sales team will understand your company's objectives and KPIs and will have reports ready or be able to run them in real time. This is data that can be handed over to the appropriate teams and promptly acted upon.

9. **What other meta-information does your system collect that may be made available to me via API?** Being able to trace search traffic data from the front of the funnel all the way to sales data in a CRM or business intelligence (BI) system will help you to more accurately calculate ROI.
10. **Is there a workflow built in that allows me to coordinate the work of my marketing, content, web development, and social media teams across the organization?** SEO cannot operate in a silo. A true enterprise platform should provide built-in workflow management that includes task assignment, management, and monitoring of completion rates across groups.
11. **What does the onboarding process entail and how long will it take?** What are the training options, i.e., is it online only...or will you send people to our location to train us on site? Be sure to find out what onboarding and support is included in pricing and what is an add-on.
12. **What kind of ongoing support and client engagement will your account team provide?** How will you gauge our use or non-use of the platform's features? One of the most common reasons a company transitions out of an enterprise platform is because they don't use it enough. A vendor should be prepared to address this issue and specifically how the tool creatively engages users and gets them back into the environment.
13. **What new features are you considering?** What's the long-term roadmap and launch dates? The SEO landscape is constantly changing with new features to further leverage digital assets rapidly coming out of Google and Bing. It's important to understand the level of innovation and the ability to add and track emerging technologies. Knowing a vendor's new feature release date schedule and its ability to stick to committed timelines is also very important. This helps establish a long-term trust and relationship with the vendor that it will always be on the cutting edge of SEO.

Before deciding on a vendor, take the time to speak with one or two customer references, preferably someone in a business like yours.

Step Four: Check references, negotiate a contract

Before deciding on a vendor, take the time to speak with one or two customer references, preferably someone in a business like yours. The SEO vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is a primary user of the solution. Consider also asking these basic questions:

- Why did you move to an enterprise SEO platform?
- Why did you select this platform over others?
- Has this platform lived up to your expectations?
- How long did the system take to implement?
- Are you also using additional tools for crawling, page evaluations, competitive analysis, domain, and link data?
- Were there any surprises that you wish you'd known about beforehand?
- What was the quality of the training resources?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How easy was the set-up process and how long? Did the vendor help?
- How responsive is customer service?
- Has there been any down time?
- Do you use all the resources provided? If not, which ones and why?

- What is the most useful, actionable (favorite) report the tool generates?
- What do you wish they did differently?
- Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom integrations, if so, how much (and how long will the onboarding take)? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the tool? If you need to train a new hire midyear, what will that cost? What is the "out" clause? Are they open to a trial period with options to exit the contract? Obtaining the answers up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

Conclusion

Organic search continues to evolve rapidly, as Google updates and manipulates its search algorithms frequently in response to changing consumer needs. Emerging technologies such as voice-powered personal assistant devices, the increasing role of visual images and video, and the globalization of ecommerce are just a few of the macro industry factors that will impact marketing success in organic search.

There are many choices for search marketers seeking a technology partner to manage SEO. The enterprise SEO tools market includes many suite-based platforms as well as point solutions that automate singular pieces of the SEO puzzle. Both types of vendors offer unique benefits based on marketing need, budget, and internal resources. A careful self-assessment of your business needs and resources, staffing, management support, and financial resources will help to ensure that your organization makes the right choice for long-term success. ■

Vendor Profiles



Authoritas™
 (Formerly AnalyticsSEO)
 136-138 Holly Road
 Middlesex U.K.
 TW1 4HQ
 (T) 281-816-5176 (U.S.)
www.authoritas.com

Target customer

- E-commerce sites, enterprises managing multiple sites, and digital marketing agencies.

Key customers

BNP Paribas
 British Council
 Johnson & Johnson
 La Redoute
 Renault Nissan

Key executives

Laurence O'Toole, CEO
 Penny Holt, Finance Director

Company overview

- Founded in 2009.
- 25 employees.
- Privately funded.
- Additional offices in the U.S. (Austin, TX), South Africa, and France.

Product overview

- Data science-driven SEO and content marketing platform for experienced SEOs and content marketing professionals.
- Includes essential SEO data and tools for optimizing one or many large websites in competitive niches built around a six-stage SEO and content marketing process:
 - Research: Industry analysis, competitive benchmarking, search visibility and keyword research and keyword rank tracking.
 - Audit: Technical auditing, website crawling, real-time log analysis.
 - Strategy: Content strategy and content gap analysis.
 - Optimize: Universal search, voice search, content audit.
 - Outreach: Link profiling and outreach.
 - Measure: Google Search Console, Google Analytics and Adobe Analytics integration and customized reporting.
- Multi-site management facilities: Multi-site tagging, performance dashboards and task management to measure performance across different teams and territories.
- *Market Share*: Competitor research and content marketing strategy module designed to help marketers pinpoint the top 100 competitors in their market and define content marketing opportunities based upon relevance, ease-of-ranking, and projected ROI.
- Features a proprietary database of 100 million domains, 40 million commercial keywords, and 30 million blogs.
 - Databases fed by proprietary crawlers and third-party partner Majestic for backlinks.
 - Collection of SERP rankings for millions of keywords; clusters pages and keywords to shed light on Google's algorithm and the natural clusters that form in any market.
 - Highlights clusters of opportunity and relative strength.

Vendor Profiles

Product Details



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- IntelliTraffic™ “not provided” solution opens access to hidden keyword visit data.
- Features to support voice search such as Featured Snippet detection and People Also Ask.
- Features to support Mobile First Index including real-time log analysis of Googlebot and Google mobilebot.

Social signals integration

- Integrates Facebook, Google+, LinkedIn, and StumbleUpon.

Reporting and analytics

- Keyword suggestions and opportunities are automatically generated across multiple search engines.
 - Keyword ranking histories are tracked daily for Google, Bing, Yahoo, Yandex, and Baidu.
 - Provides an overview of average monthly and weekly rankings.
 - Segmentation is available to sort generic (non-branded) from branded keyword traffic.
- Unlimited backlink analysis includes for defined competitors in each SEO campaign.
- Competitive intelligence includes industry analysis and competitor site audits for ranking factors and backlinks.
- Customized white-labeled, scheduled reports in PowerPoint, Excel or PDF.

Third-party partnerships and integration

- Third-party API integrations with Majestic, Adobe Analytics, Google Analytics, Google Search Console and Xiti.
- Site Auditing and Crawling API (XML-RPC) and SERPs API (REST API).
- Additional white-label partnerships available through Authoritas' API.

Pricing and service

- Custom e-commerce, agency and enterprise plans per client requirements.
 - Pricing based on features selected, professional services needed and the data required.
 - Bespoke one-off big data research projects are also offered which allow clients to build a totally customized view of their market across their top 100 competing sites and millions of keywords.
 - API Pricing – supports integration of market-wide insights into eCommerce site search technologies, dashboards and other platforms.
- Enterprise packages include advanced features such as customized access to Market Share and network analysis technology to define markets, bulk keyword history site imports, advanced reporting, multi-site project management, professional services, SLAs, and priority support.
- Annual subscriptions: flexible commercial terms with preferred rates for clients looking for long-term relationships of one year or more.
- Dedicated account manager assigned to each enterprise account.
- Email, online, and phone-based customer support (during U.K. and U.S. office hours) included; add-on onsite support available.
 - Webinars, online manuals, and video resources included for all accounts.

Vendor Profiles



Botify
303 Spring Street
New York, NY 10013
www.botify.com

Target customer

- SEOs and digital marketers at enterprise companies globally.

Key customers

Expedia
iProspect
Refinery29
Staples

Key executives

Adrien Menard, Founder and CEO
Thomas Grange, Founder and CTO
Stan Chauvin, Founder and CPO

Company Overview

- Private company, founded in 2012.
- Raised \$7.2 million in Series A funding in 2016.
- 400+ customers in 30 countries.
- 80+ employees.
- Offices in Paris, New York, London.

Product Overview

- Botify is a full-service SEO platform. It offers users end to end search insights from log file data, to crawl insights to real user queries combined in a simple user interface. Botify's solution comprises three applications:
 - *Botify Log Analyzer*: Enterprise web server log file analysis application dedicated to SEO. Delivers real-time data about search engine activity like URLs crawled by Google or Bing by day, crawl volume by site segment, or advanced scenarios like staleness detection highlighting sections of the site that are infrequently crawled or not yet discovered by search engines.
 - *Botify Analytics*: Technical SEO crawler that packages structural, device, content, and indexability indicators into a simple user interface. Isolates mobile and AMP SEO indicators. Shows internal linking and page depth to understand site structure and crawlability. Evaluates the likelihood of pages to be considered valuable and included in search engine indices with reports that highlight HTTP errors, no index tags, robots directives and canonicals pointing to other pages on the site.
 - *Botify Keywords*: Ranking solution that reconciles real user queries with technical SEO and content quality metrics for every ranking page on a site. Isolates non-brand queries and CTR. Presents mobile-only insights with configurable dashboard. Ties structural indicators like depth to rankings.
- Applications can be purchased separately. When purchased in combination, metrics from each solution are combined, at the URL and segment level within the user interface.
- Traffic and ranking data is paired with 350+ content and technical SEO metrics.
- Botify can analyze up to 25 million URLs per crawl in a cloud-based platform, crawling up to 250 pages per second, with real-time data during analysis.

Vendor Profiles

Product Details

**Botify**

303 Spring Street
New York, NY 10013
www.botify.com

Social signals integration

- Integration with Google Analytics and Adobe Analytics allows users to compare SEO traffic with social traffic. Gain insights about how users' behavior on social may be impacted by SEO efforts.
- Audits open graph tags with customizable HTML extracts feature.

Reporting and analytics

- Metrics Tables: Users can create bespoke reports, trended over time, as well as custom tables capturing indexability issues like noindex tags, bad HTTP status codes, or canonicals. Metrics tables allow users to tie structural indicators to visits. They can be used to track content quality over time, by segment to understand changes in quality by section of the site. Receive custom graphs via email at the end of report generation.
- Keywords Reports: Captures metrics about real user behavior and actual search queries, and finds rising trends in rankings. Utilizes single-click device-specific dashboards, and isolates non-brand performance.
- Crawl Budget Report: Provides SEO log file analysis to optimize crawl budget by tracking percentage of URLs being crawled by Google and Bing or any search engine. Users can manage crawl frequency and staleness of content.
- Visits Reports: Users analyze all URLs driving traffic to their site to show the percentage of the site responsible for visits, and prioritize technical improvements.
- URL Explorer: Analyze all crawled URLs on a site within a single, customizable report. Analyze structured data or filter all data by 350+ SEO KPIs, segment, and more.
- Performance Reports: Shows average load time of pages across the site, and

the ratio of fast to slow pages enabling users to analyze, at the URL level, page speed. This report also separates JavaScript load time and demonstrates URLs with blocked resources.

