

**1692 LEADS**  
ORGANIC INBOUND  
FOR CYBERSECURITY  
BUSINESS IN LESS THAN  
**6 MONTHS**

## CASE STUDY



**MORPHISEC**  
Moving Target Defense

**Client:** Morphisec

**Industry:** Cloud Security, Cyber Security, Enterprise Software, Network Security

**Location:** Boston, United States

**Company Size:** 101-250 employees

**Solutions:** Zero Trust Endpoint Security, Vulnerability Management, Server Protection, AV Visibility & Control

## Client: Morphisec

Morphisec is the **world leader** in providing a proactive security solution for enterprises around the globe, that can automatically block modern attacks from the endpoint to the cloud.

Morphisec delivers an entirely new level of innovation with its Moving Target Defense-powered proactive endpoint protection platform to create a zero-trust execution environment for your applications.

This proactively creates a prevent-first posture against the most advanced threats to the enterprise, including APTs, file-based malware, zero-days, ransomware, file-less attacks, and web-borne exploits. This complete endpoint security solution easily deploys into a company's existing security infrastructure to form a simple, highly effective, cost-efficient technology stack that is truly disruptive to today's existing cybersecurity model.

## Project Goal

The main goals of the SEO campaign were to increase traffic from organic search and improve rankings for relevant keywords, to earn more leads, sales, and revenue.

In other words, to boost the online presence of the business with a clear return on sales.



# SEO Strategy Implementation

## SEO Audit

We conducted a comprehensive SEO audit to see the initial status of the website, identifying any issues that might hold it back from performing at its full potential. This helped us to find efficient ways to improve the overall website performance.

## Technical SEO:

An in-depth Technical SEO detected all technical problems on the website. In this step, we focused on fixing the website architecture, creating a clear XML sitemap, and solving all the issues that have a direct impact on the site's crawlability, indexation, and ultimately, search rankings.

## Content strategy

Writing for humans first and search engines second was the principle we relied on. We focused on creating educational and high-quality content, including infographics, articles, guides, and Ebooks to increase authoritative links back to the website and drive numerous traffic. Understanding user intent, targeting the right keywords, and connecting pages through internal linking were also part of the content marketing strategy.

## On-Page SEO

To gain qualified leads, we had to optimize the on-page elements and make sure the keyword density is used properly on every relevant page. These factors impact the site's rankings and online visibility. By optimizing headlines, HTML tags (title, meta, header), and images we help search engines understand the content, and also, to better identify whether it is relevant to a searcher's query or not.

## Off-Page SEO

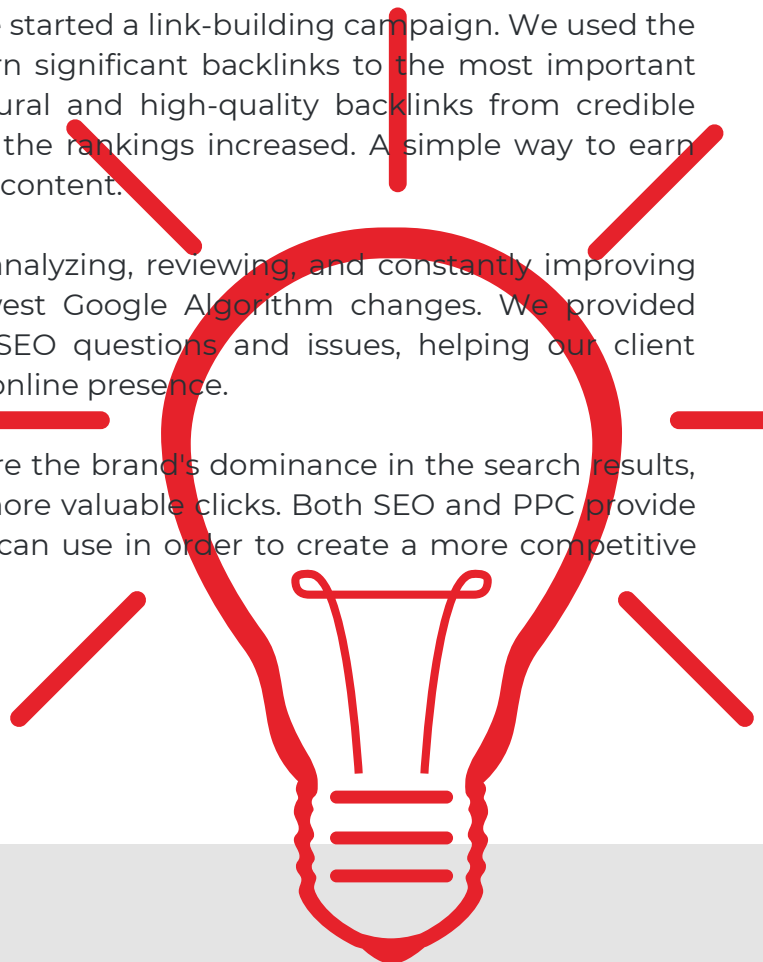
To maximize organic search results, we started a link-building campaign. We used the finest external linking practices to earn significant backlinks to the most important pages. As the website got more natural and high-quality backlinks from credible websites, we won Google's trust, and the rankings increased. A simple way to earn relevant backlinks is to create valuable content.

