Market Intelligence Report:

Enterprise SEO Tools: The Marketer's Guide

A Digital Marketing Depot Research Report

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Scope and Methodology

This report examines the current market for enterprise SEO software tools and the considerations involved in implementing SEO software. This report answers the following questions:

- What trends are driving the adoption of SEO software?
- Who are the leading players in SEO software?
- What capabilities does SEO software provide?
- Does my company need SEO software?
- How much does SEO software cost?

If you are considering licensing an SEO software platform or tool, this report will help you decide whether or not you need to. It will also give you an overview of the current state of the industry, leading trends, and profiles of 13 leading vendors. This report is not a recommendation of any SEO platform or company, and is not meant to be an endorsement of any particular product, service, or vendor.

For the purposes of this report, search engine optimization (SEO) is defined as the process of getting traffic from the "free," "organic," "editorial," or "natural" listings on search engines. All major search engines such as Google, Yahoo! and Bing have such results, where web pages 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.

Companies profiled in this report were selected based on their role as an industry leader in enterprise SEO software tools, or their entire revenue comes from SEO technology and services.

We have not included companies that offer SEO software tools as part of agency services, such as agencies like Rosetta and iCrossing. We also excluded SEO point solutions, such as SEOmoz or LinkDex, which focus on a specific aspect of SEO, or don't sell to the enterprise market, e.g. SEOmoz.

The report was prepared by conducting in-depth interviews with leading vendors and industry experts. Interviews took place between May and June 2012. These, in addition to third party research, form the basis for this report.

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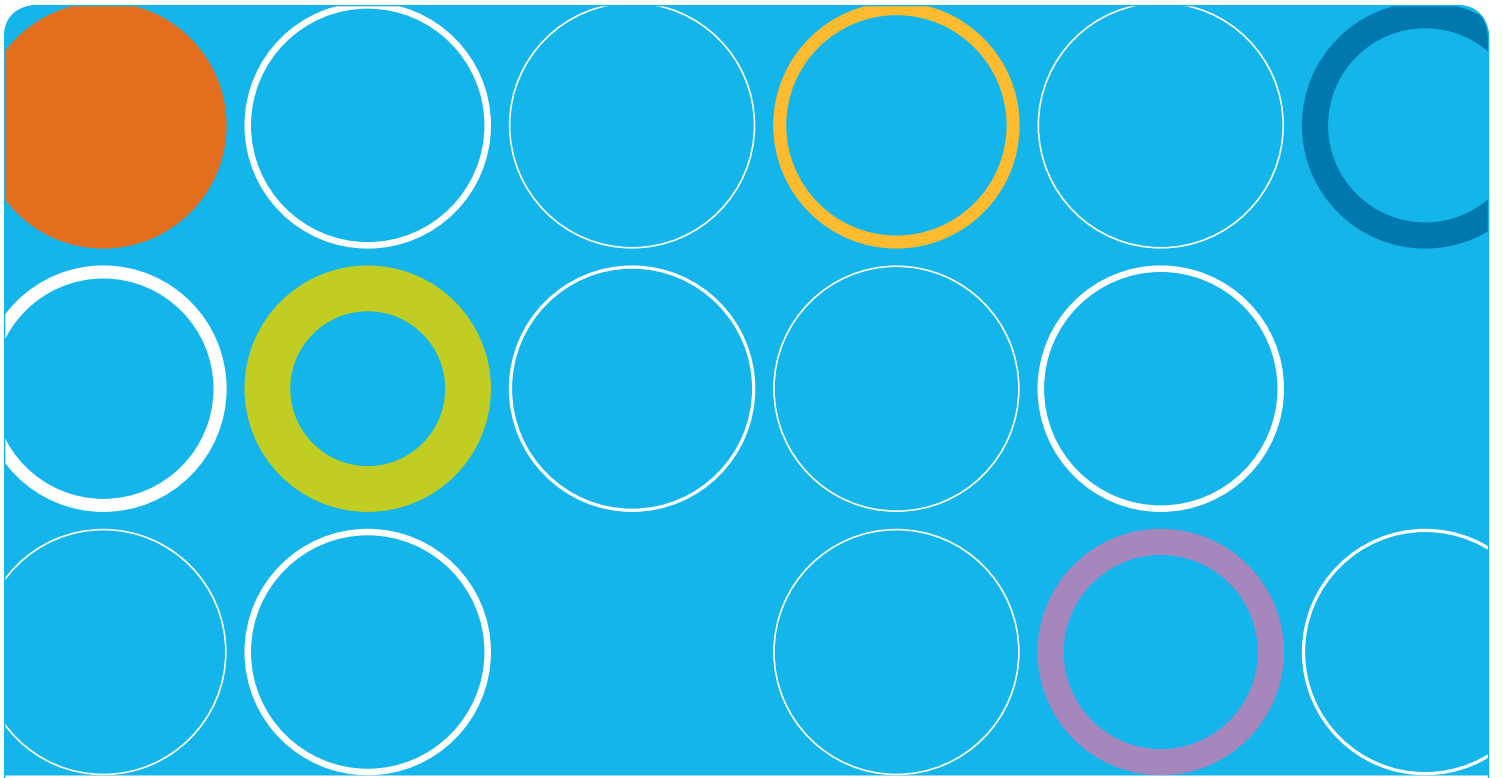**Eric Enge**, Stone Temple Consulting (www.stonetemple.com)
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Rio SEO is a new brand spun-out by Covario, Inc. It is a dedicated business unit focused on providing best-of-breed technology solutions for earned and owned digital media programs, specifically for SEO and social media marketing. Rio SEO is among one of the largest independent providers of SaaS-based SEO automation and analytic solutions with patented technology.

For more information about Rio SEO please call 858.397.1500 or visit RioSEO.com

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SEO Software Market Overview

SEO is a ubiquitous and effective mainstay of online marketing. According to the *State of Search Marketing Report 2011*, published jointly by Econsultancy and SEMPO, 83% of digital agencies and 85% of corporate marketers engage in SEO. At the same time, marketers surveyed by business data firm Lead411 said SEO was one of the highest ROI marketing tactics, trailing only email marketing and trade shows.

Industry research also projects that SEO budgets and effectiveness will increase over the next three years. Forrester Research's *U.S. Interactive Marketing Forecast, 2011 to 2016* found that 94% of marketers surveyed said their SEO effectiveness would increase or stay the same in the next three years (see Table 1).

In the *State of Search Marketing Report 2011*, three-quarters of digital agencies anticipated that their clients would spend more on SEO in 2011; 54% of corporate marketers surveyed expected their company spending on SEO would increase.

Market Characterized by Fragmentation

The SEO software market is extremely fragmented. Many marketers and agencies use multiple tools from different vendors to carry out their SEO programs (see Table 2). For example, point solutions such as Link Research Tools provide link analysis, while SEOmoz is widely used for its link research and index. These types of point solutions provide viable, affordable SEO options to small and medium-sized businesses (SMB) and novice SEOs to begin implementing organic search initiatives.

Enterprise SEO software platforms, on the other hand, offer integrated tools in one interface to provide a comprehensive solution. Several SEO platform vendors, including Raven, RankAbove and GinzaMetrics, license and use data from point solution providers including SEOmoz and Majestic SEO in their platforms.

Table 1: SEO Effectiveness Survey

4% **2%**

40%

54%

In the next three years, do you think SEO effectiveness will increase, stay the same or decrease as compared to today?

- ■ **Increase**
- ■ **Stay the same**
- ■ **Decrease**
- ■ **NA**
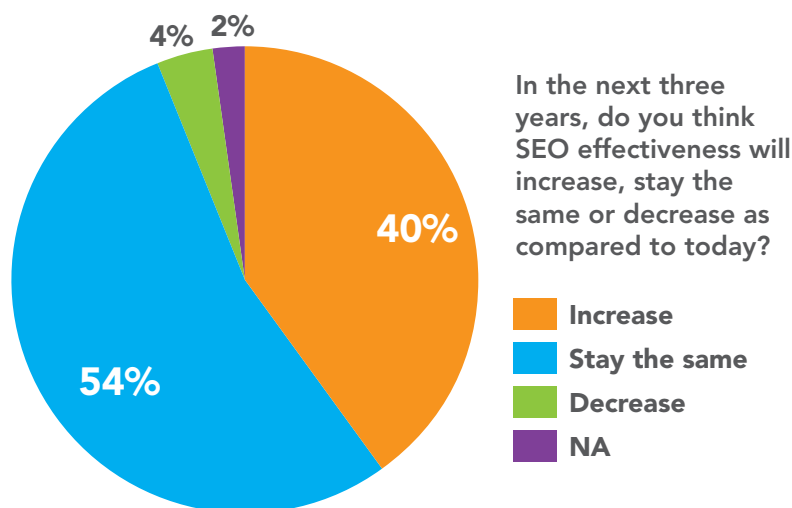
Source: Forrester Research

Table 2: Selected SEO Software Point Solutions

SEO Function	Tool
Broken link checker	Check My Links Xenu
Competitive intelligence	The Search Monitor
International rankings	WebCertain
Link analysis and acquisition	Link Research Tools Hitwise Majestic SEO Open Site Explorer (SEOmoz) SEM Rush Google Webmaster Tools SEOmoz LinkDex Ontolo
Page management/proxy server	Your Amigo SearchDex
Page optimization	Google Webmaster Tools Lipperhey
Rank checker	Webposition

Source: Third Door Media

SEO Software Market Trends

The SEO software market is evolving quickly and is being driven by a number of important trends, including:

1. The increasing frequency of algorithm changes at Google.
2. The integration of social signals into SEO software platforms.
3. Enterprise integration of SEO within the organization.
4. An increase in SEO-targeted venture capital and acquisitions.

The following sections discuss each of these trends in more depth.

Trend #1: Marketers Challenged by the Rapid Speed of Google Algorithm Changes

Google is innovating at unprecedented speed, and rapid changes to its algorithms have created challenges for search marketers and agencies alike. In 2011 and 2012, Google made significant alterations to its search engine results page (SERP) determinations, but more notably, changes have occurred in quick succession, making it difficult for even sophisticated search marketers to keep track. SEO experts describe Google's algorithms as a "moving target."

The complexity and volume of digital data available has increased exponentially. For Google, it has meant an increase in the number of web-based "signals" or ranking factors that impact SERPs, including millions of videos, images, and social media conversations and content.

Table 3: Periodic Table of SEO Ranking Factors

THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems likes alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS
These elements are in the direct control of the publisher.

CONTENT

Cq QUALITY — Are pages well written & have substantial quality content?

Cr RESEARCH — Have you researched the keywords people may use to find your content?

Cw WORDS — Do pages use words & phrases you hope they'll be found for?

Ce ENGAGE — Do visitors spend time reading or "bounce" away quickly?

Cf FRESH — Are pages fresh & about "hot" topics?

HTML

Ht TITLES — Do HTML title tags contain keywords relevant to page topics?

Hd DESCRIPTION — Do meta description tags describe what pages are about?

Hh HEADERS — Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE

Ac CRAWL — Can search engines easily "crawl" pages on site?

As SPEED — Does site load quickly?

Au URLS — Are URLs short & contain meaningful keywords to page topics?

ON THE PAGE SEO

CONTENT		**HTML**			**ARCHITECTURE**			
Cq Quality +3		**Ht** Titles +3		**Ac** Crawl +3				
Cr Research +3		**Hd** Description +2		**As** Speed +1				
Cw Words +2		**Hh** Headers +1		**Au** URLs +1				
Ce Engage +2								
Cf Fresh +2								

OFF THE PAGE SEO

LINKS		**SOCIAL**		**TRUST**		**PERSONAL**	
Lq Quality +3		**Sr** Reputation +2		**Ta** Authority +3		**Pc** Country +3	
Lt Text +3		**Ss** Shares +1		**Th** History +1		**Pl** Locality +3	
Ln Numbers +1				**Ph** History +2		**Ps** Social +1	

VIOLATIONS

Vt Thin -2	**Vs** Stuffing -1	**Vc** Cloaking -3	**Vp** Paid Links -3
Vh Hidden -1	**Vl** Link Spam -1		

BLOCKING

Bt Blocking -1
Bp Blocking -3

FACTORS WORK TOGETHER
Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

OFF THE PAGE SEO RANKING FACTORS
Elements influenced by readers, visitors & other publishers.

LINKS

Lq QUALITY — Are links from trusted, quality or respected web sites?

Lt TEXT — Do links pointing at pages use words you hope they'll be found for?

Ln NUMBER — Do many links point at your web pages?

SOCIAL

Sr REPUTATION — Do those respected on social networks share your content?

Ss SHARES — Do many share your content on social networks?

TRUST

Ta AUTHORITY — Do links, shares & other factors make site a trusted authority?

Th HISTORY — Has site or its domain been around a long time, operating in same way?

PERSONAL

Pc COUNTRY — What country is someone located in?