- HTTP Codes Report: Isolates crawl errors and follows how these are trending over time. Users discover the distribution of HTTP codes, and whether 301 redirects are growing or how redirect chains or redirect loops might be impacting crawl.
- Content Quality Report: Distinguishes page content from templated site content to quickly evaluate the percentage of valuable content. See scaled analysis of duplication and content size on site within the report, and prioritize thin or low value content improvement.
- Inlinks Report: Uncovers insights about site structure including internal PageRank, depth, or crawlability based on linking within the site.
- Sitemaps Report: A scaled look at the quality of pages within sitemaps. Highlights indexability issues on sitemap URLs, HTTP status code distribution, and captures URLs within the sitemap that are not being crawled.

Third-party partnerships and integration

- Integrates with Google Analytics and Adobe Analytics.
- Google Search Console API integration.
- API Access enables users to set up automatic reporting and data exports, and correlate specific details from Botify data with metrics, like backlink reports, social signals, revenue and more.

Pricing and service

- Enterprise plans offered on a subscription basis.
- Annual contracts are required and

Vendor Profiles

Product Details



Botify
303 Spring Street
New York, NY 10013
www.botify.com

terms are agreed upon based on website size, determined by number of pages.

- Three different levels of professional services support available, and new clients are trained to on how to set up and use platform. After initial engagement, account reps can be contracted to support on an ongoing basis.

Vendor Profiles

BRIGHTEDGE Target customer**BrightEdge**

989 E. Hillsdale Boulevard,
Suite 300
Foster City, CA 94404
(T) 800-578-8023
www.brightedge.com

- Enterprise and mid-market digital marketers, content marketers, search marketers, and digital agencies.

Key customers

Adobe
Home Depot
HP
Microsoft
Nike
Performics

Key executives

Jim Yu, Co-Founder and CEO
Lemuel Park, Co-Founder and CTO
Kevin Bobowski, SVP Marketing
Vickie Holtmeier, VP Global Business Units

Company overview

- Founded in 2007.
- 400 employees.
- Over 1,500 clients and over 10,000 brands.
- Headquartered in Foster City, CA, with offices in Cleveland, Chicago, Seattle, New York, London, Tokyo, and Sydney.
- Raised a total of \$61.9 million in four venture funding rounds.
- Investors include Illuminate Ventures, Insight Venture Partners, Intel Capital, Altos Partners and Battery Ventures.

Product overview

- SaaS-based SEO and content performance marketing platform that collects and owns 50 petabytes of data. Leveraging its deep learning engine, BrightEdge provides web-wide, real-time identification of new content opportunities and measurement of content performance across all digital channels, including search, social, and mobile.
 - Data Cube indexes billions of pieces of data points, including rich media, search, and social, across 14 global regions, and across different device types, including desktop, tablets, and smart phones.
 - DataMind technology uses pattern recognition algorithms to identify high-value search opportunities, competitive threats and market shifts relevant to any website, brand or product and service.
 - Content (introduced in 2017) enables content writers and digital marketers to identify the most revenue opportunities, and write, publish, and amplify blog posts, glossaries, knowledge center articles, and campaign landing pages optimized for organic performance, user experience, and mobile friendliness.
 - Content Optimizer enables users of Adobe Experience Manager (AEM) to identify profitable topics and access SEO best-practices right within their AEM workflows.
 - ContentIQ (introduced in 2017) is an enterprise-grade website auditing solution that can crawl up to hundreds of millions of website pages, enabling SEO pros and website owners to identify and prioritize the resolution of website errors

Vendor Profiles

Product Details

BRIGHTEDGE

BrightEdge

989 E. Hillsdale Boulevard,
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(T) 800-578-8023
www.brightedge.com

- and issues that degrade site visits, conversions, and revenue.
- HyperLocal capability (introduced in 2017) provides organic demand and performance insights for any keyword in over 72,000 US and global locations, and in 40-plus languages. HyperLocal offers SEO pros and website owners precise search performance insights for audiences in specific geographies.
 - Anomaly Detection feature alerts for key issues or drastic variations in SEO or website performance.
 - Intent Signal identifies whether a search keyword has organic search results above the fold of the SERP, and whether the brand's content ranks above the fold for that keyword.
 - Recommendations feature gives prescriptive, step-by-step SEO enhancement suggestions with estimated impact and level-of-effort.
 - Page Reporting analyzes the impact of SEO programs and new content initiatives on the website KPIs.
 - Share of Voice allows users to identify competitors, either those that they are already tracking, or unaware of, based on any group of related keywords.
 - Tracks global search engine rankings in three device types (desktop, mobile, and tablet), and international search engines, including China's Baidu and So.com, Russia's Yandex, and South Korea's Naver.
 - Mobile SEO features include mobile Data Cube, mobile search rankings, Accelerated Mobile Pages tracking and optimization, mobile page reporting, mobile share of voice, mobile site audit, mobile SEO optimization Recommendations, and mobile

app search rankings.

- Backlink reporting and recommendations via partnership with Majestic.
 - Provides existing and historical backlink information, including quantity, quality, anchor text, URL, add date, category, and type.
 - Provides recommendations for backlink opportunities and insights into competitor backlinks.
- Task Management workflow tool enables SEO pros and digital marketers to directly assign tasks from Recommendations.
- Auto Page Events (introduced in 2017) automatically generates an event tag for any changed on-page element, for any tracked page in the BrightEdge platform.

Reporting and analytics

- *StoryBuilder* helps measure and manage website content performance through intuitive charts and dashboards.
 - Templated dashboards are built based on best practices in SEO and website marketing from the BrightEdge community.
 - Advanced users can define on-the-fly metrics to drill into more specific analyses, such as year-over-year revenue, visit performance by channel, mobile growth, historical global vs. local performance, and revenue and traffic growth broken out by persona and/or buyer's journey stage.
- Customizable dashboards for flexible time periods that model customer domains, competitor domains, and customer organizational structure.
- Users can build business cases for SEO projects, with forward-looking reports produced from *Opportunity Forecasting*.

Vendor Profiles

Product Details

BRIGHTEDGE**BrightEdge**

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(T) 800-578-8023
www.brightedge.com

- Keyword prioritization workflow is streamlined with rich data presented in *Data Cube*, *Share of Voice* and *Intent Signal*.
- BrightEdge reports *Blended Rank*, which takes into consideration all content types that are shown on SERP, including images, videos, carousel listings, social, PPC ads, local 3-pack, news and other universal listing results.

Social signal integration

- Social and SEO correlations examined through technology built with partners Facebook and Twitter.
- Social site audits perform site checks on Facebook's OpenGraph to optimize page rendering experience when the page is shared on Facebook.
- Twitter trends visible within the platform.
 - Social and SEO metrics compared side-by-side.
 - Tracks social SEO performance of the top 10 ranking pages for a keyword.
 - Social signals such as "likes" and "tweets" are integrated.
 - Shared URLs, Plus Ones on Google+, and LinkedIn metrics are also tracked.

Third-party partnerships and integration

- Page-based integration with all major analytics providers, including Google Analytics, Adobe Analytics, Webtrends, and IBM Digital Analytics.
- CMS integration with Adobe Experience Manager (AEM).

- Integrates with Google Search Console, Hybris Commerce Suite, and Majestic.
- Setup is facilitated by OAuth and BrightEdge's Connect API.
- SAML integration for single sign-on.

Pricing and service

- Customized pricing based on number of keywords and websites.
 - Additional fees for custom integrations.
- Billing: Accounts are billed annually; multi-year contract discounts are available.
- Unlimited user licenses with unlimited online training and certification is included as part of the contract.
- Global customer services are available on numerous levels:
 - Personalized onboarding experience with Client Onboarding Managers.
 - *Ignite Onboarding* is included in all contracts to help customers with one-on-one onboarding assistance to learn the BrightEdge platform, identify goals, and work through a guided *Ignite* project.
 - Dedicated Customer Success Managers.
 - 24/7 help tickets, accessible through the BrightEdge platform.
 - Professional Services that contract to solve complex SEO, SEM, content marketing, and web marketing challenges.

Vendor Profiles



Conductor
 2 Park Avenue
 New York, NY 10016
 (T) 212-213-6251
www.conductor.com

Target customer

- Enterprise-level marketers.

Key customers

Citi
 Gap
 Jet.com
 Salesforce
 WeWork

Key executives

Seth Besmertnik, CEO
 Baruch Toledano, Chief Product Officer
 Marc Chabot, VP, Sales
 Neetu Rajpal, VP, Engineering

Company overview

- Product launched in 2010.
- 195 employees.
- 7,500 brands.
- Headquartered in New York City with offices in San Francisco, London, and Kiev.
- Raised \$27 million in Series D funding in February 2015 led by Catalyst Investors, with FirstMark Capital, Matrix Partners, Investor Growth Capital, and Blue Cloud Ventures.
 - Total financing of more than \$60 million.

Product overview

- Conductor's platform, Conductor Searchlight, helps marketers create and optimize content to get found online by customers.
 - Supports data-driven SEO, content marketing, and outreach strategies in more than 100 countries, 85 languages, and five search engines.
 - Offers measurement and analytics of organic performance, providing insights across specific location and device types, and specific content types (i.e. images, videos, and local listings).
 - Enables multiple teams to collaborate, manage workflows, share metrics, and automate reporting.
- Supports international search engines such as Baidu (China), Yahoo! Japan, and Yandex (Russia) in dozens of languages.
- *Audience Intent Explorer* discovers relevant new content topics, prioritized by search volume and level of competition, as well as the stage of the buyer's journey.
 - Provides targeted recommendations for improving existing content, with the ability to prioritize based on traffic and performance impact.
 - Provides insights into the organic competitive landscape, as well as market share of voice.
- *Content Mapping* enables marketers to create content based on persona, product line, role or business unit; discover performance gaps; and identify ways to move customers from conversation to conversion.

Vendor Profiles

Product Details



Conductor
2 Park Avenue
New York, NY 10016
(T) 212-213-6251
www.conductor.com

Social signal integration

- Provides visibility into social signals from Facebook, Google+, LinkedIn and Twitter for all content, including analysis of users' pages and in-depth competitive data for both configured and discovered competitors.
- Monitors video content performance and how customers are being found on YouTube.
- Social metrics blended with a variety of data sources to provide a holistic view of natural search and social activities.

