How a Gen2 RPA Company Increased Organic Traffic by 74%

About
The Client

The client's Gen2 RPA technology built on Python empowers developers at companies of all sizes to quickly build, integrate, deploy, analyze and maintain complex automations.

The technology makes it easy for users to deploy robots at scale, automating all of their mission-critical tasks and routines. With the client's open-source automation tools at their fingertips, users have the ability to start saving time and money and start driving more productivity and revenue for their business.

The Challenge

Strong Competition in a Complex Market

Large enterprises dominate the marketplace, and the client was not ranking on target high-purchase intent keywords or general keywords in its category.

Lack of Use Case-Based Website Content

Despite the extensive documentation of how to use the product, the website did not communicate clearly to prospects how the tech benefits companies across all industries.

Undifferentiated Communication with Buyer Personas

With limited understanding of each buyer persona's needs, the Marketing & Sales teams could not deliver valuable content that would convert leads into customers.

The Solution

→ Optimization of Existing Website Content & Site Speed

ProperExpression conducted an in-depth competitor analysis to determine the top target keywords that the client could begin ranking on in the short-term. Prioritizing the pages that generated the most organic traffic, ProperExpression optimized existing website pages (meta titles, meta descriptions, H1s, etc.) for target keywords. The team also worked with the client's development team to implement technical website optimizations.

→ Creation of a Detailed Content Calendar

The ProperExpression team created a calendar of new website content to be created by the client, including the meta tags and keyword strategies for each page. The new website content clearly defined the industries, companies and business functions the technology can serve, making it easier for prospects to make a buying-decision.

→ Development of Key Target Personas & Strategies

Along with in-depth customer interviews, ProperExpression met with the client's internal team to develop thorough buyer personas that defined each target audiences backgrounds, pain points and goals. The buyer personas guided content creation and keyword strategies.

The Results

Within the First 9 Months of the Egnagement

+174%

INCREASE IN ORGANIC IMPRESSIONS

+151%

INCREASE IN ORGANIC CLICKS

+74%

INCREASE IN ORGANIC TRAFFIC

+6.5

INCREASE IN AVERAGE RANKING FOR TARGET KEYWORDS

Through competitor analysis, in-depth keyword research, technical website optimizations, buyer persona development and ongoing SEO, ProperExpression set the client up for continuous success in improving their organic traffic and CRO of their website.

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ProperExpression is an integrated growth marketing agency. Our marketing strategists bring a deep understanding of all aspects of marketing, helping clients implement integrated marketing strategies, create synergies, and take advantage of opportunities while demonstrating strong alignment with business goals. Our expert technicians bring years of experience in crafting, implementing, and optimizing all components of well-executed campaigns.

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