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How Long Do SEO Tasks Take?

A Guide on Conductor's Top Time-Saving Workflows

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Introduction

One of the biggest obstacles for enterprise brands when it comes to gaining market share, eclipsing competition, and increasing revenue is increasing the time it takes to implement changes to your website. From arduous approval processes to filing tickets with dev teams to clunky CMS platforms, there is no shortage of hurdles to overcome when implementing even the smallest website optimization. In a world where search engines never sleep, it's more important than ever to catch issues when they arise and implement changes immediately before your organic rankings suffer and your bottom line is impacted.

While red-tape and legacy CMS platforms may impede your ability to act quickly, there are a significant number of workflows that an SEO platform can provide to increase your team's agility. The faster you can implement integral optimizations and fixes, the faster your results and revenue will grow.

How long does it take to see results from SEO?

The dreaded question from stakeholders: how long will it take for SEO to work? Or—even worse—how long until we're ranking on page 1? You know there's no easy answer to either question due to the complexity of SEO. But stakeholders want to see results, and they want to see them fast.

An enterprise SEO platform provides the answers you need. Gain insights, prioritize optimizations

and track, measure, and report on your results to prove the ROI of SEO—and get it done faster and more effectively than before. Address their concerns and reinforce the benefits of investing in SEO by cutting down on the time it takes your team to take action crucial optimizations. To put it simply: control the controllables.

What's the best way to increase SEO efficiency?

In the simplest terms, SEO platforms offer a variety of features and integrations that enable marketing teams to work more collaboratively and efficiently to deliver results faster. But, the key to seeing those results is investing in the right platform for your needs. Does it provide the integrations you need for your analytics and project management tools? Is it easy to use and accessible to the entire team, not just SEOs?

Does it automate reporting to mitigate the need for manually piecing together reports with siloed data sets?

We're here to help answer these questions by providing six key Conductor workflows for six of the most common SEO tasks for teams at enterprise organizations. Find out how much time you could be saving by switching to Conductor.

Table of Contents:
6 Conductor Workflows to boost your team's efficiency

1. Keyword Research

Keyword research provides the foundation for any content marketing and SEO strategy. It's an ongoing, continuous process as the keywords your audience uses change or become more competitive. Conductor accelerates your keyword research workflows—like building a keyword list, creating content briefs, or making page optimizations—making them quick and painless, two words you don't often associate with the intensive process.

Conductor's **Explorer** feature allows you to research what your audience is looking for and evaluate the opportunities with high monthly search volume (MSV) where you have the highest chance of ranking on page 1. With domain, page, and topic-level insights, you can utilize this data to identify related suggestions and fine-tune your content strategy to address your audience with more precision and relevance in the language they are using in search engines.

Additionally in Explorer, you'll be able to review monthly search interest overall for a given topic and the daily social mentions and top keywords by social mentions to get an idea of how it's being talked about on social. Along with key demographic information. Jumpstart your keyword research and save time by following this Conductor workflow:

1   Not sure what topic you want to explore? Put a competitor's domain or page into Explorer to see what keywords they rank for and where they are outranking you for similar content. This can help you identify related keyword opportunities to focus on, along with providing additional details like Journey Stage so you better understand the intent behind those keywords.

» Know what topic you want to focus on? Go to Explorer and search the topic you are interested in directly for detailed keyword insights.

2   Review the information provided by Explorer about the topic you entered. Across the Topic Overview and Related Keywords tabs, you can investigate better primary keywords, supporting secondary keywords, People Also Ask questions, demographic information, and more.

» This is what the majority of your keyword research efforts should be spent on. The Related Keywords recommendations and the People Also Ask questions are incredibly helpful in figuring out the keywords to target that have enough search volume, along with providing the core questions your content should answer based on what users are typing into Google most often for this topic.

3   As you review, create an Optimization or Content Brief with Conductor Actions. Add relevant information, like primary keywords to target and their related MSV, with just one click to the related content brief so that you can pass what you learn on to your content team or save it for yourself to work on later.

