

Structured Tagging Reporting has become a big part of SEO

#ProvingTheValueOfSEO

Reporting on all things digital isn't easy



Increasingly complex reporting structures



Product portfolios,
Market Segments,
Regions,
Offices,
Teams

...



Dozens of hours every month spent on reporting

...instead on optimization.

Adding everything up

How can companies take control of their digital performance?



Keep up with Google & optimize accordingly.



Win traffic locally, yet in a scalable manner.



Increase demand through content that's engaging.



Automatic and customizable reporting that's digestable.



Know exactly what your competition is doing better.

Old World

New World



Now it's your turn

How-To-Guide to Structured Tagging

#TimeToLogin

Your First Steps after logging in to the new Searchmetrics Suite

There are now **2 starting points** to tag your projects in a structured way:

1

You've got a project with existing tags

2

You want to create a new project with new tags

1

You've got a project with existing tags

The screenshot shows the Searchmetrics Project Overview page. The left sidebar has a 'KEYWORDS' section highlighted with a green box and a green circle containing the number '3'. At the bottom of the sidebar, a settings icon (three dots) is highlighted with a green box and a green circle containing the number '1'. In the main content area, the 'Projects' table has an edit icon (pencil) highlighted with a green box and a green circle containing the number '2'. The table lists three projects: Amazon (DE), Amazon (UK), and Amazon (US).

Project Name / Domain	Search Engines	Total Keywords	Keyword Queries	Date Last Updated
Amazon (DE) amazon.de	Germany » Google (German) » Desktop Germany » Google (German) » Desktop Local » Cologne Germany » Google (German) » Smartphone	520	7,800	12/04/2018
Amazon (UK) amazon.co.uk	United Kingdom » Google (English) » Desktop United Kingdom » Google (English) » Desktop Local » Lon United Kingdom » Google (English) » Smartphone	426	6,390	12/04/2018
Amazon (US) amazon.com	USA » Google (English) » Desktop USA » Google (English) » Desktop Local » Washington, DC USA » Google (English) » Smartphone	398	5,970	12/04/2018

1. After logging in click on the Settings icon and go to the Projects Overview.
2. Select a project and click on the edit icon.
3. In the Keywords section, you'll be directed to the Tag Manager.

1

How can I restructure my tags into a hierarchy?

5

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5. Within the tab "Manage Keywords" you can see your existing tags and keywords.
6. On the left side you can find your existing tags, whereas on the right side the corresponding keywords. Feel free to create new tags and drag and drop them above or below other tags.
7. Now select a keyword on the right side and move it within a specific tag level on the left. If you wish to work on multiple keywords, click on Actions and choose what you'd like to do.

1

How can I add new structured tags?

Project Settings - Keywords
Amazon (US)

Important: Any operation in the Keyword & Tag Manager does not cost you anything until you press and confirm "Apply changes".

	Unique keywords	Keyword Queries	Tags	Tagged keywords
Current / Max.	398 / 10000	5970 / 218782	92 / 500	100%

Add new keywords

Manage keywords

Add new keywords

Keyword Suggest

Apple iPad
Samsung Tablet

Search tags

- project 398
- Electronics 147
 - Cell Phones and Accessories 28
 - Computers and Accessories 82
 - Computer Accessories 19
 - Desktops 13
 - Laptops 24
 - PC Gaming 9
 - Tablets 17
 - Home Entertainment 37
 - Garden and Outdoor 94
 - Motors 77

Apply changes

8

8. Within the tab „Add new keywords“ you can also manually add new keywords in a list or use the Keyword Suggest functionality for some inspiration.

9. Choose the tag your keywords should be added to and click on the arrow.

10. When you're done, don't forget to click on "Apply changes".

9

10

2

You want to create a new project with new tags

3

1. Click on the user symbol to access the Settings
2. Go to the Projects Overview
3. Click on "Create new project" in the top right corner
4. Fill in all fields and complete your project. During this process you will automatically be taken to the "Keywords" section where you can add your keywords and respective tags.

