Case Study: ThoughtSpot

ADL↑FT

ThoughtSpot Increases SEO Traffic by **+527%**

Objective:

To use increase new user acquisition and SEO traffic for ThoughtSpot across the website.

Insights:

- Robust keyword research across ThoughtSpot.
- On-Page & Technical SEO implementation to UI/UX issues, canonical tag issues, page speed & Zero box optimization for better visibility.
- Content marketing across core verticals to increase page and domain authority

Tools Used

- Google Analytics
- similarweb
- ahrefs
- Google Search Console
- SEMRUSH
- Screamingfrog

527%
Increase in Organic Traffic

285%
Increase in Top 3 Keywords

168%
Increase in Top 10 Keywords

513%
Increase in Referring Domains

Date Range (July'17 – Aug'21)