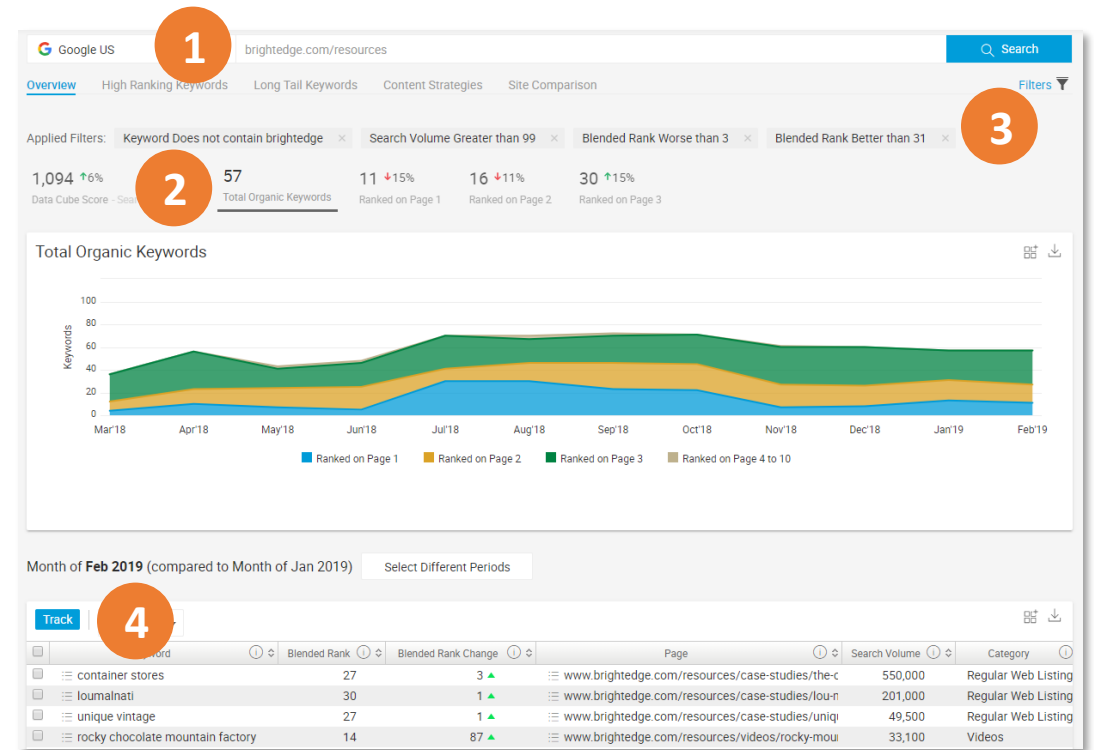


KEYWORD/CONTENT RESEARCH USING DATACUBE

Use Content Research powered by Data Cube to identify existing content ranking in Google that has the potential to perform better.

1. Enter a URL from your site or a broad keyword
2. Click on Total Organic Keywords to see which keywords are ranking for that URL
3. Apply Filters to identify terms that are close to performing well:
 - Keyword does not contain [branded term]
 - Search Volume greater than 99
 - Blended Rank worse than 3
 - Blended Rank better than 31
4. Track keywords into keyword groups (by theme) that you want to target for your website

