

Why Content Discovery, Omnichannel Experience and Acquisition is a Critical Must-Have for Your Platform Strategy ?



Your Speakers



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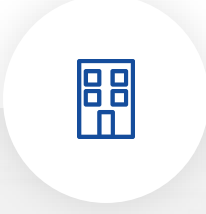
Award-winning SaaS technology



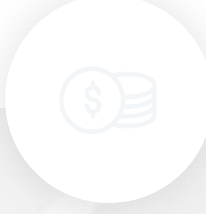
1997
Founded



400+
Parent Customers



Headquarters
Santa Clara, CA,
Global Presence



2022 Revenue
~ \$20M



Employees
~330

OUR MISSION

Drive online leads and customer acquisition by building discovery natively in our platforms

Milestone Platform Recognized by Forrester – Discovery and Acquisition

Forrester Report Prepared For Milestone admin With Milestone

Now Tech: Agile Content Management Systems, Q2 2022

Forrester's Overview Of 31 Agile CMS Providers

April 8, 2022

By Nick Barber with Linda Ivy-Rosser, Kara Wilson, Madison Bakalar

FORRESTER

NOW TECH

Agile Content Management Systems
Q2 2022

LARGE >\$50M in annual category revenue

Acquia	Optimizely
Adobe*	Oracle*
Automattic	RWS
Contentful	Sitecore
OpenText	

SMALL <\$20M in annual category revenue

Cloud CMS	Kentico (Kentent)
dotCMS	Milestone
GraphCMS	Sanity.io
Ibexa DXP	Storyblok
Jahia	Umbraco

FORRESTER

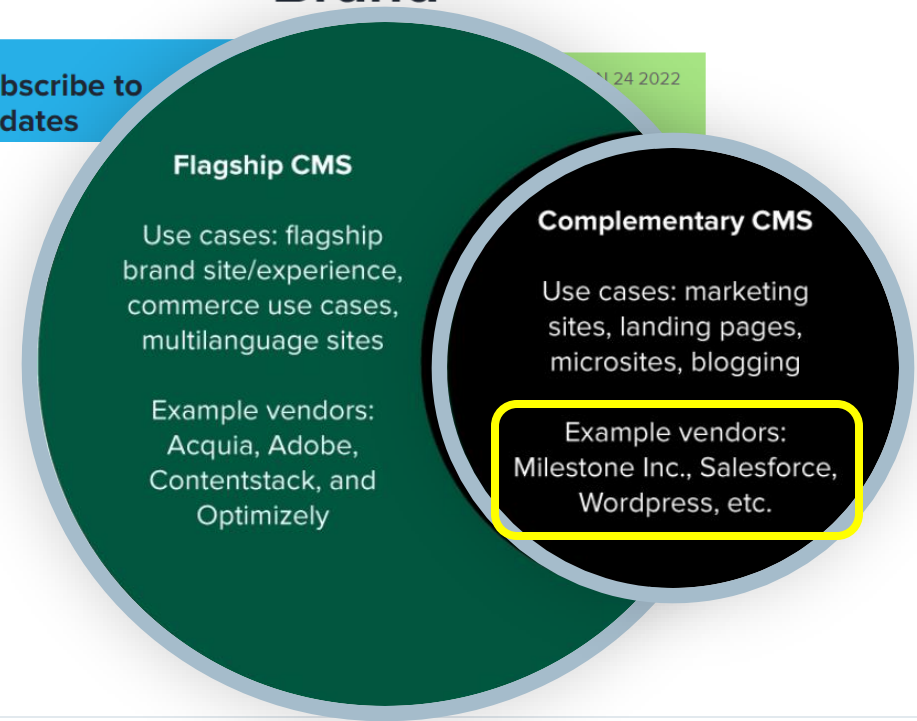
Home > Featured Blogs > Three Reasons Why A Multi-CMS Approach May Be Right For Your Brand



Three Reasons Why A Multi-CMS Approach May Be Right For Your Brand

Subscribe to updates

11 24 2022



Trusted by Major Brands

 HOSPITALITY	 FINANCIAL	 RETAIL	 AUTOMOTIVE	 OTHER
      	     	     	    	    

Key Reading Materials

Digital Transformation Meetup – March 1st

- Recording: <https://vimeo.com/804128508>
- Deck: <https://www.milestoneinternet.com/ResourceFiles/paradot-assets/role-of-digital-marketing-to-retain-and-grow-market-share-in-2023-deck.pdf>

Next Meetup April 25th on Helpful Content: <https://members.chief.com/meetup/mE1csc2m3q>

Search Engine Land Articles

- Top 5 Search Trends Article: <https://searchengineland.com/search-marketing-trends-must-haves-2023-390308>
- Entity First SEO & Content Strategy: <https://searchengineland.com/entity-first-strategy-seo-content-386775>
- Entity Search as a Competitive Advantage: <https://searchengineland.com/entity-search-is-your-competitive-advantage-385705>

Agenda

- 1 Customer challenges
- 2 Challenges of today's platforms
- 3 Challenges faced by various teams
 - Content & marketing
 - Development teams
- 4 4 main strategies to overcome these challenges
 - Omnichannel content discovery and orchestration
 - Experience led – Data-driven decision making
 - Scalability – Reliable, available, secure, scalable
 - Engagement - Fine tuning & Intent driven
- 5 Key take away

Customer Challenge & Organization Priorities

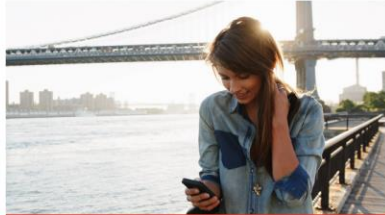
Customer Journey - Disjointed Journey, Multiple Touch Point, Discovery Is Becoming Harder And Expensive



