

Directive,

VYOND

SEO Project Report



Project Phase Overview

I performed extensive audits analysing both the competitive landscape and how Vyond compares. In these audits I uncovered areas that need immediate attention and lay out an action plan on how I can accomplish these items. This allowed me to establish a good baseline of where I started and ensure that I was aligning Vyond with the goals that the client set at the onset of this relationship.





Goals

For Q3

Goals for Q3

Vyond's Goals:

- Increase Marketing Qualified Leads
- Increase Relevant Organic Traffic
- Increase Organic Conversions

Based on the above goals, my aim was to hit these benchmarks:

- Grow Marketing Qualified Leads by 20%
- Increase Relevant Organic Traffic by 30%
- Boost Organic Conversions by 30%



SEO



Project Phase Audits

- **Technical Audit** [[view audit](#)]
 - Analysed and detailed technical items on Vyond's site that may be hurting its ability to rank.
- **Core Page Audit** [[view audit](#)]
 - Analysed above keywords and core pages. Provided recommendations on new keywords to target based on search volume, competitiveness, alignment with business goals, and buyer intent.
- **Backlink Audit** [[view audit](#)]
 - Analysed Vyond's current link profile and created link building strategy to acquire new backlinks and increase organic traffic.
- **Content Audit** [[view audit](#)]
 - Analysed the content currently on the site and developed a strategy for content creation focused on targeted keywords to establish thought leadership and drive new leads with content.



SWOT Analysis

Strengths

- Valid SSL Certificate in place
- Multiple other content mediums available on site (case studies, videos, etc.)
- Ranking for a decent amount of keywords

Weaknesses

- Multiple GTM and GA codes across site
- GA goals and views aren't optimally set up
- Core pages don't strategically target keywords
- Lack of strategic backlinking

Opportunities

- Clean up GA views and track appropriate goals
- Create TOFU content with consistently posting schedule
- Create and optimise core pages that target BOFU keywords
- Implement an internal linking strategy

Threats

- Moovly posts content consistently every month
- Powtoon ranks for 4,481 keywords in the top 10 positions
- Powtoon has a larger backlink portfolio
- Powtoon has a higher DA of 75

Summary

My recommendations and roadmap focused and prioritised work based on the impact they will have on reaching Vyond's digital marketing goals.

Vyond's Goals:

- Increase Marketing Qualified Leads
- Increase Relevant Organic Traffic
- Increase Organic Conversions





SEO Strategy Overview

SEO Strategy Overview

My strategy was implemented over 90 days to make Vyond more discoverable at every stage of its marketing funnel while leveraging its existing traffic to boost online conversions.

In order to accomplish this, I ensured that I had core pages targeting my BOFU keywords, and created TOFU content targeting the long-tail versions of those core search terms. I also ensured I was optimising the conversion funnel whenever possible to improve conversion rates on targeted pages.



Core Tactics

01

Building a Technical Foundation

Ensure I am tracking the appropriate traffic and conversions in GA, install Hotjar to guide CRO strategy, clean up unnecessary GA or GTM tracking codes across the site

02

Implement Strategic Keyword Targeting Across the Site

Update keyword focus on core pages and optimize metadata, headers, and infuse keywords in on-page copy, as well as internally link to other core pages within the copy to improve rankability

03

Create TOFU Content Pieces to Promote Core Pages

Create blog and evergreen content based on top-of-funnel keyword research to address topics and questions users are searching by to increase the keywords Vyond is ranking for and showcase its expertise



Key Takeaway

01

Key Takeaway 01

Building a Technical Foundation

To ensure I am tracking the correct data, I need to tweak the view I am using in Google Analytics to eliminate irrelevant traffic. I also want to ensure that any thank you page conversion (especially for the Free Trial form) is being tracked as a goal. Currently, there are goals set for event tracking and visitor hits to certain pages or forms, but I don't seem to be tracking conversions, so I can't decipher performance.

