

SAMSKRITI BUSINESS SOLUTIONS

One-Stop Solution for All Your Digital Marketing Needs

SEO | PAID DIGITAL | SOCIAL MEDIA | AFFILIATE MARKETING | LEAD ENRICHMENT | WEB DESIGN AND DEVELOPMENT

CASE STUDY – MAZEBOLT TECHNOLOGIES



Client

MazeBolt

Industry:

Cyber Security Service

Strategy:

Search Engine Optimization

Year:

Since May 2020 - December 2022

CHALLENGE:

MazeBolt is an innovative cybersecurity company from Israel that has pioneered a new standard in DDoS solutions for enterprises. RADAR™ is its patented vulnerability solution that provides unmatched DDoS threat detection and remediation.

However, due to their hyper-competitive industry and niche, MazeBolt 's presence and popularity on the Google search platform have been relatively limited. To overcome these common challenges and amplify their global organic reach, engagement, and search rankings, MazeBolt approached Samskriti for Digital Marketing help.

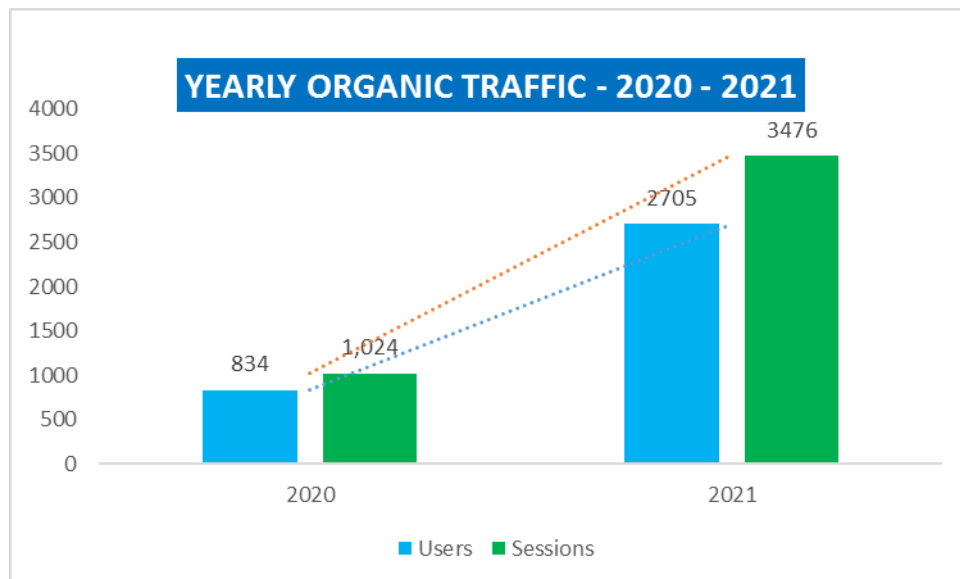
KEY FOCUS:

Increased organic traffic and engagement, enhance brand awareness, improved search ranking positions and search visibility for MazeBolt Technologies.

RESULTS:

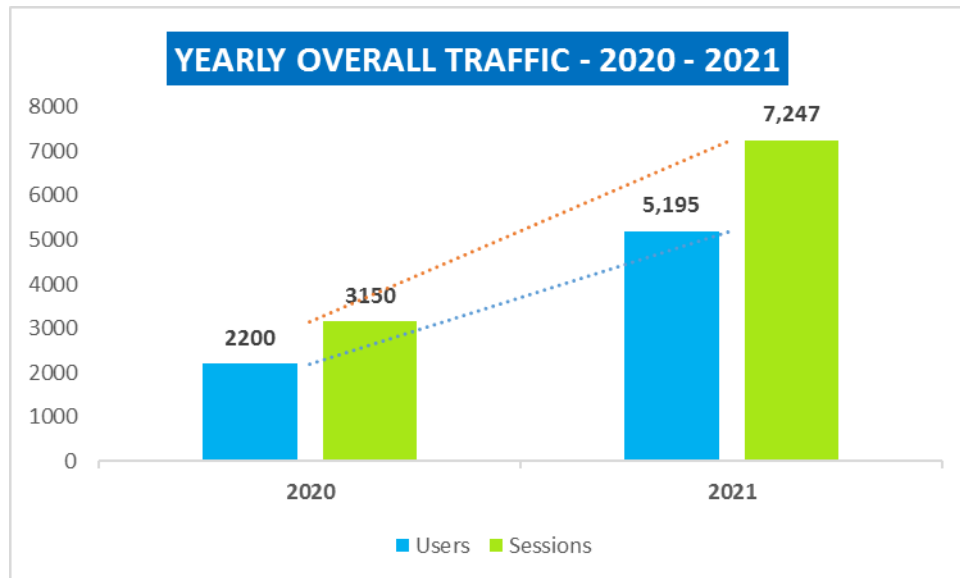
- Within three months of time, we have attained top positions for the target keywords and enhanced traffic for the landing pages from zero to three figure count.

- In a span of 20 months, from May 2020 to Dec 2021, we witnessed a remarkable surge of 224% in Organic Users, accompanied by an impressive 239% increase in organic sessions.
- Keyword rankings have seen remarkable growth, with an 81% increase in overall visibility and significant improvements across specific positions: top 1-10 by 74%, top 11-20 by 69%, and top 21-30 by 90%, and top 40-100 by 75%.
- In the same time frame, Organic Impressions skyrocketed by 534%, while Organic Clicks experienced an incredible surge of 1299%, showcasing remarkable growth and engagement.
- Strategic optimizations have catapulted our blog pages' organic growth and propelled our traffic to new heights. Over 75% of our targeted and additional focus keywords consistently rank within the top 10 positions.
- In phase 2, specific keywords were targeted to achieve top positions, and Samskriti's recommended content marketing strategy approach has proven successful in delivering the desired outcomes.
- Our online presence has seen remarkable growth, with our DA increasing from 14 to 32 and our PA rising from 20 to 36, reflecting our effective strategies and improved authority.



- Over a period of one year, the local listings visibility has increased from branded keywords. Total searches and total views have increased by 93% and 96%.
- In one year, local listings visibility from branded keywords saw a significant increase, with total searches and views rising by 93% and 96% respectively.

- Exceeding the set KPIs of a monthly growth rate between 5% to 10% and an approximate annual growth rate of 15% to 20%, the overall traffic has shown a remarkable increase of 136%, while overall sessions have experienced a substantial boost of 130%.



TESTIMONIAL:

"We worked with Samskriti to manage the SEO. Their services and team are very competitive. We had various hosting domains like WordPress, Hubspot, etc. The team did an excellent job of managing SEO-on page as well as off page for all these domains."

Alpana Bhoge

MazeBolt Technologies