So Many Touch Points: B2C



I-want-to-know
moments



I-want-to-go
moments



I-want-to-do
moments



I-want-to-buy
moments

900+

A car-buying process

700+

Booking travel

The Digital Economy



59% of all B2C
Sales are digitally influenced

So Many Touch Points: B2B

The Digital Economy

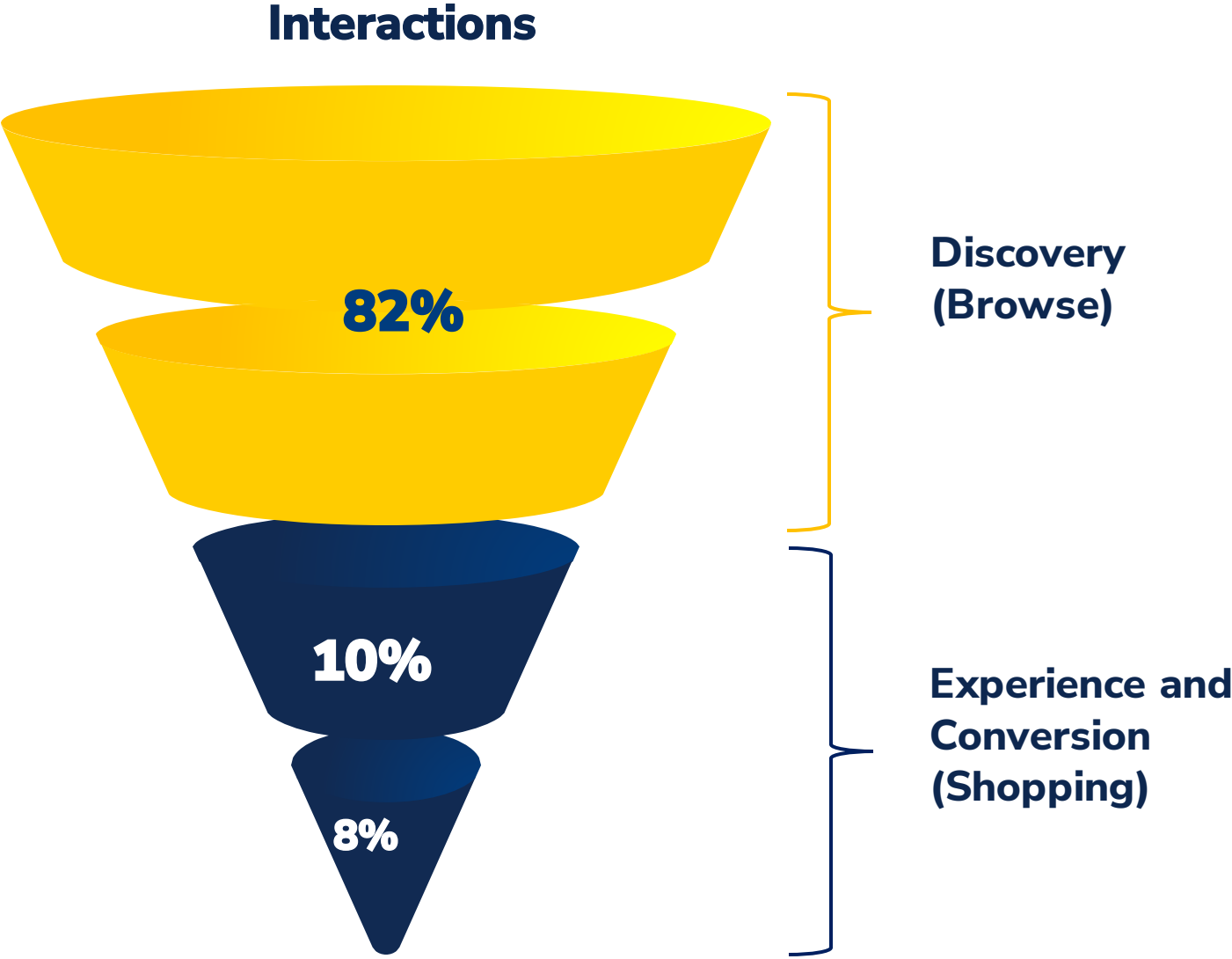


89% of all B2B
Sales are digitally influenced.

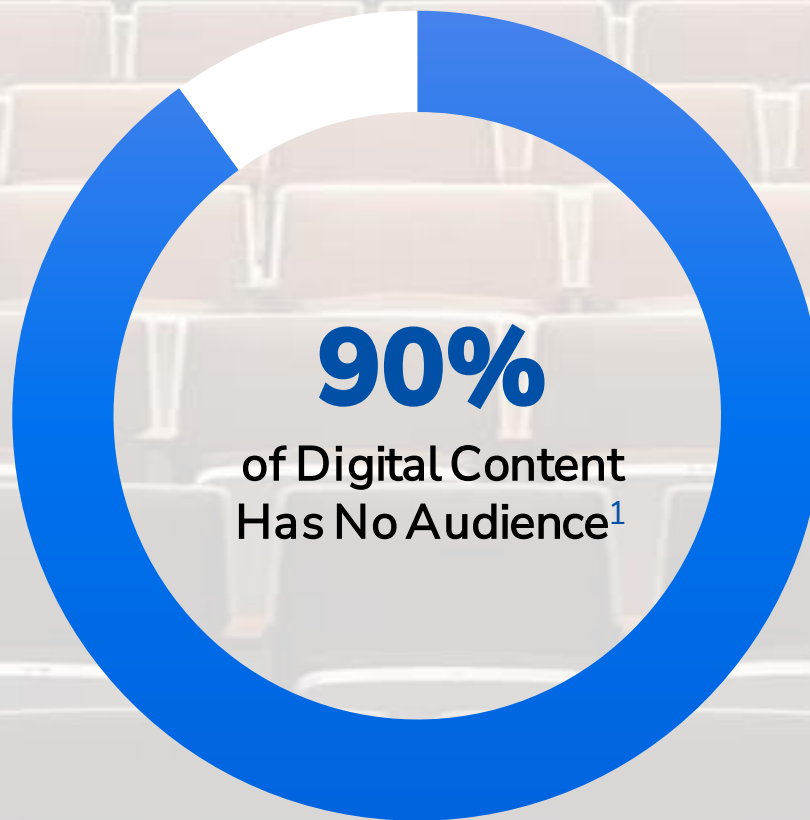


Source: Gartner, The B2B Buying Journey

Most Time is Spent on Discovery



Major Challenge For All Businesses

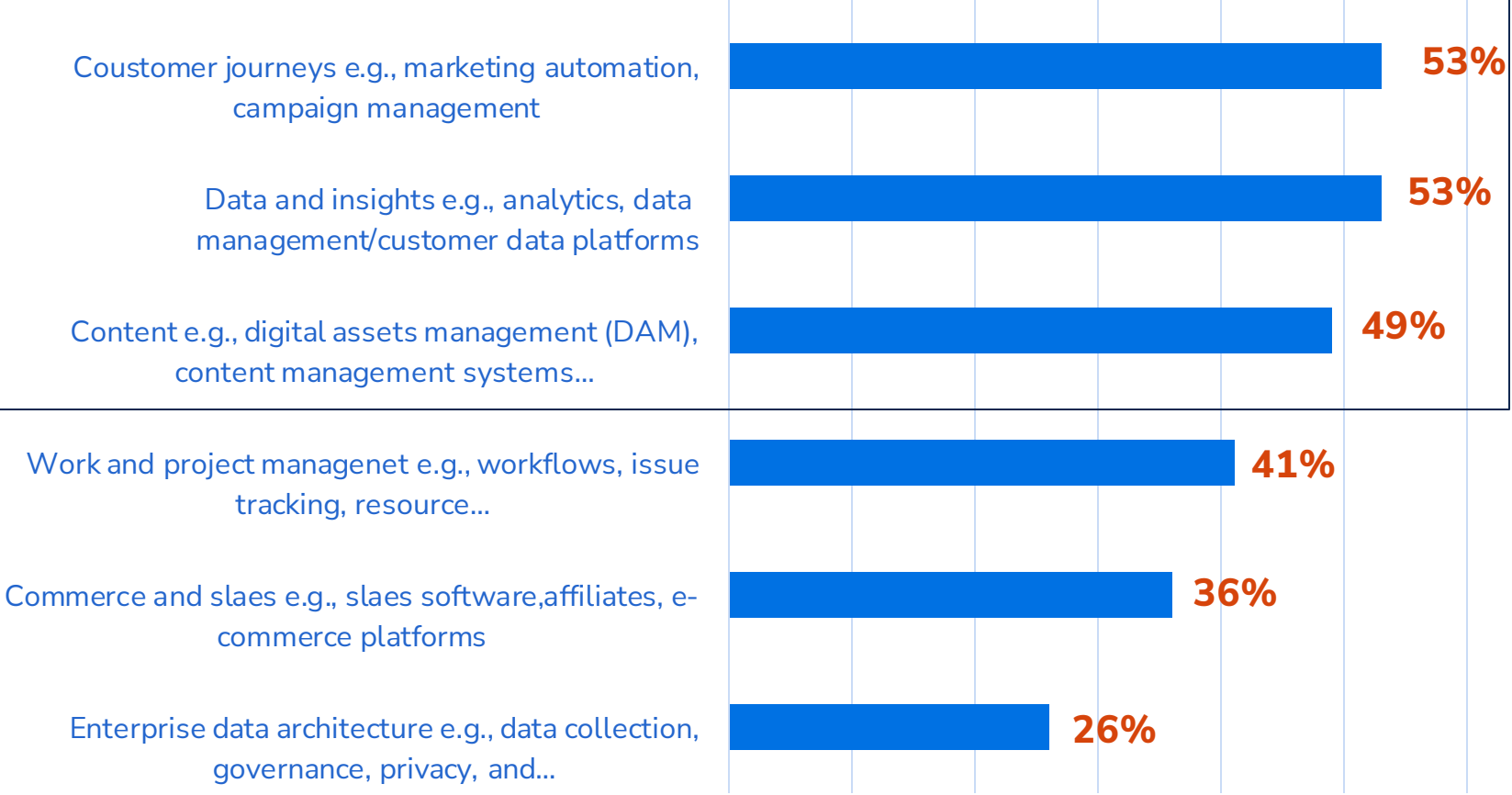


Content
Discovery
& Accuracy

Organization's Top Priorities in 2023



What will your organization's top three technology priorities be in 2023?