Pl LOCALITY — What city or local area is someone located in?

Ps SOCIAL — What do your friends think of the site?

BLOCKING
If searchers "block" site, hurts both trust & personalization.

Bt BLOCKING — Have many people blocked your site from search results?

Bp BLOCKING — Has someone blocked your site from their search results?

VIOLATIONS
Spam techniques may cause ranking penalty or ban.

Vt THIN — Is content "thin" or "shallow" & lacking substance?

Vs STUFFING — Do you excessively use words you want pages to be found for?

Vh HIDDEN — Do colors or design "hide" words you want pages to be found for?

Vc CLOAKING — Do you show search engines different pages than humans?

Vp PAID LINKS — Have you purchased links in hopes of better rankings?

Vl LINK SPAM — Have you created many links by spamming blogs, forums or other places?

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Table 3: Periodic Table of SEO Ranking Factors

Enterprise SEO
Made Simple

GinzaMetrics

Effective SEO is about ensuring your web content generates the right type of signals, a task that requires more skill and creativity than ever before. By some estimates, there are over 200 signals or ranking factors, and the algorithms that assign value to each of them change many times each year. Table 3 summarizes some of the major factors that search marketers and agencies must focus on for search engine ranking success.

Trend #2: Integration of Social Signals into SEO Platforms

Social media activity has become an increasingly important ranking factor or "signal" for search engines, which continue to integrate more social elements into their full result sets. In particular, there is a strong correlation between social activity and high rankings, and sites that experience strong social sharing (i.e., likes, shares and retweets) perform better in organic search results.

In response, many of the leading SEO tools have begun tracking, measuring and integrating social signals into their analytics and dashboard reports through the following types of capabilities:

- **Social signal tracking**. Tracking and measuring social votes (i.e., likes, shares or retweets).
- **Social as link building**. Generating higher volumes of social activity creates more links.
- **Social monitoring**. Identifying social trends, and who (i.e., bloggers) or what sites are the key influencers on particular keywords.
- **Social campaign management**. Identifying targets for social media campaigns around high-ranking keywords.

Rio SEO's SocialAnalytics module, for example, integrates social signals from Facebook, Twitter, YouTube and numerous blogs; it also tracks numbers of brand mentions, likes, retweets, fans, followers and YouTube channel subscribers. Searchmetrics Suite features a social media database that includes six networks: Facebook, Twitter, Google+, LinkedIn, and social bookmarking tools Delicious (Yahoo!) and StumbleUpon. Users can track and view correlations between social engagement and interaction and page activity for their own properties as well as competitors. Optify and Raven Tools include social media management capabilities, allowing users to schedule and post social content from within the platforms.
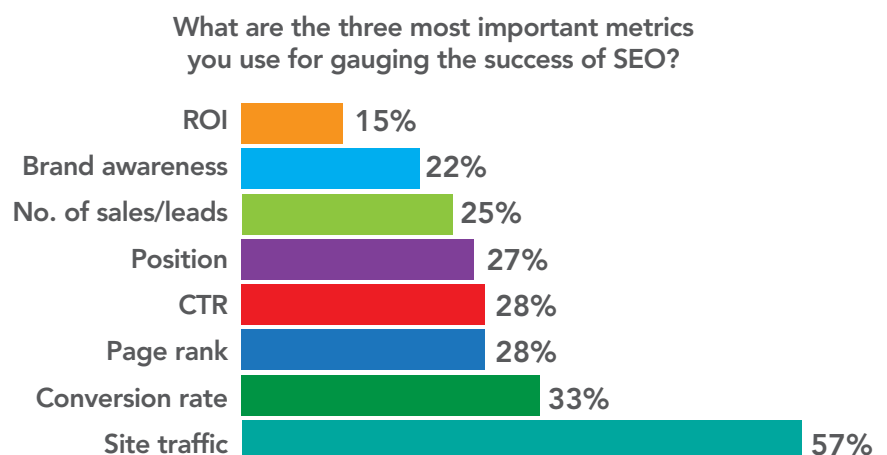
Trend #3: Enterprise Integration of SEO

Until recently, digital marketing channels such as PPC, SEO and social media, have operated in silos within the enterprise. Streamlined marketing organizations and tighter budgets focused on ROI have had the positive effect of forcing many enterprises to integrate SEO into cross-channel marketing programs that reflect more unified marketing strategies and tactics.

The role of SEO has expanded from a top-of-funnel to a full-funnel marketing activity as metrics such as site traffic and conversion rate top marketers' lists for the most important gauge of SEO value (see Table 4). The quality as well as the quantity of organic search traffic has become a critical marketing goal. Questions such as: "How are specific

Is Mobile Next?

Consumers are starting to see links to iPhone, iPad, and Android app profile pages at the top of Google, Yahoo! and Bing SERPs. "Popular Apps" listed in the App Store and Android Market pages are driven by app download volume and rating quality. But these app profile pages and app "directories" are also web pages. As search engines continue to index, display, and rank app pages for search-dominant mobile users, "app-mania" is simultaneously driving a geometric expansion of the backlinks and social popularity of these ordinary web pages – giving them extraordinary influence over organic search results.

Table 4: The Most Important SEO Metrics

What are the three most important metrics you use for gauging the success of SEO?

Metric	Percentage
ROI	15%
Brand awareness	22%
No. of sales/leads	25%
Position	27%
CTR	28%
Page rank	28%
Conversion rate	33%
Site traffic	57%

Source: Econsultancy, SEMPO

keywords converting?" and "Is this the type of traffic or prospect we want or need?" have become more important and require the integration of data from previously disparate systems. With more marketing data consolidation, enterprises can hone in on SEO to accurately and profitably target key demographics by using the data beyond the top of the sales funnel.

Effective SEO also requires cross-functional staff communication from departments including marketing, PR, engineering, web development and product management. To that end, more SEO platforms feature sophisticated workflow and task management tools that allow and encourage cooperation across departments. SEOs can share keyword research with content or editorial staff, which can incorporate top-performing keywords in their web copy. Management can monitor whether corrections of on-page errors and broken links have been made, and then review any resulting trends in traffic and conversion. This level of workflow and task management is becoming more widely utilized.

Table 5: Selected SEO Software Investments and Acquisitions, 2009-2012

SEO Acquisitions

Company	Date	Acquired	Capabilities
Covario	May 2012 January 2010	Top Local Search Netconcepts	Hyper-local search and mobile Retail/ecommerce SEO strategy services

SEO Venture Capital and Private Equity Investments

Company	Date	Funding	Source(s)
Altruik	February 2011	$3.0MM	DFJ Gotham Ventures, GSA Venture Partners, First Round Capital, Javelin Venture Partners, Zelkova Ventures, Hub Angels Investment Group, Centurion Venture Partners & New York Angels
	November 2009	$4.7MM	Greenhill SAVP, DFJ Gotham, First Round Capital, Javelin Partners & Zelkova Ventures
BloomReach	September 2010	$11MM	Bain Capital Ventures, Lightspeed Venture Partners
	February 2009	$5MM	Bain Capital Ventures
BrightEdge	March 2012	$12.6MM	Intel Capital, Battery Ventures, Altos Ventures & Illuminate Ventures
	March 2010	$6.5MM	Battery Ventures, Altos Ventures & Illuminate Ventures
Conductor	April 2009	$10.0MM	FirstMark Capital and Matrix Partners
GinzaMetrics	August 2011	$1.3MM	500 Startups, Venture51, and angel investors
	January 2011	$400,000	500 Startups (seed funding)
Optify	October 2010	$6.1MM	Triangle Peak Partners, Madrona Venture Group, Mark Wachen, Bill Baker, Alan Alexrod, and John Cunningham
Searchmetrics	January 2011	$6.75MM	Iris Capital, Holtzbrinck Digital and Neuhaus Partners
SEOmoz	May 2012	$18.0MM	Foundry Group and Ignition Partners
SyCara	March 2012	$1.7MM	Angel investors including the Arizona Technology Investors Forum (ATIF) and Desert Angels

Source: Third Door Media

**Trend #4: Market Maturation Begins: Enterprise SEO Tool Company
Venture Funding & Acquisitions**

The SEO software market is a fragmented field with few end-to-end platform solutions and dozens of vendors that provide pieces of the SEO puzzle, such as link research and acquisition, competitive intelligence, or keyword research and rankings. With few venture-backed giants and many bootstrap operations, there have been few barriers to entry.
That dynamic began to change in 2011 and 2012, as several SEO software vendors announced new rounds of financing, and acquisitions designed to expand their capabilities quickly. The goal is to stand out in the crowded marketplace and provide more integrated digital marketing capabilities (see Table 5).

In May 2012, SEOmoz raised $18 million in Series B funding from The Foundry Group and previous investor Ignition Partners. The link building and research tool provider originally received $1.1 million from Ignition Partners and Curious Office in 2007. Company officials say the new financing will help the company grow its widely used web index, add social content functionality, expand staff, and make acquisitions of its own.

Covario made two significant moves in 2012. The company introduced a new division to sell its SEO tools called Rio SEO. Rio SEO targets search marketers looking for a la carte SEO software options. Covario bolstered the Rio SEO suite with its purchase of Top Local Search, adding location-based traffic and optimization capabilities.

Enterprise SEO Platform Capabilities

SEO software comes in many shapes and sizes, from rank-checking tools to keyword research toolsets to full-service platforms that manage keywords, links, competitive intelligence, international rankings, page optimization, and workflow rights and roles.

Enterprise-level platforms may also provide keyword and site analytics that include predictive scoring systems to identify the potential opportunities to improve brand websites, link authority and keyword rankings. Several vendors, namely BloomReach and Altruik, are implementation -- rather than analytics -- applications. Altruik proxies websites to automate many SEO implementation tasks. BloomReach optimizes page content to drive incremental new traffic to websites by improving content relevancy to search visitors. Virtually all enterprise-level SEO platforms available today offer these capabilities:

- Keyword research and rankings;
- Link (also called backlink) research and analysis;
- Competitive intelligence; and
- International search tracking.

The platforms begin to differentiate by offering additional or expanded capabilities, sometimes requiring additional investment, that include but are not limited to:

- Key performance indicator (KPI) and management dashboards;
- Workflow and task management;
- Universal search rankings;
- Social signal tracking;
- Web analytics integration; and
- Scalability to manage thousands or millions of pages and keywords;

The following section discusses some of these capabilities and the key considerations involved in choosing an SEO platform (see Table 6).

Keyword research – knowing what terms people used to find your website and using those terms in your copy – is a pillar of effective SEO. Virtually all SEO platforms provide keyword research tools that allow users to discover the ways that consumers may be searching for content.

Table 6: Selected SEO Platform Capabilities

Vendor	Built in Workflow & Task Management	Competitive Intelligence	Link Analysis and Acquisition	Web Analytics Integration	Keyword Research/Rank Analysis	International Search Tracking	Social Signal Tracking
Altruik	Yes	No	NA	GA, SC	NA	No	Yes[1]
BloomReach	Yes	Yes	Proprietary data	No	Proprietary data	No	FB, TW, G+, PN
BrightEdge	Yes	Yes	Proprietary data	GA, SC, ST, WB, CM, OM	Proprietary data	62 countries	FB, TW
Conductor	Yes	Yes	Combination of proprietary and licensed data	GA, GAP, CM, SC, OM, WB	Combination of proprietary and licensed data	35 countries	FB, TW, G+, LI
GinzaMetrics	Yes	Yes	Licensed from SEOmoz	GA, SC, WB, CM	Proprietary data	35 countries; 5 languages	Yes
Optify	Yes	Yes; up to 5 competitors	Combination of proprietary and licensed data from SEMRush and SEOmoz	No	Combination of proprietary and licensed data from SEMRush and SEOmoz	40 countries	FB, TW
RankAbove	Yes	Yes	Licensed from Majestic SEO	GA, SC, CM	Proprietary data	All countries with a Google TLD	No[2]
Raven Tools	Yes	Yes	Licensed from SEOmoz and Majestic SEO	GA	Licensed from Majestic SEO, SEMRush, and SEOmoz	140 countries	FB, TW, YT,
Rio SEO	Yes	Yes	Licensed from Majestic SEO	GA, WB, SC	Licensed from Majestic SEO	57 countries; 30 languages	FB, TW, YT
Searchmetrics	Yes	Yes	Proprietary data	GA, SC, ST	Proprietary data	70 countries; 162 search engines	FB, TW, G+, LI, DE, SU
seoClarity	Yes	Yes	Combination of proprietary and licensed data from SEMRush and Majestic SEO	GA, SC, WB, CM	Combination of proprietary and licensed data from SEMRush and Majestic SEO	43 countries	Yes[1]
SEOlytics	Yes	Yes; up to 10 competitors	Majestic SEO	GA, SC, WT	Proprietary data	21 countries	TW, DG, TE, DE
SyCara	Yes	Yes; up to 100 ranking results	Combination of proprietary and licensed data from SEOmoz and Majestic SEO	GA, SC, CM, WB	Combination of proprietary and licensed data from SEOmoz and Majestic SEO	33 countries; 6 languages	FB, TW

1,3 Available through integration with social media management platforms
2Available in Q4 2012

Notes: Abbreviations for web analytics as follows: GA (Google Analytics), GAP (Google Analytics Premium) SC (Adobe SiteCatalyst), ST (Adobe SearchCenter), OM (Omniture Datawarehouse, Discovery and/or Visual Sciences), CM (Coremetrics), ET (etracker), PW (Piwik), SF (Salesforce.com), WB (WebTrends), WT (Webtrekk)
Abbreviations for social media networks: FB (Facebook), DG (Digg), TW (Twitter), DE (Delicious), G+ (Google+), LI (LinkedIn), PN (Pinterest), SU (StumbleUpon), TE (Technorati), and YT (YouTube)

Source: Third Door Media

Keyword Research and Rankings

Keyword research – knowing what terms people used to find your website and using those terms in your copy – is a pillar of effective SEO. Virtually all SEO platforms provide keyword research tools that allow users to discover the ways that consumers may be searching for content. Where platforms differ is in how they source their keyword research and rankings. Searchmetrics, for example, maintains a proprietary keyword database. Others, including Raven Tools, license keyword research from providers such as SEOmoz.

