THE SECRET OF THE
SEO Pipeline

LOOKING BEYOND THE RANKINGS OPPORTUNITY

RankSense

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Similar to a sales pipeline, an SEO pipeline depicts all of the stages and opportunities your website has in closing sales and creating revenue. As Google's search process consists of first crawling and indexing, and then ranking your website, our SEO pipeline includes these important stages to enable the best possible outcome for your sales. We have a way to clearly illustrate how much potential opportunity there is in each stage of the pipeline, and how to access these opportunities.

INTRODUCTION:
ANATOMY OF A **SALES PIPELINE**

In sales and marketing, there is a concept known as a **sales pipeline**. The sales pipeline visually presents your leads, opportunities, accounts, and closed deals in a way you can see exactly what is needed to achieve your goal. We used this idea to create a brand new concept - an **SEO pipeline**. To better understand the SEO pipeline and its inner workings, we'd like to introduce the sales pipeline.

THE BASIC SALES PIPELINE
CONSISTS OF THREE MAJOR PARTS:

THE BODY: Sales Steps

THE BRAIN: The Probability of Closure

THE HEART: Weighted Target

THE BODY: Sales Steps

A sales pipeline represents all of the steps you need to take in order to sell a product or a service to your customer. It's a process in which every action needs to be made in a particular, predetermined order, as you successfully close each stage of the pipeline before moving on to the next one.

It always depends on whose definition you're looking at, but experts generally agree the fewer stages in the pipeline, the better. Typically, these five stages are present in most sales pipelines:

1. **Initial Contact**
2. **Qualification**
3. **Meeting**
4. **Proposal**
5. **Closing**

THE BRAIN: The Probability of Closure

This part represents the probability of selling your product during a particular sales step. The probability of closing increases the further down in the pipeline you are.

THE HEART: Weighed Target

"Weighted target is equal to the sum of the total opportunity value in each sales step multiplied by the probability of closure for that step." - David Brock, partnersinexcellenceblog.com

HOW DO **SEARCH ENGINES** WORK?

To completely understand the structure of an SEO pipeline, we first need to have insight into how search engines function. The SEO pipeline's steps depend on how Google behaves toward your site.

Search engines, like Google, rely on highly complicated algorithms in order to bring quick answers to everyday searches. But, how does it work?

Google has a computer called Googlebot that is always following links across websites and grabbing information from them. To be entirely successful, Googlebot strives to grab all the pages, and build a catalogue of those pages. This is called **crawling**. Googlebot crawls websites, finds links to new websites, crawls those websites, et cetera, continuously.

The catalog it builds contains all of this information. Think of it as a large library with an exorbitant number of books. In order for you to find a very specific volume in the library, the books have to be cataloged correctly. This catalog is called an **index**. Google strives to have a full index of the entire web - constantly crawling pages and adding them to the index. This means the index is always fresh and up to date with information.

After Google crawls and indexes your website, it starts displaying it in the search results. This is called **ranking**. They use over 200 formulas to determine what will be in the results when a user performs a search.

Google wants to rank the best. The keywords users type into the searchbox are seen as questions and the search results are answers.

RANKSENSE   •   www.ranksense.com

CURRENT PRACTICE
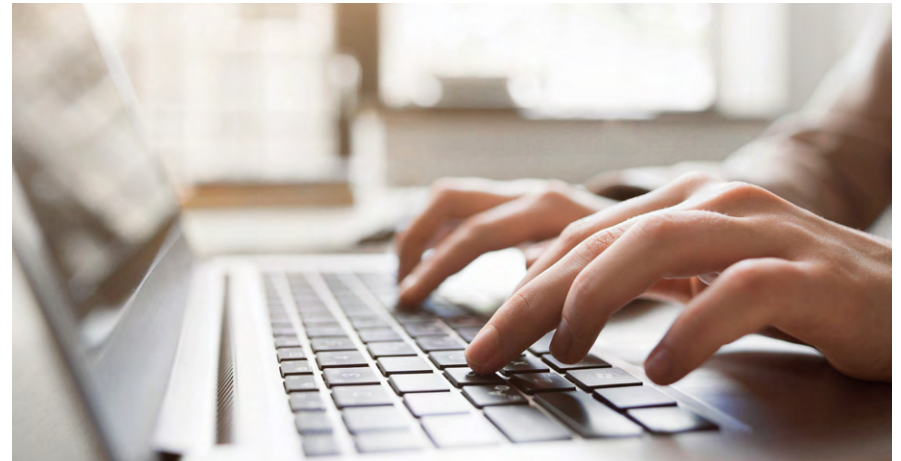## FOCUS ON RANKING BY CONTENT WRITING AND PROBLEMS THAT COME WITH THAT