Reporting and analytics

- *Workspaces*: Within Conductor *Searchlight's Workspaces*, marketers share relevant, up-to-date information with different stakeholders.
- Marketers can report:
 - Keyword tracking across devices, locations, and universal search results.
 - Competitive intelligence compares page content against business and SEO competitors in a single view.
 - Content optimization recommendations prioritized by urgency.
 - Technical site audits.

Third-party partnerships and integration

- Proprietary first-party data augmented with licensed data from SEMrush.
- Integrates with all major analytics platforms including Google Analytics, Adobe Reports and Analytics, Adobe Data Connectors, IBM Digital Analytics, and Webtrends.
- Integrates with Adobe Experience Manager to provide pre-publishing optimization recommendations to users from directly within the CMS.
- Integrates with DeepCrawl, website crawler, for a single sign-on solution with complete, in-depth view of site.
- Integrates with Dragon Metrics, an SEO platform focused on Asia. (See Dragon Metrics' profile in this report.)

Pricing and service

- Undisclosed pricing.
- Annual contract required.
- Free trials available.
- Customer Success team provides support, training, and best practices.
- In-app chat and phone support.
- Online customer knowledge base facilitates interaction with Conductor experts, and allows users to direct functionality requests to the Conductor team.

Vendor Profiles

**DemandMetrics (GinzaMetrics)****Ginzamarkets, Inc.**

156 2nd Street
 San Francisco, CA 94105
 (T) 888-726-4692
www.ginzametrics.com

Target customer

- Enterprise and mid-market content marketers, digital marketers, strategists, SEOs, and agencies.

Key customers

Angie's List
 GroupM
 Recruit
 Royal Bank of Canada
 Salesforce
 The Shipyard

Key executives

Ray Grieselhuber, Founder and CEO
 Erin Robbins Acheson, President and COO
 Junichi Kurose, VP of Japan Operations
 Hiroyuki Okamoto, VP of Managed Services Asia

Company overview

- GinzaMetrics is rebranding to DemandSphere. The GinzaMetrics domain in the US will continue to be available as the transition is rolled out, and will persist in Japan market for the coming nine to 12 months. This rebrand has been announced, but will not impact US markets for the next year.
- DemandSphere (Ginzametrics) is architected as an integrated platform to enable brands and agencies to execute global management over SEO and content marketing, including capabilities for managing regional hubs and local teams, rolled up into larger organizational views.
- 40+ employees.
- Funding by Y Combinator, 500 Startups, and others.
- US headquarters in San Francisco. Foreign headquarters in Tokyo, Japan; additional locations throughout the US, Europe, Asia, and the Middle East.
- In September 2017, DemandSphere (GinzaMetrics) acquired Asian influencer marketing platform Withfluence.

Product overview

- SaaS platform core features include intelligence and automation to address all phases of the organic marketing process.
- Supports localized user interfaces and is available in five languages: English, Japanese, Chinese, Spanish, and Russian. Local capabilities include tracking at the individual city level.
- Opportunity identification and scoring available; discovery tools including keyword, competitor, and content are integrated into the platform and alert systems.
- All instances of Google, Baidu, Sogou, Yandex, Daum, Naver, Qihoo 360, etc. are supported.
- Site Health monitoring and recommendations to improve content.
- Segment-based approach provides insights across: campaigns, messages, audience types, personas, customer journey stage, product, feature, location, and more.

Vendor Profiles

Product Details


**DemandMetrics (GinzaMetrics)
Ginzamarkets, Inc.**

156 2nd Street
San Francisco, CA 94105
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www.ginzametrics.com

- Segmenting services are available with team of search and content strategists.
- *Unique Keyword Discovery* tool provides metrics and insights about discovered keywords, including SERP data, difficulty score, competitor insights, keyword and topic extraction based on TF-IDF and natural language processing. Intent mapping capabilities for keywords based on proprietary corpus and natural language processing capabilities.
 - *Competitor Discovery* tool to find competitors content and keywords, at the segment level so users can find who is taking traffic across products, features, campaigns, messages, and more.
 - *CatchingFire* feature notifies users to key targets based on proprietary algorithm for their content as well as competitors.
 - Link strength and opportunities are scored using proprietary algorithms.
 - Mobile toolset offers local search data ranking, mobile integration, deeper crawl, embedded reports, and sortable recommendations.
 - Workflow feature provides project and task management; users can be assigned tasks from anywhere in the application.
 - Project owners automatically notified when a task or project is complete.

Social signal and listening capabilities

- Clicks, comments, follow/audience counts, and link sharing for channels including Facebook, Twitter, Google+, YouTube, LinkedIn, Pinterest, Instagram, and SlideShare.
- Keyword, content, and campaign performance tracked across social channels.
- Compares social performance to organic search performance within

- the same dashboard and includes the analysis in reports.
- Integrated social media data including trends, share of voice, and competitor comparisons.

Reporting and analytics

- Modular dashboards and reports allow users to customize their view of data and determine which data to share based on their individual needs. Users can specify dates, search engines, devices, competitors, keywords, conversion events, and more.
- Analytics data, such as organic visits and ecommerce revenue, can be graphed within DemandSphere. Data can be viewed by device type.
- Ranking changes accessible at the individual keyword and keyword-group level.
- Large keyword sets managed through keyword grouping; internal search accommodates grouping of common terms.
- Share of channels allows users to track and compare marketing channel performance over time. Users see total traffic by channel by any date parameters, and view granular channel traffic data.
- Competitive intelligence delivered via visual representations of keyword, content, and backlink data.
- CSV file import and the option to integrate with Google Search Console to enable bulk keyword additions.
- Account summaries and keywords can be downloaded in Excel and CSV formats and saved to branded PDF reports.
- Google drive exports allow users to connect to a Google Drive account and export table items directly from the reporting center into shareable spreadsheet formats.
- Daily data updates are standard on all engagements.
- Mobile and device level data are

Vendor Profiles

Product Details



DemandMetrics (GinzaMetrics)

Ginzamarkets, Inc.

156 2nd Street

San Francisco, CA 94105

(T) 888-726-4692

www.ginzametrics.com

available and integrated throughout the platform.

- Competitor Discovery and Keyword Discovery exports by segment.
- Reports exported by Excel, csv, embedded html for email, pdf, and Google Drive.
- Automated sends for scheduled reports and updates.
- Custom module builds available.

Third-party partnerships and integration

- Proprietary data supplemented through partnerships with Moz and Ahrefs for backlink data on almost 700 billion links.
- Integrates with Google Analytics, Webtrends, Adobe Analytics, and IBM Digital Analytics, as well as CRM solutions, such as Salesforce.
- Proprietary algorithms can work in combination with third-party analytics to track and measure daily site rankings, traffic, conversions, and optimization opportunities.
- API integrations available.

Pricing and Service

- Pricing is customized to individual enterprises.
- Annual and multi-year contracts standard, but not required.
- Managed Services team available for additional expertise in larger engagements.
- Custom onboarding process to guide teams and users through initial setup and platform overview.
- Dedicated 24/7 account management and customer success team.

Vendor Profiles

DRAGON METRICS

Dragon Metrics

222 Broadway, 20th Floor
New York, NY10038
+1 (212) 457-0806
www.dragonmetrics.com

Hong Kong Headquarters:
27/F Morrison Plaza
5-9 Morrison Hill Road
Causeway Bay, Hong Kong
+852 3420-0468

Target Customer

- Enterprise marketers, digital marketing and SEO agencies, and in-house teams.

Key Customers

Airbnb
Expedia
GroupM
iProspect
Microsoft
Performics

Key Executives

Simon Lesser, Co-founder and CEO
Richard Mabey, Co-founder

Company Overview

- Founded in 2012.
- Headquarters in Hong Kong, additional offices in New York City.
- Privately funded.

Product Overview

- Global SEO platform.
- Support for 10 search engines in over 200 countries and languages, on both desktop and mobile devices, across 100,000 cities/postal codes/neighborhoods.
- Additional suite of features and tools specifically targeting non-Google search engines, such as Baidu, Naver, 360, and Yandex.
- Twelve ranking reports provide detailed visibility into ranking data, with customizable alerts to proactively monitor site ranking performance.
- Support for over 25 types of SERP features, with tools and reports to identify opportunities to rank in featured snippets, local boxes, AMP, and other universal results.
- *Competitor Discovery* identifies rival sites by automatically finding the top 50 highest ranking domains for each individual search engine, country, and keyword category.
- Site auditor provides analysis on over 50 common onsite SEO issues, with recommendations and step-by-step instructions on how to fix each one.
- Forecasting tools allow marketers to predict the value of SEO efforts by measuring the estimated ROI delivered by SEO campaigns.
- Link management and research tools track backlinks and help identify link building opportunities.
- Keyword research tools combine proprietary data sources with suggestions from Google, Bing, and Baidu.
- Baidu domain and keyword research database provides instant insights into millions of keyword rankings, competitor analysis, search volumes, and related keywords on Baidu.
- "Not provided" tool uncovers which keywords are driving organic traffic and conversions, previously hidden on analytics tools.

Vendor Profiles

Product Details

DRAGON METRICS**Dragon Metrics**

222 Broadway, 20th Floor
New York, NY10038
+1 (212) 457-0806
www.dragonmetrics.com

Hong Kong Headquarters:
27/F Morrison Plaza
5-9 Morrison Hill Road
Causeway Bay, Hong Kong
+852 3420-0468

Social signal integration

- Social reports focus on only social traffic from social networks, there are three reports available in the Social Traffic Section:
 - Social Overview- high level information about website's social traffic over time.
 - Social Networks-social traffic grouped by different social networks.
 - Social Landing Pages- social traffic data grouped by landing pages.

Reporting and Analytics

- White-labeled reports help marketers to build fully-customizable reports and set them to recur on a custom schedule.
 - Over 50 reporting modules can be dragged-and-dropped onto the report canvas and customized by chart value, layout, KPIs, table columns, sort order, and extensive filtering.
 - WYSIWYG editor allows for the addition of analysis and external data, with text, links, images, and tables.
- Modular dashboard enables fully customized reporting environments.
- Data exportable as Excel, HTML, PDF, or accessed directly via developer API.

Third-Party Partnerships and Integration

- Integration with Google Analytics.
- Includes over 30 page-level reports, ecommerce integration, and support for filtering by segment, goal, and device.

- Google Search Console integration brings an unlimited data history and up to 50,000 daily keyword rankings per site (does not count towards keyword quota).
- Backlink data integration via Moz, paired with proprietary supplementary data.
- Developer API available.

