

# A TESTED, PROVEN FRAMEWORK FOR SUCCESSFUL SEO

Structure your SEO:  
★ Part Two in our SEO Center  
of Excellence Series



# PRODUCE CONSISTENT, MEASURABLE, AND REPEATABLE RESULTS

Search has undoubtedly evolved in recent years. A big part of that evolution involves Google, Bing and other search engines prioritizing the user search experience. Mobile device usage is another major contributing factor to the search evolution as well.

For these reasons, among many others, **today's SEO is exceptionally complex**. After all, it's not enough to have awesome content - the page better load fast, too!

That means you need a lot more than a highly skilled team of SEOs. A complete SEO effort demands content writers, IT professionals, web developers, marketing, product managers and more. The challenge for SEOs today is how to get all these specialists working together as a team.

Working with SEOs to overcome this challenge, we developed an approach we call the **SEO Center of Excellence**. It's a proven method to that decentralizes and democratizes SEO and engages with stakeholders in a meaningful - and manageable - way to **simplify, structure and scale the effort**.

## In a nutshell, an SEO Center of Excellence defines:

- A strategic way of thinking about SEO that makes it relevant to every stakeholder.
- A framework for implementing SEO that gives structure to the effort for all stakeholders.
- How to scale the SEO effort across an entire enterprise.

Ultimately, the goal is to **produce consistent, measurable and repeatable results**. When you do, your SEO success soars.

In this ebook, we share the framework that gives structure to the effort. We also share several standard operating procedures (SOPs) that we've found work to create smooth workflows so different stakeholders know what to do and when to do it.

**DID YOU MISS THE FIRST  
PART OF THIS SERIES?**  
Check out our overview  
of the SEO Center of  
Excellence [here! >](#)

A collection of line-art illustrations at the top of the page. On the left, hands are shown interacting with a laptop and a pie chart. In the center, hands hold a document with a pencil. On the right, hands hold a document with a pencil and a dashed outline. Below the main title, hands are shown holding an open book. A small pie chart is also visible near the center.

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## HOW YOU APPROACH SEO MATTERS: STRUCTURES FOR SUCCESSFUL SEO

The key to successful SEO is completing the tasks that will have the biggest impact. For example, if you have great content, but the page loads slowly, has the wrong 301-redirect or a link is broken, no one will see the content.

SOPs define the way tasks get done and who does them. Now, the exact details of SOPs will vary from one organization to another. Generally speaking, SOPs structure:

- Processes used to deliver the many different elements of a campaign;
- Standard tasks and their order of completion;
- Teams and their responsibilities; and,
- Collection and analysis of data.

A framework guides the prioritization of tasks and helps to build the process. Unlike SOPs which vary in the details, the framework we've defined offers a structure that can be utilized by every organization to support, enhance and maximize the user search experience to produce consistent, measurable and predictable results across the brand, website and world.