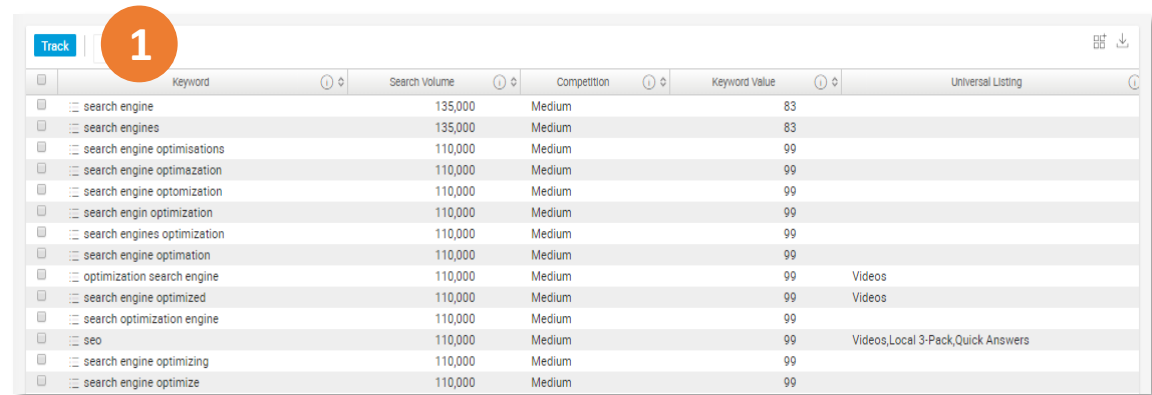


ADD KEYWORDS TO KEYWORD GROUPS

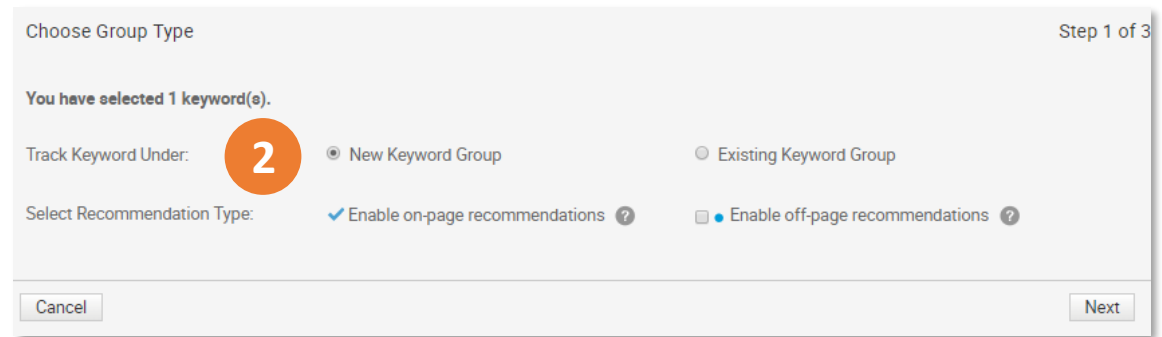
Group keywords from keyword research to easily find and report on them throughout the platform.

1. Click Track
2. Track Keywords Under
 - New Keyword Group
 - Existing Keyword Group

Keyword groups are established based on your strategy and segmentation. They help you build reports and recommendations for specific subsets of data to better understand the impact of your site. Keyword groupings that are best for you will depend on the general structure of your SEO strategy.



<input type="checkbox"/>	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>	search engine	135,000	Medium	83	
<input type="checkbox"/>	search engines	135,000	Medium	83	
<input type="checkbox"/>	search engine optimisations	110,000	Medium	99	
<input type="checkbox"/>	search engine optimization	110,000	Medium	99	
<input type="checkbox"/>	search engine optimization	110,000	Medium	99	
<input type="checkbox"/>	search engine optimization	110,000	Medium	99	
<input type="checkbox"/>	search engines optimization	110,000	Medium	99	
<input type="checkbox"/>	search engine optimization	110,000	Medium	99	
<input type="checkbox"/>	optimization search engine	110,000	Medium	99	Videos
<input type="checkbox"/>	search engine optimized	110,000	Medium	99	Videos
<input type="checkbox"/>	search optimization engine	110,000	Medium	99	
<input type="checkbox"/>	seo	110,000	Medium	99	Videos,Local 3-Pack,Quick Answers
<input type="checkbox"/>	search engine optimizing	110,000	Medium	99	
<input type="checkbox"/>	search engine optimize	110,000	Medium	99	



Choose Group Type Step 1 of 3

You have selected 1 keyword(s).

Track Keyword Under: New Keyword Group Existing Keyword Group

Select Recommendation Type: Enable on-page recommendations Enable off-page recommendations

BRIEF INTRODUCTION TO PAGE GROUPS

What are page groups?