Pricing and Service

- Pricing based on number of keywords, URLs, and websites tracked.
 - **Starter:** \$82 / month, includes 1,000 keywords.
 - **Standard:** \$416 / month, includes 5,000 keywords.
 - **Enterprise:** \$832 / month, includes 10,000 keywords.
 - Custom plans up to 2 million keywords available.
- Monthly subscriptions available, with discounts for annual and multi-year subscriptions.
- 30-day free trial available.
- Dedicated account manager.
- Unlimited training included in all subscription levels.
- In-app live chat, phone, and email support.
- 24/7/365 support in English, Chinese, and Japanese.
- Online knowledge base with 200+ articles and 2.5+ hours of training videos.

Vendor Profiles

**gShift**

126 Wellington Street, Suite 209
 Barrie, ON L4N 1K9
 Canada
 (T) 705-727-5648
www.gshiftlabs.com

Target customer

- Fortune 5,000 brand and agency marketing teams who leverage SEO, optimized content marketing, and influencer marketing in their digital marketing strategies.

Key customers

Australia Post
 BDO Canada
 Bell Canada
 CBRE
 Napoleon
 VELUX Canada

Key executives

Krista LaRiviere, Co-founder and CEO
 Darryl Burke, President, Technology
 Jeff Riddall, VP Product
 Vicky Lawrence, Director of Services and Client Strategies

Company overview

- Founded in 2009.
- 27 employees.
- Acquired SiteCondor, a website auditing tool for agencies and content marketers, in September 2015 for an undisclosed amount.
- Acquired InNetwork, an influencer marketing platform, in March 2016 for an undisclosed amount.
- Growing global VAR program.

Product overview

- SaaS-based analytics platform reports on the impact and engagement of client content across all channels.
 - Daily data collection across organic search, social and mobile sources.
- Content optimization tool for organic search and content marketing.
- Full SEO Site Audit functionality identifies technical issues, including titles, meta-descriptions, headings, canonicals, resources and more.
 - Available in Excel and PDF data exports.
- Custom dashboard and insight-based Data Beacon infrastructure provides user-specific (e.g. SEO Specialist, Content Marketer, CMO) data and insights.
 - 60+ Data Beacons and Dashboard templates focused on analytics, content performance, competition, discovery/research, keywords and/or content engagement.
 - *Web Presence Comparison Beacon* enables agencies or multi-location enterprise brands to monitor key KPIs across multiple clients/web presences in one view.
 - Keyword, Content and Competitor Discovery Beacons enables focus on selected items.
 - *Predictive Traffic and Revenue Boost Analysis Beacons* offer "what if" optimization scenarios.
 - *Visibility Score and Share of Voice Beacons* gauge organic visibility relative to competition or over time.

Vendor Profiles

Product Details

**gShift**

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- *Configurable Google Analytics Beacon* displays any website traffic, behavioral or conversion data within a gShift dashboard.
- *Content Insights* use machine learning to identify and recommend the appropriate keywords to optimize content for.
- Dashboard and Beacon data exportable in .CSV or PDF formats.
- Add-on *kontextURL™* smart URL service monitors, measures and reports on the engagement of optimized on-site and off-site content through to a conversion point.
 - Unlimited content tagging and taxonomy for granular data segmentation.
 - Individual *kontextURL* Detail and Custom Campaign Dashboards for real-time analysis and optimization.
 - Integration with HubSpot for enhanced prospect lead scoring.
- Add-on *Influencer Marketing* module can find and manage influencers and plan, build, manage, monitor and report on the performance of influencer marketing campaigns.
- Backlinks tool can identify, validate and create new quality inbound links.
 - Majestic SEO backlink data provided via separate Majestic subscription.
- *Not Provided* module informs marketers on keywords driving traffic despite Google's encryption efforts.
- Project management/activity tracking and reporting.

Social signal data integration

- Engagement data collected from Facebook, Google+, LinkedIn, Pinterest, Twitter, and YouTube.
 - Graphically plots social media trends.
- Twitter conversations mined for keyword, curated content and influencer marketing opportunities to inform the content marketing workflow

process.

- Social activity and backlink data in unified view, enabling users to compare social and search results as content is optimized across channels.
- Keywords monitored daily in social streams, as required.

Reporting and analytics

- Reporting module offers multi-format (PDF, Word, Excel, CSV) export and white-label capabilities.
 - Schedule and email comparative daily, weekly, quarterly or year-over-year reports.
 - Annotate reports to highlight trends or insights.
- Metrics include website traffic (via Google Analytics), Google AdWords performance, top ranking keywords, content, number of backlinks, number of indexed pages, competitive comparison and completed activities.
- Content optimization recommendations prioritized to improve content for both websites and blogs.
- Activities plotted on timeline graphs, which subsequently measure and visualize any keyword position, organic traffic or conversion peaks/valleys.
- Competitive intelligence for keyword position data, backlinks and indexed pages for side-by-side comparisons with competitors' ranking content and color-coded for quick identification of opportunities and threats.
- Standard and advanced *kontextURL* content engagement reports.

Third-party partnerships and integration

- Core platform integrates with Google Analytics, Google Search Console and Majestic SEO. External integration of data into TapClicks.
- Flexible Dashboard infrastructure supports integration of any required third-party data (e.g. web analytics,

Vendor Profiles

Product Details

**gShift**

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www.gshiftlabs.com

- lead nurturing, CRM or PPC).
- *kontextURL* module integrated with Google Analytics, Adobe Analytics, HubSpot, TapClicks and ScribbleLive.
- Full APIs of SEO and *kontextURL* data for additional third-party integration and reporting.

Pricing and service

- Professional and Enterprise pricing packages available for brands and agencies based on the number of keywords, websites, site audits or *kontextURL* engagements.
 - Brand Professional: \$325/month includes 300 keywords and up to two websites.
 - Brand Enterprise: \$750/month includes 1,000 keywords and up to five websites.
 - Agency Professional: \$999/month includes 2,000 keywords and up to 20 websites.
 - Agency Enterprise: \$2,249/month includes 10,000 keywords and up to 150 websites.
- Additional fees for following social keywords (i.e. Twitter Keyword Research).
- Custom Dashboards and standard Data Beacons free. Premium and custom Data Beacons priced monthly per Beacon.
- API use is an additional cost, based on volume of data to be accessed daily, weekly and/or monthly.
- *Site Audit* pricing based on number of audits performed per month.
- *kontextURL* pricing based on number of pieces of content per month.
- Annual contract required.
- A dedicated Client Success Manager is included in pricing.
- Free, self-guided gShift Certification Program.
- Extensive Help Center and responsive software support services.
- Coaching and managed services are premium priced.
- gShift University is a self-guided, online digital marketing program. Pricing available for individuals or teams.

Vendor Profiles

iQUANTI™**iQuanti**

111 Town Square Place
Suite 710
Jersey City, NJ 07310
(T) (201) 633-2125
www.iquanti.com

Target customer

- Mid-sized companies and large enterprises.

Key customers

American Express
Capella University
HBS
Sallie Mae
Walmart

Key executives

Sastry Rachakonda, CEO
John Ward, COO
Ajay Rama, SVP Products
Brent Trimble, VP Client Services and Strategic Solutions

Company overview

- Founded in 2008.
- Additional Offices in Chicago, IL, and Bangalore. India.
- Privately funded.
- 250+ employees.

Product overview

- ALPS is an enterprise SEO platform powered by algorithms which are benchmarked to Google's search algorithm.
 - Operating system consists of: Keyword Analysis, Keyword/Theme Prioritization, Content, Backlink and Technical Analysis and Planning, SEO Program Execution, and Measurement and Analysis.
 - Provides competition insights across entire SEO spectrum, predicts and forecasts ROI, allows simulation on parameters which impact SEO to predict rank outcomes, and provides transparent scoring of pages to analyze SEO performance.
 - White hat approach to organic search includes: Foundational work for goal setting, keyword strategy, information architecture, content gap analysis and strategy, technical fixes, backlink profile cleanup, social media visibility and authority, and cross-channel communication strategy.
- Implement quick wins from technical (fix errors and align attributes), content (content creation, duplication issues, optimization of page elements, image optimization), and authority (link assessment and disavow) enhancements.
- Long-term strategy implementation for link building (branded and non-branded citations and outreach for broken links), local SEO (local parameters on pages, schema markup implementation, review management), mobile SEO (page load time improvement, page design for mobile first) and in-store SEO.
- Content optimization tool allows simulation of page content to predict rank and ROI outcomes for each change.
- Backlink optimization tool allows simulation by removing from and adding backlinks to a page, to predict rank and ROI outcomes.

Vendor Profiles

Product Details

iQUANTI™**iQuanti**

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(T) (201) 633-2125
www.iquanti.com

Social signal integration

- Following social signals are included in ALPS model to analyze social authority of every page. These signals are also analyzed for every competitor.
- Facebook comments, shares and likes.
- LinkedIn comments, shares and likes.
- Twitter likes and tweets.

Reporting and analytics

- Dashboard to show keywords' performance week on week.
- Share of voice vis-à-vis 20 business competitors.
- Goals and ROI tracking.
- Mobile insights and performance report.
- Iterative processes like daily monitoring, weekly status, monthly reporting, competitive analysis, checks and balances, and tracking search engine algorithm updates.
- Benchmarking: a view of all SEO drivers impacting page rankings. The ALPS scoring system shows content, authority, technical and social SEO factors for all competitors into one source of data for benchmarking and prioritization. Performs root level analysis and identifies implementation tactics to improve rank for target keywords.
- *ALPS Rank Algorithm*: A proprietary model analyzes 100+ content, authority, technical and social parameters to score each keyword-URL pair, including competition, and show performance gaps. The model is updated frequently with every major Google update.
- Audits: Find gaps in content, backlink and technical performance. Content gap analysis finds improvement opportunities in page content to rank better for target keywords. Backlink analysis reports weaknesses in link profile to save time on link

management activities. Technical audit reports tech improvement areas including mobile specific parameters for better mobile ranking.

Third-party partnerships and integration

- Authority Labs: Rank data partner.
- Ahrefs: Backlink data partner.
- DeepCrawl: Partner for domain crawling and site architecture.
- Google Search Console.
- Web analytics tools for performance data: analytics data from Google Analytics and Omniture is accepted as file input. This will be replaced by API integrations with analytics platforms in late 2018.

Pricing and service

Enterprise license offers analysis of all domains in one place. There is no limit on the number of users accessing the platform.

