BRIGHTEDGE
CASE STUDIES

Teradata Case Study

Teradata Elevates SEO with 723% Increase in Traffic to Key Content

A routine initiative to establish baseline measurements of website performance revealed a significant barrier preventing prospective visitors from finding key content through organic search. With a clever solution and the help of BrightEdge, Teradata eliminated the barrier and leveraged SEO to quickly draw more customers to the website.

The Business Challenge

A key content component for discovery was dramatically underperforming

Teradata's website is an important source for generating awareness and driving top-of-funnel engagement with prospective customers. In early 2021, Digital Marketing Director, Ron Weber and the Teradata SEO team sought to establish baseline analytics for SEO performance. Quickly the SEO team learned that a key content component for discovery, the website glossary section, was dramatically underperforming expected benchmarks. With high volumes of search for similar content and Teradata's position as a leader in data analytics, the glossary should have been a highly trafficked section of the site, but in the preceding year visits languished between only 100 to 200 each month. Not only was traffic low, it was flat for content that should otherwise have been enjoying steady growth.

↑ **723%**

TRAFFIC GROWTH IN FIRST 5 MONTHS

The BrightEdge Solution

To get to the source of the issue, the Teradata SEO team performed a technical audit of the site and discovered that the website glossary was coded in JavaScript. "The glossary was not crawlable. Basically, every page was considered an orphan page by Google," says Weber. "Google essentially concluded that we didn't think the pages were important enough to link to on the site, and if we didn't think they were important enough for links, Google didn't think they were important enough to rank."
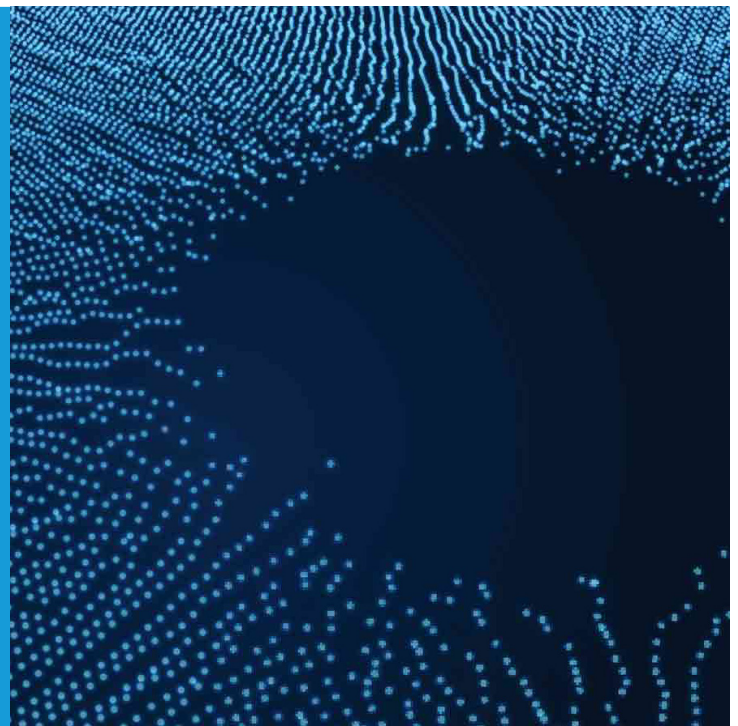
To get the glossary content to rank in organic search, The SEO team would first need to make it crawlable, and that would require support from the development team.

The development team was not convinced it was worth the effort, so the SEO team worked out a compromise: rather than recoding the glossary, they would simply add code to the glossary hub page telling web browsers to display a list of text links when Javascript is disabled. This quick fix was hard to argue with and would allow Weber to test his theory.
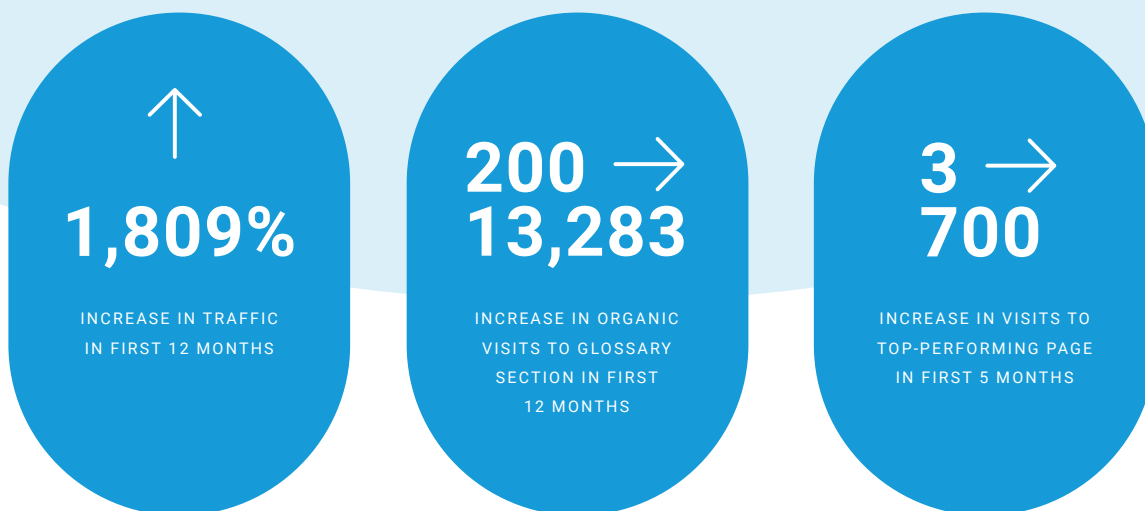
The SEO team leveraged BrightEdge to help organize and prioritize the initiative, employing it for keyword research and keyword and page ranking analysis, then tracking the growing traffic following implementation.

"The glossary was not crawlable. Basically, every page was considered an orphan page by Google."

−RON WEBER, DIGITAL MARKETING DIRECTOR
 TERADATA

The Results

↑

1,809%

INCREASE IN TRAFFIC
IN FIRST 12 MONTHS

200 →
13,283

INCREASE IN ORGANIC
VISITS TO GLOSSARY
SECTION IN FIRST
12 MONTHS

3 →
700

INCREASE IN VISITS TO
TOP-PERFORMING PAGE
IN FIRST 5 MONTHS

SEO Pays Off for Teradata

Using the BrightEdge platform, Teradata was able to easily measure any changes in organic search traffic to the revamped glossary. In the first month, the glossary saw its highest-ever organic search traffic of 331 visits, a promising start. April set a new record of 483 visits. May rose to 818 visitors and by July, just five months later, traffic had grown 723% to 1,695.

"The keyword rank improvements and traffic growth was substantial and meaningful. The quick win also demonstrated the promise of SEO."

–RON WEBER, DIGITAL MARKETING DIRECTOR
 TERADATA