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Creating Calm Amongst the Chaos

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The VMware Story

- ❖ Small startup now large enterprise
- ❖ Exponential growth in revenue + employees
- ❖ Website expansion across 37+ languages and countries

The screenshot shows the VMware website's 'Select a Region' dropdown menu. The menu is open, displaying a list of regions and their corresponding languages. The regions listed are North America, Latin America, Europe, Asia-Pacific, Middle East & Africa, and South Africa. Each region is accompanied by a flag icon and the language name in parentheses. The 'Remember this choice' checkbox is unchecked. The background of the website shows a 'VMware Worldwide' banner with a globe and a 'Gartner Reveals 2015 Magic Quadrant' article.

VMware Worldwide

Select a Region

Remember this choice

North America

- United States (English)
- Canada (English)
- Canada (Français)

Latin America

- Latin America (Español)
- Argentina (Español)
- Brazil (Português)
- Chile (Español)
- Colombia (Español)
- Costa Rica (Español)
- Mexico (Español)
- Peru (Español)
- Venezuela (Español)

Europe

- Austria (Deutsch)
- Belgium (English)
- Czech Republic (Čeština)
- France (Français)
- Germany (Deutsch)
- Hungary (Magyar)
- Italy (Italiano)
- Netherlands (Dutch)
- Russia (Русский)
- Poland (Polski)
- Portugal (Português)
- Spain (Español)
- Sweden (Svenska)
- Switzerland (Deutsch)
- Turkey (Türkçe)
- United Kingdom (English)

Asia - Pacific

- Asia-Pacific (English)
- Australia (English)
- China (简体中文)
- India (English)
- Indonesia (English)
- Japan (日本語)
- Korea (한국어)
- Malaysia (English)
- Singapore (English)
- Taiwan (繁體中文)

Middle East & Africa

- Middle East (English)
- Israel (English)
- Saudi Arabia (العربية)
- United Arab Emirates (العربية)
- North Africa (English)
- South Africa (English)



With Growth Comes Challenges

- ❖ Lack of site integration (hundreds of microsites, campaign landing pages, corporate sites, regional sites, etc.)
- ❖ No common data/analytics reporting engine
- ❖ De-centralized web efforts (Silo Effect)
- ❖ Launch, Launch, Launch (product paralysis)
- ❖ **SEO more as an afterthought**

Solution: Start Simple, Get Organized

- **Housekeeping/auditing**
- Standardize – Naming conventions/governance
- Test and validate
- Educate extended teams
- ‘Programatize’
- Create some ‘quick wins’



Housekeeping/audit



Clear out that
Garbage!

Proactive site optimization ▶ [Show Me](#)

All Pages

View: [Desktop Audit](#) [Mobile Audit](#) [Social Audit](#)

[Run New Audit Report](#)

We optimized for 'Mickey-Mouse'?

Challenge:

- ❖ Thousands of keywords
(mickey mouse amongst other garbage terms for our industry)
- ❖ Unclear keyword groupings
- ❖ Governance lacking (404s, alt tags, etc.)
- ❖ No uniformity to dashboards/reporting
- ❖ No clear ownership

Quick Win: Naming Standards and Governance

- Created clear **Naming Conventions Guidance** document
- Aligned **KWGs** with **Page Groups**
- Logical/Scanable groupings
- 20% of keywords deleted (clean DB)

BEFORE

- Features
- Getting Started
- JC
- MK - Company Strategic
- MK IT Journey
- ND - Security
- ND - Storage Virtualizati

AFTER

Keyword Groups

- Product_AppVolumes
- Product_Cloud Service
- Product_EVO:RACK wi
- Product_EVO:RAIL
- Product_Fusion
- Product_Fusion Profes
- Product_Horizon
- Product_Horizon Air Desktops
- Product_Horizon FLEX
- Product_Horizon Mirage

Page Groups

- Product_Fusion
- Product_Fusion Professional
- Product_Horizon
- Product_Horizon Air Desktops
- Product_Horizon FLEX
- Product_Horizon Mirage

Challenge: The Need for Collaboration

- ❖ Lots of interest in SEO
- ❖ No single point of contact
- ❖ **Siloed efforts**



Quick Win: Office of Search

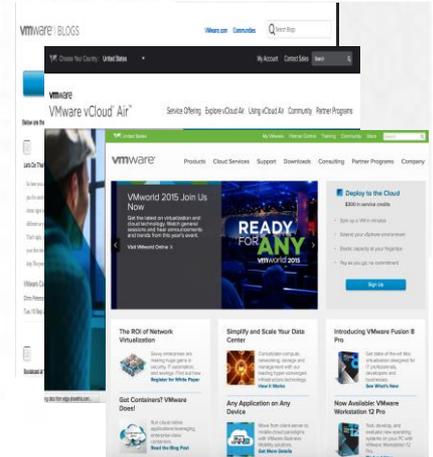
- ❖ Partnership with our paid search team for alignment
- ❖ Inserted into appropriate staff and project meetings



Search team alignment (SEO/SEM)



WEB PROPERTIES



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Challenge: Selling Your Value to the Business



Trusted foundation (audit/cleaned house)



Created naming conventions/governance



Introduction to extended teams/stakeholders



TEST THE WATERS! – RUN A PILOT

Roadshow! Become the Company SEO Evangelist

3 most important things to communicate:

- Why SEO is valuable to their business
- Share your use case or pilot results
- Share in the excitement of the opportunity, show how you can work with them to move the needle



Results

Through this methodology and program approach we saw within several months a few key success metrics:

- ❖ Housekeeping/auditing results:
 - ❖ 50% reduction in 404 errors
 - ❖ Page indexing increased by double digits
- ❖ Pilot results: Increasing presence around competitive terms previously left unranked
- ❖ **SEARCH now involved in content creation, site updates, planning**



Practical Takeaways

- ❖ Start small, establish some quick wins
- ❖ Understand and build a trusted foundation
- ❖ Trust your data, be able to speak to the 'why'
- ❖ Leverage your success to the business