HUGE

SEO keyword strategy.

Customer Engagement Hub.

June 2020

1. SEO background.
2. Methodology.
3. Review of findings.
4. SEO content opportunities.
5. Next steps.

Agenda.

Summary of SEO keyword research and high level recommendations.

What this is.

- Deep dive into the "voice of the searcher" SEO keyword research
- Recommendations of what content is needed for SEO success.
- Insights into search query dynamics, volume and competitiveness.
- The first step in what would be a long term effort.

What this isn't.

- A complete content strategy - this should be an input into a larger content discussion. More SEO work would need to be done to execute on these recommendations.
- A static document - keywords change over time and the keyword strategy should be updated regularly.
- The detailed keyword research workbook.

SEO background.

Search Engine Results page.

Anatomy of an "Liquidity investment strategy" search results page.

Content on this Search results page (SERP) comes from various places:

• Core web and instant answers results are organic, non-paid content and can be influenced by SEO.

• Other organic result types: Local results, news, images, video.

• Paid search ads are placed via the Google AdWords on a cost-per-click basis.
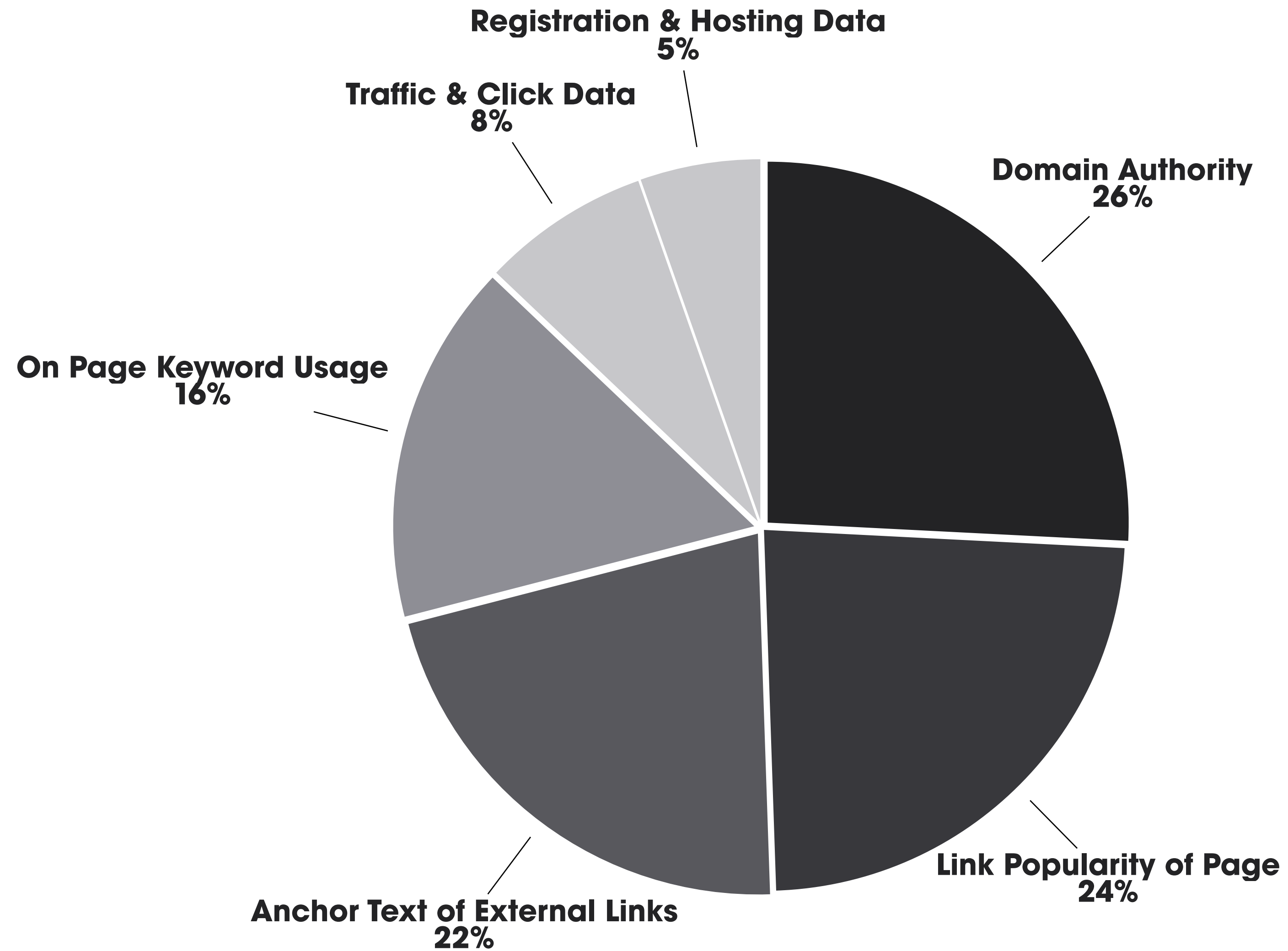

H
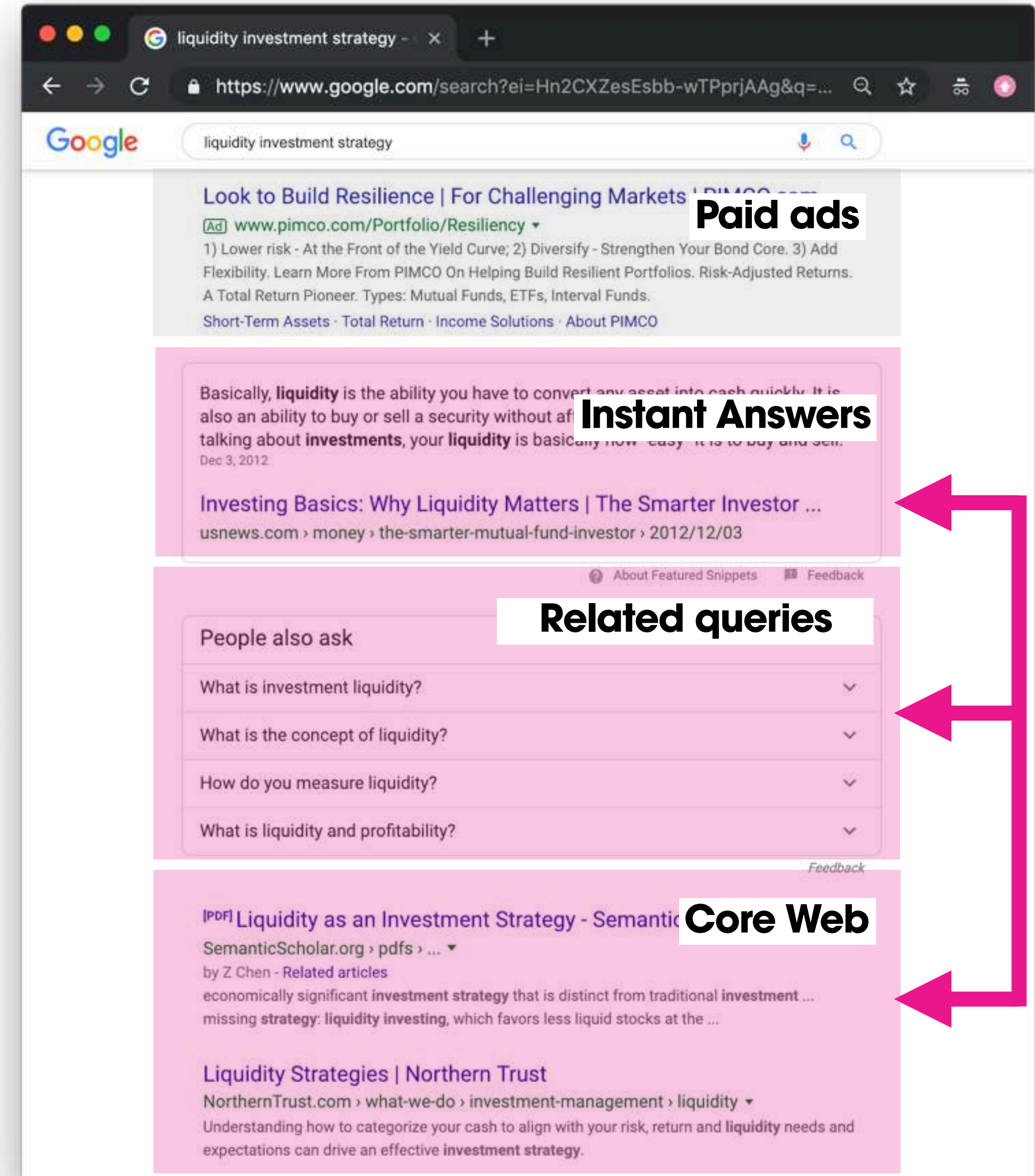
Google attempts to show the most relevant content for the query at the top of the results page via use of a proprietary ranking algorithm.

