



Case Study

Sumo Logic Experiences 97% Growth in Organic Search Traffic with Propecta



Propecta
SEO Results Partner

sumologic

Sumo Logic is a secure, cloud-native, machine data analytics service, delivering real-time, continuous intelligence from structured, semi-structured and unstructured data across the entire application lifecycle and stack. By 2015, five years after its founding, Sumo Logic was starting to build brand recognition, gain market share, and receive funding. Their still relatively small team realized it was time to focus on their website and digital presence.

In January of 2016, Propecta implemented a complete engagement SEO campaign, based on an updated strategic approach to content and a modern understanding of searcher's needs. **A month after Propecta's new strategy was implemented, Sumo Logic saw a 97% year-over-year increase in monthly organic sessions.**

Propecta brings a fresh and unique perspective to the table. Not only were they able to effectively understand the complexity of our market, they delivered deep, actionable insights and content that our potential customers were searching for. Their comprehensive, SEO-oriented content marketing strategy significantly boosted Sumo Logic's online visibility and allowed us to better connect with our target market.

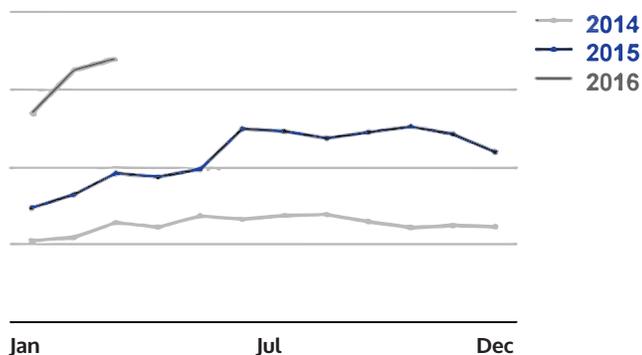
Maurina Venturelli, Director of Demand Generation,
Sumo Logic

Results: Increased Organic Traffic, Brand Authority, and Conversions

Just three months into a strategic SEO content campaign, the optimized, targeted landing pages created by Propecta's content team were already out-performing the rest of the site's long-standing content. The new content, designed and created based on

unique keyword and user intent insights, quickly increasing both traffic and conversions, as they proved to the real decision-makers that Sumo Logic knows their industry better than anyone.

Year-Over-Year SEO Traffic



Six months into the new SEO content strategy, a batch of new content had been updated and published, and Sumo Logic's audience responded. Propecta's second-quarter report showed that the SEO content:

- Increased organic sessions by almost 300%.
- Increased new sessions by 77%.
- Increased new users by more than 500%.

This positive, sustained growth reflects the value of a modern SEO strategy that partners with content. Keyword user intent analysis was able to point Sumo Logic's content in the right direction for measureable, revenue-related gains. Their company blog has transformed from a non-entity to one of the largest organic traffic drivers to the Sumo Logic site.

Where it Started: The Need for Content that Connects

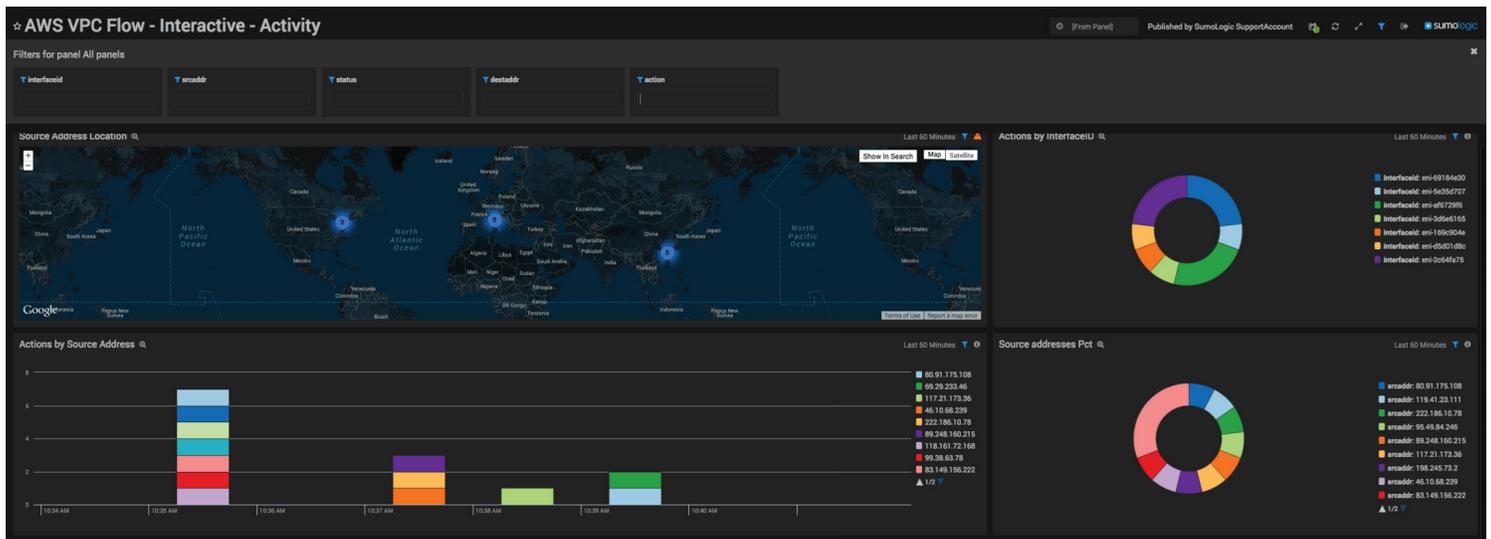
The Sumo Logic team is a savvy, results-oriented group of visionaries, but the team was almost wholly focused on building their products and services. By 2015, the internal marketing team was too small for the task ahead of them, and there was very little invested in digital marketing.

