



INDUSTRY

Security

SERVICES PROVIDED

SEO

**I don't want to seem like I'm gushing, but the experience was one that you always hope to have with a vendor. In the end, you feel like you got what you paid for.**

**Michael Huber**

DIRECTOR, DIGITAL MARKETING &  
PROGRAMS AT HYTRUST

CLIENT

HyTrust specializes in security, compliance, and control software for the cloud.

# 01

## Marketing Goals

They wanted to get the SEO portion of their new website in shape and aligned with their current messaging and target audience. We needed to do page-by-page SEO to increase their ranking and support their PPC efforts.



# 02

## Directive Approach

We started by analyzing their existing website, from technical infrastructure to keyword rankings to goal funnels. We then audited each stage of the process, from design and wireframes to data backup and customer journey. While the new site

was in staging, we applied on-page SEO to over 90 pages, each one crafted to ensure the new site would launch in a more targeted way than ever before.

03  
Results

100%

OPTIMIZED 90+  
PAGES WITH ON-  
PAGE SEO

22%

INCREASE IN  
RANKING  
KEYWORDS

18%

INCREASE IN  
ORGANIC USERS  
MOM AFTER  
LAUNCH