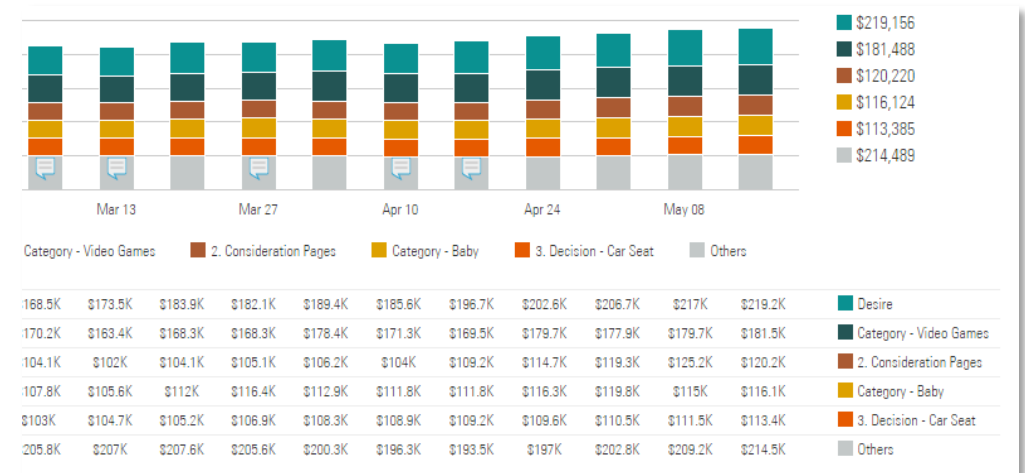
Page groups are pages from your domain that you group together in BrightEdge. For example, you may want to group pages that relate to a similar location, service, product, or category.

Why should I group pages?

Page groups help you build reports that show how the group is performing as a whole and in comparison to other groups.

How do I know which page groups to create?

Which page groups are best for you will depend on the general structure of your site and what type of reports (dashboards) you'd like to create.



Using page groups to compare revenue and traffic across different categories / sections of your site

CREATE/EDIT PAGE GROUPS FROM SETTINGS

In Settings → Page Groups...

1. Click + Create Group
2. Assign Pages to this Group by
 - Using Simple Rules to Add Pages
 - Adding Pages Manually

Group your pages to align with your business units and use them as a reporting dimension to measure business performance of your organization.
Groups are defined by: [↔ Segment Mapping with Web Analytics](#) [📄 Add pages manually](#) [☰ Rules](#)

Page Group Search Filters Columns [Export to CSV](#)

+ Create Group **1**

<input type="checkbox"/>	Group Name	Date Created	Definition
<input type="checkbox"/>	basket-campaigns	Oct 04, 2017	📄
<input type="checkbox"/>	Blog	Nov 07, 2016	📄 ☰
<input type="checkbox"/>	Men's - Shorts	Nov 07, 2016	📄 ☰

2 **How Do you Want to Assign Pages to this Group**

Name:

Description:

[↔ Use Web Analytics to Map Segments to Group](#)

[☰ Use Simple Rules to Add Pages](#)

