

# Scaling Content Through Cross-Collaboration

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Global Director, SEO  
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12 years experience  
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SEO  
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 @alli12

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# The 4 Case Studies

Leading

Consulting

Integrating

Influencing

Case #1

# Product Pages

Leading the charge...



# A Case for Related Links



## The Pilot

Identified three products to test

Based on feedback from CPO

Identified 10 keywords/pages per product

Based on Data Science

Set up tracking

Google Analytics, BrightEdge, others

Manually hardcoded cross-links

Launched & monitored

Very publicly reported results

(aka we bragged!)

Traffic up 189% / Conversions up 212% / Rankings up

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## Scaling Up

Scaled up to >1000 pages

Exported tracked keywords  
from BrightEdge

Queried the keywords against our  
semantic data to ID 3-5 related terms

UX redesigned pages with cross links

A/B tested to ensure no  
unintended consequences

Continued to monitor

Bragged some more

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Product Owner

Engineering Lead

Front-end Devs

Back-end Devs

UX Designer

Data Science

Chief Product Officer

**...Because you  
can't scale up  
in a vacuum**



**Sometimes you have to  
start small to go big**



## Case #2

# Video

Leading others...



# Starting from Scratch



## The Consult

Met with video manager

Identified company's video goals

Reviewed our data

Reviewed our YouTube SEO setup

Performed keyword research

Optimized a few videos

Tracked for results

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## The Handoff

Reviewed keyword data with video manager

Reviewed SEO changes and rationale with video manager

Provided video manager with written SEO best practices for video

Set up a shared tracking dashboard for video manager

Set up weekly auto reports for video manager & SEO team

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SEO Director

Video Manager

...Because not  
everything needs  
to be a big deal

**Scalability means teaching  
others how to fish.**



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Case #3

# A New CMS

Integrating SEO into the process



# A Startling Discovery



Met with Product Owner

Met with Engineering Lead

Learned about goals

Learned about timeline

Met development team

Reviewed requirements

Reviewed code

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Hitting  
Reset

Became part of the CMS team

Included in all meetings

Provided SEO requirements

Added SEO requirements  
into team backlog

Included in “Definition of Done”

Code review  
required pre-launch

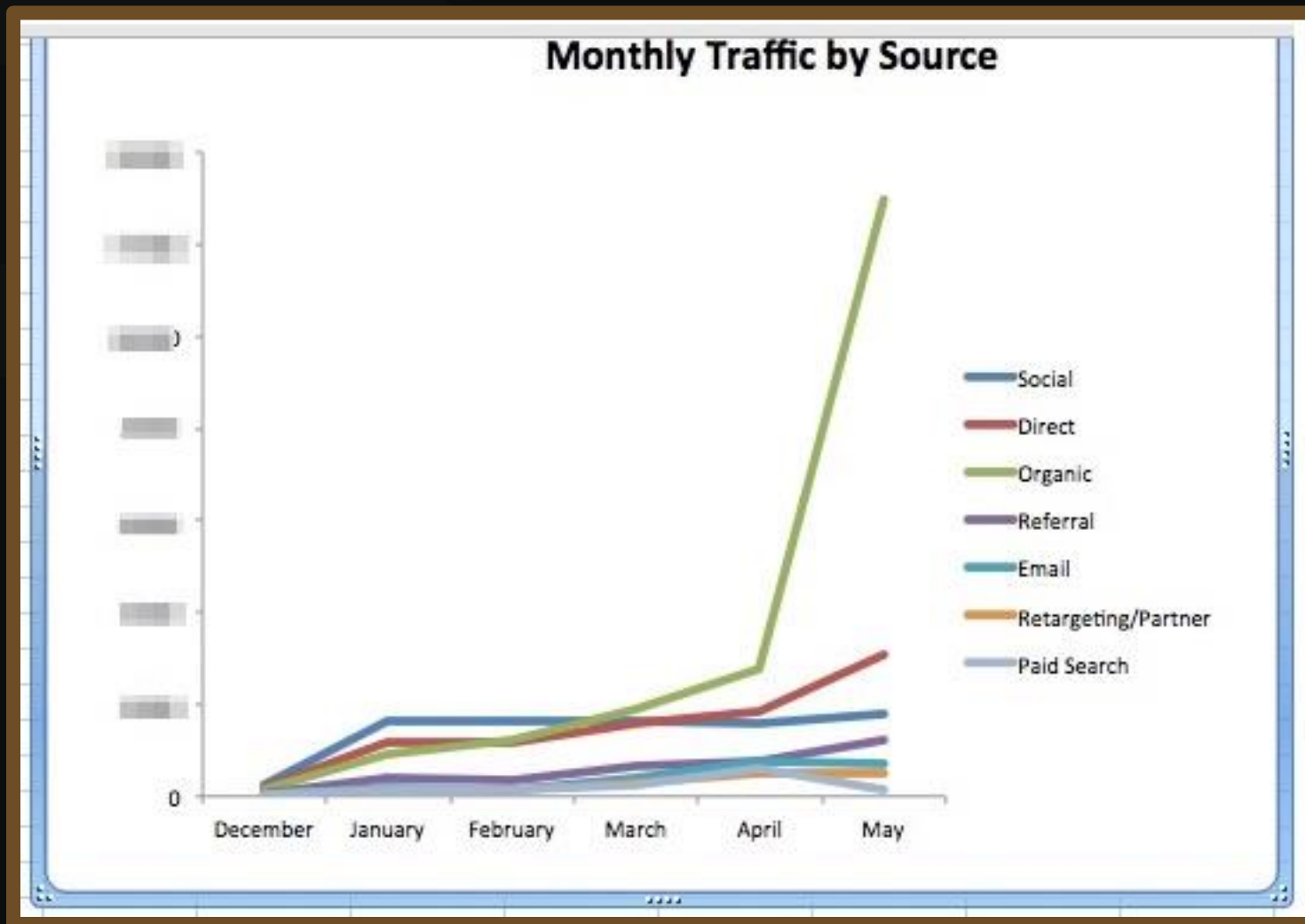
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# The Result

440% Increase



## The Stakeholders

SEO Team

Product Owner

Engineering Lead

Development Team

**...Because sometimes  
you're just part of  
the gang**

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# Some things are worth fighting for



Case #4

# Birth of a New Page

Supporting others' ideas...



# “How Can We Help?”

Date: Monday, August 3, 2015 5:17 PM

To: Allison Fabella <[Allison.Fabella@careerbuilder.com](mailto:Allison.Fabella@careerbuilder.com)>

Subject: SEO possible problems for data science

Hi Allison,

We would like to meet with you to discuss a possible collaboration. We would like to hear about the problems which data scientists can tackle using machine learning and data mining techniques. We plan to start doing that as a Hackathon project, then we can extend that to long term projects.



We The  
Client

Reviewed SEO & company goals

Discussed current SEO pain points

Fantasized about ideal  
SEO solutions

Identified team collaboration  
opportunities

Provided technical requirements

Created mockups

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Stakeholders

SEO Team

Data Science Team

User Experience

Content Teams

**...Because it's nice  
to be asked**

**If you build it,  
they will come**



# Summing up...

Invest in  
Relationships

Track &  
Report Results

Fight the  
Good Fights

Be a Thought  
Leader

# Thank you.

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