



# SEO Case Studies

SaaS Companies



At Aim we grow your business. We  
integrate with your team to do one thing:  
**help you grow.**



Our team specializes in formulating the **strategy**, then using SEO and Paid Search tactics to **generate revenues** for SaaS + eCommerce companies.

Service: National SEO

**“After a year of continuous SEO link building, the organic traffic and ranking keywords have significantly improved back in 2019.”**

**TeamDynamix**

TeamDynamix providing a platform that is easy to use, own, and operate.

# Organic Traffic + Keyword Ranking Trend

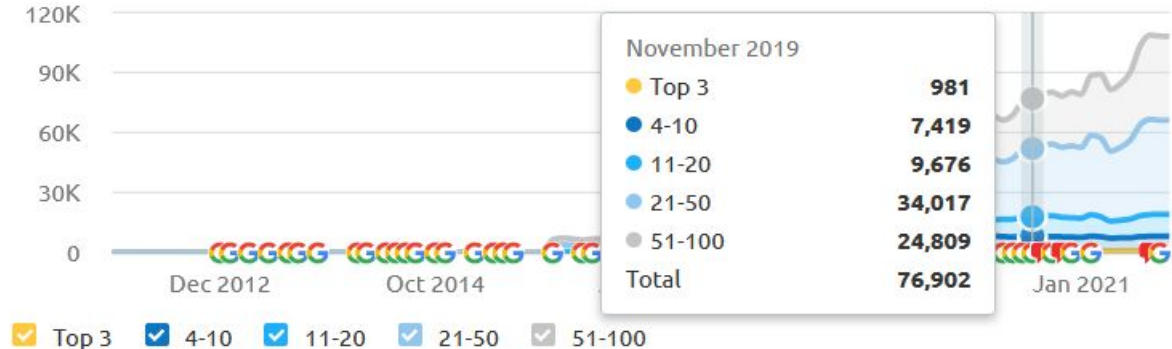


## Traffic Trend



TeamDynamix

## Keywords Trend



Service: National SEO

**“After a couple of months of continuous SEO link building, the organic traffic and ranking keywords have significantly improved.”**

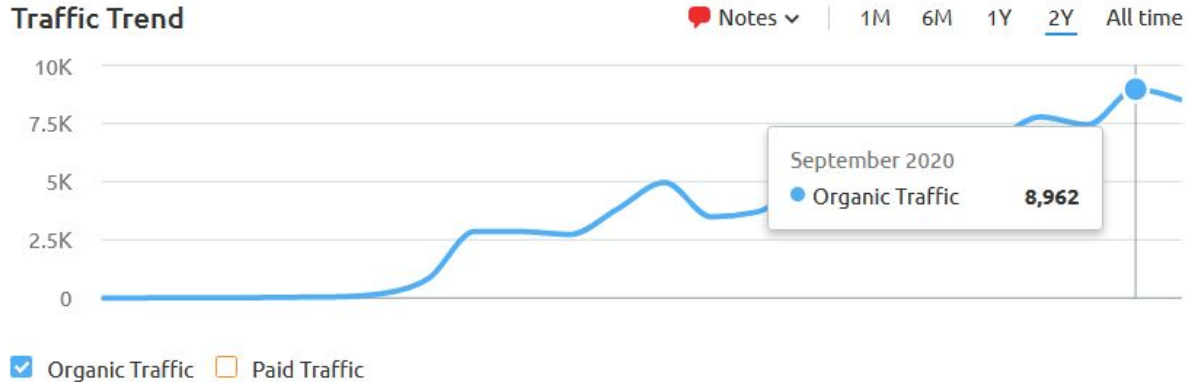


Transactly provides real estate technology and tech-enabled transaction coordinator services.

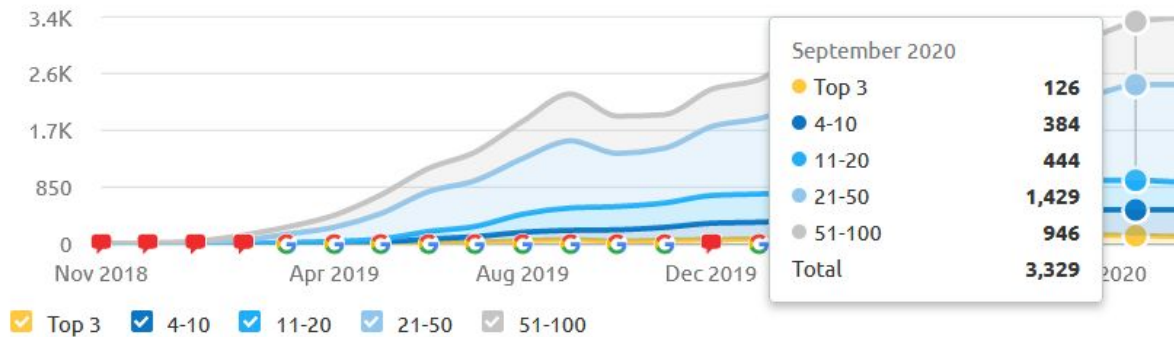
# Organic Traffic + Keyword Ranking Trend



