

SAP Concur 

SEO Best Practices for SAP Concur Partners

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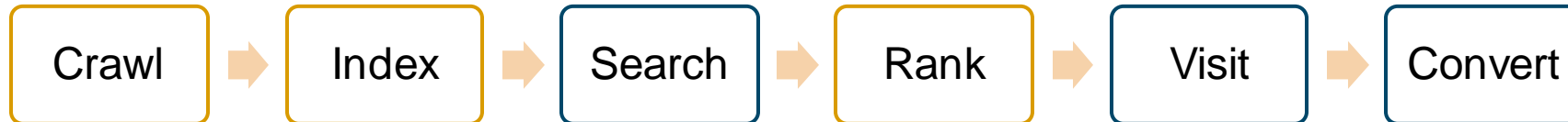
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High-level SEO Principles

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



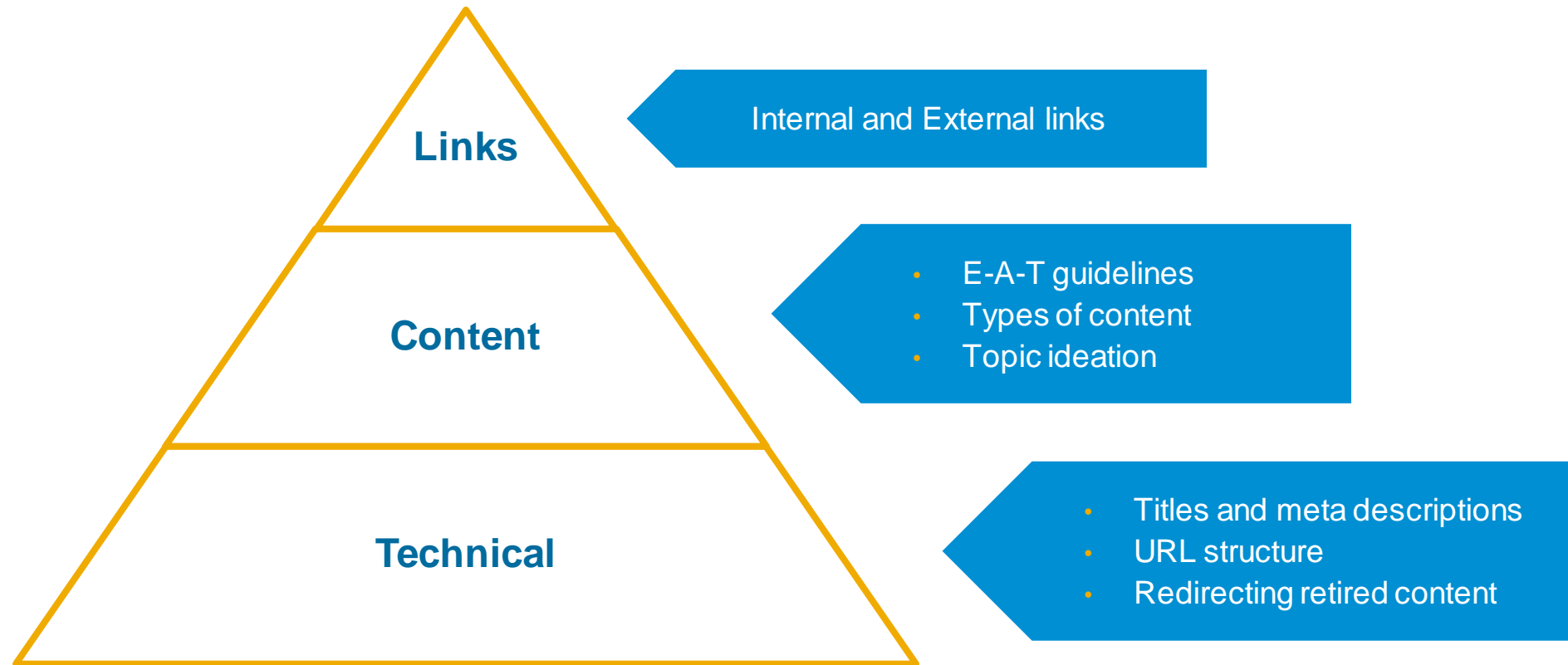
There are hundreds of factors that vary slightly from engine to engine that determine success. When the needs of **search engines** and/or **users** are not met, the cycle above can be broken, and results will not be optimal.

