Test task
SEO & Content Manager

Note: The findings you provide as part of this test are for interview purposes only and will be used solely for assessment. Throughout the interview process, the information will remain confidential and will be reviewed exclusively by the Lentiamo team.

Strategic tasks:
1. After each quarter we have a strategic meeting where all team leaders responsible for each marketing channel present their results to the CMO. Imagine you are one of them responsible for SEO & Content and during the upcoming strategic meeting we will be evaluating Q3 (June-August). For Lentiamo apart from other stable categories this time means a high season for sunglasses.
   a. Which data would you prepare for the meeting?

I would prepare a report with 2 parts.
The 1st is an **Overall and General Outlook** for all the markets on a YoY comparison of the below metrics:
- **Visibility** (Ahrefs),
- **Impressions**, **Clicks** (Google Search Console),
- **Users**, **Sessions**, **Transactions**, **Revenue** from (Google Analytics 4) using color-coded visualisation for the tabular data to enhance the changes at once.

The 2nd part would be a detailed **Country Level Insights** with a dynamically changing line graph for visualising the selected timeframe and above-mentioned metrics.

Next:

I would prepare **dynamic dashboards in Looker Studio** to allow the stakeholders to support further decision making based on data from GA4 focusing on **Organic Search channels, category and product pages and the related and agreed metrics**.

This report would also use **Google Search Console** to dynamically monitor pages' performance throughout the selected timeframe with the given metrics: **Impressions, Clicks and Average Positions**.

I want to stress out that other reports for SEO are necessary to prepare, also the YoY reporting could be enriched with a QoQ reporting if the corporate's strategic meeting or internal teams would require it. YoY is a standard comparison base.

The frame of the reports shall be prepared along with the stakeholders, so my presented answer for reporting is one of the possible versions for data backed strategic meetings.

Auxiliary metrics and reports are also vital, such as:
- **404 error status monitoring**: Detected and Corrected
- **Indexed pages monitoring**: Monitored and Actions taken
- **Backlinks Overview**: Amount and Quality of backlinks
- **Keywords and Rankings Overview**: using GSC data
- **Content Creation Overview**: Provided ideas, keywords for new content
  …

I would use these reports in the daily work and in case, if necessary, provide the insights to the Quarterly meetings aligning with the KPIs.

b. What would be your action steps if you found out that we are growing in sessions but falling in transactions?

I would investigate the causes of the growth.

- What pages are the source of the growth?
- Is it real data (bot traffic increased)?
- Did such growth happen previously at the same time or with other timeframe?
- Is there any external reason that can back up the reason of the growth?

Time spent on page would count as an additional metric assisting the understanding of the visitors' behaviour on the webpages.

After such preparation the countermeasures must be implemented.
If the company did something and negative changes happened or if competition's activity is on peak.

Regarding to **Transactions**, investigate the timeframe, the locations and **gather insights along with sales, customer care, IT, UI** if explanation could be provided.
It can happen that online payment is not working, customers' purchase journey is corrupted, delivery conditions changed, or any other factor.

c. What would be your action steps if you found out that we are falling in sessions as well as transactions?

Long time falling **Sessions** is dangerous as it will result in less **Transactions**.
I would carry out the same WHYs investigation regarding to Sessions.

If the metrics in general are falling in Organic channel, **I would investigate if algorithm update did hit the website**, and penalisation brings down the traffic.
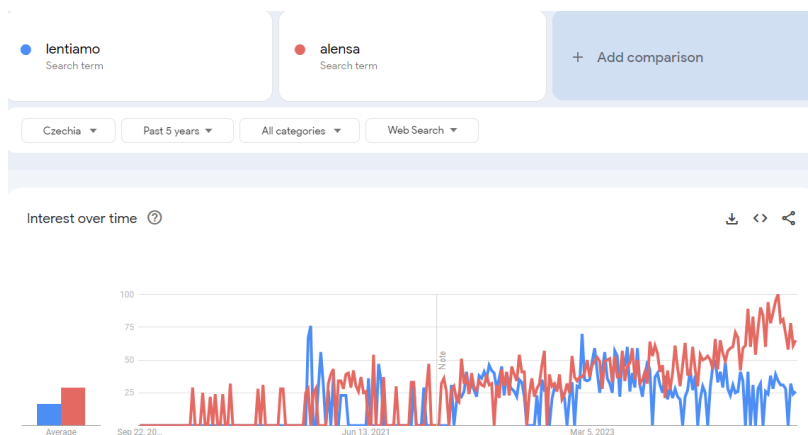
Naturally I don't have access to Search Console and Google Trends is not a traffic monitoring tool but **in March 2023 Lentiamo took off** along with Alensa and some serious **growth happened in the search interest** in the Czech market.

