

Corero Network Security Realizes 55% in YoY Organic Search Growth

Content marketing and online PR tactics result in 60% of lead conversions coming from search

The Challenge

Corero Network Security, based in Marlborough, Massachusetts, is the leader in real-time, high-performance, scalable DDoS defense solutions for ISPs, Hosting Providers, and Online Enterprise.

The company, which is publically held, has won numerous awards for its products and services, including *Computing's* 2016 Vendor Excellence Award.

Although Corero had an in-house marketing team, it lacked the resources and time needed to manage a full SEO program. VP of Marketing Stephanie Weagle had worked with KoMarketing's Managing Partner Derek Edmond in 2005 and initially reached out to him to get his advice and recommendations regarding increasing Corero's visibility in the highly competitive digital marketplace.

This initial conversation led to Weagle hiring KoMarketing. "We simply had a good fit," she said.

Program objectives included:

- Technical review of the website and subsequent recommendations
- Developing a custom SEO program
- Enhancing content marketing with SEO
- Optimizing conversion rates for organic search traffic

Program components included: **SEO**, **Content Marketing**, and **Online PR**.

Program Implementation

As part of the initial conversation, Derek had recommended Corero migrate its standalone blog to the company's main website as one method of helping to improve SEO.

Once Corero completed the migration, KoMarketing then conducted a technical analysis of the website and blog in order to uncover any issues that would preclude optimal SEO results and/or impede indexing of content in the search engines.

This backend analysis included recommendations for fixing technical issues discovered in the source code and cleaning up canonical issues due to the blog migration.

Create SEO and content marketing strategy

After a thorough analysis of Corero's competition, industry, and objectives, KoMarketing recommended a content marketing strategy – with the blog playing the main role. This strategy included:

Massaging and tweaking content – The KoMarketing team went through Corero's existing content and made recommendations for improving

title/meta tags, headlines, and other content from an SEO-keyword perspective.

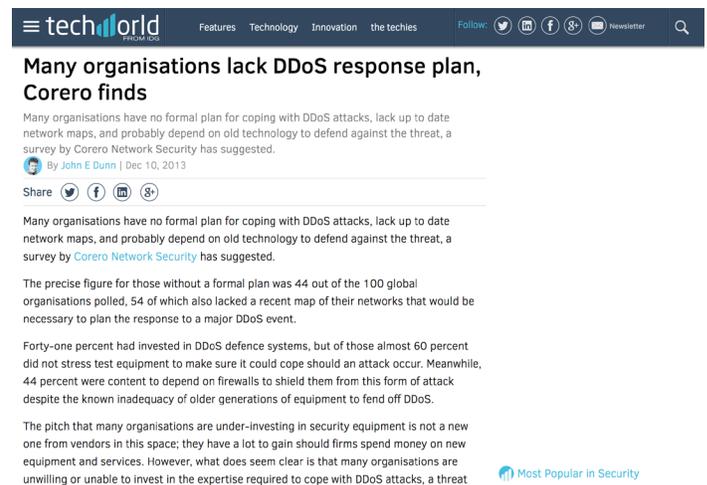
Creating new content based on keywords – Before engaging with KoMarketing, the Corero marketing team wrote blog posts based on what they believed customers would find interesting. Because Corero’s goal was to improve their visibility for specific keywords, KoMarketing recommended the marketing team write posts based on keyword opportunities discovered during the assessment.

“This was a completely new approach for us,” said Weagle. “KoMarketing has done a great job providing topics and recommendations. Our in-house team creates the content and lo and behold, the blog post is on page one for that specific keyword. It’s a very scientific process.”

The KoMarketing team also recommended Corero create additional content for the Resources section of the website, including a glossary, FAQs and other material. This additional content was optimized for search.

Working with media outlets – As an influential player in a niche industry, Corero already had significant press opportunities. KoMarketing monitored all press mentions and alerted Corero if a news item lacked a link back to the Corero website. The Corero PR person would then work with the media outlet to add the link.

“KoMarketing has ensured we get links in our press mentions as well as helping us place additional articles – all of which has improved our visibility in the market,” said Weagle.