Highlights

Create New Google Analytics View

- Only target users landing on the main vyond.com site and those who move through the conversion funnels
- Exclude app.vyond.com subdomain
- Exclude all login traggic and ga.vyond.com pages except for /signup and /confirm_account

All accounts > https://vyond.com
Directive Consulting View

USER

View [+ Create View](#)

Directive Consulting View

- [View Settings](#)
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

Website's URL
https:// www.vyond.com

User-ID Reports
Enabled

Time zone country or territory
United States (GMT-07:00) Los Angeles Time

Default page ? optional
[Empty field]

Exclude URL Query Parameters ? optional
^((?!signup|confirm).)*\$
app.vyond.com

Currency displayed as ? optional
US Dollar (USD \$)

Bot Filtering
 Exclude all hits from known bots and spiders

Highlights

Update Goals in Google Analytics

- Create goals based on conversion funnels
- Track core objectives through event and destination tracking
- Ensure any sign up form (Free Trial) or gated content piece has a unique Thank You page and I tracked those as conversion goals

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording	↑
<input type="checkbox"/>	Unbounce Signup	Goal ID 19 / Goal Set 4	Destination	2623	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Initiates Checkout	Goal ID 18 / Goal Set 4	Destination	1914	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Smart Goal	Goal ID 16 / Goal Set 4	Smart Goal	8078	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Signup	Goal ID 3 / Goal Set 1	Destination	6811	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Hit Videomaker Page	Goal ID 11 / Goal Set 3	Destination	108367	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Hit Pricing Page	Goal ID 6 / Goal Set 2	Destination	5994	<input checked="" type="checkbox"/>	

Highlights

Set Up and Verify Google Search Console Account

- Currently, only the domain property of vyond.com is verified
 - This means all data is coming through, including subdomains I don't think should be tracked
- The HTTPS version of the site should be set up and verified to be able to monitor data and performance of that specific property

NOT VERIFIED

 <https://www.vyond.com/>

Verify ownership


<https://www.vyond.com/>

Recommended verification method

HTML file

Upload an HTML file to your website



1. Download the file:  `google7b8fae41e046e131.html`

2. Upload to: <https://www.vyond.com/>

To stay verified, don't remove the file, even after verification succeeds.

[Full details](#)

VERIFY

Other verification methods

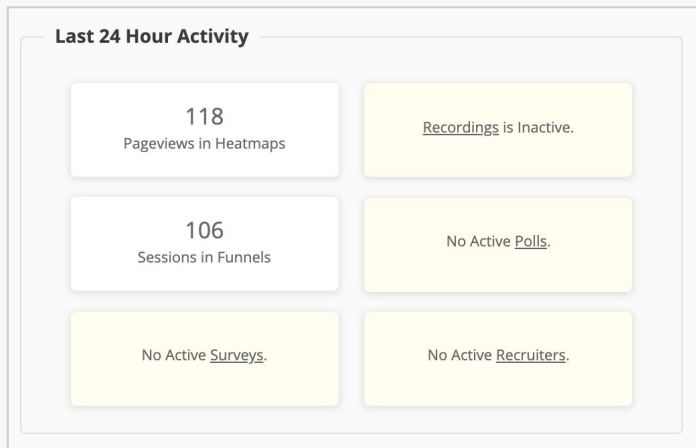
REMOVE PROPERTY

DONE

Highlights

Install Hotjar Tracking Script

- Hotjar allowed Markateur to add heatmaps to its homepage and core pages to monitor how visitors interact with the site
- This data guides CRO recommendations and testing to improve engagement and conversions
- This Hotjar ID should be added to its GTM container



Install Hotjar on your site

Paste the Hotjar code into the **<head>** of every page you wish to track visitors and collect feedback on, and then [verify](#) your installation.

```
1 <!-- Hotjar Tracking Code for https://www.vyond.com/ -->
2 <script>
3   (function(h,o,t,j,a,r){
4     h.hj=h.hj||function(){(h.hj.q=h.hj.q||[]).push(arguments)};
5     h._hjSettings={hjid:1320760,hjsv:6};
6     a=o.getElementsByTagName('head')[0];
7     r=o.createElement('script');r.async=1;
8     r.src=t+h._hjSettings.hjid+j+h._hjSettings.hjsv;
9     a.appendChild(r);
10    })(window,document,'https://static.hotjar.com/c/hotjar-','.js?sv=');
11 </script>
```