Currently, the SEO industry focuses primarily on the third stage of Google's process: **ranking**. The best and most trusted SEO companies today want to make your website's pages the best answers in the eyes of Google by helping you improve the content quality.

This means that, ideally, when a user performs a search, your site's pages come up for the small number of keywords you are targeting.

In order to achieve high rankings based on quality content, a fair amount of manual work and careful knowledge of how to target competitive keywords are essential.

Even though quality content is a very important part of your website's ranking, by focusing on it alone, most SEO companies are essentially assuming Google had no problem crawling and indexing all of your pages. With relatively small websites, they are likely right in their assumptions.

But, when you have a big, complicated website, it is often the case that many important pages do not get found.

Google is not able to find them. Google is not able to index them, if it can't find them. There could be a number of technical issues on the site or the pages that cause Google to miss them, or drop them from the index altogether.

And obviously, if the pages are not found or indexed, they will not rank, no matter how good their content is.

Also, when the pages are found, indexed, and subsequently ranked, it is important they present the right message. When a user performs a search, and your page is ranked first, the **presentation** needs to be accurate and appropriate to their search. Otherwise, they are less likely to click on it.

SEO BEYOND EXPECTATIONS

We are looking at SEO in a different way - beyond just what the bulk of the industry is looking at - which is rankings.

If you're only looking at rankings, then you're only looking at a small fraction of the total SEO opportunity, because pages have to be found and indexed before they rank.

And after the pages rank, they have to present the right message, because you want users to click on your page and make a purchase on your website.

Instead of focusing on rankings alone, we need to focus on **everything**: *crawling*, *indexing*, *ranking*, and *presentation*. This way, we look at the entire picture, maximizing your website's opportunity for profit.

THE ANATOMY OF AN **SEO PIPELINE**

JUST LIKE THE SALES PIPELINE, OUR SEO PIPELINE CONSISTS OF THREE MAJOR PARTS:

THE BODY: The Search Engine Stages

THE BRAIN: The Probability of Search Visitor Action
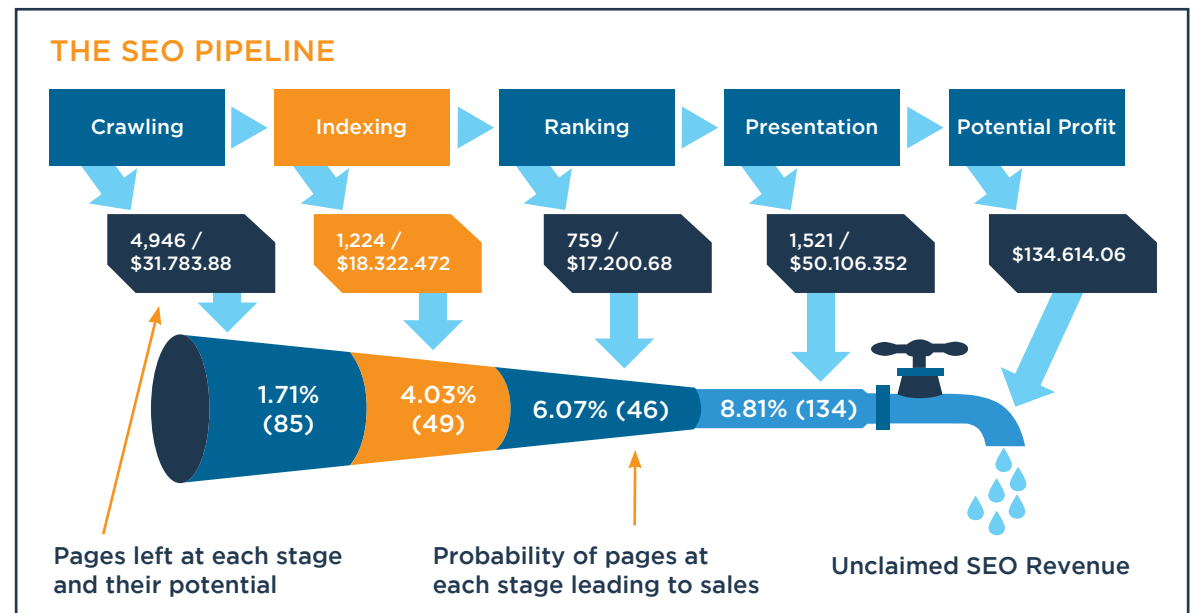
THE HEART: Weighted Target

