



INCENDIUM CASE STUDY

Venture-backed data analytics platform drives inbound sales through Incendium’s search engine optimization strategies.



The Problem

A high-profile early stage company struggled to generate inbound leads due to their technical audience. They needed a focused approach to raise awareness and attract the right prospects within the data analytics/business intelligence space.



The process

Incendium conducted a thorough audit of the company’s current SEO practices, identifying underperforming elements and optimizing them for better results. We then created a content calendar tailored to the top informational and commercial keywords in their market, ensuring consistent, targeted content output.



The outcome

As a result, the company saw a significant increase in website traffic and impressions from relevant prospects. The enhanced SEO strategy successfully positioned them in front of their ideal audience, driving more qualified inbound leads and boosting overall visibility in their target space.

BY THE NUMBERS

208 users

per month have visited the company’s website via organic search traffic.

Score of 83

according to technical SEO markers, compared to the average Tech Company score of 75.

1+ SEO-optimized blog pieces created per week

centered around relevant informational and commercial keywords and optimized to be rewarded by search engines.



READY TO GET GROWING?

Schedule a call today.

SCHEDULE AT:

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