Related reading: <https://searchengineland.com/seotable>

SEO Best Practices

Best Practice Areas

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

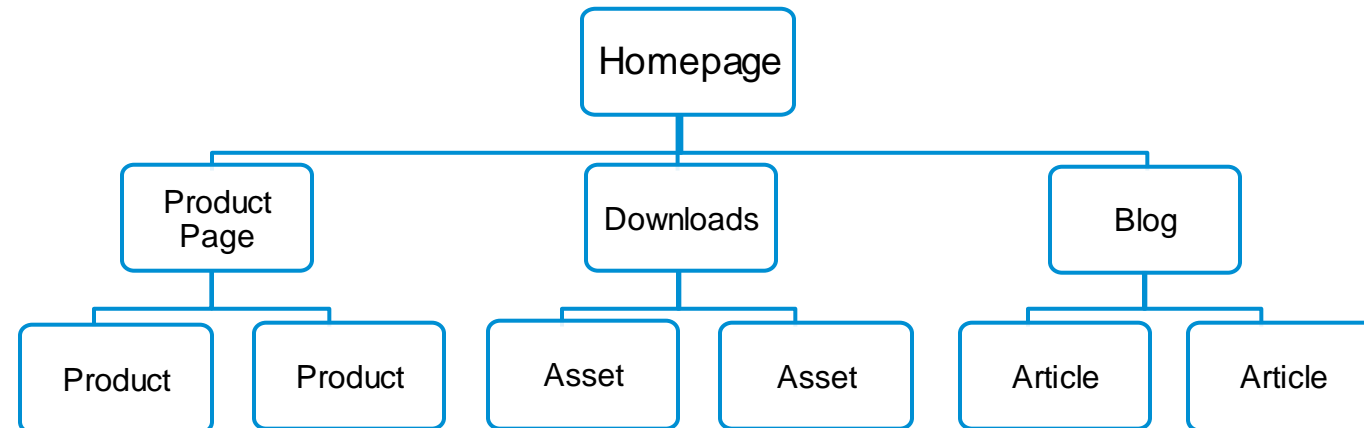


Building Links

Internal Linking

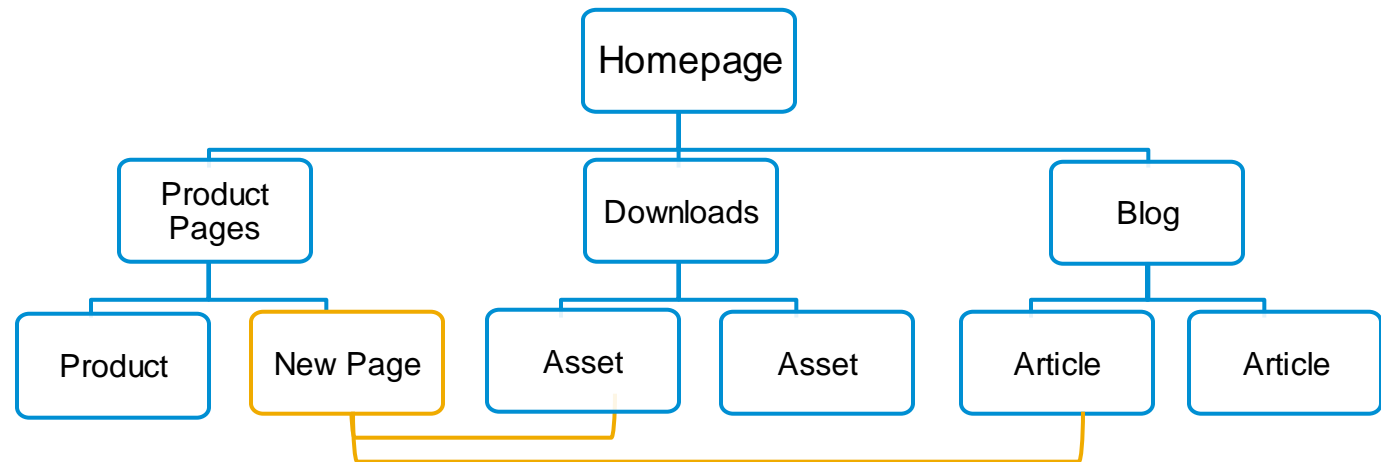
- Search engines find your web pages best when they're linked to from somewhere on the web.
- Internal links allow search engines to understand the structure of your website.
- When adding new pages onto your website, **ensure they are linked to and not left isolated**, otherwise:
 - Search engines may 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.



