HUB ✕ C3

Liverpool FC, Data & SEO

Digital Bites 2025

Everything brilliant brands need, all in one place.

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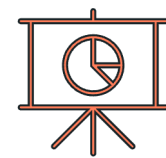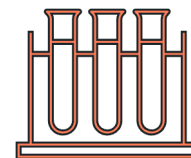# Some context

2025 Changes

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2025 Habits

The highlights

Ian Graham – Director of Research – Liverpool FC (2013 – 2023).

Integration of data analytics into operations and helped to influence key decisions.

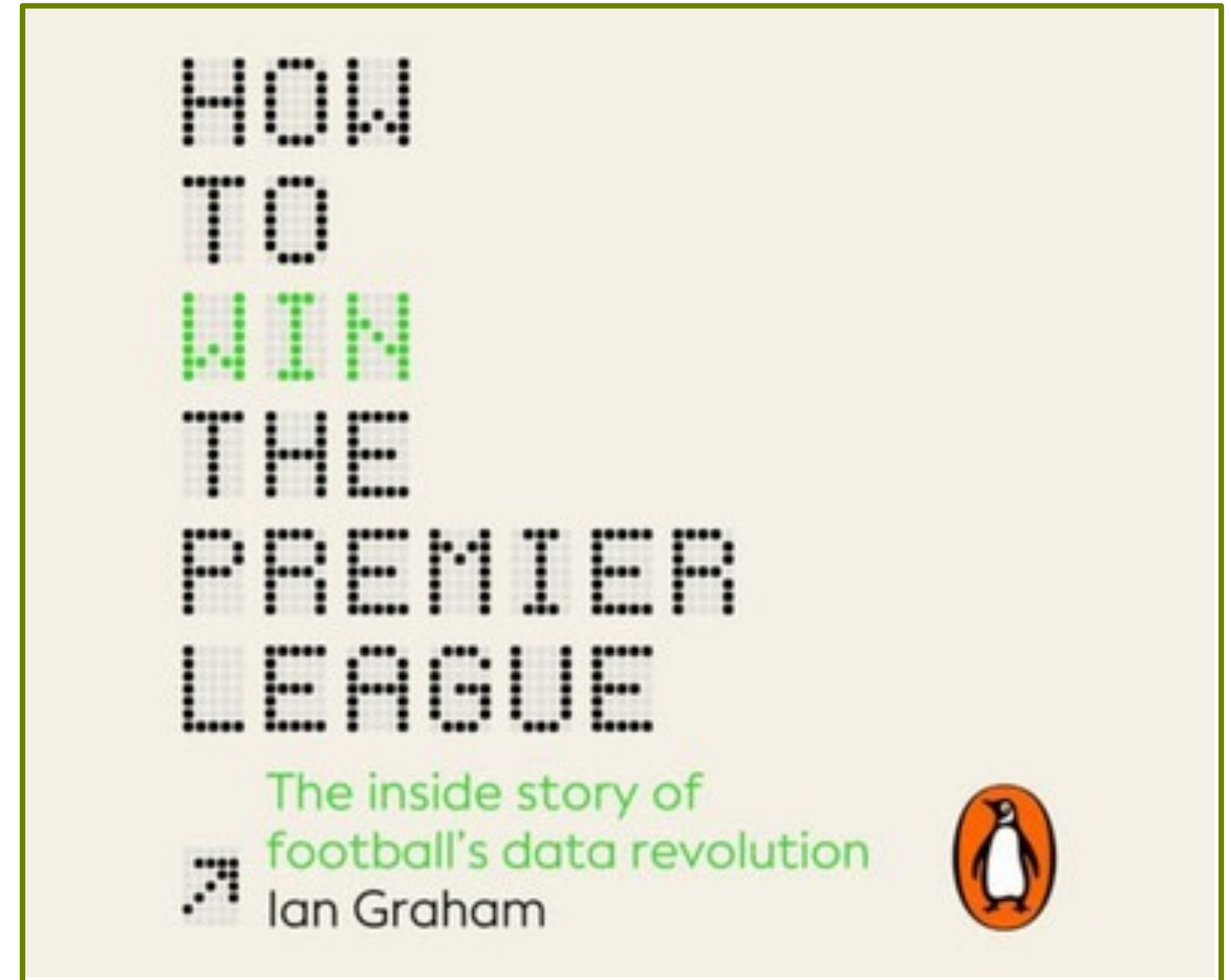Possession value model – Introduced a model to assess how each players actions enhanced the team's performance.

Challenging traditional norms – overcoming **internal resistance** to data-driven approaches.

