

CASE STUDY

The holistic SEO approach that won Gigamon their #1 keyword

94%

Increase in sessions

50%

Organic traffic increase YOY

#1

New driver of organic traffic

About Gigamon

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

The 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.

The 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." We strategically switched our focus to the keyword "network security tools," which gets searched just 600 times each month.

Results

Our targeted optimizations quickly propelled Gigamon to the front page for "network security tools" within a month, and to the top position the following month. Concurrently, we secured 40 new domain links in a single month.

Our dual approach effectively boosted Gigamon's SERP standing. Remarkably, the very next month we secured the 5th spot for "network security", the 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.

