

RESOLVING STAGNATION + OUTPERFORMING THE COMPETITION

CLIENT NAME:

SnapLogic

snapLogic®

SERVICES:

SEO + Content

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.

INDUSTRY:

B2B SaaS

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

THE CHALLENGE:

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

Client had limited development resources

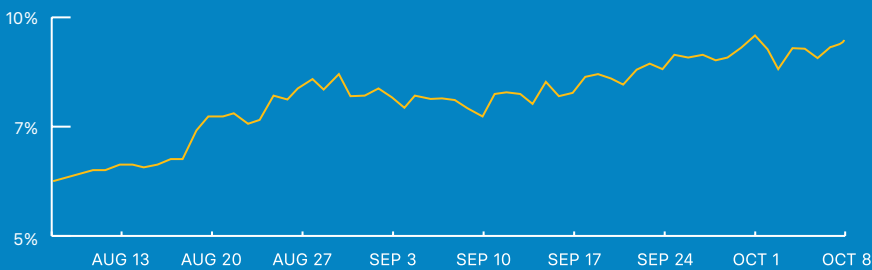
Lacked the first mover advantage in a relatively new SaaS vertical



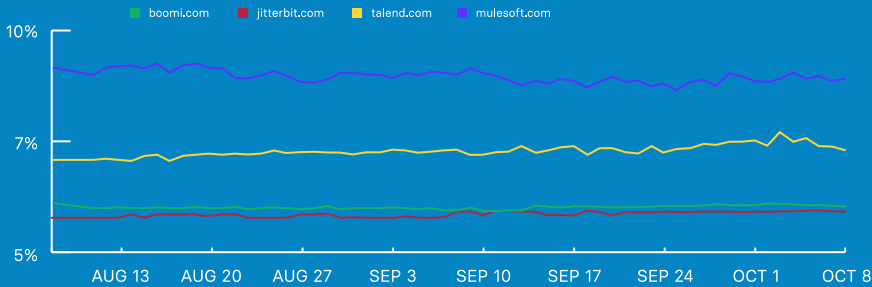
THE RESOLUTION:

- + 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.

+53%

KEYWORD VISIBILITY

+200%

POS. 1-3 RANKINGS

+68%

POS. 4-10 RANKINGS

+200

PAGE 1 RANKINGS

VIEW MORE CASE STUDIES