Link Analysis and Acquisition

Links were the first significant "off the page" ranking factor used by search engines to improve SERP relevancy. And links continue to be the most important external signal that can help a website rise in search engine rankings. All enterprise SEO platforms provide link analysis (what sites are linking to yours?) and link building recommendations (what sites should you solicit links from?) as part of their base product.

International Search Tracking

Market globalization means that more and more U.S.-based enterprises conduct business in multiple countries and languages, and have web sites that do so, too. As a result, SEO platforms offer a range of international search capabilities that cross borders, languages and alphabets. BrightEdge, for example, monitors search engines across 62 countries, including China's Baidu and Russia's Yandex. Keywords can be tracked in either English or the local language by country or region. GinzaMetrics features a localized user interface in five languages; SyCara's global coverage includes six languages across 33 countries. Searchmetrics Suite covers 162 search engines in 70 countries.

> **Effective, integrated SEO requires cross-functional staff communication from areas such as marketing, PR, engineering, web development and product management.**

Competitive Intelligence

Competitive intelligence involves monitoring competitors' keywords and other site metrics. Most enterprise SEO platforms enable users to view side-by-side brand and competitors' current and historical rankings. Competitive keywords and sites are usually included in any pricing counts or limits. Some platforms with tiered pricing plans, such as SEOlytics, specify the number of competitors tracked in each tier.

Workflow and Task Management

Effective, integrated SEO requires cross-functional staff communication from areas such as marketing, PR, engineering, web development and product management. To that end, many SEO platforms feature workflow and task management tools that allow and encourage cooperation across departments and provide hierarchical, permission-based access levels. SEOs can share keyword research with content or editorial staff, which can incorporate top-performing keywords in their web copy. Management can monitor whether corrections of on-page errors and broken links have been made, and then review any resulting trends in traffic and conversion.

Customizable Dashboards and Reports

With SEO strategies and tasks spread more horizontally across the enterprise, the majority of SEO platform vendors provide dashboards that can be customized to deliver the right information to the right type of user. For example, the KPIs of most interest to a CMO will differ from the drill-down analysis of keyword performance that a search analyst or marketing manager will need.

Platforms also differ in their ease of use and targeted end user. seoClarity features a widget-driven dashboard system, allowing users to customize their dashboards using about 100 different graphs. Raven Tools includes a report wizard to generate customized reports quickly. Several vendors, including Searchmetrics and SEOlytics, allow agency customers to white label their reports for branded distribution to individual clients.

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Social Signal Tracking and Integration

Social media activity has become an increasingly important ranking factor or signal in search engine algorithms and results. Many of the leading SEO platforms have begun tracking, measuring and integrating social signals into their analytics and dashboard reports.

Rio SEO's SocialAnalytics module, for example, integrates social signals from Facebook, Twitter, YouTube and numerous blogs, and tracks numbers of brand mentions, likes, retweets, fans, followers and YouTube channel subscribers.

Searchmetrics Suite features a social media database that includes six networks: Facebook, Twitter, Google+, LinkedIn, and social bookmarketing tools Delicious (Yahoo!) and StumbleUpon. Users can track and view correlations between social engagement and interaction and page activity for their own properties as well as competitors.

Optify and Raven Tools include social media management capabilities, allowing users to schedule and post social content from within the platforms.

Integration with Web Analytics and other Platforms

Data sharing, particularly in terms of identifying the relationship between keyword and link performance, site traffic, and conversion, is critical to SEO success. As a result, integration with web analytics platforms such as Adobe SiteCatalyst, Webtrends, Coremetrics and Google Analytics, has become increasingly important. SEO vendors such as BrightEdge, Conductor, seoClarity, and SyCara have opened their Application Programming Interfaces (APIs) to provide more seamless integration with these platforms, as well as facilitate data downloads into other systems such as CRM, email and PPC.

Choosing an Enterprise SEO Platform

The Benefits of SEO Software Platforms

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

- **Many tools, one interface.** Enterprise SEO platforms perform many tasks in one system as discussed in the preceding pages. Integration of tasks, reporting and user permissions offers substantial benefits to enterprise-level SEO operations, compared to using single-function point solutions.

- **More efficient management of global operations.** Enterprise SEO platforms 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.

- **The ability to stay up-to-date with the search engines.** SEO software vendors have dedicated teams and engineers to follow algorithm changes and their impact on ranking factors.

- **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. Many enterprise SEO platforms offer highly customized reporting capabilities that are widget- and wizard-driven to make reporting easy and fast.

Enterprise SEO Platform Pricing

Licensing an enterprise SEO platform can be a significant investment, particularly for ecommerce or retail marketers with hundreds of thousands of SKUs or product pages. Marketers typically spend tens of thousands of dollars each month in

Table 7: Pricing Models for Selected SEO Platform Vendors

Vendor	Pricing Model
Altruik	Pay-for-performance or monthly fee based on traffic and volume of SKUs
BloomReach	Pay-for-performance based on traffic volume; $10,000/month minimum
BrightEdge	Customized based on volume of keywords, websites and local/global coverage
Conductor Searchlight	Customized based on keyword volume
GinzaMetrics	Three pricing tiers starting at $199/month and based on keyword, website, and page volume
Optify	Two pricing tiers starting at $250/month and based on keyword, search engines, pages (including landing pages), and social media volume
RankAbove	Pricing starts at $1,000/month and customized based on keyword volume
Raven Internet Marketing Tools	Two pricing tiers starting at $99/month and based on user, keyword, link and search volume
Rio SEO	Customized and scalable according to customer need
Searchmetrics	Three pricing tiers starting at $398/month and based on keyword and domain volume
seoClarity	Customized base on combination of number of URLs, keywords, and domains
SEOlytics	Three pricing plans that start at $99/month
SyCara	Three tiers starting at $199/month and customized based on keyword volume and global coverage (including number of languages)

Source: Third Door Media

licensing fees, and pay for installation and staff training to maximize the value of the platform and its capabilities.

Virtually all 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 significantly from pay-for-performance, to keyword- or page- volume based, to completely customized based on volume and program scope (see Table 7).

Determining your overall cost can be more art than science and based upon your brand's keyword, link building, international coverage and other SEO activities. As a result, few vendors require an annual contract, preferring month-to-month licensing that is flexible as programs grow or contract. Several vendors offer a free trial lasting from 14 to 30 days. It may be beneficial to ask for an SEO pre-analysis, even if it means paying a modest fee for it, to determine the actual costs and benefits of licensing an SEO platform.

Do You Need an Enterprise SEO Software Platform?

Deciding whether or not 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, staff capabilities, management support, and financial resources. Use the following questions as a guideline to determine the answers.
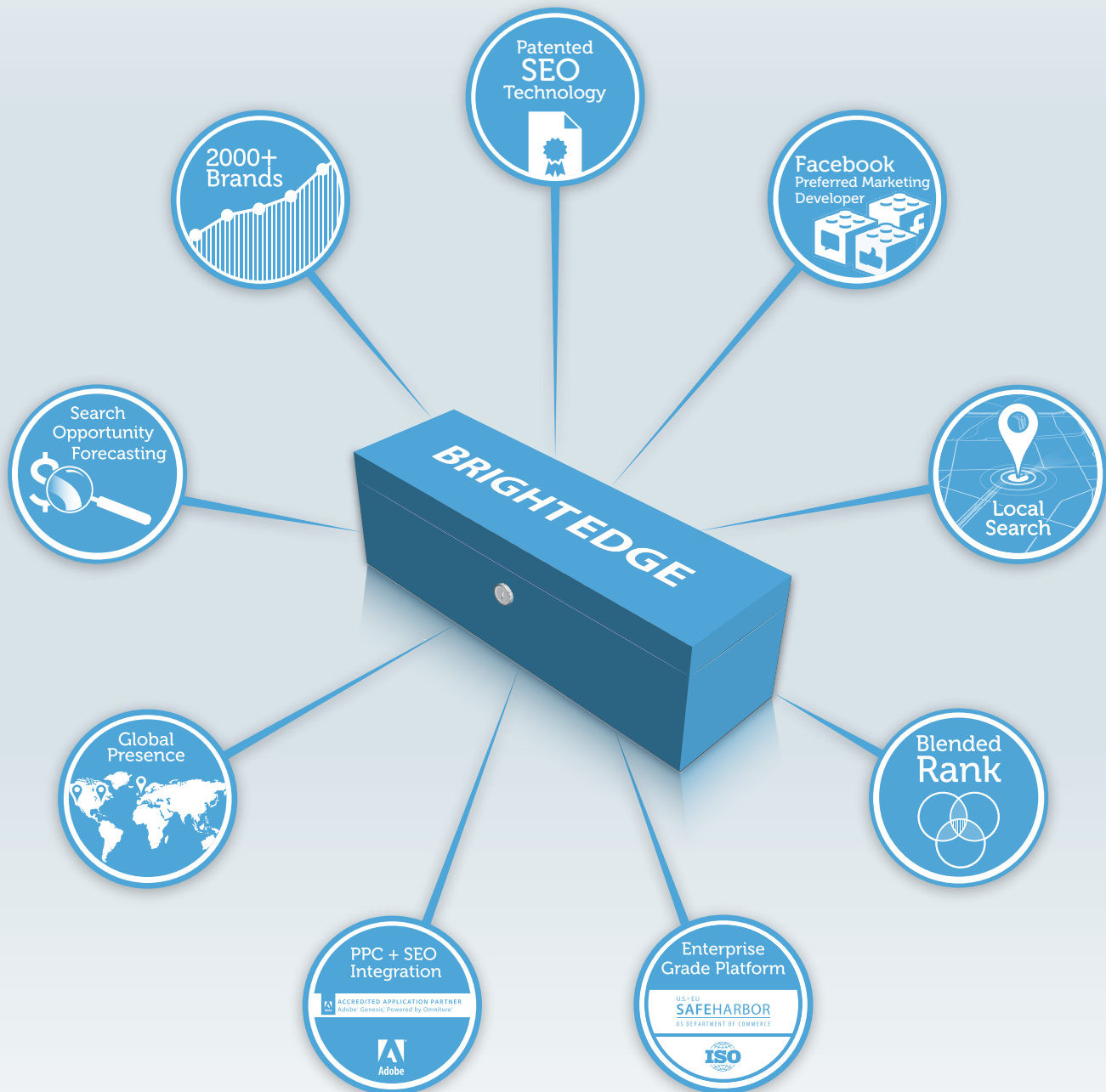
1. **Do we have the right human resources in place?** Having the people to implement and use SEO tools is a prerequisite to success. If you have marketing staff, SEO tools will make them more efficient and effective.

2. **Do we have C-level buy-in?** Enterprise SEO software is a five- or six-figure investment annually. Agreeing to a definition of "success" with the executives at your company is critical to winning their long term support.

3. **Do we have the right technical resources?** Successful enterprise SEO needs dedicated technical resources deployed to it.

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?** You cannot teach a global entity with thousands of employees one at a time. But you can train their trainers. A successful enterprise SEO implementation will find ways to inject the SEO knowledge into existing training programs and identify internal evangelists to broadly distribute the messages. Training needs to be comprehensive, consistent, and continuous.

6. **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.

Six Questions to Ask Potential SEO Platform Vendors

Ready to talk to SEO tools vendors? Here are six questions you should ask:

1. How are your search volumes calculated? 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 platform uses exact match, broad match, or phrase match, and where raw data is extracted from (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 solution is a true enterprise platform or a simple tool that may not scale for your business needs is crucial. Limits on the numbers of keywords, 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 most accomplished 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 or not search ranks are calculated from within country or remotely. Misapplication of international data could impact the ROI of your search marketing efforts.

