



Webinar

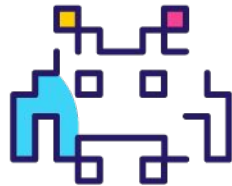
**Sharing SEO Data  
with BI & Data  
Warehousing:  
What? Why? How?**

# GAMEPLAY & RULES

- Earn points by signing up, attending, and participating
  - Unlock new levels, earn badges and check our leaderboard
- Use **#SuperSEOGame** to continue the conversation
  - Have fun!



# SINGLE PLAYER of the day



**Zaine Clark**

Co-Founder/

Data & Demand Generation @  
Financial-Hope.com

# What Is SEO Data?

Where does it come from?

How is it used?

Why should you use SEO data elsewhere in your organization?

## Integrating SEO & BI

Why would a BI team use SEO-specific data?

How do you share SEO data with BI teams?

Should you store your SEO data in a data warehouse?

## Integrating SEO & Data Warehousing

Why would you store SEO data in a data warehouse?

How do you get SEO data to a data warehouse?

# What Is SEO Data?

# What Is SEO Data & Where Does It Come From?

## What Is SEO Data?

Data used to gauge how a website or a specific web page is performing in search.

## Common SEO Data Points

**Conversions**

**Conversion Rate**

**Keyword Rankings**

**Click-Through Rate**

**Website Traffic**

**Backlinks**

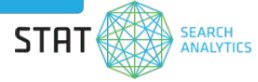
**Internal Links**

**Conversions** (yeah, I know it's here twice)

**SEO data can come from a wide variety of sources and used to help solve various business problems, not just SEO.**



Google Analytics



Google Trends



Optimizely



hotjar

SEMRUSH



Google Search Console



ahrefs



Adobe Analytics



crazyegg



Screamingfrog

oncrawl



# Where Can You Get Conversion Data?

## How Do You Need to View the Data?

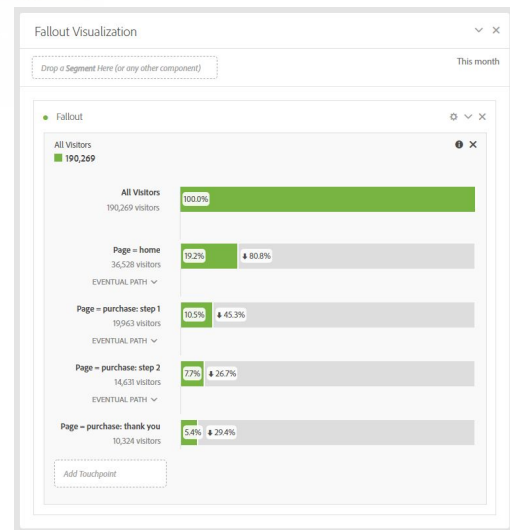
## On What Cadence Do You Need the Data?



# Conversion Data



Adobe Analytics



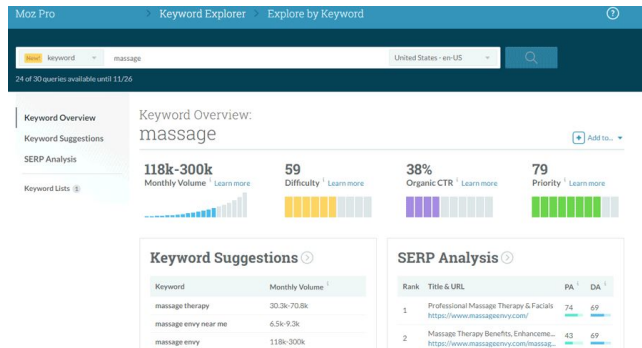
Where Can You  
Get Ranking  
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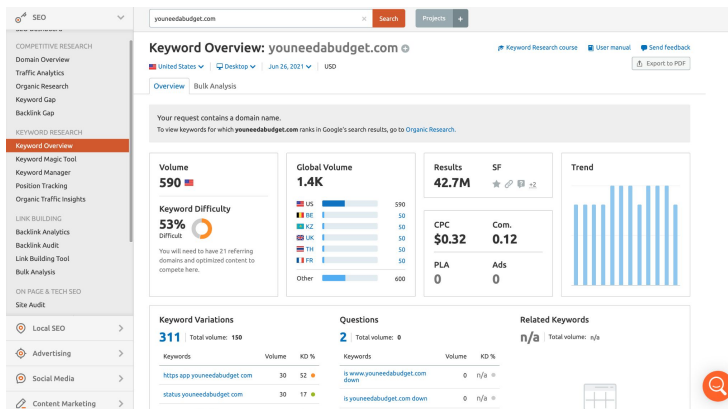
On What  
Cadence Do  
You Need the  
Data?