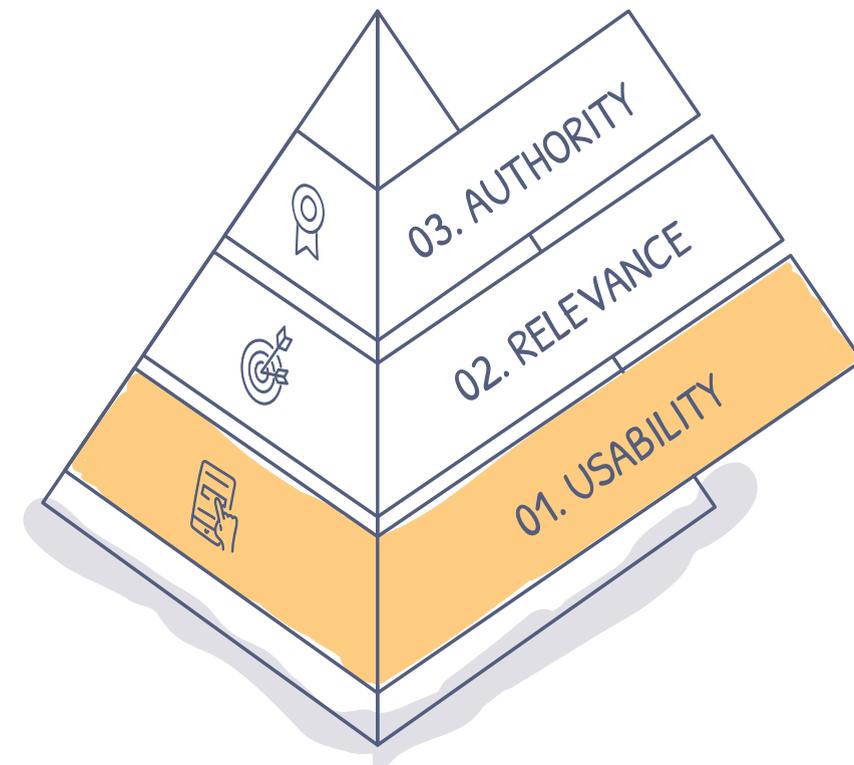
**We call it the URA Framework.**

## THE URA FRAMEWORK

URA stands for Usability - Relevance - Authority.

It only works in this order, but in this order, it works like clockwork. It is a practical way to guide SEO activities for every page, section and across entire websites.

Let's take a closer look at each part of it.



## USABILITY

First comes Usability Optimization. It's the foundational component of search optimization. It focuses on accessibility and indexability, the technical side of SEO.

**After all, if end-users can't find or use a page, that page isn't relevant and certainly not authoritative!**

Usability is the set of actions that must be taken to make and maintain a site as usable by customers. This includes the following technical SEO elements:

- Crawlability
- Page Speed
- Speed
- Taxonomy
- Indexation

Each one of these elements affects an end-user's ability to find, reach and access a page. If there's a 404 error, they'll never see it. If it's slow, they'll click away.

**Key SEO activities for Usability include:**

1. [Architecture Optimization](#)
2. [Indexation Improvements](#)
3. [Speed Improvements](#)

## RELEVANCE

Relevance Optimization comes next. In this section of the framework, the focus shifts to match content to user intent. The effort involves identifying audience interest and need through analysis of search. These findings are then applied to develop and create content users search for.

**Key SEO activities include:**

4. [Audience and Market Size Research](#)
5. [Audience Needs Analysis](#)
6. [Content Mapping](#)
7. [Content Optimization](#)

## AUTHORITY

The final part of the framework is Authority. Actions at this stage promote the content, making sure it is available to the audience wherever they are. It also highlights content to demonstrate its usefulness, uniqueness and value to the end-user.

**Key SEO activities include:**

8. [Building external links](#)
9. [Building internal links](#)
10. [Encouraging social shares](#)

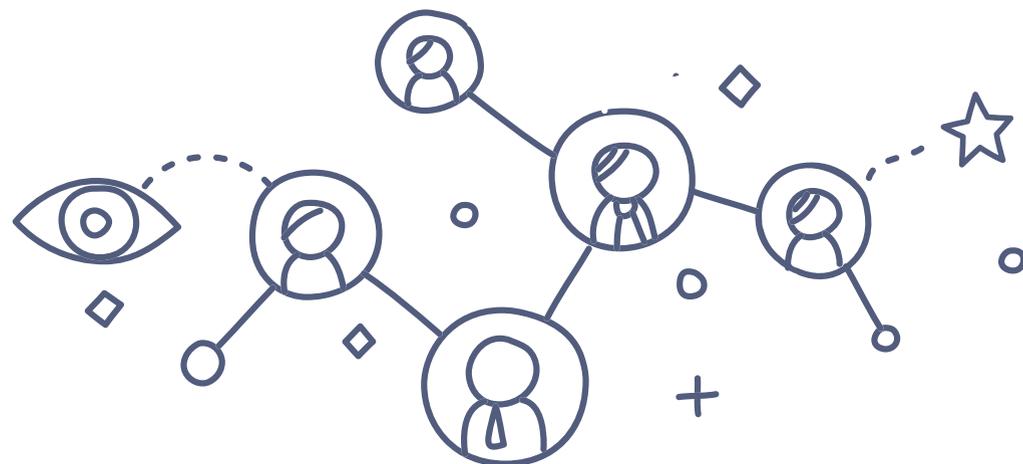
## SOPs THAT DELIVER SEO SUCCESS

The URA Framework provides a holistic approach and understanding for all the SEO work needed to optimize for the user search experience. Each of the highlighted SEO activities above involves stakeholders in across the organization. It's the well-defined SOPs that prioritize, organize, manage and coordinate these efforts..

Depending on your enterprise's current level of SEO practice, building these SOPs may require a little more or a little less effort in terms of coordinating with departments and individuals as well as aligning with company, marketing and departmental goals.

