Seven enterprise SEO strategies and tactics that really work

30-second summary:

- A well-planned Enterprise SEO strategy includes everything that helps a business to dominate Google search.
- Voice search optimization is critical to your SEO success.
- Striking keyword targeting helpful to get more results in a short time.
- Internal linking can boost time-on-site as well as boost your website’s visibility and rankings.
- Scalability is the key to implement a large scale link-building campaign.
- Structured data is helpful to decorate your content on SERP and boost CTR.
- To add content to capture early to mid-stage, even transactional content, a blog is a great way
- Improving your website EAT is one of the important things to future proof SEO.

Enterprise sites often belong to large corporations, even mid-sized companies that offer a wide range of products and services. A well planned enterprise SEO includes on-page optimization and high-quality content creation. It also helps to penetrate the local market by focusing on local SEO. Enterprise sites have to face cutthroat competition at every stage, particularly from brands with sophisticated SEO strategies.

Let’s take a leading example, Airtel has a good position in

the telecom sector but was not in the top three search results. It formulated a comprehensive enterprise SEO strategy by listing over 2000 keywords and by doing complete local optimization. The methodology paid off, and Airtel managed to be in the top three positions with 2100 keywords.

Given below are some beneficial tools to help you in making successful Enterprise SEO strategies:

1. Adopt voice SEO

As the world of search continues to evolve by using voice technology, enterprises must revolutionize their SEO strategy to keep up with these changes. Voice technology has drastically improved and has become a major digital trend with a vast range of voice-activated technology like Siri, Alexa, Echo, Cortana, and Google Assistant.

Google reports that 27% of the online global population is using voice search on mobile. Moreover, with voice searches, users are provided with the top result rather than a full search engine result page. Hence, enterprises need to stay on the top of their game to attract the highest inbound traffic.

The number of enterprises successfully integrating voice SEO in their marketing strategy is increasing by leaps and bounds. Nestle, the largest food and beverage company, has created a custom-skill for Alexa, supporting voice cooking instructions while the user cooks.

2. Target striking distance keywords

A striking distance keyword is a phrase used to describe a keyword that is not quite at the top of a Google SERPs but, with a little time and planning, could rise to the top of Page 1. In short, we can say it is the keyword that is within

striking distance of the top of the first page of Google search. By targeting striking distance keywords, you can easily find the best opportunities by providing better visibility, increasing traffic, and conversions.

If you want a quick way to get keyword wins, identifying Striking Distance keywords, and refreshing your content with them is hands down the way to go.

It gives you a golden opportunity to revisit older content, and optimize the meta, adding new internal/external links, etc. The best thing about this strategy is that it takes little time while giving impressive results.

3. Internal and external linking

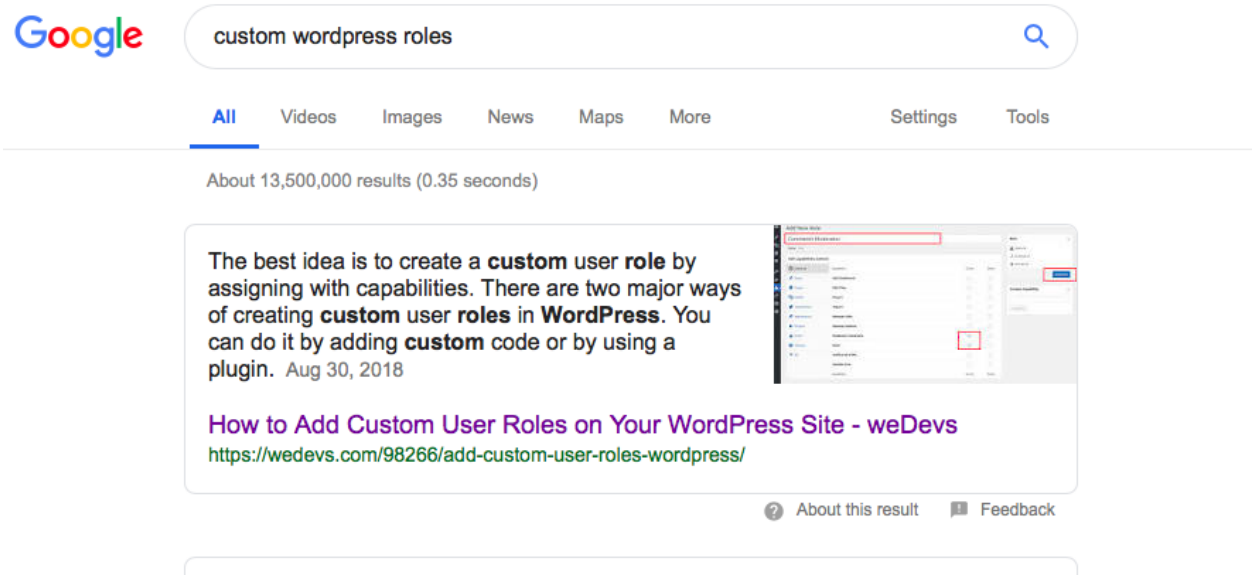
Internal links help a viewer stay engaged with your website longer and encourage them to become a customer or follower. These links are easily accessible to viewers and increase the authority of your web pages and website. They are often used as a call-to-action as they might prompt a viewer to read or learn more about a topic by clicking on the internal link, or else ask a viewer to contact you or schedule a visit. Internal links also improve your website’s visibility and rank.

