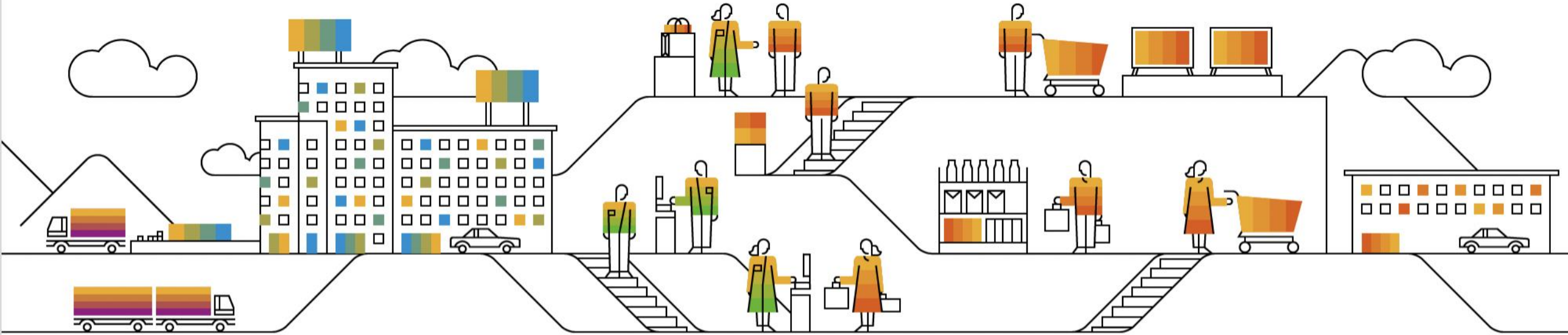

SAP Concur

SEO Best Practices for SAP Concur Partners

Derrick Wheeler - Sr. Search Marketing Manager, Americas & APAC
Becky Bates - Search Marketing Manager, EMEA

THE BEST RUN SAP

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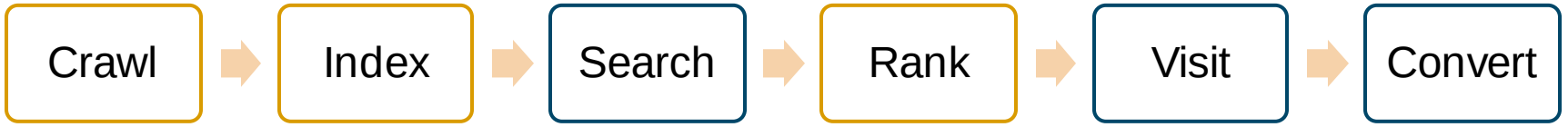
High-level SEO Principles

To be successful with organic search, a website needs to meet the needs of both **search engines** and **users**



There are hundreds of factors that vary slightly from engine to engine that determine success. When the needs of search engines and/or users are not met, the cycle above can be broken, and results will not be optimal.

Related reading: *https://searchengineland.com/seotable*

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SEO Best Practices

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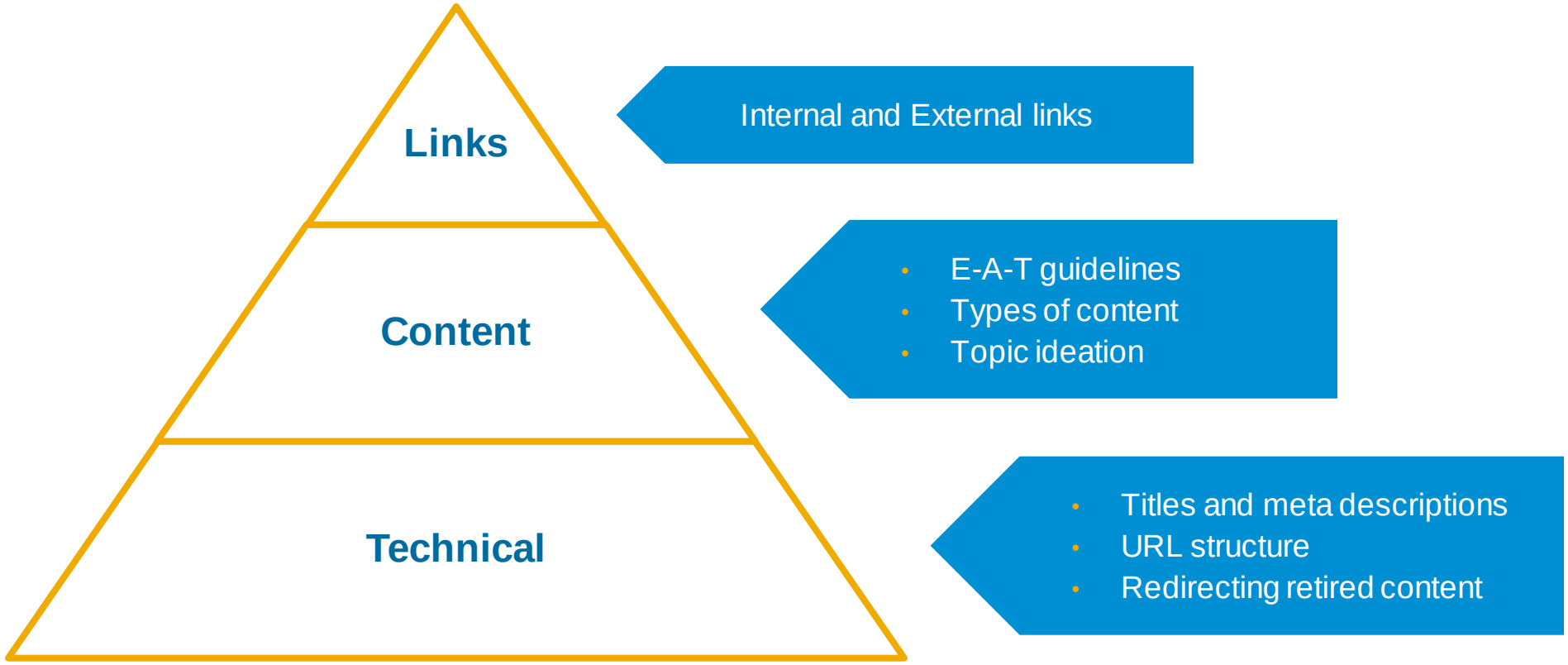
Best Practice Areas

SEO best practices specifically for search engines align to these three categories:



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Building Links

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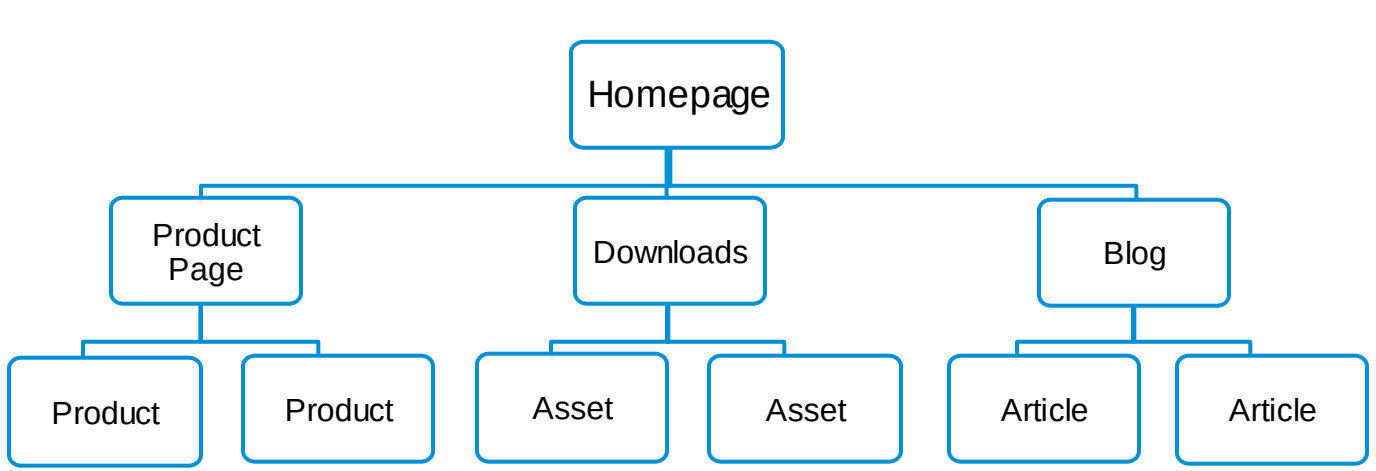
Internal Linking

- Search engines find your web pages best when they're linked to from somewhere on the web.
- Internal links allow search engines to understand the structure of your website.
- When adding new pages onto your website, **ensure they are linked to and not left isolated,** otherwise:
  - Search engines may assume these pages are low quality.
  - If our site is not linking to this page, then why should search engines?
  - Users also need to navigate through internal links to find the content.

No internal links to the page means this page is unlikely to get picked up in search engine results.



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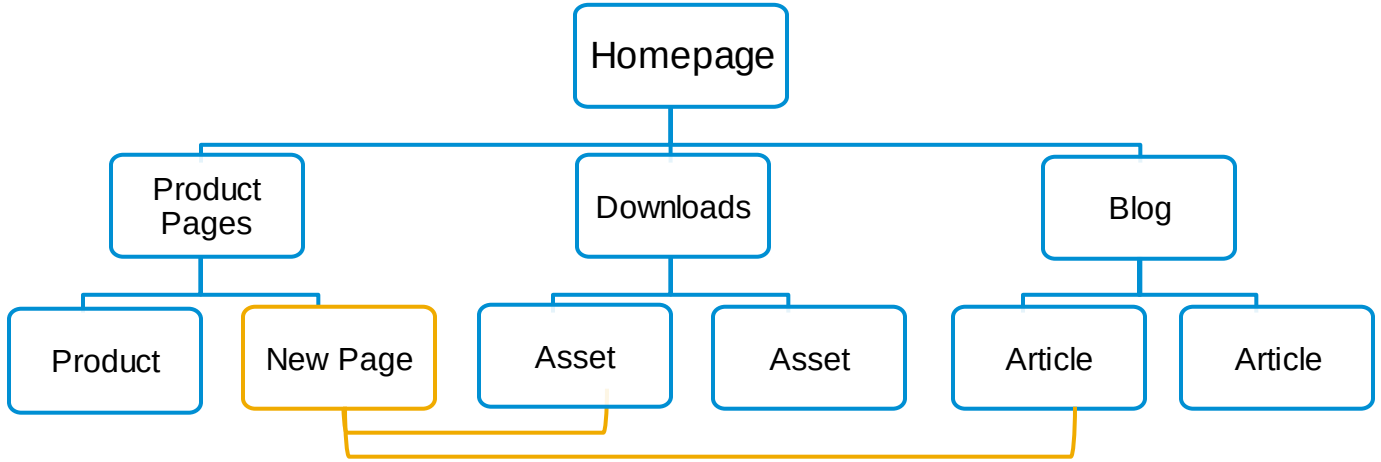
Linking Content

- When adding a new page to your site, **consider how this page is related to other site content**.
- Any content that is related should be linked to one another.
- This helps search engines understand that you have a wealth of information and authority on a subject and improve your rankings.
- It can also help to improve the customer journey.



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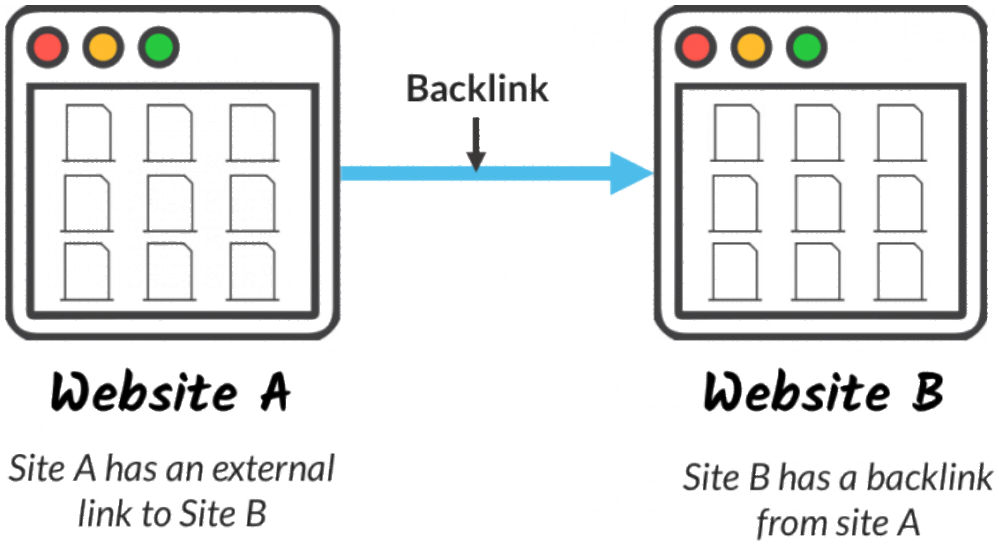
External Linking (Backlinks)

- An inbound link or “backlink” is a link created when one website links to another.
- Inbound links to a website are a signal to search engines that others vouch for that content. If many sites link to the same webpage or website, search engines can infer that content is worth linking to.
- Where relevant, **both partners and SAP Concur** marketers should take advantage of adding links to each other's website.