# Keyword Ranking Data



SEMRUSH



Google Search Console



oncrawl

# Where Can You Get CTR Data?

## How Do You Need to View the Data?

## On What Cadence Do You Need the Data?



## Click-Through Rate

$\text{clicks/impressions} = \text{CTR}$

$\text{clicks/estimated search volume} = \text{CTR}$



Google Search Console



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Queries	Clicks	Impressions	CTR	Position
google analytics certification	796	105,504	0.8%	8
megalytic	690	1,163	59.3%	1
megalytics	450	1,274	35.3%	1.8
direct traffic	434	4,501	9.6%	3.6
google analytics direct traffic	248	1,458	17%	2.1
direct traffic google analytics	235	1,695	13.9%	2.5
seo report templates	195	1,158	16.8%	3.4

# Where Can You Get Traffic Data?

## How Do You Need to View the Data?

## On What Cadence Do You Need the Data?



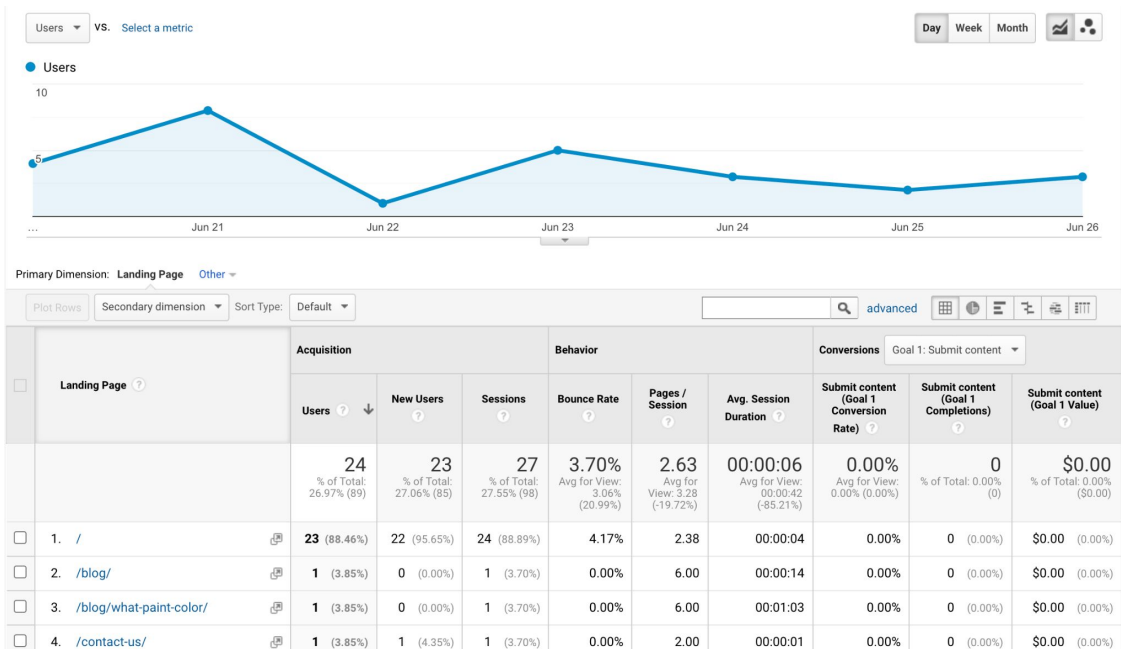
# Traffic/Sessions/Users



Google Analytics



Adobe  
Analytics



# Where Can You Get Link Data?

## How Do You Need to View the Data?

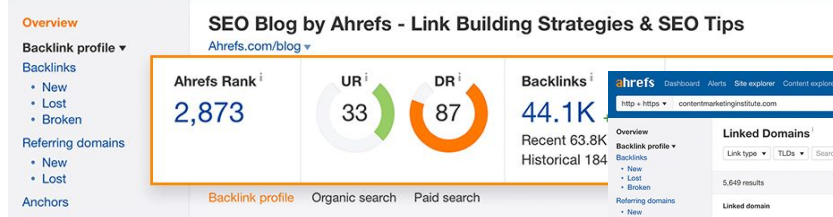
## On What Cadence Do You Need the Data?



