



UPGROW



influxdata[®]
Case Study



ABOUT INFLUXDATA

InfluxData is the leading time series platform. Its open source software empowers developers to build transformative IoT, monitoring and analytics applications quicker and to scale.

CHALLENGE

In the summer of 2017, InfluxData engaged Upgrow to help scale up site traffic and lead generation. The database industry is incredibly competitive with a niche target audience of developers and significant investment of time and cost in choosing a database. Competing against more established legacy competitors would require identifying the niches where InfluxData's solution had an advantage.

SOLUTION

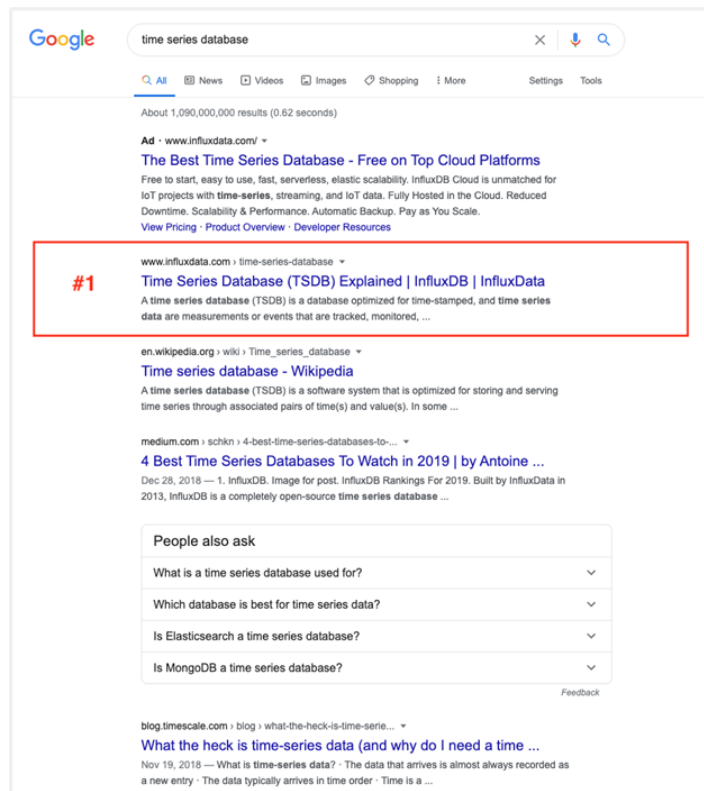
TECHNICAL OPTIMIZATION

After completing an initial audit, we identified "quick wins" in several key areas. We worked with the InfluxData development team to resolve technical issues, including adding schema markup, writing compelling original META titles and descriptions across the site, creating internal link networks, and sculpting traffic to drive to more product pages. Through this initiative, the site's technical health score improved by 25% and set a foundation for strong SEO indexing.

CONTENT

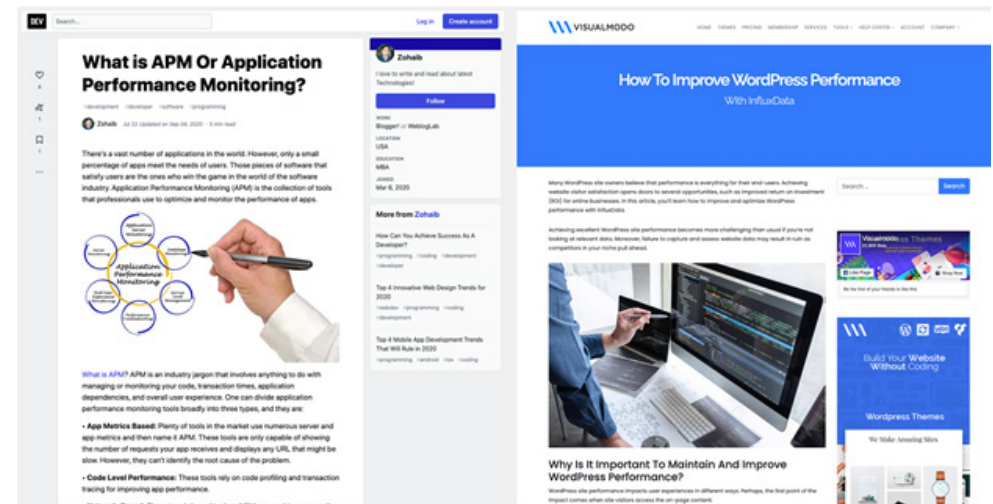
Collaborating with software-industry experts creating content and taking SEO guidance from the Upgrow team, InfluxData was able to create highly authoritative and comprehensive content for its most competitive head terms.