4. 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. For example, high level KPIs for the CMO versus drill-down details for web development or IT.

5. 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 system will help you to more accurately calculate ROI.

6. Is there a workflow built in that allows me to coordinate the work of my marketing, content, web development, social media and PR teams across the organization? SEO does not 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.

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Integration

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Adobe

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Grade Platform

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US DEPARTMENT OF COMMERCE

ISO

When was the last time you evaluated SEO technologies?

BrightEdge is the global leader in enterprise SEO, helping over 2,000 brands around the globe succeed at SEO with our patented technology.

BRIGHT EDGE

Vendor Profiles

Altruik

341 West 38th Street, 8th Floor
New York, NY 10018
(T) 646-374-0160
www.altruik.com

Company Overview

- Founded in 2009
- 15 employees
- Received Series A funding of $4.7 million from Greenhill SAVP, DFJ Gotham, First Round Capital, Javelin Partners, and Zelkova Ventures in November 2009; and $3 million in Series B funding from Centurion Venture Partners, New York Angels, DFJ Gotham Ventures, GSA Venture Partners, First Round Capital, Javelin Venture Partners, Zelkova Ventures, and Hub Angels Investment Group, in February 2011.

Target Customer

- Ecommerce and retail marketers with large product inventories or SKUs

Key Executives

Eric Gertler, Chief Executive Officer
Joel Lapp, EVP, Products and Strategy
Taylor Greene, VP, Business Development
Gregory C. Tulumbas, Chief Technology Officer
Seth J. Moskowitz, Vice President of Sales

Key Customers

BJ's
Citrix
Deluxe Corp.
The Home Depot
True Religion

Product Overview

- On-page content optimization technology
- Bot-level activity tracked and measured
- Cloud-based hosting as one of two installation options

Altruik's Product Priority™ platform provides patent-pending page optimization technology that updates existing website content to improve search engine-generated traffic, clickthroughs and conversions. Product Priority tracks bot-level activity, including referral keywords, meta descriptions and titles, to do on-page analysis and recommendations. The platform

Vendor Profiles

automatically modifies on-page attributes such as product titles and descriptions, and de-duplicates any redundant content pages generated by web or CMS platforms. More authoritative pages are identified and submitted for search engine crawling. Product Priority offers automated testing of keyword-rich titles, descriptions, image alt tags, etc., to improve search engine relevancy, and tests and monitors the performance of these variables.

The dashboard generates weekly or monthly reports focused on traffic, conversions, and revenue gains generated by the system's on-page changes. Product Priority's workflow rules can be customized to assign permission-based roles and access levels.

Product Priority targets ecommerce and retail marketers with large product catalogs, and integrates with all existing content management systems (CMS). Altruik offers two installation options for the platform: 1) Cloud-based hosting that requires minimal on-site integration; and 2) In-line model that uses hardware integration with the customer's CMS to provide more hands-on management of the system.

The platform integrates with Google Analytics and Adobe SiteCatalyst through its API, using their reports to track correlations between search engine traffic and revenue. Product Priority connects directly into the back end of CMS platforms such as IBM WebSphere, ATG, Yahoo! Stores and Magento.

Social Media Integration

- **Integration of Facebook and Google+ social signals available to clients**
- **Customized programs include widget installation**

Altruik provides integration of social signals from Facebook and Google+, including measuring the impact of Facebook likes on website traffic and conversion. The company takes a customized approach to social media, and can implement various website widgets such as linking directly to a brand's Facebook page like button.

Pricing and Service

- **Performance-based pricing available**
- **Minimal monthly spend is negotiated upfront with client**
- **24/7 phone and email support**

Altruik charges a SaaS-based monthly fee or a percentage of incremental revenue driven by the platform, whichever is greater. Pricing is based on traffic and the number of SKUs in the system. Customer service ranges from self serve through 24/7 phone and email support to full service provided by dedicated project managers for larger, enterprise customers.

Company Strategy

- **Focus is on page-content optimization and site visibility improvements**
- **Adding system transparency, including data and reports**
- **Developing mobile access**

Atruik's focus is on-page content optimization to improve the relevancy of existing web page content for search engine users and website visitors. Moving forward, the company will offer more system transparency to users, including more data and reporting features. Altruik is also developing mobile platform access.

Vendor Profiles

BloomReach

82 Pioneer Way
Mountain View, CA 94041
(T) 888-263-3917
www.bloomreach.com

Company Overview

- Founded in February 2009
- 70 employees
- $16M from Bain Capital Ventures and Lightspeed Venture Partners
- BloomReach platform comprises two digital media management products: BloomSearch (SEO), and BloomLift (PPC)
- Additional offices in London and Bangalore, India
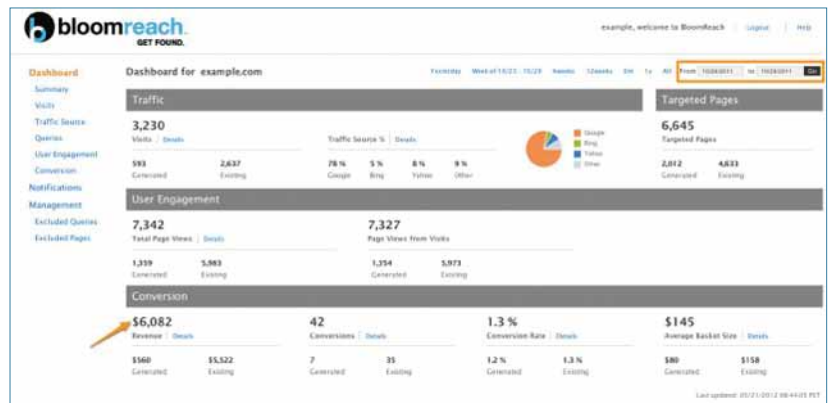
Target Customer

- Enterprise-level ecommerce and retail marketers, travel, listings, financial services and educational lead generation

Key Executives

Raj De Datta, CEO and Co-founder
Ashutosh (Ashu) Garg, CTO and Co-founder
Ron Avnur, Head of Engineering
Joelle Kaufman, Head of Marketing
Will Uppington, Head of Product
Vinodh Kumar, Head of BloomReach India

Key Customers

Drugstore.com
Neiman-Marcus
Orbitz
Wayfair
Williams-Sonoma
Yahoo!

Product Overview

- BloomSearch launched in September 2010
- Web Relevance Engine uses 27 algorithms to analyze billions of web pages and interactions daily

Founded in February 2009, BloomReach is a website content optimization platform that uses machine learning to improve the relevance of page content and, as a result, increase website traffic and conversions for both SEO and PPC campaigns. BloomReach predicts and attracts incremental demand for products and services and then presents existing content in new ways to capture that demand. BloomReach targets high-volume ecommerce and retail marketers with at least 1,000 SKUs or product pages looking to automate content optimization, particularly for long-tail keywords.

The platform's SEO tool, BloomSearch, is driven by a proprietary Web Relevance Engine that uses 27 algorithms to analyze more than one billion consumer interactions and one billion web pages daily. BloomSearch collects and integrates data by

Vendor Profiles

crawling websites, blogs, message boards and social networks, as well as customer product feeds. BloomSearch integrates competitive intelligence, keyword analysis, link analysis and social signals. The tool's goal is to surface more relevant products and services to website visitors, rather than provide analytics and recommendations to be done by the user. All applications are hosted in the cloud.

BloomSearch delivers on-page content and new page templates for customers. The BloomSearch-generated thematic or category pages adjust in real time to respond to changes in consumer search demand, product availability, and language. For example, the system could create a landing page for grilling tools on a retail website that does not feature such a page but shows grilling tools on a number of other product pages. BloomSearch also automatically delivers HTML content on existing site pages to be more relevant to long-tail search queries (Related Searches and Related Products) and enable a larger proportion of the website's pages to be crawled.

To implement BloomSearch, customers must first integrate their product feed with the BloomReach API, and place a JavaScript pixel on every page targeted on the site. Customer web design and development staffs work with BloomReach to place two widgets on the system's page templates to enable the dynamic content optimization capabilities. The system's dashboard tracks and measures incremental traffic by source and page, as well as query volume contributing to the traffic increases.

Social Media Integration

- **Variety of publicly available social data analyzed**
- **Thematic (new category) pages are frequently shared and pinned**

BloomReach uses a variety of publicly available social data, including Facebook, Twitter, Google+, and Pinterest, in its data collection and analytics for content optimization. BloomSocial, a standalone tool designed to increase social sharing, is now incorporated into BloomSearch.

Pricing and Service

- **$10,000 monthly minimum spend**
- **Performance-based pricing based on incremental traffic gains**

Pricing for BloomSearch is performance based; customers pay a $10,000 monthly minimum base fee and an agreed-upon cost-per-click for the incremental traffic generated. BloomSearch can be bought independently of the PPC product, BloomLift. Product engagement managers work with customers to place the system's widgets, and create keyword exclusion lists and thematic pages. All BloomSearch customers participate in a 90-day pilot, and receive real-time dashboard access for dynamic performance information as well as monthly and quarterly reports.

Company Strategy

- **BloomSearch natural search results focus on content optimization**
- **Focused on capturing and converting long-tail queries and customer intention**
- **Compatible with other SEO platforms focused on rankings, backlinks**

BloomSearch is an implementation, rather than an analytics tool and does not provide either keyword research and rankings, or backlink analysis. Instead, the tool actively optimizes visible website content to address more natural search queries (or PPC queries for customers of the BloomLift application), which improves traffic and conversion. The platform can work side-by-side with other SEO platforms and can use their data to enhance its own analysis and help customers improve their site's usability.

BloomReach is currently only affordable to enterprise-level ecommerce and retail marketers; the company is exploring making the technology more accessible to the mid-market.

Vendor Profiles

BrightEdge

1820 Gateway Drive, Suite 100
San Mateo, CA 94404
800.578.8023
www.brightedge.com

Company Overview

- Founded in 2007
- Received three rounds of venture funding: $2.0 million in Series A funding from Altos Ventures and Illuminate Ventures; $6.5 million in series B funding from Battery Ventures, Altos Ventures and Illuminate Ventures in March 2010; and $12.6 million in Series C funding from Intel Capital, Battery Ventures, Altos Ventures and Illuminate Ventures in March 2012.
- 100-plus employees
- Regional offices in New York and London

Key Executives

Jim Yu, CEO and Founder
Lemuel Park, CTO and Founder
Joshua Crossman, VP of Client Services and Strategy
Barrett Foster, VP of Sales
Albert Gouyet, VP of Operations
Brad Mattick, VP of Marketing
Sammy Yu, Chief Architect
Tom Ziola, VP of Business Development

Target Customer

- Enterprise marketers, digital agencies, SMB ecommerce companies

Key Customers

Microsoft
Gap
Macy's
Facebook
Twitter
Marriott
Razorfish
Rosetta
Williams-Sonoma

Vendor Profiles

Product Overview

- **Browser-based dashboards**
- **Ability to manage both PPC and SEO analytics**
- **Global coverage across 62 countries**

The BrightEdge SEO platform combines universal search, patented competitive intelligence, global coverage, customizable recommendations, and the ability to view both PPC and SEO analytics in an effort to link search campaigns to bottom-line results. BrightEdge tracks search engines across 62 countries, including China's Baidu and Russia's Yandex. Keywords can be tracked in either English or the local language by country or region. BrightEdge builds and maintains a proprietary reverse index of global search rankings.

The browser-based platform tracks ranking trends, keyword and keyword group research and competitive analysis, and backlink quality, among other standard metrics. Users create customized dashboards from a built-in, customizable dashboard engine. All data is stored in the cloud and tracked in real time. BrightEdge's open API facilitates integration with the leading web analytics platforms, including Adobe SiteCatalyst, Adobe SearchCenter, Google AdWords, Google Analytics, Coremetrics and Webtrends, and the ability to download platform data into other back-end systems. Users can track and measure PPC, SEO and web traffic and conversion data by campaign, keyword or backlinks to forecast ROI metrics such as keyword group revenue opportunities.

BrightEdge announced local search management in June 2012, allowing customers to track and manage search performance in specific cities like New York, Chicago, and London.

Social Media Integration

- **Facebook, Twitter, Google+ and LinkedIn included**
- **Social Site Audit identifies syntax and page errors**
- **Certified Facebook partner in the preferred marketing developer program**

The BrightEdge S3 platform has integrated social signals such as "likes" and "tweets" from both Facebook and Twitter into its keyword and keyword group ranking capabilities. Customers can audit their Facebook page rankings, and get recommendations to improve or maintain those rankings. Social content with URLs are backlinked to customer websites, as well. BrightEdge has co-published several case studies with Twitter, and released Twitter best practices and methodology resources.