## Traffic Trend



## Keywords Trend



Service: National SEO

**“After almost one year of continuous SEO link building, we were able to pick up from the huge drop in their ranking and organic traffic.”**



Open KM USA, Enterprise Content Management Software.

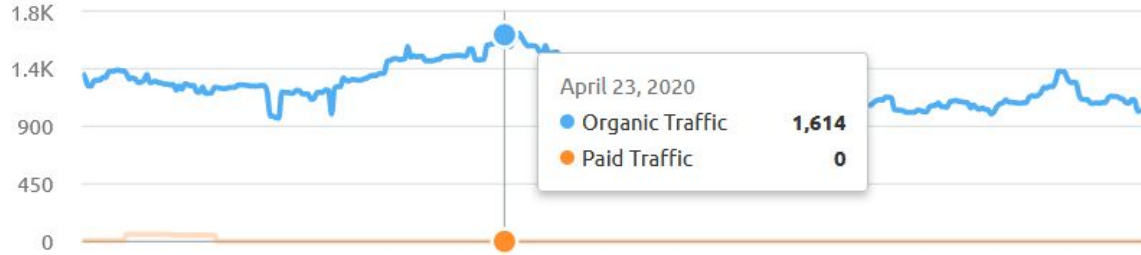


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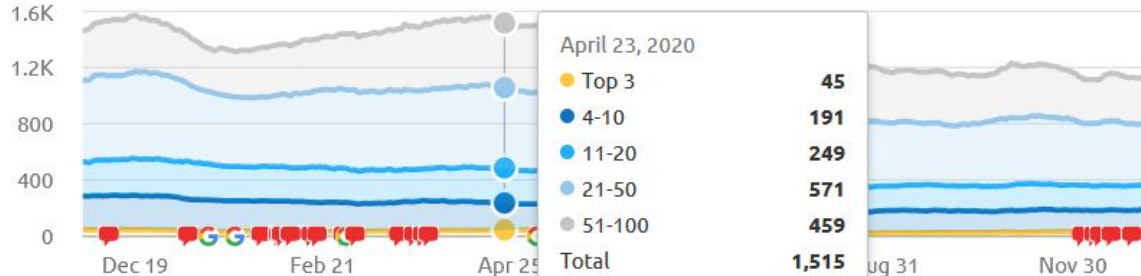
## Traffic Trend

Notes | 1M 6M 1Y 2Y All time



Organic Traffic  Paid Traffic

## Keywords Trend



Top 3  4-10  11-20  21-50  51-100



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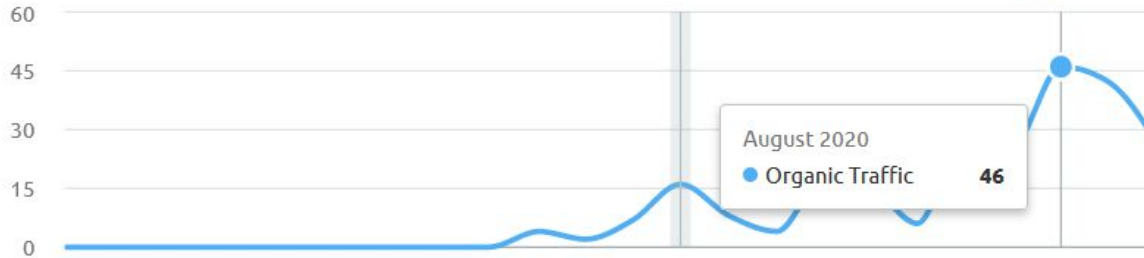
SecondKeys, a scalable rental property management software.

