

Client since 2017

Cybersecurity & Managed IT

This publicly-traded international MSSP needed a team to own the website strategy, thought leadership strategy, and brand building efforts. The sheer amount of MDF and co-op funding available in this vertical makes the competitive environment a tough one.

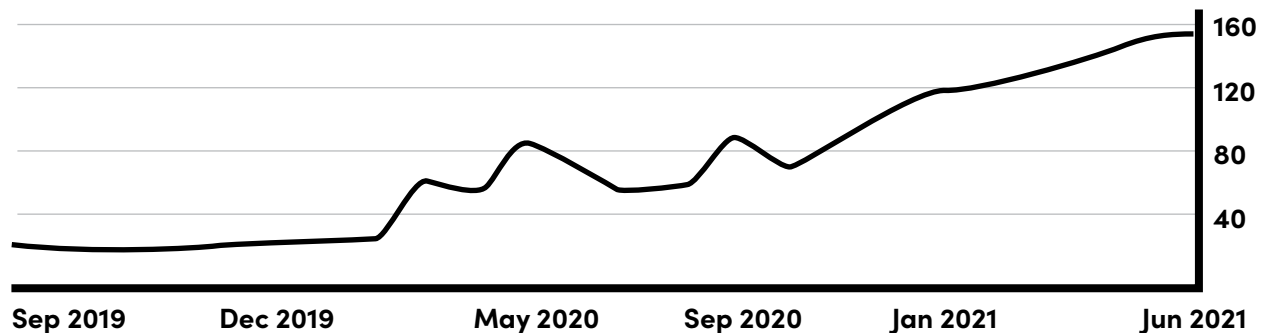
Phase one was a complete rebuild of the website in WordPress, keeping their brand and messaging at the forefront of our strategy. Phase two was the execution of an in-depth thought leadership strategy designed to capture high-intent keywords.

The resulting increase in organic traffic has turned the website into the prime source of leads for the company.

Since we began working together in 2017, this MSSP has grown their recurring managed services revenue by more than 40%.

Organic Keywords

After

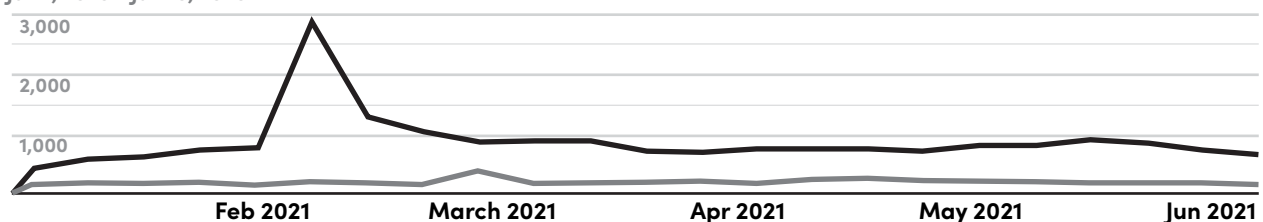


Before

* Data pulled from Semrush

Organic Traffic 2020 vs. 2021

Jan 1, 2021 - Jun 10, 2021
Jan 1, 2020 - Jun 10, 2020



* Data pulled from Google Analytics

Google Analytics

The Strategy

We have grown their front-page ranked keywords from 3 in January 2017 to 155 as of June 2021. To do this, we focused on three core tracks of work:

Website Effectiveness

Fast loading, conversion-oriented, and high-impact copy.

Thought Leadership

Connecting specialized content resources with internal experts within the client organization.

Brand Building

Anywhere this client's brand is found, we've curated a consistent and polished presentation.



Closing Thoughts

This campaign works because of close alignment between our content team and the client's internal expertise. Biweekly meetings and refined production processes ensure that our teams are aligned and productive.

We are proud of the results we've generated in such a competitive and technical industry.

KEY STATS

- **+152** new front-page rankings
- **+274% increase in organic** traffic Jan 1, 2021 - June 10, 2021 compared to the same period 2020.
- Consistently delivered **2 high-impact pieces of content per month.**