

SOFTWARE DEVELOPER STARTUP DRIVES SEARCH TRAFFIC UP **121%**

BACKGROUND

An industry leader in the development of software to monitor Big Data applications rebranded to improve name recognition, alignment, and adoption of its enterprise product. They sought the help of a digital marketing agency to optimize a website migration and increase trial downloads and turned to Direct Online Marketing.

CHALLENGE

DOM was first tasked with strategic guidance on an SEO-friendly site migration of two domains into a new, branded domain. Once the new site was launched, DOM delivered a comprehensive digital marketing strategy to drive more new users and traffic to the site from search, while also increasing the contribution of organic search visits to software trial downloads.

Quick Wins

DOM drove the following gains from organic traffic over a one year period:

Traffic up
114%

Percentage of
Software Trials up
75%

New users up
101%

OUR SOLUTION

Following the migration of the websites, DOM assisted this developer with full service SEO, including onsite optimization, link building services, and content creation to increase their volume of keyword-rich content.

This software was new to market and provided a solution to a problem many developers were not aware they were going to face. In order to grow traffic and increase trials using SEO, DOM employed tactics like:

- Optimizing content for phrases that included compatible technologies,
- Writing blog posts comparing the software to “Magic Quadrant” competitors, and
- Conducting outreach to build links and improve visibility on sites that curate and review Big Data applications.

TRAFFIC DRIVEN UP 121%

The developer saw traffic from organic search swell 121% with over 100% growth in the volume of new users over the previous year thanks to DOM's search strategies. The influx of traffic also caused organic search to become the top source of software trial starts, led to substantial increases in email sign ups, and grew residual revenue from training services.

METRIC	BEFORE	AFTER	% CHANGE
<i>Organic Traffic</i>	3,641	8,052	121%
<i>Percentage of Total Conversions</i>	16%	28%	75%
<i>Organic Users</i>	2,644	5,307	101%

WHY IS SEO SO IMPORTANT IN THE B2B SPACE?

- Round the clock marketing. Traffic from search creates visibility for your brand 24/7/365.
- Search engine users look for answers to their problems. If your product is positioned in a top result, the opportunity to be their solution is yours to take.
- Organic traffic doesn't just increase web leads and trials. It also boosts phone calls, email newsletter signups, and retargeting opportunities.

Direct Online Marketing, a Premier Google Partner, has been delivering first-class results for clients around the world since 2006. Are you ready to ramp up your brand's digital marketing performance through search engine optimization, pay-per-click search advertising, social media marketing, or display advertising? Contact us today for a free consultation.