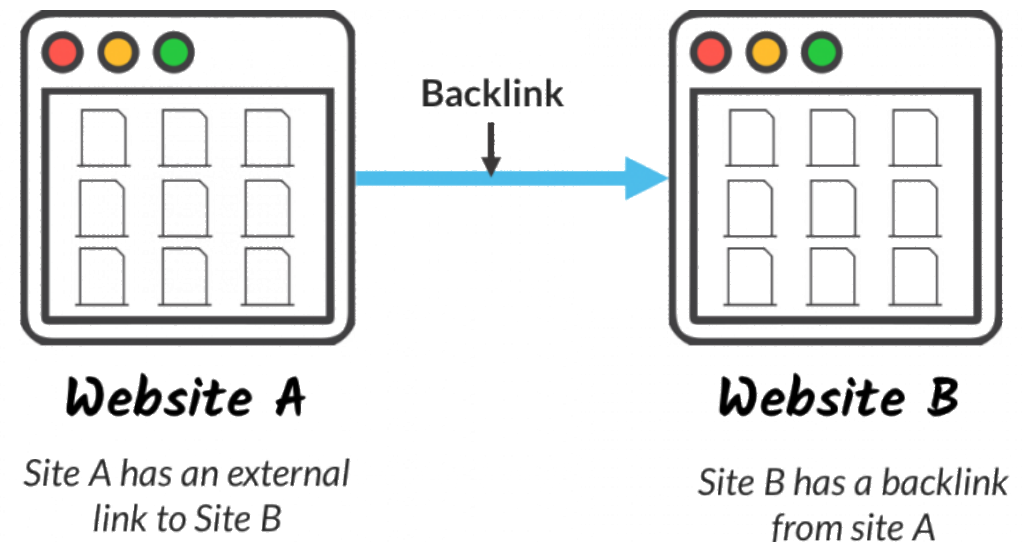
Linking Content

- 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.



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.



New pages

Page Elements

Title tags

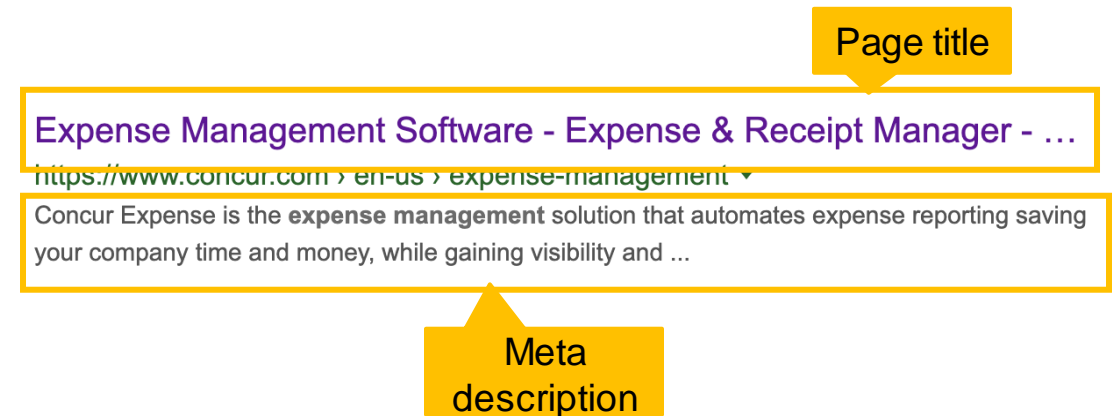
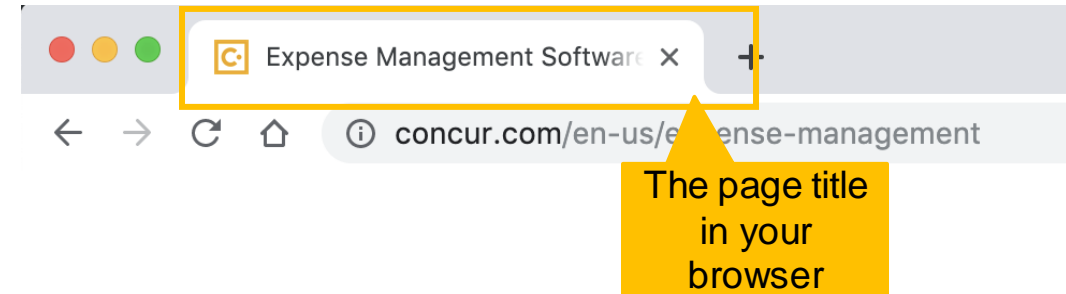
The page title is the clickable headline for a given result. The title tag of a web page is meant to be an accurate and concise description of a page's content. Titles are also visible in web browsers as the text on the page tab.

