

Content Is King and So Is Tech



A technical review of one of the largest global software corporations showed content and serious technical issues, including time out and error codes, that were negatively affecting the SEO value of the blog.

OPPORTUNITY

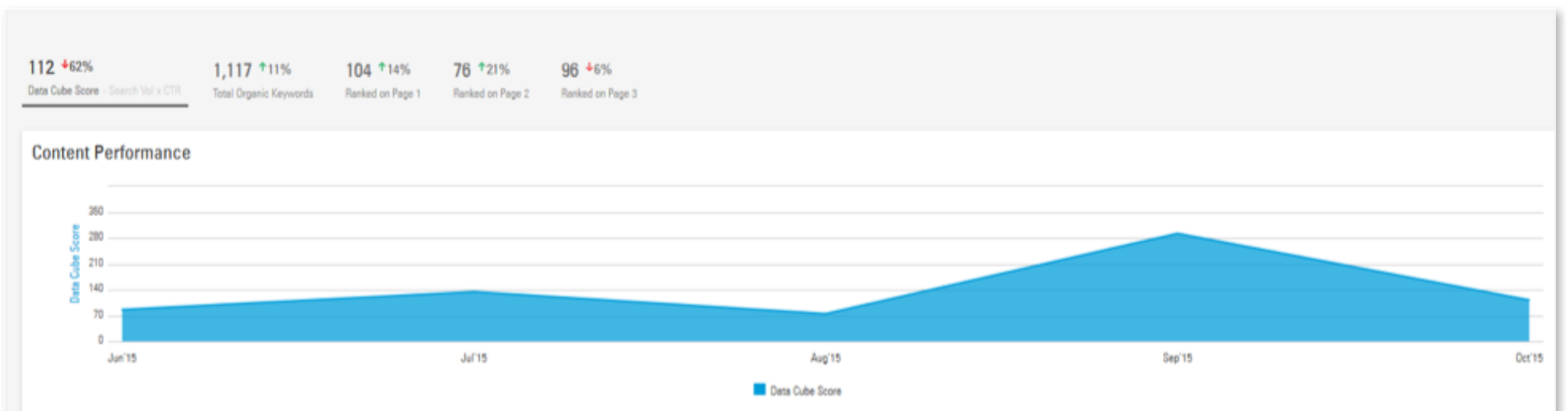
Optimize the blog page titles, descriptions, and alt tags and correct technical errors with the blog.

PROCESS

Keyword opportunities were mapped and applied to the blog pages. Also, the CA blog team was trained on how to optimize new blogs and continue good SEO practices moving forward. The technical is scheduled to update the technical issues.

BENEFITS

The blog initially saw an increase in performance from organic keywords. However, the outstanding technical issues have negatively affected results. We are working to prioritize correcting the technical issues to see improved results.



Directory	Data Cube Score	% Change
...	85	13,231.87% ▲
...	85	12,600.60% ▲
...	80	7,987.90% ▲
...	80	7,987.90% ▲
...	26	2,627.80% ▲
...	88	2,399.21% ▲
...	24	2,390.20% ▲
...	19	1,936.30% ▲
...	18	1,848.70% ▲
...	18	1,840.80% ▲
...	16	1,618.60% ▲
...	14	1,401.60% ▲
...	98	1,282.68% ▲
...	12	1,175.60% ▲
...	20	1,143.62% ▲

	Acquisition		
	Sessions	% New Sessions	New Users
	6.50% ▲	2.73% ▲	9.41% ▲
1 Organic Search	9.05% ▲		
2 Referral	13.41% ▲		
3 Direct	6.10% ▲		
4 Social	9.27% ▲		
5 (Other)	16.02% ▲		
6 Email	4.17% ▲		

Note: Data Cube Score provided by BrightEdge (brightedge.com)