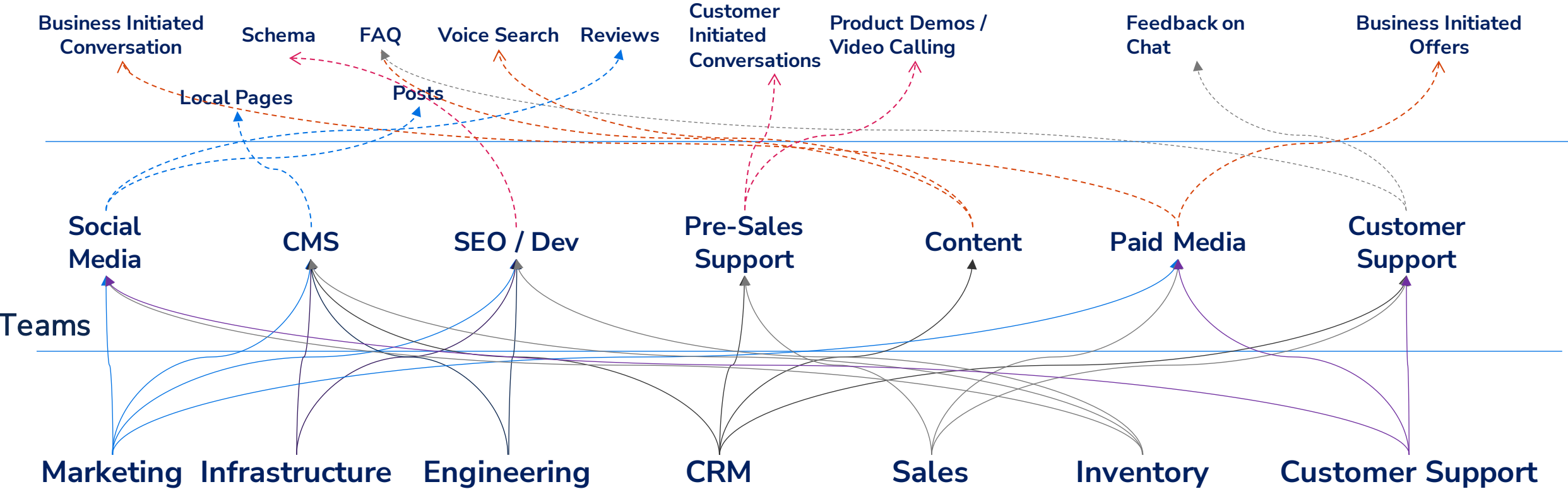
Source: Adobe

Challenges of Today's Platforms

Broken Systems, Siloed Departments, Lost User Intent



Connecting Various Platforms for Experience Lead Growth



Challenges of Marketers and Developers

Challenges of Today's Development Teams



Remote work



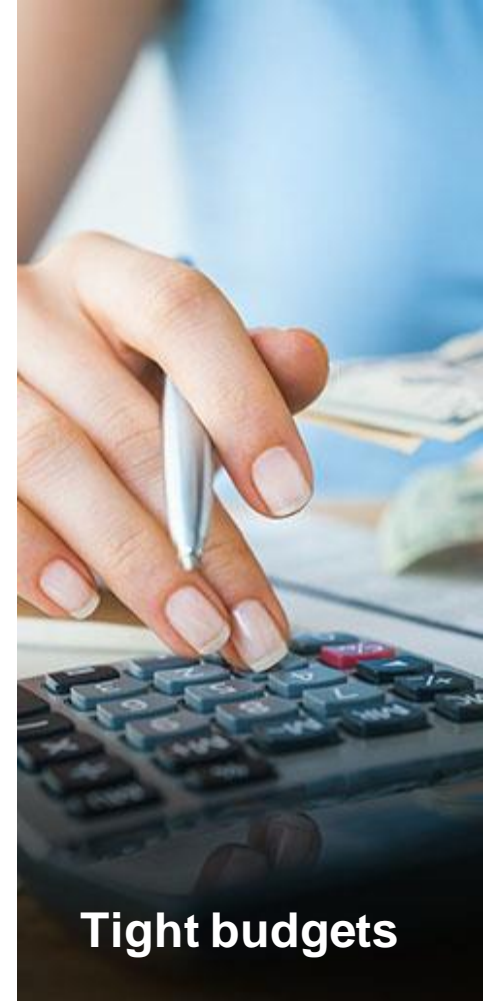
Department silos



**Activities
Vs. Outcomes**

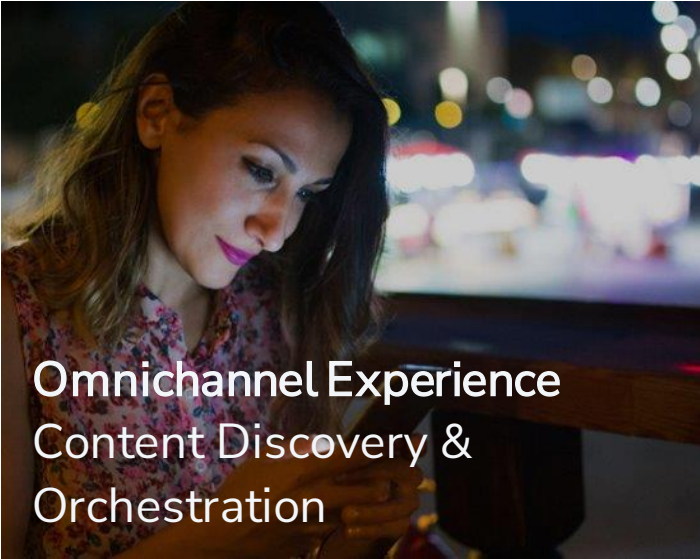


**Multiple
Tech stack**



Tight budgets

Key Strategies to Overcome These Challenges



1

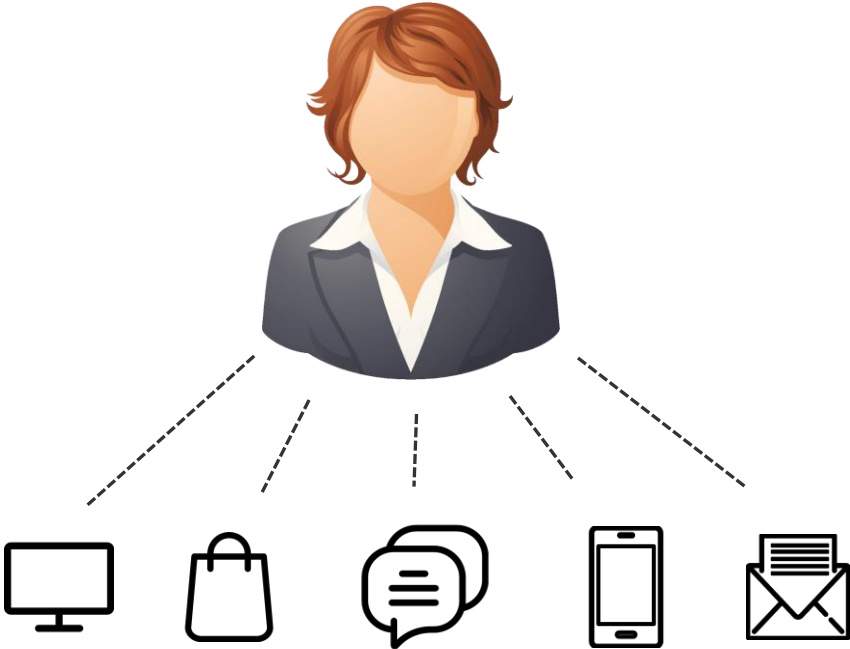
Omnichannel Experience

Content Discovery & Orchestration



Omnichannel – Consistent Experience Across All Touch Points

Multichannel



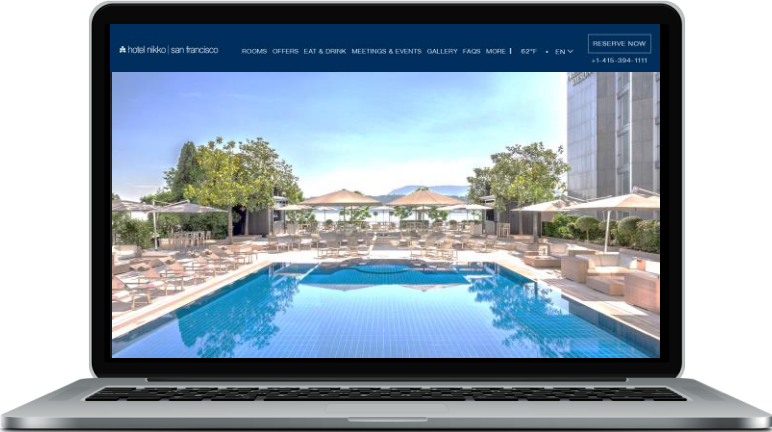
Product or service-centric approach.
Create once and publish across channels
and devices.