- **ALPS Standalone**: For companies/agencies with evolved in-house SEO functions and capabilities, that need no support.
 - Included services: product setup, ongoing technical support, platform walkthrough/demo (once a quarter), and monthly check-ins.
- **ALPS with Analyst**: For companies that prefer to manage their SEO program with existing resources but want to leverage ALPS to improve efficiency and effectiveness.
 - Included services: product setup, platform walkthrough/demo (once a quarter), keyword prioritization and SEO strategy creation and guidance, reporting and insights (content, technical, link profile, and keywords), weekly touchpoints, ongoing technical support.
- **Managed Service**: For medium to large companies, with evolved

Vendor Profiles

Product Details

iQUANTI™

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understanding of SEO, that want analytical and strategic support while managing SEO program in-house.

- Included services: product setup, platform walkthrough/demo, keyword prioritization and SEO strategy, recommendations (content, technical, link profile, and keywords), weekly touch points and quarterly strategic reviews, ongoing technical support.
- **Full Service:** For medium to large companies, that require end-to-end (E2E) support. Includes a fully, dedicated team of experts to manage

end-to-end strategy and execution.

- Included services: product setup, platform walkthrough/demo, keyword prioritization and SEO strategy, recommendations (content, technical, link profile, and keywords), content writing for target pages, monthly SEO channel reporting, link building, competition deep dive analysis, weekly touch points and quarterly strategic reviews, ongoing technical support.

Vendor Profiles



ScribbleLive Linkdex
70 W 40th Street
16th Floor
New York
NY 10018
(T) 347-817-7979
www.linkdex.com

U.K. Headquarters:

90 Chancery Lane
London U.K.
WC2A 1EU
(T) +44-203-757-2600

Target customer

- Enterprise agencies and in-house teams working across national and global markets.

Key customers

iProspect
Land's End
Momondo
Moneysupermarket
Rise Interactive
Skyscanner

Key executives

Vince Mifsud, CEO
Mark Nicholson, Head of Product and Engineering

Company overview

- Founded in 2009.
- After raising \$9+ million in venture funding, Linkdex was acquired by content experience platform ScribbleLive in August 2016.

Product overview

- New version of the SaaS-based platform has an updated and redeveloped UI, new data and features, and can now be purchased as a standalone product or with other ScribbleLive products like Scompler, Visually and ion interactive.
 - All-in-one platform operationalizes strategy, creates content, targets audiences, and measures impact.
 - Combines predictive analytics with content planning, creation, and distribution technologies.
 - Provides data, including organic search performance data on billions of pages, a unique author database, and reporting and productivity tools.
- Supports data-driven SEO, content marketing, and outreach strategies in more than 200 countries, 135 languages, and five search engines.
- Supports data across Google, Bing, Yahoo, Yandex, Baidu and Naver.
- Visibility functionality gives a snapshot of keywords any domain is ranking for, along with competitor analysis.
- Website crawling system gives content and technical insight across each domain indexed, up to millions of pages, with scheduled and user instigated crawls.
- Fully-integrated task management system allows for smarter and highly visible workflow.
- Geo-ranking feature drills down to reflect rankings from any zip or postcode, town or city.
- SEO forecasting tool helps identify increased traffic, value and conversions that improved ranking performance would have on large and niche keyword universes.
- *Entity Search*: Includes a database of entities - websites, authors, keywords, content and social profiles. Common use cases include detailed and focused insights on who the topical authorities are in each country and language by keyword group.
- Keyword Flux & Cannibalization: Seepages which rank (and have ranked, over time)

Vendor Profiles

Product Details

linkdex

Linkdex
21 West 46th Street, Suite 1002
New York, NY 10036
(T) 347-817-7979
www.linkdex.com

U.K. Headquarters:
90 Chancery Lane
London United Kingdom
WC2A 1EU
(T) 44-0-20-3757-2600

for a given keyword, and identify when and where keyword flux is occurring.

- Google Search Console data can be stored for three years.

Social signals integration

- Integrates with user's Twitter account.

Reporting and analytics

- Reporting system exports to Powerpoint, CSV and PDF.
- Analyzing and reporting on Share of Search for large and niche keyword universes through time.
- Fully customizable alerts to monitor notable changes in user data.
- Users can crawl competitors' websites to discover their best performing content and benchmark competitors' KPIs against their own.

Third-party partnerships and integration

- Backlink data provided by Majestic, then re-crawled to improve data accuracy and evaluated for further analysis and insights.
- API Deliverables: All relevant client data from ScribbleLive Linkdex is available through its API.
- Google Search Console and Google Analytics Integration.

Pricing and service

- Pricing based on data consumption and starts at \$600/month with power users typically paying \$5,000/month.
 - Includes an unlimited number of users.
 - Account management teams support and train customers within the price.
- Accreditation for best-practice training and certification.
- Enterprise-level customers are additionally supported by a Professional Services Team, which assists in specific projects that range from diagnostics to digital transformation.

Vendor Profiles



Pi Datametrics

Pi Datametrics

1460 Broadway
New York, NY 10036
(T) 347-305-8445
www.pi-datametrics.com

Target customer

- Enterprise and mid-market brands and agencies, content performance marketers, marketing managers, technical SEO marketers, and data analysts.

Key customers

Debenhams
Dyson
L'Oreal
Tesco
Vodafone

Key executives

Garry Titterton, Founder and Chairman
Daniel Titterton, Founder and CEO
Sam Silverwood-Cope, Founder and CMO
Jonathan Earnshaw, Founder and CTO

Company overview

- Parent company, Intelligent Positioning, founded in 2007.
- Pi Datametrics platform established in 2013.
- 50 industry specialists across the globe in London, Brighton, New York, and Hyderabad.
- Dow Jones, FTSE, and CAC-listed customers across retail, finance, FMCG (Fast Moving Consumer Goods), electronics, and more.

Product overview

- The *Pi Platform* is an enterprise-level SEO and content marketing platform delivering daily, global and actionable search insight to support high-value strategies.
- Standard unlimited platform access for cross-company usage to support collaboration and integration.
- Offers unlimited domain tracking of root domains, subdomains, subfolders, and any other variation.
- Offers the top 100 SERP results for any search term daily.
- Measures and reports on content performance in any language across any search engine globally, including Google, Bing, Naver, Haosou, and Yandex, as well as YouTube, app search, mobile, and image search.
- *Collaborative Insights* facilitate task and workflow management, enabling users to share knowledge and mitigate risk through tagging and subscription functionalities.
- Position Explorer Table and Chart delivers daily, live datasets based on the top 100 URLs, and displays integrated global AdWord data to reveal the CPC, search volume, and competition value of individual search themes in any international market/currency.
- *Competitor Discovery* enables users to surface relative market dominance against direct competitors and unearth brand uplift opportunities.
- *Unlimited Visibility* Indexes enable users to chart and benchmark current, historical, and site-wide performance against any competitor, based on any search theme within any market.
- *Intelligent Copy and Page Diagnostics* features crawl any domain to provide qualitative content recommendations on key on-page and off-page ranking factors, including social signals and backlink profiles.

Vendor Profiles

Product Details



Pi Datametrics

Pi Datametrics

1460 Broadway
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www.pi-datametrics.com

- *Tractor* is an additional data-harvesting feature, delivered via an API, which provides a top-level alternative to the platform's granular tracking, by monitoring the performance of up to 100,000 search terms over either a week or month.

Social signal integration

- Social integrations include Facebook and LinkedIn shares, and Plus Ones on Google+ via Page Diagnostics.
- Blogger outreach provisions via Backlink Discovery tool.

Reporting and analytics

- Customizable modules for automatically monitoring daily, weekly and monthly performance.
- Google Analytics and Adobe in-app report integrations align positive and negative content performance with commercial results.
- Comprehensive workspace segmentation for aligning business models and KPIs, including market, product line/department, and search volume segmentation.
- *Pi Commercial Reports* provide estimated optimum revenue and performance by content category, MoM performance comparisons, greatest possible monthly traffic, and opportunity, benchmarked against three main competitors.
- *Pi Market Intelligence* is a proprietary share of voice solution offering competitor research, gap analysis and search trend forecasts.
- *The Vault* offers access to Pi's entire historical databank, with unlimited domain tracking, 400K+ daily queries and 600+ business categories.
- Unlimited domain tracking of root domains, subdomains, subfolders, and any other variation.
- Unlimited platform access for cross-company usage across both brands and

agencies, as standard.

- The top 100 SERP results for any search term daily, providing 8 trillion+ average monthly searches on terms tracked globally.
- Content performance in any language across any search engine globally, including Google, Bing, Naver, Haosou, and Yandex, as well as content types, including YouTube, app search, mobile, and image search.

Third-party partnerships and integration

- Partners with Majestic for backlink discovery profiles.
- Integrates with Google Analytics and Adobe.
- Flexible data API enabling users to pull data from the Pi Datametrics platform via third-party programs, to customize internal reports.

Pricing and service

- Enterprise and Agency plans, based on a monthly license fee, include all features, in-app reporting, onboarding, and product education.
- Platform pricing based on number of queries (daily tracking standard).
 - Additional weekly and monthly data can also be supplied.
 - Unlimited domain tracking and user unlimited access included in monthly fee.
- *Market Intelligence* reports priced as a standalone or recurring plan.
- API (including *Tractor*) frequency of usage by preference, and pricing based on user's data quota in the Pi Platform.
- Strategic support services include project support and one-to-one Pi Analyst support, delivered at a customer-set frequency. Pricing is calculated depending on time dedicated to project.
- Multi-year contract discounts available.

Vendor Profiles

RANKABOVE™

RankAbove

Yigal Alon Street
Beit Shemesh, Israel
www.rankabove.com

U.S. Headquarters:

79 Madison Avenue
New York, NY 10016
(T) 800-430-1436

Target customer

- Enterprise-level marketers and IT professionals.

Key customers

1-800-Flowers
eBay
James Perse
MTV (Viacom)
Rakuten

Key executives

Mayer Reich, CEO and Co-founder
Eli Feldblum, CTO and Co-founder
Michael Barnett, VP, Customer Success

Company overview

- Founded in April 2007.
- 35 employees.
- Headquartered in Beit Shemesh, Israel, with U.S. headquarters in New York, NY.

