

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unsuccessful, **with poor reporting and lack of visibility into the SEO efforts.** The backlinks acquired were from outdated and non-reputable websites, leading to frustration with their former marketing agency.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

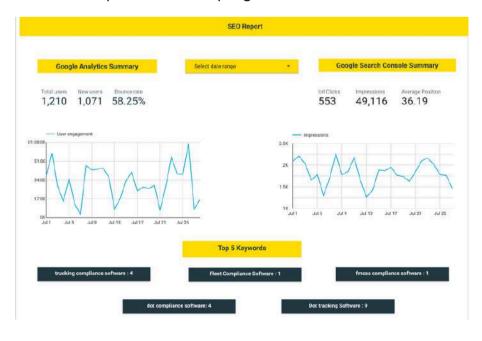
| 6MCF 8-13 | Tenning + https://www.tenning.com/ | Talay + March // Americ Felereneration anit/ | A & Maller + Mitger // source [Bellin second | Driver Bread | Entrantity |
|--------------------|--|---|--|--|---|
| Barryth: | Nacoding Solitons for Press (PCCV) | Brand assigning | Particul Laboratoriat | 148 and Appleant Stacking Salters | "I disficulted later of DQT as view angusts invited as |
| | and linest strengthere | Examine representation in New Solution segment | and hop, written adjusters, framewara | DO FIP Design | document for proper comunition before acceptance |
| | writeator of Englightent station, report | Perving | Offere resources accessment. | Mobile Friend's Balancies | the permanent like" |
| | One application for pheno applicate directly | MVR Maximum | DOT Manuals / Green Mades | Accommet 101 | The second |
| | is priors | Criminal lacignment Summing | - Training countral | Empland fast excruiting unryages | Unclear tow suffware plays much her multifugition |
| | shill Monitoring | the second se | Based recognition and history | Pel assessment metilizations (Plast / Escalt) | wid consiliance |
| | Londrage, startes | | 20 (4944) | Capilliant Integration Instance | |
| | - had Genompson Manharing | | Significant carrier continue / client land | | |
| | - Insuracional Serviciant Leiteren | | woodmunitizing protect | | |
| | Taxing Center(| | | | |
| | Castore from Builder | | | | |
| | Juli M/R Deleting | | | | |
| | Serlinukéher uséhen | | | | |
| | A COLUMN OF STREET | | | | |
| Weightman | Teles permeteller part differs | Conferent driver | Inserges | Require loss an eliter multipation and receiving | Manuary Independent in Constitution |
| | deer triterbest is official participant | Marrier and ad Price | Imperate systems for annine ecologi | - No company stock, which stock, take, and | trapp//www.thetworthy.com/initia.and constitutes |
| | there parts integrations required for | Drug and atomic to imperiate | Inherities with ratios / Innoceding | No. Automated Workhows | |
| | Drug and Roshell | - Set up for | Long wait himes/for custom solutions | | "reparation" and task of technology |
| | - tackground Screening | - Par for annual evidiment for Sherr | Support "Three I give di" | | |
| | extension fors. | Named | . Supported not experied after talls | | |
| | Waring thety superit allowagines | and to get human an Aughana | Migh furniturer | | |
| | · Salach Methoda reasons | - Exil Contex Minute | Dise to biging | | |
| | - Company Constitution documents | Network Manualytic Mode | Agentee | | |
| | Account Augusts | No Arcident lengths | D5 process is train and currentering | | |
| | | | | | |
| Key Selling Points | Requires the parties for DBA and incligiture! | New Entrant located or Owner Ca Novield | Poor suntamer innics / sharping teuro | | Cumplex offering: weeks, uantices. |
| 2012/06/06/06 | Shingtong an constance management | Fattenath essentile | Estensive alments example | | Contraction and Contraction |
| | feasites other systems to consider consideranciplier | Requires annual charge to for Table and 14's Remand | Minh stations is allowed to mariante | | |
| | | | | | Company and the second second second second |
| PRES | | AVM (hard the Mandaning) | Encompress Dell Michagerlin | Carry aces | Fischmuch regiler, 3/50 br (x2 and comprises) |
| | | - 33% / two for carner | . 309 / Months #Drivers | 3270/-34400/ year | |
| | | | \$21.81 each additional attem | S302 unit up fee | |
| | | Drug & Allohol | Excorges (Managed Service) | | |
| | | < \$10 / Drwey/ www | 5405307 Driver / marth | | |
| | | - Milluder Institut/R: / And Aut | IAN J Druse Difficult and Service | | |
| | | SU2 moved participation | a BAL/Street DQ Awarged Service | | |
| | | - Still the employment means | SUSSIVEINES HIM/HY Managed Service | | |
| | | DQF0e | Stern Walcaste | | |
| | | < \$389 / Driver / Inar | \$525 institut Jimone of D&A Rate | | |
| | | - Industry MVI | SMOTHER Faul The Account Setue | | |



