SEO Workbook

For Enterprise Sites

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Large websites or enterprise sites often have their own set of challenges and opportunities when it comes to search engine optimization (SEO). "Big website SEO" needs to prioritize scalable and effective SEO practices in order to be successful.

Some of the most common websites that need to scale SEO efforts include ecommerce websites, multi-regional or international websites, and media websites. Managing an SEO program for large sites typically includes keeping track of many different marketing and development initiatives since it all impacts SEO.

Let's get started with SEO for big sites...

For any enterprise, ecommerce or large media site, the first question you should ask is...

DOES MY SITE HAVE A GOOD USER EXPERIENCE

If no, go back to the drawing board with your product, site performance and UX design!

If yes, move ahead with other SEO improvements and evaluate for new SEO opportunities!

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SEO CHALLENGES

What are some of the biggest SEO challenges enterprise sites have?

- With large amounts of pages, **duplicate content can run rampant** across faceted navigations, product pages and other page types.
- Large sites typically have more options to filter, which can lead to **thin content issues** with filtered pages, niche pages and narrow category selections.
- **Bureaucracy and excessive amounts of processes** can make large sites move slow to implement changes. (I once had a title tag and meta description update take over two months - yikes!)
- Multiple teams managing marketing, PR, brand, advertising, web development, product development and more can make **keeping track of site changes** overwhelming.

HOW DO I COMBAT ALL THESE CHALLENGES?

1. Regularly monitor, crawl and audit your website to ensure that all pages and internal linking networks are working as intended.

2. Implement scalable practices across internal linking networks, content optimization and site performance improvements.

3. Be proactive in updating and staying updated with cross-functional teams. Communicate changes (good and bad!) to SEO stakeholders and ask to be involved.

SEO OPPORTUNITIES

What are some of the biggest SEO opportunities enterprise sites have?

- Large websites simply have more pages to rank in organic search. With more pages and coverage in search results, there is a greater opportunity to drive organic traffic.
- Enterprise sites are typically the byproduct of big brands, which have stronger brand awareness across all types of media outlets and stronger domain authority.
- With larger brands, there are more resources and budget to drive SEO through dedicated development teams, increased content development and marketing support.
- Most page types will likely be on templates, which means you make one change and it's applied across thousands of pages (make one SEO improvement and you could see the return multiplied).

HOW DO I MAXIMIZE SEO OPPORTUNITIES?

1. Ensure you evaluate SEO opportunities at scale, including keyword research, development resources and onsite changes.
2. Do your research across enterprise SEO platforms to make sure you have the right software and analytics platforms in place to support your SEO program.
3. Stay synced with marketing and development initiatives to incorporate SEO best practices into all website changes and maximize marketing efforts.

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SHOULD I TEST SEO-DRIVEN CHANGES

Yes! Testing for SEO impact can help determine which improvements are worthwhile and which ones are not. Testing can be a crucial part of SEO success.

Enterprise sites often have more resources to implement and monitor changes to their website. Large websites also have more pages to test, which can be helpful in getting a large enough sample set.
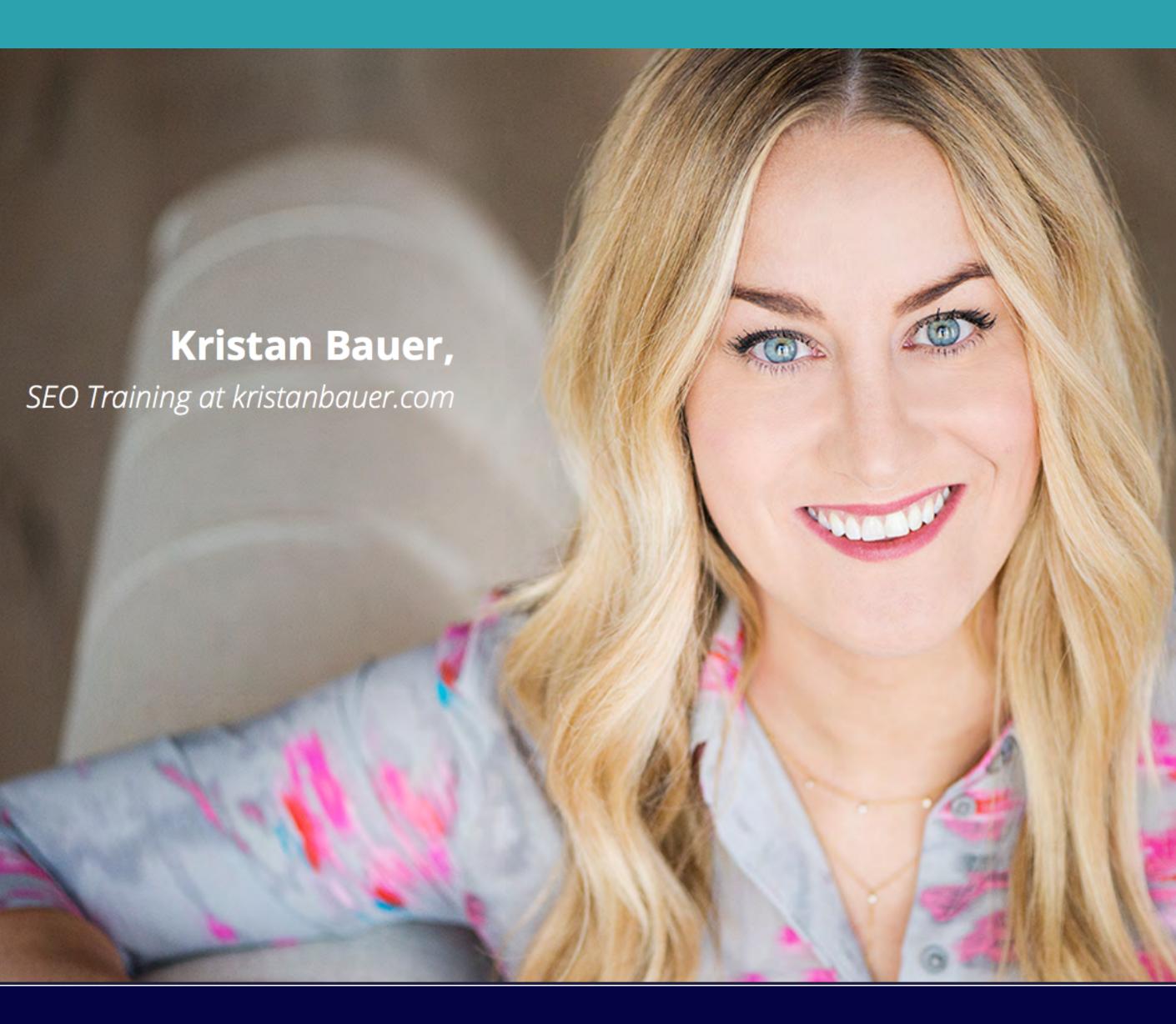
What should I test?

- Title tag and meta description optimizations
- Heading tag updates (h1, h2, etc.)
- Structured data markup (rich snippets)
- Internal linking structures

Any other questions?

Email Kristan at kristan@kristanbauer.com to discuss enterprise SEO consulting and other strategy options.

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SEO Training at kristanbauer.com

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