Omnichannel

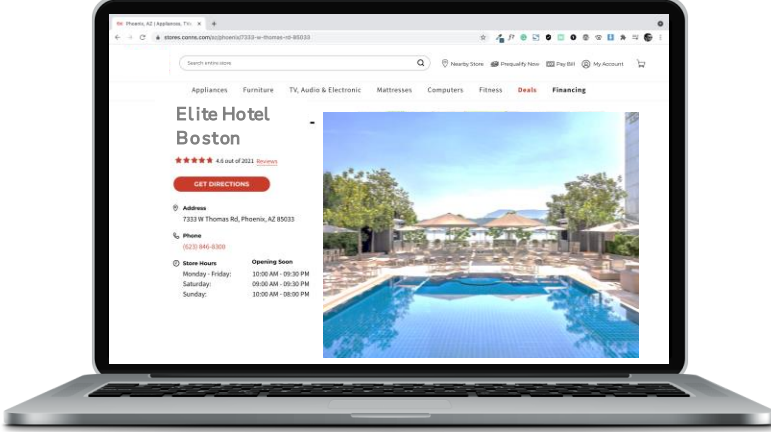


Customer-centric approach. Unify the experience
offered to customers across channels and devices
pertaining to their buying journey.

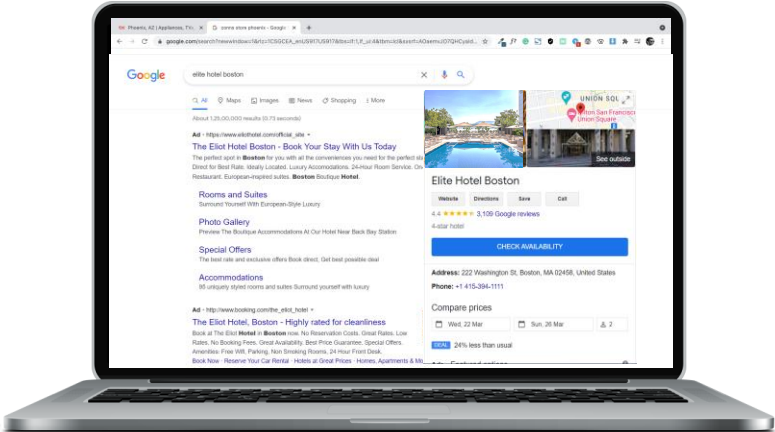
Must Have for Consistent Omnichannel Experience



Website / FAQs



Local Landing Pages



Local Channels

Asset Library

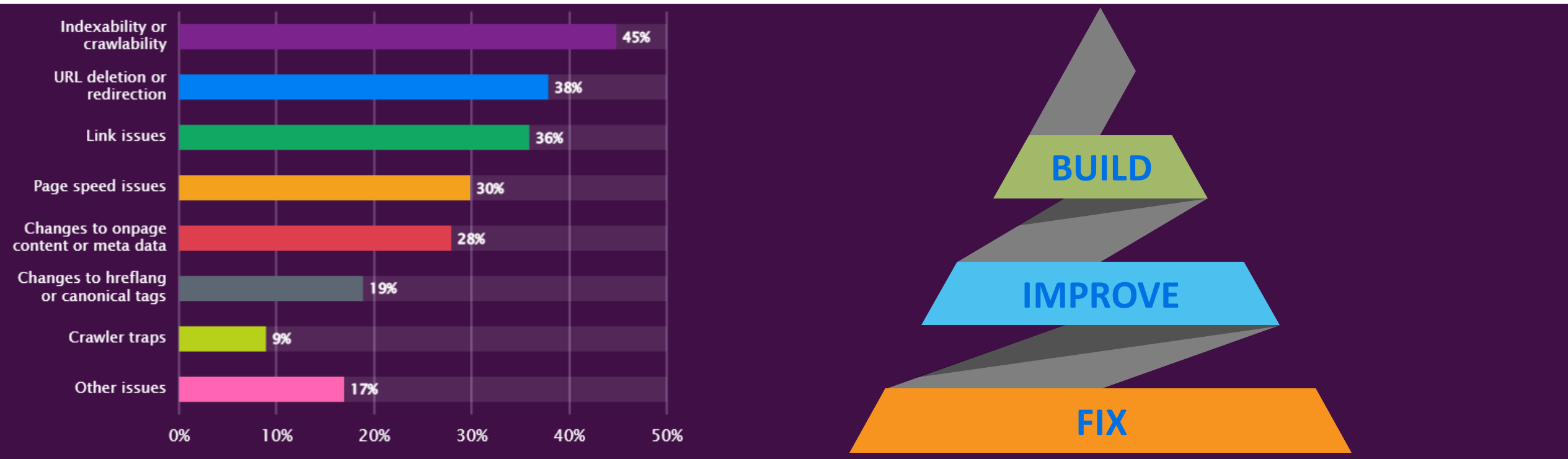


Centralized & Consistent Delivery Across Search-Optimized Website, Local Landing Pages & Update Local Listings at Scale

So Why Your Content is not Discoverable?

Top SEO issues reported

Brands are stuck JUST fixing & improving SEO



Source: Contentking

Discovery of Every Asset Is Critical

Duplicate

Alternative Page

Noindex

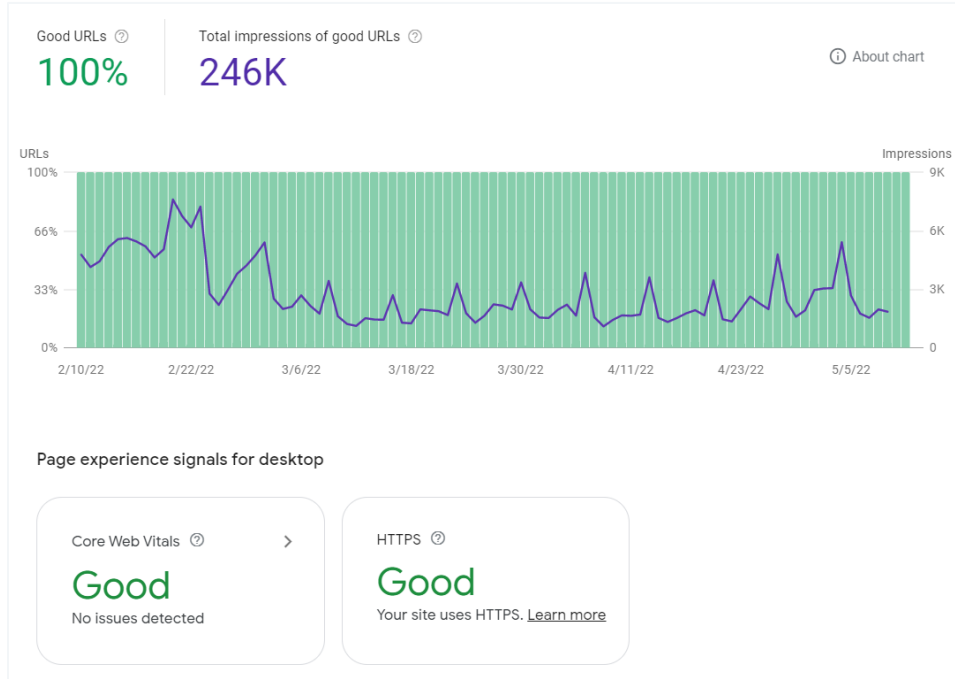
Redirect

Robots.txt

404

Poor SEO Directives

Your URL needs to be Discoverable?