# Organic Traffic + Keyword Ranking Trend



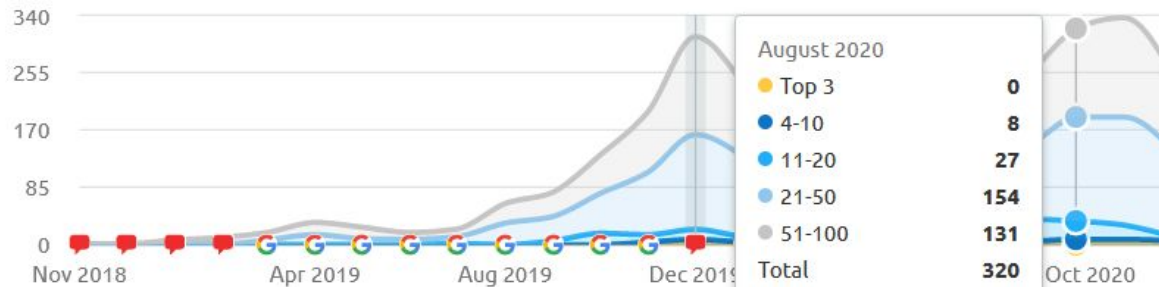
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Service: National SEO

**“After a couple of months of continuous SEO link building, we were able to pull some of our organic traffic and ranking up.”**



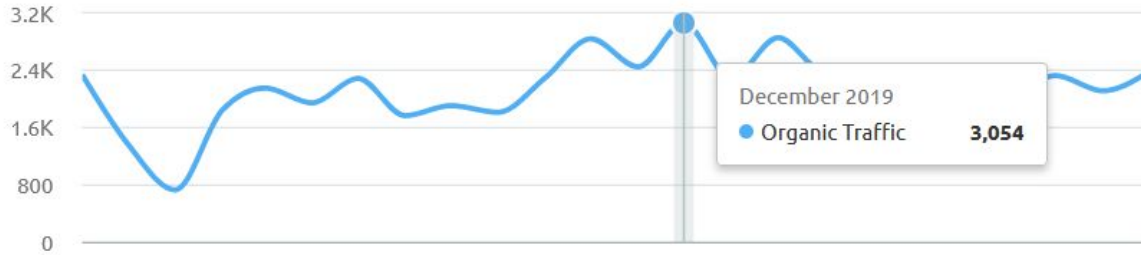
CipherCloud delivers a comprehensive multi-cloud security platform.

# Organic Traffic + Keyword Ranking Trend



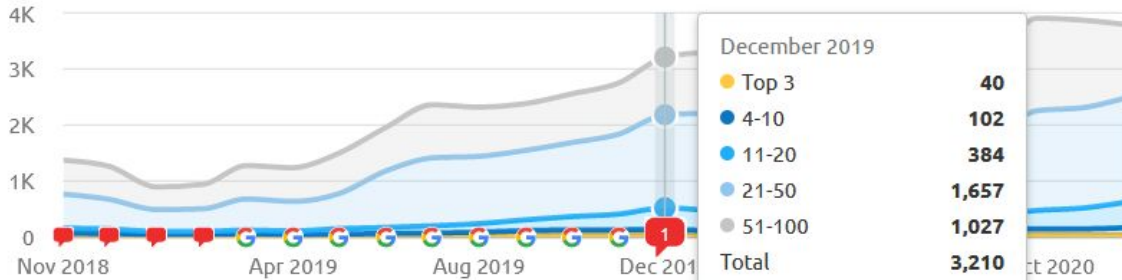
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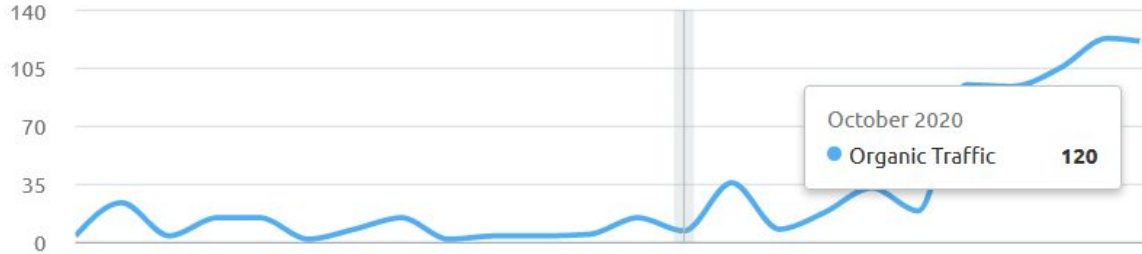
Pool Office Manager Software is a comprehensive yet simple and easy to use platform.