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.



Page Elements

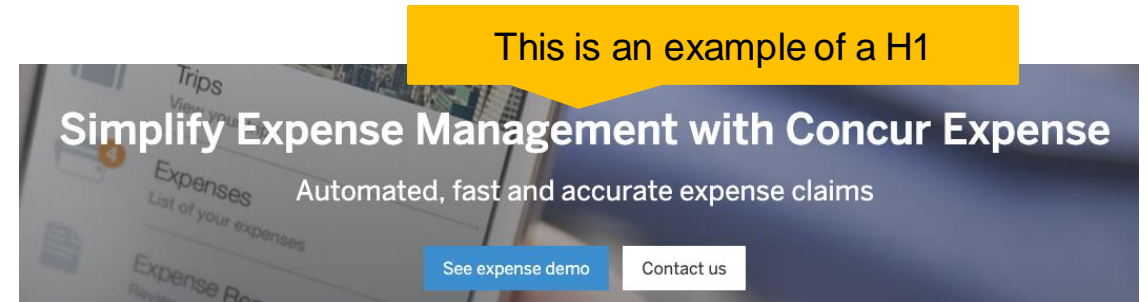
Heading tags (H1)

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.



Make expense reporting simple, fast, and accurate

Creating expense reports is simple. Select your credit cards, select suppliers, and submit your report in Concur Expense.

- Automatically categorize and map expenses based on receipt images
- Streamline expense management
- Enforce policy compliance
- Reimburse employees faster

Get policy tips

This is an example of a H2

The image shows a screenshot of the Concur Expense Management interface. The main heading is "Make expense reporting simple, fast, and accurate" in a bold, dark font. Below it is a paragraph of text: "Creating expense reports is simple. Select your credit cards, select suppliers, and submit your report in Concur Expense." There are four bullet points: "Automatically categorize and map expenses based on receipt images", "Streamline expense management", "Enforce policy compliance", and "Reimburse employees faster". At the bottom is a button "Get policy tips". A yellow callout box points to the main heading with the text "This is an example of a H2".

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.

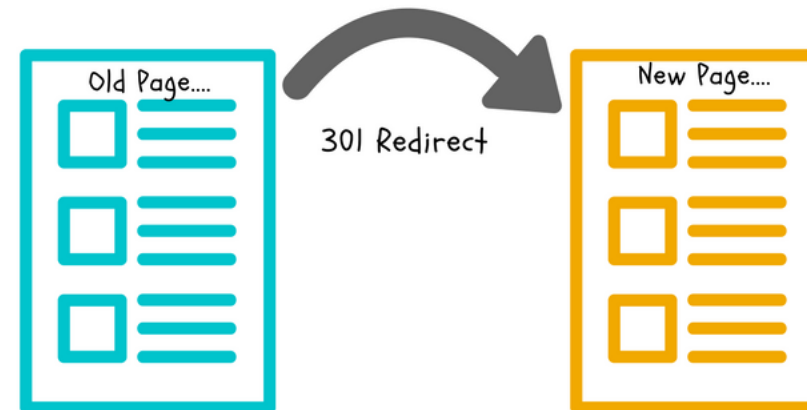
Best practice	Additional Comments
URL should be readable by users	No indecipherable text/numerical strings should be used.
Words must be separated by hyphens (-)	No use of other symbols or characters such as underscores or spaces.
Aim to keep URLs less than 100 characters	This is a flexible guideline 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.

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.



Types of Content

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

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/>

FAQ Content

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

What Does T&E Mean?



Gina Balarin | January 10, 2013

The term T&E is bandied about a lot in business and, as with most business acronyms, people assume that it's automatically understood. In case you have ever wondered what T&E stands for, this blog explains not only what T&E is, but also why the term is important in the business world and how paying attention to your T&E spend can save your business time, hassle and money.


t and e

Search filters: All, Shopping, Images, Maps, Videos, More, Settings, Tools

About 25,270,000,000 results (0.42 seconds)

The term **T&E** means either 'Travel & Expense' or 'Travel & Entertainment Expenses'. These phrases (**T&E**, **T and E**, travel and expense, and travel and entertainment) are often used when talking about the second largest operational cost, after salaries.

