

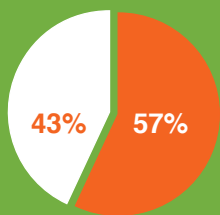
THE UNOPTIMIZED SEO

How the SEO platform enables the search marketer to focus on high-impact, revenue producing activities

As an industry born from techies and web developers, home grown technology tools have long been the de facto of the SEO trade. However, these tools are highly inefficient and labor intensive, holding the SEO professional back from devoting their full attention to high-impact tasks such as link-building and content creation which can significantly affect search rankings. The arrival of the SEO platform has provided SEO practitioners with the time to focus on more strategic activities while automating operational tasks like auditing and tracking. Conductor's study, *The Unoptimized SEO: How Manual Tasks Sabotage the Potential of Natural Search Marketers* demonstrates for the first time that when using an SEO platform up to 133% more time can be spent on high-impact activities.

The Unoptimized SEO

Focus is on operational, low-impact tasks



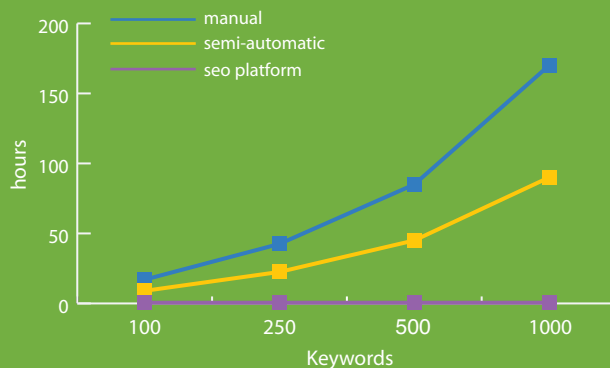
high & medium impact tasks
low-impact tasks

Saddled with manual tools, the **Unoptimized SEO** is characterized by inefficiency: 57% of time is spent on low-impact tasks, with 40% of overall tasks easily automatable with an SEO Platform.



The Power of the SEO Platform

Time commitment required to rank-track keywords

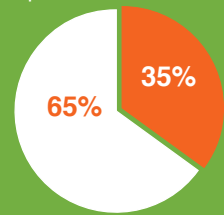


Manual and semi-automatic rank tracking are inefficient endeavors with time commitments increasing exponentially as keywords scale. However, the SEO platform effectively tracks rank for thousands of keywords, multiple competitors and automatically does trend analysis for target keywords and competitors. The time investment is unchanged even as keywords scale, requiring little more than half an hour for initial loading of keywords in the system.



The Optimized SEO

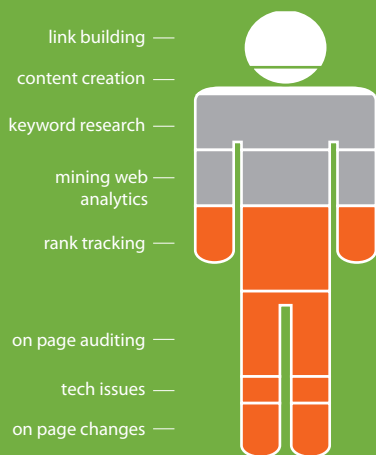
Focus is on value producing high-impact tasks



high & medium impact tasks
low-impact tasks

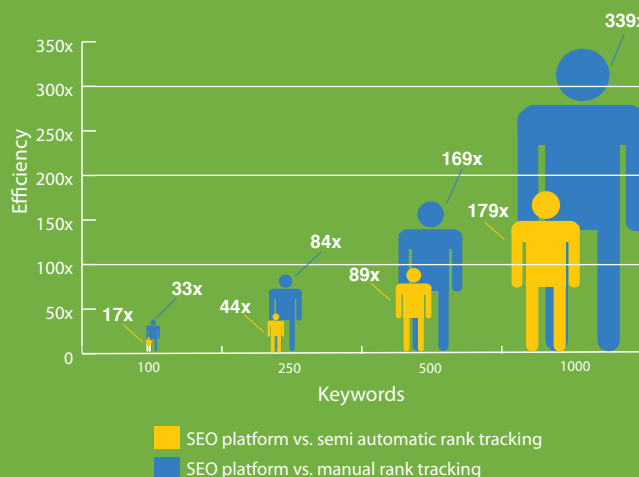
Utilizing an SEO platform to automate manual tasks frees the **Optimized SEO** to focus on high-impact tasks: 65% of time is now spent on tasks that will positively affect search rankings.

The Unoptimized SEO day is dominated by manual tasks

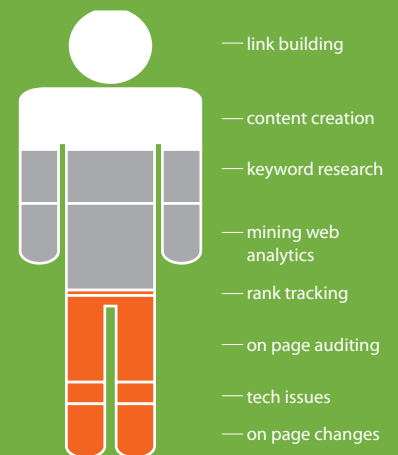


high-impact tasks
medium impact tasks
low-impact tasks

Efficiency gains up to 340x efficiency with an SEO platform



The Optimized SEO gains 133% more time to spend on revenue-generating activities



high-impact tasks
medium impact tasks
low-impact tasks

Download the full report at conductor.com/unoptimizedseo