Link Data



Google Search Console



ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker Site audit More

http + https contentmarketinginstitute.com Prefix

Overview Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

Link interest

Organic search

- New
- Movements

Top pages

Top subdomains

Competing domains

Competing pages

Content gap

Pages

- Best by links
- Best by link growth
- Top content

Outgoing links

- Linked domains
- Anchor
- Broken links

#### Linked Domains

Link type TLDs Search in results

5,649 results

Linked domain	DR	Ahrefs rank	Referring domains (dofollow)	Linked domains (dofollow)	Organic traffic	Links from target	/dofollow	First seen
contentmarketingworld.com	75	28,398	2,445	925	3,518	24,366	24,202	18 May '17
twitter.com	99	2	17,066,578	296	1,786,027,238	21,343	20,103	25 Apr '17
youtube.com	98	4	11,707,243	5,576	6,676,025,504	17,544	16,427	25 Apr '17
informa.com	83	5,839	14,876	13,384	94,259	15,769	15,736	6 Dec '17
slideshare.net	92	171	627,040	2,508	49,087,261	11,880	11,702	25 Apr '17
linkedin.com	98	5	6,346,296	827	172,894,523	12,855	11,621	25 Apr '17
facebook.com	100	1	24,634,550	122	3,957,287,914	12,236	11,023	25 Apr '17
contentmarketinginsights.com	56	344,467	399	48	547	10,839	10,807	20 Nov '17
ubm.com	81	9,687	6,574	110	9,403	10,801	10,766	25 Apr '17
pinterest.com	97	9	4,202,096	2,062	331,831,928	5,999	5,999	21 Jun '17
instagram.com	98	3	8,662,666	244	482,344,048	5,575	5,551	25 Apr '17
plus.google.com	97	7	8,130,476	286,326	176,085	6,671	5,488	25 Apr '17
contentmarketinguniversity.com	44	1,038,252	233	33	572	5,446	5,444	18 Oct '17
theorangeeffect.org	32	2,816,730	108	192	130	5,413	5,398	25 Apr '17



# How Is SEO Data Used?

# **SEO Data Can Be Used to Answer A Wide Variety of Business & Competitor Questions To Help Your Organization**

## **What Questions Can You Answer?**

- **Why is page [X] our top performing page?**
- **Why don't users convert from [this] section of our site?**
- **How many conversions do we get from our Affiliates?**
- **What is our ROI on our social media campaigns?**
- **What is the ROI of our blog content?**
- **What is our projected revenue from [channel] this year?**
- **How many pages are users visiting before converting?**
- **Where are users exiting our site without converting?**

# SEO Data Can Be Used to Answer A Wide Variety of Business & Competitor Questions To Help Your Organization

## Example Story With SEO Data

- Content adjustments were made to the /seo-data-talk page.
- The page is now ranking in position 2 for the term “seo data” (MSV of 1,000) (previously ranked in position 7)
- The page has seen an average of 1,000 sessions/week since the changes were made (previously at 600 sessions/week)
- The page has seen an average of 500 conversions/week since the changes were made (previously 450 conversions/week).

### The Story?

The edits increased visibility and traffic, but conversions are suffering. Although we are averaging an additional 50 conversions/week – our conversion rate dropped from 75% to 50%!



