

SeoClarity Software Warm-Up-New-Leads Email Campaign

Warm-up Message #1:

(Subject Line)

Enterprise SEO In A Nutshell (Actually, a Little Ebook)

(Email Body)

[First Name],

Scaling SEO across a global enterprise can be a frightening prospect for an SEO team challenged with the task.

Hold on. It *can* be done. Quite successfully in fact.

We wrote the book on it. A 20-minute e-read tops, and if it doesn't elicit an ah-ha!, nothing else will. Download it here:

<https://www.seoclarity.net/seo-center-of-excellence-ebook>

Building an SEO Center of Excellence gives you the *whole* picture. Shows you how all those disparate pieces and players can work together seamlessly to make SEO excel on an enterprise scale.

So dig in (it's free):

<https://www.seoclarity.net/seo-center-of-excellence-ebook>

Note, this ebook is not a sales pitch. It's a rigorously verified approach for getting consistent, measurable, repeatable SEO results out of every nook and cranny of your organization.

And if it triggers a breakthrough moment for you, please share it with colleagues. They'll appreciate the epiphany, too.

Wishing you the best in SEO success,

Name

Title

seoClarity.com

(Alternate Subject Line)

Required Reading For Enterprise SEO Success

Warm-up Message #2:

(Subject Line)

Is Your Website Usable...Or Inexcusable?

(Email Body)

[First Name],

You might be asking yourself: Why aren't my pages ranking? Why is my bounce rate so high? Why isn't the site converting?

You may want to look at user experience. Usability is critical to how visitors respond. Fall short, they'll be history in a heartbeat.

Usability—meaning, a site that's technically sound, free of errors, indexable by the engines, loads fast, is easy to navigate...you get the idea—is the bedrock of a strong SEO plan. Especially enterprise SEO.

So how do you improve usability? If you're just getting started, here are [8 common technical SEO Issues and how to solve them](#).

But if you really want a totally satisfying user experience across your entire organization, look no further than seoClarity.

Our site audit technology uses AI to make 40+ technical health checks at enterprise scale so you can identify, prioritize and correct issues.

To learn how seoClarity absolutely nails usability, visit:

<https://www.seoclarity.net/technical-seo/>

Always happy to help,
Name, Title
seoClarity.net

(Alternate Subject Line)

The Foundation of Successful SEO? Usability

Warm-up Message #3:

(Subject Line)

SEO: If You Want To Get Technical About It...

(Email Body)

Okay [First Name],

I invite you to dive into this guide we put together (don't worry, it's short and sweet) titled "The Basics of Technical SEO."

Reason is, even if you already know some of this stuff, one little technical glitch can tank an otherwise flawless site's performance.

So it's always good to be razor sharp in your technical SEO marketing skills. Go to:

<https://www.seoclarity.net/basic-guide-to-technical-seo-collection>

Here's a sampling of topics we cover:

- The importance of external and internal links
- How to improve site speed, meta descriptions, on-page SEO
- When to use 301 redirects and canonical tag structure
- The benefits of conducting a site audit
- Differences between relative and absolute URLs

And lots more. Well worth the quick read to learn or brush up on SEO technical basics. Especially for enterprise SEO. Once again:

<https://www.seoclarity.net/basic-guide-to-technical-seo-collection>

Always happy to help,
Name, Title
seoClarity.net

(Alternate Subject Line)

This Little SEO Guide Can Make A Big Difference

Warm-up Message #4:

(Subject Line)

Technical Debt: What It Is, How to Climb Out of It.

(Email Body)

[First Name],

Technical debt is the Grinch that steals your SEO success.

What is it? Having to wait weeks, even longer, for the IT team to complete your technical SEO requests.

For various reasons—shortage of time, pinched budgets, out-of-date systems, any number of challenges—tasks are delayed.

This results in lost revenue, added costs, and worst of all, the inability to innovate, adapt and grow in fast-changing SEO environment.

Every enterprise runs up technical debt. The trick is, how to get out of the red.

In this incisive article, learn how technical debt may be sabotaging your SEO efforts...and how you can help pay it off:

<https://www.seoClarity.net/blog/technical-it-debt-for-seo>

Always happy to help,
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(Alternate Subject Line)

Why Your SEO Results May End Up In The Red

Warm-up Message #5:

(Subject Line)

Take A Reflective SEO Break; Coffee's On Us

(Email Body)

[First Name],

As you may be aware by now, scaling enterprise SEO is a fairly humongous and never-ending quest.

So it's important to call time out occasionally and assess where you are, where you're headed and how you're gonna get there.

We'll provide the coffee. Seriously. Hit reply and I'll send you a \$5 Starbucks Gift Card.

We're suggesting this pause to make a point. Scaling SEO on an enterprise level is made infinitely easier by the seoClarity platform.

Powered by AI, it's incredibly helpful in creating superior content, usability, relevance, and authority. Consistently. And repeatedly.

So take a moment (and a few sips) to consider the seoClarity enterprise platform. And why 3,500 companies already have. Visit:

<https://www.seoClarity.net/>

Always happy to help,
Name, Title
seoClarity.net

(Alternate Subject Line)

SEO: Wake Up And Smell The Mocha Frappuccino

Warm-up Message #6:

(Subject Line)

Yes, You Can Herd Cats. At Least When Scaling SEO

(Email Body)

[First Name],

You may be skeptical that a large and diverse enterprise can get its collective act together and scale SEO successfully.

We invite you to review this case study, one of many we could show you, that demonstrates how it's done. Simply go to:

<https://www.seoClarity.net/b2b-ecommerce-site-earns-30-yoy-increase-in-organic-traffic/>

Discover how cross-functional teams committed themselves to work together using Search *Experience* Optimization and seoClarity to deliver the right content at the right time.

Result: 30% year-over-year growth in organic search traffic. Can the same approach work for you? *Absolutely*. Again, to see how:

<https://www.seoClarity.net/b2b-ecommerce-site-earns-30-yoy-increase-in-organic-traffic/>

Always happy to help,

Name, Title

seoClarity.net

(Alternate Subject Line)

Perfect Example of How SEO Collaboration Works