

SEO Case Study for a SAAS Company



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1) Wireframing of the Site:

To optimize user experience and improve conversions, I divided the site into two primary segments: product pages and content pages. This categorization aligned the design and content with the customer journey stages: TOFU (Top of the Funnel), MOFU (Middle of the Funnel), and BOFU (Bottom of the Funnel).

2) Fixing Site Speed:

Slow loading speeds were a critical issue, with unused CSS, JavaScript files, and heavy PNG images bogging down performance. I analyzed the site using Google PageSpeed Insights, identifying the exact files causing delays. I then collaborated with the development team to resolve these issues, resulting in a more efficient and responsive website.

3) On-Page SEO

i) Keyword Optimization and Meta Tags: I conducted keyword research tailored to each product page, refining the focus for maximum searchability. Based on this research, I wrote new, optimized meta tags for each page, enhancing visibility and relevance.

ii) Correcting Indexing Errors: An improperly applied no-index tag was preventing new blog content from being indexed. I removed the no-index tag from the content category pages, allowing search engines to recognize and rank new content appropriately.

4) Content Strategy:

i) Building Topical Authority: Establishing the E-A-T (Expertise, Authoritativeness, Trustworthiness) factor was crucial for CloudSDS. To build topical authority, I used a content hierarchy strategy that included creating comprehensive, in-depth “mother articles” of 3,500-4,000 words. These core articles were then supported by smaller, topic-specific blogs, all aligned with the central theme. This structure enhanced SEO, visibility, and relevance across related keywords.

ii) Listicles and Comparative Content: Creating listicle content, such as “Top 20 SDS Management Software,” provided high-value, shareable information that improved CloudSDS’s authority. Detailed comparisons of software options positioned us as a trusted source, bolstering the E-A-T factor significantly.

5) Off-Page SEO:

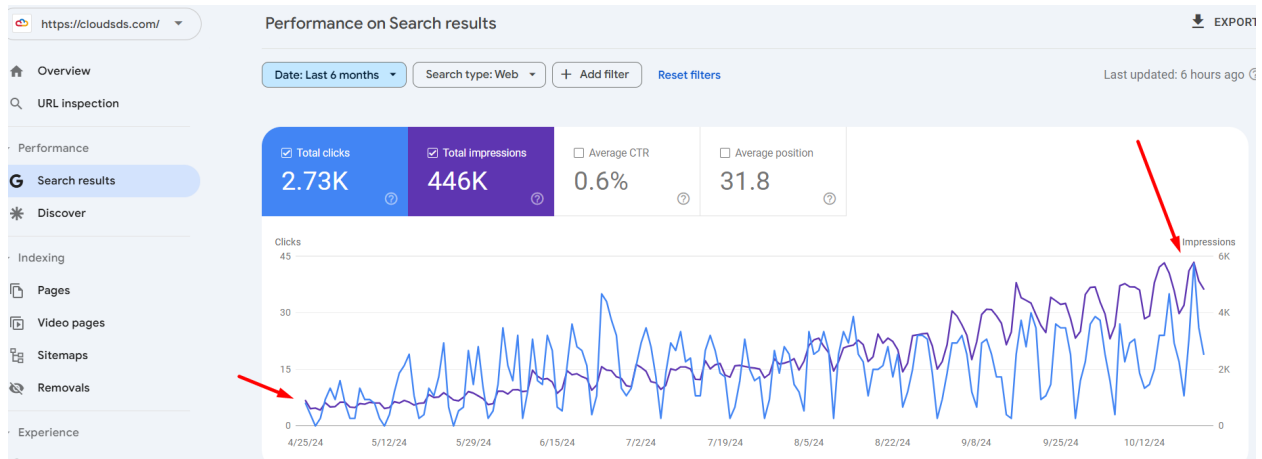
For effective off-page SEO, quality took precedence over quantity. Rather than relying on spammy backlinks, I developed a strategic approach:

1. **Guest Posting and Authoritative Backlinks:** I tapped into a network of reputable websites offering guest post opportunities, which helped us acquire high-quality backlinks quickly from credible sources.
2. **Outreach to Niche Sites:** I used targeted email outreach within the SDS and chemical management niche, generating a smaller but highly relevant backlink profile. While outreach had a lower response rate (around 2%), the resulting connections provided valuable, high-quality links.

