



# RANK # 1 IN GOOGLE

WITH  
599 KEYWORDS



How a high tech company ranked # 1 on Google for 599 keywords in less than half a year crushing global competition.

**LiveAction**<sup>®</sup>

## Client

**Industry:** Network Management Software

**Location:** Palo Alto, California, United States

**Company Size:** 100-500 employees

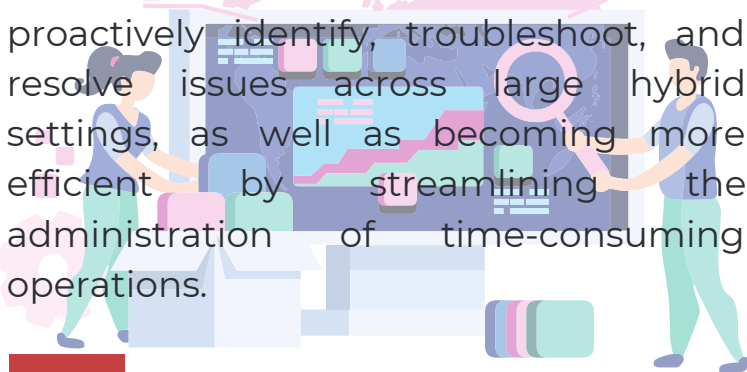
**Solutions:** Network Performance and Monitoring Solutions  
(WAN, SD-WAN, data center, public Cloud)

## Client: Live Action

With over 13 years of industry experience, LiveAction is an award-winning software firm that gives end-to-end visibility of network and application performance. LiveAction enables businesses to manage large and complicated networks by combining application and network data and making it actionable for network management teams.

The only cloud monitoring solution on the market that provides packet-to-flow visualization capabilities for genuine application performance visibility in the public cloud is LiveAction's.

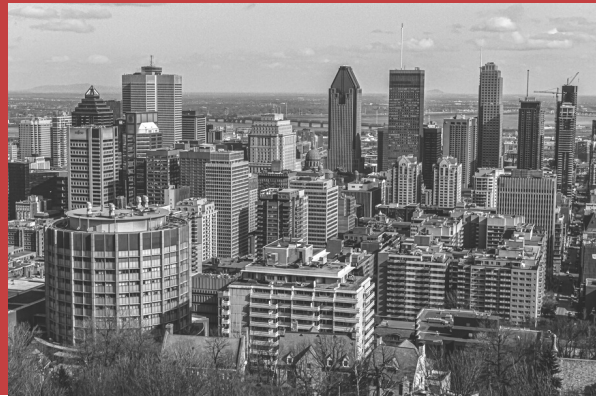
LiveAction enables network workers to proactively identify, troubleshoot, and resolve issues across large hybrid settings, as well as becoming more efficient by streamlining the administration of time-consuming operations.



## Project Goal

The primary goal was to improve their online presence in terms of SEO, which included: a healthier and more optimised website infrastructure, improved organic ranks, increased traffic (both organic and paid), and increased Domain Strength. To achieve its marketing objectives, the company chose NNC Services as a performance marketing partner because of its professionalism, transparency, and trustworthiness.

**GLOBAL  
RANK  
INCREASED  
100X**



## CLIENT CHALLENGES

- The core website - the product pages and services pages were not optimized for SEO
- Rework the entire structure of the website - the website structure was not optimized for SEO, many technical problems were causing traffic loss
- Finding and using new keywords in new content pieces
- Increase the overall organic traffic of the website and the organic conversions
- Google Adwords: optimization for the ongoing campaigns, starting new campaigns that can generate better results, ongoing management and support
- Website speed optimization

We chose an integrated marketing plan that incorporated a number of SEO strategies that work best when used in tandem. The strategy was devised in such a way that one method aided the other, hence boosting the optimization process indefinitely. The goal was to get excellent outcomes in a short period of time by utilizing professional equipment.

We were able to get curious prospects to the website, who eventually transformed into valuable customers, by coordinating their On-Site and Off-Site SEO initiatives to provide their software goods and solutions to their targeted consumers.