2

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The screenshot displays the Searchmetrics interface. On the left, a sidebar menu has 'Overview' highlighted under the 'PROJECTS' section. In the top right corner, a 'Create a new project' button is visible. A modal window titled 'Create a new project' is open, containing the following fields:

- Select domain or subdomain you want to monitor *
- Enter domain or subdomain
- Choose project name that should be displayed in navigation and overview *
- Enter project name
- Add description for additional information about the project
- Enter description

At the bottom of the modal are 'Save & Close' and 'Complete Project' buttons. The background shows a 'Project Overview' page with a table of projects:

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2

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6

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2

How can I do all of this with Excel?

11. Within the tab „Manage keywords“ you can optionally use a CSV or xlsx import/export to upload your keywords including tags. There’s an example ready for download, so that you know how to tag your keywords the right way.
12. Once you're done, click "Apply changes" and all of your KPIs will be recalculate in real time.

The screenshot shows the Searchmetrics 'Manage keywords' interface. The top navigation bar includes 'Brief Credits', 'Amazon (US)', and 'FEEDBACK'. The main content area is titled 'Manage keywords' and features a table of keywords. The table has columns for 'Keyword' and 'Tags'. A dropdown menu is open over the 'Action...' column, showing options like 'Copy', 'Move', 'Unassign', and 'Delete from project'. A green box highlights the 'CSV Import / Export...' button in the top right corner of the 'Manage keywords' section. Another green box highlights the 'Apply changes' button at the bottom right of the interface.

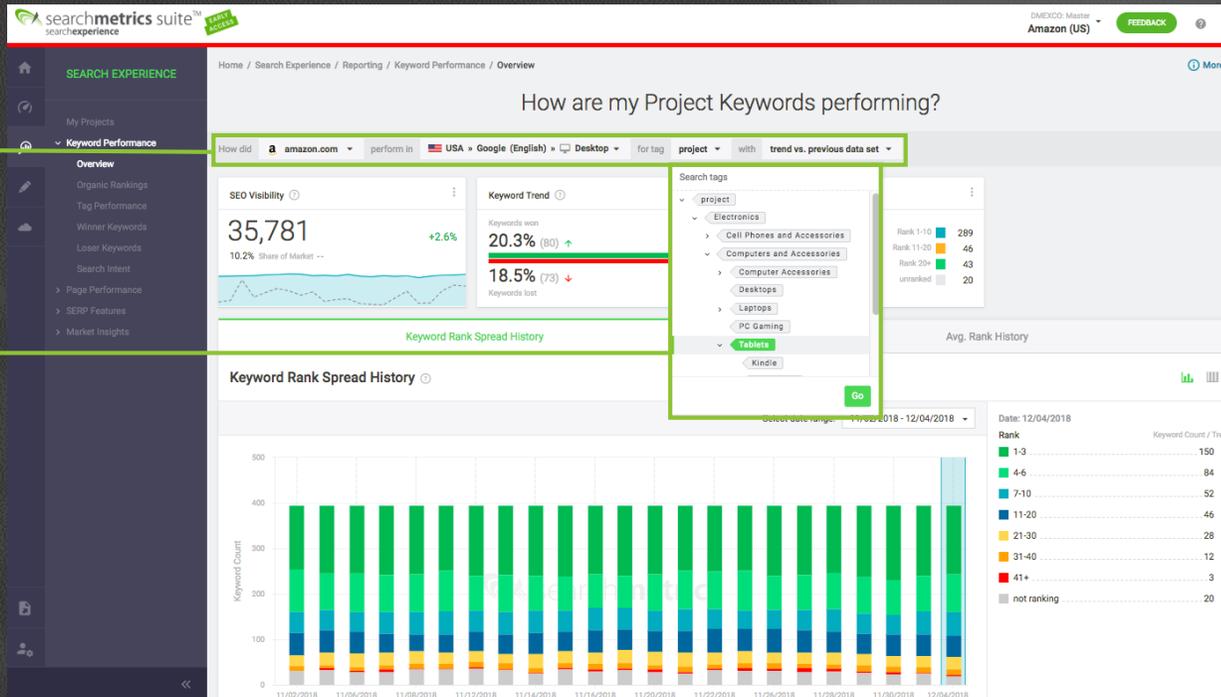
12

1

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2

Where can I find KPIs that are based on the hierarchical tags?



1. Within the Search Experience every report has a top-level navigation, where you can choose your project or benchmarks you have defined, the search engine, the time period but also the tag level.
2. For example, if you just want to know how the product category "Tablet" is performing, select this level and the whole report will adjust immediately.