

# RESOLVING STAGNATION + OUTPERFORMING THE COMPETITION

## CLIENT NAME:

SnapLogic

## SERVICES:

SEO + Content

## INDUSTRY:

B2B SaaS

## THE CHALLENGE:

Competition was aggressive and well-versed in SEO, content, and PR

Client had limited development resources

Lacked the first mover advantage in a relatively new SaaS vertical

snapLogic®

## PROJECT BRIEF:

SnapLogic had been working with an SEO agency for over two years, but their growth had begun to plateau. Their competitors had solid SEO strategies, and SnapLogic was falling behind.

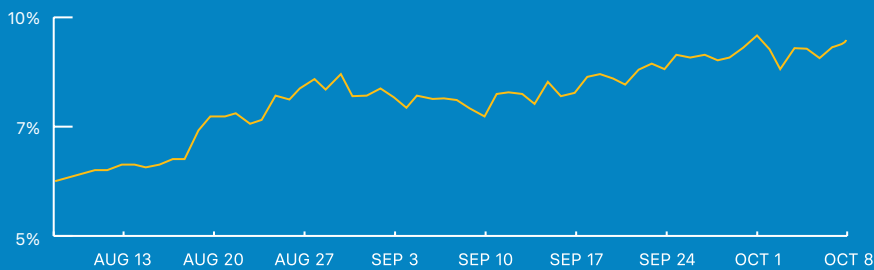
Our campaign focused on improving site performance, internal link optimization, and a content strategy that focused on competitor rankings.



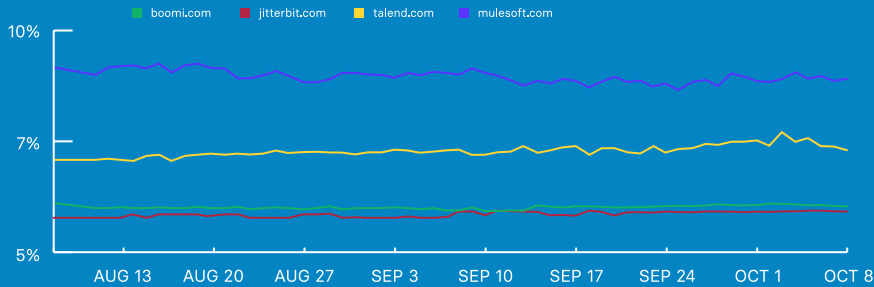
## THE RESOLUTION:

- + Conducted an intensive technical, on-page, and content audit to identify multiple issues and opportunities to improve performance and relevance.
- + Developed a keyword and content strategy that significantly increased the targeted landscape.
- + Optimized internal linking to greater influence how authority moved through the site and affected our primary pages and rankings.

### VISIBILITY



### COMPETITOR VISIBILITY



During the same period, competitors showed little to no growth. SnapLogic also overtook its top competitor with higher visibility.

	MAY	JUN	JUL	AUG	SEP	OCT	Δ
TOP 3	15	18	31	38	40	45	+200%
POS 4-10	95	99	148	148	155	160	+68%
PAGE 2	324	337	352	367	473	474	+46%
PAGE 3-5	1,594	1,587	1,558	1,673	1,779	1,771	+11%

Across all keyword categories, SnapLogic saw strong growth on competitive keywords. This is what drove the growth in visibility.

### PERFORMANCE OVER 6 MONTHS

