Case Study: Kenandy

Kenandy Increases In SEO Traffic +3,942% & CPL Decrease by -35%

Objective:

Robust keyword research across the entire website To enhance Search Visibility, Drive Traffic, and Boost Engagement on the website by focusing on relevant keywords and Content Marketing

Increase product demo bookings.

Insights:

Strategic SEO efforts led to increased organic traffic, boosting organic visibility and engagement.

Create a robust campaign structure on search channel. Use long tail keywords to increase lead rate.



Kenandy

3,942%

Increase in Organic Traffic

Future-proof 160%

Increase in Top 3 keywords

-35% CPL (YOY in 2017)

and EQMS platform +55

+55% Leads Volume (Y/Y in 2017) About Cloud ERP Services Partners Blog

SCHEDULE DEMO



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Future-proof your manufacturing business

Discover how to unify your ERP and EQMS on a single platform

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