## SEO Consulting

In this part, we were responsible for analyzing, reviewing, and constantly improving the SEO strategy, based on the newest Google Algorithm changes. We provided guidance and practical tips for any SEO questions and issues, helping our client achieve a much better and accessible online presence.

## Search Engine Marketing

By integrating SEO and PPC, we ensure the brand's dominance in the search results, increasing the chances of capturing more valuable clicks. Both SEO and PPC provide us with valuable information that we can use in order to create a more competitive and actionable marketing plan.



# Key solution phases

## Content Creation and Optimization:

A high-value content makes it easier to get natural backlinks from authoritative sites and generates organic traffic, converting visitors into customers.

## SEO Maintenance:

Having great SEO maintenance practices is just as important as implementing a strong SEO strategy. Consistent monitoring and maintenance increase website rankings in search results by providing information on opportunities for improvement.

## Combined SEO and PPC strategy:

We combined Paid ads with the SEO Campaign and obtained better visibility on the search results page and lower CPC for the ads.

## Outcomes

By following the SEO plan focused on users' search intent, content strategy, and technical maintenance, we achieved higher rankings and positions in the SERPs. Improved search rankings generated targeted traffic to the client's website, building trust and enhancing its credibility in the digital space.

## The Solution

Our marketing strategy contained a list of SEO techniques that match search intent better, helping our client to appear in more relevant search results, and also to improve user experience. This SEO plan included several foundational pillars, including technical SEO, content strategy, on-page SEO, link building, and SEO consulting

To increase the results generated by the SEO campaign, we also used paid traffic, targeting keywords with high competition.



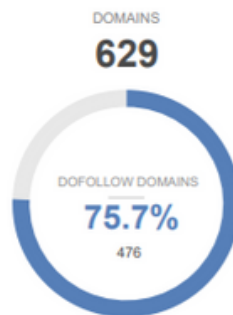
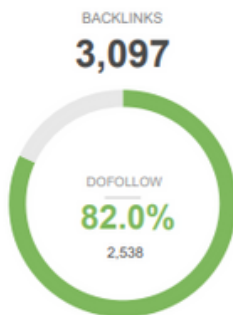
13,152 backlinks

Linking Domains: 2,787 | IPs: 2,867 | C-Blocks: 1,932 | Date: Jan 17, 2022

## KPI: Backlinks

There is no doubt that backlinks are one of the most important ranking factors. Because it is not about the numbers, but rather about the value of the links, having high-quality content is a must. These backlinks have the power to boost the rankings in Google's search results and drive more traffic to the website. By the end of the SEO campaign, we managed to:

- Increase the number of backlinks from 3,097 to 13,152.
- Increase the number of domains from 629 to 2,787.



**GROWTH**  
**424%**

NO. OF BACKLINKS


# KPIs: Keywords

We used a balanced combination of targeted, branded, and generic keywords to cover a bigger part of the users' needs. All our work started with solid keyword research that helped us in the content creation and optimization process.