# Project Approach & Phases

## Strategy & Planning:

Detailed strategy and a roadmap that assisted us in generating organic, qualified leads. During this phase, it is critical to establish objectives, define the target market, and map out the first steps of the SEO campaign.

## Technical SEO:

During this step, we detected and corrected any technical flaws on the website in order to prevent Google penalties while also making the site look more user and search engine friendly.

## Content Marketing:

This includes creating and optimizing material, such as blog entries, videos, infographics, whitepapers, and studies. Prioritizing lesser complexity themes, content layering, and optimal internal linking were all part of our strategic content strategy and execution, as was understanding user intent and finding opportunities.

## SEO Consulting:

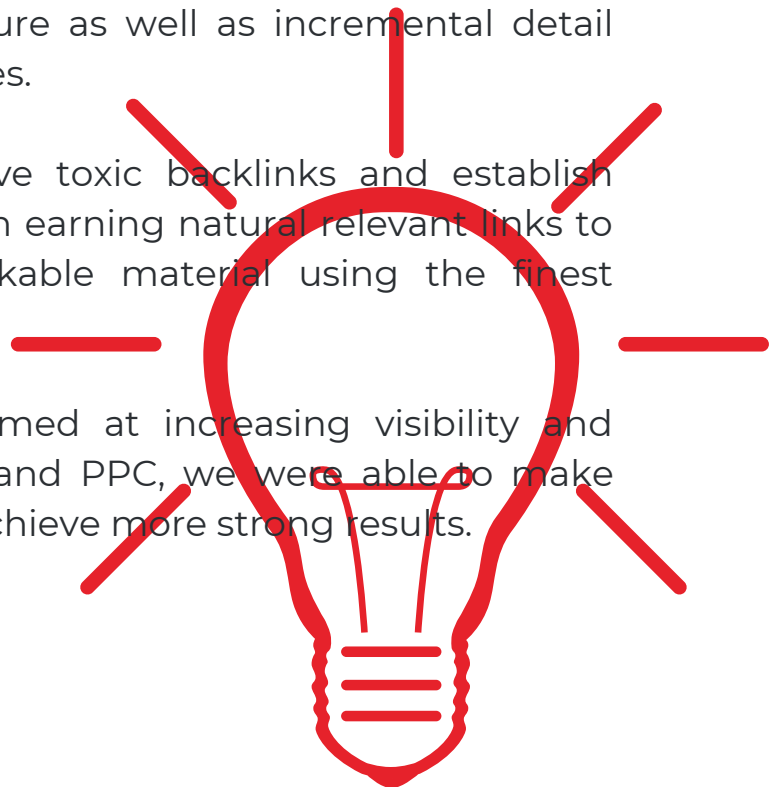
The goal was to keep the marketing team up to date on the newest Google Algorithm updates and to provide counsel and recommendations for the big picture as well as incremental detail improvements to improve web pages.

## Link Building Campaigns:

To boost Domain Strength, remove toxic backlinks and establish quality external links. We worked on earning natural relevant links to important landing pages and linkable material using the finest external linking practices.

## Search Engine Marketing (SEM):

Paid web marketing strategies aimed at increasing visibility and driving traffic. By combining SEO and PPC, we were able to make them complement one other and achieve more strong results.



