



Automated SEO Optimization

BrightEdge Autopilot: Zero-Touch SEO for Optimizely

BrightEdge Autopilot

BrightEdge Autopilot, now available for your Optimizely DXP, automates important SEO tasks that are repetitive and difficult to scale, speeding time-to-value and delivering higher content performance.

The opportunities are growing, but so are the demands on search marketers' time and expertise.

SEO is impacting business performance in greater and more visible ways. At the same time, the search landscape is expanding, creating more opportunities for organic search to drive meaningful ROI.

Always-On, Self-Driving SEO Technology for Optimizely DXP customers

Gain Direct Control of Optimizations

BrightEdge Autopilot applies machine learning and AI to intelligently and automatically perform SEO optimizations on your Optimizely CMS website. After an initial 1-time integration, BrightEdge Autopilot is activated and working on your behalf. You control which Autopilot features you want to turn on, and best of all, optimizations happen without heavy development cycles or IT support.

2 automatic Autopilot optimization features commonly activated include:

Autopilot Self-Connecting Pages:



Move more keywords to page 1 of search. By creating relevant internal links across your website (or a set of pages you designate), the Self-Connecting Pages feature of Autopilot leverages the authority of your high-equity pages to expose more of your content in search engines and move you to page 1 for more high-value keywords.

Autopilot Image Optimization:



Rank higher by improving page speed. Page speed is a search ranking factor and an important part of the user experience. With Autopilot, images are compressed automatically and served dynamically based on the visitor's browser. To date, Autopilot Image Optimization has reduced load speed times for top pages by an average of 4.5 seconds by reducing the file size of images by an average of 72% with no visible loss in image quality.

Win at SEO with Zero Touch

A team member that never sleeps. Autopilot is always on, working to get maximum SEO value from your content. Already in use on more than 1,000 websites, Autopilot is proven to improve Google search rank and traffic for more pages and high-value keywords. Autopilot optimizations happen on a rolling basis, learning from rank improvements and incorporating new content into the mix. Most importantly, it does this effortlessly with zero touch.

KEYWORD RANK GROWTH

+21%

PAGE 1

+54%

PAGE 2 & 3

RESULTS IN ...

AUTOPILOT

30 days

MANUAL

6-9 mos

Accelerate ROI

Improve time-to-value for content and SEO investments – [Organic search](#) drives more traffic and generates 2X the revenue of any other digital marketing channel. It's no surprise, then, that marketers are impatient when it comes to SEO results. Autopilot customers, on average, see a 3X-9X reduction in time-to-value for SEO optimizations.

Maximize Performance and Speed



Higher Performance

Internal links boost search traffic and online visibility to drive performance. Automatic technical SEO fixes improve the user experience.



Faster Page Speeds

Autopilot's image optimization automatically reduces page weight and improves page speed for improved rank.



Automated Go-Live

Autopilot optimizations are made directly and automatically, eliminating the time-consuming dev → QA → go-live cycle.



Do More With Your Time

Autopilot lessens your workload, executes SEO tasks for you autonomously with AI and data-driven precision, and frees you to plan and work more proactively to deliver an outstanding digital user experience with your Optimizely CMS to drive business performance.