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You may find there's a little trial-and-error involved to make processes move smoothly. That's totally normal! To help you on the journey, **here are some sample SOPs we've helped our clients build and implement:**



### Technical Site Audits (Usability)

A lot can go wrong on a web page or site like broken links, duplicate content and keywords, 404 and canonical tag errors, just to name a few. All of these factors affect both the user experience and how well a search engine can crawl and index your site. Problems here translate to lower page rankings and weaker audience engagement.

Fortunately, there are a lot of tools (many free!) you can use to audit your site (seoClarity does an advanced audit of 40+ technical elements). You'll need to choose one, but once you do, here's an SOP we've found works:

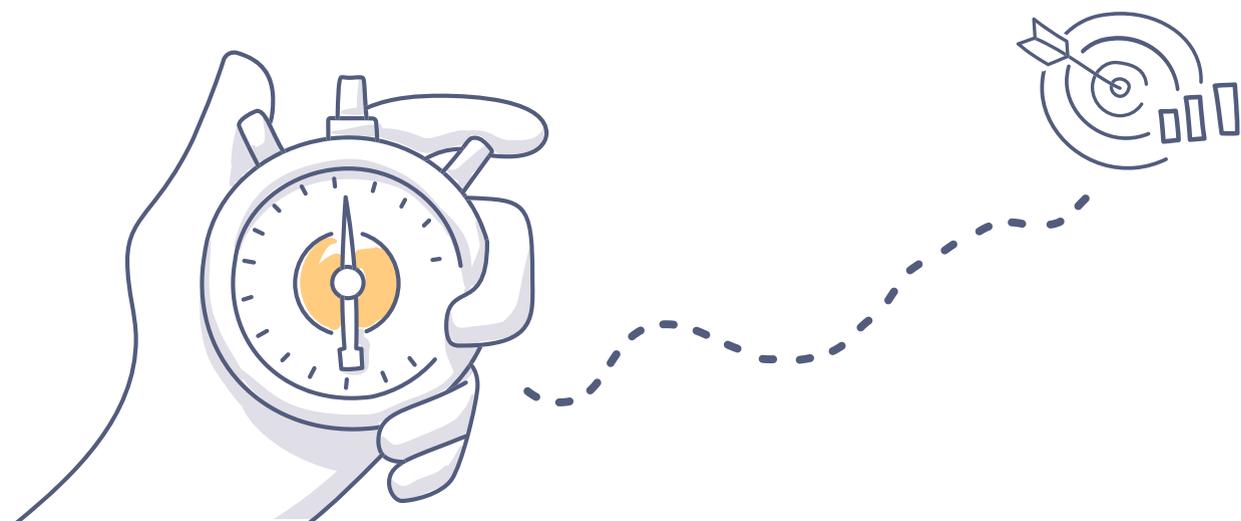
1. **Run the site audit tool on your chosen site URL.** If you have a mobile site, it's especially important audit it with the focus on Mobile Usability.
2. **Review the errors it reports.** You're could see site issues divided into categories like:
  - **High Priority Errors.** Broken internal links, duplicate title tags, slow page speed, and missing redirects are only a few of the problems that may appear.
  - **Warnings.** Pages without meta descriptions, missing H1 headings, and duplicate content are not urgent but should be addressed. For example, a page should have greater than 80% unique content.
3. **Prioritize fixes based on their impact on the user experience;** typically all high priority errors affect both users and site crawlability. Start with technical resolutions first completed by IT or web development team, followed by SEO or content team efforts.

## Improve Page Speed (Usability)

Google penalizes slow loading pages with lower rankings. Of course, your audience abandons a slow page, which is much worse, right? To prevent this disaster, this SOP lets you monitor page speed, see issues affecting the page and understand how they will impact traffic and even revenue. The SOP itself is pretty straightforward:

1. Review current page speed scoring for mobile devices.
2. General industry wide page speed should be greater than 80.
3. Utilize a PageSpeed Insights tool to identify main issues with the page. Google even has a free tool to score a page one by one. seoClarity manages this for all pages and updates it monthly.
4. Based on the page impact, prioritize fixes related to traffic or revenue opportunity for the pages with issues.

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## Keyword Research to Build Out Your Keyword Portfolio (Relevance)

Today, to find advice, products or services, users are leveraging their search to ask questions or provide pieces of information they have gathered about the object of their search. As a result, it's increasingly difficult to predict what keywords your users are searching to discover your product or services. This workflow shows ensures the terms in your keyword portfolio match how your audience is searching for what you offer.