How Conductor increases agility with keyword research

Anyone who has been working in SEO for over a decade knows how time-intensive keyword research used to be before keyword research tools became widespread and easier to use. **However, without a comprehensive enterprise solution like Conductor, you can spend days, weeks, or even months putting together a comprehensive keyword strategy.**

Increase agility when it comes to the keyword research phase of net new content creation by finding the best keyword opportunities, fast, through Conductor. The platform pulls together data from a variety of sources, giving you a holistic view of what to focus on rather than having to do the work manually across several different tools. The competitive intelligence Explorer provides is also incredibly useful in the keyword research phase as you can easily plug in any competitor's domain or specific page to identify where you might be able to outrank them, and get additional insights around the keywords targeted.

While Explorer enables increased agility for keyword research, **Actions** makes it possible to inject those insights directly into your net new content or SEO optimization workflow. Forget the manual process of exporting keyword lists from various tools. In Conductor, all you need to do is click the purple wand to automatically add keywords, People Also Ask insights, and more directly to your content brief; further increasing speed and efficiency across the entire team.

There are a variety of other tools you can utilize, like Google Keyword Planner, but many are geared primarily towards advertisers vs. SEOs looking to rank organically, which requires a different list of priorities and data-driven insights. What the disjointed keyword research process across various technologies does best is also its biggest downfall: providing you with an almost unlimited number of keywords to target. It's then on you and your team to refine this list and use your best guess which keywords provide the best opportunities for you to rank. **It's time to take the guesswork out of keyword research and get all the insights you need from one source: Conductor.**

Related Tasks:

» Building a keyword list

» Creating a content brief

» Creating an optimization brief

Avg. Time to Complete:

» With Conductor: **30 minutes**

» Without Conductor: **3+ hours**

2. Competitor Analysis

Get clear on who your indirect competitors are, directly compare your domain against up to 4 competitor domains, get a detailed domain-level or page-level analysis of a competitor's effective SEO strategies, and access even more key competitive intelligence insights through Conductor's **Market Share**, **Rank Comparisons**, and **Explorer**.

Uncover your SEO competitors for top-performing keywords with Market Share in Conductor. You can filter this view by category, location, device, date range, and also other features like result type. You've got your direct competitors down but **Market Share goes one step further by providing a detailed list of your SEO competitors, which often differ from traditional competitors and are much more difficult to identify**. This can help you decide what categories to prioritize more SEO efforts for in order to beat the competition. For best Market Share results, it's helpful to have categories containing only non-branded keywords as not to skew the data and get a real sense of who's ranking for a topic.

Seamlessly report on how your domain is ranking compared to up to four competitor domains at a time with Rank Comparison. This feature identifies where your domain is outperforming and underperforming against the competition. This also has the same filters as the Market Share feature, which is helpful when wanting to determine a more specific plan of action. Starting with Market Share data is valuable in learning who the competition is and then moving on to Rank Comparison allows you to get granular on a keyword level to better measure and understand the wins and losses.

Explorer can be a next step within the competitive analysis if you find a domain or page that you found to be ranking well through Market Share and Rank Comparison, and now you want to gain a better overview of the strategy being used. Searching a domain can help surface insights like top traffic driving keywords and top pages for that competitor domain. Searching specific competitive URLs will allow you to see the estimated modeled traffic for the individual page along with keywords it's ranking well for, which can even give ideas for searches you may want to track and also target within a content piece.

Both Market Share and Rank Comparison are effective at uncovering overall keyword gaps while at the same time being a great source to monitor a domain's SEO ranking health. Explorer, on the other hand, is insightful when researching a new product or content topic that you may not be tracking yet and want to know the top five results for related keywords. Competitive insights can easily be found across almost all the different features within the Conductor platform, but you'll find the most value when initiating a competitor analysis by focusing on these three core features.

How Conductor increases agility when conducting a competitive analysis

Using Conductor to compile competitive insights provides the best insights and opportunities in the shortest amount of time. The key to success is taking the initial time to set up your account with valuable tracked keywords and well-created categories that match your business's product lines and services. The more detailed you are here, the better you can monitor your competition. **If you want to learn about top organic competitors relevant to your business, it takes less than a minute to go to Market Share and set the appropriate filters you're interested in**. If you want to compile a strategy to take on those domains outranking you, you can have that information in no time as you also leverage Rank Comparison, Explorer, and other features like Keyword Detail and Content Guidance. Having all the functionality needed to understand the competition and what type of topics and searches they're targeting in one platform is immensely beneficial when it comes to boosting efficiency and cutting down on time spent doing competitor research.

