

PARSONS | TKO



Advanced audience insights

Use search data to improve publishing & outreach

Primer | February 2020



Introduction

Search data is one of the most under-utilized resources at most organizations, unparalleled in its ability to offer granular, fast, and comprehensive insight into your audience's interests.

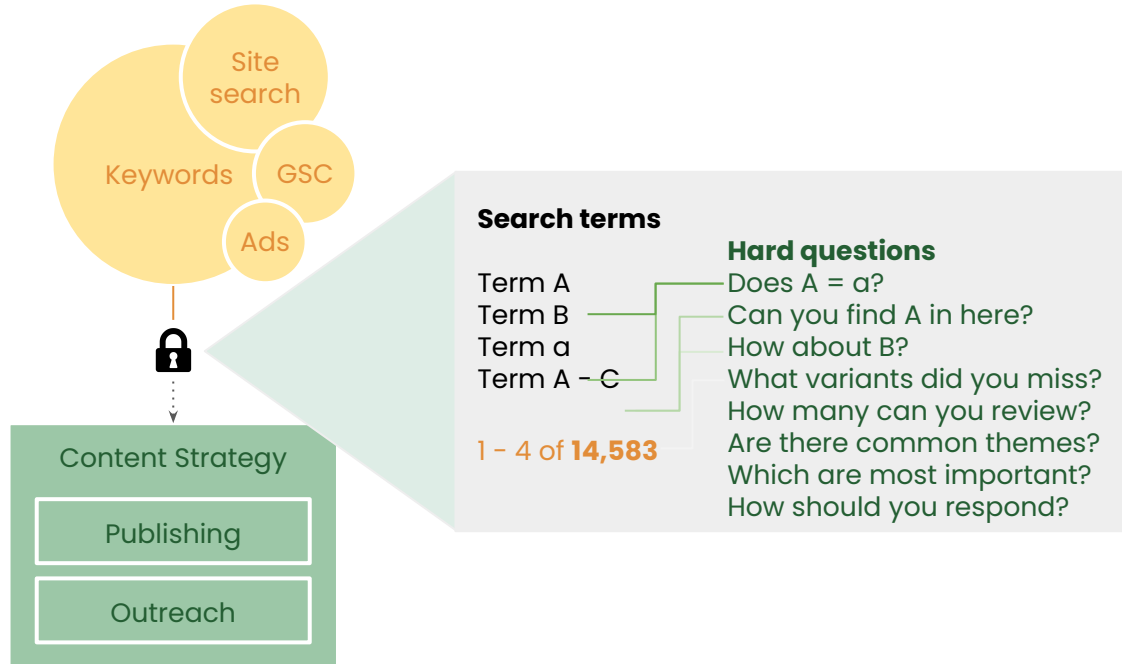
This primer provides a glimpse at the possibilities of integrating search data into your organization's strategic and tactical work in publishing and outreach.

Your audiences are providing you with specific key points about what they want to see. Whether you are working to better define your audience, develop a taxonomy, optimize content, develop keyword-based outreach campaigns, or segment and even personalize messages to key individuals, using your search data can help you **succeed in ways that would otherwise be impossible with your existing resources.**

Vast untapped strategic resource

Most organizations develop strategies and capabilities to reach their audiences **while ignoring keywords from the most engaged among them.**

Even those that try are often stuck with the theoretical and technical complexity of user entered search data, making it hard to **extract insights and tie them back into strategy.**



Leveraging what already works well

Where people search



Keyword quality

High volume
Mixed relevance

Your site search

Low volume
High relevance



Low volume
Mixed relevance

None of your keyword data exists in isolation and you don't have to start from scratch in collecting it. Google and your own website's search engine have powerful algorithms that **connect your audience's expressed interests to your most relevant content**, along with social and other sites.