Product overview

- SaaS-based software positioned as a global, scalable, end-to-end SEO solution that can be localized in any language, including non-alphanumeric languages like Arabic and Chinese.
 - Continuous site crawls provide real-time data and recommendations.
 - Proprietary indexing based on top traffic-generating webpages, backlinks, internal links, and keywords to create an accurate sample of the website to be optimized.
 - Prioritized recommendations provided for all page issues, and based on the weight of the issue, number of pages affected, and the importance of those pages to the website.
 - Engine constantly updates the weights of SEO issues based on changes in Google's algorithms.
 - A 301 redirect tool assists with site migrations (e.g. implementation of site redesigns or a site relaunch).
 - Offers project workflow, task assignment, permission hierarchies, and multi-site management within a customizable dashboard system.
- All data applications are hosted in the cloud.

Vendor Profiles

Product Details

RANKABOVE™

RankAbove
3 Aluf Kalman Magen Street
Tel Aviv, Israel
6107075
(T) 972-3-771-1300
www.rankabove.com

U.S. Headquarters:
79 Madison Avenue
New York, NY 10016
(T) 800-430-1436

Social signals integration

- Integrates with Facebook, Google+, Instagram, and Twitter.
- Social footprint tracking includes likes, posts, and backlinks.

Reporting and analytics

- Backlink analysis examines several optimization elements including domain, anchor text, no follow, source and target page, and link status.
- Provides competitive intelligence and link discovery based on competitor keywords, backlinks, and on-page elements.
- Newly discovered backlinks allow users to see which marketing campaigns have impacted their backlink profiles and SEO efforts.
- Automatic keyword suggestions are based on site crawls, third-party analytics, third-party tools, and competitive intelligence.
 - Platform indicates how difficult it is to rank for any given keyword and displays actionable details about competitor websites occupying the search results for that keyword.
 - Keyword performance for mobile devices is offered as part of the standard platform. This fully integrated module reports keyword performance and metrics by device for desktops, tablets, iPhones, and Androids.

- On-page analysis tool detects up to 70 SEO issues per page and up to 20 site-wide structural issues per site.
 - Examples of on-page issues include missing headers, titles, image alt tags, missing keywords in URLs, and duplicate titles and meta-descriptions.
 - The engine classifies a website's pages into buckets of identical templates allowing users to optimize in bulk as opposed to page by page.

Third-party partnerships and integration

- Licenses backlink data from Ahrefs.
- Integrates with Google Analytics.
- Integrates with Adobe Analytics and IBM Digital Analytics through Adobe and IBM partnerships.

Pricing and service

- Pricing starts at \$2,000/month for annual contracts and is customized based on number of keywords and domains in the system.
- Includes ½ day of initial training and 24/7 technical support via email and phone.
- Add-on services include *Site Migration*, *Penalty Removal*, and *Site Audit*.
- Tracks customer platform usage to gauge whether or not customers are using the software properly.

Vendor Profiles



Rio SEO

8080 Dagget Street
Suite 220
San Diego, CA 91111-2233
(T) 858-529-5005
www.rioseo.com

Target customer

- In-house search and digital marketers at multi-location mid-market and enterprise level companies; brands with ecommerce websites and brick-and-mortar locations nationwide, and search marketers at digital agencies.

Key customers

CVS
Hallmark
Papa Murphy's
Providence Health & Services
Target

Key executives

Dema Zlotin, CEO
James Wu, COO
Cynthia Sener, VP Product and Operations
Christopher Reid, Head of Sales

Company overview

- Founded in 2006.
- Venture-backed: Investors include Voyager Capital, Stratim Capital, FTV Capital, Dubilier & Company.
- Headquartered in San Diego with offices in Seattle, Chicago, and New York.
- 50+ employees.

Product overview

- *Open Local Platform* is a local data and content management system designed to optimize and streamline local data for enterprises. Platform offerings are available individually or as bundles.
 - *Local Listings*. Optimizes and distributes local business data to internet directories, local maps, and specialty social networks customized to each source.
 - *Local Reporting*. Reports on the success of local search programs across web analytics, local rankings, citation accuracy, local reviews, customer behavior, and ratings over time.
 - *Local Pages*. Enables creation of location finder solutions, including local landing pages optimized for desktop and mobile, schema SEO markup, social integration, and dynamic headers and footers.
 - *Local Manager*. Marketing tools that engage franchise owners and local managers with local content authoring, multiple user levels, local access to key data, history tracking, and integration with local reporting.
 - *Local Social*. Consolidates reviews and social management through centralized publishing, monitoring and alerts, and sentiment roll-up reporting.
 - *Local Services*. Extends local marketing with professional expertise on SEO copywriting, paid media, custom link development, listings and data services.

Vendor Profiles

Product Details



Rio SEO

9255 Towne Centre Drive,
Suite 750
San Diego, CA 92121
(T) 858-529-5005
<http://www.rioseo.com>

Social signal integration

- *Local Social* consolidates reviews and social management through centralized publishing, monitoring and alerts, and sentiment roll-up reporting.
- Measures social signals from Facebook, Twitter, YouTube, and blogs.
- Metrics include word-of-mouth visitors, number of influencers, influencer demographics, referrals, top shared pages, and conversions, which are used to calculate social ROI.

Reporting and analysis

- *Local Reporting* reports on the success of local search programs across web analytics, local rankings, citation accuracy, local reviews, customer behavior, and ratings over time and includes:
 - Local ranking reports;
 - Granular web analytics;
 - Citation accuracy;
 - Review monitoring;
 - Conversion tracking; and
 - Map Pack Insights (Roll up reporting of all Google My Business Location specific insights, including click-to-call, driving directions, and overall views).

Third-party partnerships and integration

- Integrates with leading search engines and directory services including Bing, Cylex, Facebook, Foursquare, Google, Manta, YP Canada, and others. With direct partnerships with Acxiom, InfoUSA, Neustar Localeze, Factual, Apple, and Here.com, feeding location data to over 350 directories.
- Integrates with Google Analytics, Google Search Console and Majestic.
- Direct partnerships with leading technology firms including Apple, Bazaarvoice, Thrive Commerce, LiveRamp, Marchex, and others.
- APIs for real-time data integration and reporting.

Pricing and service

- SaaS-based pricing based on product and number of locations.
- Dedicated Account Directors and full-service support.

Vendor Profiles

**Searchmetrics**

1110 Park Place, Suite 150
San Mateo, CA 94403
(T) 866-411-9494
www.searchmetrics.com

Global Headquarters:

Greifwalder Strabe 212
10405 Berlin
Germany

Target customer

- Digital and content marketing professionals at large enterprises and global agencies.

Key customers

eBay
iCrossing
L'Oreal
The Golf Channel
TripAdvisor
Yahoo!

Key executives

Volker Smid, CEO
Marcus Tober, Founder and CTO
Dirk Wolf, CFO
Doug Bell, VP Marketing

Company overview

- Founded in 2005.
- Since 2010, Searchmetrics has raised \$40 million from investors. Its backers include Holtzbrinck Digital, Iris Capital and Kreos Capital, among others.
- 250-plus employees; 40 in USA.
- Additional offices in New York, London, and Paris.

Product overview

- Suite-based platform provides customized insights, forecasts, and actionable recommendations for search and content strategies. *Searchmetrics Search Experience*, now entering its seventh generation, and *Searchmetrics Content Experience* provide customized insights, forecasts and actionable recommendations for marketers around the globe, with a database of more than 2 billion online keywords.
- *Searchmetrics SEO Suite*:
 - Database includes over 250 billion pieces of information and data for domains in many countries. China was added in 2016.
 - Search engine coverage includes Google, Bing, and Yahoo!, as well as international search engines, such as Yandex, Baidu, and Naver.
 - Analyzes local/mobile search results for 500 major cities worldwide.
 - Combines countries, cities, and languages to support 940 search engine combinations.
- Content optimization targets content marketing professionals with thematic market coverage, author briefings on topics and questions, and real-time coaching for style and relevance.
- *Visibility Guard* identifies critical or accidental website errors (no-index, 404s, bad canonicals) and limits downtime by sending out alerts when errors are discovered.
- *Research Cloud* and *Content Performance* tools uncover competitor strategies, including ranking keywords, backlinks, and social strategies.
- Custom mobile audit, mobile SEO visibility KPI, and mobile-to-desktop keyword device spread to optimize site pages for desktop, mobile, and tablet.

Vendor Profiles

Product Details

**Searchmetrics**

1110 Park Place, Suite 150

San Mateo, CA 94403

(T) 866-411-9494

www.searchmetrics.com**Global Headquarters:**

Greifwalder Strabe 212

10405 Berlin

Germany

Social signals integration

- Integrates with Facebook, Google+, Twitter, Pinterest, and LinkedIn.
- Social Engagement analyzes the social media performance of client domains by tracking frequency of URL shares, including on which social networks.
- Sitemap and RSS feeds allow users to receive automatic hourly updates on social engagement with individual URLs.

Reporting and analytics

- Intuitive dashboard and customizable user interface.
- Content Optimization provides quick content analysis with the input of a keyword and URL. Output is a detailed report on missing relevant topics and content gaps.
- *Site Structure Optimization* allows webmasters and developers to surface site error details with the setup of a site crawl.
- Keyword research includes combining traffic index data per keyword with CPC data.
- *Link Optimization* incorporates content performance data, allowing users to approach internal linking from both a technical and business-driven perspective.
- *Research Cloud* and *Content Performance* reports provide quick on-demand competitive insights from a domain level, as well as a URL level.
 - Provides competitive backlinks, ranking keywords, and social signals through a single URL.
 - Identifies on-page content recommendations for individual URLs.
 - Benchmarks clients against competitors on eight SEO metrics, such as number of ranking keywords, average position, and search volume.
- Identifies which keywords result in Google Knowledge Graph and Carousel

placement, while understanding which keywords rank across news, images, video, and map results.

- *Custom Charts Creator* graphs customizable KPIs such as traffic, SEO visibility, and keyword rankings to visualize performance.
- Automated email notifications advise when goals and targets have been achieved or when performance is falling short of minimum requirements.
- *Traffic Insight* analyzes keywords that drive traffic to specific webpages.
- Incorporates relevant PPC (AdWords) data, identifying keywords that are directing PPC traffic to landing pages.
- Traffic and conversion value forecasting provides individual ranking and conversion value targets, calculates traffic forecasts for keywords, and predicts traffic and conversions.

Third-party partnerships and integration

- Integrates with Adobe Analytics, Google Analytics, AT Internet, IBM Digital Analytics, Webtrends, eTracker, and Google Search Console.
- API available for data export only.

Pricing and service

- Four pricing options:
 - Searchmetrics Essentials.
 - Searchmetrics Suite Business.
 - Searchmetrics Suite Enterprise.
 - Searchmetrics Suite Ultimate.
- Packages are customizable.
- All packages require an annual contract and include a dedicated Client Success Manager (CSM).
- Included Searchmetrics Academy offers extensive SEO training (online and live) in different cities throughout the year.
- As an additional service, the Searchmetrics Professional Services team provides support and suite management, as well as SEO and content analysis.