The company's S3 platform supports tracking Google+ content rankings appearing on the SERP related to keywords in a customer's portfolio. BrightEdge also offers Social Site Audit, which audits an entire website for Facebook open graph implementation, including identifying syntax or page errors.

Pricing and Service

- **Customized pricing based on number of keywords and websites, as well as global and local coverage**
- **Customer success organization helps manage implementation and report building**

BrightEdge's SaaS-based pricing is customized and based on the volume of keywords, websites and global/local coverage; there are additional fees for custom integrations. BrightEdge has more than 24 customer success managers, who work with customers on implementation, business objectives and best practices, as well as building metrics and dashboard reports. In addition to training and implementation assistance, a quarterly, in-person executive business review is included to gauge results; inbound service is available 24/7 through email and system-based routing tickets.

Vendor Profiles

Company Strategy

- **Large SEO vendor with 90% customer renewal rate**
- **Customer success feedback informs R&D**

BrightEdge is one of the bigger vendors in the SEO tools marketplace, providing technology and services to more than 2,000 brands worldwide. Company executives claim the platform has a 90% renewal rate after one year. BrightEdge has invested heavily in its customer success organization, which incorporates user feedback into ongoing R&D, to adapt the platform to industry changes.

Vendor Profiles

Conductor

230 Park Avenue South, 12th Floor
New York, NY 10003
(T) 888-9CONDUCT
www.conductor.com

Company Overview

- Founded in January 2007
- 72 employees
- Raised Series A funding of $2.6 million from FirstMark Capital in December 2006 and Series B funding of $10 million from FirstMark Capital and Matrix Partners and in April 2009
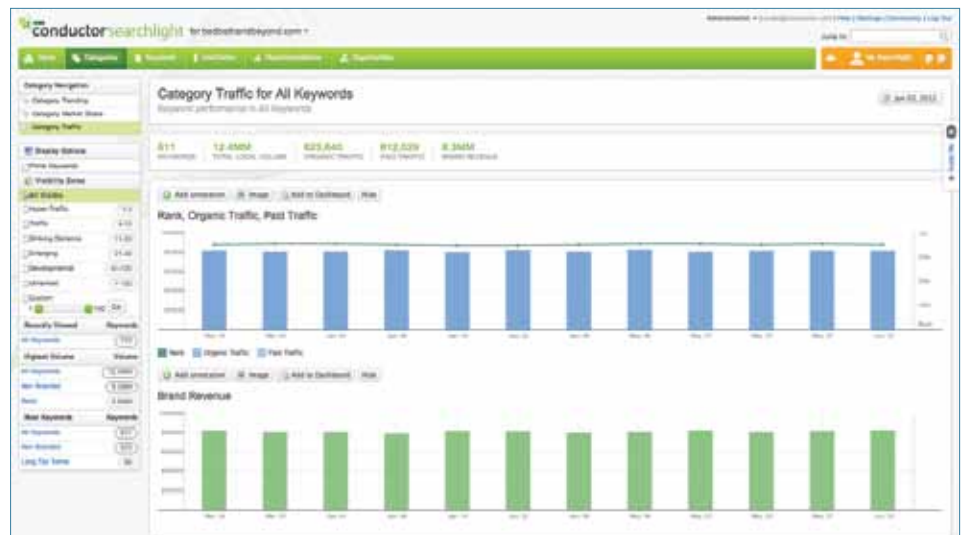
Target Customer

- Large agencies and enterprise-level marketers

Key Executives

Seth Besmertnik, CEO
Brian Bennett, VP, Channels & Partners
Maria Bradley, Director, Customer Success
Seth Dotterer, VP, Marketing and Product
Andy Goldman, CFO
Eric Reisch, VP, Account Development & Sales
Andrew Wilson, Director of Engineering

Key Customers

Estee Lauder
FedEx
General Electric (GE)
Marriott
New York Life
Siemens
Staples

Product Overview

- Keyword summaries show local and global rankings for both domestic and international search engines, including Google, Bing and Baidu
- SEO Task Manager and one-click sharing of metrics, annotations and reports
- International tracking covers 35 countries

Vendor Profiles

Conductor's Searchlight platform provides SEO analytics, in addition to competitive intelligence, recommendations, backlink analysis, real-time SEO alerts, keyword discovery and management, preferred page management, universal search, and international search tracking in 35 countries. Conductor maintains a database of first and third-party data.

The platform's customizable dashboards track metrics such as keyword rankings, search traffic, orders and revenue share. Keyword summaries show local and global rankings for multiple search engines; historical data includes all HTML allowing customers to view page and rank changes over time for their own sites as well as competitors. Keyword ranking profiles can be segmented by product categories and color coded. Searchlight's universal search data includes top ten SERP results for any day or page. Customers can export reports as Excel or PDF documents. Data can be edited, sorted, and reports created on the fly, and the platform's customization capabilities allow users to turn any graph into a dashboard.

Searchlight integrates with Google Analytics as well as numerous Adobe analytics products including SiteCatalyst, SearchCenter, and Visual Sciences. Conductor's SEO Cloud enables customers to exchange and download data with existing platforms, including ecommerce and CRM systems, for example. The platform also integrates with competitive research platforms such as SEMRush, and features an open API for data integration into third-party platforms.

SEO Task Manager is Searchlight's workflow and task management tool, allowing multiple teams and domains to share metrics, annotations and reports with a one-click "share" button. The tool helps users identify, create and assign SEO tasks, as well as track and measure progress toward SEO goals through visible annotations that signal key events, such as a change in Google's algorithms, in the system.

Social Media Integration

- **Facebook, Twitter, LinkedIn and Google+ included**

Searchlight integrates and includes social signals from Facebook, Twitter, LinkedIn, and Google+, in its keyword rankings. Analysis is possible on a per-page basis across all major social networks for maximum visibility into social impact.

Pricing and Service

- **Customized SaaS-based pricing based on keyword volume**
- **Engagements begin with free platform trial**
- **Scalable pricing packages, starting at $2,000 per month**

Searchlight's SaaS-based pricing is completely customized and based on keyword volume, including competitive keywords. The minimum spend for brand marketers is $30,000 annually; spending minimums are more flexible for agency clients. According to Conductor executives, the average customer spend is $50,000 annually.

All Conductor customers begin with a free trial of the platform. Conductor's 16-person customer success group works with customers on keyword discovery, and building customized dashboards and reports, which is included in its pricing. Dedicated customer success managers provide ongoing support.

Company Strategy

- **Large SEO player servicing 200-plus customers**
- **Plans to expand global coverage**

Conductor competes with BrightEdge as one of the larger SEO platform providers, with more than 200 customers representing more than 1,500 brands. According to Conductor executives, more than 95% of marketers that participate in the platform's free trial go on to become customers. For future growth, Conductor is expanding its global coverage to include more countries and will continue to invest in technology and methodologies to improve SEO automation.

Vendor Profiles

GinzaMetrics

444 Castro Street, 12th Floor
Mountain View, CA 94041
(T) 888-469-2707
www.GinzaMetrics.com

Company Overview

- Founded in May 2010 as a product of Ginzamarkets
- 8 employees
- Originally funded by Y Combinator; received $1.3 million in additional seed funding in August 2011 from 500 Startups, Venture51 and several angel investors
- Additional offices in Toyko and Poland

Target Customer

- Mid-market and enterprise-level ecommerce, travel marketers and agencies with in-house SEO expertise

Key Executives

Ray Grieselhuber, CEO and Co-founder
Nick Allen, Lead Engineer and Co-founder
Masahiro Shimizu, Country Manager – Japan

Key Customers

Rakuten
SurveyMonkey
PE.com
Outrider
Dropbox

Product Overview

- Daily data updates and cloud storage
- Focus on enterprise scalability with on-demand access
- Integrates with Google Analytics, Webtrends and SiteCatalyst

GinzaMetrics stresses its platform's ease of use, global coverage and scalability. An implementation wizard allows users to get up and running on the system in five minutes. The platform features a localized user interface and supports five languages: English, Japanese, Chinese, Spanish and Russian. It is the top selling enterprise SEO platform in the Japanese market.

GinzaMetrics develops its own ranking data and it partners with SEOmoz for backlink analytics, providing customers with access to 617 billion links. All data is updated daily and stored in the cloud through Amazon Web Services. The platform integrates with the leading web analytics systems, including Google Analytics, Webtrends and Adobe SiteCatalyst, allowing users to view keyword rank across search engines and track and segment a variety of conversion events and ecommerce revenue.

Vendor Profiles

The SEO platform tracks and measures daily site rankings, traffic and conversions, and optimization opportunities, including checking for broken links, ensuring that keywords are included in title tags and H1 tags, and ensuring that URLs are the proper length. GinzaMetrics' backlink analysis dashboard enables users to compare site performance to their competitors. The dashboard can be used to manage workflow assignments and tasks, providing permission levels for different users from different sites.

Social Media Integration

- **Includes Facebook, Twitter and Google+**
- **Plans to add competitive social intelligence**

GinzaMetrics released its social signal integration capabilities at the end of May 2012. The platform tracks Facebook, Twitter and Google+ for all customer URLs and landing pages, measuring trends, and how well each page is optimized and targeted for keywords.

The company plans to add competitive social intelligence to track competitors' social presence in the near future.

Pricing and Service

- **Three SaaS-based plans with larger volume plans available**
- **No minimum spend**
- **Dedicated account managers service enterprise customers**

GinzaMetrics has three SaaS-based pricing plans targeting mid-market and enterprise-level organizations and agencies:

- **Pro pricing:** $199 per month for 10 websites, unlimited users, 500 daily keywords, and 5,000 pages.

- **Agency pricing:** $999 per month for unlimited users and sites; 2,500 daily keywords, 20,000 pages, enterprise analytics, competitive intelligence and branded PDF reports.

- **Enterprise pricing:** Begins at $2,500 per month for unlimited sites and users, 10,000 daily keywords, 100,000 pages, enterprise analytics, competitive intelligence, branded PDF reports and strategic consulting.

GinzaMetrics offers a 30-day free trial and a 10% discount for annual subscriptions; customers can cancel their plans at any time without penalty. Pro and Agency customers have access to phone support during business hours; dedicated account managers service enterprise customers.

Company Strategy

- **New social media integration and task management capabilities**
- **Plans to expand international support, universal search**

GinzaMetrics is one of the newer entrants into the U.S. SEO tools marketplace, having launched in fall 2010; it continues to add new features and capabilities at a rapid pace. In May and June 2012, the company announced its social signals integration and expanded workflow capabilities allowing users to set and manage sites and data through hierarchical access levels. Also scheduled for release in 2012 are a new user interface and a new version of its API that will facilitate data integration into other dashboards and platforms. To further its appeal to enterprise-level companies, GinzaMetrics will continue to expand its international support, and universal search capabilities.

Vendor Profiles

Optify, Inc.

710 2nd Ave, Suite 840
Seattle, WA 98104
(T) 877.2.OPTIFY
www.optify.net

Company Overview

- Founded in August 2008
- 35 employees
- Received $2.75 million in Series A funding from Madrona Group and several angel investors in July 2009; raised $6.1 million in Series B funding from Triangle Peak Partners, Madrona Venture Group and additional angel investors in October 2010
- Additional offices in Silicon Valley and Israel

Target Customer

- Mid-market and enterprise-level B2B marketers and agencies

Key Executives

Rob Eleveld, CEO
Chris Hundley, VP of Engineering
Bill Andrulevich, Chief Financial Officer
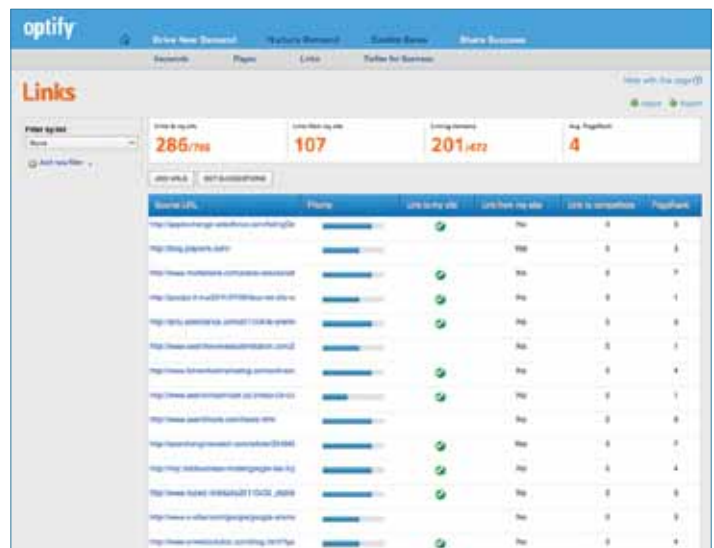
Key Customers

ADSI
ALM
Pathable
Mercent
Microsoft
Skytap

Product Overview

- B2B inbound marketing management platform
- Out-of-the-box Salesforce.com integration
- Full-funnel suite approach manages SEO, social, email, and CRM

The Optify Inbound Marketing Suite targets B2B marketers and agencies with a toolset that manages SEO, email, social media, and lead scoring campaigns. The platform's goal is to provide top-to-bottom marketing funnel tracking and measurement across all digital media programs.