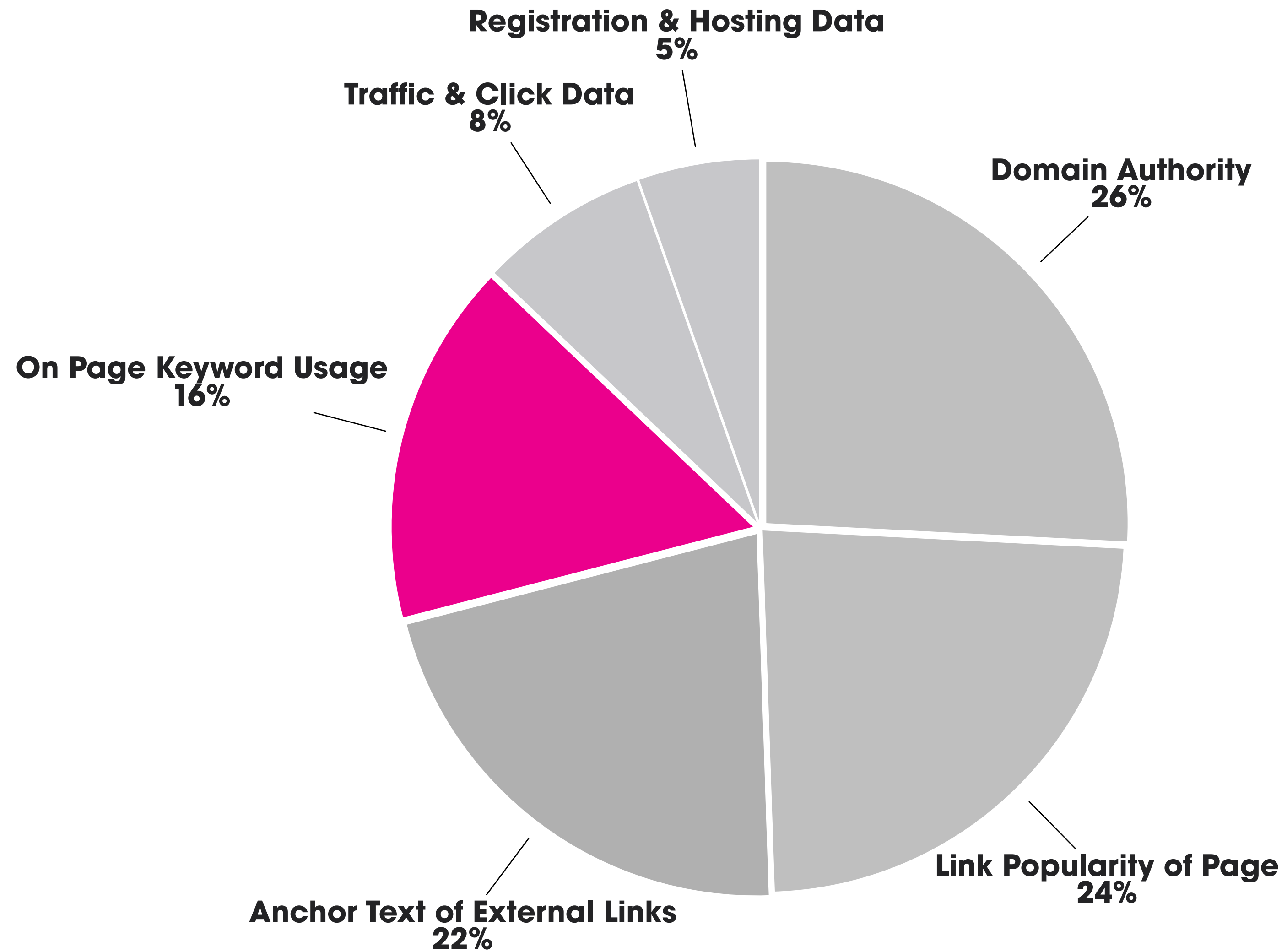**Key elements of Google's ranking algorithm.**

1. Content: Keyword use, quality, markup.
2. Backlinks from relevant, authoritative sites.
3. Site speed, especially mobile site performance.
4. Other signals like the user history, location, and language.
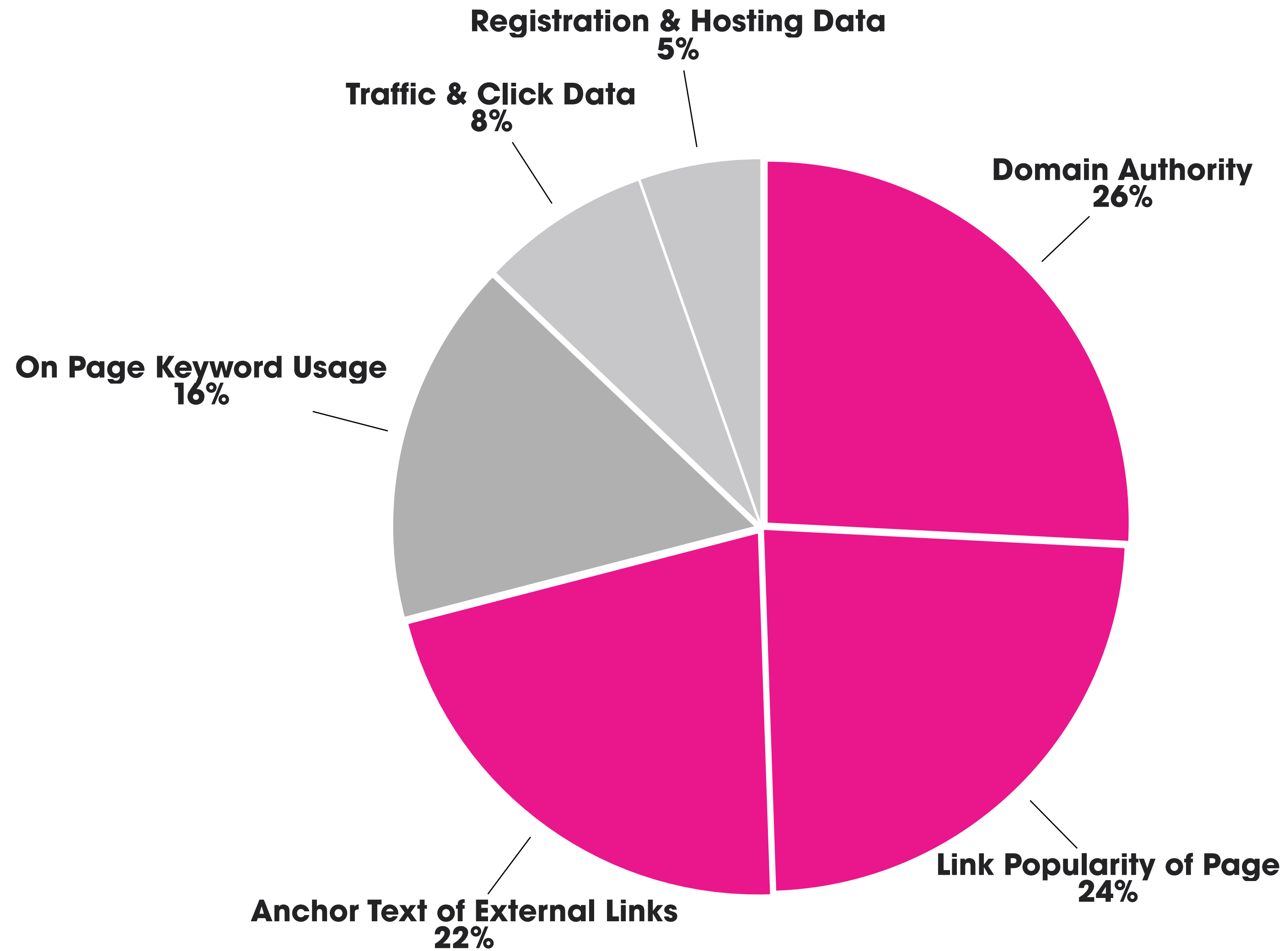
Components of ranking algorithm.

Registration & Hosting Data
5%

Traffic & Click Data
8%

On Page Keyword Usage
16%

Domain Authority
26%

Link Popularity of Page
24%

Anchor Text of External Links
22%

Moz survey of SEOs

The importance of content.

Registration & Hosting Data
5%

Traffic & Click Data
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Domain Authority
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Moz survey of SEOs

The importance of links.

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Moz survey of SEOs

Keywords > content > backlinks

1. Know the keywords you want to own.
2. Develop rich keyword-focused content.
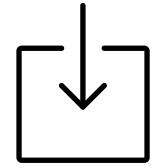3. Get backlinks from related sites and content.