Vendor Profiles



SEMrush, Inc

7 Nershaminy Interplex
Suite 301
Trevose, PA 19053-6980
(T) 855-814-4510
www.semrush.com

Target customer

- Agencies and in-house marketing teams of any size working across national and global markets.

Key customers

Amazon.com
BNP Paribas
Booking.com
Deloitte
Hewlett-Packard
Quora

Key executives

Oleg Shchegolev, CEO and Co-founder
Dmitri Melnikov, COO and Co-founder
Eugene Levin, Chief Strategy Officer
Del Humenick, Chief Revenue Officer

Company overview

Founded in August 2008.
500-plus employees.
Headquartered in Trevose, PA, with 4 additional offices across the USA and Europe.
\$40 million funding announced in April 2018, co-led by Greycoft, e.ventures and Sig-uler Guff.

Product overview

- Digital marketing toolkit contains more than 25 tools within the platform, as well as search data for 140+ countries. SEMrush offers solutions for competitive research, keywords research, link building, on-page and technical SEO, rank tracking, and content marketing, to give a comprehensive overview of various aspects of SEO and Content.
- *Domain Overview* delivers insights into any domain's paid and organic search engine presence for global and mobile (Google), and Bing (desktop) databases.
- *Traffic Analytics* allows companies to reverse engineer their competitors' online marketing strategies by breaking down their traffic by source.
- *Organic Research* uncovers top organic search competitors along with their popular keywords, and information about a unique ranking type for relevant phrases.
- *Gap analysis* compares up to 5 domains to uncover keyword (organic, paid, and PLA) and backlink opportunities.
- *Keyword Analytics* deliver a full metrics overview on any keyword by providing insights on various paid and organic keyword metrics.
- *Keyword Magic Tool* uses a database of more than 5.5 billion keywords to deliver a list of related search terms, with real-time display of keyword metrics and information about SERP Features. Includes a filter to identify question-based phrases to optimize for voice search.
- *Organic Traffic Insights* combines data from Google Analytics and Google Search Console with SEMrush's proprietary data to uncover 'not-provided' keywords, and evaluate performance by devices (desktop, mobile, tablet) and geo-location.

Vendor Profiles

Product Details

**SEMrush, Inc**

7 Nershaminy Interplex
Suite 301
Trevose, PA 19053-6980
(T) 855-814-4510
www.semrush.com

- *Backlink Analytics* delivers in-depth insights and analytics into any domain's backlink profile, with an option of quick batch analysis of backlinks between 200 unique URLs and domains.
- *Backlink Audit* provides a workflow for reviewing a website's backlink profile, by identifying toxic signals associated with suspicious links. Integration with the Google Search Console, Google Analytics, and Majestic delivers the most comprehensive backlinks data for analysis.
- *Link Building* enables SEOs to use SEMrush data to identify new link-building opportunities and manage the outreach campaigns within the tool.
- *SEMrush Site Audit* website crawler analyzes more than 140 on-page and technical SEO issues. Its flexible settings allow SEOs to indicate what website sections and versions of the site (desktop or mobile) to audit.
- *On Page SEO Checker* uses combined data from Google Search Console, Google Analytics and SEMrush's proprietary data, to deliver prioritized recommendations for improving content, based on benchmarking against the top 10 real-time organic competitors.
- *SEO Content Template* gives content writers SEO optimization tips, based on the analysis of top-10 organic competitors for the target keyword, prior to creating content.
- *SEO Writing Assistant* add-on for Google Docs and Wordpress provides real-time SEO recommendations for content optimization, based on best-performing articles for given keywords in a given location.
- *Position Tracking* simultaneously tracks a website's search performance for a custom set of keywords in Google and Baidu in multiple locations and on different devices, plus reports on Featured Snippets rankings for relevant keywords.
- *The SEMrush Sensor* tracks the volatility of Google's and Baidu SERPs to indicate a potential algorithm update.
- Content Marketing Toolkit consists of the *Topic Research* tool (suggests the most popular topics, questions and headlines related to a keyword and the target location); *Content Audit* (evaluates content performance, by laying out all on and off-site content metrics in one table, allows integrations with Google Analytics and Google Search Console); *Post Tracking* (helps to measure external content's success such as PR efforts, and compare it against competitors).

Social Signals Integration

- Integrates with Facebook, Twitter, LinkedIn, Google+, and Youtube providing the ability to monitor visibility of a company's social media profiles in SERPs, detailed social media analysis of competitive domains, as well as site checks on Facebook's OpenGraph and TwitterCards to optimize page rendering experience.

Reporting and analytics

- All reports available to export for Excel or CSV format.
- Customizable SEO dashboards
- *My Reports* allows users to deliver branded or white-label reports including data from all SEMrush modules along with data from Google Analytics and Google Search Console.

Third-party partnerships and integration

- Google Analytics and Google Search Console,
- Third-party tools Majestic, DashThis, TapClicks, DataBox,
- Task management tools like Trello or Gmail

Vendor Profiles

Product Details



SEMrush, Inc

7 Nershaminy Interplex
Suite 301
Trevose, PA 19053-6980
(T) 855-814-4510
www.semrush.com

- Full API data access for building additional integrations and reporting, with the option to include SEMrush's data in a CMS, as well as using the analytics data outside of SEMrush UI.

Pricing and service

- Customized pricing based on requirements.
- Annual contracts are standard, but not required.
- Enterprise pricing covers access to white-label reports, first-line tech support and dedicated account managers, and access to closed beta features.
- Onsite training and professional services also available to enterprise clients.
- Custom databases, integrations, and custom features are available upon request.

Vendor Profiles


seoClarity™
seoClarity

9701 W. Higgins Road,
Suite 320
Rosemont, IL 60018
(T) 773-831-4500
www.seoClarity.net

Target customer

- Enterprise brands and agencies worldwide.

Key customers

Bazaarvoice
Expedia
Overstock.com
Paychex
RetailMeNot
Under Armour

Key executives

Mitul Gandhi, Co-founder and Chief Architect
Kalpesh Guard, Co-founder and CFO
Orrin Wolf, Chief Operations Officer
Richard Chavez, VP, Professional Services

Company overview

- Founded in February 2004; platform launched in 2008.
- Privately held.
- 50+ employees.

Product overview

- SEO platform built on the *Actionable Insights™* algorithm designed to learn from hundreds of data points and automatically generate insights to scale SEO practices across the enterprise.
- The platform seoClarity is connected to the *Clarity Grid* infrastructure. Clarity Grid is a combination of the data (keywords and years of historical data), machine-learning algorithms and patented analyses and insights.
- The core package of seoClarity contains the *Clarity Audit*, *Research Grid*, *Voice Search Optimization* and *Dynamic Keyword Portfolio* tools.
 - All SEO metrics are updated daily and stored indefinitely.
 - Tags group keywords and pages to simplify analysis of very large datasets and aligns with buyer's journey marketing.
 - *Rank Intelligence™* provides advanced, real-time exploration of ranking data.
 - *Research Grid™* provides interactive and dynamic research to analyze the performance of content.
 - Built-in site audit technology that includes 40+ technical health checks, no-limits on the number of crawls, and the ability to crawl JavaScript.
 - Global coverage in 180+ countries with support for each country's native languages, including Chinese, Japanese, and Arabic letters and characters.
 - Free Google Chrome plugin provides real-time page-level content analysis and insights for all levels of users within an organization.
 - Page-level analytics and Google Search Console integrations addresses close to 100% visibility into "Term Not Provided." Correlate keyword level data with all key SEO Metrics. Patent-pending.
 - *Content Optimization Lifecycle Management* features and services for research and writing, as well as tracking and measuring results and impact. Includes

Vendor Profiles

Product Details

**seoClarity**

9701 W. Higgins Road, Suite 320

Rosemont, IL 60018

(T) 773-831-4500

www.seoClarity.net

audience and intent discovery with analysis and ROI.

- Built-in workflow management system for customizable team collaboration.

Social signal integration

- Aggregate social metrics from Facebook, Google+, LinkedIn, and Pinterest.
- *Social Content Research* uncovers content marketing topics of interest to clients.
- Daily tracking of social activity for clients and their competitors.
- Open data platform imports data from virtually any analytics source, including Adobe, IBM, Google Analytics, and internal data warehouses.

Reporting and analytics

- Comprehensive set of tracked metrics from bot-level data to social data.
- Automated alerts notify users of detected issues and KPI performance in real-time.

Unlimited, customizable dashboards with 150-plus visualizations.

Third-party partnerships and integration

- Over 60 possible integrations within seoClarity's *Data Integration Marketplace*.
- Analytics integration provides access to organic search data in partnerships with Adobe Marketing Cloud, Adobe Experience Manager (CQ5), IBM Digital Analytics, Google Analytics, and Google Search Console.
- Combines multiple backlink data sources through consolidated link profile data with integrations for ahrefs, Buzz Stream, Majestic, Moz, and Google Search Console.
- Full two-way content management integration with internal (CMS).

seoClarity CMS integrations allows seamless and secure changes to Dev or QA environments without leaving the platform.

- Extract, transform and load any data point, report or analysis collected by seoClarity into data storage system for long term storage, or integration into internal data warehouse, through Adobe Marketing Cloud, Amazon web Services, Box.com, FTP data exchange or custom data warehouses.
- Full API integration for Keyword Pay-Per-Click metrics to compare to organic performance through integration with Marin, Kenshoo, DoubleClick and Bing Ads.

Pricing and service

Annual and multi-year contracts are on a scalable pricing model based on domains and keywords tracked within the platform. Training schedule is proactively published and ongoing, meeting the needs of all levels of users.

Three tiers of support: Core, Pro and Advanced.

- Core pays additional fees for access to Clarity Academy Live and Annual Conference.
- Pro includes two passes to Clarity Academy Live and Annual Conference.
- Advanced includes unlimited access to Clarity Academy Live and Annual Conference.
- Professional services available for all clients to augment marketing initiatives.
- Dedicated client success manager included, with access to technical SEO teams.
 - Client success support includes:
 - 24/7 critical support.
 - Live chat.
 - Online knowledgebase of articles, training videos, and use case studies.
 - Active online user community.

Vendor Profiles

**SISTRIX (including SEOlytics)**

Thomas-Mann-Straße 37
53111 Bonn, Germany
(T) 49 (0) 228 3041 4044
www.sistrix.com

Target customer

- SEO agencies, in-house teams, and IT professionals.

