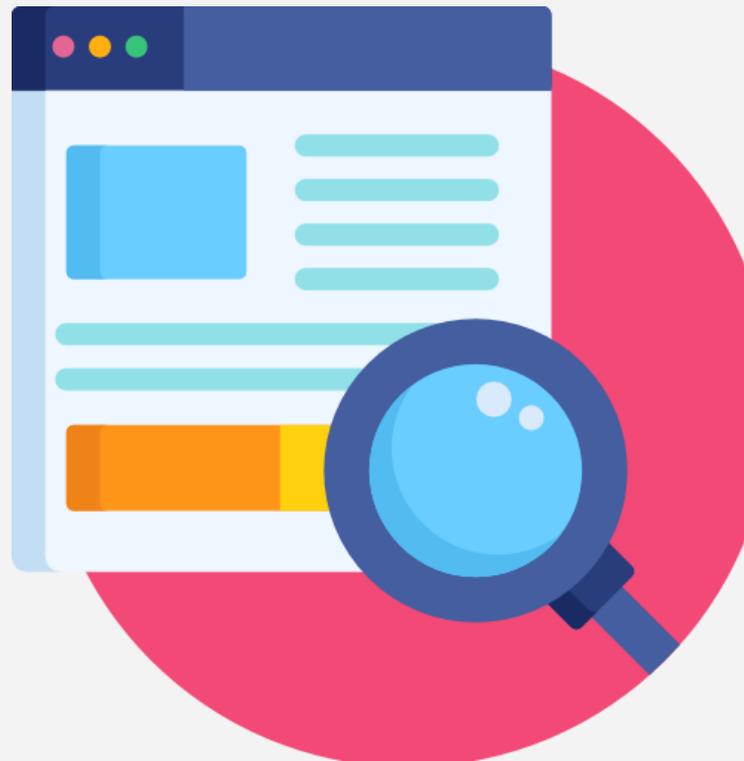


An SEO Look at the

Digital Asset Management Industry

January 2022



Overview

The term "Digital Asset Management" (DAM) was coined in the early 2000s. At the time, it was used to describe the management of digital assets such as music files, video clips, or images. Today, the term has evolved into a broader definition that encompasses all types of digital media.

A digital asset manager is a software application that allows organizations to manage their digital assets. This includes managing content, metadata, rights, licensing, workflow, version control, and collaboration.

In this whitepaper, we will explore the top 10 Digital Asset Management companies and see key findings so that you can apply the appropriate changes to your SEO strategy.

Let's go!

What Companies Were Chosen

1. Bynder
2. MediaValet
3. Monday.com
4. Smartsheet
5. Brandfolder
6. Sesimi Brand Management Platform
7. Widen, an Acquia company
8. Filecamp
9. Swivle DAM
10. MediaBeacon

SEO Overview

The SEO landscape for Digital Asset Management companies. What I found-



10,799 was the average number of indexed pages on Google. The type of content posted was infographics, DAM resource guides, videos, case studies, webinars, and eBooks. Therefore, the digital asset management user or potential customer expects a lot of resources at their disposal

Between all digital asset companies analyzed, the average number of total ranking keywords was **44,913**. Subtracting the large DAM companies, the average number of keywords came out to be **5,016**.



Companies in the digital asset management space saw an average domain authority of **53**.

Out of all DAM software companies, the most popular SERP feature was the **image pack**. This indicates that you may want to incorporate infographics in your SEO strategy! The second runner up was the **People Also Ask** section.



DAM companies saw an **average increase of 90% in organic traffic** comparing 2020 to 2021. Brandfolder saw the highest increase at 263% while Smartsheet saw the lowest at -21%.

The overall number of pages a DAM website has is about **494** excluding blog posts. The average number of blog posts is around **317**.



FUN FACT.

This photo of a goat is basically irrelevant to the whitepaper BUT I wanted to grab your attention.

My name is Larry and I'm an independent SEO starving to start my own business. If you found the report helpful, please share it with your friends or on social media.

If you are interested in SEO services, have questions, or need consulting- please feel free to schedule a meeting with me [here](#) or email larry@larrynorrismarketing.com. I look forward to hearing from you!

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