2

Methodology.

The process.

Gather: Huge worked with NTAM teams to gather keywords and gain the benefit of insights into areas of focus. Paid search keywords were reviewed and relevant queries were added.

Enrich: Competitor site were crawled to pull focus keywords. SEO tools from Google, SEMRush, and Ahrefs were used to generate suggestions and variants.
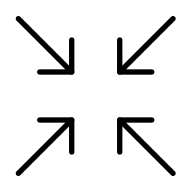
Clean: The draft list was de-duped for identical queries and manually cleaned to remove semantic duplicates ("Equity index versus index equity").
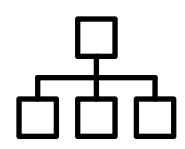
Cluster: The list was clustered via up to three levels of tagging. Tags were assigned with the aim of grouping similar keywords together to the point where they can be targeted together.

Map: Clusters were mapped to URLs on NorthernTrust.com and content gaps were identified. Clusters needing deep content were distinguished those with lighter needs.
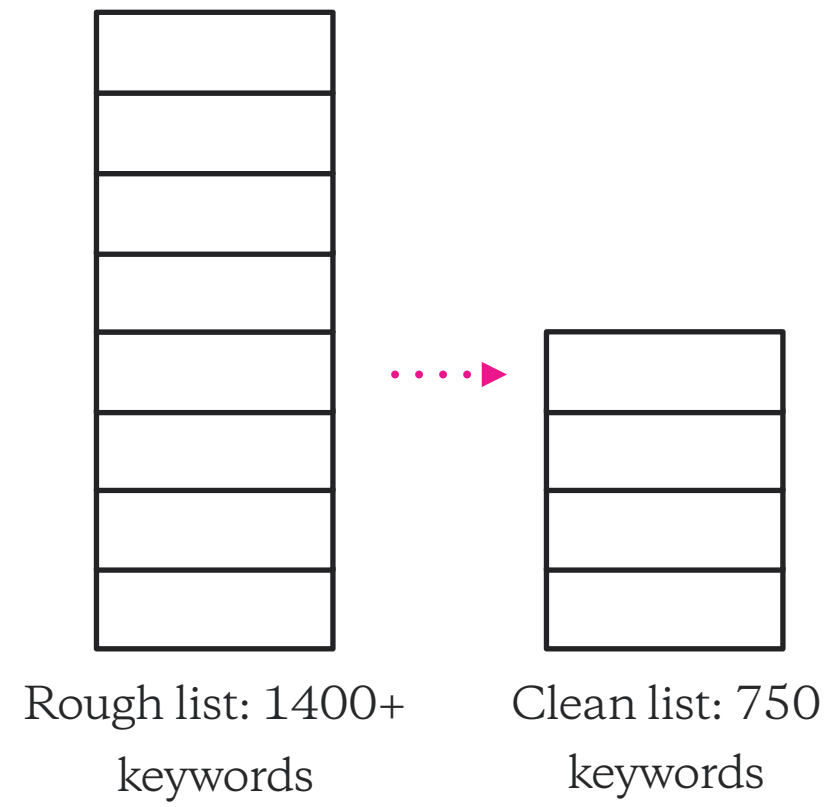
Analyze: Insights and SEO recommendations were generated by a review of the clusters, mapping, and paid search performance data.
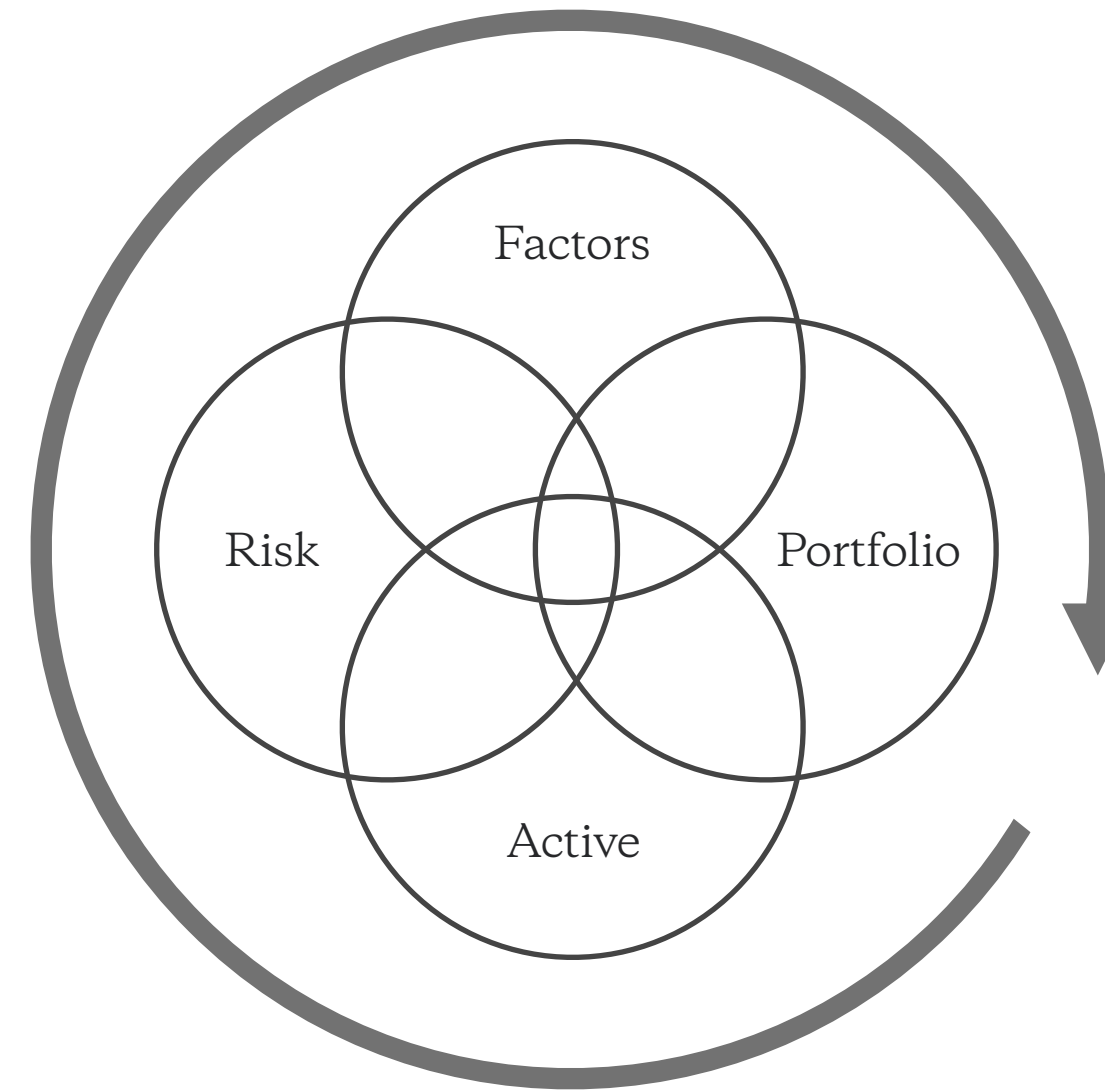
Inputs and process.

Intake.

 Key themes, messaging, and keywords from Garett

 Tracy Schneider keyword-level feedback

 Paid search keywords and performance data

 SEO keyword research tools.

 Review of competitive sites and focus keywords.

Clean.

Rough list: 1400+ keywords

Clean list: 750 keywords

Cluster.

Factors

Risk

Portfolio

Active

Evaluate.

Missing content

Missing page

Content gaps: ~76 pages and modules
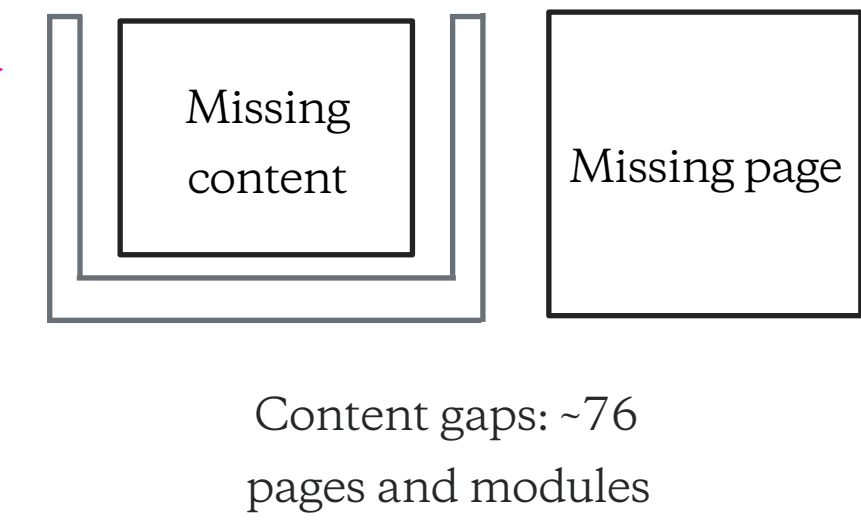
Workbook review: Key caveats.