10 Jan 2013

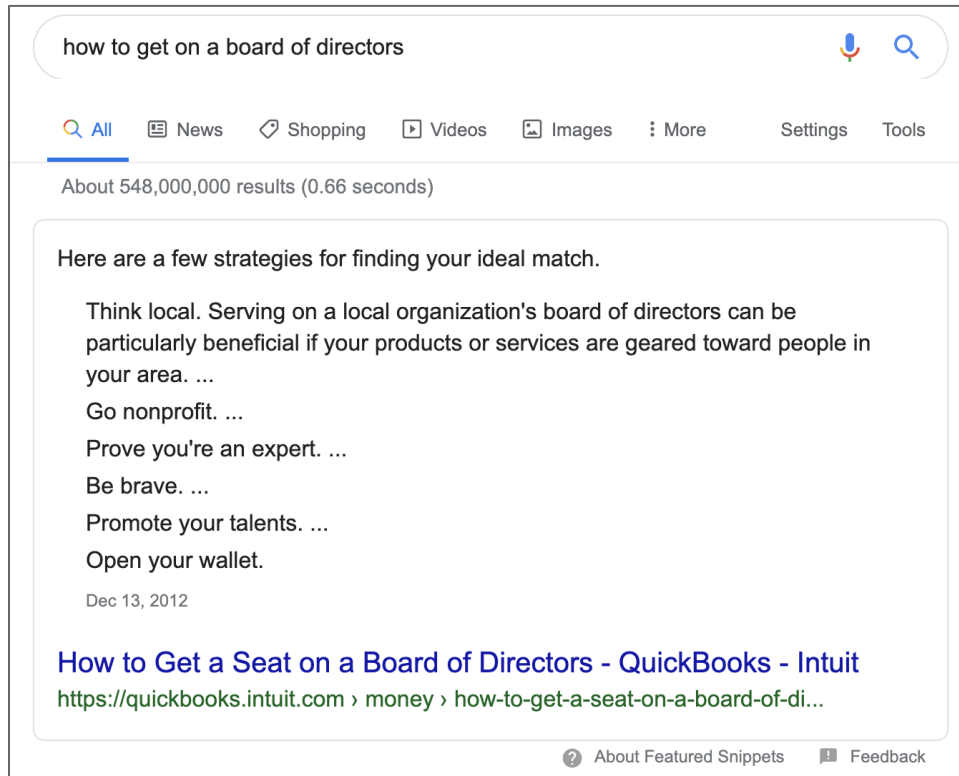


What Does T&E Mean? - SAP Concur
<https://www.concur.co.uk/newsroom/article/what-does-te-mean>

About Featured Snippets Feedback

'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.

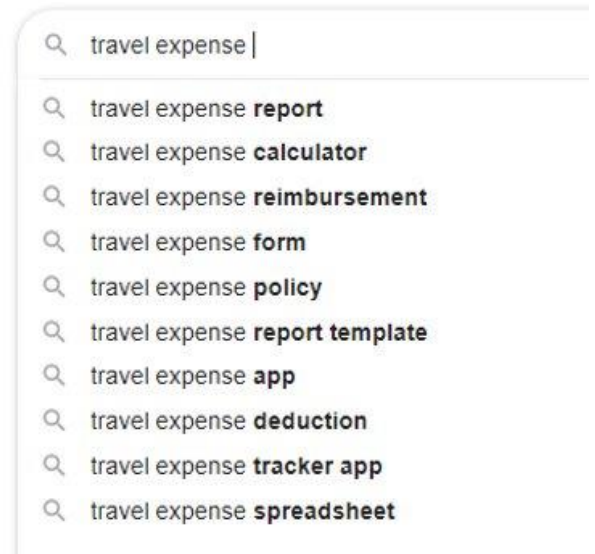
Content Ideation

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](#)