Optify's customizable reporting application monitors keyword and page rankings for owned and competitive brands, conducts site audits and analysis, and provides international rankings for 30 countries and several U.S. regions. Optify uses a combination of proprietary and licensed data from SEOmoz and SEMRush. The site audits assign a score ranging from

Vendor Profiles

zero to 100 to every page to help customers prioritize SEO errors and issues. Higher scores (i.e., over 70) indicate fewer issues to fix on that particular page. Optify's cloud-based reporting and data analytics provide lead intelligence and track lead sources, opportunities and conversions at the keyword level, and uses historical data and benchmarks to project SERP results.

Users can assign tasks and manage workflow by clicking on highlighted SEO issues, adding notes and sharing the information through email within the Optify system. The platform provides two levels of access: administrative and user.

Optify includes out-of-the-box integration with Salesforce.com, enabling users to track top-to-bottom sales funnel leads and conversions. The platform's email marketing application allows users to create and send marketing emails to existing and new leads. Released in June 2012, this new application includes a "closed-loop" feature that ties a contact history to email responses. Optify does not currently integrate with any of the leading web analytics platforms, but does have plug-ins for WordPress, Drupal, and Joomala. Agency customers can access the Optify API, creating opportunities to build white-labeled dashboards and reports.

Social Media Integration

- Twitter, LinkedIn and Facebook included
- Twitter for Business campaign management application
- Platform management of social media accounts

Optify's social signal integration focuses on Twitter, LinkedIn and Facebook, and provides out-of-the-box management of customers' branded social media accounts for those networks. The platform measures social media traffic and leads, including shares, likes, clicks, and inbound links for every page. Users can then share pages across social networks from within Optify, creating the ability to correlate social media to lead results. Users can also schedule and launch social media campaigns with the Twitter for Business application which allows marketers to spread the word about their products and offers.

Pricing and Service

- Two SaaS-based plans
- No minimum spend
- Add-on bundles and strategic services available

Optify offers two SaaS-based pricing packages for B2B marketers:

- **Basic Edition:** $250 per month includes up to 10,000 page views, one active landing page, one global search engine, 50 keywords, intelligence on five competitors, Twitter for Business, one Facebook landing page and social sharing, visitor intelligence and prospect alerts, three custom reports, and marketing analytics.

- **Professional Edition:** $500 per month includes 500 keywords, three global search engines, 25 active landing pages, 25 Facebook landing pages, 30 custom reports and marketing analytics, weekly performance emails and cloud API, and lead scoring intelligence and salesforce.com integration. Add-on pricing as follows: $100/month per domain, $100/month per search engine, $100/month for 500 keywords, $100/month for 100,000 page views, $50/month for 25 landing pages, and $50/month for every 25 additional Facebook landing pages.

The company also offers a 14-day free trial and customized agency pricing. Support for Basic Edition and Professional customers includes weekly performance emails, as well as phone and web-based support. Customer success managers provide more in-depth training to enterprise-level customers. Add-on bundles and professional services are available for SEO, PPC and social media strategy work.

Vendor Profiles

Company Strategy

- **Strong marketing software and focus on B2B marketers**
- **Views agency clients as partners**

Optify is one of the few SEO platform vendors that specifically courts B2B marketers. The company provides strong CRM capabilities through its integration with Salesforce.com and its own platform's emphasis on lead sourcing, tracking and scoring. Optify counts a large number of agencies as clients, and views these companies as partners that can help their direct brand customers become more sophisticated SEOs. To that end, Optify is developing a white labeled version of its platform. Currently, agencies can access the Optify API to white label reports.

The company is developing additional CMS plug-ins to expand its social content capabilities, and expanding the number of hierarchical roles that can be set up within its workflow and task management functions.

Vendor Profiles

RankAbove

Tel Aviv, Israel

U.S. Headquarters
1375 Broadway
New York, NY 10018
(T) 888-508-2423
www.rankabove.com

Company Overview

- Founded in April 2007
- Headquartered in Tel Aviv, Israel
- Projected 50 employees by year-end 2012

Target Customer

- Mid-market and enterprise-level marketers
- $70,000 average annual customer spend

Key Executives

Mayer Reich, CEO and founder
Eli Feldblum, Chief Technology Officer / Founder
David Corre, CFO
Michael Barnett, VP, Marketing

Key Customers

1-800-Flowers
CBS
Getty Images
Petco
Viacom

Product Overview

- Extensive multi-lingual and geographic localization capabilities
- Web analytics integration with Google Analytics - SiteCatalyst and Coremetrics in process
- Dashboards target marketing and IT end users

Tel Aviv-based RankAbove positions Drive as a global SEO platform built to scale as its customers' businesses grow. The platform can be localized in any language and alphabet, including complex languages such as Arabic and Chinese. Drive provides real-time geographic ranking data, on-page (titles, headers, images) and off-page analysis (links and competitive intelligence), and structural and back-end data. RankAbove licenses backlink data from Majestic SEO and partners with Adobe and IBM to integrate SiteCatalyst and Coremetrics web analytics with its SEO platform data. All data applications are hosted in the cloud.

Drive is designed for marketing and IT end users, with a dashboard that features screen-by-screen instructions about how to execute keyword research, place potential links and complete on-page changes and issues. Dashboards can be customized

Vendor Profiles

by user, CMO versus web developer, for example. All reports can be exported through an automated email function. Drive's system uses learning algorithms to identify and prioritize about 65 types of SEO issues. Issues are tagged, assigned and marked as completed through the platform's workflow and task management application. Drive includes multiple permission hierarchies that can be set differently for agencies or direct marketing organizations.

Social Media Integration

- **Integration of Facebook, Twitter and Google+ in Q4 2012**
- **Twitter data collected from Topsy**

RankAbove plans to release its social signal integration in the fourth quarter 2012. It will include Facebook (including Facebook Insights), Twitter, and Google+. RankAbove is also collecting data from Topsy, a real-time searchable index of Twitter data.

Pricing and Service

- **SaaS-based pricing starts at $1,000 per month**
- **In-house analytics system tracks customer use**

Drive's SaaS-based pricing starts at $1,000 per month and is customized based upon the number of keywords in the system. There is also an API per-use charge. Customers are not required to sign annual contracts. Ongoing email and phone-based customer support is included in the pricing. RankAbove tracks customer usage of the platform through an analytics system that gauges whether or not customers are using the system properly.

Company Strategy

- **Opened API to expand integration capabilities**
- **More extensive reporting options in the works**

RankAbove is scheduled to launch Drive's social signal integration in the fourth quarter of 2012 and views becoming an API provider as an important part of its growth. RankAbove is also looking closely at the impact of video and images on SEO rankings. The company plans to announce CMS integration in summer 2012, as well as deeper backlink capabilities and suggestions. In addition, RankAbove is developing more fixed dashboards in the Drive platform, allowing different types of users to customize and choose reports more easily.

Vendor Profiles

Raven Internet Marketing Tools

1101 McGavock St., Suite 201
Nashville, TN 37203
www.raventools.com

Company Overview

- Founded in February 2007
- Privately held
- 24 employees

Target Customer

- Mid-market and enterprise-level marketers and agencies

Key Executives

Patrick Keeble, President and CEO
Scott Holdren, Chief Technology Officer
Jon Henshaw, Chief Product Officer

Key Customers

Gaiam
Martha Stewart.com
Outback Steakhouse
PBS

Product Overview

- Provides and integrates PPC and SEO data from multiple third-party sources
- Report wizard enables quick, customized reporting

Raven's SEO platform features a series of tools designed to offer and integrate data from multiple search industry sources. Research Central, for example, integrates data from SEMRush, Majestic SEO and SEOmoz, to provide detailed keyword, competitor, link and social intelligence. Backlink Explorer and Site Finder focus on link building with data from SEOmoz's Open Site Explorer and Majestic SEO, while SERP Tracker monitors website traffic and rankings. Raven's Link Manager acts as a central database for managing the link building process, from assigning tasks to accessing website and contact information. The system generates scheduled reports that can be automatically emailed to designated users.
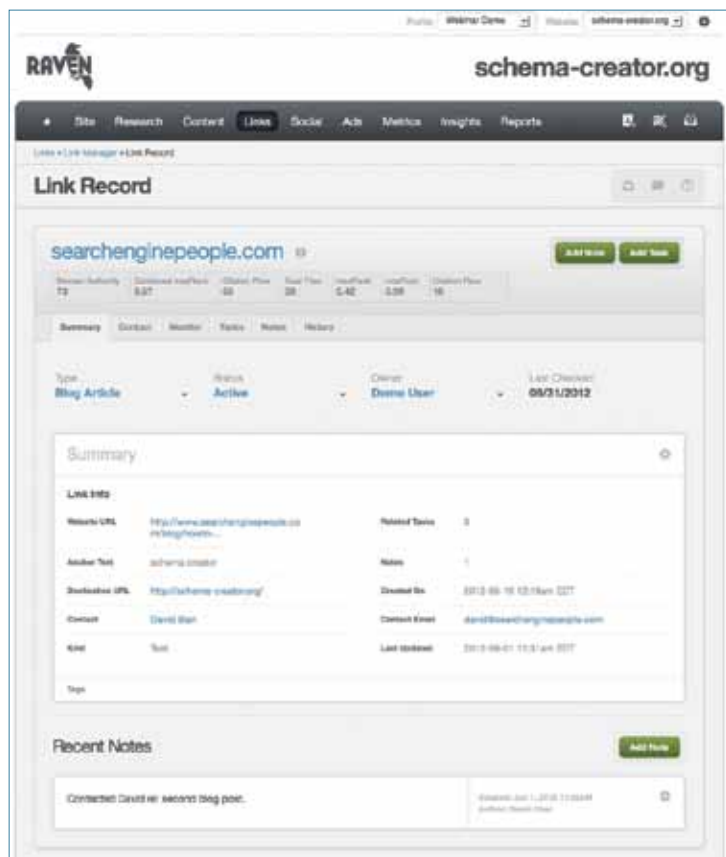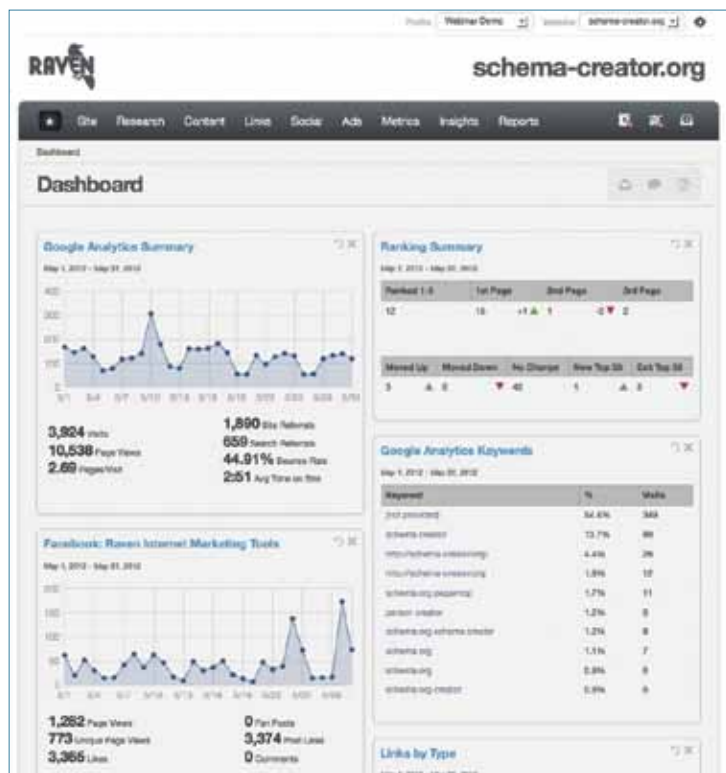
Vendor Profiles

Raven integrates with 22 different platform providers, including MailChimp and Campaign Monitor (email), TextBroker (SEO content), BaseCamp (task management), UberVU (social media),and numerous Google tools such as AdWords, Google Analytics and Google Webmaster Tools. Raven utilizes Amazon Web Services for cloud-based storage of its data applications.

With Raven's report wizard, users can generate customized reports quickly. Google Analytics data is integrated throughout the platform, allowing users to track and measure keyword traffic and categories, links, site engagement, referrals, and top landing pages. Agencies can white label Raven's reports, as well as the entire Raven platform through a custom domain.

The system provides hierarchical workflow and task management. Account administrators can develop customized profiles of managed properties by workflow or client (if for an agency) and varying access levels for individuals or groups. Users can create, assign and monitor tasks, including setting due dates or recurring assignments.