| | A | | e | | 1 A-1 | 0 | н. | A | | | 4 |
|------|---|---------------|--------------|------|----------------------|------------|-------------|-------------|-------------|-------------------------|-------------|
| 4 | Keyword | Global Volume | Volume (USA) | KD | Baseline Park 20 Feb | Rank 1 Mar | Rank 17 Mar | Rank 31 Mar | Rank 15 Apr | Rank 30 Apr | Fank 15 May |
| 1 | Accident Register Fracsa | 100 | 100 | 6 | Not in 100 | Not in 100 | Not in 100 | Notin 100 | Not in 100 | Not in 100 | Not in 160 |
| 1 | Fracea Accident Register | 100 | 106 | A4/a | Not in 100 | Not in 100 | Not in 100 | Notin 100 | Not in 100 | Not in 100 | Not in 100 |
| 4 | Trusking Compliance Software | 150 | 40 | 22 | 10 | 4 | 3 | 2 | 2 | 2 | 3 |
| | Brug And Alcohol Gersottium | 450 | 400 | 23 | Not in 100 | Not in 100 | Nut in 100 | Notin 100 | Not in 100 | Not in 100 | Not in 180 |
| Ψ. | Fleet Compliance Software | 300 | 50 | 37 | 1 | 4 | 2 | 1.1 | 1 | a state of the state of | |
| 7 | Fmosa Compliance Software | 70 | 20 | 20 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| | Smart Congliarce | 800 | 300 | 13 | Not in 100 | Not in 100 | Not in 100 | Notin 100 | Not in 100 | Not in 100 | Not in 100 |
| 9 | Compliance Management Software | 3.58 | 1.2k | 11 | Not in \$30 | Not in 100 | Notin 100 | Notin 100 | Not in 100 | Not in 100 | Not in 160 |
| 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 |
| 18 | Dot Drug Consertum | 200 | 100 | 12 | Not in 100 | Not in 100 | - 73 | 07 | 90 | 60 | 60 |
| 17 | DotRoadside Inspection Levels | 20 | 20 | 6 | 40 | 18 | 17 | 18 | 18 | 18 | 15 |
| 18 | Dot Tracking Setheare | 200 | 30 | 7 | 60 | 54 | 64 | 11 | 9 | | 5 |
| 18 | Trucking Compliance | 250 | 100 | 17 | 120 | | 36 | 43 | 54 | 34 | 32 |
| 10 | Mos Of Filing | 150 | 100 | 5 | 90 | 15 | 17 | 17 | 24 | 21 | 21 |
| -19 | Boo 3 Filing | 600 | 500 | 38 | 110 | 12 | 66 | 81 | 17 | n | 77 |
| .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 |
| 17. | Us Complance Services | | 200 | 14 | Not in 500 | Not in 100 | Notin 100 | Notin 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





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 ⊂ |



0 • 0 0 332 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.