Copy to clipboard

Verify Installation

Site ID: **1320760**



Action

Items

Action Items



Create/Update New Google Analytics View

- I created a view that only targets visitors landing on the main vyond.com site
- Excluded traffic from subdomains and login traffic from ga.vyond.com
 - With the exception of the signup and account confirmation pages



Set Up Goals to Track Conversions

- Created goals to track main conversion funnel activity
 - Free Trial sign up (thank you page destination)
 - Gated content download
 - Plan sale
- I also created goals to track the core objectives
 - Core page conversions
 - Hits to certain pages or content (pricing)

Action Items



Verify Google Search Console Properties

- Created HTTPS property of vyond.com and verify
 - Gave Directive access once verified that allowed me to do the following:
 - ❑ Submit sitemaps
 - ❑ Analyze performance
 - ❑ Address Technical Issues
- Etc.



Install Hotjar and Create Heatmaps

- Get Hotjar tag installed on GTM
- Create heatmaps around home page and new core pages
- Let Hotjar gather data until there was at least 2,000 pageviews for any heatmap



Key Takeaway

02

Key Takeaway 02

Implemented Strategic Keyword Targeting Across the Site

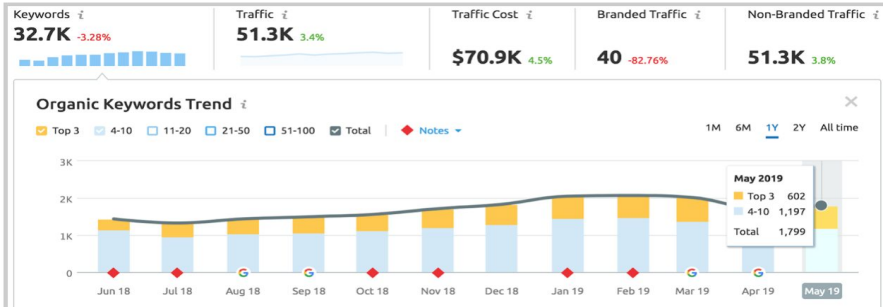
Through the use of strategic keyword targeting in which I designated a purpose for each piece of content, I was able to generate new avenues of opportunity. This resulted in increased traffic and engagement for both core pages and all other forms of content. The execution of this tactic was done through both the creation of new content and the optimisation of old content.

Highlights

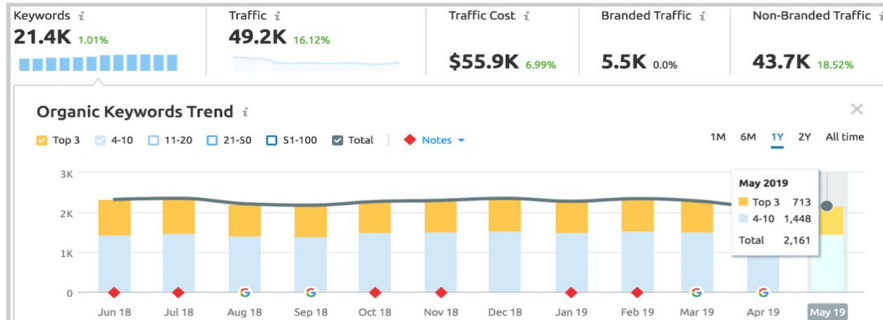
Grow Top Valued Keywords

- Currently 1,799 keywords in the top 10 positions on the SERP.
- Keywords in the top positions acquired the best Click-Through-Rate (CTR)
- I grew the number of keywords in these positions through several means

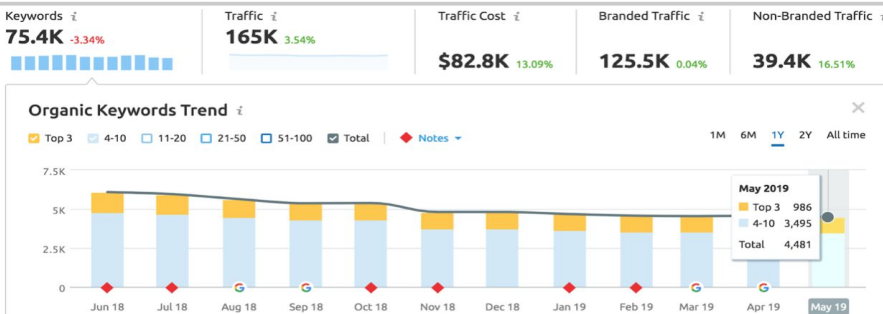
Wyond



Moovly



Powtoon



Sitemap

Highlights

Keyword Targeting Methods

- Metadata Optimisation
 - Designates keyword focus
 - Align from the top down
- Content Creation
 - High Volume
 - High Level
 - “Cast a Wide Net”
- Keyword Integrated Sitemap
 - Assigns one keyword per page