A web design company helped launch a new website for Sumo Logic, but with no substantial SEO strategy. After the launch, the Sumo Logic team was still not seeing the kind of success they hoped for.

The site, and the content specifically, wasn't optimized for search or modern SEO best practices. It wasn't driving meaningful traffic to the site, and wasn't nurturing leads through the buyer's journey. Something had to change, but Sumo Logic wasn't sure where to start.

The content strategy needed a more thorough understanding of Sumo Logic's target audience, and of the discussion happening in their corner of the internet. Those insights would then need to be reflected in not only the individual content pieces they offered, but the structure of their site in general.

The Sumo Logic team was in a tough place for any marketer. Their industry was very new, and rapidly evolving, which means the language (and keywords) surrounding it was unestablished. Being part of a conversation that changes that fast takes a really specialized approach to SEO and content.



Solution: Surprising User Intent Insights

As the Propecta team dug into our unique keyword and user intent research, we discovered that Sumo Logic’s real digital audience was being left out of the conversation.

Effective content marketing in many industries targets the people who sign the checks, but Propecta’s user intent research - and Sumo Logic’s own customer research - demonstrated that this strategy doesn’t work in highly technical verticals like data analytics. When it comes to these kinds of purchases, the C-suite leans heavily on their cloud architects to make decisions about solutions and vendors.

As we investigated user intent for Sumo’s core terms and keywords, we realized that - across the board - the audience online was looking for detailed, informative content. Even the most sales-focused keywords were actually being used to find advanced, informative content.

- Kathryn Auerbach

The Propecta team immediately got to work helping Sumo Logic update and reprioritize their existing content, and developing new

content to fill in the gaps between what their audience needed and what Sumo Logic was providing. New and revised content became thorough and specific, and spoke in an authoritative, technical voice to the individuals who are searching for Sumo Logic’s solutions online.

The Propecta team developed a three-fold content strategy based on these unique insights.

1. Key Pages Expanded to Answer User Intent

- Generic sales pages for Sumo Logic’s most critical applications were expanded to include the kind of informative content and specific answers that their online audience is looking for. Sales copy was expanded, using Sumo Logic’s own help documentation, to create a more detailed discussion.

2. New Content Creation

- Propecta helped develop an internal strategy for creating the kind of detail-oriented content that Sumo Logic’s audience needs. We trained their content creators to use the company’s help documentation to identify gaps in their content strategy, and outline content pieces that their subject matter experts could then

expand and edit. Propecta's content team also helped develop additional, high-quality content resources based on the target audience's most critical questions.

3. Content Reorganized for SEO and UX -

Propecta outlined a strategy for reorganizing Sumo Logic's online resource center, and adding a series of topical hubs branded directly off the main domain. This work represents an ongoing process, and we continue to add new hubs and opportunity and relevance demand them. Even the partial progress on topically organized hubs of advanced-level content is demonstrating very strong results: some of the published content hubs are already appearing on page one of organic search results.

These SEO-informed content strategies created content that performs well in organic search, improved Sumo Logic's authority with their audience, and increased organic sessions by 97%!

The Future: Careful Attention and the Right Content

Sumo Logic's industry is still relatively new and growing fast. The technology landscape, language decision makers use, and specific needs are rapidly evolving. User intent is never a one-time practice, because language and audiences are always changing, but especially not in an industry like data analytics.

Propecta and Sumo Logic are still working together to continue building and expanding their online resource library and topical content hubs, optimize other content on the website, and monitor industry trends and audience needs so Sumo Logic can continue to lead the ever-changing conversation in their industry. Sumo Logic produces industry-leading solutions for their clients, and Propecta will continue to demonstrate that authority and innovation in organic search.

Meet the Team



KT Auerbach
Account Strategist
kt@propecta.com



Evan Burrows
Executive Editor
evan@propecta.com



Jessie Hartman
SEO Analyst
jessie.hartman@propecta.com

Propecta is a results-oriented SEO agency trusted by forward-thinking companies and some of the world's largest B2B and technology brands. With proven people, processes, and tools, Propecta builds holistic, high-impact SEO strategies. We then support and train internal teams or execute full-service, resulting in a strong organic search presence that generates significant revenue.