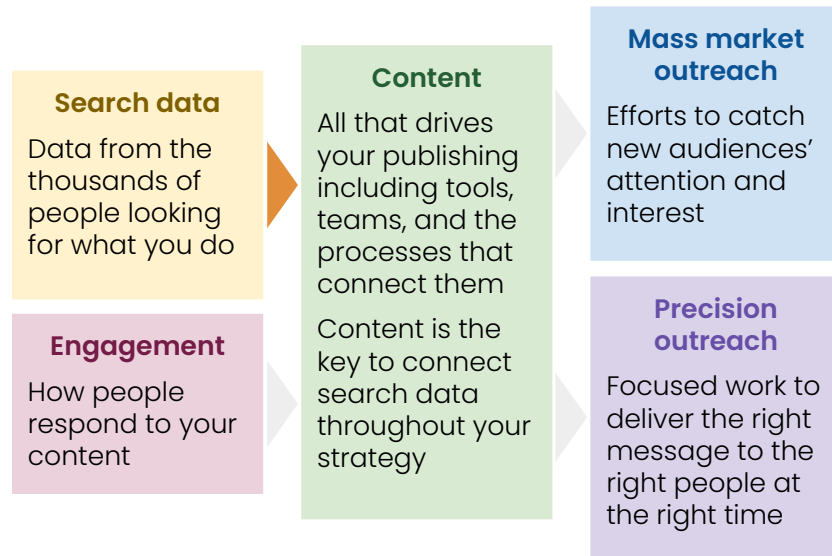
By working with this data and mapping it back to the rest of your strategy you can **save tremendous amounts of time** on labor-intensive audience research and otherwise low-yield outreach efforts.

Enrich publishing & outreach with data

Learn what your audience is looking for and how it relates to the things you can offer.

Putting search data in the context of your own content makes it **easier to interpret and use internally** as a resource to enrich publishing and editorial strategy.

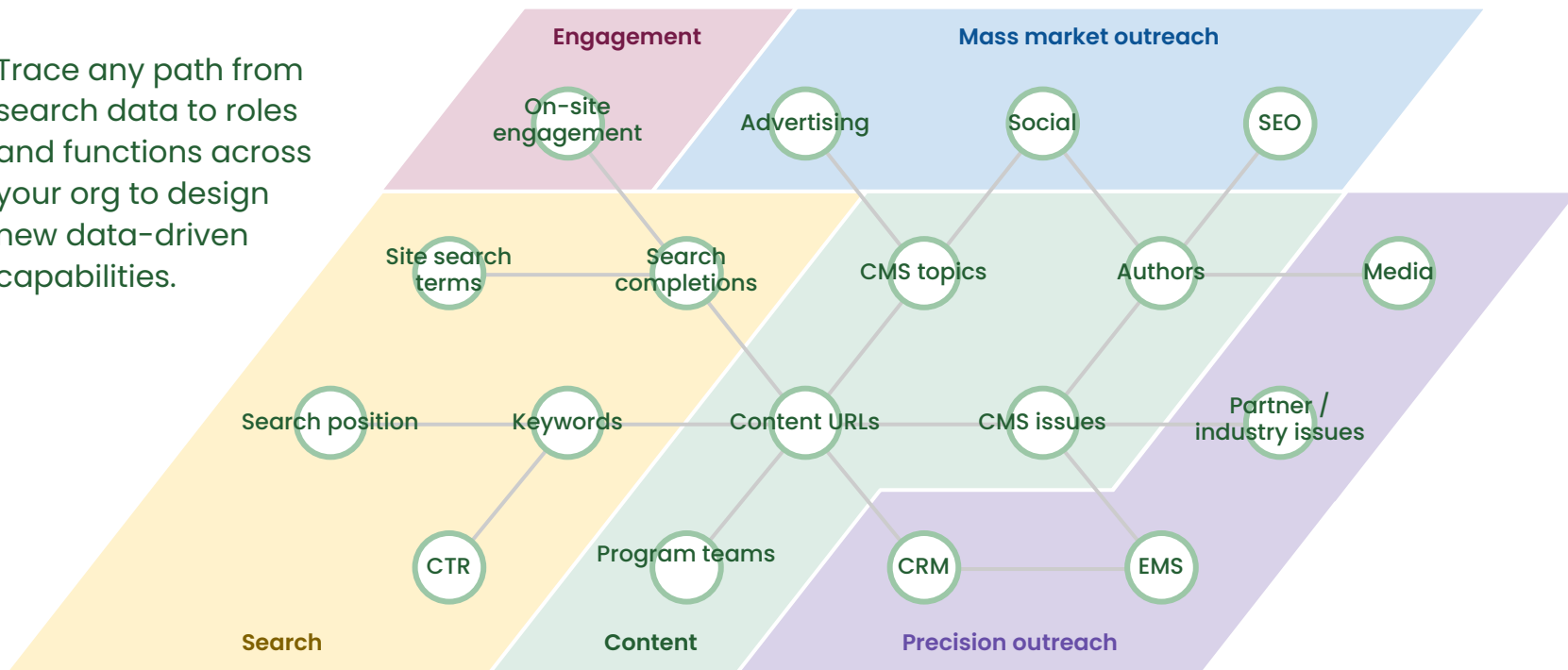
Connect your search data further to improve discovery and targeting of key audiences, and use engagement data as a part of feedback analysis to determine how well your search-led strategy is working.



