

Industry Landing Page - Roadmap | [Redacted]

Objective: In order to position [Redacted] as a thought leader and as a resource to our potential customers, it is essential that we optimize all core pages to improve the user's experience and help guide them further into the site with intentional internal linking and CTA opportunities. We must also ensure our content addresses our ICP's (Ideal Customer Persona) pain-points and answers their Jobs-to-be-Done.



Customer Persona

Objective

In order to attract the right users and decision makers to the website, we need to identify who our Ideal Customer Persona (ICP) is. This will help us determine what the needs and wants are for a hypothetical customer that falls into our target demo. The information below is an educated guess to identify potential ICPs that may be the most relevant to the aerospace & defense industry page.

Pain Points

- Too reliant on old school legacy systems
- Unable to increase production innovation cycles
- No transparency, traceability and/or poor accuracy in operations

Jobs-to-be-done

- Boost efficiency with more digitization of systems
- Looking for a holistic solution to manage programs & portfolios across the lifecycle
- Wants optimized planning & automated processes for warehouse management

Action Item:

Use pain points and jobs to be done to tailor the copy on-page and appeal to our ICPs. Areas of copy affected include: Header text and body copy

- **How we get there:** This can be done with improvements to on-page SEO, UX and off-page SEO tactics.

URL Structure	[Redacted]
Meta Title	Current: [Redacted] New: [Redacted]
H1 Tag	Current: [Redacted] New: [Redacted]
Meta Description	Current: [Redacted] New: [Redacted]

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Primary Keyword Targets

- Head term should be utilized 2-3 times on page.
- Secondary terms should be utilized 1-2 times on page.

Keyword	Search Volume	KD	Keyword Type	Current Rank
[Redacted]	40	36	Head term (must-win)	3
[Redacted]	90	44	Secondary term	35
[Redacted]	140	28	Secondary term	25

- **Action Item:** Weave in the above keywords wherever appropriate in the body copy. Ensure the must-win keyword shows up in the title tag, H1 and the header text.

New Link Targets & Anchor Text

- **Action Item:** Add the following internal links

Internal Link From	Internal Link To	Anchor Text
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

Related / Competitive Content

- [Redacted]

[Redacted] vs. [Redacted] at a glance:

- **Core takeaway:** [Redacted] page ranks for more keywords and gets more monthly traffic compared to [Redacted].
- **What can we learn from it:** When looking at [Redacted] page side by side to [Redacted], we see that [Redacted] has a clear advantage when it comes to a clean and user-friendly UX. In addition, the competitor

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does a very good job highlighting the benefits and value propositions of their products and services compared to [Redacted].

- o A more in-depth analysis can be found below:

On-Page SEO Competitive Analysis

Element	URL	Analysis
[Redacted]	[Redacted]	[Redacted] banner image has no CTA button that leads to a converting page. In addition, there is a random share button next to the H2.
[Redacted]	[Redacted]	[Redacted] landing page shows clear intent by displaying a button with an enticing CTA that leads to a clear action.
Action Items: <ul style="list-style-type: none"> - Insert primary keyword - Add CTA button - Update header text to involve more Jobs-to-be-done and pain points of the ICP. 		
[Redacted]	[Redacted]	Competitor is using enticing modules and visual elements on page to appeal to users. [Redacted] is also using quick bullet point sections that goes over the benefits of using their A&D solutions as well as their value propositions.
Action Items: <ul style="list-style-type: none"> - Create smaller “bullet point” modules that showcases why an ICP should use [Redacted] for their digital solutions and goes over the benefits. - Placement should be above “[Redacted]” 		
	[Redacted]	Although [Redacted] has a section that displays customer success stories, it’s placed in the middle of the page and is not very enticing to a user viewing

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		the page. We can still keep this section but recommend adding a module above that displays multiple testimonials.
[Redacted]	[Redacted]	[Redacted] provides more impactful social proof by clearly stating how their customers are “succeeding with [Redacted].” In addition, they are showcasing company logos to reinforce authenticity.
[Redacted]	[Redacted]	[Redacted] provides quotes and testimonials from actual Ideal Customer Personas that had success using their solution.
<p>Action Items:</p> <ul style="list-style-type: none"> - Display company logos of successful clients and provide a quick snippet of how [Redacted] helped them along with a quote if possible. - Placement should be above “[Redacted]” 		
[Redacted]	[Redacted]	Competitor is using internal links in their footer for a cleaner looking setup. This is far more user friendly than just having text on a page that has no differentiating elements.
[Redacted]	[Redacted]	The bottom of the [Redacted] page has links to Whitepapers, webinars, and events. However, it is hard to tell if these are actual links or just regular text unless you hover your mouse over it.
<p>Action Items:</p> <ul style="list-style-type: none"> - Add an internal linking module similar to [Redacted] that links to relevant whitepapers, webinars, and/or case studies. - Alternative solution would be to re-organize this section of this page and add clickable buttons that goes to their respective internal links. 		
[Redacted]	[Redacted]	These links to other relevant solution pages are hard for

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		the average user to understand. It looks like just a quick summary of the solution rather than a link to a page. Recommend to make this module more dynamic and make it clear that there are links to these pages.
Action Items:	<ul style="list-style-type: none">- Change the layout/format of this section to make it clearer that these are links to pages.- Make the module more dynamic / enticing.	

Structured Data Assessment

“Structured data has many benefits including higher click-through rates, greater search visibility, faster indexing, and voice search domination. It helps Google understand your content better and faster, and can help enhance your site’s visibility in search features. The more you can communicate to search engines in the same language, the better you can understand one another.” - [SearchEngineJournal](#)

- At the moment, [Redacted].com sits in a better position than the competitors as we seem to be utilizing at least one form of schema markup.
- However, there is a bunch of room for improvement as we can implement additional schema onto the page.
- Below, we show a snippet of the lack of structured data on the A&D page that we can potentially implement.

URLs	Schema	Exists?
[Redacted]	Breadcrumb	Yes
[Redacted]	Video Object	No
[Redacted]	Sitelinks Search box	No
[Redacted]	Website	No

No structured data was detected on the current page

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- **Action Item:** Implement relevant schemas that are missing from the page.