1. For SEO planning it's more useful to use the clusters. The individual keywords on the list are best used as a reference for on-page optimization.

2. Not every keyword on the list is going to be a priority. For example, "low fee" keywords might not be desirable for core NTAM content, although they could be addressed via insights articles or blog content.

3. NTAM is targeting a smaller, sophisticated audience, so high query volume is not always important. Low volume queries will still be important.

4. These keywords have 1000s of variants - not every relevant keyword is on the list - but hopefully every relevant cluster is. Always look for better keywords when executing SEO.

Master keyword list excerpt.

Keyword	Tag 1	Tag 2	Tag 3	Google ranking	Volume	Keyword Difficulty	URL
active investing	Active	Investing		>100	350	12	
active investment management	Active	Investing		97	60	25	https://www.northerntrust.com/canada/what-we-do/investment-management/investment-capabilities/equity-solutions/active-management
active investment strategies	Active	Investing		>100	10	1	
active model portfolios	Active	Model	Portfolios	76	10	3	https://www.northerntrust.com/united-states/what-we-do/investment-management/equity/quantitative
active portfolio management	Active	Investing		>100	200	1	
active quant	Active	Quantitative		>100	10	1	
active quantitative	Active	Quantitative		12	10	3	https://www.northerntrust.com/africa/what-we-do/investment-management/investment-capabilities/equity-solutions/quantitative-equity
active solutions	Active	Solutions		>100	300	1	
active strategies	Active	Strategies		>100	20	12	
active tactical allocation	Active	Tactical		19	10	14	https://www.northerntrust.com/united-states/what-we-do/investment-management/multi-asset/global-tactical-asset-allocation
fundamental vs quantitative active	Active	Vs Fundamental		>100	10	1	
quant active investing	Active	Quantitative		17	10	1	https://www.northerntrust.com/united-states/what-we-do/investment-management/equity/quantitative
quant active strategies	Active	Quantitative		10	10	1	https://www.northerntrust.com/united-states/what-we-do/investment-management/equity/quantitative
quant strategies	Active	Quantitative		75	150	12	https://www.northerntrust.com/africa/what-we-do/investment-management/investment-capabilities/equity-solutions/quantitative-equity
quantitative active investing	Active	Quantitative		12	10	1	https://www.northerntrust.com/united-states/what-we-do/investment-management/equity/quantitative
quantitative active strategies	Active	Quantitative		5	10	2	https://www.northerntrust.com/united-states/what-we-do/investment-management/equity/quantitative

Keyword insights.

3

Keyword research identified several major query patterns.

Sector search dynamic.

General

Specific

Strategies

Sector search dynamic.

"Fixed income funds"

"Municipal bond funds"

General

Specific

"Fixed income strategies"

"Municipal fixed income strategies"

Play in every quadrant.

SEO success means owning product, category, solution and strategy keywords.

Solutions

Blog content focuses on Strategy keywords.

General ───┼───────────────────────────── **Specific**

**Most insights
and blog content**

Strategies

Query volume is mostly specific products and solutions.

Most of the query volume

General ── Specific

Strategies

NTAM content is mostly general strategies and solutions.

Solutions

General

Most of the NTAM content on NorthernTrust.com

Specific

Strategies

NTAM has made the first step - getting content ranked on Google.

Most NTAM URLs rank, but draw no traffic.

Tag Average position

More visibility ← → Less visibility
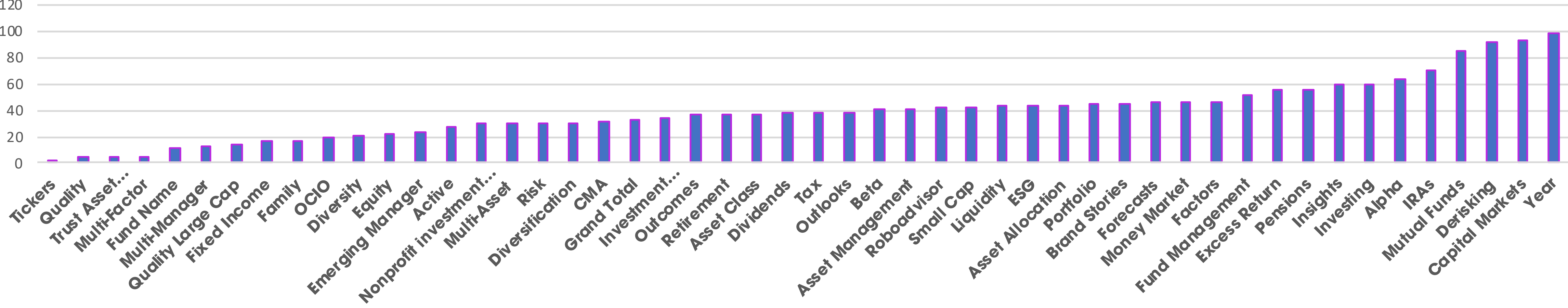
Almost all organic clicks come from page one of results.

Tag Average position
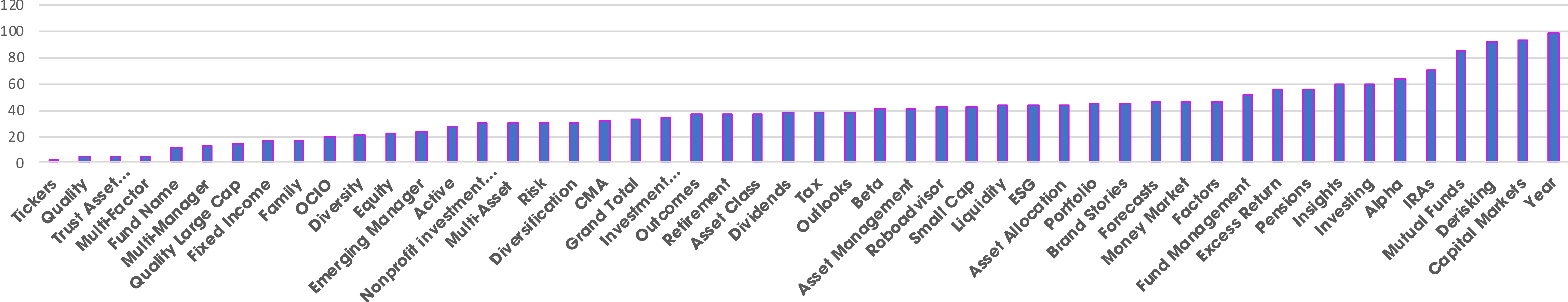
All the traffic is here

Near term SEO work should focus on moving from pages 2-4 on Google to page one - where users are clicking.

Boost rankings to page one to see results.

Tag Average position

NTAM ranks on page 2-4 on Google
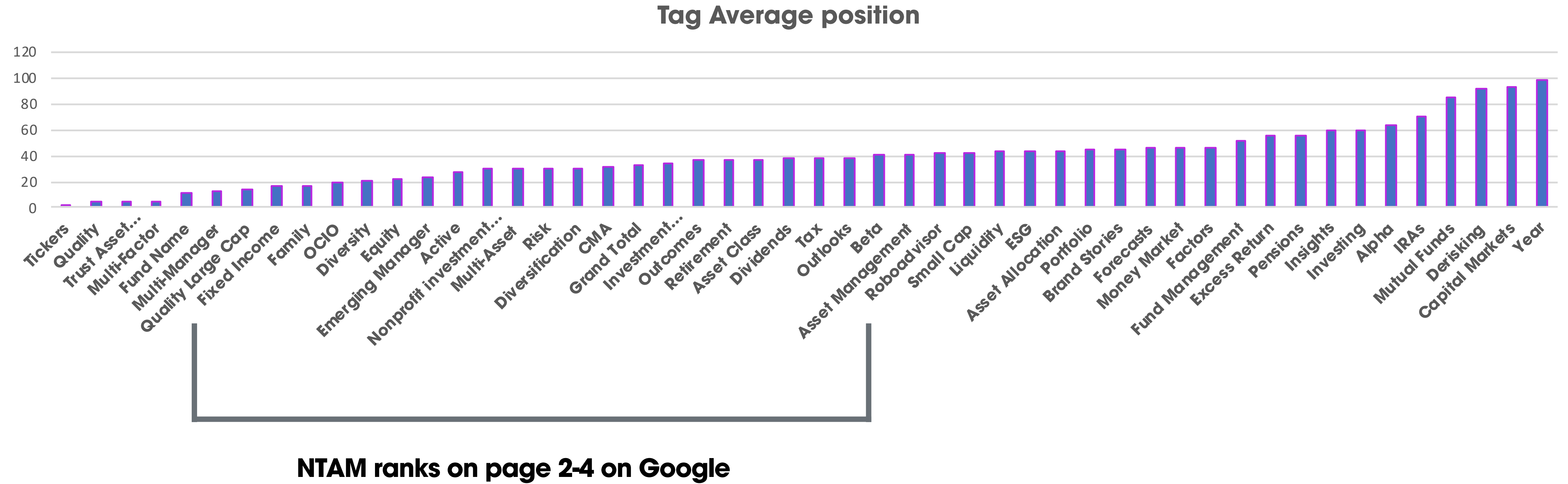
Focus on clusters that align to strategy - not just those with high query volume.