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New pages

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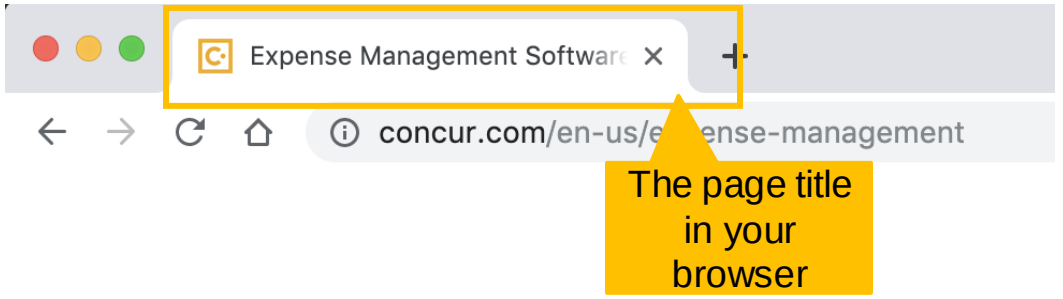
Page Elements

Title tags

The page title is the clickable headline for a given result. The title tag of a web page is meant to be an accurate and concise description of a page's content. Titles are also visible in web browsers as the text on the page tab.

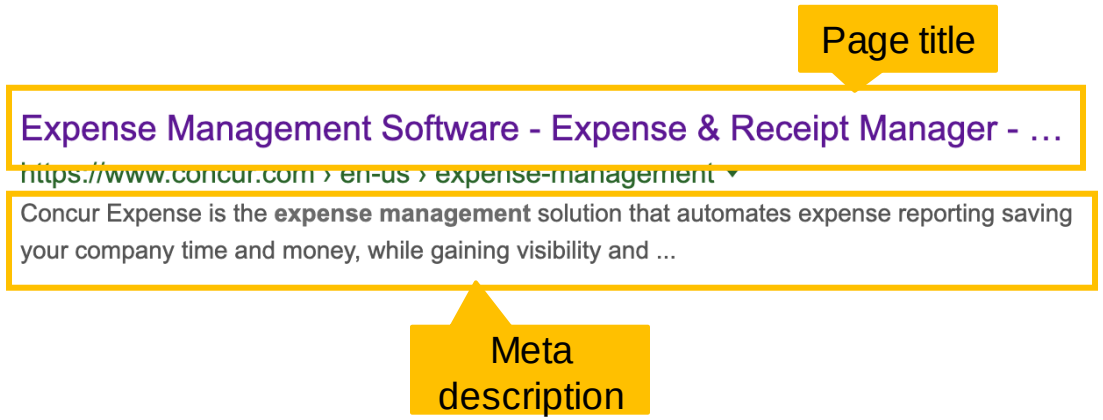
The Page Titles should be 55 to 75 characters long max.



Meta descriptions

The meta description provides a brief summary of a web page. Search engines display the meta description in search results where they can highly influence user click-through rates.

Meta Descriptions should be 135 to 185 characters max.



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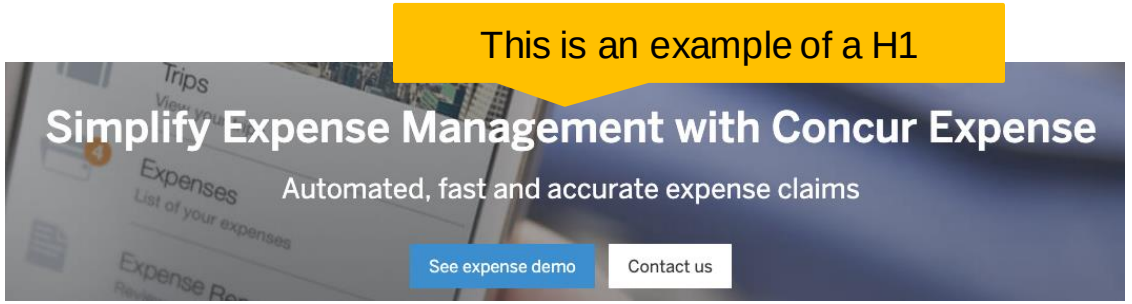
Page Elements

Heading tags (H1)

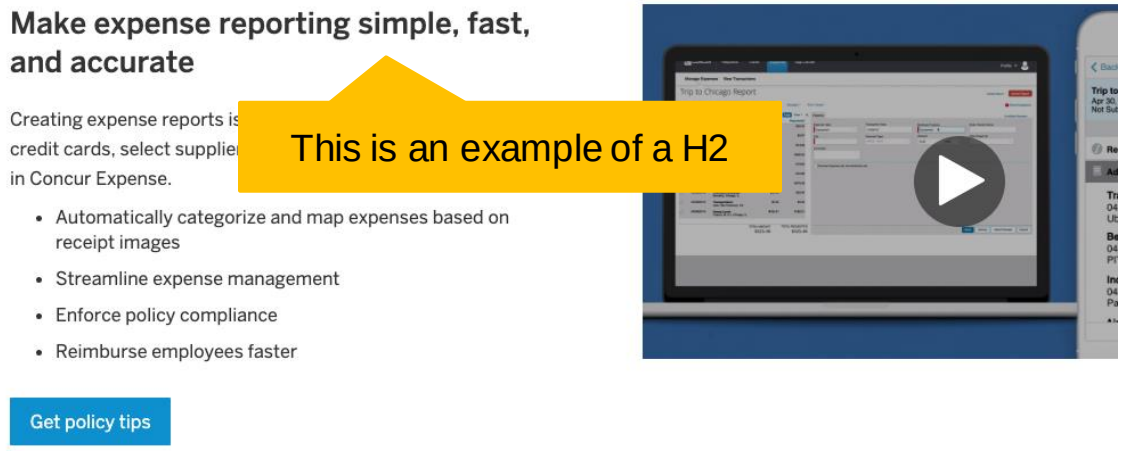
The first header on the page is referred as the H1 tag. This should be written with keywords in mind and ideally should be descriptive.