Tier 1	Status	Tier 2	Status	Tier 3	Status	Tier 4	Status
Homepage	Changes						
		Explore	Changes				
				Training & eLearning	Remove Page		
				Marketing	Remove Page		
				Human Resources	Changes		
				Healthcare	Needs a Page		
				Finance / Banking	Needs a Page		
				IT	Needs a Page		
				High Education	Needs a Page		
				Agencies	Stays		
				Everyone	Stays		
		Why Vyond	Needs a Page				
				Vyond Studio	Remove Page		
						Vyond Studio Features	Remove Page
						Stamps	Remove Page
				Vyond Secure Suite	Remove Page		
				Enterprise	Remove Page		
				Vyond Annot	Remove Page		
						Security	Remove Page
		Solutions	Needs a Page				
				Training Video Software/Maker	Needs a Page		
				Video Storyboard Software/Maker	Needs a Page		
				Whiteboard Animation Software/Maker	Needs a Page		
				2D Animation Software/Maker	Needs a Page		
				Marketing Video Maker	Needs a Page		
				eLearning Video Software/Maker	Needs a Page		
				Explainer Video Software/Maker	Needs a Page		
				Video Tutorial Software/Maker	Needs a Page		
				Screen Capture Software/Maker	Needs a Page		
		Case Studies	Changes				
		Resources	Stays				
				All Resources	Stays		
				Case Studies	Stays		
				Community	Stays		
				Webinars	Stays		
				Tips & Tricks	Stays		
				Tutorials	Needs a Page		
		Blog	Stays				
		Pricing	Stays				
				Enterprise	Stays		
				Agency	Needs a Page		
				Business	Stays		
				Personal	Stays		
				Free Trial	Remove Page		
		Support	Stays				
				Product Support	Stays		
				Data Security	Changes		
		Legisl	Stays				
		Free Trial	Stays				



Action

Items

Action Items

Create Core Page Content Around BOFU Keywords

- Finalise net new pages for sitemap
- Create wireframes for pages
- Design and build new core pages
- Create keyword driven content for new pages
- Track core pages rankings with target keywords in SEMRush/Moz

On Page Optimizations on Core Pages

- Create on-page optimisations for all core pages:
 - Meta Titles
 - Meta Descriptions
 - H1 Headings
 - Word Count
 - Internal Linking
 - Etc.
- Implement metadata on core pages
- Continue to track and monitor target keywords



Key Takeaway

03

Key Takeaway 03

Created TOFU Content Pieces to Promote Core Pages

I created and optimised the content to be strategically keyword focused helps Vyond to rank in for relevant topics and questions being searched and, in turn, building the audience through top of funnel keywords. As users search by specific terms, I wanted them to be directed to the specific page or post that answers their search query. I achieved this by creating content around relevant topics audiences were searching for, as well as implementing email campaigns to share content that builds on their questions and needs.