Most highly-relevant queries are low volume.

Cluster query volume
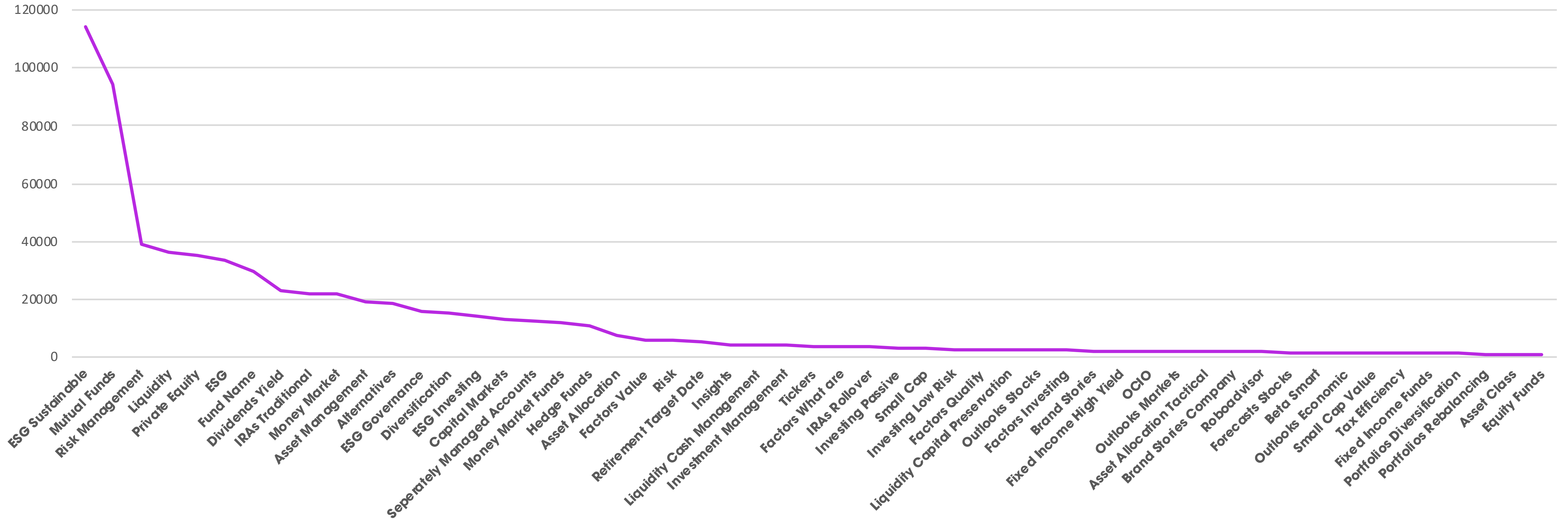
Showing all clusters with volume greater than 1000 queries / month.

Many strategic clusters have low difficulty - these are great places to start investing in SEO.

100 = Hardest keywords to rank for.

Tag Difficulty
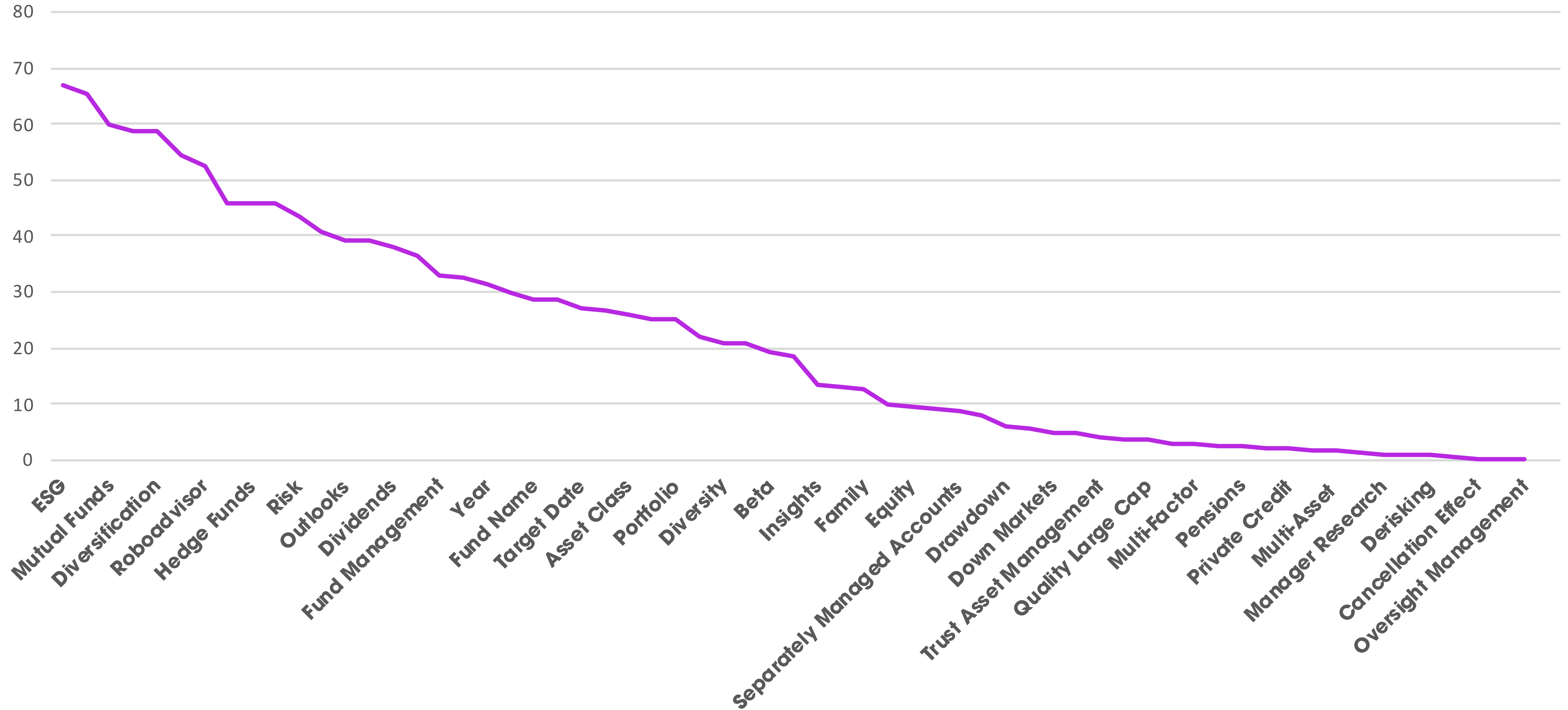
Plotting volume versus difficulty shows high potential areas of SEO focus.

Target high volume, low difficulty keywords.

