

How an Enterprise Supply Chain Solutions Provider Applied 14 Months of ABM Data To Supercharge SEO Efforts While Relaunching Its Website

A long-term priority comes to fruition, leveraging Account-Based Marketing (ABM) insights for more effective SEO tactics and tapping into growth potential

The Challenge:

How can a global supply chain solutions provider utilize ABM data from paid search, programmatic, and content marketing channels to inform SEO tactics and a brand new website?

In June 2020, the decision was made: The software company was ready to take its existing website and migrate it to a new one, complete with updated content, accurate tracking, and different infrastructure. While a site migration usually comes with a decline in organic traffic and loss of SERP placement, this organization didn't have the option—instead, it would use data from a 14-month span running an ABM campaign to boost SEO tactics and inform best practices.

In order to complete the expansive project, the supply chain solutions provider tasked The Advanced Business Metrics Agency, the team leading the ABM charge, with a two-fold goal: advise the site migration and organic search optimization.

Key challenges

- Overall size of the undertaking (1,300+ pages would need to be optimized for SEO and user-experience)
- Large number of stakeholders involved
- Identifying gaps in the on-site content that would be applicable to each funnel stage
- Aggressive timeline: Project needed to be completed within 3 to 4 months

Global Supply Chain Solutions Provider:

- 30+ years of providing industry technology solutions
- 1,200+ global customers
- 3,400+ employees
- ABM program launched in November 2019
- The ABM Agency client since 2019

The Solution:

The ABM Agency's data-driven approach was the only way forward for the client to reap the benefits of this high-effort endeavor—beginning by defining the mutually beneficial relationship between SEO and ABM. By using engagement metrics from the 14-month-long ABM campaign, the team was able to prioritize which pages needed optimization as well as make recommendations for the new site design based on campaign conversion rate and page content engagement.

By breaking down the end goals into two buckets—technical/on-site SEO and content expansion—the agency team addressed all issues at hand while working in constant lockstep with the client.

Highlights included:

SEO

- Extensive site audit
- Implementation of structured schema
- Improved page speed; removal of hindrances and capitalization of opportunities to drive improvements
- Adapted web pages into accelerated mobile pages (AMP)

Content Expansion

- Identified high-value paid search queries based on conversions
- Leveraged programmatic and content marketing insights and rankings for the site for valuable awareness-level queries based on products and industries
- Added long-form content including blog-like features
- Provided recommendations on topics and themes to focus on
- Continued optimization of the site with high-volume search phrases and keywords



The Execution:

The first step in the new SEO strategy was identifying the top pages where target accounts were converting in the ABM campaign. To do so, the team turned to Google Analytics to look at specific interaction metrics from paid search and programmatic channels, including average session duration, bounce rate, pages per session, and goal completion.

Once pages were prioritized, the team then used metrics from the top-performing content syndication efforts within the ABM campaign to recommend content updates and changes in site design in order to optimize for both search and conversation rate. Recommendations included filling in content gaps and keyword and form placement.

The Takeaway:

A successful SEO strategy of this size and complexity required unparalleled attention to detail and in-depth knowledge of the relationship between on-page SEO, technical SEO, content, and the knowledge gained through the previous and concurrent ABM campaigns. It was of the utmost importance that each step was taken, recorded, and communicated to the stakeholders within the organization.

After the initial timeline and project scope were complete, the relationship between the client and agency resulted in a continuation of site improvements, SEO best practices, and content optimization.

Key results:

- *Increased SEO holistically*
- *Improved user-experience*
- *Increased organic site traffic*
- *Boosted conversion rate*





At the end of the day, we're problem-solvers. The goal of our agency is to always serve as both a partner and a resource. We've worked with this particular client for years, and we were excited to get to play a larger role in this crucial step for their business.

Vincent DeCastro, President, The ABM Agency



The ABM Agency is a team of account-based marketing and demand generation specialists who leverage SEO, PPC, content marketing, programmatic, marketing automation, and analytics expertise to provide impactful B2B digital marketing campaigns that drive revenue for large through enterprise organizations.





THE ABM AGENCY CASE STUDY