

About the Client - iDatix

iDatix develops, markets and sells Enterprise Content Management Software to companies in a variety of different industries.

The Opportunity

iDatix has superior Enterprise Content Management solutions but very little brand recognition within the ECM space. iDatix needed to leverage their limited marketing budget to maximize the amount of companies that considers their solutions for purchase. (Referred to as "opportunities")

Search Engine Optimization was an ideal choice for iDatix. Many people utilize Google to narrow down the list of companies they will be evaluating before making a purchase. Achieving top rankings for relevant search terms would allow iDatix to drastically increase their amount of qualified opportunities.



The Challenge

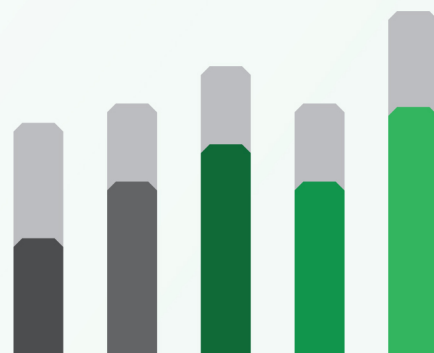
ECM is a very competitive industry. iDatix would need to out execute its much larger competitors to climb in the search rankings and reach qualified buyers. At this point in time, iDatix had very little search traffic and did not rank in the top 250 for any relevant search terms.

The Plan

*Keyword Research

Rigorous keyword research kicked off the project. In this stage we analyzed which keywords qualified buyers were searching. Additionally, we also evaluated the competitiveness of each keyword. Simply put, we answered two key questions: Is there value in ranking for this particular keyword? If so, how difficult would it be?

The research completed here would form the backbone for the rest of the project.



*On-Page Optimization

Armed with the proper set of keywords, it was now time to optimize the iDatix website. Most of the key words chosen fell into one of two categories: "document management software" and "workflow software"

We modified and optimized two web pages to rank for variations of keywords within each of the two categories. You can view the two pages below:

"Workflow Software" -

<http://www.idatix.com/progression-workflow-software/>

"Document Management Software" -

<http://www.idatix.com/document-management-software/>

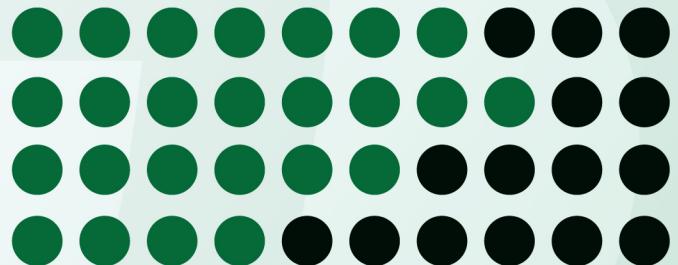
Other pages were modified and optimized as well. Additionally, technical elements of Search Engine Optimization including but not limited to the following were also completed: Site architecture and navigation, 301 analyses, duplicate page and archive evaluation, writer authority, etc.

For the purposes of this case study, we will limit our analysis to optimization of the two pages mentioned above.

*Off-Site Optimization

After the iDatix website was properly optimized, we unleashed a very aggressive Off-Site Optimization plan. It is no secret that link building is the heart and soul of Off-Site Optimization but achieving the right quantity/quality to soar in the rankings is no easy task.