THE BODY: The Search Engine Stages

An SEO pipeline represents the steps a search engine takes before your site pages actually receive new search visitors that take action on your site.

Each step represents a single action or group of actions that need to be taken in order to push pages past that phase of the SEO process, and move to the next one within the SEO pipeline.

AN SEO PIPELINE HAS 5 STAGES:

1. Crawling
2. Indexing
3. Ranking/relevance
4. Results presentation
5. Search visitor action

THE SEO PIPELINE

Crawling	Indexing	Ranking	Presentation	Potential Profit
4,946 / $31.783.88	1,224 / $18.322.472	759 / $17.200.68	1,521 / $50.106.352	$134.614.06

1.71% (85)   4.03% (49)   6.07% (46)   8.81% (134)

Pages left at each stage and their potential

Probability of pages at each stage leading to sales

Unclaimed SEO Revenue

THE BRAIN:
The Probability of Search Visitor Action

The probability of search visitor action shows you the likelihood of pages (or group of pages) that still remain at that step, moving through all the stages and ultimately leading to leads or sales.

THE HEART: Weighted Target

When people are trying to sell, we came up with the process to assess how much opportunity is in the other two stages of the SEO process.

The SEO pipeline process is similar to the already proven sales process of a sales pipeline. If you look at website pages as prospects, you see the prospect turn into a lead when the page is crawled and indexed, an opportunity as it starts to rank, and if it has the right message, it gets a click and turns into an account so that if you're selling something there is a possibility of a sale.

Another advantage of an SEO pipeline is that we can estimate how much money there is in the pipeline, and the probability of the website making money. In the sales pipeline, at the initial contact, the probability of closing is not that high, just like it's not high at the crawling stage.

The probability of the website making money increases as the pages are found and indexed. This is something we try to assess: the opportunity. Measuring the opportunity on the unclaimed revenue is based on how many pages are left at each of the SEO pipeline stages.

PRACTICAL EXAMPLES

If the search engine crawls 8,597 pages, and ultimately 147 of those pages lead to search visitor actions, you have a probability of 1.71% at the crawling stage.

A typical SEO pipeline could have the following probability of search visitor action for each step:

Crawling: 1.71%

> **8,597** pages crawled
>
> **147** pages with transactions (**1.71%**)

Indexing: 4.03%

> **3,651** pages indexed
>
> **147** pages with transactions (**4.03%**)

Ranking/relevance: 6.07%

> **2,427** pages with search impressions
>
> **147** pages with transactions (**6.07%**)

Results presentation: 8.81%

> **1,668** pages with search visits
>
> **147** pages with transactions (**8.81%**)

Search visitor action: 100%

Consider each page on your site as potentially driving or influencing sales. When we have a page in the SEO pipeline, we need to know:

1. What is the average number of transactions of the page (or page group)?

2. What is the average order value of the transactions coming through the page (or page group)?

Each page has its own specific value, which can be used to prioritize which pages should make it through all the stages, maximizing the potential results.