Tag Volume vs Difficulty
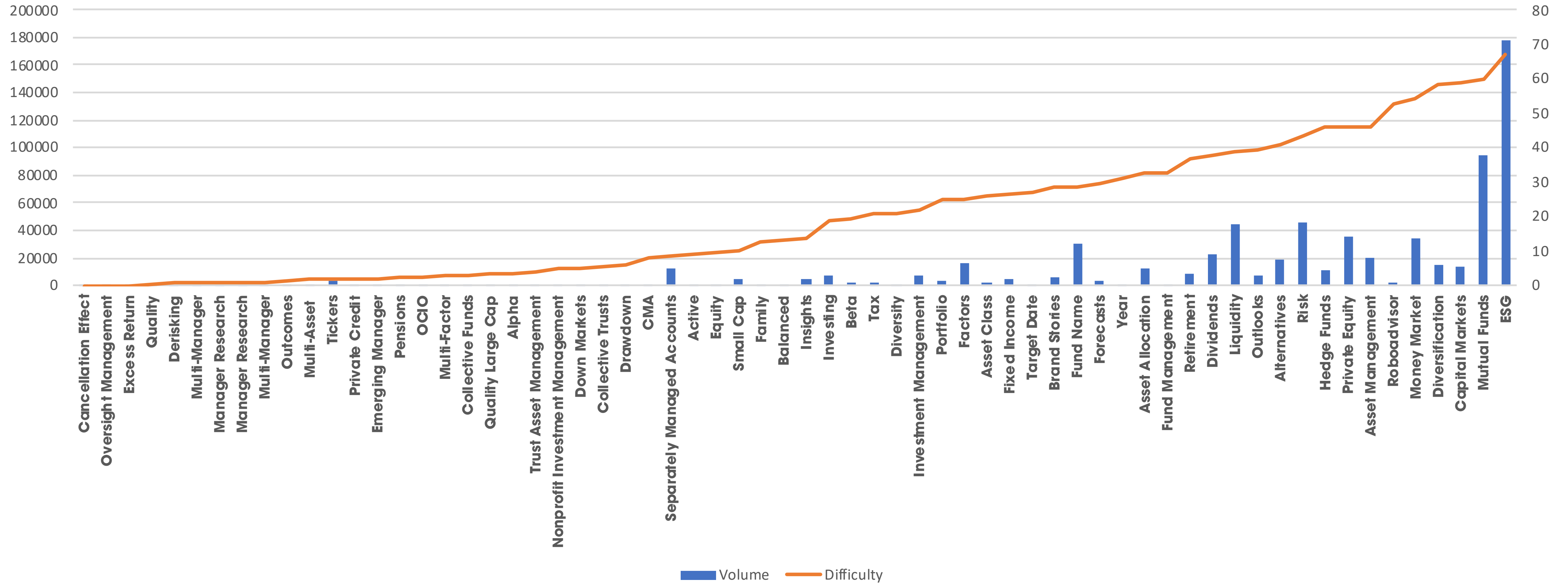
NTAM core competency keywords.

Tag Volume vs Difficulty
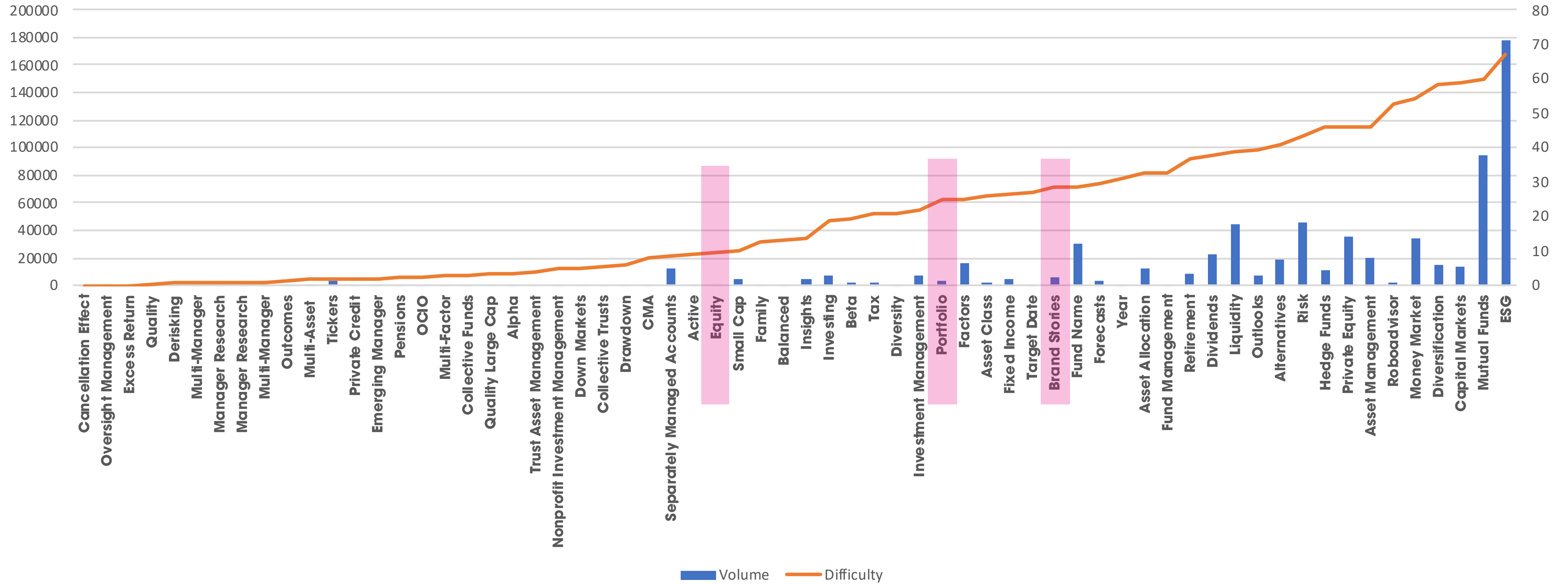
1. NTAM is "close but not quite" in most clusters. These can be improved with on-page SEO work.
2. Strategic keywords often have relatively low volume - that's O.K.
3. Most important keywords are not difficult to rank for - the is lots of business upside here.

4

SEO content opportunities.

SEO Content across several major themes should be developed.

Across all keywords major trends emerge.

The larger themes.

Several large topic areas are need SEO content. These include:

- Risk: Ways of managing, risk portfolios, evaluating risk

- Factors: In-depth content on factor investing

- Asset allocation: Asset allocation across types, tactical versus strategic

- ESG: A monster cluster that needs dedicated pages to the various elements of ESG

- Advisor solutions: All in one, many portfolio clusters, retirement. Many are PDFs.

- Active investing: Basics, benefits, tactical

Different keyword clusters have different content requirements.

Some clusters have rich content requirements.

Page-length content.

The workbook groups clusters into 9 larger superclusters. Research estimates as many as 68 new pages would be needed to rank for every cluster.

Example of page-length content gap: Active versus passive investing.
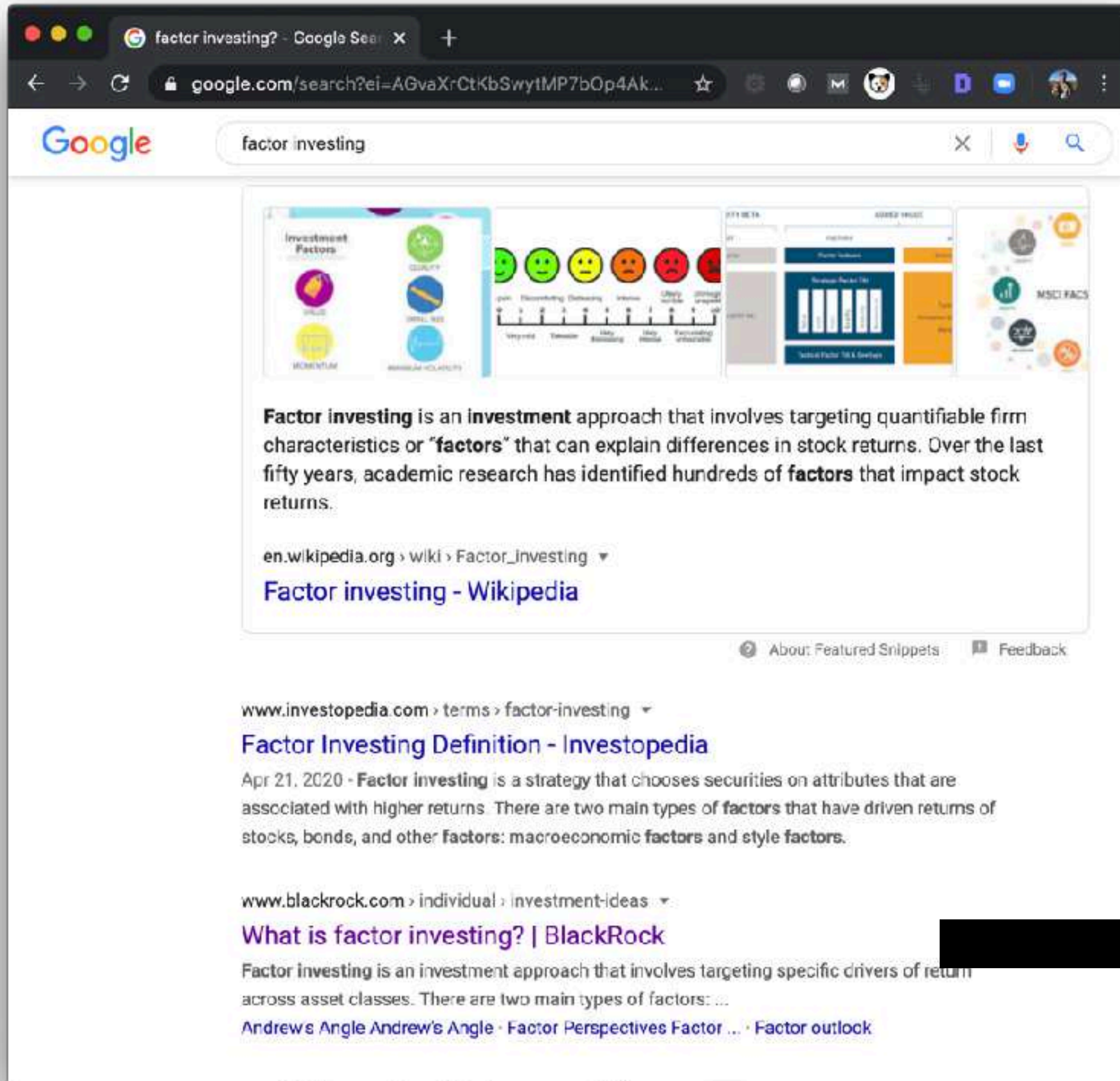
To rank for "Passive versus active investing" keywords, the content module on the Equity page would need to be built-out into page-length content.