Other SEO solutions don't allow for this level of granularity with filters, so you wouldn't be to track unlimited keywords across 2,500+ locations (including cities, states, and countries) and know who the top rankers are today. Tracking this data within the platform also allows for historical data to accumulate, which means you can go back to any time period since a keyword or category started being tracked and have a clear idea of the fluctuations in rank, as well as learn about new and up-and-coming competitors may be in your industry. Doing domain comparisons in other solutions typically isn't based on a clean list you curated, which means it'll include branded terms and searches that may not be as relevant to your business.

Related Tasks:

» SEO analysis of competitor's domain, subdomain, or page

» Direct rank comparison of your site vs. 4 competitor domains

» Identifying keyword gaps, opportunities, and SEO competitors

Avg. Time to Complete:

» With Conductor: **20 minutes**

» Without Conductor: **75+ minutes**

3. Build Content Briefs

Creating content briefs is part of your content team's standard operating procedure, but embedding keyword research and competitive analysis into content briefs is not standard practice for all content teams. Without an enterprise platform, pulling in SEO insights is incredibly time-consuming and either involves spending hours manually searching for topics, ideas, and keywords on Google, or cobbling together research across a variety of siloed point solutions.

The process of starting any content creation with SEO insights sets up a piece of content for success, but not all content marketers have experience with basic SEO concepts. Leveraging an SEO platform helps teams enable content and digital marketers to access core features that make optimizing any piece of content on your website a seamless part of content creation.

Conductor makes it easy to create smart content briefs that bring search, social, demographic, sentiment analysis, and more, together in one place, so you have the richest insight into your customer's voice. To increase your team's agility and produce content that performs, introduce a global standard for briefs that provide content creators with the insights they need. Embedding SEO into the preliminary stages of content creation helps to mitigate countless revisions, missed deadlines, and additional costs by getting your content right the first time. Content briefs are not a novel concept, but Conductor operationalizes the process of assembling a robust brief so that you can decrease the time it takes for you to create new or optimize existing content.

How Conductor increases agility with content brief creation

Now, creating your content brief can happen in tandem with your research and analysis. Conduct keyword research, analyze competitive content, incorporate People Also Ask queries, and incorporate patterns in title tags by immediately saving those insights to your content brief.

Content briefs in Conductor help your team improve collaboration and expedite workflow between project stakeholders. Actions makes it easy to pull insights from Explorer or Content Guidance into a content brief.

Include recommendations for the following:

- » **Title tag**
- » **Meta description**
- » **URL**
- » **target keywords**
- » **Questions to answer** (includes insights from People Also Ask queries)
- » **H tag recommendations**

- » **Reference pages**
- » **Audience insights**
  - » Age demographics
  - » Gender
  - » Interests
  - » Occupations
  - » Target locations
- » **Tone**

Researching and composing a content brief without Conductor can easily take up to two hours, if not more. SEOs and content marketers use multiple different tools for keyword research, social listening, and competitive analysis to conduct research for content assets which adds time and complexity to composing a comprehensive brief.

With Conductor, research, analysis, and composition happen all in one place with a few clicks of your mouse. Not only does compiling your brief become streamlined and simplified but sharing your brief with your team is as easy as a simple click.

There is even a dedicated section for adding additional notes and context for your team. When you're ready, download your content brief as a Word document or send it directly to your favorite task management tool like Asana, Trello, and Jira so your team can get started on **creating winning content in real-time**.

Related Task:

- » Creating a comprehensive content brief

Avg. Time to Complete:

- » With Conductor: **30 minutes**
- » Without Conductor: **2+ hours**

4. Create New Content

Conductor's Content Guidance prepares and presents intelligent and data-driven content recommendations in a single consolidated report. It reviews all of the primary SEO components that a site should contain, based on nearly any query, and synthesizes suggestions for each based on the top 15 performing pages for that query.