Then in **September 2023 Lentiamo's search interest line returned to the usual**. The seasonal peak grow from 2022 to 2023, but in 2024 this trend is not so much present. But Alensa kept the growth.

I sense that regardless to the seasonality peak there were 2 main core updates in 2023 March and September.

Perhaps need to look for some penalisation on Lentiamo or find out that the competition did and learn from them.

Need to check:
- **Webpages Indexing Status, (GSC)**
- **404 errors, (Screaming Frog)**
- **Redirect Loops, (Screaming Frog)**
- **Harmful Referring Links, (GSC/Ahrefs)**
- **Webpages Average Positions Monitoring, (GSC)**
- **Checking for Google penalisations (GSC)**

Errors found need to be corrected and keep the upgraded shape as a standard.

Specific tasks:

2. Discover potential improvements which could increase the visibility of Lentiamo.cz in Google organic to attract well converting organic traffic. Hence the main questions to answer are:
   a. Which improvements shall we implement to grow our SEO traffic & revenue? Why?

1, Low Hanging Fruit -> Define and work on the contents' meta information, which are having Average Position in GSC between 10-20. Possibly reach out to better the content as well.

2, Update old content with actual date and information -> Also monitor competition content development for extra ideas.

3, Work on the link profile obtaining versatile and high Domain Rating referrals - > HARO, reactive PR Link building, unlinked mentions …

4, Images size, naming and alt text optimisation -> new WebP format, unique and descriptive file naming and alt text.

5, Create useful and consumable content strategy for the users -> Utilize customers' stories, User generated contents, useful and referrable online content, Gamification in eCommerce.

6, Maintain quality internal linking among webpages -> use online tool for developing internal linking or GSC data.

7, Monitor and work on Indexing issues, review robots.txt.

b. If you were starting your job tomorrow and you're asked to prioritise the list of improvements, which of these improvements would you tackle first? Why?

Please see previous task. I would carry out with point 1, 2, 3, 5, 6, 7. Point 4 in cooperation with IT in accordance with their resources.

3. You are working closely with the Content Writer. Your role is to analyse the editorial performance, plan and present content strategy and constantly improve the quality of the articles.
   a. Propose 3 topic themes and keywords for the next articles and explain why you chose these.

I would create a country specific content strategy. I would base one of my content gathering ideas on **Autosuggest results**.
Collect those, cluster those and create content accordingly. This will provide several dozens of content ideas per product or product category. The relevancy is unquestionable, answering those terms cover the usefulness factor as those search terms are hot topics.

Additional topic ideas can be utilized by:
- Trends from the industry,
- User generated contents,
- Content coming from Sales or Customer Care,
- providing better content coming from competition,
- Internal Search Results delegated content ideas,

Seed search term - **sluneční brýle**:
Results using Autosuggest:
1, "Jak vybrat sluneční brýle"
- Can add other Autosuggest results to this theme:
  Kvalitní sluneční brýle, sportovní sluneční brýle etc.
2, "Gucci, Prada, Dior sluneční brýle"
3, "Polarizační sluneční brýle"

+1 theme, „dětské sluneční brýle"
- sluneční brýle pro děti, sluneční brýle pro miminka, sluneční brýle pro roční dítě
+2 theme, „sluneční brýle pro psa"
+3 theme, „sluneční brýle pro řidiče"

These would be my topic themes, which are also not present in Lentiamo's blog but other competitors are using some of them.

I would use the additional 3 themes as following.

- If these practices are **not in use or not healthy**, still write an article about the **WHY not to use them and confirm the best practices**.

- If products for dogs are not in stock, still it could serve as an idea for the high management to try to open up for new segments in this market. But if dogs vision would be harmed with sunglasses it is also a great topic to cover, because people are searching them.

Search Volumes can be added with keyword tools to find out the dimension of the search relevancy and frequency.

b. How would you track keyword performance, analyse the success of these articles and which KPIs would you look at?

I would create a dynamic Looker Studio report **using Google Search Console's data presenting metrics for Landing page**. The dynamic report will always show with 2-3 days delay the same data as in GSC, filterable, easy to use and **presenting all the data at once without limit**.

From this report base also possible to create a dynamic **Keyword Cannibalisation Report** using own data.

But the biggest benefit regarding to the reporting is that the articles' performance monitoring would provide insights immediately without manual preparation.

I would define success with the **increased GSC metrics on Landing Pages (Impressions, Clicks, Average Position)** and **Landing Page related metrics from GA4 across Sessions – Users – Duration – Engagement**.

In case of useful content, if the **content is being referred by other sources** and build a stronger link profile also must be considered as a success.

Content shall assist the conversion, build brand, answer relevant questions and signal search engines about the website's relevancy, authority, experience and expertise.