

Case Study: SEO & Branding Success for a Global Software Company

Client Overview:

A mid-sized software development company with offices in the USA and India, offering SaaS solutions and enterprise IT services.

Service Scope:

- SEO for organic visibility
- Branding and reputation building
- Social media follower growth

Campaign Duration: 12 Months

Objectives

- Increase brand visibility and followers by 30% quarterly
- Achieve consistent 25% monthly growth in organic traffic
- Improve keyword rankings and search presence
- Enhance lead quality from inbound channels

Challenges Faced

- Low keyword visibility and technical SEO issues
- Weak branding presence on social and review platforms
- Poor lead quality from previous marketing efforts

SEO Strategy

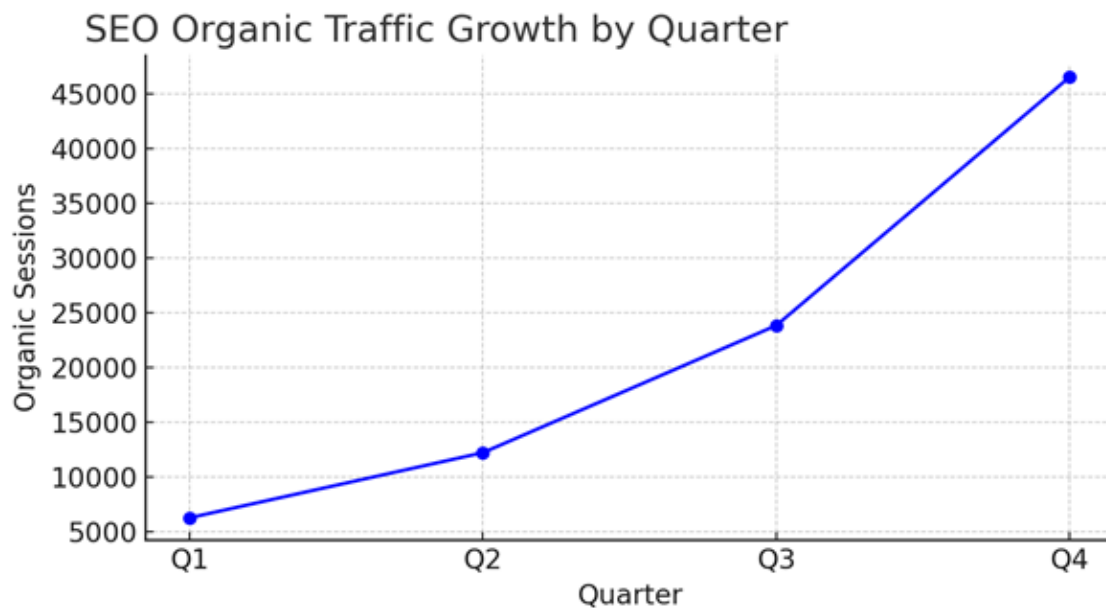
- In-depth technical audit and fixes
- Creation of high-intent landing pages and blog content
- Aggressive keyword targeting and performance tracking
- Off-page SEO and link-building with tech directories

Branding Strategy

- Social media calendar and audience engagement
- Thought leadership content (e.g., case studies, whitepapers)
- Employee branding via LinkedIn campaigns
- Collaboration with industry influencers and PR sites

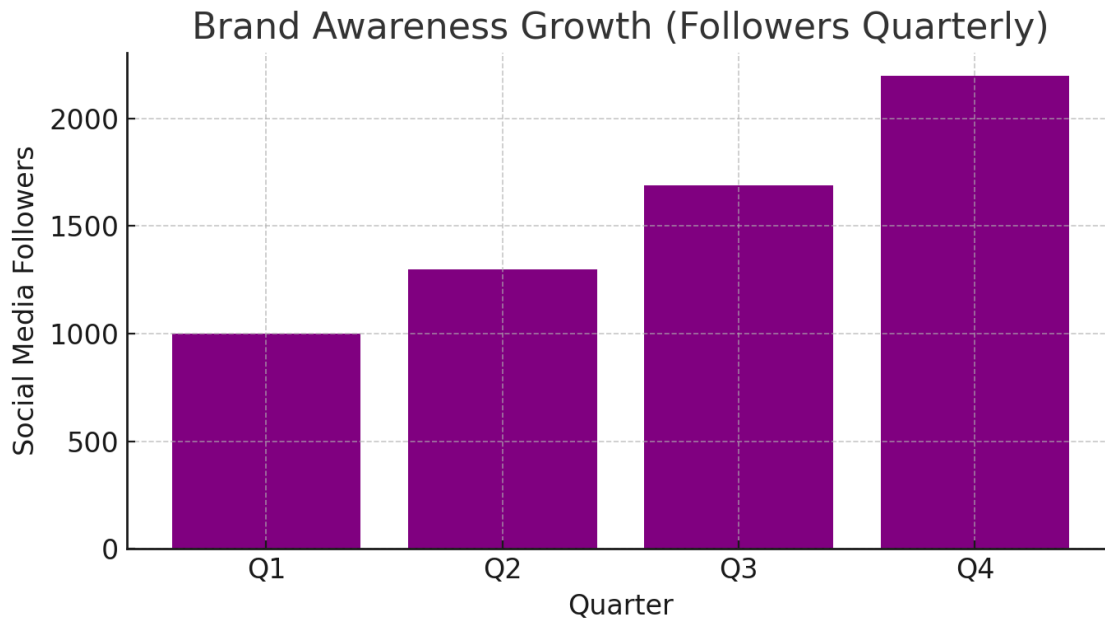
Performance Metrics

SEO Organic Traffic Growth



Case Study

Brand Followers Growth



Key Achievements

- Organic sessions increased by 1,160% (4k to 50k+ in 12 months)
- Achieved 30% quarterly growth in followers across LinkedIn and Twitter
- Improved lead quality: 60% increase in qualified MQLs
- 80+ keywords ranked on Page 1 (including high-value SaaS keywords)

Conclusion

With a well-orchestrated SEO and branding campaign, the software company transformed its online presence, built industry authority, and improved inbound lead generation.

Next Steps

- Launch targeted webinars and gated content to boost MQLs
- Expand to YouTube and developer-focused platforms
- Initiate review acquisition strategy for G2, Capterra, etc.