

CASE STUDY

DUOCIRCLE

How *InspireMe Labs* worked with *DuoCircle* to increase their Organic Traffic by 528% resulting in a steady stream of fresh inbound leads to scale the business by a factor of 7x



AT A GLANCE

Challenges

- Low Google search visibility
- High CPC costs
- Fresh flow of leads
- Better website branding

Solutions

- High performance SEO
- White Hat SEO
- Scale multiple brands
- Moderate budget

Results

- Over 500% growth in monthly organic traffic
- 1500% improvement in monthly lead-gen volume
- Allowed company to scale into multiple new revenue streams

ABOUT THE CLIENT

DuoCircle provides email security and email deliverability solutions - including Spam Filtering, Email Archiving and Outbound SMTP - and are currently trusted by Over 25,000 Businesses Worldwide.

They have a very security-focused approach to message handling and have built in the most commonly requested features for IT services companies, Managed Service Providers, and internal IT departments.

Services offered by DuoCircle, are easy enough for an office manager to set up and flexible enough for a CTO to customize to their business needs.

SCOPE OF WORK

DuoCircle was looking to increase their search engine visibility, and improve their website design in order to generate a higher inflow of customers and fresh leads.

They approached our agency to help primarily with Search Engine Optimization, in redesigning their website and improve their overall branding.

In time (and as they saw results), they engaged with us in new marketing avenues including Pay-Per-Click, Cold Email Outreach and other Growth Hacking methods.



“Being able to trust your marketing agency to care about your business as deeply as you do, is hard to come by.”

BRAD SLAVIN
CEO, DuoCircle LLC

CASE STUDY

CHALLENGES

We achieved stellar organic traffic growth for DuoCircle LLC and its multiple brands, that resulted in massive growth at scale.



AT A GLANCE

- Scale fast with high inflow of new clients
- Low organic search visibility
- Very high Adwords CPC
- Budget constraints
- Very high ROI upside potential for SEO



We wanted results, which meant improvements in organic ranking across the board for all our product offerings.

Brad Slavin

CEO, DuoCircle LLC

CHALLENGES

DuoCircle had a couple of web properties and brands, for which they wanted to get organic search visibility.

Clients looking for solutions offered by DuoCircle - were primarily using Google search, during their online search and discovery process.

Advertising costs for running Adwords in these niches and was extremely high, and often in the range of \$30 to \$50 Cost-Per-Click.

This was not a workable option for them, as they were not funded, and the ROI for not positive.

Their websites, duocircle.com and phishprotection.com had almost no exposure in the Google SERPs. Their search engine visibility and traffic was minimal and mostly non-existent.

DuoCircle was also not willing to compromise on the quality and performance of the SEO being done - which would result in a loss of money, and more importantly time.

CASE STUDY

SOLUTIONS



AT A GLANCE

- High performance SEO with solid strategy
- White Hat strategies
- Scale multiple brands
- Moderate budget
- Holistic SEO covering all areas



Their solution is just solid. They are transparent and flexible in the SEO methods they use, and stay away from any shady tactics that could be detrimental in the long run.

Brad Slavin

CEO, DuoCircle LLC

SOLUTIONS

DuoCircle was looking to gain organic exposure in Google SERPs via safe white hat SEO methods, as they were in this for the long haul.

They were looking to partner with an experienced SEO provider and consultancy, who knew what it would take, without the exorbitant fees.

The various website properties that DuoCircle owned, needed extensive help with all aspects of SEO.

InspireMe Labs helped DuoCircle in SEO with...

- Competitor research
- Link-building
- On-site content strategy
- On-Page optimization (for existing & new content)
- Content marketing and guest posting
- Improve the website architecture
- Keyword Research (for all products & solutions)
- Technical SEO audit
- Redesign the entire website
- Other high-level SEO initiatives

We also helped them in website development, Social Media Marketing, Pay-Per-Click, Cold Email Outreach and other Growth Hacking methods.

CASE STUDY RESULTS



AT A GLANCE

- Over 500% growth in monthly organic traffic
- 1500% improvement in monthly lead-gen volume
- Allowed company to scale into multiple new revenue streams



InspireMe Labs was able to over-deliver and their results have brought in and continue to bring ongoing leads and customers to our business.

Brad Slavin
CEO, DuoCircle LLC

RESULTS

Being able to trust your marketing agency to care about your business as deeply as you do, is hard to come by.

With InspireMe Labs, Brad Slavin has that peace of mind.

We wanted results, which meant improvements in organic ranking across the board for all our product offerings. InspireMe Labs was able to over-deliver and their results have brought in and continue to bring ongoing leads and customers to our business.

It has allowed us to quickly scale and expand into new offerings as well.

Their solution is just solid. They are transparent and flexible in the SEO methods they use, and stay away from any shady tactics that could be detrimental in the long run.