- The current infographic addresses the topic in brief but is not SEO friendly.

- Most identified content gaps have some degree of content on NT.com, just not enough.

- Related content is highlighted in the SEO workbook.
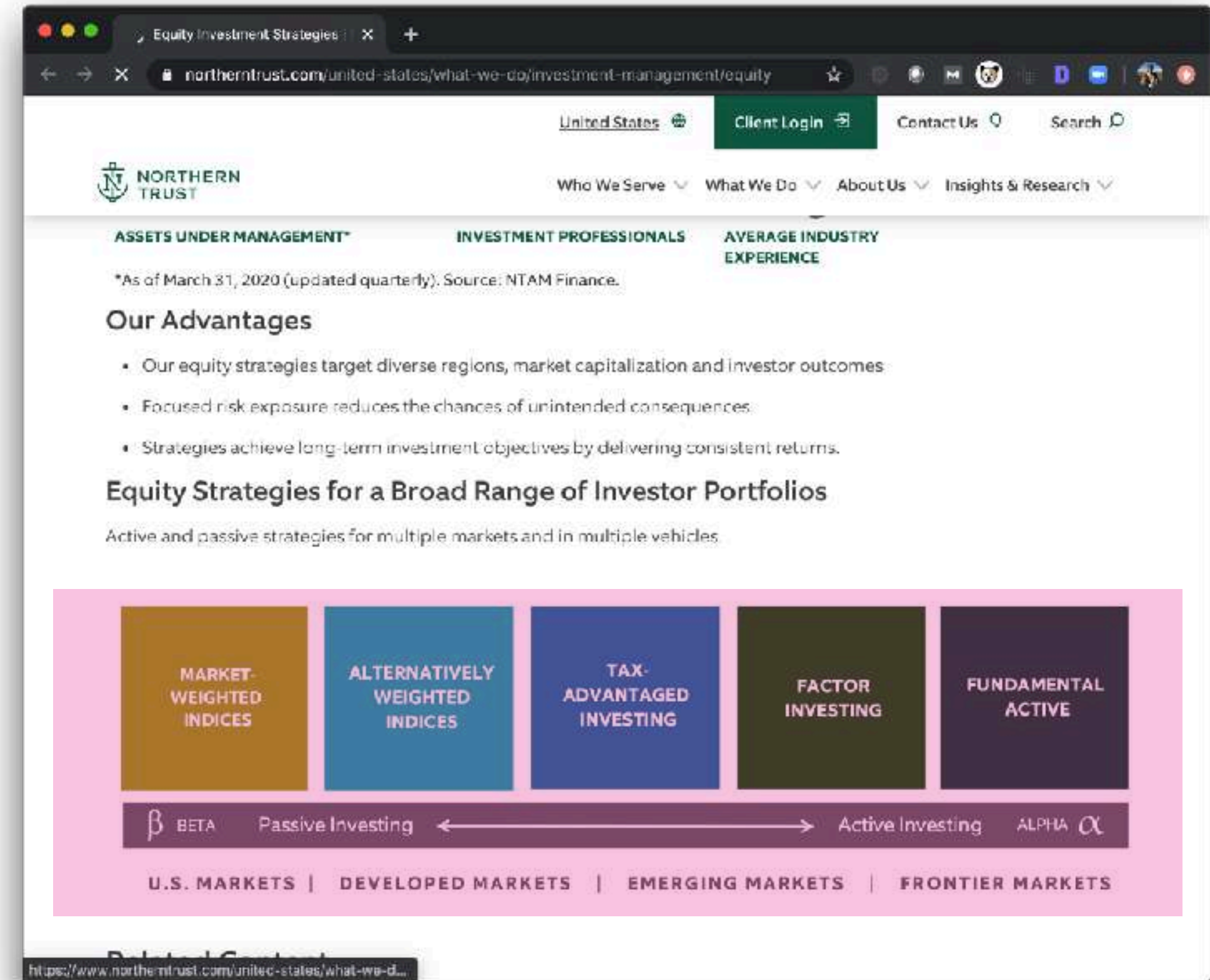
This section address the "active versus passive" topic but is image-based, non-indexable by Google, and too short to effectively rank well.

Competitior page-length content: Blackrock targets "factor investing"

Selected clusters needing new pages.

Theme	Missing SEO content
Active	Investing strategies: Passive versus active
Active	Low cost active solutions
Active	What is active investing?
Advisor Solutions	Advisor solutions
Advisor Solutions	Advisor solutions - multi asset
Advisor Solutions	Advisor solutions - outcomes
Asset allocation	Asset allocation for multiple accounts
Asset allocation	Asset allocation for retirement
Asset allocation	Asset allocation models
Asset allocation	Asset class overview page
Asset allocation	Commodities asset allocation
Asset allocation	Emerging markets asset allocation
Asset allocation	ETF asset allocation
Asset allocation	Fixed income asset allocation
ESG	Carbon and Climate ESG strategies
ESG	Collection of ESG funds across asset classes
ESG	Diversity investing
ESG	Environmental ESG strategies
ESG	ESG governance
Factors	Factor based strategies
Factors	Momentum factor
Factors	Size factor
Factors	Ultra short strategies
Factors	Value factor
Factors	Volatility factor

Content gaps: Niche topics

Several smaller yet still attractive topic areas missing SEO content. Pensions

- Insurance asset management

- Emerging manager

- Liquidity / Cash management

- Alternatives

- Pensions

- New collections of funds: All small cap, all quality, etc.

Fund collection page: #1 for "Liquidity funds".

Other clusters have light content requirements.

Bite-size content.

Research found ~15 clusters that could be optimized with new content on larger existing or planned pages.