## SEO campaign results:

- Increase the number of #1 Rank keywords from 1 to 185
- Increase the number of #10 Rank keywords from 1 to 578
- Increase the number of #50 Rank keywords from 14 to 1,437

### Keyword Rankings

Search Engine	#1 Rank	In Top 10	In Top 50	Not in Top 50
 Google	1	1	14	198

### Keyword Rankings ?

Search Engine	#1 Rank	In Top 10	In Top 50	Not in Top 50
 Google	185 (0)	578 (0)	1,437 (0)	7,701

#1  
KEYWORDS  
185

#1 RANK IN GOOGLE

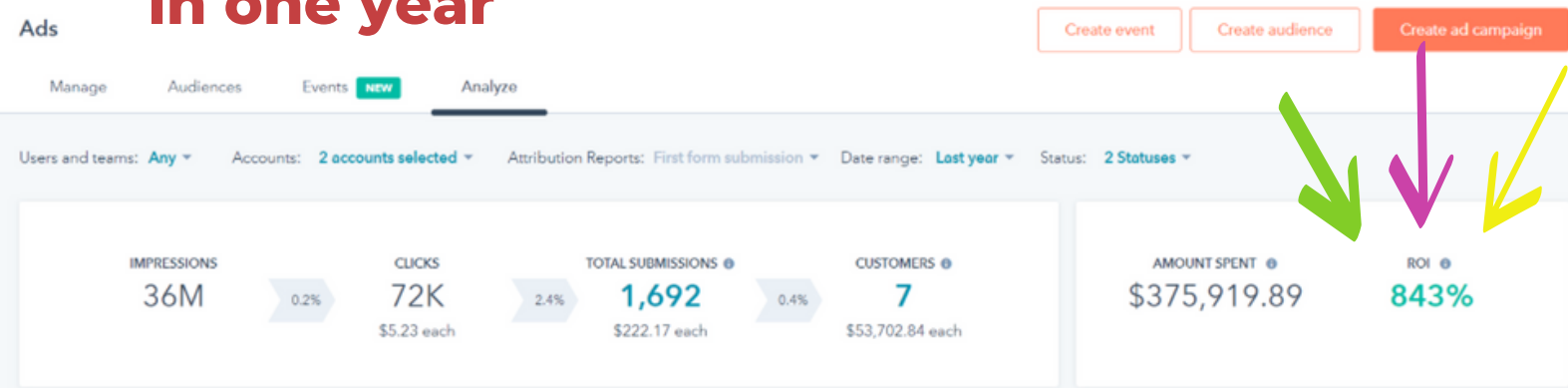


# KPI: Paid Traffic

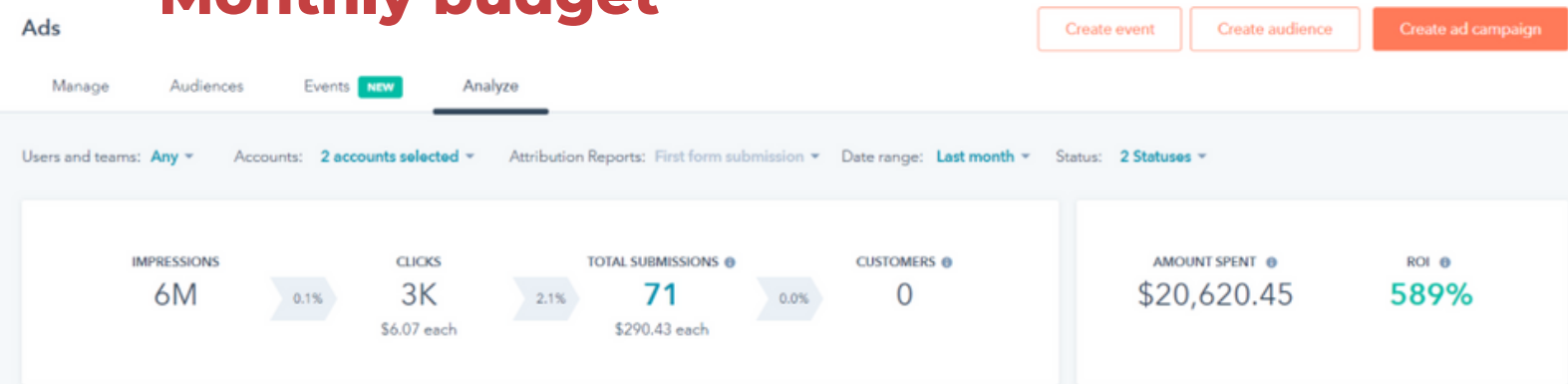
SEO and PPC together made our overall marketing results better.  
This translates into:

- improved search engine presence,
- increased leads and sales, and
- higher ROI.

