Teradata Uses ContentIQ for Technical SEO, Triples B2B Leads in Less than 5 Months

BACKGROUND

In June 2019, the Teradata site and SEO program had a lot of both technical and content issues. It required analyzing what was happening with the site from all angles and figuring out next steps.

THE SOLUTION

BrightEdge Content IQ enabled Ron Weber, Sr. Global Digital Strategist at Teradata, to see what technical fixes were required. "Seeing that score tick up, week after week has been a key part of my winning strategy." Weber realized that their cloud section was under-served, under-utilized, and under-optimized. He had an SEO-led strategy which doubled the numbers of pages optimized from 14 to 28 within a six week time span.

"BrightEdge affects my content strategy in the most impactful way, which is looking at competitors. That is something that has served me well for the number of years I've had BrightEdge. Being able to know what my competitors are ranking for that we absolutely should be ranking for is one of those things that I can bring to any content team and bring them the reason to believe why they need to produce content to capture it."

Ron Weber
Sr. Global Digital Strategist
Teradata
Teradata.com

RESULTS

For Teradata, the number of keywords in the first and second search rank positions have doubled and the number of keyword rankings across the board have doubled in position. Teradata's number of keywords that rank have increased by three times and in the last six months alone, they've seen more than a 32% increase in keywords ranked on page one.

teradata.

" The net impact is that the leads we're gathering is up 3X what they were back in June 2019. The number of leads that are coming from our mega-data customers is significant -- much more so than prior to doing SEO. -- Ron Weber, Teradata