# Key solution phases

## Content Optimization:

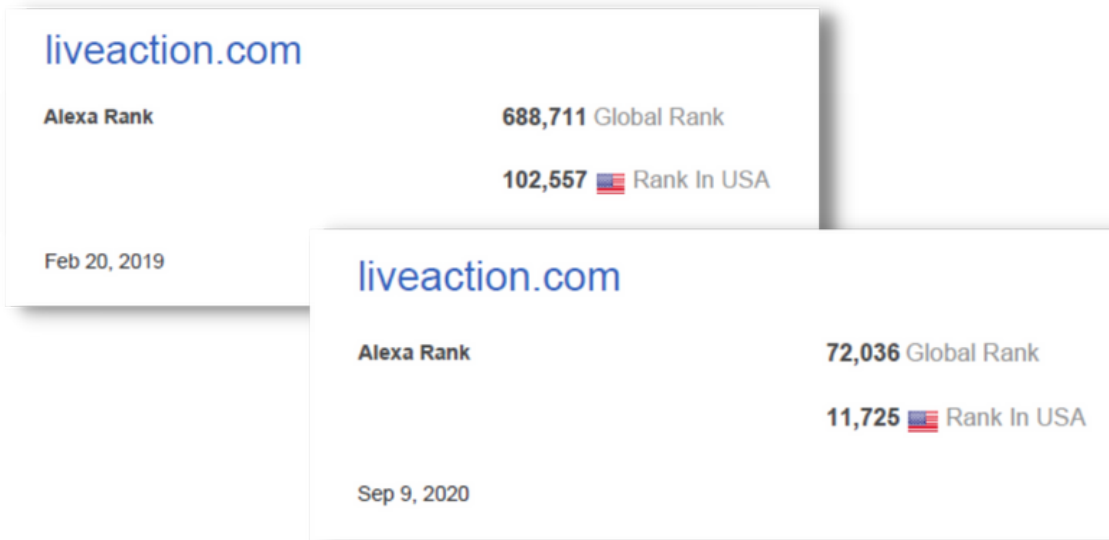
The website optimization process had a direct influence on the traffic obtained from the start of the campaign, resulting in a significant increase in organic traffic.

## SEO Maintenance:

We continually watched the state of the website due to frequent algorithm modifications, keeping informed and prepared for any unforeseen change.

## Google Ads Account Sync with the SEO Campaign:

We integrated the Google Ads with the SEO Campaign, resulting in increased visibility in the search results page and decreased ad CPC.



## KPI: Alexa Rank

During the SEO campaign, we were able to significantly increase the site's overall ranking.

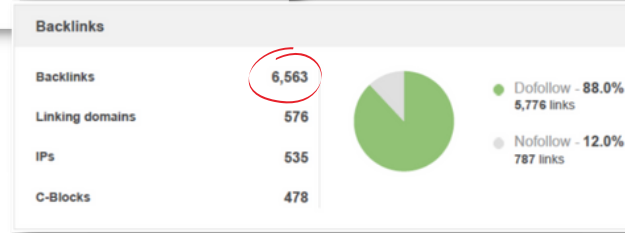
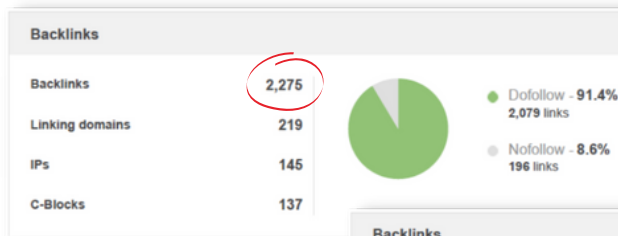
- Global Rank increased from 688.711 to 72.036
- US Rank increased from 102.557 to 11.725



## KPI: Backlinks

Backlinks are one of the most important variables influencing a website's visibility. The more backlinks you create, the more traffic your website can acquire from a variety of sources.

- **Increase** number of backlinks from 2,275 to 6,563
- **Increase** number of domains from 219 to 576