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The Moneyball comparison
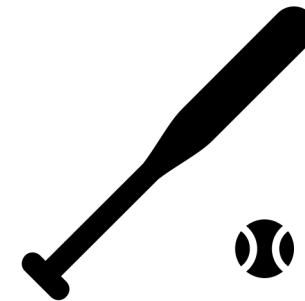
The Moneyball comparison
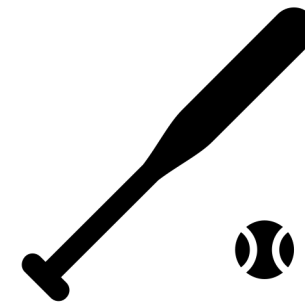
"People who run ball clubs, they think in terms of buying players".

"Your goal shouldn't be to buy players it should be to buy wins".

"In order to buy wins you need to <u>buy runs</u>"….

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Key learnings

The importance of Buy-In

2012 – 2015

166 matches

50% win percentage

33 players signed

0 trophies

2015 – 2024

491 matches

60.9% win percentage

34 players signed

6 trophies

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Key learnings

The importance of <u>Buy-In</u>

30.67 Million Per Season   30.84 Million Per Season

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Lessons

Winning the buy-in battle

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Winning the buy-in battle
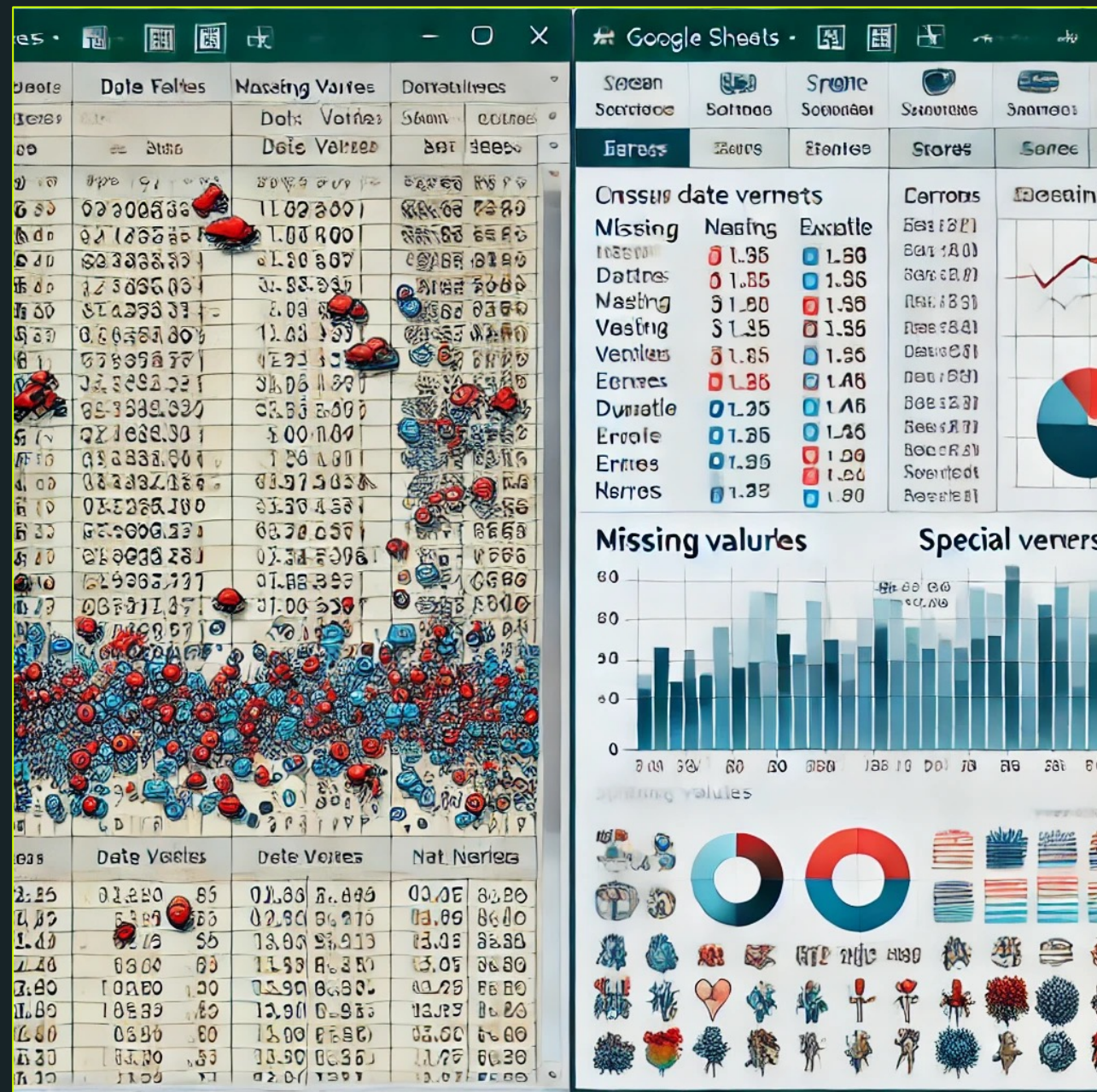
Data can tell a story. Find it yourself

Manually check rankings		Rely on ranking data
Run manual crawls		Automate crawls
Interrogate data at the source		Automated reports
Reading on-page content		content length, keyword density

Liverpool's analysts didn't just rely on tools/traditional scouting reports.