Social Media Integration

- **Includes Facebook, Twitter and YouTube**
- **Social tools provide social media account management**

Raven has integrated social signals from Facebook (including Facebook Insights), Twitter, and YouTube, and has plans to add Google+ and LinkedIn in 2012. The platform licenses social data from uberVU, which tracks social conversations across more than 20 social networks. Social Stream creates a social media inbox that combines authenticated Twitter and Facebook accounts with social media keyword searches. Users can track likes, shares, and retweets, and schedule and post social content. Persona Manager allows users to access and manage their social media accounts within the platform.

Pricing and Service

- **Pricing based on numbers of users, keywords, links and Social Monitor searches**
- **No minimum spend**
- **Free 30-day platform trial included**

Raven's two SaaS-based pricing plans are based on the number of users, keywords, managed links and searches using the Social Monitor. They are:

- **Pro:** $99 per month includes four users, unlimited websites, unlimited Facebook and Twitter accounts, 20 Social Monitor searches, 1,000 keyword rankings, and 50,000 managed links.

- **Agency:** $249 per month includes unlimited users, unlimited websites, unlimited Facebook and Twitter accounts; 50 Social Monitor searches; 2,500 keyword rankings, and 150,000 managed links.

Customers begin with a 30-day free trial of the platform; no annual contract is required. Email-based customer support during business hours is included in the pricing, as are an online knowledgebase, setup guides, and archived webinars.

Company Strategy

- **Plans to maintain affordable price points**
- **Expanding mobile platform access**

Raven's goal is to provide a comprehensive set of industry-standard data to in-house and agency SEOs. The company has maintained an affordable price point, now offering access to unlimited users and websites for $249 per month. The company does not have a sales team; all customer support is email- and social media- based. Raven executives say they care more about what their users do, than where they work (i.e., agency, enterprise or SMB). Raven views mobile access as a differentiator and currently offers an iOS (iPad and iPod) system app that syncs with its dashboard. The company plans to increase the number of platform tasks that can be done through mobile devices.

Vendor Profiles

Rio SEO (Covario)

9255 Towne Center Drive, Suite 750
San Diego, CA 92121
(T) 858-397-1500
www.rioseo.com

Company Overview

- Covario founded in March 2006
- 160 employees
- Backed by Dubilier & Co, FTV Capital and Voyager Capital
- Additional offices in Chicago, Ontario, London, Tokyo, Beijing, and Singapore
- Acquired SEO strategy firm Netconcepts in January 2010 for an undisclosed sum
- Spun off Rio SEO, a dedicated software automation business unit, in April 2012
- Acquired local SEO technology provider Top Local Search in May 2012

Target Customer

- In-house search marketers at mid-market and enterprise-level companies
- Search practitioners at digital agencies

Key Executives

Russ Mann, CEO and Founder
Claire Long, COO
Denise Cranney, Vice President, Sales
Pete Dudchenko, Senior Director, Product Management
Pat Hall, Senior Director, Product Development
Mick Wilson, Senior Director, Account Services
Bill Connard, Senior Director, Product and Business Development
Cynthia Baker, Director, Human Resources

Key Customers

IBM
Cabela's
Armstrong Industries
Sports Authority
Northern Tool
Performics

Product Overview

- Covario spinoff focused on SEO software
- Includes six modules that can be licensed separately

Vendor Profiles

Rio SEO is a Covario spinoff focused on the SEO software needs of mid-market and enterprise-level marketers, in addition to the automation needs of search practitioners at digital agencies. The goal is to provide an end-to-end solution for SEO program needs -- from auditing, analysis and reporting, to automated execution on both a global and a local scale. The platform includes the following six modules:

- **Search Analytics™**: A patented SEO auditing, reporting and recommendations tool.
- **Website Optimizer™**: an SEO content management tool for large content providers and ecommerce sites.
- **Mobile Site Builder™**: An automation tool that builds and optimizes web pages for mobile devices.
- **Social Analytics™**: A social media ROI tracking and workflow tool.
- **Change Tracker™**: An application module to help in-house SEO managers and digital agencies discover, diagnose and address website changes.
- **Rio SEO Local Search Solution™**: A hyper-local SEO software suite comprising five distinct automation tools that provide location-based traffic and optimization capabilities.

Each module can be licensed separately. Search Analytics provides the platform's reporting function, although each Rio SEO module provides some basic reports. The tools track and measure traffic, revenue, and opportunities, among other KPIs, and provide keyword and page-level audits and recommendations based on ranking trends. A built-in algorithm looks at keyword-level variables and issues dashboard alerts to help users prioritize SEO problems, such as 404 page errors. Agencies can export data in an Excel pivot-friendly format.

Web Site Optimizer and Change Tracker enable users to identify and implement recommended SEO changes on the fly. Change Tracker helps manage tasks and workflow, allowing users to track and monitor the progress and completion of website changes. Every Rio SEO module can be set to variable user access levels.

Rio SEO modules integrate with all major web analytic platforms, including Google Analytics, Adobe SiteCatalyst and Webtrends. The platform is cloud-based to provide additional storage capabilities for enterprise customers.

Social Media Integration

- Social Analytics module provides social integration
- Facebook, Twitter, YouTube and blogs included

The Rio SEO Social Analytics module helps to measure and identify ways to increase social signals from Facebook, Twitter, YouTube, and numerous blogs. Specifically, Social Analytics tracks the following KPIs through a customizable dashboard:

- **Buzz:** The number of mentions garnered on Facebook, Twitter, YouTube and industry blogs.
- **Engagement:** The number of likes, re-tweets, and YouTube and industry blog comments around a company's brand and products.
- **Followers:** The number of Facebook page fans, Twitter followers, YouTube channel subscribers, and brand commentators on blogs covering the customer's industry.
- **Sentiment:** A positive or negative measurement around conversational expressions.
- **Competitive Analysis:** The influence and reach of a competitor's media, using the same social media KPIs.

The tool measures sentiment for all social signals and leverages the most positive topics to help customers develop new content and reinforce positive feedback across owned, earned and paid media channels.

Pricing and Service

- Pricing is customized based on modules selected and scope of deployment
- Support ranges from onsite visits to self-serve elearning videos and manuals

Vendor Profiles

SaaS-based pricing for Rio SEO modules is customized and scalable according to customer need. For example, Website Optimizer pricing can be either a flat fee or performance based. Change Tracker and Social Analytics pricing are based on keyword volume and the popularity of the terms in the system. All modules are available on either a monthly or annual basis.

Customer support included in the pricing ranges from a series of self-serve elearning videos, training manuals and reference guides, to dedicated support staff that create custom training solutions, including webinars, onsite visits and elearning curriculum for enterprise customers.

Company Strategy

- **Point-solution approach allows a la carte purchasing based on need**
- **Future apps and modules will maintain a high level of integration**

With Covario's spinoff of Rio SEO, the firm is taking a point-solution approach to provide specific SEO and social media software tools that have the flexibility to stand alone from its service offerings.

Four of the modules in the platform are legacy Covario software products. A fifth module – Change Tracker – launched in June 2012, and addresses the need to discover, diagnose and address website errors that impact SEO performance.

With the acquisition of Top Local Search in May 2012, Rio SEO also added a Local Search Solution suite containing five additional modules that provide location-based traffic and optimization capabilities.

The company's goal is to allow customers to pick and choose the SEO capabilities they need, and be able to license them separately. Rio SEO is also working on integrating its software automation modules, allowing customers to create a more unified view of their SEO, PPC, and social media data, workflow, and campaigns.

Vendor Profiles

Searchmetrics, Inc.

Saarbruecker Str. 38
Berlin, 10405 Germany

U.S. Headquarters
1115 Broadway, 12th Floor
New York, NY 10010
(T) 866-411-9494
www.searchmetrics.com

Company Overview

- Founded in December 2007
- Raised $11 million in three rounds of
  funding from European backers Iris Capital,
  Holtzbrinck Digital and Neuhaus Partners
- 100 employees
- Headquartered in Berlin with additional
  offices in New York, London and Paris

Target Customer

- Mid-market and enterprise-level marketers
  and agencies with a global customer base or
  plans to expand globally

Key Executives

Marcus Tober, Chief Technology Officer
Danielle Simon, U.S. Director of Sales
Matthias Bachor, VP of Marketing

Key Customers

Lufthansa
Crate & Barrel
Siemens
Symantec
eBay

Product Overview

- Global platform covering 162 search engines in 70 countries
- Driven by proprietary keyword, link and social media databases
- Searchmetrics Essentials available for more basic SEO,PPC and social tasks

Searchmetrics Suite is a global platform that covers 162 search engines in 70 countries, with plans to add six more countries in summer 2012. With nearly fifty engineers on staff, Searchmetrics' primary focus is on its data and technology; the company does not source data from any third-parties. Instead, Searchmetrics develops and maintains proprietary cloud-based keyword, backlink, and social media databases that include both universal and local rankings. Data is updated weekly.

Vendor Profiles

The browser-based platform features several proprietary metrics, including:

- **SEO Visibility.** Combines rankings, search volume and traffic to measure site visibility in the search engines.
- **Social Visibility.** Shows how visible a site is in the social media space.
- **Searchmetrics Page Strength.** A proprietary version of page rank.

Built-in predictive analytics help users forecast traffic potential and keyword ROI based on current keyword traffic and rankings. Searchmetrics integrates with Google Analytics, and Adobe SiteCatalyst and SearchCenter.

Users can upload data in bulk; a link manager allows users to either upload link lists or tag the links they want to track. Reports are customizable and Searchmetrics is adding more report visualizations. With 120 agency partners worldwide, Searchmetrics has active agency partner and reseller programs. Agencies can white label reports and receive discounts and sales accounts to use the platform for campaign development.

Searchmetrics launched a scaled-down version of its platform, called Searchmetrics Essentials, in September 2011. Essentials comprises three modules – SEO+SEM, Social, and Links – which are included in the suite but can also be purchased separately by marketers or agencies on more limited budgets or with more limited search data needs.

Social Media Integration

- **Includes Facebook, Twitter, Google+, LinkedIn and social bookmarking sites**
- **Testing Pinterest integration**

Searchmetrics Suite features a social media database that includes six networks: Facebook, Twitter, Google+, LinkedIn, and social bookmarking tools Delicious (Yahoo!) and StumbleUpon. The company is testing Pinterest integration. Users can track and view correlations between social engagement and interaction and page activity for their own properties as well as competitors.

Pricing and Service

- **Three pricing packages based on numbers of keywords and domains**
- **Minimum spend on Searchmetrics Suite is $398 per month**
- **Searchmetrics Essentials starts at $99 per month with no annual contract**

Searchmetrics offers three SaaS-based pricing packages that range from $398 per month to $1,325 per month based on the number of keywords and domains. All suite customers are required to purchase an annual contract. The three plans are:

- **Searchmetrics Suite™ Basic:** Begins at $398 per month and includes access to all Searchmetrics Essentials data modules; backlink analysis of 5,000 links; analysis of three domains and 100 keywords; rankings for the top 10,000 keywords per requested domain; monitoring for one search engine (Google, Yahoo!, Bing, Yandex).

- **Searchmetrics Suite™ Premium:** Begins at $675 per month and includes access to all Searchmetrics Essentials data modules; backlink analysis of 20,000 links; analysis of five domains and 250 keywords; rankings for the top 25,000 keywords per requested domain; monitoring of three search engines in 70 countries; ability to link to own traffic data, as well as export keyword and domain data; and multi-client administration.

- **Searchmetrics Suite™ Ultimate:** Begins at $1,325 per month and includes multi-client administration; access to all Searchmetrics Essentials data modules; backlink analysis of 50,000 links; analysis of 10 domains and 500 keywords; rankings for the top 50,000 keywords per requested domain; coverage of search engines in 70 countries; ability to link to own traffic data; and display of top performance andtarget keywords including potential and position.

Vendor Profiles

Searchmetrics offers a free registered version of Essentials that includes the SEO Visibility and Social Visibility of one domain at a time and limited views of KPIs such as organic, paid and universal keyword results and competitors. Searchmetrics Suite customers work with a dedicated account manager; all training and set up are included in the price. Searchmetrics Essentials customers receive online support. The company does not provide strategic consulting services, preferring instead to refer marketers in need of such services to one of its 120 agency partners worldwide.

Company Strategy

- **Global SEO platform looking to expand in U.S.**
- **Plans to update data frequency, open API**

Searchmetrics is a leading European SEO platform now setting its sights on the U.S. market thanks to $11 million in venture-backed capital. Its use of proprietary data to fuel its SEO applications distinguishes it from several other leading U.S.-based SEO platforms, which primarily utilize standard third-party data sources. To be competitive in this market, Searchmetrics plans to update its data collection frequency, open its API to facilitate data integration, and continue to expand its global coverage.