[See the algorithm updates here from Chrome's team on Google I/O](#)

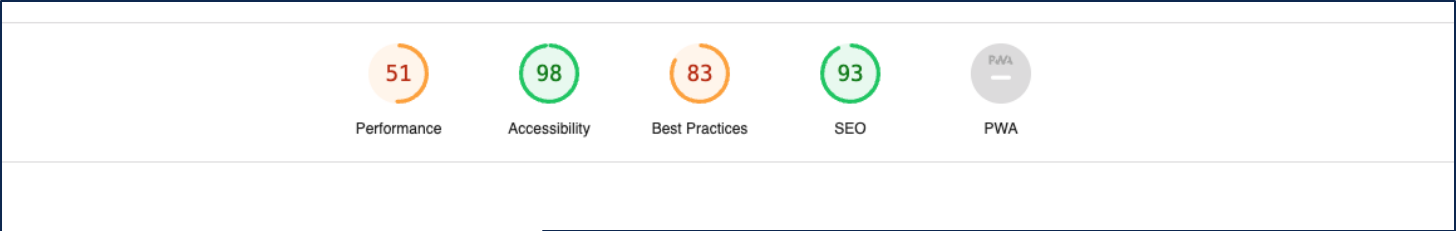
Page experience signals

- Core Web Vitals: No issues detected
- Mobile Usability: No issues detected
- Security issues: No issues detected
- HTTPS: Your site uses HTTPS. [Learn more](#)

User Annoyance Loading Accessibility Security & Privacy

Speed

53% of Consumer will abandon a site if they experience more than 3 sec of load time.



chrome web store

Home > Extensions > Lighthouse

Lighthouse

developers.google.com/web | Featured

★★★★★ 289 | Developer Tools | 900,000+ users

51 Performance

Values are estimated and may vary. The performance is calculated directly from these metrics. See...

▲ 0-49 ■ 50-89 ● 90-100

METRICS

- First Contentful Paint: **1.6 s**
- ▲ Total Blocking Time: **2,120 ms**
- Speed Index: **3.1 s**

[View Treemap](#)

TREO SITE SPEED

Search a domain

Compare | Share | Email updates

All Mobile Desktop Tablet | All | Global

PAST YEAR

[Configure metrics](#) | [Percentiles](#) | [Distributions](#)

Time to First Byte

1.5s

Good <= 0.8s: 59.2% | Moderate: 21.9% | Poor > 1.8s: 18.8%

First Contentful Paint

2.1s

Good <= 1.8s: 68.9% | Moderate: 16.3% | Poor > 3.0s: 14.9%

Largest Contentful Paint

2.4s

Good <= 2.5s: 75.3% | Moderate: 13.2% | Poor > 4.0s: 11.6%

Schema - Save Time, Scale Faster, Deliver More, Show Results

How to deploy advanced schema at scale: The three-stage schema deployment process

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Search Engine Land » SEO » How to deploy advanced schema at scale

How to deploy advanced schema at scale

This three-stage schema deployment process breaks down the overwhelming task of implementing structured data on large websites.

Ben Aggarwal on March 15, 2023 at 9:00 am | Reading time: 8 minutes

[in](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#) [RSS](#)

Implementing structured data to your key pages has many potential SEO benefits, including higher click-through rates, faster indexing and more impressions.

However, deploying schema is challenging. It is not a one-and-done approach where you only need to add some code to your website.

Getting results from schema markup entails deploying and maintaining it correctly amid constant website and content changes.

This article will break down the common challenges in schema implementation and how to deploy advanced schema at scale.

Challenges in schema implementation

Despite the advantages of implementing schema markup, there are accompanying drawbacks to consider.

- Schema deployment has always been a resource and time-intensive process requiring SEO, IT, content, analytics, and digital marketing teams to come together. Lack of synergy between departments often results in sub-optimal schema deployment, and its overall effectiveness is lost

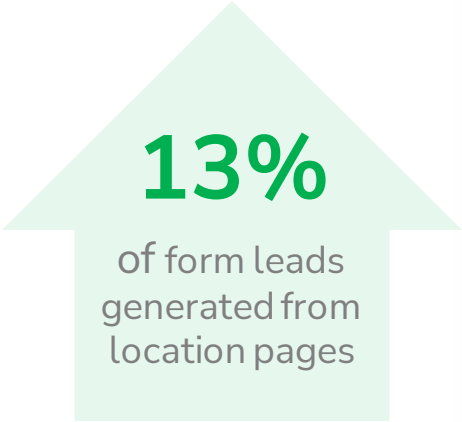
Schema Markup is one of the most effective ways to increase your organic presence and ensure content discoverability across all channels.

[Full Article](#)

Perfect Experience

Location page must-haves:

1. Address, contact info, hours
2. Map and directions
3. Staff bios
4. Parking info
5. Payment, financing info
6. Offers, deals, coupons
7. Reviews
8. Frequently asked questions
9. Inventory highlights
10. Location images
11. 3D tours, video
12. Department information
13. COVID information, health & safety
14. Curbside, delivery, in-store shopping, appointment-only, etc.



Renault Morelia

Horarios y Ubicación

Horarios
Horario de ventas

Lun - Vie 08:00 AM - 08:00 PM
Sabado 09:00 AM - 06:00 PM
Domingo 11:00 AM - 06:00 PM

Teléfono
4433152514

Renault Morelia
Avenida Enrique Ramírez Miguel 107,
Col. Las Américas Morelia, Morelia
Michoacán

Map Satellite

Renault Morelia
Avenida Enrique Ramírez Miguel
Las Américas Morelia, Morelia
Phone: 4433152514

Callouts: 1 (Phone), 2 (Map), 5 (Renault Morelia)

Planes financieros

Contamos con diferentes soluciones de financiamiento que se adaptan a tu presupuesto.

CONOCE MÁS

Vehículos seminuevos disponibles en Renault Morelia

NISSAN VERSA
2020 | 4850
\$230000
VER MÁS DETALLES

REN/
2019 |
\$18!
VER M

AGENDAR PRUEBA DE MANEJO

VER TODO EL INVENTARIO

¿Qué dicen nuestros clientes?
★★★★★
Excelente atención y servicio, siempre asesorando a sus clientes de manera profesional y con promociones constantes.
Isaac Balderas - Google Review

Callouts: 5 (Planes financieros), 7 (Reviews), 8 (Reviews), 9 (Vehículos seminuevos)

Preguntas frecuentes

¿Es mejor comprar un auto nuevo o seminuevo?

Las dos opciones tienen grandes beneficios. Un auto nuevo te brinda calidad y una experiencia sinigual; un seminuevo lo encontrarás a un precio más accesible. Te recomendamos contactar a uno de nuestros asesores de venta para que te pueda brindar un experto asesoramiento.

¿Cuáles son mis opciones de financiamiento?

Los autos seminuevos, ¿Cuentan con póliza de garantía?

¿Qué límite de kilometraje no se recomienda al momento de adquirir un seminuevo?

¿Cada cuando tengo que darle mantenimiento a mi auto?

Más agencias Renault

Callouts: 8 (¿Cuáles son mis opciones de financiamiento?), 9 (¿Cada cuando tengo que darle mantenimiento a mi auto?)

Google Search Essentials



- Search Essentials
- SEO fundamentals
- Crawling and indexing
 - Overview
 - File types Google can index
 - URL structure
 - Sitemaps
 - Crawler management
 - robots.txt
 - Canonical URLs
 - Mobile
 - AMP
 - JavaScript
 - Page and content metadata
 - Removals
 - Site moves and changes
- Ranking and search appearance
 - Overview
 - A guide to Google Search ranking systems**
 - Favicons
 - Featured snippets
 - Flexible Sampling
 - Google Discover
 - Images
 - Local features
 - Page experience
 - Publication dates
 - Search result features

Home > Search Central > Documentation

Was this helpful?