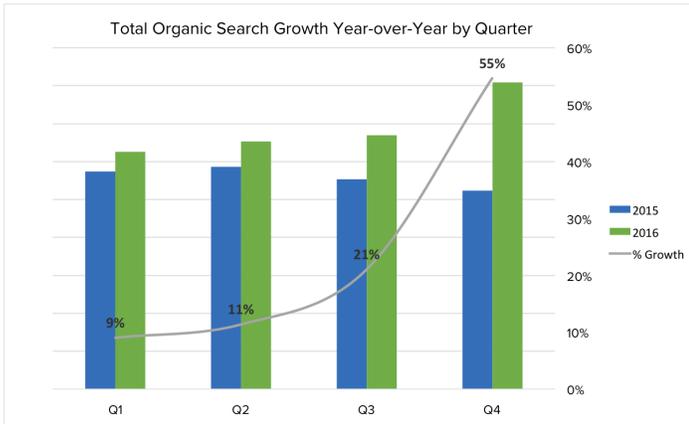
The screenshot shows a dark-themed article header for 'techworld'. The article title is 'Many organisations lack DDoS response plan, Corero finds'. Below the title is a sub-headline: 'Many organisations have no formal plan for coping with DDoS attacks, lack up to date network maps, and probably depend on old technology to defend against the threat, a survey by Corero Network Security has suggested.' The author is 'By John E Dunn | Dec 10, 2013'. There are social sharing icons for Twitter, Facebook, LinkedIn, and Google+. The article text continues: 'The precise figure for those without a formal plan was 44 out of the 100 global organisations polled, 54 of which also lacked a recent map of their networks that would be necessary to plan the response to a major DDoS event. Forty-one percent had invested in DDoS defence systems, but of those almost 60 percent did not stress test equipment to make sure it could cope should an attack occur. Meanwhile, 44 percent were content to depend on firewalls to shield them from this form of attack despite the known inadequacy of older generations of equipment to fend off DDoS. The pitch that many organisations are under-investing in security equipment is not a new one from vendors in this space; they have a lot to gain should firms spend money on new equipment and services. However, what does seem clear is that many organisations are unwilling or unable to invest in the expertise required to cope with DDoS attacks, a threat'. A 'Most Popular in Security' badge is visible in the bottom right corner.

Tracking ROI – The ultimate goal of the SEO and content marketing program was to improve lead conversion. Working with KoMarketing, Corero developed KPIs and targets to ensure this goal was being met.

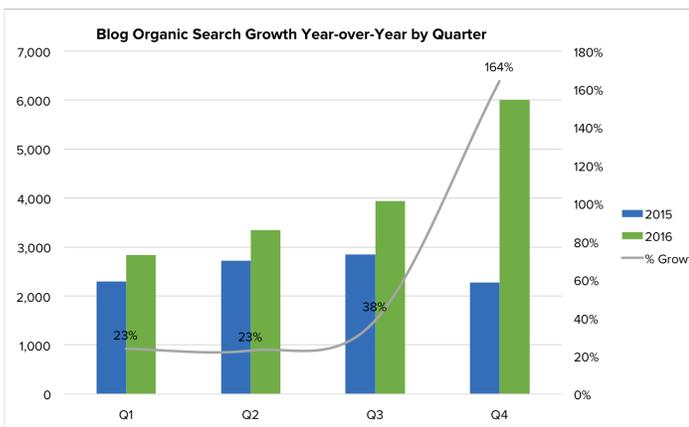
Results

SEO programs can take up to a year to see real results because of relatively long content marketing lead times (e.g. content has to be created, optimized and then marketed, links have to be built to existing content, etc.). For Corero, year-over-year results were steady – with real gains showing in Q4 of 2016.

Total Organic Growth – The company began with a modest 9% year-over-year growth in Q1 2016 and then surged to 55% by Q4 2016.



Blog Traffic Organic Growth – Likewise, year-over-year blog traffic from organic remained at modest levels through 2016 but then really kicked in with Q4 seeing a 164% increase from 38% in Q3.



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Lead Conversions – 60% of lead conversions in 2016 were due to organic search according to Weagle.

“Unless you have a dedicated professional who understands all the changes taking place with Google, you can’t be successful with SEO,” said Weagle. We look to KoMarketing to be that resource for us. They’re a true extension of our marketing team. With other agencies, the tendency is to see a flurry of work initially, and then communication and accountability starts to fall off. Our KoMarketing account team is in contact with us almost daily - it’s like they’re sitting right here in our office. They are the real experts in the digital marketing space.”

As a result of this program, Corero hired KoMarketing to oversee its AdWords program for 2017 in addition to continuing the SEO and content marketing programs.