The Searchmetrics Suite™

Connect SEO Directly to Online Revenue
The marketplace is full of misinformation about SEO. It doesn’t work. It’s too complex. It’s impossible to keep up with Google’s search algorithms. Well, that’s not what Searchmetrics’ customers tell us. We know how to do complex, results-driven SEO at scale. Connect SEO to revenue. And reach the right prospects at the right time with the right message. The Searchmetrics Suite™ provides precise analysis and actionable recommendations that boost SEO visibility, increase content relevance and deliver the best possible search experience for your customers and prospects—no matter where they are in the buying cycle. We call it search experience optimisation: SXO.

“Searchmetrics provides Kärcher with actionable recommendations backed by real data.”

Julia Treitz
SEO Specialist, Kärcher

It’s already a cliché, but it’s true. For today’s motivated consumers—commercial or retail—buying begins when they open a browser and begin a search. Searchmetrics gives you the insight to reach the prospects most likely to buy. And the tools to create a superior search experience that guides them right to your door. Remember relevant content—not keywords—engages prospects. And engagement drives revenue.

We don’t buy our data from brokers. Every day Searchmetrics crawls the Web in over 26 countries. Our historic research database goes back many years and contains over 250 billion data points. It includes global and local data covering organic and paid search as well as social media. And it grows more comprehensive day by day. Additionally we offer in-depth project based SEO data for 137 countries worldwide, allowing you the most powerful analysis and optimisations for your online performance.

Searchmetrics data provides insight for competitive and market analysis that no other SEO solution can duplicate. Analysis that reveals opportunities, supports decisions and connects SEO tactics and strategy directly to revenue. And with Searchmetrics, you’ll be able to forecast revenue contributions from search, social and content marketing, and track incremental revenue changes as you refine marketing initiatives.
Harness the **Power of Searchmetrics**

The Searchmetrics Suite combines ease of use with powerful analytics, then applies both upon the industry’s most comprehensive global SEO database to deliver the deepest insights on your website. With Searchmetrics, you can monitor keywords, evaluate links, and conduct detailed analysis on multiple domains within seconds.

The Searchmetrics Suite encompasses a wide breadth of functionality including:

---

**Visibility Guard**

Be proactive rather than reactive when it comes to maintaining your website’s traffic and visibility. Searchmetrics Visibility Guard is a round-the-clock alert system that continuously monitors your pages for any critical errors, putting you in the best position to quickly fix all issues before any Search Engines can penalize you for them. We ensure efficient page crawling by providing protection for only your high-valued pages. The best part is that the setup of the Visibility Guard can be completed in less than 30 seconds.

---

**Site Structure Optimization**

An effective technical architecture underpins every successful website. Searchmetrics Site Structure Optimization (SSO) provides you an in-depth view of both the health of your site’s architecture and areas that need improvement. The SSO helps marketers conduct on-demand crawls to identify the pressing technical errors of their site on a massive scale.

---

**Content Optimization**

With Google’s focus in developing algorithms that combat thin and unhelpful content, Google is throwing digital marketers a clear sign that “content is king”. No more are the days where a boost in traffic is obtained by using a keyword X number of times, rather it’s become so complex that users need to take a step back and holistically analyze content. Searchmetrics Content Optimization does just this as it helps users in digging up insights for creating additional relevant and engaging content through its deep analysis of a page’s content.

---

**Traffic and Conversion Forecasting**

With the Traffic Forecast, you can run simulations, which track the potential value of SEO activities. By linking the Searchmetrics traffic field with Adobe or Google Analytics, you can predict traffic based on changes in SEO rankings and compare those results with your current traffic and ranking. The Conversion Value Forecast offers the same options for linking traffic and conversions to revenue.

---

**Flexible Reporting Options**

Searchmetrics helps you keep an eye on—everything. It streamlines the time and effort required to produce the charts, graphs, status reports and dashboards that all online marketers, SEO analysts and executive managers need to track performance and monitor ROI. Filter the relevant data for any report to address the priorities of the recipient. Lastly be able to duplicate dashboards per search engine to widen your scope of reporting.

---

“Searchmetrics helps us understand the value of the investments we’re making in search.”

---

Maxime Rauer
Manager, Natural Search, eBay
Increase the Visibility and Relevance of Your Online Presence

With the Searchmetrics Suite, you can evolve your marketing and sales strategies to meet the constantly changing demands of the online market place. You can make better decisions. Allocate resources more effectively. Engage prospects and customers in more productive sales conversations. And accelerate time to value.

The Searchmetrics Suite™. It’s Time to Get Serious.

“We love Searchmetrics. It makes it simple to track our rankings and act quickly to maximize traffic. I’ve been really impressed with the technical strength and innovation in the Suite and the level of support we get from the Searchmetrics team.”

Luc Levesque
VP SEO, TripAdvisor

If you have any questions about Searchmetrics Suite™ or would like to request a quote, please contact our sales team: sales-us@searchmetrics.com