A guide to Google Search ranking systems

[Send feedback](#)

Google uses automated ranking systems that [look at many factors and signals](#) about hundreds of billions of web pages and other content in our Search index to present the most relevant, useful results, all in a fraction of a second.

We regularly improve these systems through [rigorous testing and evaluation](#) and provide notice of [updates to our ranking systems](#) when those might be useful to content creators and others.

This page is a guide to understanding some of our more notable ranking systems. It covers some systems that are part of our core ranking systems, which are the underlying technologies that produce search results in response to queries. It also covers some systems involved with specific ranking needs.

You can also visit our [How Search Works site](#) to understand how our [ranking systems](#), combined with other processes, work together so that Google Search delivers on our mission to organize the world's information and make it universally accessible and useful.

BERT

Bidirectional Encoder Representations from Transformers ([BERT](#)) is an AI system Google uses that allows us to understand how combinations of words express different meanings and intent.

Crisis information systems

Google has developed systems to provide helpful and timely information during times of crisis, whether those involve personal crisis situations, natural disasters, or other wide-spread crisis situations.

On this page

- BERT**
- Crisis information systems
- Deduplication systems
- Exact match domain system
- Freshness systems
- Helpful content system
- Link analysis systems and PageRank
- Local news systems
- MUM
- Neural matching
- Original content systems
- Removal-based demotion systems
- Page experience system
- Passage ranking system
- Product reviews system
- RankBrain
- Reliable information systems
- Site diversity system
- Spam detection systems
- Retired systems
 - Hummingbird
 - Mobile-friendly ranking system
 - Page speed system
 - Panda system
 - Penguin system
 - Secure sites system

Google Shopping Experience Score Card

About the Shopping Experience Scorecard Program

The Shopping experience scorecard program can help deliver a great shopping experience for your customers.

 Google Merchant Center

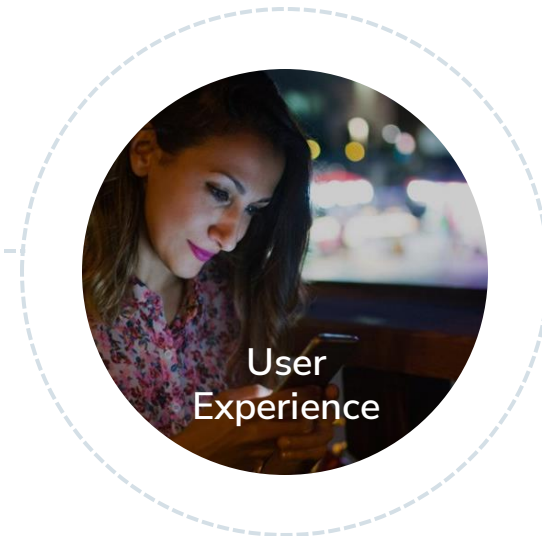
Hi 

We are introducing the [Shopping experience scorecard](#) program in order to measure the level of customer experience you provide. The goal of the program is to reward businesses who provide an excellent customer experience with increased visibility in the Shopping tab. The metrics being measured by the Shopping experience scorecard program are:

- Delivery time
- Shipping cost
- Return cost
- Return window

Based on your performance in the metrics above, your listings may be eligible for:

- A boost in ranking
- A badge
- Other benefits that will help consumers find your business

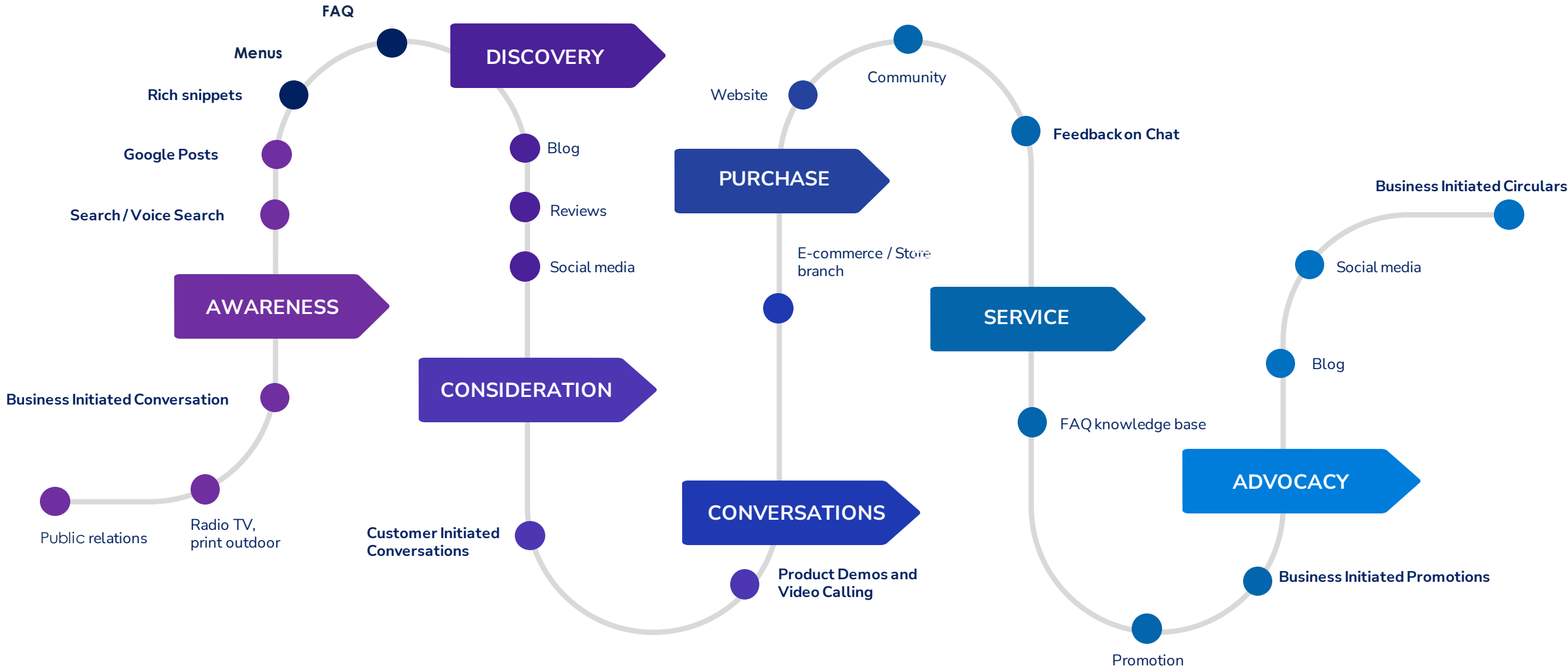


2

Experience led – Data Driven Decision Making



Modified Customer Journey Map



Multisearch

Helping you search outside the box

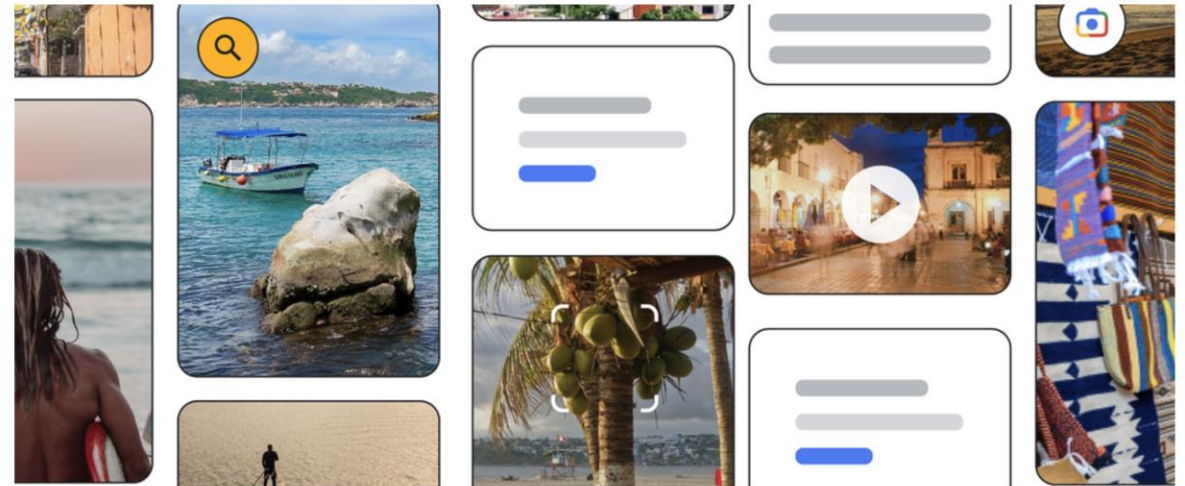


Search On 2022: Search and explore information in new ways

Sep 28, 2022 · 5 min read

 Cathy Edwards
VP/GM, Search

 Share



<https://blog.google/products/search/search-on-2022-announcements/>

So many ways to consume content



Images



Web stories



Content



Video



PDFs, RFPs, Menus



Events



FAQs



Maps



Infographics



User Experience - Discoverable, Quality, Relevant

Delivering an Unmatched Experience!