# Why Should You Use SEO Data Elsewhere In Your Organization?

**This benefits  
you more than  
anyone else**

## Why Share?

- **Additional resources to help you scale**
- **Better/Faster reporting**
- **Multiple sources of data in one place**
- **Help with automation**
- **More time spent on strategy and innovation**



# Helping the Organization

## Why Share?

- Understand customer journey/life-cycle
- Deeper understanding of customer wants/needs
- Improve customer-facing software/web applications
- More time spent on strategy and innovation

# Integrating SEO & Business Intelligence

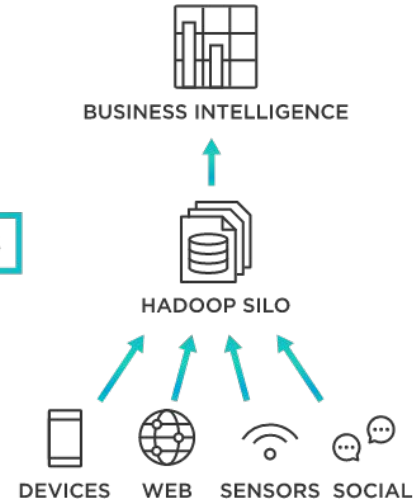
**Why would a BI team use SEO-specific data?**

# What Is Business Intelligence?

- **Eliminate data silos**
- **Create/Establish a single source of truth**
- **Data/Reporting accuracy**
- **Work with end users to understand reporting needs**



DATA SILOS



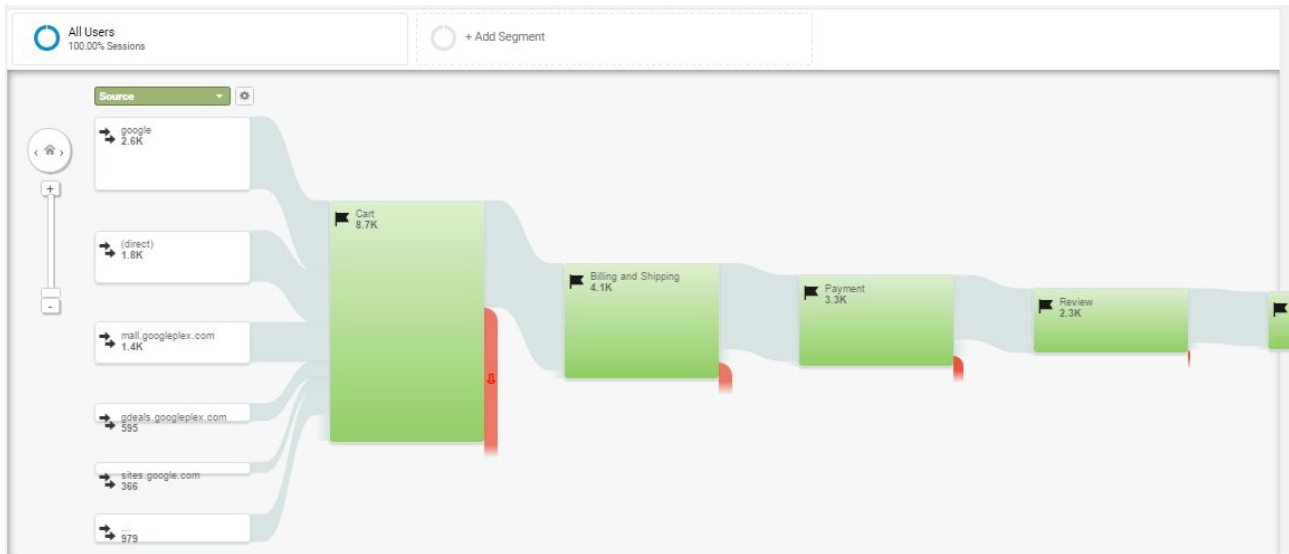
**More customer  
data = more  
customer  
insights**

## Questions for BI

- **Why are our sales dropping for [this] product line?**
- **[Competitor] is outperforming us in [this] market. Do you have any insight into why?**
- **We've seen extreme growth for [product] in the last 5 weeks, do you know what is driving that?**
- **We are seen a dip in applicants. Do you know what may be causing this?**