Key customers

Amazon
Ebay
Johnson & Johnson
Kayak
Nestlé
UNICEF

Key executives

Johannes Beus, CEO

Company overview

- Founded in 2003.
- Acquired direct competitor SEOlytics in May 2016. Data and evaluations from SEOlytics integrated into *Toolbox* for certain features. SEOlytics is not available anymore as a stand-alone tool.
- 30+ employees.
- Customers in 30+ countries.
- Extensive focus on both mobile and desktop.

Product overview

- The SISTRIX *Toolbox* examines about 250,000 websites/minute and 300 billion links/month and processes these results into customized charts and actionable metrics.
- SaaS-based suite that supports SEO/SEA (Search Engine Advertising) research, rank tracking, backlink analyses, and on-page analyses through the following modules:
- *SEO Research* and *SEO Visibility Index*:
 - Monitors data and Google rankings for domains, and helps find problems in desktop and mobile rankings and potential competitive shortcomings.
 - Data includes Google's Universal Search integrations as well as Featured Snippets.
- oHistoric mobile keyword data for millions of keywords, going back to 2015 and desktop history going back to 2010 (depending on country).
- Covers desktop and mobile rankings in several countries (.com/.uk/.es/.de/.at/.ch/.fr/.it/.se/.pl/.nl/.br/.tr.)
- A Mobile Visibility Index helps find problems in mobile rankings and potential shortcomings for competition.
- *Link*: Provides access to a database that combines SISTRIX and Majestic's sources.
 - Included *LinkPlus* provides access to over 250 billion links. Automatic dashboards with the most important evaluations. Users can also access external links for a domain with all the detailed information.
 - Integrated *LinkRating* crawls all external links to a user's domain in real time and gathers additional data for an automated threat assessment for your link audits.
- *Ads*: Provides competitive intelligence about search advertising campaigns as well as banner campaigns for any website.

Vendor Profiles

Product Details

**SISTRIX (including SEOlytics)**

Thomas-Mann-Straße 37
53111 Bonn, Germany
(T) 49 (0) 228 3041 4044
www.sistrix.com

- **Optimizer.** Offers daily visibility into keyword performance and rankings for more than 50 languages/search engine combinations, including Google, Bing, Yahoo, and Yandex.
 - Allows clients to create user-specific SEO industry indices for performance benchmarking and calculations for SEO keyword performance forecasting.
 - Automatically and regularly crawls a user's website, reviews every row of source code, and finds on-page SEO mistakes for up to five projects at the same time, at no additional cost.

Social signal integration

- The SISTRIX *Toolbox* evaluates the five largest social networks: Facebook, Twitter, Google+, Pinterest, and LinkedIn.
- Provides data about shares, comments, and likes.
- Users receive data for their own website, as well as all competitors and any other chosen domain.

Reporting and analytics

- The SISTRIX *Toolbox* automatically generates customized reports as defined by users.
- Reports can be delivered to specific e-mail addresses daily, weekly or monthly.
- Users can freely determine the content of their reports and incorporate any evaluation from the *Toolbox* into any report.
- Clients with multiple websites and SEO agencies can set up customized report templates.

Third-party partnerships and integration

- Integration with Google Search Console and Google Analytics.
 - Data is used to help with the "not provided" Analytics problem, as well as for potential analysis and forecasts for traffic and SEO data.
- Combined link data from SISTRIX and Majestic.
- Data from SISTRIX can be used in connection with Microsoft Excel and Google Spreadsheets - and by proxy with Google Data Studio.
- An open API is available, with all data returned being UTF-8 encoded.
 - API interface returns values as XML by default and can also return data in the JSON format.

Pricing and services

- The SISTRIX *Toolbox* consists of six modules: SEO & Universal, Links, Ads, Social, and Optimizer. Each individual module is priced at €100.
 - Users can subscribe to a single module, expand their *Toolbox* with extra modules or use all available modules.
 - Starting at three modules, there are automatic discount levels, with a maximum monthly net-price of €400 for all modules combined. (Prices are only available in Euro.)
- Customized enterprise and agency plans are available.
- Onboarding begins with telephone training, webinars, and ongoing customer service through multiple channels.
- Detailed video tutorials for all functions are included.

Vendor Profiles



Web CEO Limited
10 Great Russell Street,
Suite 3055
London U.K.
WC1B 3BQ
(T) 866-793-2236 (US toll-free)
www.webceo.com

Target customer

- Digital agencies, as well as hosting and Content Management Systems (CMS) providers.

Key customers

1-800-Flowers
Benchmark Digital
M7 Group
SEORankings.com
StrawberrySEO.nl
Techdata

Key executives

Viktor Tatarov, Founder and CEO
Allen MacCannell, VP, Sales and Partnerships
Joanne Pimanova, Marketing Director
Julia Kostenko, Director, Client Services and Strategy

Company overview

- Founded in 2000 as a division of telecommunication company Radiocom.
- Privately held; self-funded.
- 55+ employees.
- Additional offices in Brazil, Hong Kong, South Africa and Israel.

Product overview

- SaaS-based, enterprise-level SEO platform targeting digital agencies.
- Language wiki actively used by 200,000 users to keep the interface multilingual.
- Lead generation widget enables agency websites to offer visitors free SEO audit reports.
- *Journal of Events* keeps track of SEO work being done on a website, including Google Update notifications.
- Keyword research tool provides suggestions, competitive intelligence, and Google Search Console integration. Keywords can be entered in any language.
- Sorts by KEI (Keyword Effectiveness Index) and shows city-specific local monthly search statistics.
- Rank tracker shows local and mobile results for keywords and browsers in any language.
 - Reports display blended results, including Google Places.
 - Allows comparisons with 20 competitors per project.
- Site auditing tools provide detailed suggestions on more than 50 influence ranking factors, including mobile friendliness and page load speed, as well as recommended changes to HTML code and Schema markup.
- Offers an up-to-date content submission tool and a sitemap creation and submission tool.
- Backlink tracking tool identifies backlinks and helps users analyze them. The Competitor *Backlink Spy* shows competitor backlinks with their anchor texts.
- White-label hosting of the tools on custom domains.
- *Dangerous Competitors* Tool identifies the websites with a better average ranking for the set of keywords users are monitoring,

Vendor Profiles

Product Details

**Web CEO Limited**

10 Great Russell Street,
Suite 3055
London U.K.
WC1B 3BQ
(T) 866-793-2236
www.webceo.com

- Agency Task Manager allows users to assign work on various projects to appropriate colleagues.

Social signals integration

- Integrates with Facebook, Google+, LinkedIn, Pinterest and Twitter.
- Users can add their social media URLs to be rank checked as part of a project's domain.
- Detailed social media analytics track competitors.

Reporting and analytics

- Dashboards include adjustable widgets.
- PDF and CSV reports mailed manually or on an automated schedule.
- Do-It-Yourself SEO tools allow clients to host on their own domains.
- Read-only SEO reports on the user's own domain.
- Email alerts warn users of drops in rank, increases in broken links, and lost backlinks.
- Backlinks can now be filtered for Follow or NoFollow links.

Third-party data partnerships and integration

- Integrates with Google Analytics and Google Search Console.
- *Backlink Quality Checker, Toxic Links Report, Chosen Links Watch, and Competitor Backlink Spy* all use data obtained from a partnership with Majestic.

- Web analytics and site monitoring partnerships with Alexa and Search Engine News.

Pricing and service

- Tiered pricing ranges from a freemium model to an Agency Fixed plan for \$499/month.
- Agency Unlimited plans are available for \$99/month plus \$2/active project and \$4/1,000 rank queries, depending on the volume of keywords, number of search engines, and how deep in the SERPs a user chooses to search.
 - Additional charge of \$4/10,000 backlinks found.
- Custom fixed price plans are also available.
- All plans allow branding of the user interface and reports.
 - Agency Unlimited plan includes a white-label option, enabling the partner to access SEO tools from the user's domain with the user's branding.
- Accounts are billed monthly; discounts are applied to annual subscriptions.
- Customer support is available 7am to 7pm (GMT) via phone, email, live chat, and Skype.
- Free and unlimited Skype training and demos from 8am to 8pm (GMT) for all plans, including freemium.

Resources

Blogs

The Digital Marketing Excellence blog, published by Stone Temple Consulting. <https://www.stonetemple.com/blog/>

Websites

www.digitalmarketingdepot.com

<http://gs.statcounter.com>

www.marketingland.com

www.martechtoday.com

www.searchengineland.com

www.searchenginewatch.com

<https://www.crunchbase.com>

<https://techcrunch.com>

Articles

"Forecast says SEO-related spending will be worth \$80 billion by 2020," by Greg Sterling, Search Engine Land. <https://searchengineland.com/forecast-says-seo-related-spending-will-worth-80-billion-2020-247712>

"The SEO industry is worth \$65 billion; will it ever stop growing?" by Jayson DeMers, Search Engine Land. <https://searchengineland.com/seo-industry-worth-65-billion-will-ever-stop-growing-248559>

"The voice search explosion and how it will change local search," by Wesley Young, Search Engine Land. <https://searchengineland.com/voice-search-explosion-will-change-local-search-251776>

"Mary Meeker: Voice and image searches are going to make up at least half of all searches by 2020," by Johana Bhuiyan, Recode. <https://www.recode.net/2016/6/1/11829844/mary-meeker-voice-image-searches-2020>

"The Argument for AMP: Lessons from 10 Case Studies," by Eric Enge, Stone Temple Consulting. <https://www.stonetemple.com/the-canonical-guide-to-amp/>

"SEO Ranking Factors in 2017: What's Important and What's Not," by Jessica Thompson. <https://searchengineland.com/seo-ranking-factors-2017-whats-important-whats-not-285494>

"This venture-backed company just filed for Chapter 11 bankruptcy to resolve a patent dispute," by Connie Loizos, TechCrunch. <https://techcrunch.com/2017/05/08/this-venture-backed-company-just-filed-for-chapter-11-bankruptcy-to-evade-a-patent-dispute/>

Research Reports

Digital Marketing Report for Q3 2017, published by Merkle, Q3 2017. <https://www.merkleinc.com/thought-leadership/digital-marketing-report>

2016 State of Search Industry Report, published by SEMPO, January 2017. <http://blog.sempo.org/2015/11/state-of-search-2016/>

Trends in Digital Marketing Services 2016, published by Borrell Associates, January 2016. <https://www.borrellassociates.com/industry-papers/free-summaries/trends-in-digital-marketing-services-april-169098-detail>