1. The first step to building the most gigantic keywords list possible is to include terms that are driving traffic, terms that rank for your brand, and all relevant terms in your keyword universe. Rely on **B.O.B.S.** to determine the makeup of your keyword portfolio
  - **B:** Benchmark terms are non-brand keywords that are driving 60% of non-brand clicks, should make up 30% of your portfolio
  - **O:** Optimize your site for the keywords ranking within striking distance of Page 1. These high search volume terms from Research Grid should account for another 30% of the terms in your keyword portfolio.
  - **B:** Build out your keyword portfolio with terms where 2 or more of your competitors rank but you do not. This makes up another 30% of your keyword portfolio. The seoClarity Research Grid provides access to the entire search landscape of a chosen competitor.
  - **S:** Special Projects account for the last 10% of your keyword portfolio; these terms are reserved for one-off projects or tests.

2. Identify seed terms and their variations. seoClarity offers a convenient display in the form of a Search Volume word cloud that lists related terms that are used most frequently with your head term.
3. Determine relevance of the keywords that you've gathered. seoClarity offers Content Gaps, our proprietary machine-learning analysis to execute this Wisdom of the Crowds approach, on-the-fly, against as many competitors as you wish.

### Identify Competitive Content Strategy (Relevance)

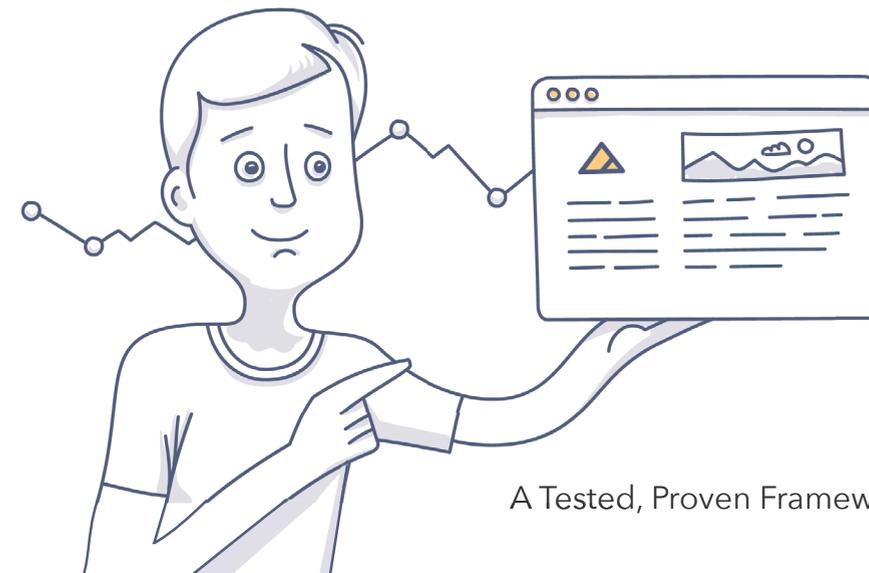
With this SOP, you'll uncover more than content opportunities – you'll find new areas of opportunity with your audience, and even opportunities based on insights from your competition! Here's what we know works:

1. Use a keyword research tool to review a competitor's domain/subdomain. Google Trends is a free tool that will show the Top 10 sites; a platform like seoClarity aggregates data making it easy to sort and filter top performing competitive pages such as blogs or reviews.
2. Filter/Sort by Estimated Traffic to identify the opportunity.
3. Find high performing blogs, review pages or other pages unique to your industry.
4. Evaluate competitive activity and user response against your current strategy.
5. Repeat this competitive research approach for every competitor

### Find Semantically Related Keywords (Relevance)

Finding semantically related keywords let's you build content for your audience that covers the entire topic and demonstrate authority and drive engagement. Different tools offer different ways of doing this, but generally it looks like this:

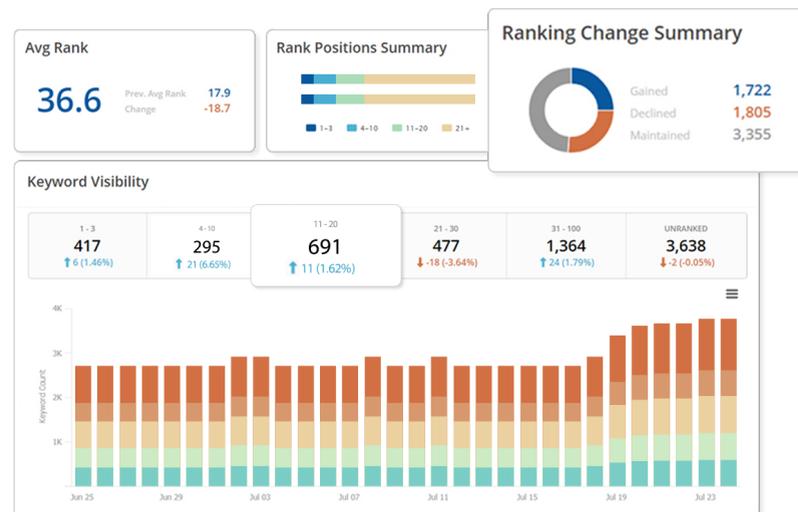
1. Using a keyword research tool, enter a keyword that you rank for.
2. Review the related topics and/or keywords. A free tool like Google Trends shows topics and keywords related to similar searches; seoClarity provides keywords designated URLs rank for building highly targeted keyword lists.
3. Download topic or keyword lists for collaboration with content teams.
4. Search for activity on these related keywords, especially for seasonality and hot trends.



## Identify Toxic Backlinks (Authority)

Not all backlinks are good. In fact, you may want to disavow pages that disproportionately link to your site or may link from what are considered "risky" countries. There are several phases and steps to this SOP, including:

1. Locate pages or domains with high link volumes. You may need to use a specific link management tool for this though seoClarity features it as part of its platform.
2. Review or download a list of links to disavow if you do not want them connected to your site.
3. Find links for unrelated topics. Evaluate anchor text for misleading links. Add these to your disavow list, as appropriate.
4. Search and sort by country to disavow links from risky countries.



## SEO PERFORMANCE ANALYSIS

Understanding SEO performance is essential to success - and keeping various stakeholders and executives engaged. Some common SOPs and processes we recommend following for SEO Reporting are prioritized here:

1. Executive Reporting
2. SEO Performance and Analysis (the SOP above).
3. Search Analytics
4. Content Marketing Strategy Dashboard
5. Usability / Technical SEO Issues and Fixes Report
6. SEO and Paid Search Analysis

For SEOs, dashboards make it simple to review your KPIs and do a lot more. Here are a few ways to get more from your dashboard reporting:

1. Review KPIs in the dashboard. seoClarity consolidates all reporting in a single dashboard.
2. Analyze impact from diverse sources: site analytics, search analytics (GSC), rankings. Ideally connect "events" (web improvement projects) with KPI trends.
3. Isolate page types and keyword groups for trend analysis.
4. Form model of impact behind trends and projects to improve experience.

## WELL-DEFINED SOPs GIVE STRUCTURE TO AN SEO PROGRAM

Establishing SOPs is essential to advance SEO success. There are simply too many teams involved in SEO today not to have well-defined practices.

The application of the URA Framework helps to make SEO understandable and accessible to all stakeholders. It identifies the three main areas that affect SEO in relationship to the user experience - Usability, Relevance, Authority - and helps to prioritize all efforts.

Each SOP defines how to complete a task in each area to maximize productivity and efficiency. As SEO successes grow and the program expands, these SOPs become integral to scale the overall effort.

In our work with over 6,000 brands, we've found those enterprises that develop SOPs enjoy consistent, repeatable results across their enterprise. Often the biggest challenge is just knowing where to get started, dealing with the learning curve, and sticking to workflows that are followed consistently by all team members.

Finding a partner to help with this effort can go a long way to shortening the learning curve. In our experience, enterprises that implement SOPs based on this URA framework experience incredible SEO success, not to mention grow and expand a brand loyal customer base.

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# STRUCTURE YOUR SEO & BUILD YOUR SUCCESS

To see how the URA Framework would look in your enterprise, or to learn more about these and other possible SOPs, contact us today.

## B2B Ecommerce Company Achieves 30% YoY Increase in Organic Search Traffic

Read this case study to see how the Search Experience Framework was implemented to achieve organic search traffic growth.

[Read the Case Study >](#)

### Get an SEO Assessment

Request an SEO Assessment and let our team provide insights on how to implement an SEO Center of Excellence at your company.

[Schedule a Free Consult >](#)



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