# Conversion Funnels

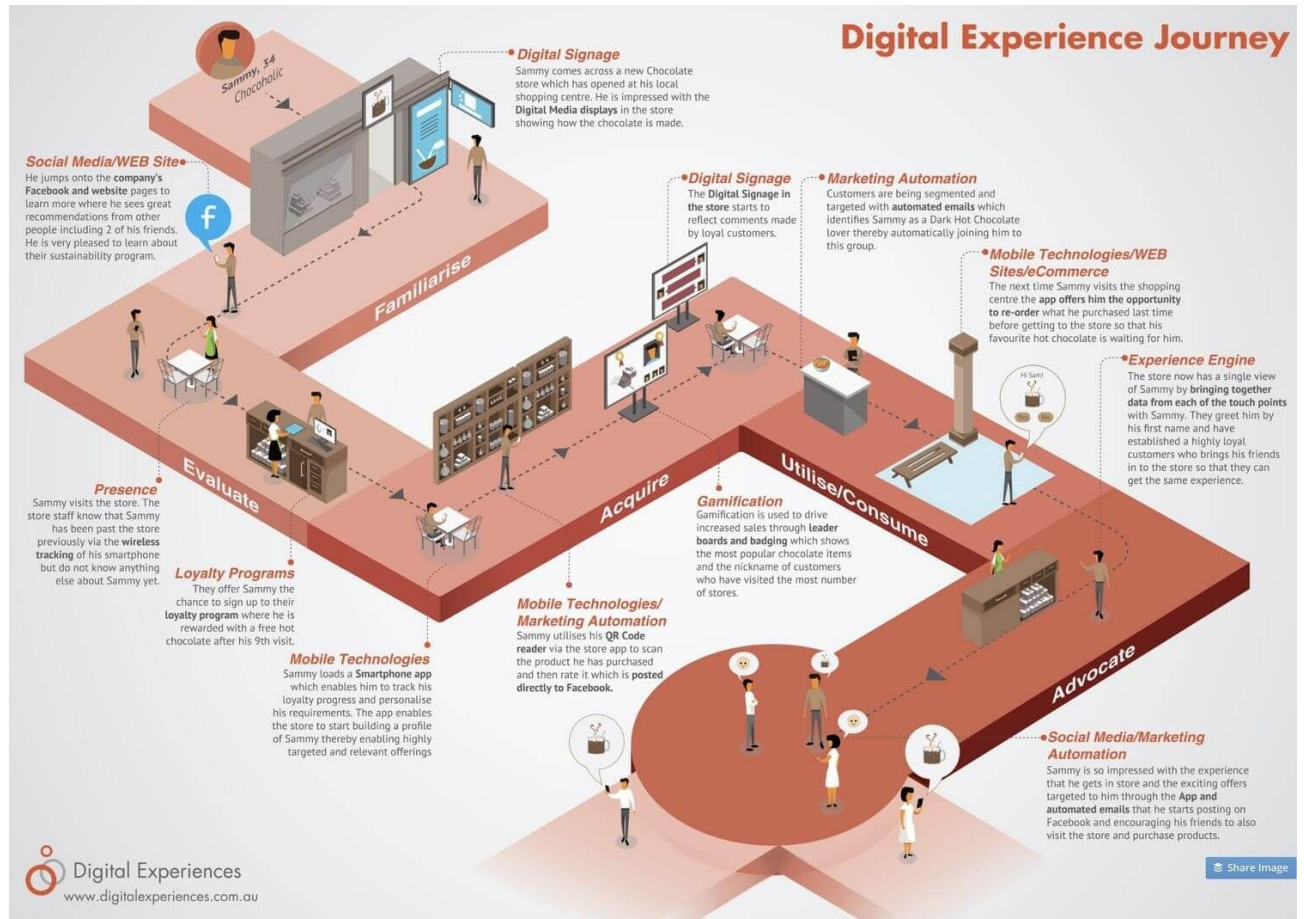
## Funnel Mapping



- Understand customer journey/life-cycle
- Deeper understanding of customer wants/needs



# Customer Journey



**How do you share SEO data with BI teams?**

**Organizational  
needs differ.  
There is no  
“one size fits  
all”**

- **Data Warehouses**
- **Recurring Reports**
- **Ad-Hoc**



**Should you store your SEO data in a data warehouse?**

# SEO Data in the Data Warehouse?

- **Easy way to store data from multiple sources into one place**
- **Easier and more accurate way to look at data historically from various sources**
- **Creates a source-of-truth for SEO related data that is accessible to other departments, relieving your ad-hoc requests**