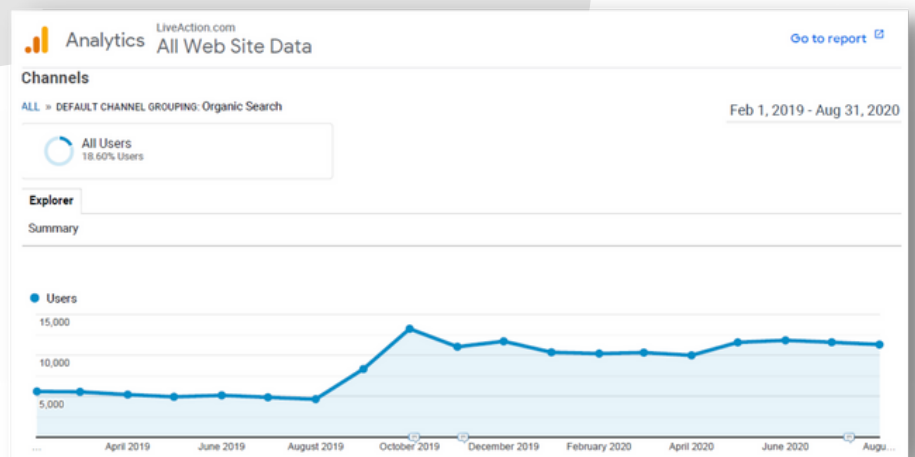
# GROWTH 188%

NO. OF BACKLINKS

## KPIs: Keywords

The keyword rankings have a direct impact on the website's organic traffic. Over 90% of organic traffic is generated by Google terms ranked in the top ten.

- Increased the number of **#1 Rank keywords from 24 to 599**
- Increased the number of **#10 Rank keywords from 40 to 2,099**
- Increased the number of **#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

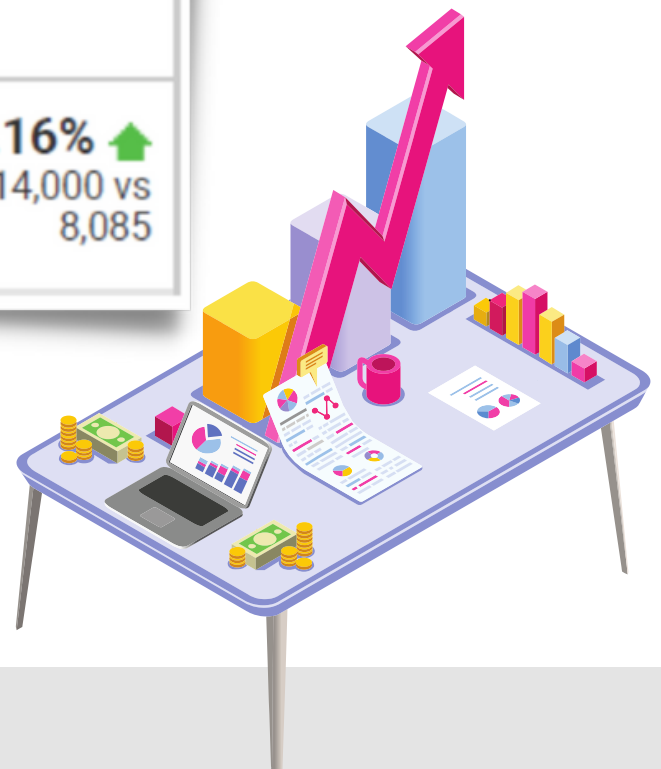
Search Engine	#1 Rank	In Top 10	In Top 50	Not in Top 50
 Google	599	2,095	5,621	5,121

## KPI: Organic Traffic

Organic Traffic: The website optimization process 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 (103.14%)
- Increased the number of New Users from 4,636 to 10,503 (126.55%)
- Increased the number of Sessions from 8,085 to 14,000 (73.16%)

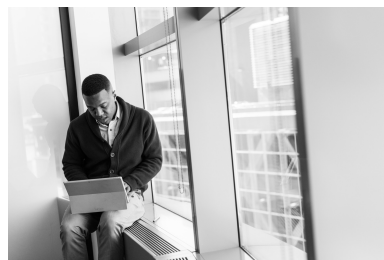
Users	New Users	Sessions
103.14%  11,331 vs 5,578	126.55%  10,503 vs 4,636	73.16%  14,000 vs 8,085



## Take Aways

Consistent effort is required to get long-term SEO success. It takes vision, patience, and a skilled team that works together toward the same goals while adhering to a well-developed plan.

The three main objectives of SEO are to drive relevant traffic, generate leads, and improve search rankings. Improving your rank is typically measured by how well you are able to achieve those three objectives



## NNC Services

NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication.

NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.



**NEW USERS**

**126%**

10503 NEW USERS