Backlinks (external links) are still one of the top-ranking factors. External links are outbound links from other websites that link to your site. These links improve your site’s credibility by proving that your content is valuable. Moreover, these links are a great way to reach out, make connections, and get your content in the desired limelight. An external link is a source of free traffic for your website and is a crucial element of Google’s search engine algorithm.

4. Featured snippet optimization

The short snippets of text that appear at the top of Google’s

search result are called featured snippets. They can be a paragraph, tables, steps, or list. Its matter is automatically taken from web pages in Google's index. The featured snippet box is referred to as Position 0 as it comes before the no.1 spot on the search page.



The easiest way to earn this spot is by making your substance worthy by bringing forth relevance and quality. Keep your section concise, use headers to break up content sections, and ensure that each section is between 40 to 50 words.

It is mostly questions that bring up featured snippets. Hence, make sure that your sections answer how, when, where, who, what, and why. Include photos and videos as people love to learn visually.

99% of all featured snippets are from pages already ranked in the top ten SERPs in Google search. Hence, if you are already on the first page, you just need to format your matter the right way for featured snippets. If you have missed that slot, then no need to be disheartened as, by the end of this article, you will earn the best ways to get there.

5. Structure data

If you are looking forward to making Google understand your

site better, start using structured data. It is a standardized method to provide information about a web page.

Just like any other programming languages, structured data needs to be in the correct syntax to provide immediate and easy to follow facts and figures. There are different sets of vocabularies like Schema.org and Microformats.org, and different syntaxes, like JSON-LD and Microdata, used for structured data. Google has laid down quality guidelines for using schema markup.

One-third of Google search results include a rich snippet with Schema.org markup. The rich snippets help your web page appear eminently on the search engine result page (SERP).

One of its benefits is enhanced search results by making your data visually appealing and providing relevant information that accelerates traffic and improves CTR (click-through rate). In case your enterprise site uses AMP (Accelerated Mobile Pages), then include structured data markup on both AMP and regular pages.

6. The E-A-T approach

If you are planning to take the spotlight in an online search, then you have to strengthen your E-A-T strategy, meaning expertise, authority, and trustworthiness. As per Google’s Search Quality Evaluator Guidelines, EAT is used to assess content creators, web pages, and web sites.

Google wants to make sure that the information it suggests is authentic and comes from the experts in that niche. So, how do you make your content and website more authoritative and trustworthy? Links, mentions, shares, and reviews can help you build your authority and enhance your online reputation.

Google looks for the highest level of standardization for the Your Money, Your Life (YMYL) sites that have a crucial impact

on your safety, security, and stability.

There are no shortcuts to gain expertise, authority, and trustworthiness. With proper E-A-T strategies, your business can have a positive online presence and undoubtedly the top spot in Google search.

7. Become a content machine (blogging)

Around 20 years ago, Bill Gates said, “Content is king”. This phrase is pretty relevant even today. Having a blog for your company website is still important and useful. Blogs bring forth the multimedia representation of your business, they keep the audience interested, generate trust, and creatively present your services.

By utilizing various SEO techniques like titles, keywords, internal and external links, the blog post can attain high visibility, thus helping your brand to get in front of hundreds of people. Every new blog adds a new page to your website, giving search engines more reason to re-crawl your website to find new subject matter. It also helps in keeping your website updated and fresh. Blogging works well to generate more diverse search results that your website is not able to attract otherwise.

Conclusion

As the search engines’ algorithms are getting smarter day by day, the competition to rank on Page 1 is getting more difficult. Enterprise SEO can boost rankings, drive more organic traffic, and increase conversions. Right now, you may not be at the top of the search page, but with the right tactics and strategies, you can be a master of your game. Moreover, this is not an exhaustive list. You can try Page Speed Optimization, multi-channel marketing, and more. But the

mentioned SEO strategies are the most fundamental ones that every enterprise must follow.

In the end, remember, a successful Enterprise SEO campaign attunes the short-term and long-term goals and contributes to the overall marketing plan.

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More about:

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