To simplify things, we will use the global average values: 3.44 average transactions, $108.70 per transaction. For real results, we need to consider the metrics for the page groups or pages left at each stage.

The opportunity at each stage is represented by the number of pages yet to move to the next one.

Crawling : 1.71%

8,597 pages crawled

Opportunity: **(8597 - 3651) * 1.71% = 85**

Opportunity Value: **85 * 3.44 * 108.70 = $31,783.88**

Indexing: 4.03%

3,651 pages indexed

Opportunity: **(3651 - 2427) * 4.03% = 49**

Opportunity Value: **49 * 3.44 * 108.70 = $18,322.47**

Ranking/relevance: 6.07%

2,427 pages with search impressions

Opportunity: **(2427 - 1668) * 6.07% = 46**

Opportunity Value: **46 * 3.44 * 108.70 = $17,200.68**

Results presentation: 8.81%

1,668 pages with search visits

Opportunity: **(1668 - 147) * 8.81% = 134**

Opportunity Value: **134 * 3.44 * 108.70 = $50,106.35**

Search visitor action: 100%

The weighted target is equal to the sum of the total opportunity value in each SEO phase, multiplied by its probability of search visitor action. In this case: **$134,614.06**

EXAMPLE #2:

Average transaction value: $906.10 (25,360.94/28)

Average transaction per page: 4.14 (**116**(total number of pages with transactions)/ **28**(number of transactions))

Transactions ?	Revenue ?
28 % of Total: 28.87% (97)	**$25,369.94** % of Total: 24.72% ($102,649.17)
26 (92.86%)	$22,952.79 (90.47%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)
0 (0.00%)	$0.00 (0.00%)

▼ Go to: 1   1 - 10 of 116   ‹ ›

Crawling: 1.10%

> **10,543** pages crawled
>
> **116** pages with transactions (**1.10%**)

Indexing: 4.03%

> **2,440** pages indexed
>
> **116** pages with transactions (**4.75%**)

Ranking/relevance: 7.30%

> **1,588** pages with search impressions
>
> **116** pages with transactions (**7.30%**)

Results presentation: 13.91%

> **834** pages with search visits
>
> **116** pages with transactions (**13.91%**)

Search visitor action: 100%

Crawling:

> **10,543** pages crawled
>
> Opportunity: **(10,543-2,440) * 1.10% = 89.13**
>
> Opportunity Value: **89.13 * 4.14 * 906.10 = $334,349.26**

Indexing:

> **2,440** pages indexed
>
> Opportunity: **(2,440-1,588) * 4.75% = 40.47**
>
> Opportunity Value: **40.47 * 4.14 * 906.10 = $151,813.25**

Ranking/relevance:

> **1,588** pages with search impressions
>
> Opportunity: **(1,588-834) * 7.30% = 55.04**
>
> Opportunity Value: **55.04 * 4.14 * 906.10 = $206,469.02**

Results presentation:

> **834** pages with search visits
>
> Opportunity: **(834-116) * 13.91% = 99.87**
>
> Opportunity Value: **99.87 * 4.14 * 906.10 = $374,637.74**

Search visitor action: 100%

RankSense

BEGIN AUTOMATING YOUR SEO NOW

When you automate your SEO with RankSense, you can stop worrying about technical issues and focus on creating great content for your users.

Contact us for a free demo to learn how RankSense can help you:

- Automatically scan your site for technical SEO issues around the clock

- Instantly fix the errors it discovers

- Report exactly when search engines pick up these fixes

- Get precise analytics on the results the SEO fixes delivered

- Sit back and watch as RankSense helps grow your site's organic traffic and revenue

RankSense Inc

33 S Wood Ave
Suite # 600
Iselin, NJ 08830

📞 866-882-2983

✉ marketing-support@ranksense.com

www.ranksense.com

Take the Guesswork Out of SEO Today