

NETWORK PERFORMANCE MONITORING AND
MANAGEMENT COMPANY SITUATED IN THE
UNITED STATES



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THE CLIENT

The client is located in the United States and provides end-to-end visibility of network and application performance from a single pane of glass. With more than 13 years of experience in the software industry, the company aims to help enterprises with cost effective solutions for network management and operation to meet business objectives. Additionally, it allows organizations to manage large and complex networks by unifying the correlation of application and network data, making it actionable for network management teams.

The company's cloud monitoring solution offers packet-to-flow visualization capabilities for accurate application performance visibility in the public cloud. Furthermore, it empowers network professionals to proactively identify, troubleshoot, and fix issues across vast hybrid environments while being more efficient by simplifying the management of cumbersome workflows.

CHALLENGES

The client's main objective was to improve its online presence and SEO. This included a better and optimized website infrastructure, improved organic rankings, increased traffic, and Domain Strength.

SOLUTIONS

Our starting point was to research the client's website and identify what could be improved. In addition to this, we decided to implement an integrated marketing strategy to help organic rankings, SEO, page domains and traffic. We wanted to implement the tools that would have the biggest impact in the least time.

Additionally, we had to keep up with all the changes that Google made with its algorithms that led us to re-analyze and change what needed to be changed constantly.

We used several approaches to make our strategy come to life:

Strategy and Planning: First, we generated a roadmap to help us generate qualified organic leads. We set the objectives and understood the target market while drawing the first directions of the SEO campaign.

Technical SEO: Secondly, we identified and fixed the errors on the client's website that would have led to Google penalties and made the website more user-friendly for both users and search engines.

Content Marketing: Thirdly, we have developed content, blog posts, videos, infographics, whitepapers, and reports. This fell right into our strategic content strategy, whose aim was to prioritize lower difficulty topics, content layering, and internal linking while understanding users' intent. This stage has also been an essential part of identifying new business opportunities.

SEO Consulting: It was vital to keep up the marketing team up to date with the latest Google Algorithm changes and provide guidance with the incremental detail changes to make better web pages.

Link Building Campaigns: Our approach consisted of removing toxic backlinks to increase Domain Strength. We used best practices to earn natural relevant links to connect them to key landing pages.

Search Engine Marketing: The final stage was designed to increase visibility and drive traffic. For this, we have used a combination of SEO and PPC to obtain more robust results.

RESULTS

Alexa Rank: during the SEO campaign, the client's website position was considerably improved globally.

Global Rank increased from 688.711 to 72.036

US Rank increased from 102.557 to 11.725

Alexa Rank **688,711** Global Rank
102,557 🇺🇸 Rank In USA

Feb 20, 2019

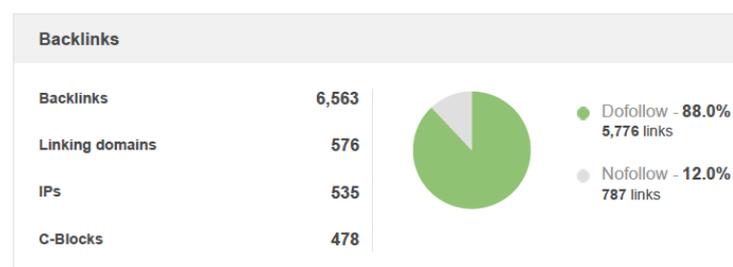
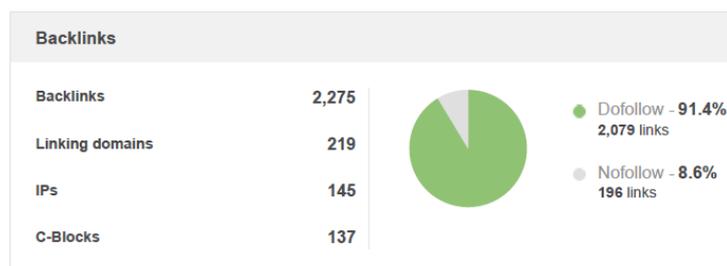
Alexa Rank **72,036** Global Rank
11,725 🇺🇸 Rank In USA

Sep 9, 2020

Backlinks: Are among the most critical factors that affect website visibility, so the more you build, the more traffic your website receives from different sources. This was another thing that we have done successfully for our client.

