

CASE STUDY

Securing Over 500 Top Page Keywords for Illumio in Just 1 Year

148%

Increase in total ranking KWs

20%

Increase in page 1 KWs

48.48%

Increase in organic sessions

About Illumio

Illumio is a cybersecurity company known for its micro-segmentation solutions, offering network security against cyber threats. Their innovative technology helps organizations effectively secure their network infrastructure.

The Problem

When illumio came to 97th Floor, they ranking for less than 4,000 total keywords with only 264 of those keywords holding a first-page ranking. Addressing this limitation became a primary focus to enhance Illumio's online visibility and reach.

The Strategy

Audits identified keyword cannibalization issues on Illumio's site. 97th Floor's top priority was eliminating these competing pages to enhance organic traffic.

The next step involved optimizing pages targeting keywords with strong baseline rankings and high search volume. Additional audits and keyword research informed content re-optimization, internal linking, and site structure changes.

Results

After only one year of working together, Illumio was ranking for 9,671 total keywords, with 812 keywords on the first page.