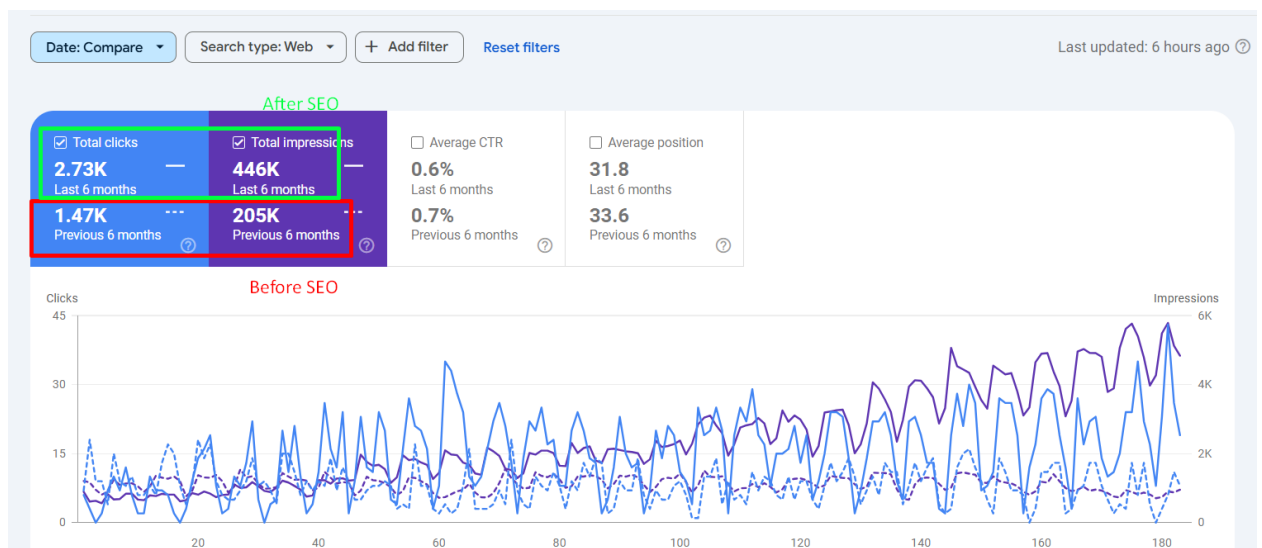
Through these combined SEO strategies, I successfully built a strong backlink profile on the keyword “SDS management software,” which played a pivotal role in generating over 150 leads within five months.

6) Results After 6 Months:

- Traffic growth:

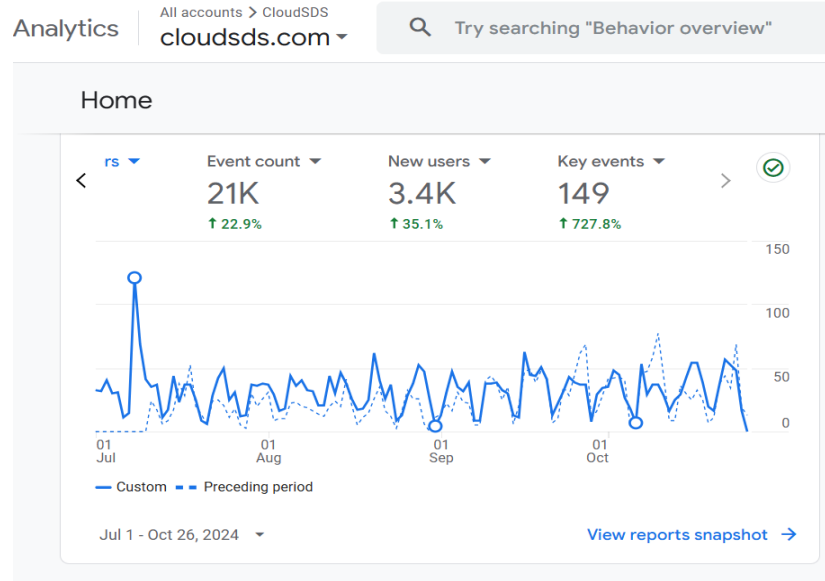


As you can see, the traffic has gone up in the last 6 months, clicks have gone up by x7, and impressions have gone up by x6. The impact of SEO is crystal clear.



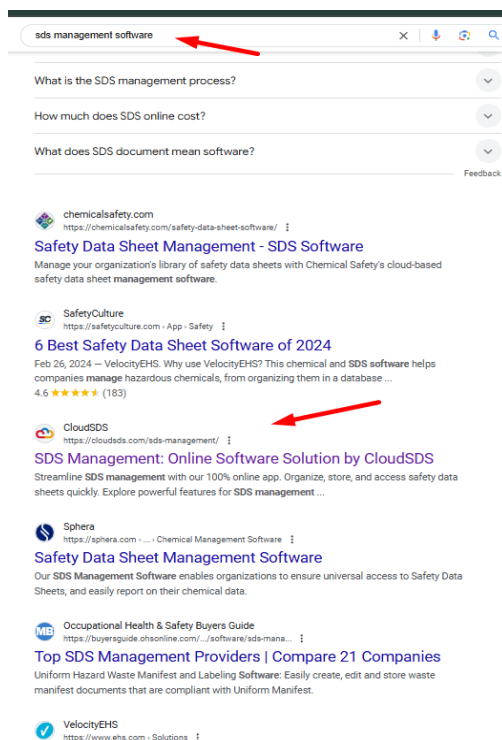
- Growth in Leads:

Many people say SEO can not boost your lead flow; here is the result we achieved by doing SEO correctly.



As you can see, we achieved a 727% growth in leads from July 1st, 2024, to October 26th, 2024.

- Current Keywords Ranking:



i) “**SDS Management Software**” is the main target keyword, and in the USA, CloudSDS is ranking in 3rd position.