There should only be one H1 tag on every page.



Subheadings (H2, H3, H4…)

Sequential headers help provide better signposting to the search engines and offer an indication of the hierarchical importance of the headings in relationship to the content. Although additional headers are used sequentially, the sequences can repeat, e.g.: h1, h2, h3, h3, h4, h2, h3, h4 where appropriate.



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Page URLs

Page URLs are important for SEO as they help search engines determine what the page is about which in turn can help with page rankings.

Best practice	Additional Comments
URL should be readable by users	No indecipherable text/numerical strings should be used.
Words must be separated by hyphens (-)	No use of other symbols or characters such as underscores or spaces.
Aim to keep URLs less than 100 characters	This is a flexible guideline to aim to.
Do not use capitalisation in the URL	URLs should always be lower-case. This is because they are case sensitive and can cause errors on the site if capital letters are used.

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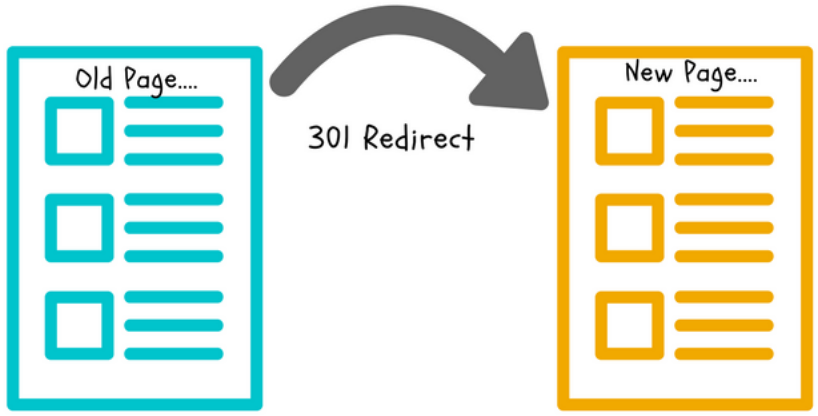
Redirecting URLs

If new content is being created to replace an retiring page then a **301 redirect** may be required from the old content to the new content.

There are two reasons for this:

- Third parties may link to the old page and link value is passed to your site through this. This link value is lost if the linked page is broken and generates a 404 error.
- Other pages across your site may link to the original page and ‘break’ if the URL is changed or content removed without a redirect.



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Types of Content

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Content & SEO

Without **quality content**, it's impossible for a website to rank in search engines.

Quality content is how you engage, inform, support and entertain your audiences. Creating authentic, valuable content is also critical for search engine visibility.

Quality content can include:

- Product information
- Thought leadership
- How-to guides
- FAQs
- Data stories
- Industry news

In the form of:

- Web pages
- Blog posts
- PDFs
- Infographics
- Structured data
- Images
- Videos

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EAT Guidelines

Follow the E-A-T guidelines:

- **Expertise**
  - Be experts in our field.
  - Do this by communicating knowledge in a language that is easy for Users and Google to understand.
- **Authoritativeness**
  - Create consumable content that other sites want to link to and share.
- **Trustworthiness**
  - Be clear, accurate and transparent.

More information: https://moz.com/blog/google-e-a-t
https://www.mariehaynes.com/eat/

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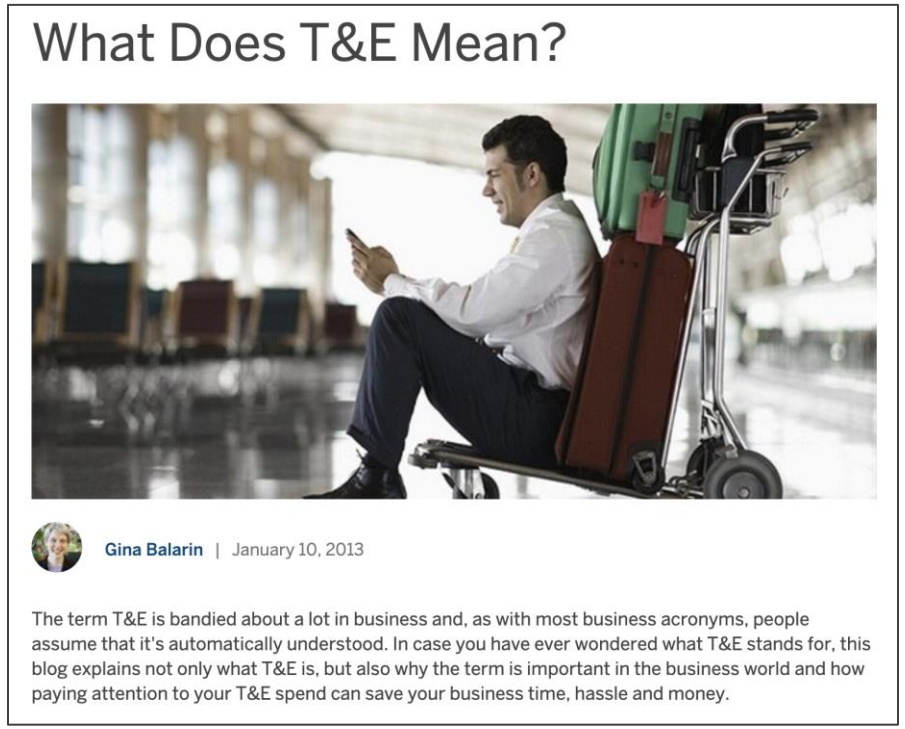
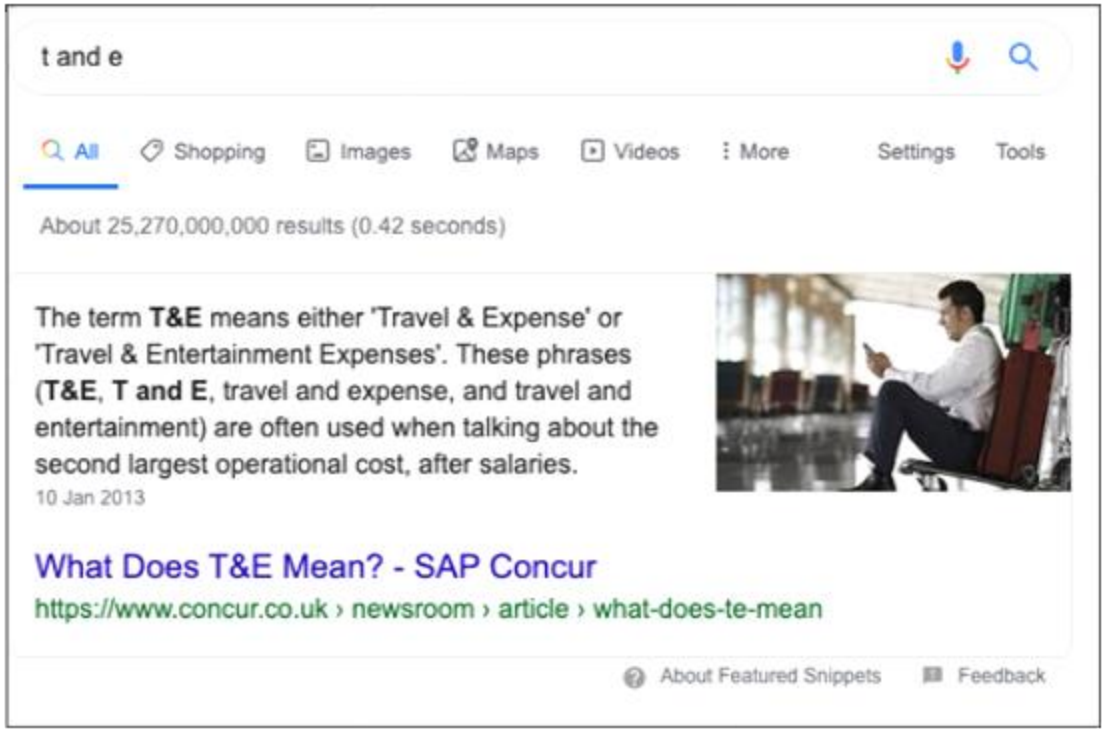
FAQ Content

