

SEO - Cloud-Based Compliance Management Provider

The Client

Anonymous Software Provider is a cloud-based software provider specializing in FMCSA and DOT compliance management for transportation and logistics companies. Recognized as one of the Top 40 Innovative Technology Companies in Georgia, the company offers a comprehensive platform that centralizes document management, driver onboarding, drug testing, and vehicle maintenance. Their Enterprise solution, tailored for larger fleets, includes features such as automated notifications, seamless integration with ELD providers, and customizable branding. The platform streamlines compliance processes, enhances efficiency, and reduces administrative burdens, making it a valuable tool for maintaining regulatory compliance and improving operational efficiency.



The Problem

The client faced significant challenges with their SEO strategy. The **logistics industry** often relies on referrals, and search intent was more informational than commercial. Potential customers were unaware of the software solutions provided by the client or that such software even existed. This lack of awareness forced the client to **spend thousands of dollars on LinkedIn ads to attract clients.** When the ads were turned off, client inquiries dropped sharply, making the firm dependent on costly PPC campaigns. Previous attempts to improve SEO with other agencies were unsuccessful, **with poor reporting and lack of visibility into the SEO efforts.** The backlinks acquired were from outdated and non-reputable websites, leading to frustration with their former marketing agency.

The Tech Stack

Google Analytics	Screaming Frog
Google Search Console	Moz
Ahrefs	Yoast SEO Plugin
Google Keyword Planner	Semrush



Our Approach

To address the client's issues, we first analyzed their business processes, ideal customer profiles, and the various touchpoints that leads went through before converting. This comprehensive understanding allowed us to see how LinkedIn could not only generate new demand but also nurture existing demand.

Key actions included:

- Posting 8-10 informational blogs per month, incorporating demo and book meeting buttons to drive engagement.
- Collaborating with other websites for content sharing.
- Updating the website with demo videos and direct meeting booking options on the homepage.
- Developing a robust reporting system for better visibility.

The Solution

We conducted a SWOT analysis on key competitors, focusing on four parameters: strengths, weaknesses, key selling points, and pricing. This provided a comprehensive understanding of the competitive landscape.

Key actions included:

• **Keyword Analysis:** Identified key searches in the logistics industry and analyzed the intent (informational or commercial).



- **Content Creation:** Produced 10 blogs per month targeting prime keywords with high search volumes, leveraging these to drive traffic and engagement.
- Website Optimization: Improved the blog section to reduce bounce rates by adding related topics and inbetween blog links. Added demo and meeting booking CTAs in blogs.
- **Guest Posting:** Started guest posting on prominent websites.
- **Collaborations:** Partnered with a top podcast company, Truck N' Hustle, to post content on their social media channels and feature in their newsletter.

SWOT analysis

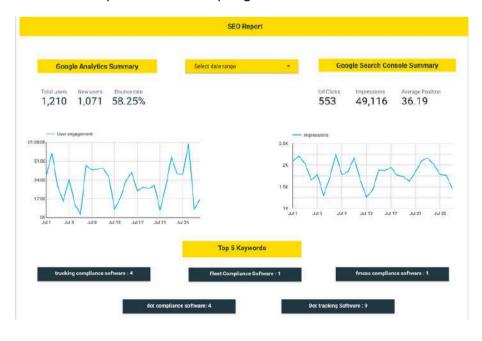
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18	Bot Compliance Software	500	150	27	2			3	3	3	3
11	Trucking Company Compliance	250	60	25	70	27	27	27	26	20	25
12	Truck Driver Retention	350	60	8	Not in 100	Not in 100	35	29	35	32	32
13	Driver Qualification File Management Software	300	70	4	Not in 100	82	79	95	97	90	89
18	Bot Drug And Alconol Testing	600	150	50	Not in \$90	Not in 100	Not in 100	64	78	66	68
10	Dot Drag Testing Procedures	200	150	30	10	20	17	17	17	17	17
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10	Mos Of Filing	150	100	5	90	15	17	17	24	21	21
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.12	Emcsa Accident Reporting Requirements	80	70	5	Not in 100	Not in 100	Not in 100	Notin 100	Not in 100	Not in 100	Not in 100
23	DotDriver Qualification Files	150	90	22	Not in 100	Not in 100	102	102	72	73	73
- 14	Falgue Management Program	100	40		Not in 100	Not in 100	Net in 100	Notin 100	Not in 100	Not in 100	Net in 100
-28	Hos Violations	300	200	8	Not in 100	Notin 100	Notin 102	Notin 109	Nut in 100	Not in 100	Not in 100
28	Driver Management Software		200	7	Not in 100	Not in 100	Not in 100	Notin 100	70	π	77
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Impact and Outcomes

We implemented a best-in-class reporting system using Google's Looker Studio, consolidating data from Google Analytics, Google Search Console, and Ahrefs into a single report updated every 15 days. This provided the client with clear visibility into their SEO progress





Increased Engagement

A **39% increase in booked meetings** and a **15% boost in overall sales** following collaborations with podcasts and newsletters.

Improved Rankings

Achieved 1st and 2nd positions for prime keywords, significantly boosting overall website traffic.

Enhanced Reputation

Significant improvement in Google My Business reviews, **achieving consistent 5/5 ratings on the company profile.**





Google Search Console

Url Clicks	Impressions	URL CTR	Average Position
366	28,102	1.30%	32.93



Country wise Searches

	Country	Url Clicks -	Impressions	Average Position
1.	United States	332	14,272	23.83
2.	india	.14	886	39.21
3.	Canada	6	427	31.89
4.	Philippines	3	259	32.96
£.	Netherlanda	1	168	36
6 .	United Atab Emit	1	45	40.8
7,	Estonia	1	4	37.75
8	Taiwan	1	310	.45.99
9.	Mexico	1	223	45.42 1 - 100 / 162 ⊂



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This comprehensive approach not only improved the client's SEO performance but also provided them with the tools and insights needed to sustain and build upon these improvements.