# Integrating SEO & Data Warehousing

**Why would you store SEO data in a data warehouse?**

# **Top Reasons To Use A Data Warehouse for SEO Reporting and Insights**

- **Enables Historical Insight**
- **Enhances Conformity and Quality of Data**
- **Boosts Efficiency**
- **Increase the Power and Speed of Data Analytics**
- **Drives Revenue**
- **Scalability**
- **Interoperates with On-Premise and Cloud**
- **Data Security**



**How do you get SEO data to a data warehouse?**

# Getting Data into A Data Warehouse

## Data Sources

### Common Marketing Data Sources

- Digital advertising platforms such as Facebook, Google, LinkedIn, Snapchat, TikTok, Twitter, Criteo, Taboola, and Outbrain.
- Google Analytics/Adobe Analytics
- CRM systems (Salesforce, HubSpot, etc.)
- Customer data platforms (Segment, Exponea, etc.)
- Automation platforms (HubSpot, Mailchimp, Klaviyo, etc.)
- Ecommerce and payments platforms (Shopify, Stripe, PayPal, etc.)
- Social media platforms (Instagram, Twitter, LinkedIn, and Facebook)

# Getting Data into A Data Warehouse

## Data Modeling

## Data Pipeline

- Supermetrics
- Fivetran
- Funnel.io
- In-house/Custom
  - Be aware of costs



**Stitch**  
A Talend Company



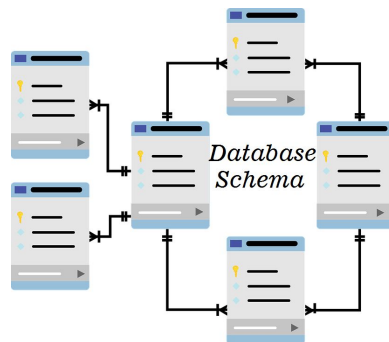
**FUNNEL**



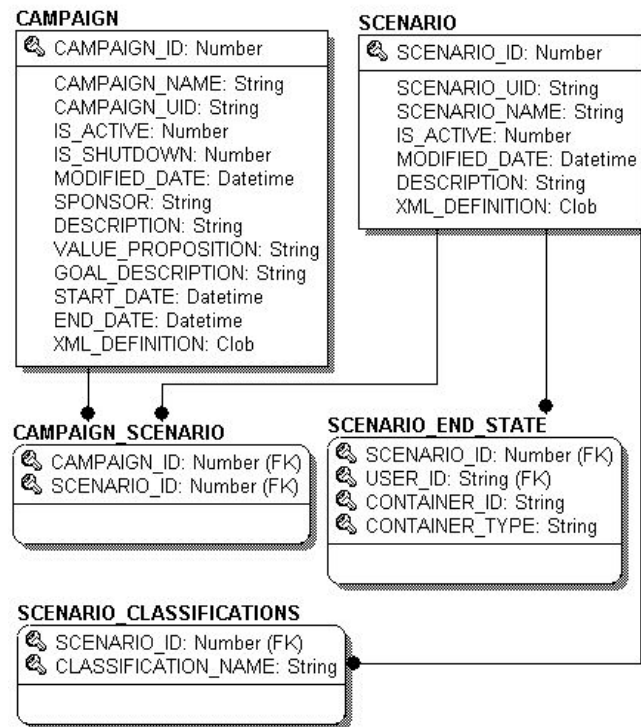
# Getting Data Into A Data Warehouse

## Data Modeling

## Data Schema



- List metrics and dimensions and what source they come from
  - Goal is to store clean, consistent, usable data
- Ensure you have standardized schemas and naming conventions