- Content that asks and answers relevant questions.
- Provide the question and the full, detailed answer.
- Illustrates thought leadership and provides brand visibility.





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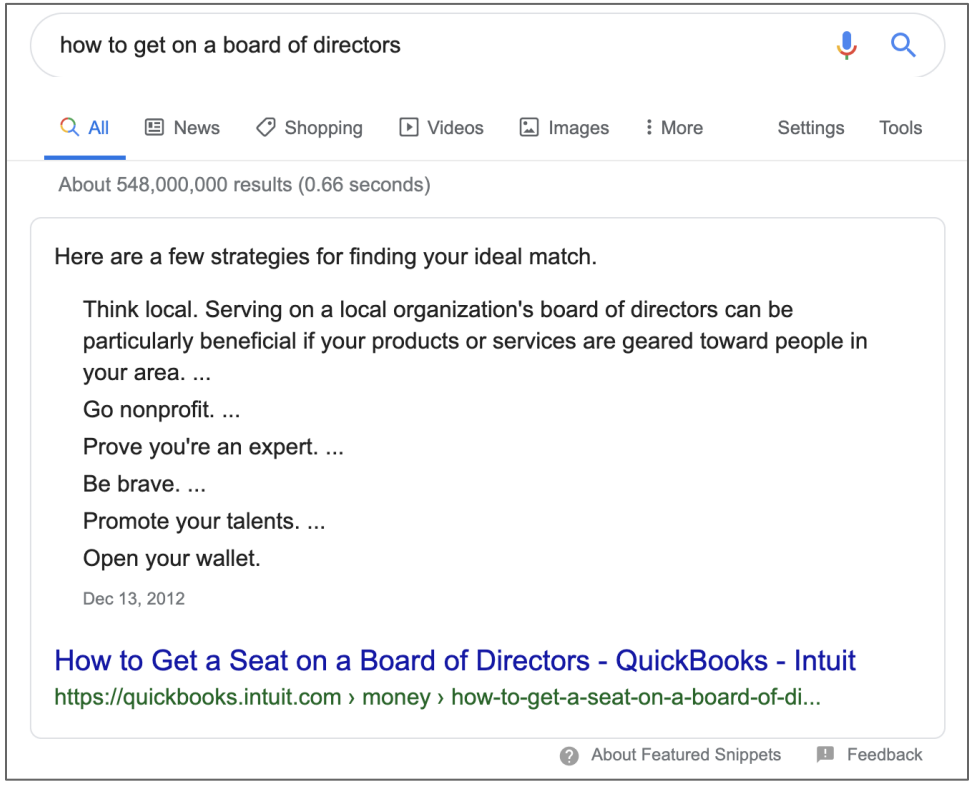
‘How’ and ‘What’ Content

- This type of content also appears in SERP features.
- QuickBooks have a lot of this type of content.



- Step by step bulleted structure.
- Short, concise paragraphs.
- Links to other related content.

1. Think local. Serving on a local organization’s board of directors can be particularly beneficial if your products or services are geared toward people in your area. As a board member, you’ll be networking on a regular basis with potential and existing customers – who may have you at top of mind the next time they’re asked for a referral.

2. Go nonprofit. Board newbies are more likely find spots at nonprofits, which are usually unable to compensate directors and may require more work than private companies. This work can be rewarding if you believe in the organization’s mission. Check out BoardnetUSA for nonprofits in your area.

3. Prove you’re an expert. By taking on public speaking gigs, developing a business blog, and writing a letter to (or an op-ed column for) a prominent publication, you can establish yourself as an expert in your industry or profession beyond just your title. This will help you appear worthy of a board seat. “The first thing a nominating committee will do is Google you,” says Susan Stautberg, president of PartnerCom, which helps companies set up advisory boards.

4. Be brave. If you don’t know someone who knows someone who can get you on a board, go straight to the source and ask for guidance. Find out when an organization starts reviewing its member roster, and ask what kind of directors it needs. For example, many organizations try to enlist a group of professionals with varied skill sets, such as a marketing expert, a financial expert, and a senior executive.

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Content Ideation

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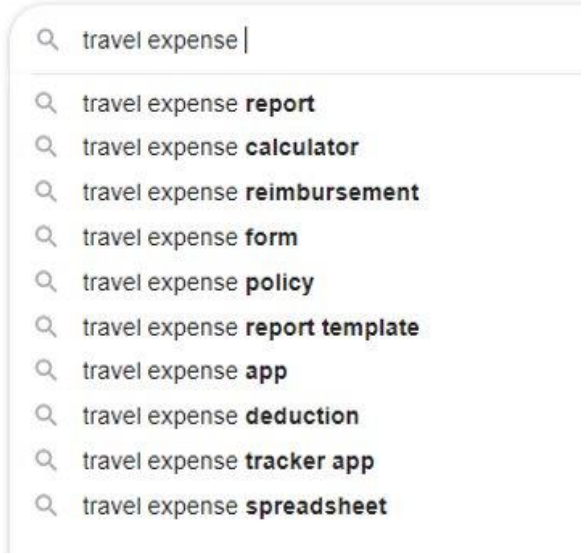
Researching Topics

Aligning web content with what people are searching for will ensure it is more likely to be found and read.