It essentially provides you with everything you need to build the structure and outline for any new piece of content. It's also downloadable, so results can be easily extracted, added to briefs, and shared with teammates.

Content Guidance does all the heavy lifting of keyword research, content attributes, and page health for you while also providing actionable recommendations for each. Plus, it sets you up with traffic goals so you can track whether your efforts were effective.

How Conductor expedites SEO research when creating new content

Conductor's Content Guidance is one of the fastest SEO features available. By simply inputting a single query or a query and a URL, **you get recommendations based on data and current SERP results in seconds**.

Without it, you would have to manually:

» **Research a relevant query** by establishing its MSV and volume of social mentions

» **Find your own content's placement** for these queries

» **Compare it to the placement of top competitor content**

» **Open each piece of content** to determine their primary and secondary keywords, title tags, meta descriptions, H1 tags, H2 tags, H3 tags, image alt tags, body copy, content length, readability, schema markups, and questions that people have about the query

» **Find language patterns** and other similarities within each of these pages to determine what's worth including in your content

» **Run a health check of all pages** to see what you're up against

Then you have to repeat all of these steps for each individual:

» **Query**

» **URL**

» **Region and language relevant to your business**

» **The time you need to redo the research**

» **Calculate estimated organic traffic** from each query depending on its placement

Given that it takes this many steps to determine a holistic range of SEO optimizations for a single query, using Content Guidance is a no-brainer for efficiently and effectively improving your site and driving organic traffic through net new content creation.

Related Tasks:

» Building net new content outline

» Exporting net new content insights

» Optimizing net new content

Avg. Time to Complete:

» With Conductor: **5 minutes** to run, collect, and extract pertinent information

» Without Conductor: **75+ minutes**
  if you only spend 5 minutes analyzing each of the top 15 ranking pages

5. Optimize Webpages

To be successful in organic marketing, your team needs the advantage of speed. When website issues occur, brands need to be agile in order to optimize quickly to avoid drops in rankings and to stay ahead of the competition. There are two barriers to fixing and optimizing issues with speed and agility. The first is that many marketing teams are using outdated systems. Their websites are living in old and fragile CMS platforms that require resources and bandwidth to maintain.

The second is that many brands are blocked by cumbersome processes. More often than not, small site optimizations are running through big processes involving stakeholders from legal, digital, IT, content, and SEO (just to name a few). Every time an optimization brief changes hands, it adds days, weeks, and even months to the time it takes for that change to go live. Every minute lost increases the amount of traffic and revenue your brand is losing from issues on your site.

The more time it takes to implement critical fixes, the more traffic and revenue your site loses in the interim.

How Conductor increases agility when implementing critical optimizations

Optimizations that used to take weeks now take only minutes with **Conductor Live**. Live makes every element of organic marketing activation faster. With Live, you can make website optimizations in real-time directly from within the Conductor platform.

Make changes to live content in real-time to increase your team's agility. Push technical and content updates to your site in one click. Optimize for visibility by making instant changes to your content, like title, header tags, meta description, image alt tags, and more right from the Conductor for Google Chrome extension. Automatically detect page errors, so you know all the ways to make your content more visible to customers. Take action in real-time with instant site optimizations from your favorite browser so you can work at the speed of search.

You can also search for a query and URL for more customized solutions in Conductor's **Content Guidance** to identify additional content optimizations for an existing page. Results will automatically adjust to show which of the top terms your pages is using already, and where, based on the other best-performing pages for that query. In this iteration, Content Guidance provides a quick but comprehensive overview of the first steps you should take for any page's optimization.

Related Task:	Avg. Time to Complete:
» Optimizing live content	» With Conductor: **10 minutes**
» Resolving technical site fixes	» Without Conductor: **2+ weeks**

6. Measure Impact & ROI

Key functionality within Conductor is the ability to track and monitor the pages and/or keywords you are optimizing around so you can measure impact and demonstrate ROI. A big part of being able to effectively measure the impacts of specific optimizations is clearly seeing when the change was made and what the results are now.

