



**94%**  
Increase in  
sessions

**50%**  
YoY total traffic  
increase

**TOP**  
Driver of organic  
traffic

The holistic SEO approach that won Gigamon their #1 keyword.



## About Gigamon

Gigamon is an analytics network vendor providing hybrid cloud infrastructure, security, and observability solutions for the world's most demanding enterprises.

## Problem

Gigamon was doing everything right in pursuit of first-page rankings for their industry's coveted keyword - "network security" - but they weren't seeing any progress. A top-10 spot for this keyword would give Gigamon serious edge.

## Strategy

When 97th Floor stepped in, we decided to optimize Gigamon's focus page for a lower-volume keyword. Page and domain-level reports as well as semantic and technical SERP analysis alerted our team that a series of small optimizations in a holistic SEO strategy could be the counter-intuitive solution to ranking for "network security."

## Results

Our targeted optimizations quickly propelled Gigamon to the front page for "network security tools" within a month, and to the top of the SERP the following month. Concurrently, we secured 40 new domain links in a single month. Our dual approach effectively boosted our SERP standing. Remarkably, the very next month, we achieved the 5th spot for "network security", our ultimate goal.

This strategy led to a significant 94% increase in sessions for Gigamon. Today, this page continues to attract more organic traffic than any other on their site, playing a pivotal role in their impressive 50% year-over-year increase in organic traffic.



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

### Contact Us

up@97thFloor.com

| 801-794-5371