Within several months, we were able to rank #1 for “time series database,” along with a number of related keywords, by writing a complete guide of answers to the common questions on the topic as well as graphs, charts and linked resources.



Through ongoing on-page optimization efforts, over 100 pieces of new and updated content have been posted to InfluxData's website, ranging from technical papers to content expansions. The addition of approximately 30,000 new words resulted in both an increase in targeted traffic and more leads and paid upgrades to InfluxDB Cloud and InfluxDB Enterprise

BACKLINKS



Through link-building efforts, relevant and authoritative guest posts on niche domains, like dev.to and visualmodo.com, have added page authority to newly created landing pages and resource content.

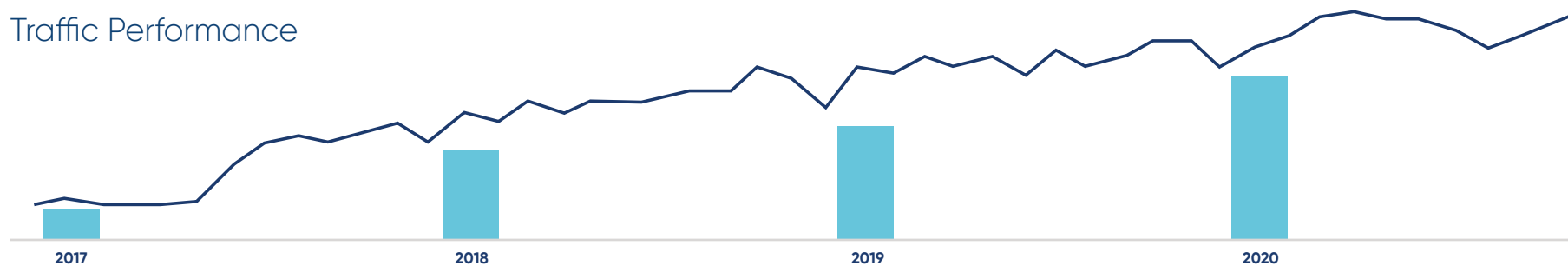
RESULTS

**3-Year Average
Quarterly Traffic Growth:
10%**

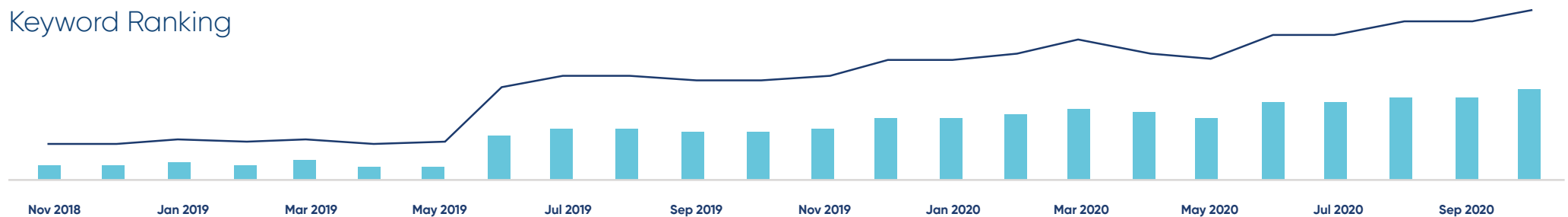
**New ranking terms:
30,000**

**Top-3 Ranking
Keywords Growth:
450%**

Traffic Performance



Keyword Ranking



InfluxData has seen an increase of 300%+ in its top 10 ranking keywords and a 450%+ increase in top 3 ranking keywords since our engagement. InfluxData has also captured the #1 position for coveted keywords like "open source time series database," "best time series database," "what is a time series database," and "time series data management."



“Our Upgrow team collaborated with us to build a highly productive SEO program that has been key to our growth. We have seen significant movement in keyword rankings, site traffic, and inbound conversions.”

– Amy Scarlett, Head of Global Communications



UPGROW

Ready to see massive returns on your SEO program with a partner that drives growth?

Get in touch with Upgrow now for a consultation call.

CONTACT US



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