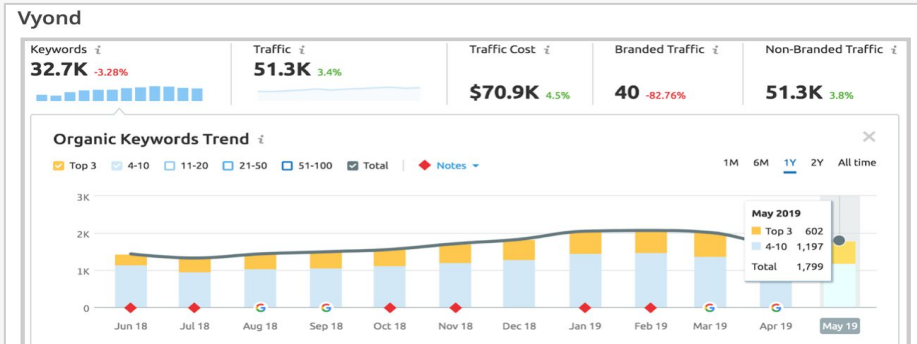
Highlights

Create TOFU Content Pieces Around Core Topics

- Concentrating on top-of-funnel topics for blog posts and evergreen content will build audience via informational content
- Focusing on non-branded keywords also drives relevant organic traffic that is unfamiliar with the brand
 - Currently only 376 keywords bringing in organic traffic are non-branded
- My aim was to drive significantly more traffic to the site from non-branded terms, especially since Vyond was currently not ranking for any non-branded terms

Content Calendar

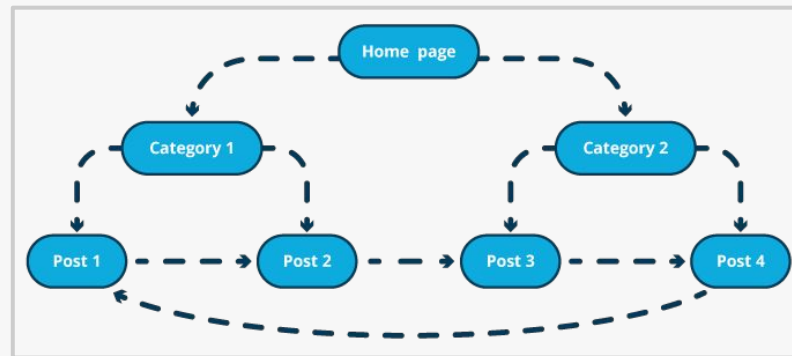
BOFU Topic	Focus Keyword	Related Keywords	Sample Title
Video Storyboarding	how to storyboard a video	how to storyboard a video, 400, 11 how to create storyboard for video, 90, 14 howto create video storyboard, 70, N/A how to make a storyboard video, 60, 12	How to Storyboard Your Next Video!
Whiteboard Animation	how to create whiteboard animation	how to create whiteboard animation, 150, 16 how to make whiteboard animation, 90, 16 how to do whiteboard animation, 60, 8 how to create a whiteboard animation, 50, 9 what is whiteboard animation, 40, 9	X Steps to Create Awesome Whiteboard Animations
Video Tutorials	how to create video tutorials	how to create video tutorials, 100, 15 how to make video tutorials, 60, 12 how to create online video tutorials, 10, N/A	How to Create Video Tutorials in 2019
2D Animation	how to make 2D animation	how to make 2d animation, 200, 24 how to do 2d animation, 100, 11 how to make 2d animation, 70, 12 how to create 2d animation, 40, 14 how does 2d animation work, 20, 6	Beginner's Guide to 2D Animation
2D Animation	what is 2D animation	what is 2d animation, 200, 5	What is 2D Animation?
Marketing Videos	how to make marketing videos	how to make marketing videos, 30, 25 how to create marketing videos, 10, N/A	30 Tips for Creating Amazing Marketing Videos
eLearning Videos	how to create elearning videos	how to create elearning videos, 10, N/A why use video in elearning, 10, N/A	X Steps to Create eLearning Training Videos
Explainer Video	what is an explainer video	what is an explainer video, 150, 22 what is explainer video, 20, 21	What is an Explainer Video?
Explainer Video	how to make an explainer video	how to make an explainer video, 150, 26 how to create an explainer video, 20, 27	How to Make an Explainer Animation Video (With Examples)!



Highlights

Internal Linking

- Places keyword emphasis through the use of Anchor Text.
- Anchor Text signals to Google which keywords pages are targeting.
- A large link building network can generate strong keyword movement.



If your company is all about arts and crafts, [Whiteboard Animation](#) would be a great option. If your company is a pioneer of innovation, you'll want to stick with a more contemporary style.

Highlights

Create Gated Assets to Drive TOFU Conversions

- The majority of Vyond's assets (case studies, webinars, etc.) are free to download without asking for any user information
- I ensured that the content provided was high value, such as data, statistics, strategy behind the project and success, it merits a simple download form
- Having the user's information (at least an email) helped to nurture the lead with additional, relevant email content that will keep them engaged, keep Vyond top of mind, and help guide them to the sales part of the funnel



AmeriCash Loans increases their email CTR with GoAnimate

AmeriCash Loans wanted to extend their new branding and messaging to lead generation efforts. After evaluating different video production options, marketing manager, Paul Mulvihill of AmeriCash Loans, came across GoAnimate...

