

# What to look for in an enterprise SEO tool



According to [Forrester's ROI of SEO report](#), marketers that use an SEO platform report an average reduction of 28 hours per month spent on key SEO tasks. That's exactly what you want from an SEO platform: more automation and less manual work.

But large businesses have more complex needs when it comes to SEO platforms. All-in-one SEO tools are a useful way for larger businesses to automate their SEO processes and integrate all stakeholders onto one platform – a benefit not offered by single point solutions.

The criteria below are an effective way to screen tools for enterprise readiness.

- **Scale:** Large businesses need a tool that can operate at scale across multiple domains and subdomains around the world. Look for very high or no page limits.
- **Collaboration:** To accommodate larger departments and decentralized teams, look for a tool that brings website contributors and departments together in one place and provides an organization-wide single source of truth. This helps everyone work from the same information, allocate responsibilities, and jointly define the necessary time and resources required to complete an SEO task.
- **Automation:** Look for a tool that automates time-consuming SEO tasks, like keyword research and broken link checks, so teams can focus their energy on strategy and scaling up SEO activities.

- **Integrations:** An enterprise ready tool should integrate with existing marketing technologies, such as business intelligence, marketing automation, and task management applications. This is particularly useful for organizations that want to automatically transfer data across platforms or work with agencies.
- **Reporting:** Tracking the ROI of an SEO program and overall progress is critical for larger organizations with big budgets. Look for a tool that automatically measures, tracks, and links SEO initiatives to key performance indicators (KPIs). Look for a high level of customization when it comes to dashboards and reports.
- **Consolidation opportunities:** By consolidating the fundamental SEO elements (on-page, off-page, and technical SEO) in one place, enterprise marketers can reduce training times and reduce the total cost of ownership associated with having an overflowing SEO technology stack.
- **Customer support:** Large and enterprise organizations will have more users, so quick customer support is key for any SEO tool. Look for a vendor that provides chat and email support and a thorough help center.
- **Innovation:** It's never been more important for search marketers to know their SEO tool vendor is continuously innovating and demonstrating SEO thought leadership. If the SEO vendor is not on top of their game, how can an enterprise organization hope to be?



# Learn more about SEO for enterprise

Today's digital landscape is fiercely competitive. Your organization needs an optimized site to get in front of the right users at the right time, while providing an engaging experience that converts.

With Siteimprove SEO, you can maximize organic growth and get your site seen by more potential customers.

Our all-in-one platform helps you create a competitive website through keyword research, competitive analysis, and content optimization.

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