What makes an experience unmatched:

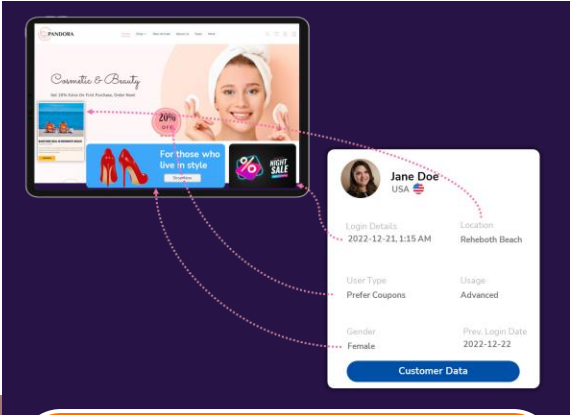
Demand for Content is Growing!

5x

Expected content growth for 2023-25



Contextual



Personalized



Cross Channels

Bringing It ALL Together, Keeping Customer at The Center



Content



Data

Customer Segmentation

Loc & time Location

Time Technology

Jane Doe 🇺🇸

Login Details 2022-12-21, 1:15 AM	Location Reheboth Beach
User Type Prefer Coupons	Usage Advanced
Gender Female	Prev. Login 2022-12-22

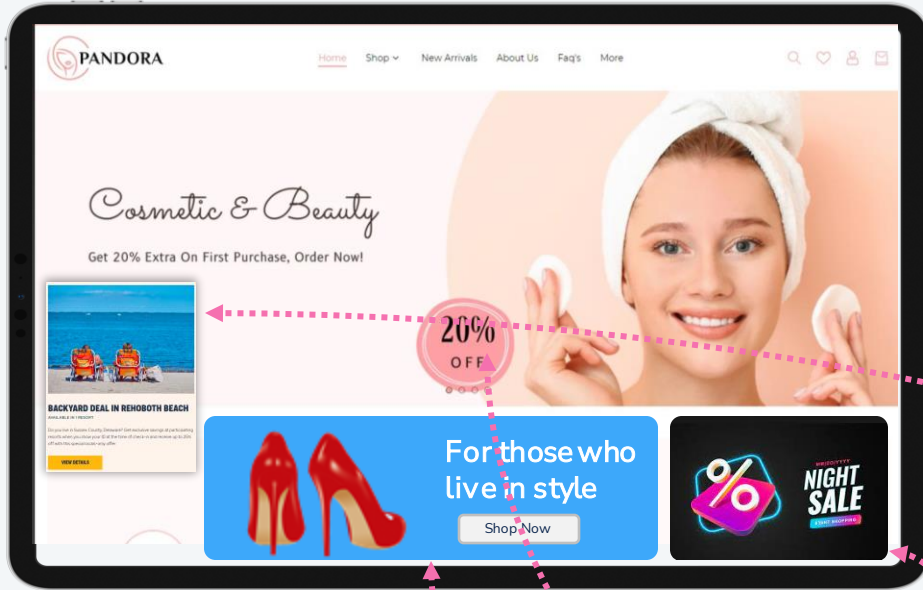


Product



AI

Deliver tailored experiences



Jane Doe
USA 🇺🇸

Login Details	Location
2022-12-21, 1:15 AM	Rehobeth Beach
User Type	Usage
Prefer Coupons	Advanced
Gender	Prev. Login Date
Female	2022-12-22

[Customer Data](#)

Personalization & CDP

Delivery tailor-made experience to each of your users and drive conversions

- 1 71% Customers expect personalization**
- Mckinsey
- 2 Business can generate 40% more revenue**
- Mckinsey
- 3 89% of digital businesses are investing in personalization.**
- Forrester



Black Friday Deal - 40% Off Stays* ✕

For a limited time save at participating resorts on select stays December 1, 2022 through December 31, 2023.

[VIEW DETAILS](#)

Show Personalized Banner

BOOK NOW FOR BLACK FRIDAY SAVINGS

Destination Search state/province, city or resort name	Arrival Nov 26, 2022	2 Nights →	Departure Nov 28, 2022	FIND A LOCATION
--	--------------------------------	----------------------	----------------------------------	------------------------

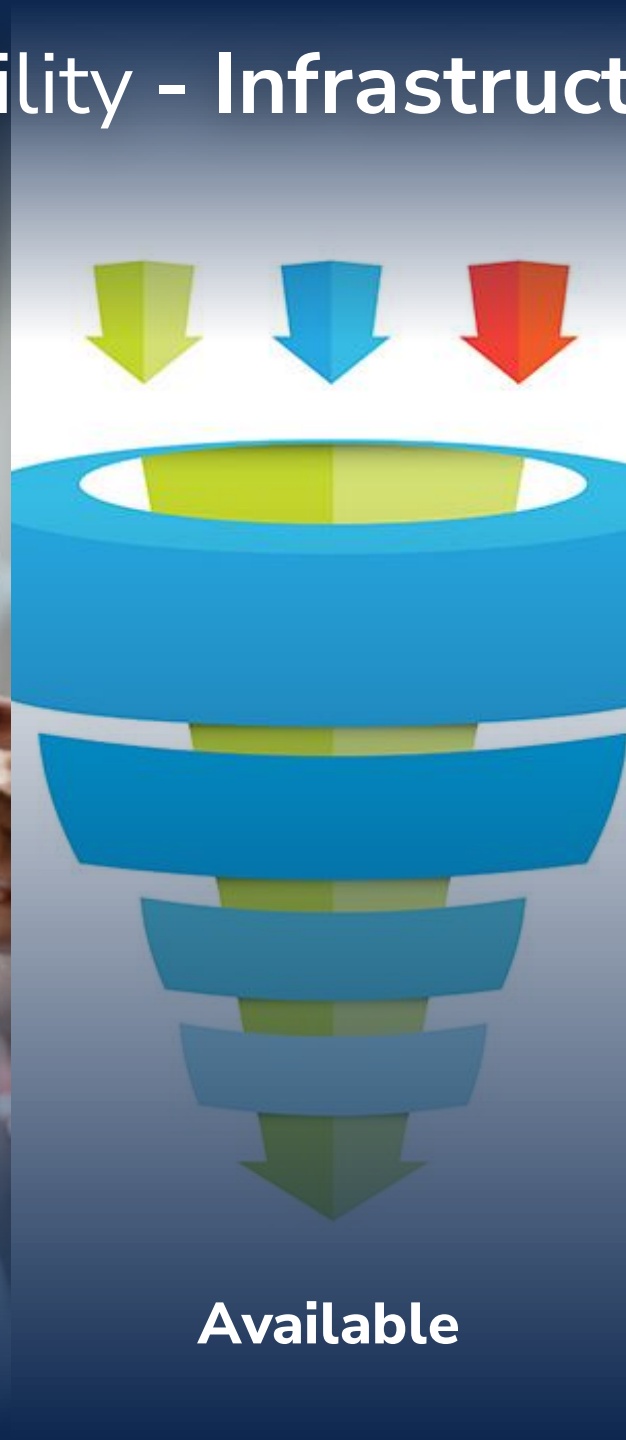
-  **Location**
 - City
 - Country
-  **Technology**
 - OS
 - Browser
 - Device
-  **Behavior**
 - No. of visits
 - No. of pageviews
 - Last visited date
 - First visited date
-  **Time**