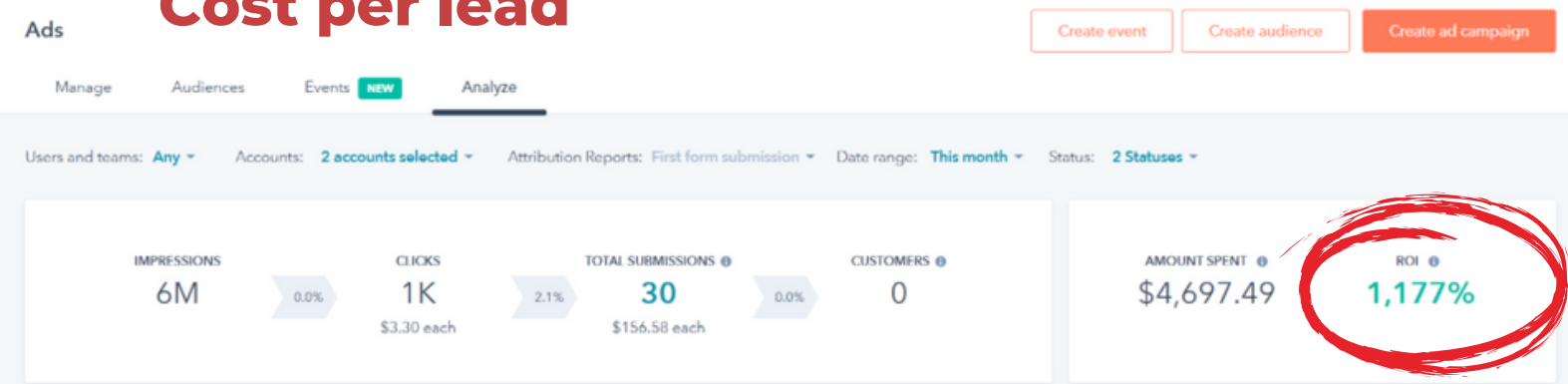
## Total budget spent on paid campaigns in one year



## Monthly budget



## Cost per lead





# KPI: Website Traffic

Better keyword rankings, better website traffic.

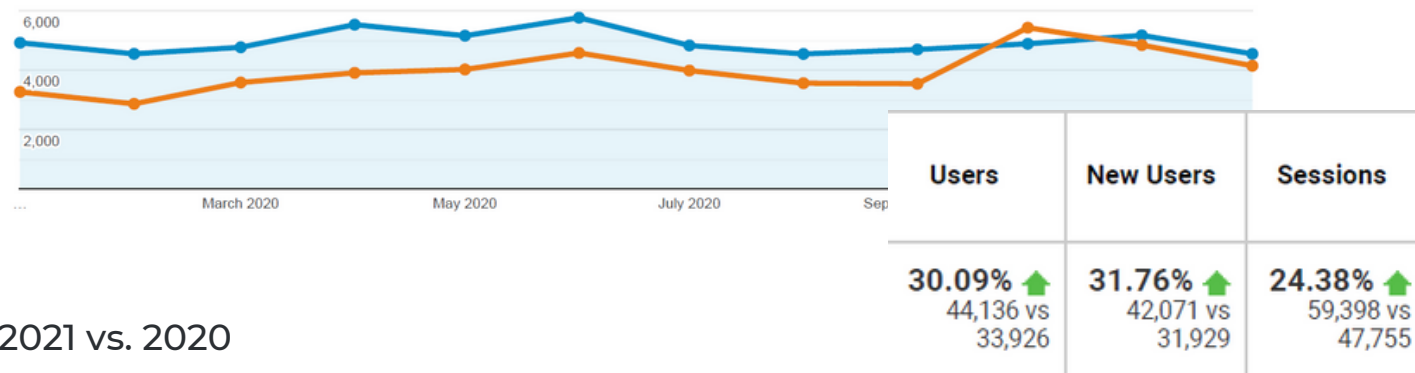
Organic traffic is a long-lasting, free strategy to increase website visitors, providing the opportunity to target specific keyword queries, which can ensure significant visits without any additional costs involved.