The screenshot displays a Google search for "best sds management software". A red arrow points to the search bar. Below the search bar, the "Videos" tab is selected, also indicated by a red arrow. The search results show a snippet from SafetyCulture, followed by a "Search performance for this query" box for the URL "https://cloudsds.com/". This box displays metrics for the last 28 days: 2 clicks (no change), 140 impressions (+37%), and an average position of 6.2 (-0.2). Below the performance box, there are three search results. The first is from "Occupational Health & Safety Buyers Guide" titled "Top SDS Management Providers | Compare 21 Companies". The second is from "Reddit" titled "Recommendations for SDS Management software". The third result, highlighted with a red arrow, is from "CloudSDS" titled "Top 20 Safety Data Sheet Management Software and ...".

best sds management software

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Any time All results Advanced Search Clear

SafetyCulture
https://safetyculture.com / App / Safety
6 Best Safety Data Sheet Software of 2024
Feb 26, 2024 — Top 6 Safety Data Sheet **software** of 2024 - SafetyCulture (formerly iAuditor) - SpheraCloud - Backpack by Chemwatch - VelocityEHS - Labelmaster - 3E ...
4.6 ★★★★★ (183)

Search performance for this query
https://cloudsds.com/

Last 28 days

Clicks	Impressions	Avg. Position
2	140	6.2
No change	+37%	-0.2

Search Console insights for this site

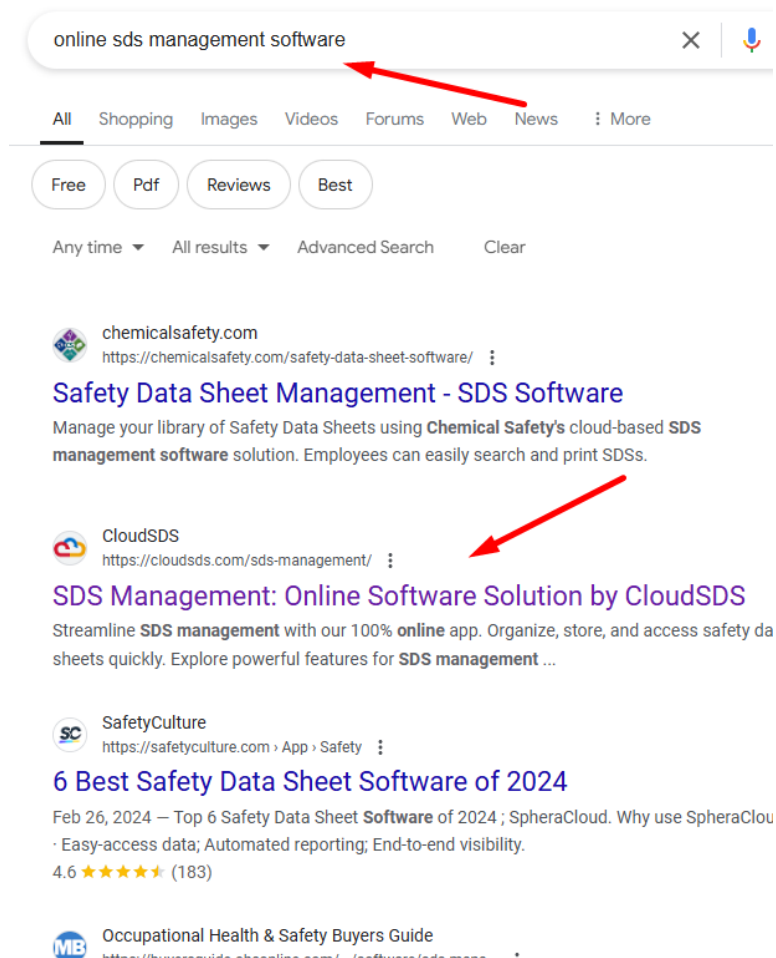
Visible only to you

Occupational Health & Safety Buyers Guide
https://buyersguide.ohsonline.com/.../software/sds-man...
Top SDS Management Providers | Compare 21 Companies
Compare and research **SDS Management** companies and businesses online. - Quantum **SDS** - MySDS - Canada **SDS** - mSDS Source - BLR - **SDS** Manager - ImageWave Corporation.

Reddit · r/SafetyProfessionals
10+ comments · 5 months ago
Recommendations for SDS Management software
KHA Online **SDS**. Cheap, very easy, they manage your binder for you. I've used both velocity and KHA and I much prefer KHA. **SDS** are refreshed ...
Managing **SDS**? : r/SafetyProfessionals - Reddit May 19, 2023
SDS Management : r/safety - Reddit Jun 30, 2021
What safety **management software** do you recommend for ... Dec 22, 2023
Best EHS software? : r/SafetyProfessionals - Reddit Jun 10, 2023
More results from www.reddit.com

CloudSDS
https://cloudsds.com / SDS Management
Top 20 Safety Data Sheet Management Software and ...
VelocityEHS is a **software** that simplifies the **SDS management** process by helping with effective hazard communication. It has the following features, so take a ...

ii) “**Best SDS management software**” on this keyword, we are ranking in 4th position.



iii) “**Online sds management software**” on this keyword, we are ranking in the 2nd position.

