

# Search Engine Optimization

RO Innovation

magneti  
CASE  
STUDIES 

## EXECUTIVE SUMMARY

Magneti started working with RO Innovation in April 2015. The first project together was an SEO-focused site audit and content review and recommendations. The audit uncovered several issues — duplicate content, missing meta descriptions, overlong page titles, etc. RO Innovation was just over 10 years old at the time, and traffic to the website was imperative to getting the startup off the ground.

Magneti designed a new site for RO Innovation and launched it in January 2016. Magneti optimized the old site for search engines and conversions, and those changes were incorporated in the new site.

## ABOUT THE CLIENT

RO Innovation is a customer reference and sales enablement software company, privately owned and headquartered in Denver, Colo. The platform allows clients to create, deploy, manage and measure sales content to accelerate sales cycles, increase revenue and analyze intelligence to drive smarter marketing spend. Since being founded in 2002, RO Innovation has enabled a range of businesses, from venture-funded startups to large, global enterprises.

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## CHALLENGE

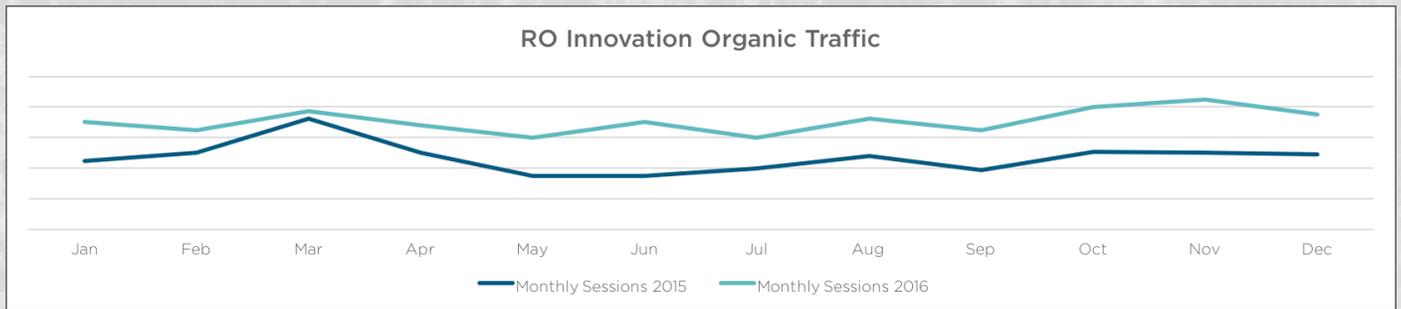
At the time of the initial site audit there were several gaps in RO Innovation's SEO. Magneti identified those gaps and fixed them. RO Innovation was a startup, and the company needed more traffic. They were outperformed by their competitors, specifically Boulder Logic, another customer reference software in the Denver, Colo. area.

## SOLUTION

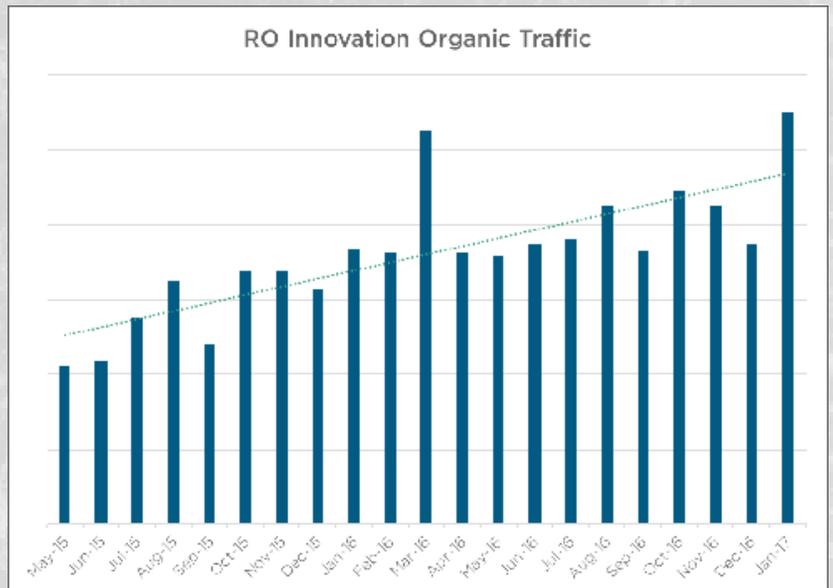
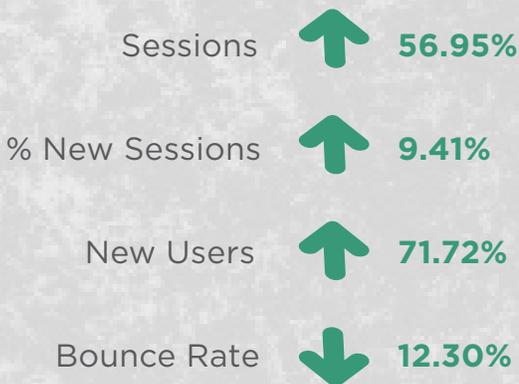
After completing RO Innovation's website audit in Spring 2015, Magneti began fixing the issues found during the audit – technical issues, duplicate content, domain settings, etc. In October 2015, Magneti started a higher engagement retainer that was focused on fundamental SEO and inbound marketing. These ongoing tasks included on-page optimization, link building, ongoing keyword research, a monthly content and social media plan, and technical SEO. RO Innovation's organic search ultimately outperformed that of its competitors, specifically Boulder Logic, which RO acquired in March 2016.

## RESULTS

This graph outlines the year-over-year (2015 vs. 2016) organic traffic to the RO Innovation website.



### 2015 vs. 2016



## ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

## CONTACT US

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