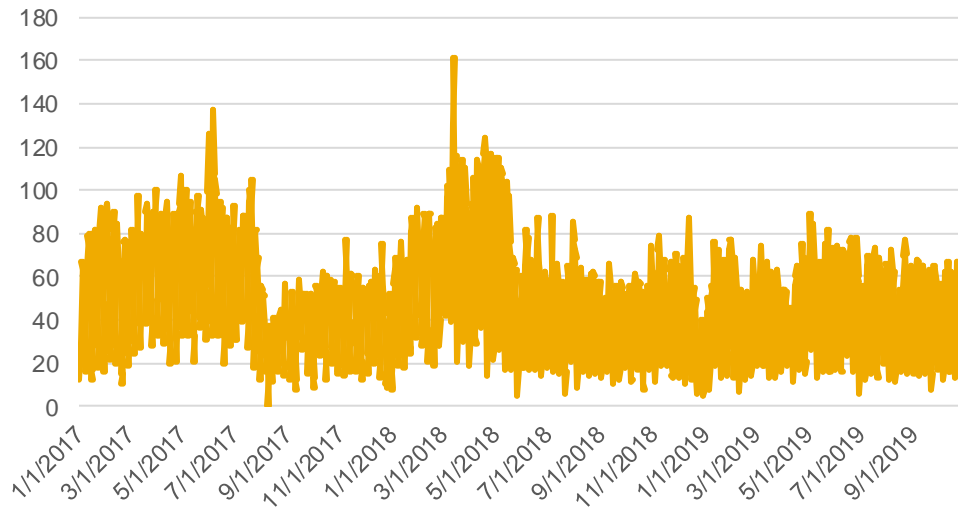
Content Case Studies

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.

SEO Visits by day (2017 to 2019)




What Does T&E Mean?



SAP Concur Team | September 26, 2019



The term T&E is bandied about often in business and, as with most business acronyms, people assume that it's automatically understood. In case you have ever wondered what T&E actually stands for, we'll explain not only what it is, but also why the term is important in the business world, and how paying attention to your T&E spend can save your business time, hassle and money.



Build Your Own Expense and Travel Policy




5 minutes is all it takes to generate a custom expense policy template for your business. Get started now.

[Get your template](#)

The Basics: What Does T&E Mean?

The term "T&E" stands for "travel and expense." These phrases ([T&E](#), [travel and expense](#)) are often used when talking about a major operational cost for businesses, which devote, on average, [10% of their budgets](#) to T&E. So, it's a big deal if you're concerned with either cutting costs or making your business processes more efficient.

RELATED CONTENT

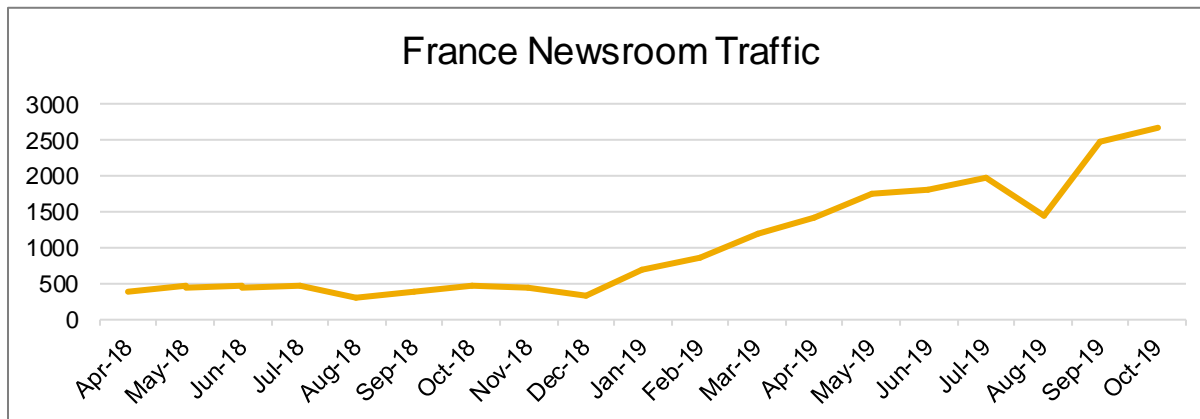
-  New Research Reveals Top Concerns Among Business Travelers
-  How Travel Managers Can Adapt to Global Growth
-  AI-Powered Assistants are Taking Business Travel by Storm

ABOUT SAP CONCUR
SAP Concur simplifies expense, travel and invoice management for greater visibility and control.
[Contact Us](#)

France Newsroom Content

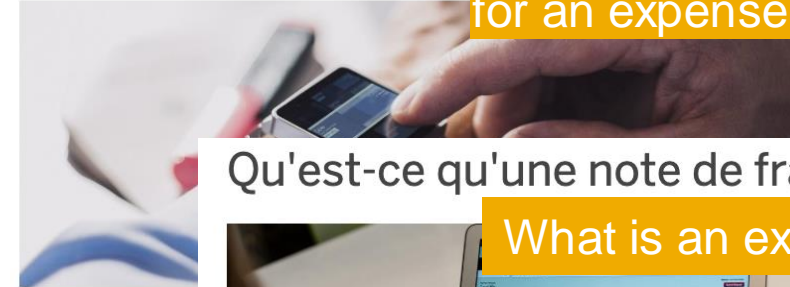
- Looked at what people are searching for.
- Created FAQ related content on their newsroom.
- Non-brand, high level content to drive more site traffic.

