Organizational Search Maturity

Undocumented, no process, no staff, no knowledge, no capacity, no inclusion

Basic search work not tied to goals. Low process, documentation and knowledge, unenforced, minimal work and capacity, reactive

Defined and documented process and standards. Planned and proactive inclusion. Good work but still siloed. Adequate staffing, knowledge and training. Clear strategy aligned to business goals.

Clearly defined and documented process, standards and quality control, but flexible and adaptable to rapid change.

Quick detection of problems. Dedicated staffing and commitment to knowledge and training.

Search is a "way of life."

Search is part of the organization's marketing DNA. Strong mastery of search, efficiently implement as a matter of policy. Cross-organizational integration. Proactively working to strengthen search program, iterating and improving process.

Market-leading and innovative in search.

INITIAL

REPEATABLE

DEFINED

MANAGED

OPTIMIZED

ORGANIZATIONAL MATURITY

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Scorecard Exercise

STAGE / CRITERIA		2	3	4	5
	INITIAL/CHAOTIC	REPEATABLE	DEFINED	MANAGED/CAPABLE	EFFICIENT/OPTIMIZING
PROCESS Does a documented, repeatable process for including of organic sear exist and is it continuously improving?	Undocumented, no search processes exist	Search processes exist, not documented, not enforced	Search processes documented, enforced, at times reactive inclusion	Search processes documented and enforced, proactive inclusion	Search processes documented and efficient, proactive inclusion, continual process optimization
PERSONNEL RESOURCES & INTEGRATION Does the necessary talent exits at the organization or within the scoped personnel?	Staff does not exist, no search work being done	Staff exists, minimal search work being done	Staff works actively on search, but often independently in silos	Staff works actively and collaboratively on search, partially integrated	Staff is fully integrated and collaborates across disciplines to execute organic search work
KNOWLEDGE & LEARNING Is the organization knowledgable about search?	No knowledge of search, no training, no commitment to learn more	Low knowledge of search, some basic training, no commitment to learn more	Moderate knowledge and training in search, basic experience, commitment to learning	Advanced knowledge and training in search, high commitment to learning	Expert level knowledge and training in search, high commitment to learning and staying current or cutting edge
MEANS, CAPACITY & CAPABILITIES Does the organization budget for and prioritize organic search?	No means and capacity — never built in	Low means, ad hoc inclusion as available	Moderate means, frequent inclusion, sometimes prioritized	High means, consistent inclusion and prioritization	Always built in and prioritized
PLANNING & PREPARATION Is organic search aligned to brand goals and proactively planned?	Never included, never planned, no awareness of connection to brand goals	Occasionally included, rarely planned, largely disconnected from brand goals	Usually included, occasionally planned, loosely connected to brand or campaign goals	Always included, usually plan, closely connected to brand or campaign goals	Always included, always planned, search helps inform brand and campaign goals