

Search Engine Optimization

RO Innovation

magneti
CASE 
STUDIES

EXECUTIVE SUMMARY

Magneti conducted a SEO-focused site audit and content review and recommendations for RO Innovation. 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 optimized RO Innovation's old site for search engines and conversions, and incorporated those changes into a new site.

ABOUT THE CLIENT

RO Innovation is a customer reference and sales enablement software company, privately owned and headquartered in Denver, Colorado. 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

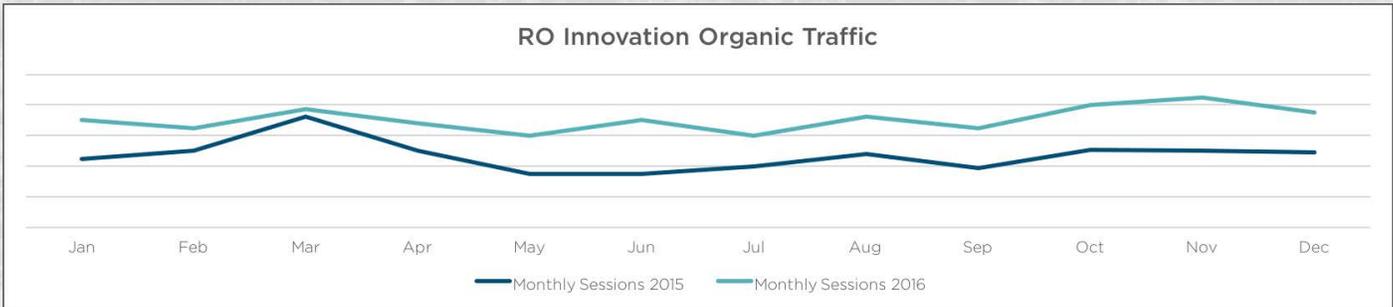
At the time of the initial site audit there were several gaps in RO Innovation's SEO. Magneti identified those gaps and fixed them. RO Innovation was a startup, and the company needed more traffic. They were outperformed by their competitors, specifically Boulder Logic, another customer reference software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

SOLUTION

After completing RO Innovation's website audit, Magneti began fixing the issues found during the audit – technical issues, duplicate content, domain settings, etc. Magneti then 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.

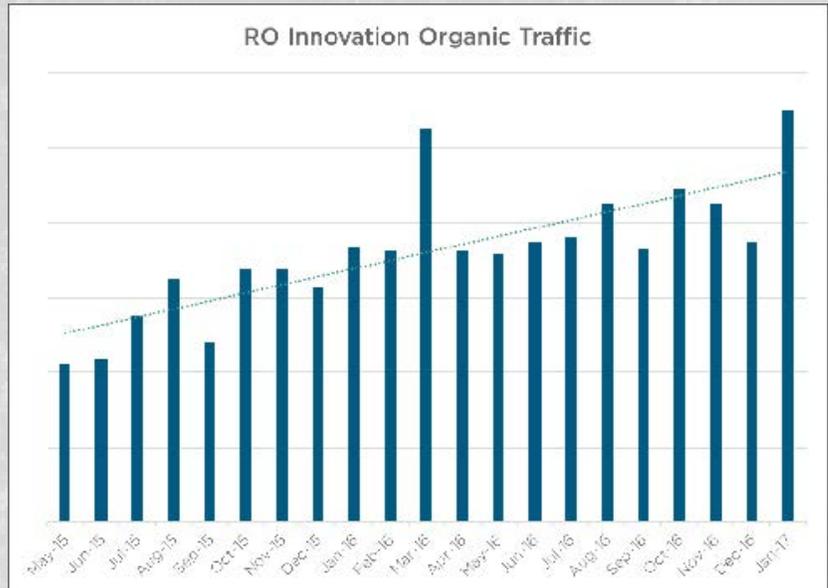
RESULTS

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



2015 vs. 2016

- Sessions **56.95%**
- % New Sessions **9.41%**
- New Users **71.72%**
- Bounce Rate **12.30%**



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

info@magneti.com
612 N. Tejon St.
Colorado Springs, CO 80903
(720) 515-4805