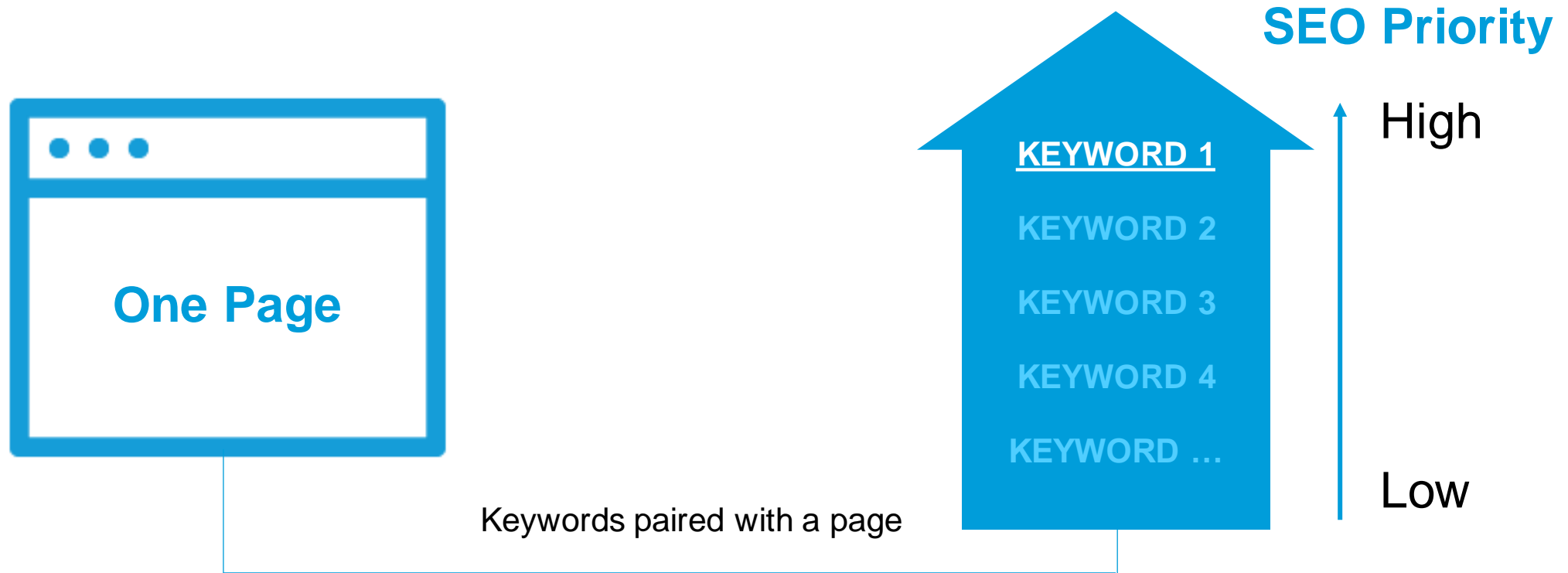
[📄 Add Pages Manually](#)

Enter or copy pages with each page in a separate line. Max of 5,000 pages at a time.

"Tracked" pages will receive detailed performance analysis (revenue, visits, social signals, backlinks etc.) for those pages.
Pages added but not "tracked" will only be used to calculate the group's aggregate business performance.

Track all pages

IDENTIFY THE MOST IMPORTANT KEYWORDS FOR EACH PAGE



Keyword Priority focus' Recommendations on your most important keywords

EDITING KEYWORD PRIORITY

In Actions → Recommendations...

1. Click the arrow to reveal the keywords mapped to the page
2. Select Edit Keywords
3. Drag your priority keywords into place considering the following:
 - Keyword Intent
 - Current Rank
 - Search Volume

Page URL & Target Keyword	Total Search Volume	Page Authority	Rank (Primary KW)	# of Target Keywords	# of Recommendations
▶ https://www.underarmour.com/en-us/footwear	1,830,000	30	Not Ranked	1	5 Recommendations
▼ https://www.underarmour.com/en-us/mens/hoodies/g/	960,000	28	23	6	5 Recommendations

Priority	On-Page Recos.	Off-Page Recos.	Keyword	Search Volume	Rank	Organic Listings Above Fold
1 (pri. keyword)	✓	●	hoodie for men	165,000	23	Yes
2	✓	●	men's hoodie	165,000	26	Yes
3	✓	●	mens hoodie	165,000	29	Yes
4	✓	●	hoodies for men	165,000	30	Yes
5	✓	●	mens hoodies	165,000	44	Yes
6	✓	●	hoodie	135,000	15	Yes

Keyword assignment & priority level currently set by system

2 Edit Keywords

Page URL & Target Keyword	Total Search Volume	Page Authority	Rank (Primary KW)	# of Target Keywords	# of Recommendations
▶ https://www.underarmour.com/en-us/footwear	1,830,000	30	Not Ranked	1	5 Recommendations
▼ https://www.underarmour.com/en-us/mens/hoodies/g/	960,000	28	23	6	5 Recommendations

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2	✓	●	men's hoodie	165,000	26	Yes ✕
3	✓	●	mens hoodie	165,000	29	Yes ✕
4	✓	●	hoodies for men	165,000	30	Yes ✕
5	✓	●	mens hoodies	165,000	44	Yes ✕
6	✓	●	hoodie	135,000	15	Yes ✕

(Add Keywords)

Cancel Save & Close

3