Tools you can use to find content ideas:

- **Manual Google searches**
  Typing in keywords into search engines can uncover new topics
- **Google Trends**
- **Answer the Public**



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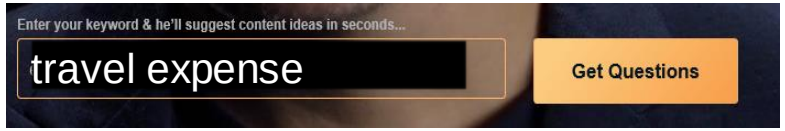
Answer the Public



a

Image

- travel expense app
- travel expense ato
- travel expense allowance
- travel expense accounting
- travel expense allowance 2019
- travel expense app iphone
- travel expense app free
- travel expense accrual
- travel expense agreement
- travel expense audit
- travel expense app ios
- travel expense administrator job description
- travel expense analysis
- travel expense automation
- travel expense approval form
- travel expense audit report
- travel expenses australia
- travel expense approval letter
- travel expense accounting entry
- travel expense audit procedures

c

Image

- travel expense calculator
- travel expense claim form
- travel expense claim
- travel expense calculator uk
- travel expense claim form template
- travel expense categories
- travel expense calculator excel
- travel expense cra
- travel expense carleton
- travel expense chart of accounts
- travel expense claim policy
- travel expense concur
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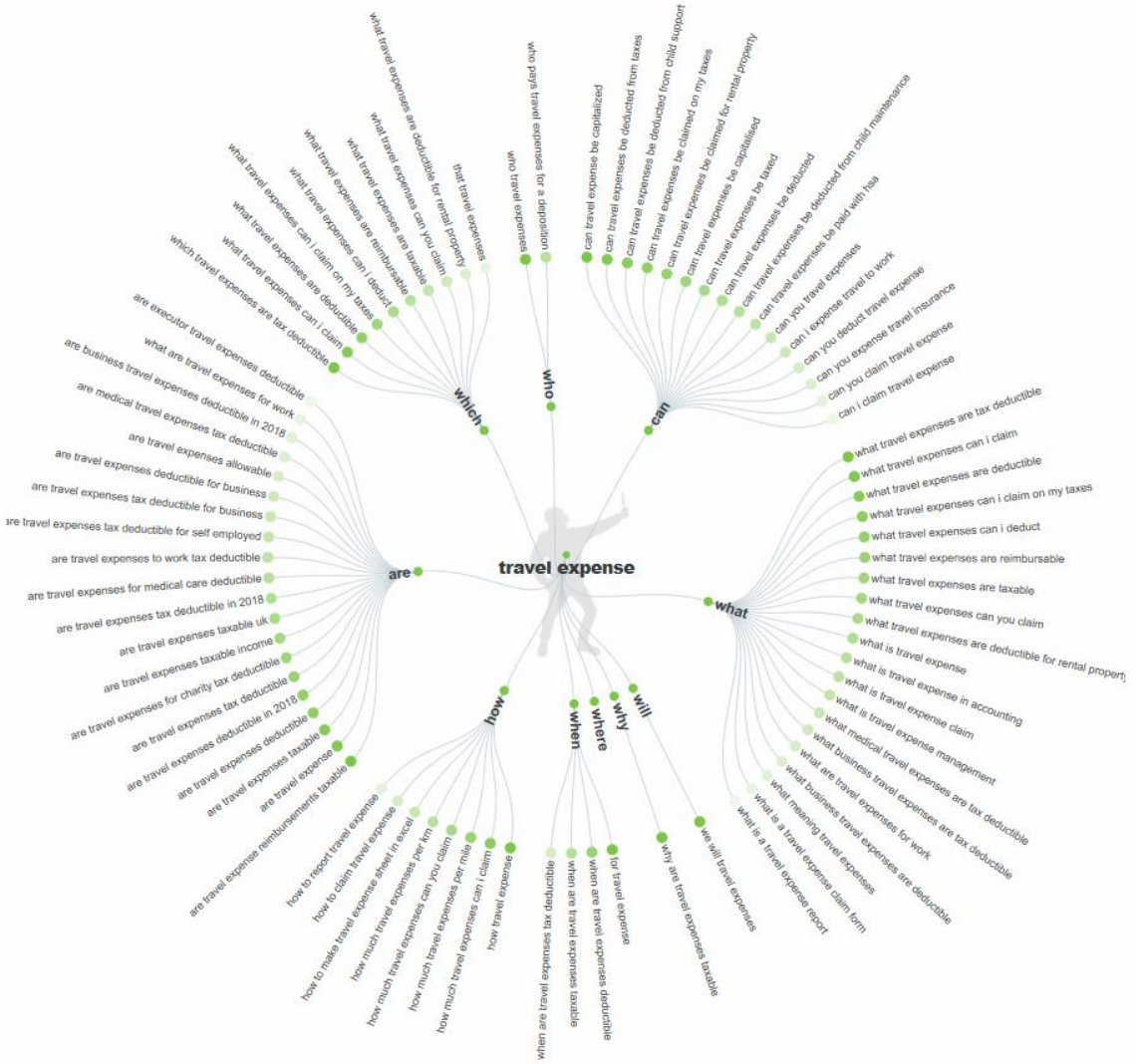
- travel expense claim fa-0302
- travel expense clause



