Client overview

Lakeside Software is a provider of digital experience monitoring solutions built to help IT teams improve end-user experience, reduce costs, and drive business productivity. Their product, SysTrack, is a robust monitoring solution that offers features such as workplace analytics, asset optimization, AIOps, and desktop transformation.

Services

- SEO Consulting
- CRO Management

229% increase in organic new users from new blog content creation, YoY

121% increase in organic leads from CRO strategy, YoY

105% increase in organic new users from overall SEO strategy, YoY
The challenge

Gaining traction in a niche industry
The market for digital experience monitoring (DEM) software is extremely niche. All of the major players in the industry aim to take as much market share as possible, with the goal of being the leader in the space.

When looking at their existing positioning, Lakeside Software recognized a need to escalate brand awareness across the digital landscape, specifically in search results for key terms.

To stay competitive, they would also need to increase the number of qualified leads coming through organic search. These leads would need to come from their target audience, specifically software buyers in Canada and the United States.

The challenge was clear. In a crowded and niche industry, it can be difficult to drive quality organic traffic. Especially since many of the top industry-related keywords have low search volume. This was the case for the DEM software space.

Lakeside turned to Directive as the right partner to overcome this obstacle and help its brand become more discoverable against competitors.

The strategy

Developing a SEO strategy built for lead gen
Although growing organic traffic was top-of-mind, our north star metric for this initiative would ultimately come down to the number of organic leads.

This meant that ranking on the first page of Google was only one part of a much bigger SEO initiative. Driving conversions had to be at the core of our strategy.

As with any partnership, it was critical to align our efforts with the marketing initiatives that Lakeside’s in-house team had already been working on. This collaborative approach allowed us to build out an SEO strategy that targets the buyer throughout every phase of their decision-making process, making it more likely for them to convert.
意向驱动的内容创建

我们首先通过构建Lakeside的博客来建立品牌在DEM领域的思想领袖地位。

我们的内容营销策略专注于创建经过深思熟虑和优化的内容，针对各种相关行业主题。这将使我们能够突出Lakeside的行业专长，同时同时提升这些主题的有机关键词。

两只小鸟，一个石头。

在研究阶段，我们审阅了数以万计关键词的搜索结果页面（SERPs）以识别我们应该集中精力的内容搜索词。

我们找到了“Alops”、“IT operations”和“应用性能监控”等术语。对于潜在客户来说，直接搜索“DEM软件”可能不是最明显的选择。相反，他们可能正在搜索一个不同的但相关的术语。

我们的内容必须捕捉到每个潜在买家，无论他们处于销售漏斗的哪个阶段。

提供具有不可否认价值的数字资产

接下来，我们转移了对转化的关注。

在与Lakeside的销售团队交谈后，他们表达了需要一个更简单的方式来沟通投资回报率（ROI）给潜在客户的需要。因此，我们有了一个想法，在网站上突出一个易于使用的ROI计算器工具。

这是一个与访客提供价值的合适方式，同时从底部漏斗中产生线索。从构思到线框图，Directive团队每走一步都支持Lakeside，直到将计算器工具上线并运行。
Additionally, we decided a sales demo video would be a great supplemental asset to fuel buyer interest at the middle of the funnel.

The goal was to give users a less-committal option to convert, rather than making them request an official demo. This puts the power in the visitors’ hands and gives them what they need, without the inconvenience of having to take another step.

**Technical health check-up**

Directive discovered that Lakeside’s website was lacking foundational SEO elements and this was causing conversion volume to take a massive hit.

This included a poor internal linking architecture, suboptimal site speed, and a drought of call-to-actions (CTAs) on core pages and blogs.

To begin, we performed a technical audit to determine which pages needed the most work. This allowed us to come up with a site speed action plan and make appropriate recommendations to Lakeside’s internal team to facilitate the necessary changes.

On the conversions side, we optimized all CTAs that were placed on highly-trafficked pages and on the blog. This included strategizing proper placement and making sure the offer was aligned with the user’s placement in the funnel.

We also made sure that all of these high-value pages had no issues from a technical SEO standpoint, such as images being too large to load effectively.

As for internal linking, we aimed to improve user experience and site hierarchy overall. We re-worked all internal links to optimize for an intelligent and audience-focused internal linking structure throughout the site.
The results speak for themselves

Starting from the top, our overarching content and SEO efforts led to a 105% increase in organic new users year-over-year (YoY).

When isolating blog content specifically, we published many pieces which resulted in 229% in organic new users YoY.

Finally, we were able to achieve similarly impressive results on the conversions front. Through a combination of our on-page conversion optimizations, sales demo video, and ROI calculator asset creation, Lakeside saw a 121% increase in organic leads YoY.

Based on these results, it’s clear that Lakeside Software is in a strong position to continue this momentum in the years to come.
Directive,

Other agencies might help you get discovered in search. **We make you completely unmissable.**

Get in touch