Content modules: Robeco and "negative screening".
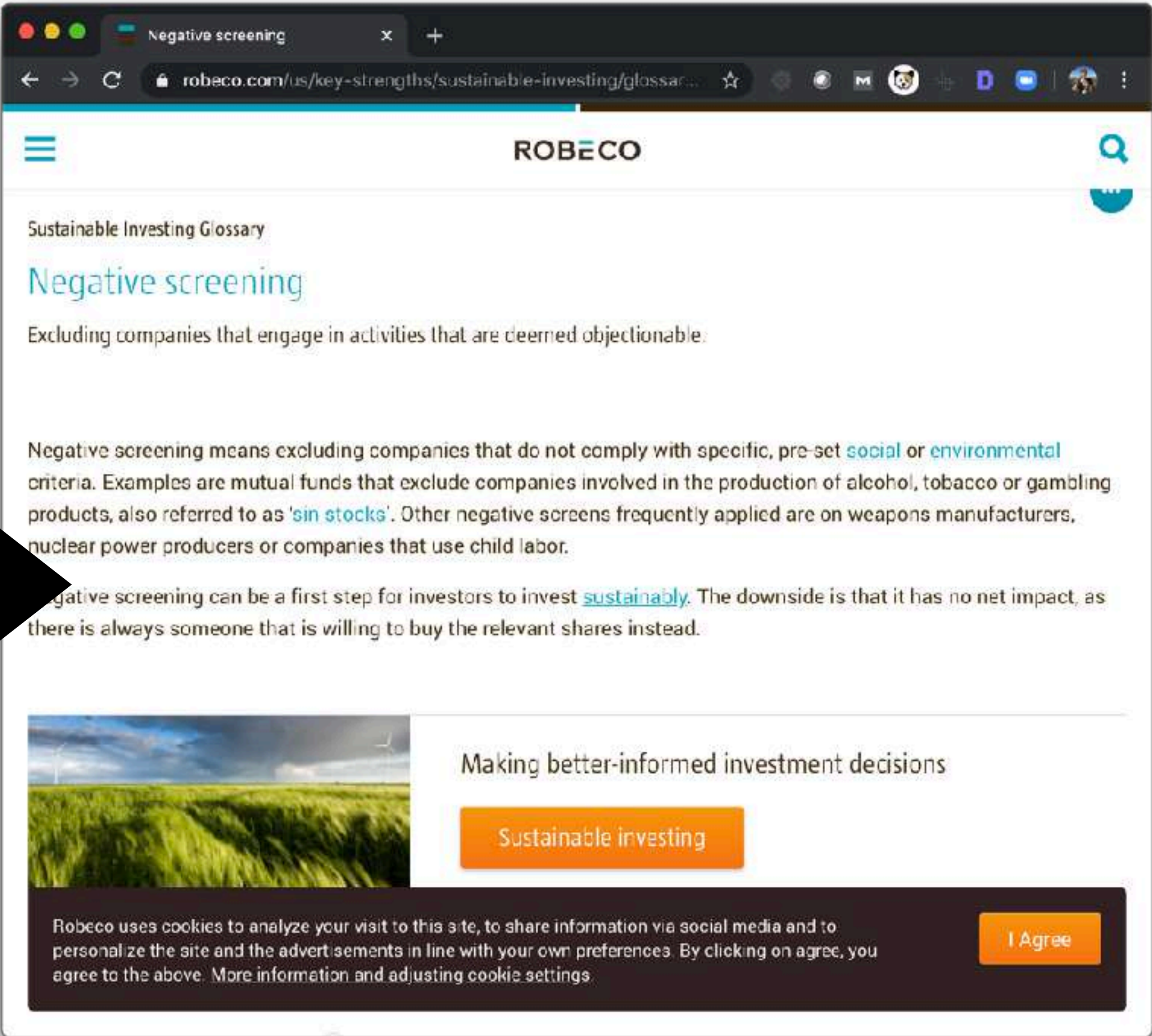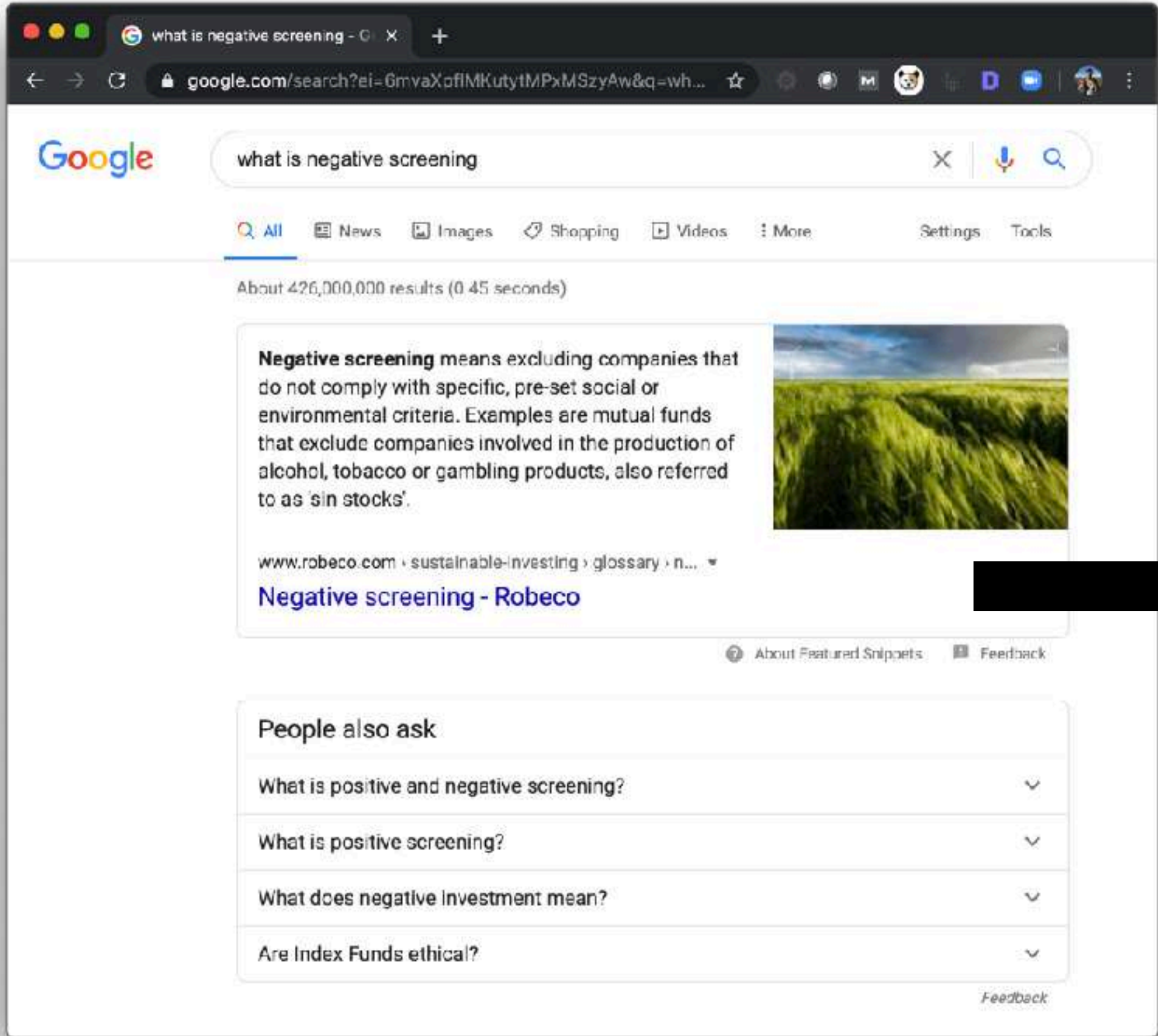
Topics suitable for content modules.

Theme	Missing SEO content
Asset allocation	Which asset allocation has best performance?
Multi Asset	Content module in multi asset are: Multi-asset trusts
Active	Content module on active investing page: All cap active strategies
Active	Content module on active investing page: What is active investing?
Asset allocation	Content module on asset allocation page: Tactical versus strategic asset allocation
Asset allocation	Content module on asset allocation page: What is asset allocation?
	Content module on endowment fund management
ESG	Content module on ESG page: About negative screening
ESG	Content module on ESG page: ESG managers, NTAM history as ESG manager
ESG	Content module on ESG page: Minority owned companies
	Content module on home page: What is investment management
	Content module on main liquidity page on evaluating liquidity or cash needs / profile
Multi Asset	Content module on main multi-asset page: What is multi asset investing
Retirement	Content module on retirement page: Collective funds
	Content module: What is traditional fixed income
ESG	What is ESG?

"About us" keywords can work in this niche.

Beyond acquisition: Targeting strategic brand-building keywords.

Strategic focus keywords.

Keywords around core NTAM Go to Market positioning are often grouped in a the Brand Stories cluster.

To Build on success reach full potential

NTAM already ranks for some of these keywords and could do much better. Many "about us" keywords have significant volume.

Selected brand stories keywords.

Keyword	Tag 1	NTAM Ranking	Volume
asset management companies	Brand Stories	69	1600
investment management companies	Brand Stories	90	800
excess return	Brand Stories	>100	600
investment management firms	Brand Stories	>100	500
asset managers	Brand Stories	>100	500
asset management firms	Brand Stories	>100	400
investment management services	Brand Stories	>100	200
largest asset management firms	Brand Stories	46	200
investment managers	Brand Stories	45	200
asset management chicago	Brand Stories	32	150
asset management specialists	Brand Stories	>100	150
investment management firms chicago	Brand Stories	56	100
top money managers	Brand Stories	75	80
global asset management firm	Brand Stories	15	40
global investment management firm	Brand Stories	17	30
long term returns	Brand Stories	>100	20
fund management company	Brand Stories	>100	20
capital market experience	Brand Stories	>100	10
investment experts	Brand Stories	29	10
investment manager services	Brand Stories	17	10
largest investment firms by assets under	Brand Stories	18	10
leading asset management firms	Brand Stories	36	10
major asset management firms	Brand Stories	73	10

Summary of keyword research findings.

	Insight	Implication
1	Most NTAM keywords are niche	Avoid focusing on query volume exclusively
2	Content requirements are high	NTAM SEO topics covers tremendous breath, requiring lots of content
3	Overall competitiveness is low	It's possible to win in SEO against competitors given a serious effort.
4	Progress has been made	NTAM already ranks for many keywords, just not on page one.
5	Modest content investments can pay dividends	Many keywords can be targeted with short content modules.
6	Brand messaging can work	In this industry, brand keywords are worth owning.

Next steps.

Next steps.

While the long term goal is to create and publish content for these keywords, more immediate next steps -some of which are underway - include:

- On-page optimization work on the current site is referencing the master keyword list for guidance.

- Huge is incorporating SEO research into content strategy and UX on the new site. The new site will be flexible enough to accommodate new SEO content down the road.

- Any launch mitigation and reporting should reference the master keyword list for redirects and reporting post-launch.

- NTAM should prioritize keyword clusters and start developing an SEO-informed content supply chain for the new site.

HUGE

Done.

NTAM SEO Keyword Research.

June 2020