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Content Case Studies

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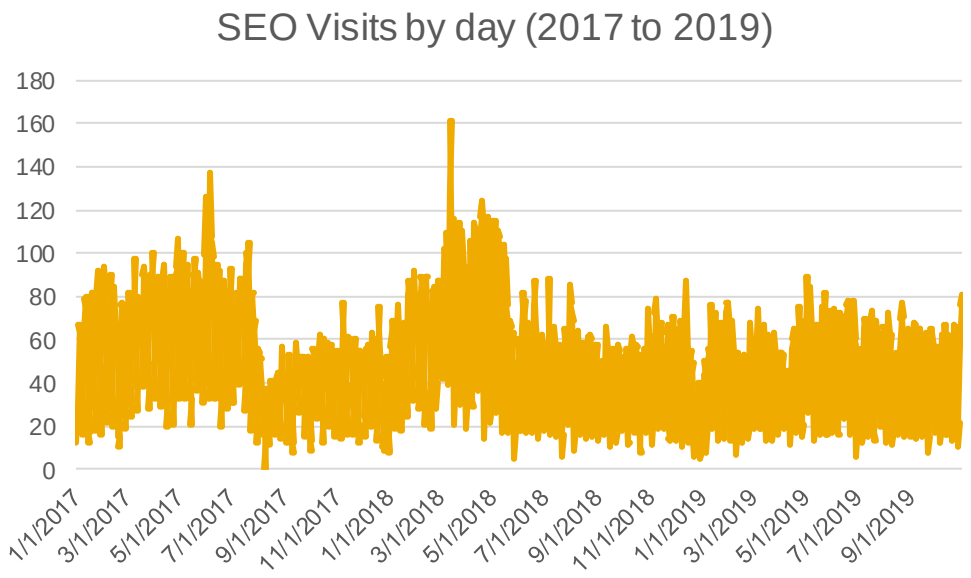
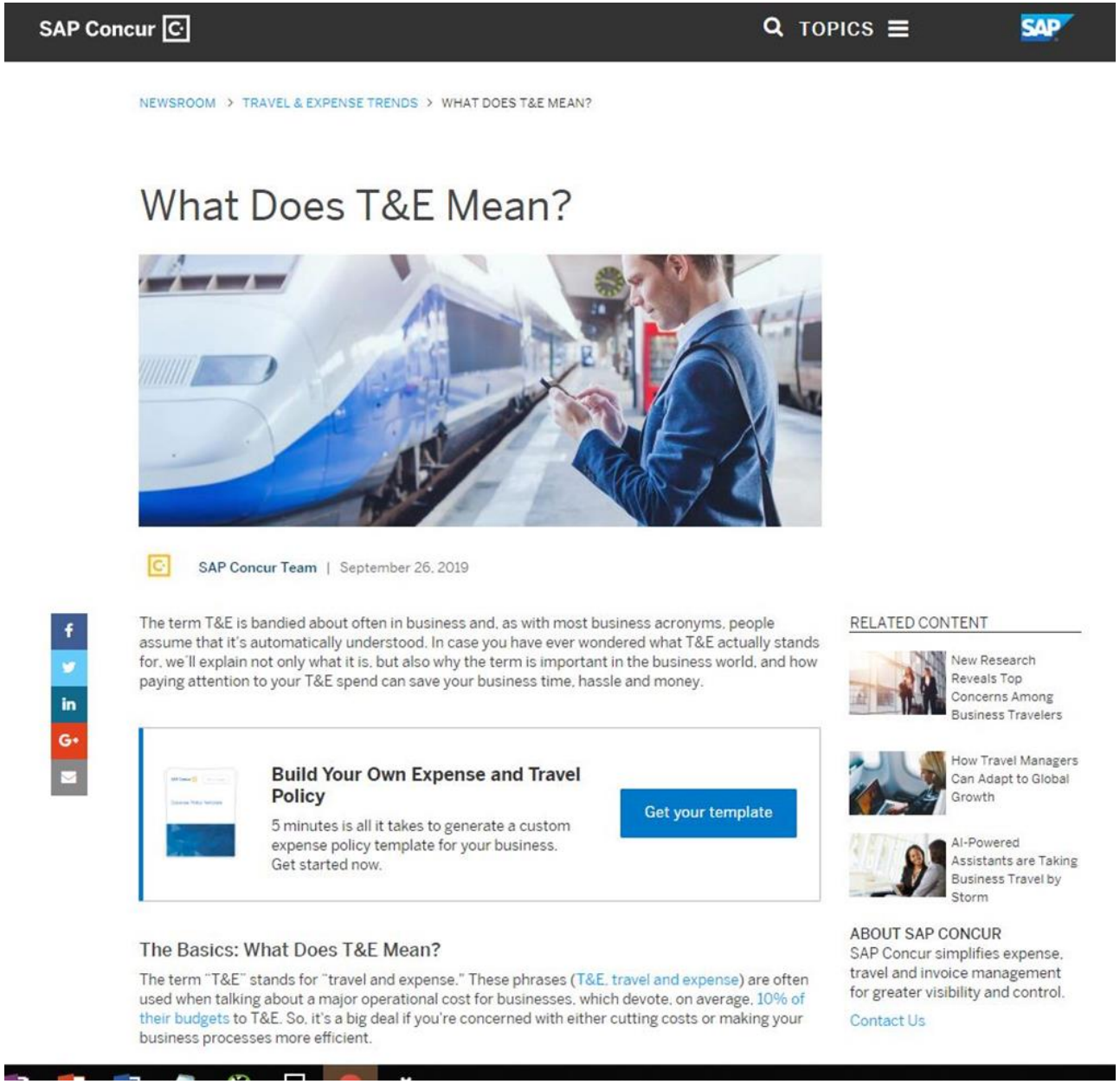
The SEO Contribution of a Page

This page of content follows the E-A-T guidelines, linking and technical best practices

From 2017 to 2019 it has generated over 50k visits from organic search.