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



Quel est le délai de prescription d'une note de frais ?

What is the limitation period for an expense report?



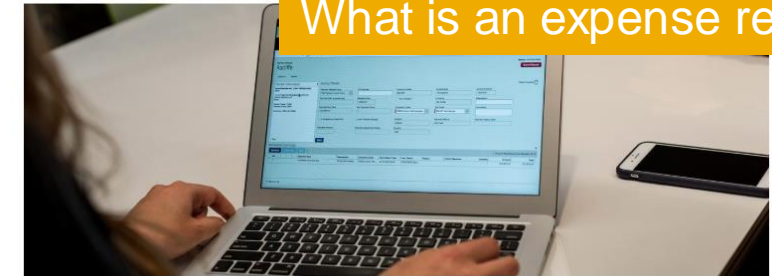
Qu'est-ce qu'une note de frais ?

What is an expense report?



Deborah Ancea

Que faire de cette vieille
Une dépense de quelqu
On tire un trait dessus €
se passer, en particulier
politique interne et obli

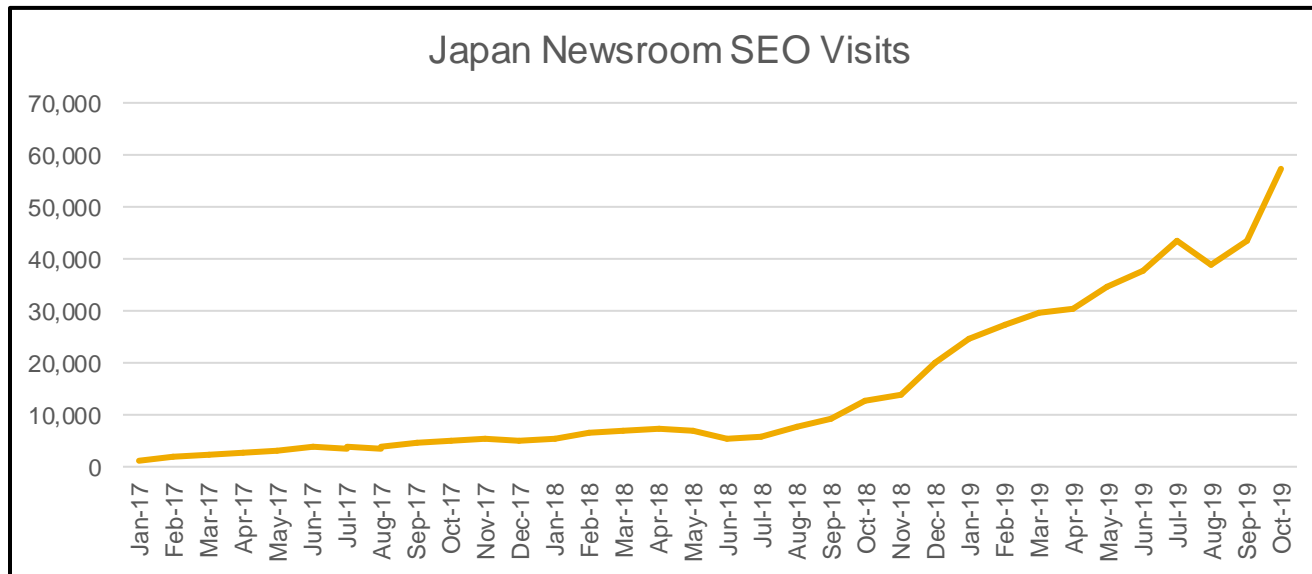


Pierre Bonnefoi | 23 October 2019

Incontournable dans toutes les entreprises, la **note de frais** cache pourtant de nombreux secrets. Elle prend du temps, mobilise des ressources et peut même encombrer les services finance et comptabilité. Et pourtant, impossible de s'en passer ! C'est grâce à elle que les salariés peuvent être remboursés des frais professionnels engagés sur leur propre compte. Retour sur les fondamentaux de la note de frais.

