PROXY Networks

inSegment

CASE STUDY

SEO PERFORMANCE

SEO Performance

Proxy Networks is a mid-size remote desktop software company based in Boston, MA. Proxy is not a large enterprise, but its remote access products and services compete with those of industry giants, such as LogMeIn and GoToMyPC.

In order to effectively compete in a dominated market, Proxy engaged inSegment to create and manage a Search Engine Optimization (SEO) Program to help build brand awareness and drive organic search traffic to its website.

Goals

- Have ProxyNetworks.com appear at the top of search engine results using customized keywords

- Successfully compete against larger, more established companies with extensive resources

- Increase brand awareness of a small company in a dominated, highly competitive market
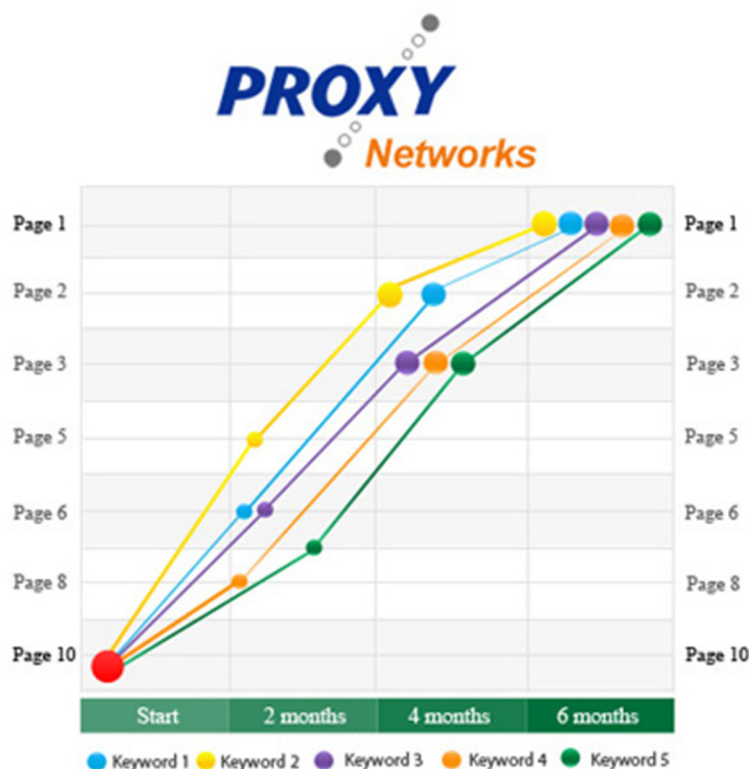
Execution:

inSegment began this effort by conducting an examination of the competitive landscape and key terms. A multi-layered SEO Program was created that included the optimization of Proxy's website for relevant keywords and content. inSegment also executed a diverse off-page link building campaign to increase ProxyNetworks.com's Ranking and in Search Engine Results Pages (SERPs).

inSegment employed a number of white hat SEO tactics and utilized a variety of tools to carry out an integrated program that included: article marketing, directory posting, blogger engagement, and other social media tactics. These efforts raised awareness of Proxy's products on the web, and quickly increased their organic keyword status so that they were soon vying for SERP positions with enterprise players such as Cisco.

inSegment Results:

The following graph represents Proxy Networks' SERP ranking for the designated keywords optimized by inSegment. At the start of the relationship, Proxy Networks was on page ten for four vital search terms. Over the course of six months, inSegment improved Proxy Networks' rankings drastically eventually achieving first page status for all keywords. inSegment has maintained these results consistently since attaining this SERP rank.

inSegment, Inc.

300 Washington Street, Suite 850

Phone: (617) 965-0800 | email: info@insegment.com

www.insegment.com