Search data can become a powerful resource that fuels work throughout your organization

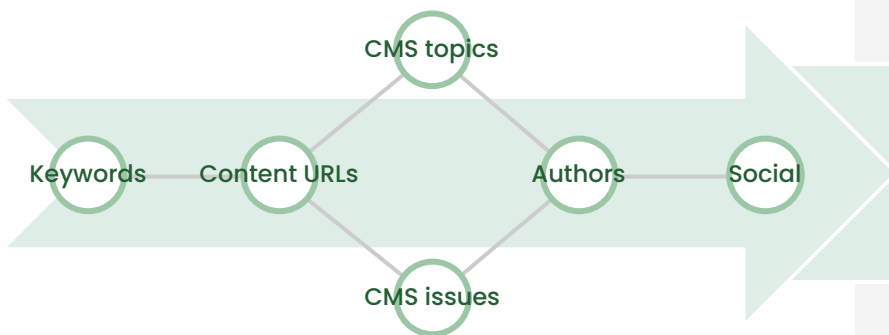
Mapping data to discover possibilities

Trace any path from search data to roles and functions across your org to design new data-driven capabilities.



Combining data answers questions

Connect the dots through your data sets to answer deep and nuanced questions...



...then use these insights to drive decisions or to power new capabilities in your tools.

// How is our brand helping to drive traffic to content on key issue areas?

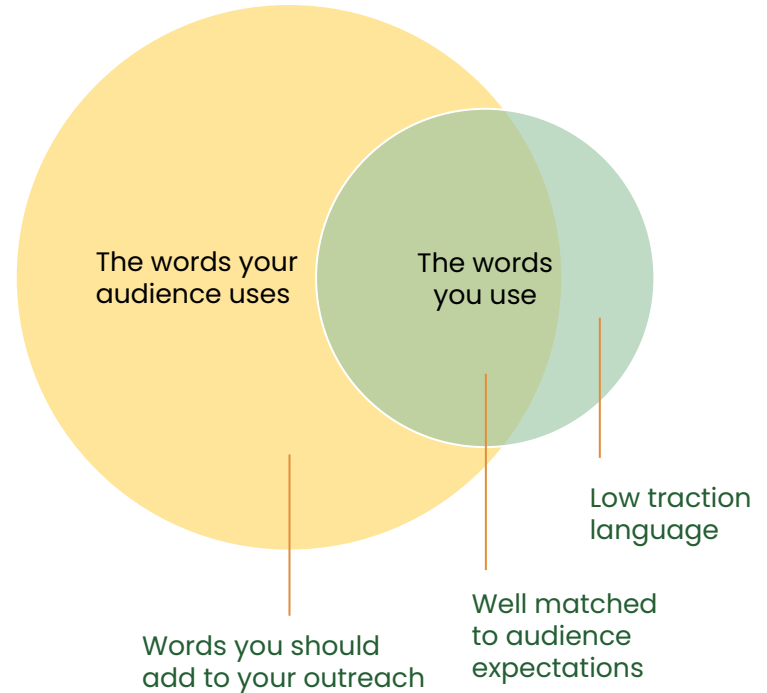
// How do people describe our content, and how can that help our experts join relevant conversations on social?

