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unsuccessful, **with poor reporting and lack of visibility into the SEO efforts.** The backlinks acquired were from outdated and non-reputable websites, leading to frustration with their former marketing agency.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.
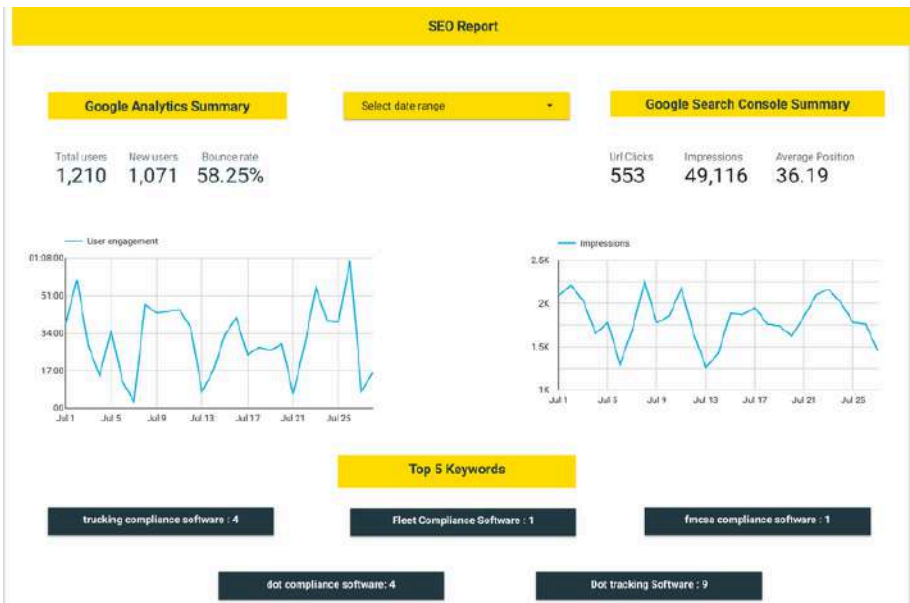
Key actions included:

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

![Code & Peddle logo]

- **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 in-between 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

Keyword	Global Volume	Volume (USA)	KD	Baseline Rank 20 Feb	Rank 1 Mar	Rank 17 Mar	Rank 31 Mar	Rank 15 Apr	Rank 30 Apr	Rank 15 May
Accident Register Fmcsa	100	100	6	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100
Fmcsa Accident Register	100	100	N/a	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100
Trucking Compliance Software	150	40	33	10	4	3	2	3	3	2
Drug And Alcohol Consortium	450	400	23	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100
Fleet Compliance Software	300	50	37	1	1	2	1	1	1	1
Fmcsa Compliance Software	70	20	20	1	1	2	1	1	1	1
Smart Compliance	800	300	13	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100
Compliance Management Software	3.5k	1.2k	11	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100
Dot Compliance Software	500	150	27	12	4	3	3	3	3	
Trucking Company Compliance	250	60	25	70	27	27	27	26	26	25
Truck Driver Retention	350	60	8	Not in 100	Not in 100	35	29	35	32	32
Driver Qualification File Management Software	300	70	4	Not in 100	82	79	95	97	90	89
Dot Drug And Alcohol Testing	600	350	59	Not in 100	Not in 100	54	73	66	66	
Dot Drug Testing Procedures	250	150	30	80	20	17	17	17	17	17
Dot Drug Consortium	200	100	12	Not in 100	78	57	56	56	56	
Dot Roadside Inspection Levels	20	20	8	40	18	17	18	18	18	18
Dot Tracking Software	200	30	7	65	54	64	11	9	9	9
Trucking Compliance	250	100	17	130	48	36	43	54	54	32
Mcs 90 Filing	150	100	5	30	16	17	17	24	21	21
Boc 3 Filing	600	500	38	110	72	66	81	77	77	77
Fmcsa Accident Reporting Requirements	80	70	5	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	
Dot Driver Qualification Files	150	90	22	Not in 100	102	102	72	73	73	
Fatigue Management Program	100	40	6	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	
Hos Violations	300	200	8	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	
Driver Management Software		200	7	Not in 100	Not in 100	Not in 100	76	77	77	
Us Compliance Services		200	14	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	Not in 100	

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

SEO Report

Google Analytics Summary

Select date range

Total users	New users	Bounce rate
1,210	1,071	58.25%

Google Search Console Summary

Url Clicks	Impressions	Average Position
553	49,116	36.19

— User engagement

— Impressions

Top 5 Keywords

trucking compliance software : 4

Fleet Compliance Software : 1

fmcsa compliance software : 1

dot compliance software: 4

Dot tracking Software : 9

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 Analytics

GOOGLE ANALYTICS OVERVIEW

Organic Traffic

Sessions	Engaged sessions	Engagement rate	Sessions per user	Event count	Events per session
871	774	41.75%	1.58	8,937	4.82

Traffic Channels

	Session default channel gr...	Views	Active users
1.	Direct	1,533	510
2.	Organic Search	1,250	341
3.	Referral	81	52
4.	Email	72	32
5.	Unassigned	33	26
6.	Organic Social	29	23
7.	Paid Search	20	4

Active Users Statistics

	1-day active users	7-day active users	28-day active users	30-day active users
1.	1,176	1,381	2,157	2,217

1 - 1/1

— 1-day active users — 30-day active users — 28-day active users — 7-day active users

Google Search Console

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

Search type

WEB

365   364   367
Url Clicks

Country wise Searches

	Country	Url Clicks	Impressions	Average Position
1.	United States	332	14,272	23.63
2.	India	14	886	39.21
3.	Canada	6	427	33.89
4.	Philippines	3	259	32.96
5.	Netherlands	1	108	34
6.	United Arab Emir...	1	45	40.8
7.	Estonia	1	4	37.75
8.	Taiwan	1	310	45.99
9.	Mexico	1	223	46.42

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Url Clicks   0 - ● ● 332   Average Position   2 ▢▢▢ 101

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.