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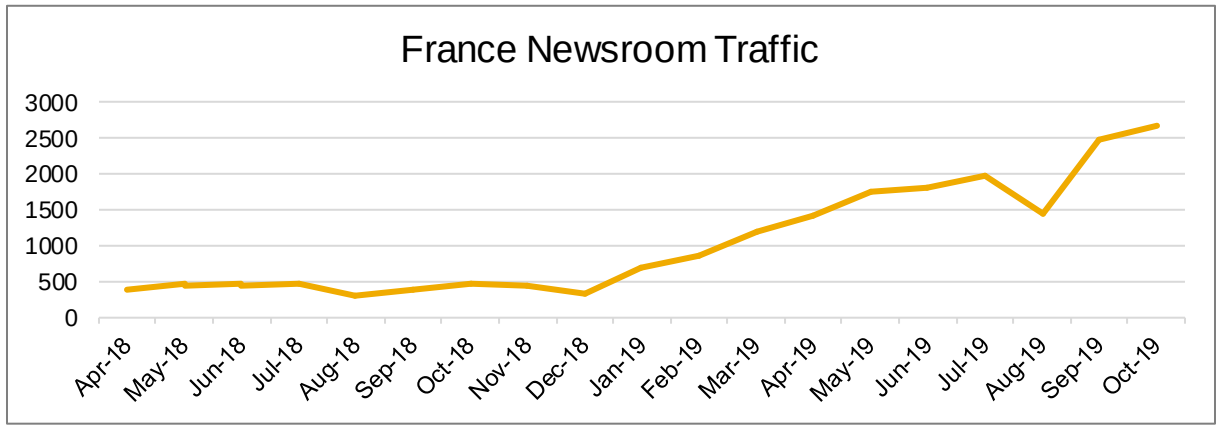
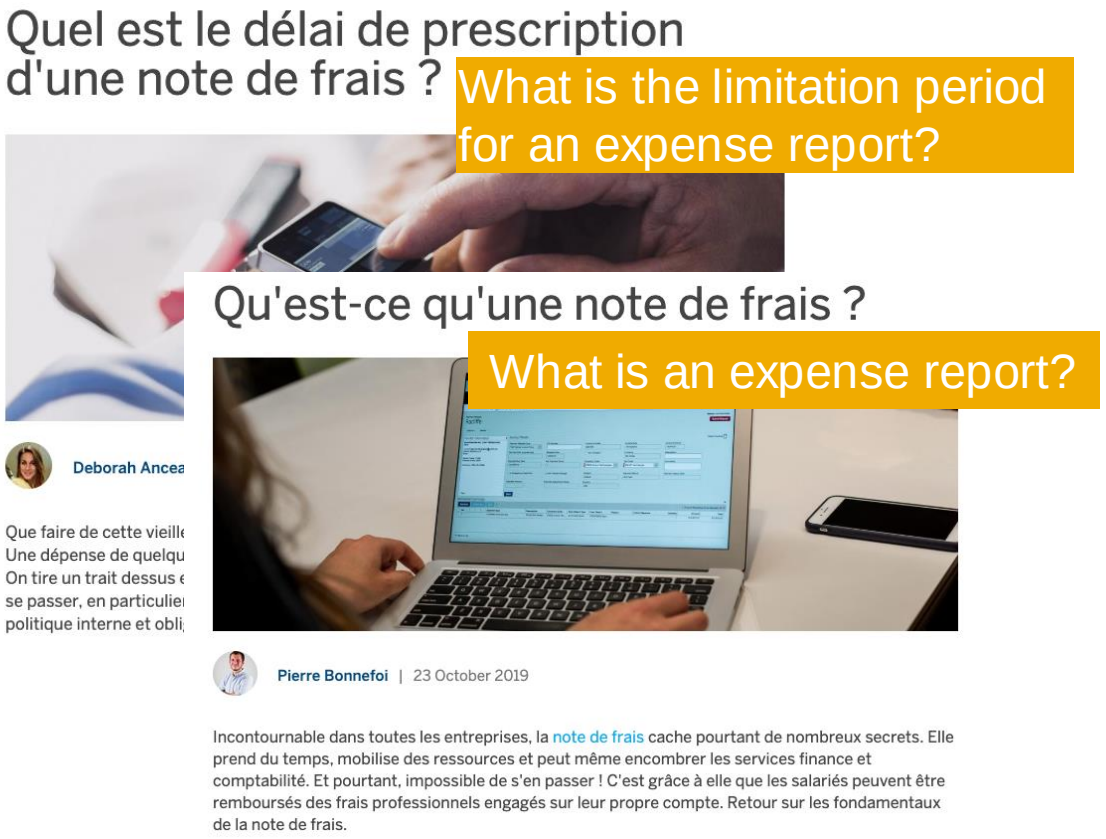
France Newsroom Content

- Looked at what people are searching for.
- Created FAQ related content on their newsroom.
- Non-brand, high level content to drive more site traffic.

- Site gained ~2k more visits in 2019 compared to 2018





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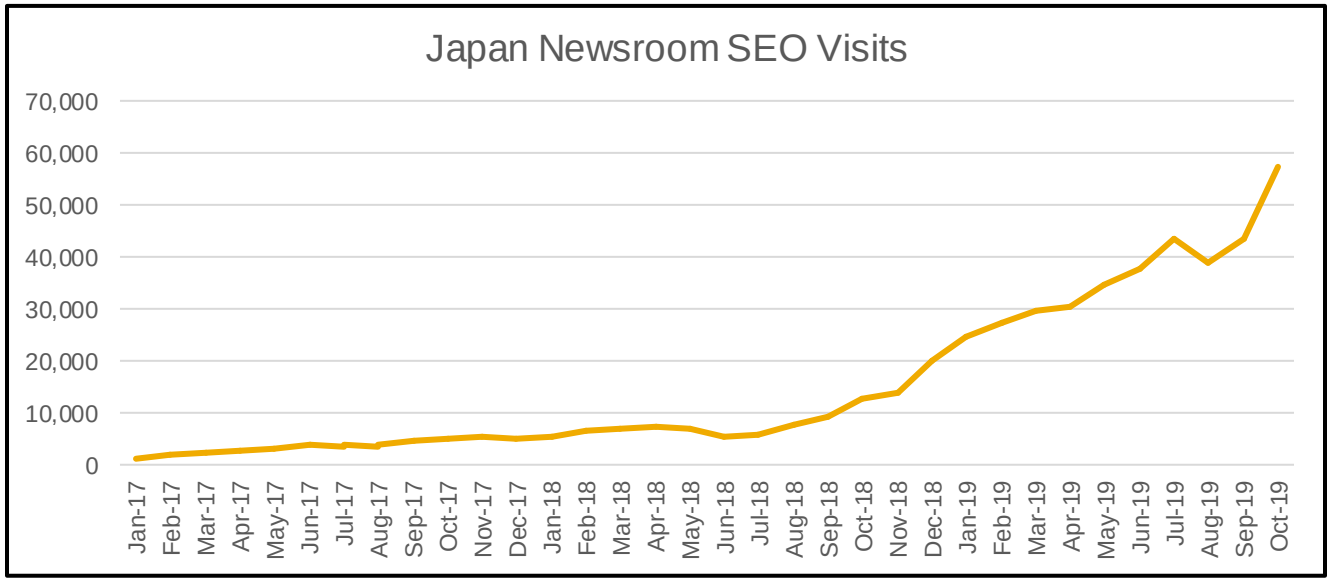
Japan Newsroom Content

- Researched keywords to identify Japan-specific content opportunities
- Created 2+ non-brand newsroom articles per month
- Oct 2019 was best month yet (+45k SEO visits versus Oct 2018)



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https://www.concur.co.jp/newsroom/article/ebunsho-qa-paper-receipt-after-digitizing

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