Increased the number of backlinks from 2,275 to 6,563

Increased the number of domains from 219 to 576



Keywords: The organic traffic on the website is directly affected by the keyword ranks. Statistics show that 90% of the organic traffic is received from keywords in the top 10 ranks from Google.

What we did was to increase all of the numbers here as well, specifically:

#1 Rank keywords from 24 to 599

#10 Rank keywords from 40 to 2,099

#50 Rank keywords from 85 to 5,621

Keyword Rankings				
Search Engine	#1 Rank	In Top 10	In Top 50	Not in Top 50
 Google	24	40	85	168

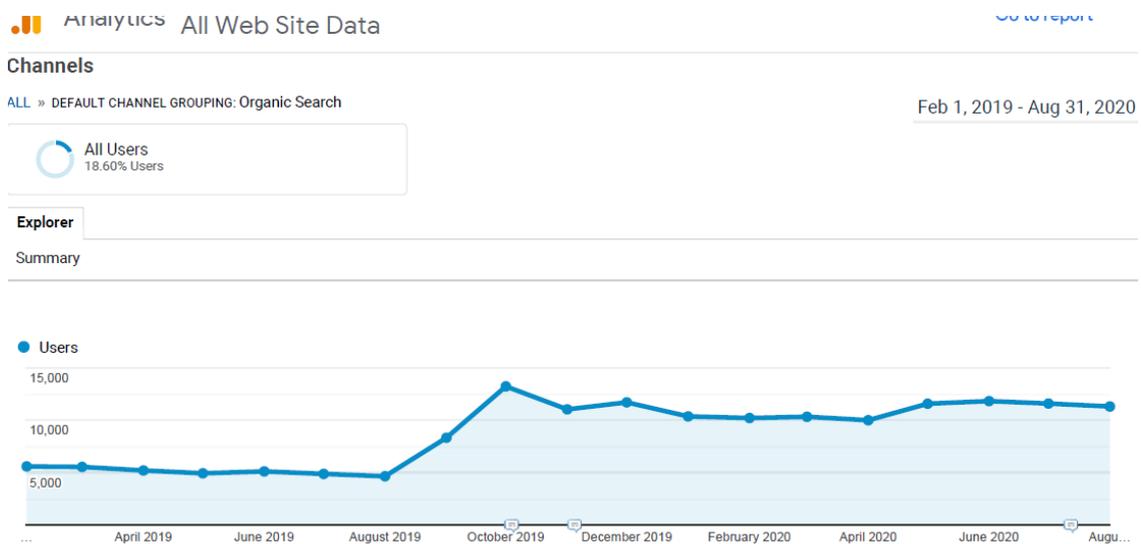
Keyword Rankings				
Search Engine	#1 Rank	In Top 10	In Top 50	Not in Top 50
 Google	599	2,095	5,621	5,121

Organic Traffic: the optimization of the website had a direct impact on the traffic received from the beginning of the campaign.

Increased the number of Users from 5.578 to 11.331 - increase of 103.14%

Increased the number of New Users from 4.636 to 10.503 - increase of 126.55%

Increased the number of Sessions from 8.085 to 14.000 - increase of 73.16%



Users	New Users	Sessions
103.14% ↑ 11,331 vs 5,578	126.55% ↑ 10,503 vs 4,636	73.16% ↑ 14,000 vs 8,085

CONCLUSION

Continuous effort is the key to achieving long-term SEO results. However, this requires vision, patience, and a skilled team that works together for the same goals. We are proud to have helped our client achieve these fantastic results in just 1.5 years.

NNC Services offers marketing services dedicated to B2B IT and professional services companies. We integrate marketing solutions to guarantee measurable results at sales and communication levels. Additionally, NNC Services offers dedicated and specific SEO services for companies, such as the one above, who want to improve their website, domain and search rankings.