

Attract Customers with Content and SEO

Conductor empowers you to create and optimize content that helps your customers solve problems, make decisions, and find solutions.

OUR TECHNOLOGY

The Conductor Searchlight platform is integrated with the best-in-class partner ecosystem and most robust data set to empower your team with search insights. We collect massive amounts of search data around when and how your content appears to customers online, and turn that data into actionable insights driving visibility and revenue.

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Understand Your Audience
Get insights into trends and topics that your customers are searching for to create the most relevant content.
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Uncover Social Insights
Discover the people behind search data and what they are talking about with integrated social media intelligence.
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Investigate the Competition
Gain insights into where your competitors are performing so you can outmaneuver them.
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Track Visibility
Gain insight into your keyword visibility over time and discover keyword opportunities to quickly improve performance.

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Build Content Briefs
Identify new content opportunities from rich insights and develop briefs directly in the platform.
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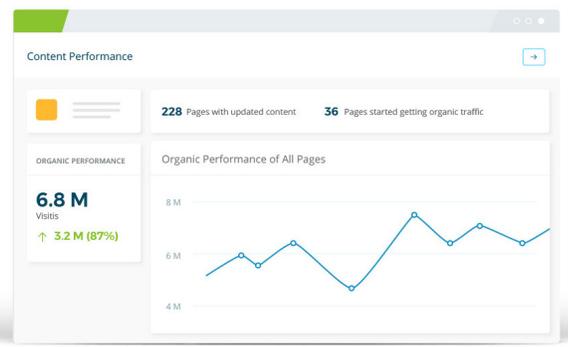
Optimize Content
Get automated recommendations to improve your performance, so you never have to worry about customers finding you.
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Analyze Performance
Understand the impact your content has on revenue and traffic, and effortlessly track key metrics across channels.
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Report & Share
Get simple, human reports from your team on how their activities are impacting traffic and rank performance.

“Because of the versatility of the platform, teams with different objectives and areas of focus are able to leverage the data in ways that cater to their unique objectives, while being able to collaborate with other teams within a consistent framework.”

 Cameron Muir
SEO Manager, Carbonite



MARKET LEADERS CHOOSE CONDUCTOR



OUR SUPPORT & SERVICES

Conductor offers world-class support and strategic digital marketing services to help our customers navigate business challenges. From advanced site audits to strategic consulting to 24/5 Customer Support, our Customer Support and Professional Services teams get you to your goals. A sampling of our industry leading support and services include:

Comprehensive Onboarding
 Designed to get you trained, certified, and executing on your unique business initiatives in as little as two weeks.

Unlimited Customer Support
 Access your in-the-moment support team through phone, email, and live in-app chat 24 hours, 5 days a week.

On-Demand Resources
 Our Customer Support Center is filled with on-demand resources to help you leverage Conductor Searchlight's features and core marketing workflows.

Audits
 Comprehensive audits provide detailed recommendations and insight into all technical and content related issues that may exist across the entirety of your site.

Designated Experts
 Organic marketing strategists provide ongoing recommendations and deliverables to keep your team on track.

Site Migration & Redesign
 Our Migration experts provide a complete strategy to properly execute site migrations and redesigns from start to finish.

Educational Services
 Educational programs and SEO evangelism is customized for your biggest challenges and different organizational stakeholders.

Localization & Globalization
 We provide keyword research by language, custom reporting, and consulting to help you get into new markets.

Content Strategy
 Our team helps build your content strategy leveraging customer insights and opportunity analyses.

"We love Conductor! The platform, the people - our relationship with the company has helped our whole team to grow professionally as well as change the business."



Cassie Harris
 eCommerce Marketing Manager
 P.C. Richard & Son