The website optimization process had a positive impact on organic traffic. Here are the results:

## 2020 vs. 2019

- Increased the number of Users from 33,926 to 44,136 (30.09%)
- Increased the number of New Users from 31,929 to 42,071 (31.76%)
- Increased the number of Sessions from 47,755 to 59,398 (24.38%)

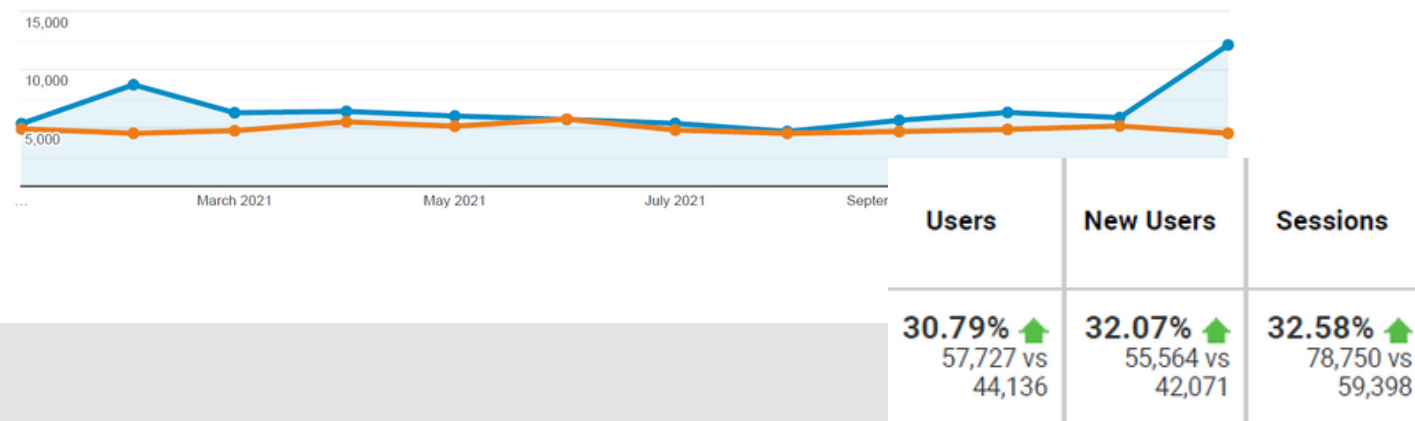
Jan 1, 2020 - Dec 31, 2020: ● Sessions  
Jan 1, 2019 - Dec 31, 2019: ● Sessions



## 2021 vs. 2020

- Increased the number of Users from 44,136 to 57,727 (30.79%)
- Increased the number of New Users from 42,071 to 55,564 (32.07%)
- Increased the number of Sessions from 59,398 to 78,750 (32.58%)

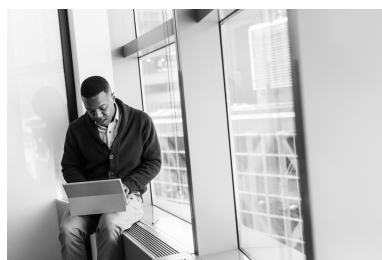
Jan 1, 2021 - Dec 31, 2021: ● Sessions  
Jan 1, 2020 - Dec 31, 2020: ● Sessions





# Take Aways

There is no point where you can consider your efforts done. You have to continuously work, learn, create and improve your SEO strategy. Only this way you will see a better return on investment for your marketing practices. So keep investing in your growth SEO plan, and you will achieve long-term SEO results.



## 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.



## GOOGLE ADS

# 843%

ROI