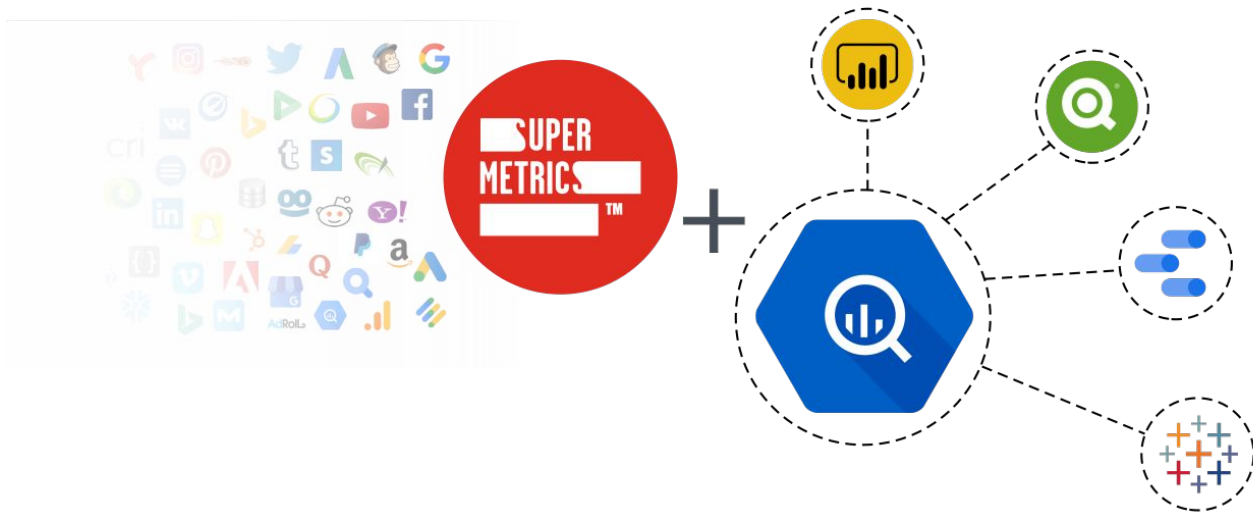


# Getting Data into A Data Warehouse

## Data Modeling

## Data Transfers

- Establish data transfers
  - Utilize API connections or build your own connections



# Data Visualization

## Start querying and analyzing!



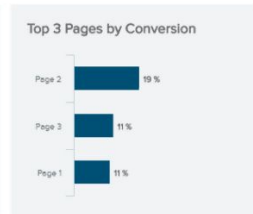
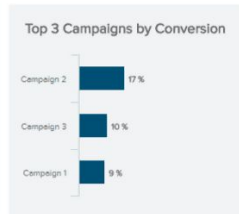
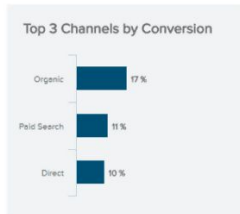
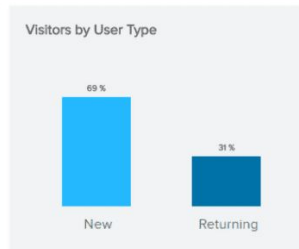
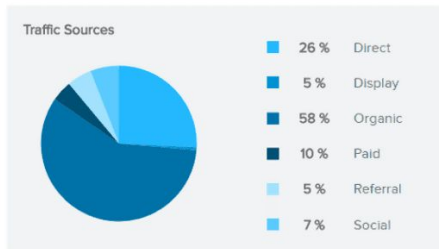
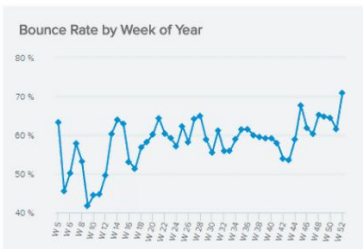
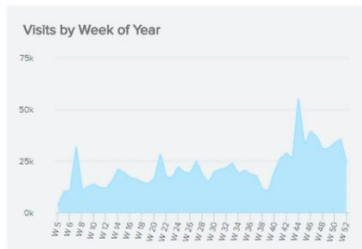
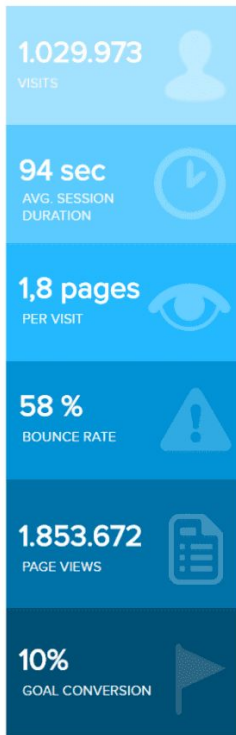
Power BI



+ a b | e a u®



Google  
Data Studio





**Grab your controller,  
it's time for Q&A!**







