

BRIGHTEDGE SEO INNOVATIONS

(WE ♥ OUR CUSTOMERS)

At BrightEdge our top value is customer success, which means delivering tremendous innovation to help our customers stay ahead of the changes in search and content marketing.

As a SaaS company, our software is delivered as a subscription and each month we bring innovative new technologies to our customers at no additional cost.

Over the past 12 months, we've delivered 10 feature packed releases — if we listed everything it would be 70 pages! So instead, we've chosen to illustrate a partial list of all the great features available in your account today.

TOP 20 BRIGHTEDGE INNOVATIONS FROM THE PAST 12 MONTHS

COMPREHENSIVE SOLUTIONS TO SOLVE SECURE SEARCH

Google
announced
100% Secure
Search on
Sep. 23, 2013

♥ AUGUST 2013



Page Reporting connects actual analytics data (revenue, visits, and conversions) at a page level. With Page Reporting, business performance metrics can be rolled up into Page Categories/Business Units as well as at a total site level.

PAGE REPORTING

♥ SEPTEMBER 2013



BrightEdge calculates estimated traffic conversions, and revenue performance metrics that are no longer available due to secure search (based on BrightEdge Customizable Click Curves).

ESTIMATED KEYWORD REPORTING POWERED BY CUSTOMIZABLE CLICK CURVES

♥ NOVEMBER 2013



Seamless self-service GWMT integration paints a fuller picture of organic search performance. Integrate up to 20 GWMT sites — view and store data weekly, monthly, quarterly, or trended over time.

GOOGLE WEBMASTER TOOLS INTEGRATION

♥ JANUARY 2014



Help restore KW level traffic for a page. With support of "Estimated Keyword Values," users can toggle between actuals and estimates, then "Discover Keywords" driving page performance from our index.

PAGE REPORTING ESTIMATED TRAFFIC REPORTING & KEYWORD DISCOVERY