Typically, when making optimizations on your content, you need to monitor how your target keywords are performing or if you're receiving more traffic. Half the story is doing keyword research and optimizing your content, while the other half is monitoring and making sure the recommendation is working.

Conductor's **Content Activity Reporting** makes it much easier to not only see if the content was changed based on the recommendations but also to segment out the keywords and content you're optimizing in order to monitor what is happening and if you're becoming more organically visible.

Without the use of an enterprise platform like Conductor, this workflow can take up to 60 minutes or longer. Internal teams would need to do the following: keep track of which keyword they optimized around, which pages changes were made on, when these changes were implemented, and then compare and contrast this data in a way that can be presented to executives or other team members. Conductor's enterprise platform allows you to monitor and report on this data instantaneously, and you can build an easily accessible workspace to share with stakeholders with this information in around 5 to 10 minutes.

How Conductor increases agility with content activity reporting

There are many ways that Conductor's platform can increase agility around this workflow, but the primary ways are with consistent reporting and monitoring changes around your content.

After conducting keyword research, you need to make sure you have effective reporting set up to monitor the wins and help tell a story. By using Conductor, you can set up the pages you want to optimize in a specific page grouping. This can help benchmark how these pages are performing before making any changes to the pages.

In addition to grouping your content, you can also categorize your keywords into groups as well. This can help benchmark where these keywords were

ranking before any changes are made to the content. Benchmarking is important to do as it helps tell the story of how much your organic visibility has increased.

Conductor collects historical data around your integrated analytics and around the keywords you track, which makes reporting around this information simple and easy to do.

By grouping out the content and keywords you're optimizing around, you can compare this against the pages that were not optimized to show the team how valuable it is to use SEO insights or why it's important to be proactive with your content.

Another benefit of using Conductor is that you can mark these keywords against a preferred landing page in the platform. This can make it incredibly easy to make sure that the keyword targeted on a given landing page is ranking highest for that specific page. Since you are optimizing this one page for this one keyword, if another page ranks higher it can help show when Google is confused about which page you want to show the user.

Keyword cannibalization can occur on any domain, and it's important to monitor to make sure this isn't happening. By using preferred landing pages, if your keyword ends up ranking for another URL, then you can be alerted of this right away and make sure you make the proper changes (i.e. re-optimize the content, deoptimize the other page, consolidate the content, etc).

You can now easily keep other team members updated along the journey as rank, organic traffic, and conversions increase. You can also monitor to make sure you find out as early as possible if a keyword isn't increasing in rank and make the appropriate changes.

By using **Content Activity Reporting**, Conductor will automatically crawl the website and identify if the page had a change in its title tag, meta description, or header tags. This makes it really easy to not only hold different teams accountable if they are not making their changes but also makes it really easy to tie back an increase in traffic or rank to the changes made.

For example, if you work for an eCommerce company and each product owner has to make changes to their categories, it can be difficult to project manage this or convince the teams to make the changes. By using the platform, you can clearly check in and see if they actually made the changes or not. You can also show the teams what happens when you make successful changes to the content and how much more visible it is as a result.

Related Tasks:

» Tracking optimizations

» Monitoring impact of optimizations

» Identifying ROI of optimizations

Avg. Time to Complete:

» With Conductor: **10 minutes**

» Without Conductor: **60+ minutes**

The key to increased SEO workflow efficiency: Conductor

Average Time Estimates

SEO Tasks	Manually	With Conductor
Keyword Research	3+ hours	30 minutes
Competitor Analysis	75+ minutes	20 minutes
Content Brief Creation	2+ hours	30 minutes
Optimize New Content	75+ minutes	5 minutes
Real-Time Optimizations	2+ weeks	10 minutes
Measure ROI	60+ minutes	10 minutes

Common, recurring SEO implementations can take weeks to complete when done manually. Conductor helps teams drastically reduce the time it takes to execute SEO optimizations and pull together key reports. More time means increased efficiency which unlocks more opportunities to drive organic traffic AKA revenue generation.

Schedule a live demo today with Conductor's team to see how our enterprise SEO platform can give your team back valuable time and help them get more done, driving increased results across all of your organic marketing efforts.