[Learn More >](#)



Ellie Mae and GoAnimate

Ellie Mae: Winning at eLearning with GoAnimate In this case study, manager of eLearning and curriculum development Karen Kostrinsky discusses how Ellie Mae uses GoAnimate to create compelling videos...

[Learn More >](#)



Vodafone Creates Compelling eLearning Modules with GoAnimate

The Vodafone Process Governance team uses GoAnimate to create animated videos to explain new systems, processes, and programs that employees need to learn. Read about how they're using animated video...

[Learn More >](#)



Action

Items

Action Items

▶ Created TOFU Content Around Core BOFU Keywords

- Build out new content calendar based on keyword research
- Create TOFU content pieces around BOFU keywords
- I will track content through organic traffic and keyword rankings

▶ Internally linked from TOFU Content to Core Pages

- Make sure new content internally links back to core pages
- Find additional opportunities to internally link with keyword driven anchor text back to core pages
- Track keyword rankings based on internal link implementation

Action Items



Created Gated TOFU Assets to Increase TOFU Conversions from Content

- Identified what gated TOFU asset I want to create
 - Long-form case study
 - eBook
 - Whitepaper
 - Etc.
- Created new content pieces with a download form and unique thank you pages to track conversions
- Created goal in GA to track gated content downloads



Other
High Impact
Action Items

Action Items

Brand Mentions & Broken Backlinks

- Uploaded cadences to Pitchbox
- Created alert for brand mentions in BuzzSumo for Goanimate/Vyond
- Monitored brand mentions, and send qualified ones to client for approval
- Conducted outreach to Brand Mentions through Pitchbox

Optimise Press Releases with Current PR Agency

- Started line of communication with current PR agency to get ideas on what they are doing as far as link building tactics
- Ensured their press releases are SEO-Optimised
- Created press releases to work in Vyond's favour for its new core pages / home page
- Tracked keyword rankings of target pages linked from the client's press releases

Action Items

▶ Guest Posting to Relevant/Targeted Industry Blogs

- Identified industry I want to target
- Created list of potential blogs to outreach to, get client approval
- Uploaded cadences to Pitchbox
- Uploaded prospects to Pitchbox
- Contacted prospects through Pitchbox
- Repeated on a weekly/bi-weekly basis - then targeted new industry
- Tracked keyword rankings of target pages I link from our guest posts

▶ Run A/B Tests in Google Optimise

- Analysed heatmap data on target core pages
- Installed Google Optimise on site
- Created A/B tests on user data
 - Tweaked CTA Text, Colour, Placement
 - Adjusted Headings
 - Etc.
- Launched A/B tests to measure against benchmark performance

Road

Map



Road Map

Month 1 - 30 Days

- Create New View in Google Analytics & Create Goals Based on Objectives
- Get Google Search Console Access & Verification
- Create Core Pages Around BOFU Keywords
- Install Hotjar to Data from Core Pages
- Brand Mentions & Broken Backlinks



Month 2 - 60 Days

- Create Core Page Content Around BOFU Keywords
- On Page Optimisations on Core Pages
- Build content calendar around BOFU keywords
- Internal Linking from TOFU Content to Core Pages
- Run A/B Tests in Google Optimise based on Hotjar data
- Optimise Press Releases with Current PR Agency



Month 3 - 90 Days

- Create TOFU Content Around Core BOFU Keywords
- Internal Linking from TOFU Content to Core Pages
- Create Gated TOFU Assets
- Guest Post to Relevant Industry Blogs

End of Q3 Results:

Vyond's Goals vs Results:

- **Increase Marketing Qualified Leads**
 - By the end of quarter 3, marketing qualified leads increased by 35% (exceeded expectations)
- **Increase Relevant Organic Traffic**
 - Doubled Relevant Organic Traffic
- **Increase Organic Conversions**
 - Grew Organic Conversions by 20%



Directive,

Thank you!

