

SaaS Case Study
By
Dresean Ryan

Client: Public Records Search Engine

Description: An easy-to-use directory full of data about people, phone numbers, and locations. All you have to do is enter a name, number, or address, and you're already on your way to learning all about it.

Niche: Software As A Service

Contract Term: 6 Month Engagement (May 18' to October 18')

Goals: My main goals for this project was to increase traffic on the domain and to increase customer retention. For many of our customers, I noticed that this service only appealed to them as a one time solution, so I needed to find a way to get users coming back to the site to use it. Ultimately, we wanted to increase the revenue that the company was generating.

Disclaimer: I was no longer working on this project after October, so the decrease in traffic in March is unrelated to me.

Results:

- **Domain level organic traffic increase:** 2123.7%
- **SEO Campaign ROI:** 299.71% increase in revenue
- **User Retention Metrics:** 25.6% Increase in customer retention
- **Keyword Rankings:** Started ranking for over 2,001 keywords.

Traffic Increase:



Search Engines Leveraged:

- Google
- Bing
- YouTube

Clients Challenges

1. From a Search Engine Optimization standpoint, the Public Records Search Engine industry is a difficult industry to rank in. There are many organizations in that industry utilizing SEO tactics that work but goes against Google's guidelines and best practices. This ultimately gave an unfair advantage to our competitors and we had to figure out how to increase traffic with a 100% Google compliant strategy.
2. Increasing customer retention in this industry was a challenge because of the nature of the service that the client provides. This service is mostly used to find information about other people such as their social media channels, email address, where they live, family members, etc. Normally most people use a service like this if they're looking for a long lost friend, but once they have successfully found that person, they have no reason to return.

My Strategic Approach:

Competitor Research

Search Engine Optimization is a long term investment, and can take 6 months to a year to see results in national markets. To fast track this campaign and ensure that my client would see results as fast as possible, I assessed their competition to see what strategies their competitors were using. Here were my main findings in doing that research:

- Identified common phrases that customers were typing in such as "people search"
- Found that content on the website wasn't only being published on the blog, but on the main service pages.

- Discovered that competitors were not only getting traffic from Google, but were also leveraging Bing & YouTube to their advantage.

Content Marketing

After conducting in-depth competitor research, I gained insights on key topics that were ideal for the client. Based on those insights, I crafted a robust content marketing strategy that targeted many relevant topics, which contributed to the 3856.89% increase in revenue.

User Retention

Majority of the traffic coming to the website and sales that we were getting were always from new customers. It was very rare that customers were returning to the website and buying from us again, and this is because of the nature of the website. However, during that time, there was also no retention or remarketing strategy in place that would make a user want to return to the website. I worked with their development team to add and deploy a push notification strategy, and email marketing strategy, which led to 25.6% increase in user retention.

Technical Optimization

There were several technical changes done to the website that allowed the site to provide users with a good experience. The changes executed were as follows:

- Site speed optimization (Lowered site speed from 6 seconds to 2 seconds)
- Optimize crawl budget
- Proper use of internal
- Remove duplicate content

Add Relevant Page Titles:

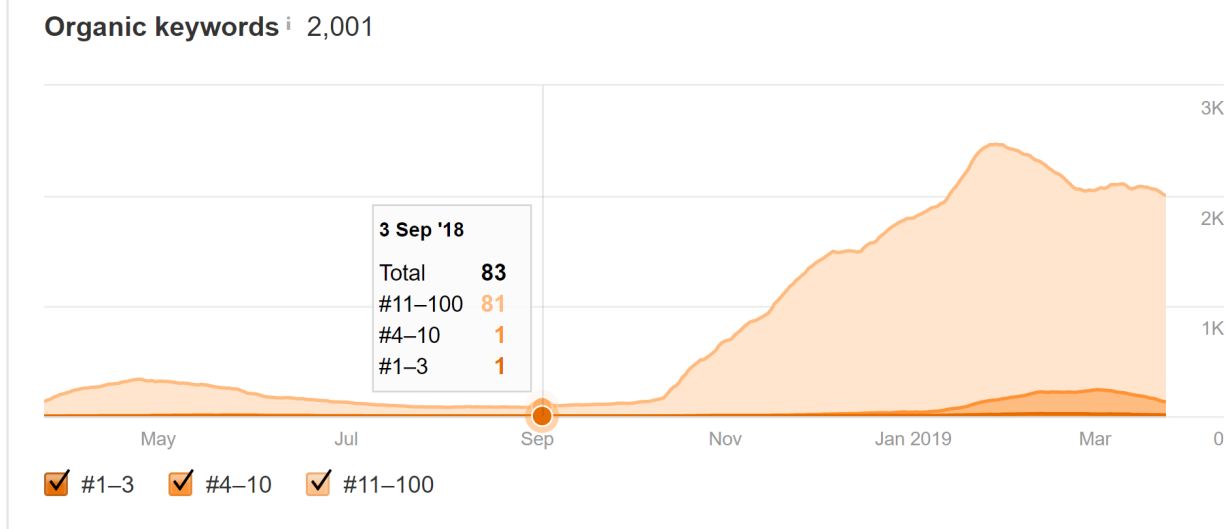
The titles displayed in Google's search results for each page on the website were not very eye-catching. An example of the types of title tags being used were as follows: "Search For Anyone Today!"

A title like the one demonstrated above doesn't emphasize how the service can solve a users problem, nor does it contain keywords in it (which acts as a ranking factor for Google).

We needed a way to stand out and make people want to use our service. I decided to change the title tag to: "People Search | Save Money, Search Free! 100% Guaranteed."

Based on the research conducted, we saw that the phrase “People Search” was highly searched by our audience, and having this displayed in the title would demonstrate relevance for the end user. “Save Money, Search Free! 100% Guaranteed” was our unique selling proposition. Not every company was giving users the luxury of using their service for 100% free with no catch.

I did this for every page on the website because it was a weak point that Identified in their existing strategy. After making these changes, they went from receiving 4,000+ users sitewide to receiving 90,000+ users sitewide.





Results:

- **Domain level organic traffic increase:** 2123.7%
- **SEO Campaign ROI:** 3856.89% increase in revenue
- **User Retention Metrics:** 25.6% Increase in customer retention
- **Keyword Rankings:** Started ranking for over 2,001 keywords