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)



- <https://www.concur.co.jp/newsroom/article/ebunsho-qa-paper-receipt-funshitsu>
- <https://www.concur.co.jp/newsroom/article/ebunsho-qa-paper-receipt-invoice-digitizing-manual>
- <https://www.concur.co.jp/newsroom/article/ebunsho-qa-paper-receipt-after-digitizing>

SAP Concur | トピックス

出張・経費管理トレンド

日本人は真面目すぎる！出張中に重視するのは「身の安全」より「ビジネス」

出張・経費管理クラウドのリーダーである株式会社コンカーは、「年に3回以上出張に行く」と回答した世界の19マーケットの7,850名を対象に「出張」についての国際比較調査を行いました。各国の出張事情を比較することで、国によって出張に対する考え方や、ストレスの感じ方などに差があるということが明らかになりました。■日本人は真面目すぎる！？出張の際に「身の安全」より「出張目的」を重視「出張に行くときに重視すること」について聞いたところ、日本では「出張の目的が果たされること（43%）」と回答した割合が半数近くを占めるという結果になりました。世界平均の27%と比べてもその差は大きく、「自分の身の安全（23%）」を考へつつも、出張の目的が広くなってしまふ日本人の真面目さが伺えます。

by SAP Concur Japan

[もっと見る](#)

ピックアップ記事 [すべての記事を見る](#)

プレスリリース

2019.10.31

最新：経費管理トレンド

新たな調査で出張者の多くが主要な懸念が明らかに！女性やLGBTQ+は日常的にハラスメントを経験

（本リリースは、10月30日にSAP本社から発表されたリリースの抄訳です）SAP SE（NYSE: SAP）はこのほど、新たなSAP® Concur®による調査の結果を発表、出張に行く女性の4人のうち3人以上が出張中に何らかのハラスメントを受けた経験があり、2人のうち1人以上が安全面の不安から旅程を変更した経験があることを明らかにしました。SAP Concurは出張、経費、請求管理の統合ソリューションの世界的リーディングブランドです。SAP—
[もっと見る](#)

CSR活動：AED、使えますか？

「救えよう文化」として各社員が特技や知識を生かして社内で輪流会を行っています。今回は、CSR活動を行うCSRタスクフォースに所属する社員2名がリードし、東京消防庁や消防署及び公益財団法人東京防災協会のご協力のもと、「救急救命講習」を実施しました。
[もっと見る](#)

ファイナンス編のデジタルトランスフォーメーションの状況と方向性は？

DX実証調査 2019

“デジタルトランスフォーメーション” - 日本においては“Society 5.0の実現”への取り組みと捉えられているが、IoT、ビッグデータ、AI、Fintechなどのデジタルテクノロジーの活用は、企業の現在および将来のビジネス戦略、そして社会全体にとって、諸外国に遅れを取りつつも、“啓蒙”から“いかに取り組むか”という実行ステージに移行している。—
[もっと見る](#)

最新のの記事 [すべての記事を見る](#)

プレスリリース

最新：経費管理トレンド

IDEC、開業業務の効率化とガバナンス強化を目指しSAP® Concur®ソリューションを採用

出張・経費管理クラウドのリーダーである株式会社コンカー（本社：東京都中央区、代表取締役社長：三村典宗、以下コンカー）は、IDEC株式会社（本社：大阪府大阪市、代表取締役社長兼社長：船木隆之、以下IDEC）の開業管理基盤として、SAP® Concur®ソリューションが採用され、10月1日より稼働したこ

求人・転職情報

コンカー大分 採用説明会開催（キャリア採用）-Uターン、1ターン大歓迎-

「働きがいのある会社」ランキング、2年連続1位！出張・経費管理クラウドを全世界でリードするコンカーで働いてみませんか？Uターン、1ターン希望者向けに大分、福岡、大阪での採用説明会を実施することとなりました！コンカーはアメリカンシアトル郊外に本社を持

求人・転職情報

インサイドセールス (MDR)

新しいチャレンジとして選んだアメリカンフットボールに明け暮れた学生時代子供が大好きで、大学時代は教師を目指し、教育学部へ進学しましたが、働き方もアメリカンフットボール部にエネルギーを注いでいたと思います。元々スポーツが好きで、新しいチャレンジとして選んだのがアメリカンフットボー

Thank you.

Follow all of SAP Concur



Learn more at concur.com

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