They manually collected, cleaned and analysed raw data, unearthing hidden insights that automated models might have missed.

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Winning the buy-in battle

Evolution – Possession > Possession Value

Measures ball control NOT effectiveness

Quantity over quality

Ignores progressive play

Limited use for scouting & reporting

Overvalues safe play

Evaluates quality over quantity

Hidden player contributions

Enhances scouting & reporting

Supports tactical decision-making

Applicable across positions

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Winning the buy-in battle

Evolution – The difficulty of showing value

o Historically CTR was highest for organic positions 1-3

o SERPs are now over-populated/crowded

o AI Overviews are appearing for informational queries intended for organic listings

o Organic & paid CTRs are on the decline

o How do we adapt our reporting to account for the change in SERP interaction?

Paid & Organic CTR Trends - 12 months

DATE (YEAR MONTH)	ORGANIC CTR- AIO NOT SHOWN	ORGANIC CTR- AIO SHOWN	PAID CTR- AIO NOT SHOWN	PAID CTR- AIO SHOWN
Jan 2025	3.97%	0.64%	17.24%	6.56%
Dec 2024	4.71%	0.71%	13.57%	6.95%
Nov 2024	3.35%	0.76%	15.05%	8.21%
Oct 2024	2.97%	0.84%	20.11%	9.15%
Sept 2024	3.13%	0.97%	20.23%	9.53%
Aug 2024	2.78%	0.89%	21.06%	8.92%
Jul 2024	2.03%	0.91%	22.33%	8.16%
Jun 2024	2.29%	0.91%	23.93%	8.19%
May 2024	2.19%	0.98%	22.02%	8.12%
Apr 2024	3.02%	1.24%	23.77%	8.43%
Mar 2024	3.24%	1.27%	22.01%	8.80%
Feb 2024	3.61%	1.37%	20.14%	10.23%
Jan 2024	2.68%	1.41%	23.07%	8.76%

seer interactive

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Winning the buy-in battle

Start small – the test & learn approach

o In 2005 Spurs appointed a Director of Football (an unusual position in football at the time)

o Spurs wanted to achieve a top 4 finish in the premier league whilst spending significantly less compared to the bigger premier league teams

o Adopting the possession value model Spurs overhauled the squad on a lower budget

o Spurs changed the conversation from "top 4" to "top 6" clubs in England finishing 4th twice prior to both Michael Edwards and Ian Graham leaving the club.

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Winning the buy-in battle

Start small – the test & learn approach

Here we can take inspiration by implementing a similar philosophy for SEO – pilot SEO tests, A/B testing, prove concept on a section of your site, measure the impact and then roll these out.

URL Map	Organic Sessions (6 months)								Organic Events (6 months)							
Pages	July	August	September	October	November	December	January	February	July	August	September	October	November	December	January	February
	387	341	249	197	130	129	236	252	28	39	26	13	8	10	15	17
	84	70	59	76	63	52	82	76	4	5	6	3	3	6	5	7
	632	626	501	438	387	339	824	709	7	9	6	3	8	3	3	4
	75	77	66	74	63	561	640	635	2	0	0	3	1	2	6	6
	260	184	138	108	75	72	187	164	5	1	0	4	4	5	6	9
	569	516	384	313	305	205	235	259	6	10	3	3	5	0	4	5
	279	363	314	283	214	121	172	163	2	8	4	6	2	2	8	4
	64	41	50	42	32	20	36	36	1	0	1	2	5	1	7	10
	35	30	41	47	61	26	40	33	2	1	1	2	6	0	9	5
	440	356	294	343	330	232		368	0	1	0	1	1	0	0	5
	429	382	299	330	304	184	324	357	4	2	1	1	1	1	4	3
	514	536	386	379	347	228	268	236	0	0	0	9	3	0	10	8
	734	420	463	200	159	128	206	166	0	0	0	1	1	0	4	6
	143	163	135	156	140	85	136	106	0	1	5	7	1	1	8	9
	29	39	44	40	35	39	67	92	0	1	0	4	5	0	7	7
	128	114	85	96	94	54	144	87	0	0	0	3	6	2	8	6
	122	80	83	70	68	40	88	71	0	0	0	1	4	1	9	8
	1	24	25	12		2	22	53	0	0	2	5	7	0	11	10

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Summary

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Summary

Handle your own data

Adapt your reporting

Start small and prove concept

Test, test, test

Thank you

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