// What topics are people searching for and how should that guide publishing and promotion, on our site or off?

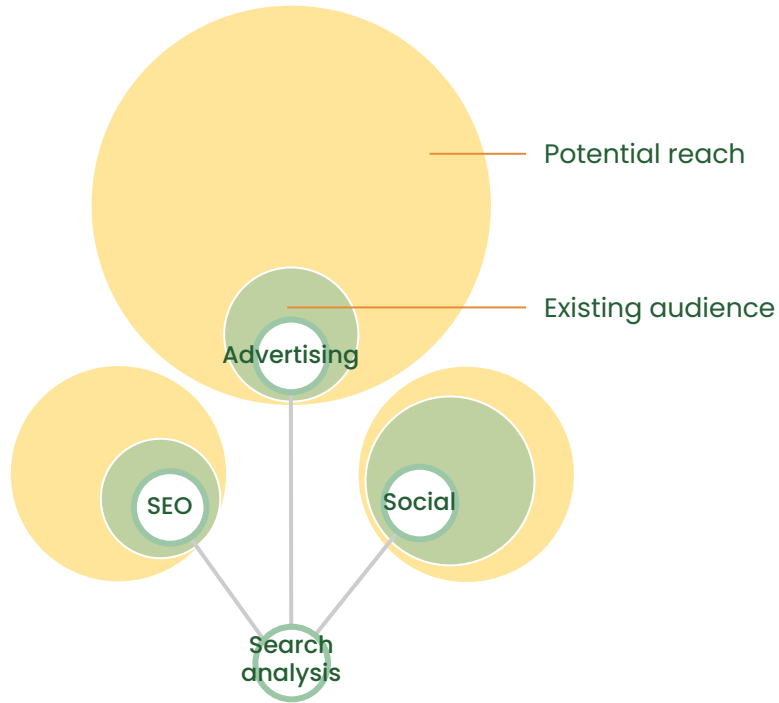
Evaluate & inform editorial language

Organizations develop taxonomies and expert editorial processes to create content that resonates, and make communications content designed to meet audiences where they are.

Leveraging your search data can help you **understand where these efforts have been successful**, where they have missed the mark, and what opportunities there are to **update your vocabulary** with the words your audiences are using today.



The right words to grow audiences



By applying the right keywords to mass market outreach channels, such as search, social, and ads, you can **reach larger and more diverse audiences.**

Show up where people are looking for you by adopting their language, or using that as a springboard to add new capabilities in audience research, social listening, and other tactics to expand your reach..

Endless uses for integrated search data

Getting this data is easy, understanding it is hard, but working with search data in your organization is transformative. Use it to unlock and accelerate a wide range of projects for staff in communications, development, government relations, policy research, or any other team that has content and conducts outreach.

The right use cases to start with depend on where you are and what you are trying to do, but **tapping into this data will open new opportunities** for years to come.

Recommend new page-level keywords to improve SEO

Inform information architecture during site redesign

Tap into audiences that use your words but don't know you

Detect trending topics in your own terms and taxonomy

Guide your editorial calendar based on real-world trends

Find conversations on social that you should be a part of

Update taxonomies based on the words your audience uses

Enrich editorial process with a new dictionary of terms

Alert your experts to trends and help them respond

Develop keyword sets for Ads to seize missed opportunities

Make paid ads easy to post for focused project teams

Target keywords for audiences that show higher engagement

Improve audience segmentation based on observed interests

Inform individual outreach with terms tied to their activity

Personalize email and web content based on search trends

Meet the author



Stefan Byrd-Krueger is the Chief Analytics Officer of ParsonsTKO and leads the company's data strategy practice. He lives in Silicon Valley, blending the area's penchant for innovation in technology with more than 10 years of experience supporting digital projects in the non-profit and think-tank community.

His experience includes managing a multi-disciplinary digital and grassroots outreach portfolio at The Concord Coalition, and serving as the first dedicated analytics specialist at The Pew Charitable Trusts.

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