



CybelAngel Boosts Website Traffic and Improves Search Results with CyberEdge Search Engine Optimization (SEO)

ABOUT CYBELANGEL

As more data is being shared, processed, and stored outside the security perimeter – whether in the cloud, on open databases, or on connected devices – the digital risk to enterprises has never been greater. CybelAngel is a leading digital risk protection provider helping enterprises detect and resolve external threats before they wreak havoc.

Organizations worldwide rely on CybelAngel to secure their digital presence by discovering, monitoring, and resolving external threats across the Internet to keep their critical assets, brands, and reputations secure.

MARKETING CHALLENGES

Joy Nemitz is CybelAngel's Vice President of Global Marketing. Upon joining CybelAngel, she immediately realized the company had not done enough to optimize its website for natural search engine results. Although the company was growing prior to her arrival, there was an obvious "opportunity cost" of marketing leads missed. IT security professionals searching for data breach prevention, account takeover prevention, and other modern cybersecurity solutions never knew that CybelAngel existed unless they clicked through 10 or more pages of Google search results.

"One of the first things I did after joining CybelAngel was to conduct Google searches on our primary product categories," said Joy. "I was alarmed when I had to click through 10 or more pages of search results to find any reference to my company. Understanding the power of good SEO, I knew I had to remedy this problem quickly."

SOLUTION

Having worked with CyberEdge at her former employer, Joy knew CyberEdge had extensive IT security industry marketing expertise. She also knew that CyberEdge offered extensive content creation, custom research, and competitive analysis services, but Joy wasn't aware that CyberEdge also offered SEO consulting. So, she gave CyberEdge a shot.



CybelAngel

Industry: IT Security

Headquarters: Paris and New York

Founded: 2013

Employees: 130+

Marketing Staff: 11

Website: www.cybelangel.com

"Our SEO consultant is a godsend. Her work ethic is impeccable. And the results we've achieved within the first nine months are truly remarkable."

Joy Nemitz,
Vice President of Global Marketing

Joy's CyberEdge consultant had over 20 years of SEO experience and extensive experience serving the IT security industry. After conducting a project kick-off call to discuss CybelAngel's SEO objectives, her CyberEdge consultant was off and running. Over the next few months, CyberEdge's SEO consultant performed the following tasks:

- Keyword research
- Meta, Alt & H1 tagging
- Front end optimization
- Internal linking
- Google Analytics configuration
- SEMrush configuration
- Content recommendations
- Website audit

Once the CybelAngel website had been fully optimized, CyberEdge's consultant scaled back her monthly hours to perform a variety of ongoing SEO maintenance tasks, ensuring that new blogs and other content additions consistently improve CybelAngel's natural search results.

RESULTS

After just nine months, CybelAngel has achieved noticeable improvements. According to Joy, CybelAngel's website traffic has increased 400%. And instead of CybelAngel appearing 10-15 pages deep when relevant Google searches were performed, CybelAngel now consistently appears in the first 3-4 pages.

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WHY CYBEREDGE?

Prior to engaging CyberEdge for SEO, Joy had previously worked with CyberEdge on a variety of content creation, custom research, competitive analysis, and graphic design initiatives. Although Joy had many SEO vendors to choose from, she selected CyberEdge for a variety of reasons:

- Extensive SEO experience
- Deep IT security subject matter expertise
- Flexible pay-as-you-go contracting terms
- Reputation for completing projects on time and on budget

"Our CyberEdge SEO consultant has been there for us whenever we've needed her, even during early hours of the morning to accommodate calls with my colleagues in Paris. It's so wonderful working with a vendor that can satisfy so many of our marketing needs."

Challenges:

- Little internal SEO expertise
- Poor Google search results (10-15 pages deep)
- Low average daily website traffic

Solution:

- Project-based SEO initiative (first four months)
- Pay-as-you-go ongoing SEO maintenance

Results:

- 400% increase in website traffic
- Dramatically improved Google search results (first 3-4 pages)
- Google Analytics configured to monitor website performance



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