Vendor Profiles

seoClarity

380 E. Northwest Hwy, Suite 220
Des Plaines, IL 60016
(T) 773-831-4500
www.seoclarity.net

Company Overview

- Company founded in February 2004
- 35 employees
- Additional office in San Francisco

Target Customer

- Mid-market and enterprise-level marketers

Key Executives

Kalpesh Guard, CEO
Mitul Gandhi, Chief Architect
Renie McClay, Director of Sales

Key Customers

The Home Depot
Orbitz
HomeAway.com
The Sportsman's Guide
Intuit
Zappos.com
Zillow

Product Overview

- Customized platform providing daily data updates
- Real-time alerts system tracks SEO issues
- Widget-driven dashboard system

seoClarity, launched in September 2008, is a customized SEO platform that seeks to provide deep data and analytics updated on a daily basis. The system tracks and manages both URL and keyword level data, as well as keyword rankings, content and links. seoClarity provides global coverage across 43 countries. Data is hosted on a hybrid cloud system that safeguards proprietary customer data in dedicated servers, while leveraging the flexibility of the cloud to scale data aggregation and analysis.

ClarityAlerts is the platform's real-time alerts and notification system, which monitors all data and identifies, prioritizes, and notifies users of SEO issues and errors that need attention. seoClarity features a built-in workflow and task management tool that can be customized to track tasks across teams. Tasks can be assigned, annotated with details, shared, and given due dates tracked by automated reminders and alerts. Administrators can set hierarchical permission levels to limit access for specific groups or users.

Vendor Profiles

The platform features a widget-driven dashboard system, allowing users to customize their dashboards using about 100 different widgets and graphs. Customers can use seoClarity's open API to integrate with Adobe SiteCatalyst, Coremetrics, and Google Analytics, as well as link reporting systems such as SEOmoz and Majestic SEO. Data can also be downloaded into existing legacy systems to follow and measure funnel events such as clickthrough and conversion rates.

Social Media Integration

- Tracks correlations between social activity and SEO metrics
- Focused on integration with existing social media management platforms

seoClarity's approach to social media focuses on tracking the correlation between social activity and SEO metrics. It leverages data directly from Facebook, Twitter, LinkedIn, Digg and other social sites, and uses patent-pending visualizations to help marketers determine cause and effect between the channels. It also offers an open platform for integration with existing social media management tools, such as Radian6, to allow customers to monitor and measure the impact of social signals on SEO.

Pricing and Service

- Customized SaaS-based pricing based on number of elements tracked
- No minimum spend required
- Customers serviced through live chat, email, phone and online knowledgebase

seoClarity's SaaS-based pricing is customized, and based on a combination of the number of URLs, keywords, and domains. seoClarity stresses its ease of implementation and depth of data and insights, with out-of-the-box integration with existing website and analytics systems and no installation or tracking tags to put into place. Customer support is provided through dedicated customer success managers who are available via phone, email, live chat and an online knowledgebase

Company Strategy

- Customized approach and daily data updates target advanced users
- Refining social media strategy

seoClarity is differentiated in the market by its customized approach and emphasis on daily data updates. As such, its target customers are advanced, in-house SEOs who understand how to create value from the volume of data the system generates. The company is continuing to refine its social media strategy to understand the correlation between social activity and SEO, and is seeking new partnerships with marketing management platforms.

Vendor Profiles

SEOlytics

Am Neumarkt 30
22041 Hamburg, Germany
(T) 49 (0) 40 688 73 58 00
www.seolytics.com

Company Overview

- Founded in September 2009
- 20 employees
- Leading European SEO platform

Target Customer

- Mid-market and enterprise-level marketers and agencies

Key Customers (Europe)

Conrad
Deutsche Post
Fleurop
Holidaycheck
HomeAway
idealo
OTTO

Key Executives

Sören Bendig, CEO, Managing Director
Sven Kalow, COO, Managing Director
Dr. Utz Westermann, CTO

Product Overview

- Combines proprietary and third-party data and analytics
- Daily data updates, internationally, with full universal search integration
- Open API facilitates enterprise integration

SEOlytics targets SEO professionals with a combination of proprietary and third-party data and analytics that are updated daily. The company develops its own technology to aggregate proprietary keyword-based traffic and ranking data covering 22 million keywords and 58 million domains across 21 countries. A responsive user interface for efficient data filtering and exploration allows quick access to user and competitor data. A new backlink module uses data licensed from Majestic SEO to provide link analysis and competitive research. All data is hosted in a proprietary private cloud for scalability, flexibility and to enhance data security.

The platform offers several proprietary SEO performance and visibility metrics. The SEOlytics Visibility Rank (SVR) is a weekly index that tracks domain visibility through reference keyword rankings, search popularity and CPC, offering simultaneous

Vendor Profiles

comparisons with up to 10 competitors. In addition the Daily Visibility Rank (DVR) allows users to create customized competitive SEO industry keyword indexes based on user-specified keyword sets. SEOlytics also provides full integration of universal rankings, as well as integrated SEO and PPC campaign monitoring and reporting.

SEOlytics features a series of reporting templates, which can be customized in two or three clicks and white labeled by agencies. Through several search-and-filter options, users can drill down quickly into data and click an icon to create reports in PDF or Excel within all views. Customers using Google Analytics, Webtrekk, or SiteCatalyst can use a potential analysis that combines traffic and SEO data within a keyword potential prediction algorithm. SEOlytics features an open API to integrate the data within existing enterprise/agency platforms and supports CSV, XML, HTML and JSON output formats. Through an Excel add-in, the platform can be set up as an external data source for Excel, without any programming knowledge.

Social Media Integration

- **Includes Twitter, Digg, Technorati and Delicious**
- **New social media dashboard in development**

SEOlytics integrates social signals for Twitter, Digg, Technorati and Delicious, allowing users to track brand mentions on each network. The company is developing a new social media dashboard, and prefers to integrate with existing social media management platforms to provide more in-depth social analysis.

Pricing and Service

- **Three SaaS-based pricing plans**
- **Free SEOlytics starter version**
- **No minimum spend**
- **15% discount for annual contracts**

SEOlytics offers three SaaS-based pricing plans as follows:

- **PRO:** $99 per month includes unlimited keyword and domain research and analysis, universal search, daily SEO monitoring of two domains, daily rankings for 50 keywords, international monitoring for 21 countries, unlimited backlink analysis, web analytics integration, reports and exports.

- **ELITE:** $339 per month includes unlimited keyword and domain research and analysis, universal search, daily

Vendor Profiles

SEO monitoring of five domains, daily rankings for 550 keywords, international monitoring for 21 countries, unlimited backlink analysis and history (including competitor benchmarking), and unlimited, branded reports and exports. API usage is included as well.

- Individual, customized plans for enterprise and agencies available as a third option.

Customers that purchase an annual contract receive a 15% discount. The company also offers a free "starter" version of its platform that includes unlimited domain and keyword analysis, international monitoring for one country, and daily rankings for 20 keywords. Onboarding begins with a training webinar; ongoing and customer service is provided through online and phone support and is included in the price for ELITE and above. PRO customers are limited to one hour of customer support per month.

Company Strategy

- **Germany-based company targeting U.S. market for growth**
- **Proprietary keyword data and analytics positioned as a key advantage**

SEOlytics is one of two European-based SEO vendors targeting the U.S. market for growth. Company executives believe its key advantage is the quality and proprietary nature of its international keyword data. The company is one of the few SEO platforms offering a daily SEO industry index. As such, SEOlytics continues to invest in analytics and machine learning to distinguish its offerings in a crowded field. Its partnership with Majestic SEO also allowed SEOlytics to relaunch its backlink module with greater data depth, building its own functionality on top of the seed data.

Vendor Profiles

SyCara

6263 N Scottsdale Road, Suite 180
Scottsdale, AZ 85250
(T) 855-479-2272
www.sycara.com

Company Overview

- Founded in October 2010
- 12 employees
- Received $1.7 million in Series A funding from angel investors including Arizona Technology Investors Forum (ATIF) and Desert Angels in March 2012
- Additional office in Los Angeles

Target Customer

- Mid-market and enterprise-level marketers and agencies
- SEO professionals, rather than marketing end users

Key Executives

Dan Boberg, CEO
Jennifer Dorre, COO
Dylan Downhill, Chief Architect
Steve Thompson, VP, Marketing
Brett Shearing, VP, Business Development

Key Customers

Barneys NY
Ethology
iProspect
Lavidge Group

Product Overview

- Combines proprietary and licensed data
- Comprehensive reporting and recommendation engine
- Integrates with Google Analytics, Adobe SiteCatalyst, and IBM Coremetrics.

SyCara strives to provide one of the more comprehensive sets of data available for SEO, combining homegrown data with data licensed from partners that include SEOmoz and Majestic SEO. The platform tracks both universal and local rankings, reporting on Google Places, images and videos, as well as city, region and country. SyCara's global coverage includes six languages across 33 countries.

All applications are cloud-based; data is pulled at the time it is requested, rather than stored. The browser-based dashboard provides standard metrics, such as keyword rankings across search engines and monthly visibility trends, as well as competitive analysis for up to 100 ranking results and within geographic regions, and traffic analysis tied to revenue, order size and share of voice (through integration with analytics platforms). SyCara's reports can be white labeled by agency customers.
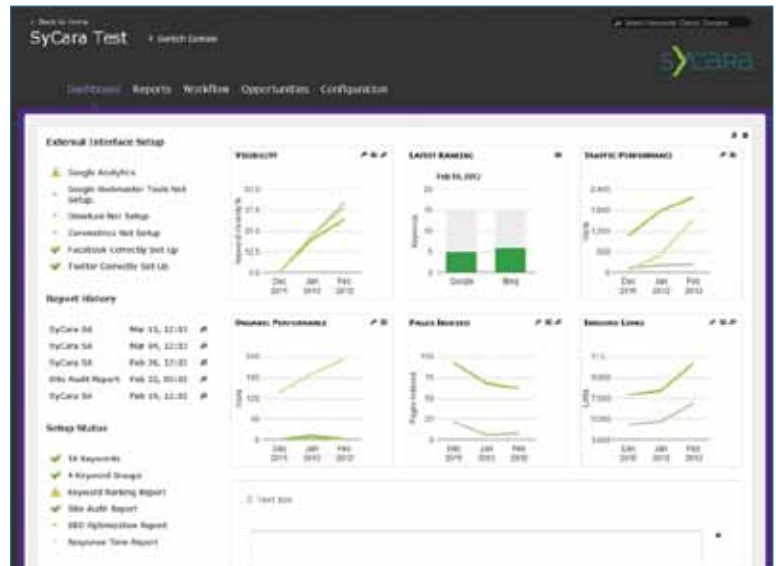
Vendor Profiles

SyCara integrates with Google Analytics, Adobe SiteCatalyst and IBM Coremetrics. The company currently is testing integration with Salesforce.com, and has an open API that can be used to download data to existing systems in Excel, PDF and text formats. SyCara's workflow and task management capabilities turn system recommendations into trackable tasks that can be assigned to specific users with varying due dates. Customers can create a hierarchy of permissions, assigning multiple access levels to different groups or users. Agency customers can utilize this feature to provide customized access levels for their clients, as well.

Social Media Integration

- **Indexes more than 100 million blogs, message boards and secondary networks**
- **Psychographic segments included**

SyCara has integrated a broad array of social signals into its SEO platform, indexing more than 100 million blogs, message boards and secondary networks; and including Facebook likes and shares, and Twitter tweets and retweets. In all, the platform includes 180 million social media data sources. Data is characterized by author, media type (blog versus message board, for example), sentiment (positive, negative or neutral), and psychographic segment such as auto enthusiasts or mommy bloggers.

Pricing and Service

- **Three SaaS-based pricing plans**
- **No minimum spend required**
- **Customer support customized by need**

Sycara offers three SaaS-based pricing plans that start at $199 per month and are customized based on the number of keywords, regions, countries, and languages in the system. The three plans are:

- **SyCara Health Reports:** Includes site health report, keyword ranking details, competitor analysis, and SEO insights and recommendations.

- **Sycara Enterprise Account:** Includes detailed SEO analysis, report scheduling, task management, and automated insights.

- **Sycara Agency Account:** Includes private label accounts, dashboard reporting, task and team managers, and automated account alerts.

Sycara's customer service team provides a combination of onsite training, onboarding and phone-based support customized for customer need. Sycara will provide SEO strategic consulting services as part of the customer engagement, where needed.

Company Strategy

- **Planning global expansion into Asia-Pacific (APAC) region**
- **More dashboard and reporting automation**

SyCara received $1.7 million in Series A funding in March 2012. The company is planning to use the funds to continue its global expansion into APAC, as well as fuel product development and sales and marketing. Specifically, SyCara is further automating its dashboard and reporting, adding content capabilities and working on more extensive integration with CRM and CMS systems.