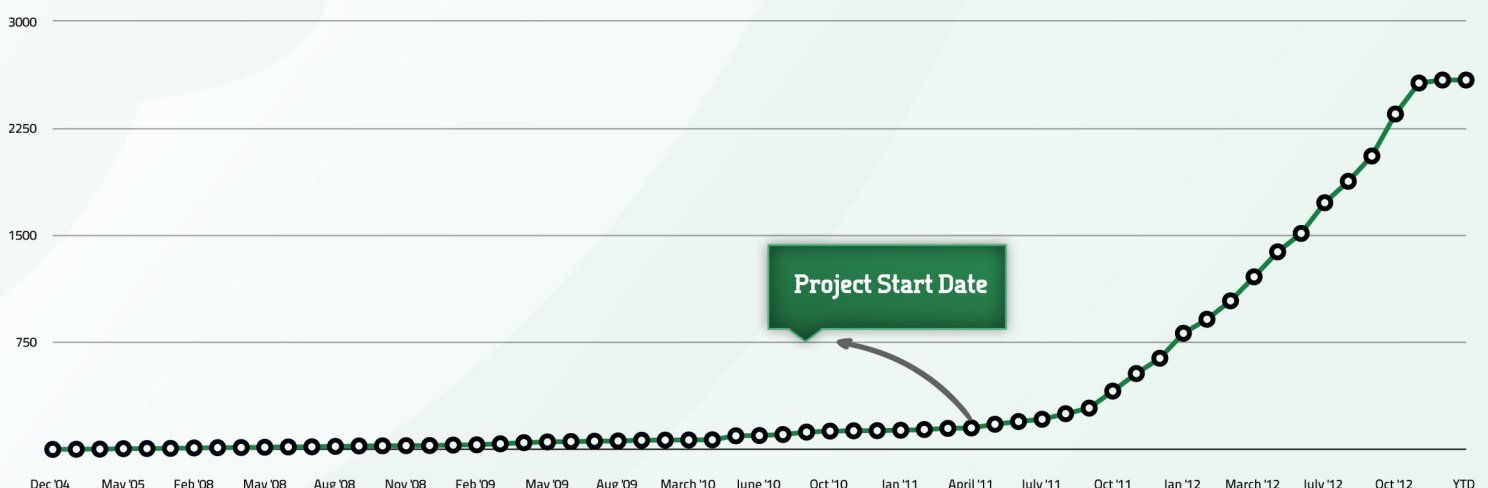
To accomplish this, links were built using a variety of methods; most notably by leveraging inbound marketing methods such as content creation, social media, PR and competitive link analysis's.



The Results

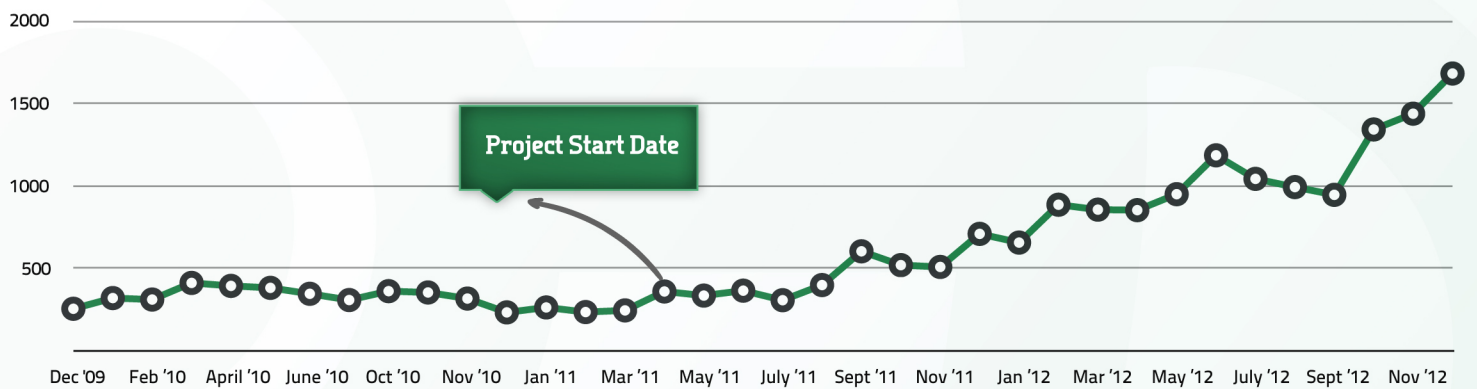
-13x Increase in the Total Amount of External Incoming Links to the iDatix Site

iDatix Total External Links- Data From Google Webmasters Tools



-A 5x Increase in the Amount of New Search Visits to the iDatix Website

Monthly New Search Visits - Data from Google Analytics



Keyword

Competitiveness

Google Rank-
May 2011

Average Google Rank -
May 2011 through Nov 2012

Workflow Software

Extremely High

No Rank

First Page

Workflow Automation Software

Extremely High

No Rank

First Page

Document Management Software

Extremely High

No Rank

First Page

Document Scanning Software

Extremely High

No Rank

First Page

Document Management

Extremely High

No Rank

First Page