3

Scalability - Infrastructure Must Have



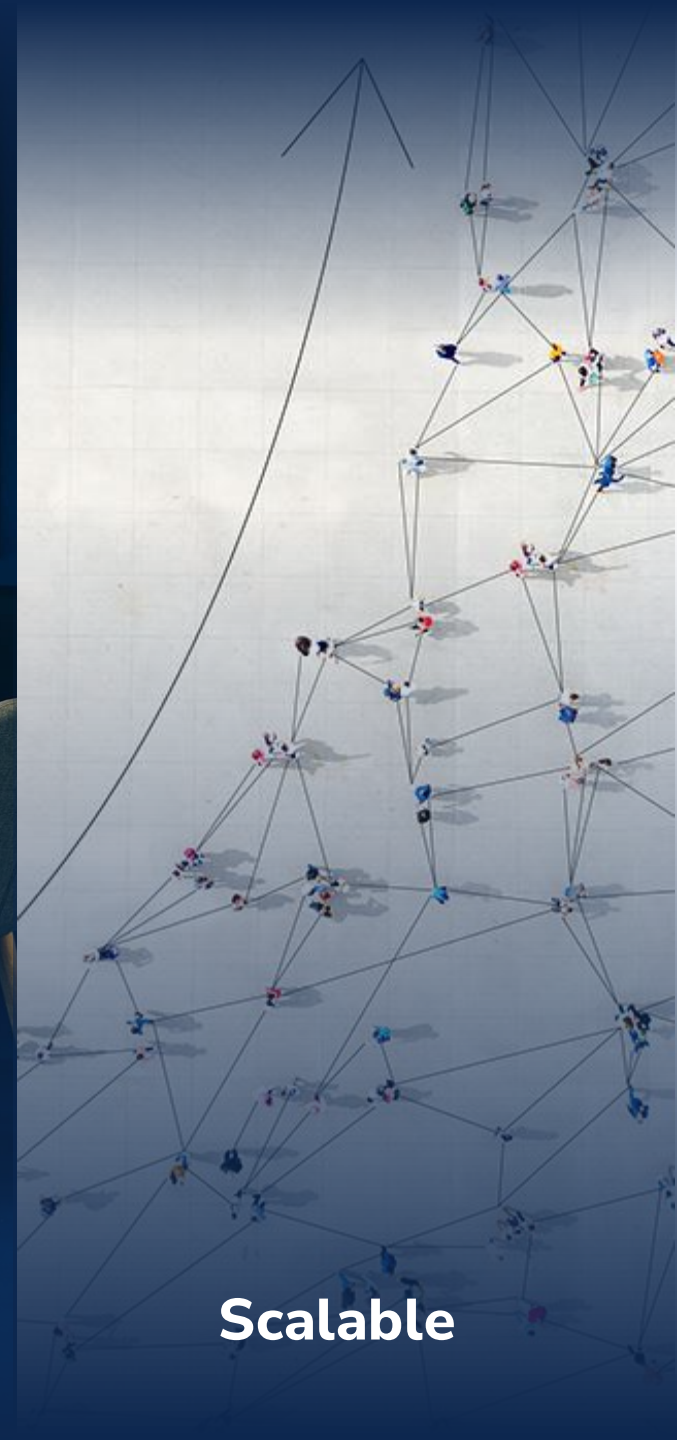
Reliable



Available



Secure



Scalable

4 Steps of Content Planning



Planning



Production



Delivery

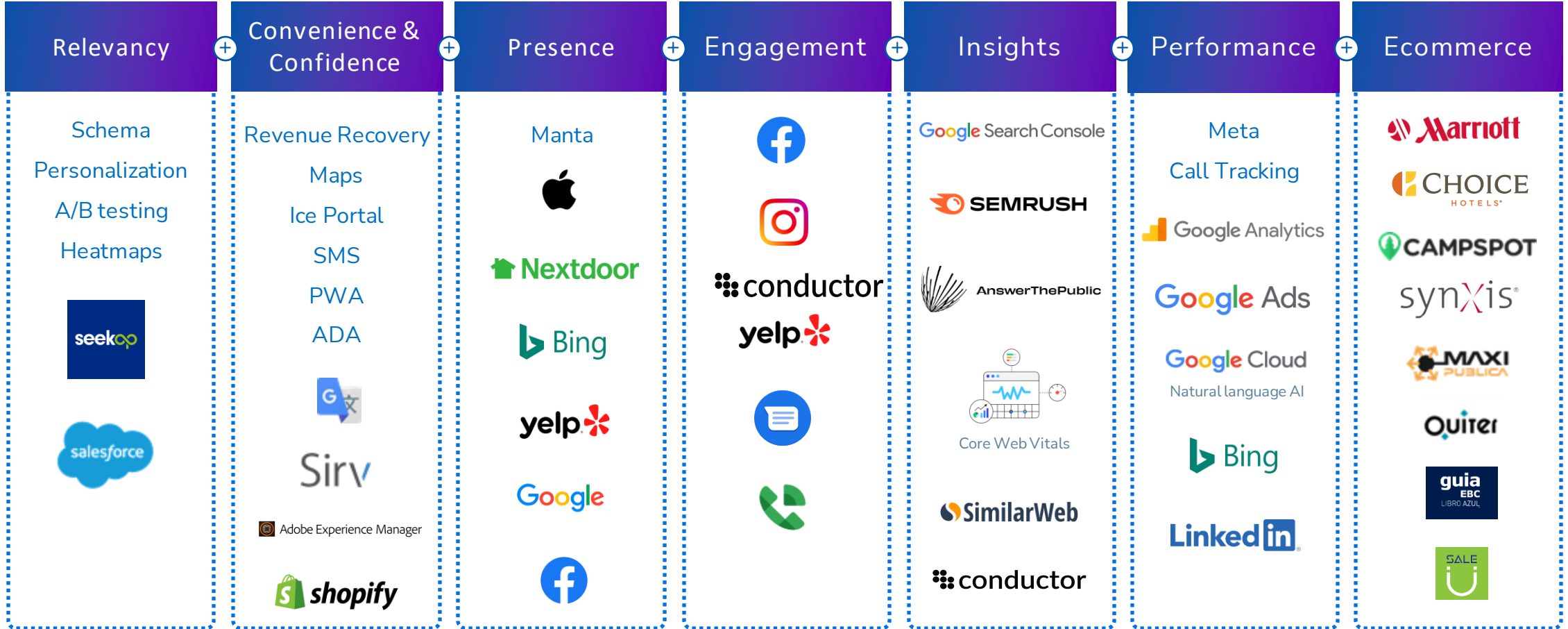


Analysis



MULTIPLE API INTEGRATIONS

Integrations layer Help Stitch Dots Across All Channels & Touch Points



Key Takeaways

- **Digital First Requires Exceptional Experience**
- 63% of consumers “**expect personalization as a standard of service.**”
- **Engage Customer** across every channel with **personalized interaction**
- **Achieve cost savings of 30%** and revenue increases of as much as 20%.
- **Connected platform, CDP helps in scaling fast + bringing powerful consumer insights.**

Special offer for Chief Members

Use promo code "**Chief**" when registering for 50% off

ENGAGE 2023

In-person event at Caesars Palace, Las Vegas
on July 31 and Aug 1, 2023

Register Now

Some of Our Past Year's Speakers



Bill Hunt

Back Azimuth



Rand Fishkin

SparkToro



Brenda Arndt

US Bank



Dan Melluzzo

Marriott International



Nate Philippsen

Sun Outdoors



We will showcase the latest trends, share customer-based case studies, and deliver actionable takeaways and tools to help you accelerate your digital performance in fabulous Las Vegas.

Register Now: <https://engage.milestoneinternet.com/>

Attendees Love Engage

4.6 ★ 4.6 of 5 Stars

For thought leadership, relevancy, speakers, and experience