

44% Increase in YoY organic sessions

25% Increase in MoM organic sessions

12 New content pieces created

Trifacta's Strategic SEO Partnership Brings in 44% YoY Increase in Sessions

About Trifacta

Trifacta is a data preparation platform that empowers organizations to efficiently clean, structure, and enrich their data for analytics and business intelligence. With a focus on user-friendly data wrangling and collaboration, Trifacta accelerates the data preparation process, enabling teams to drive informed decision-making.

Problem

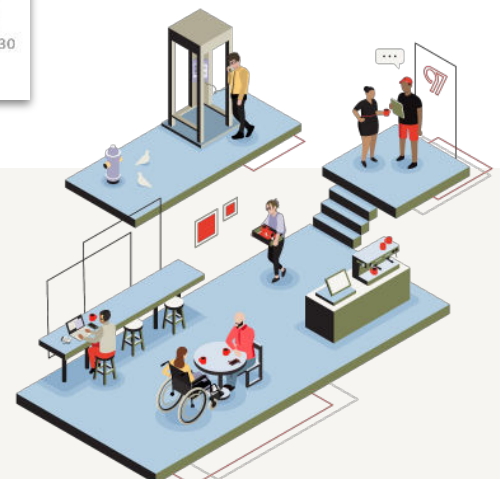
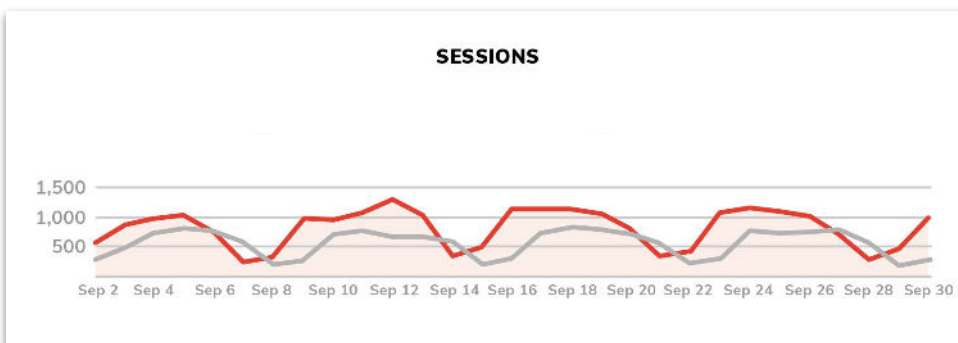
Trifacta came to 97th Floor after initially partnering with an agency to boost organic results but were left with nothing to show. After talking with 97th Floor, Trifacta believed that our expertise and strategy would get them where they wanted to be.

Strategy

To kick off their SEO strategy, 97th Floor focused on creating and both new and existing content. Because of Trifacta's trust in 97th Floor's expertise, they immediately removed any unnecessary roadblocks that could have slowed down the SEO production process. This proactive approach guaranteed a seamless and efficient implementation of their SEO efforts.

Results

In just 1 month, 12 new content pieces were published as well as scores of on-page optimizations. This led to astounding results within the first quarter, an anomaly in the SEO world—a 44% YoY increase in organic sessions.



Learn how 97th Floor can help you achieve unprecedented growth.

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