# Organic Traffic + Keyword Ranking Trend



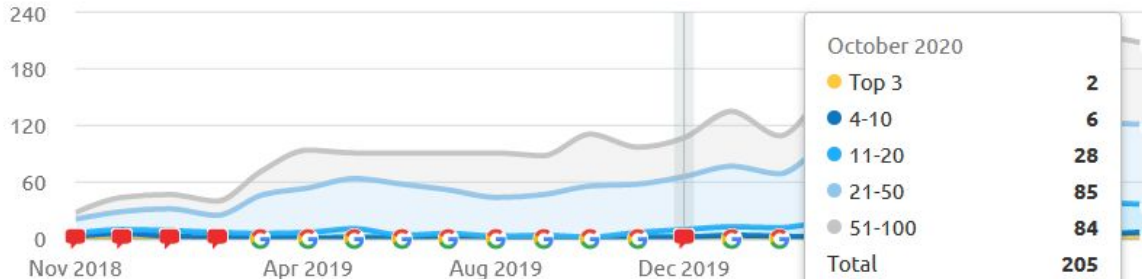
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Organic Traffic  Paid Traffic

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# Our Services | Overview

SaaS + eCommerce Companies



## Our Process

**Our main goal is to integrate with your current marketing efforts and ensure a consistent vision to generate revenues.**

### Understand



Your Business +  
Market

### Plan



Keyword + Tactics  
Survey

### Execute



Planned Tactics

### Iterate



Testing, Optimizing +  
Fine Tuning

# SEO Project Timeline

Initial Audit	First ~2 Weeks	Month 1 Milestones	Ongoing
Website Audit <ul style="list-style-type: none"><li>- Usability</li><li>- Security</li><li>- Organic Traffic</li><li>- Social Activity</li></ul>	Strategy Alignment	SEO Dashboard	Operational Capacity Strategy
Initial Keyword Research + Recommendation	SEO Launch Form	On-Page SEO Changes <ul style="list-style-type: none"><li>- Initial Audit Changes</li><li>- Web Page Copywriting</li><li>- Title Tag Optimization</li><li>- Meta Description Optimization</li><li>- URL Rewrites (if necessary)</li></ul>	Business Listings + Directories
Recommended SEO Activities + Timeline	Site Access	SEO Road Map	Backlink Generation
Site Speed Optimization Report	Finalized Target Keywords		Reporting <ul style="list-style-type: none"><li>- Ranking Report</li><li>- Google Analytics</li><li>- Work Report</li><li>- Executive Summaries</li></ul>
	Aim Dashboard Access		
	Basic Technical Optimization Report		
	On-Page Content Optimization Report		

## Expanded Details

# Google SEO

### Keywords



Client-Specific Initial Keyword Audit

25 Focus Keywords -  
Please See Appendix B

### On-Page SEO



Website Audit

- Usability
- Security
- Organic Traffic
- Social Activity

On-Page SEO Changes

- Initial Audit Changes
- Web Page Copywriting
- Title Tag Optimization
- Meta Description Optimization
- URL Rewrites (if necessary)

### Off-Page SEO



Local Business Listings +  
Directories

Search Engine Submissions

22 Monthly High Quality  
Backlinks

### Reporting



Custom Reporting Portal  
Ranking Report

Google Analytics Connectivity  
(if necessary)

Work Report

Executive Summaries

## Expanded Details

# Google Paid Search (PPC)

### Management



Google Ads Setup

Grid Testing

Keyword Optimization

### Ad Spend



Recommend Monthly  
Ad Spend would be  
determined based on initial  
consult + KPIs.



We don't know anyone else that drives as much **value** in the Google PPC / SEO space as we do.

## Testimonials

# Hear from what our clients have to say.

### **Daniel S. | Miami, FL**

“Aim Marketing is a great company, with the right approach.

They are responsive, service oriented and do great seo/marketing work.”

### **Sinel & Olesen | NYC**

“From 10 page 1 keywords to 30 page 1 keywords, just in a span of 6 months of continuous SEO efforts.”

### **Girgis Law Firm | CA**

“From 0 page 1 keywords to 6 page 1 keywords in a span of 4 months of SEO efforts.”

### **Trey W. | Atlanta, GA**

“These are tough times, and Alex & his team made things super easy on us.

Really can't thank them enough.”

# Team

Proudly based in the burgeoning tech hub of Research Triangle Park in Raleigh, NC, our team brings experience and expertise from the long-standing professional hubs of NYC, San Francisco, and Los Angeles.



**Konrad Kosmala, PMP**

Co-Founder & CTO



**Alex Barbee**

Co-Founder & CMO



**Madeline Kosmala**

Creative Director



**Alina Kosmala**

Graphic Designer



**Michelle Rick**

Content Strategist



**Matt Watson**

SEO Director



**Thank You**

[aimmarketing.co](http://aimmarketing.co)