DEAR
is becoming Cin7 Core

How DearSystems Reached First-Page Rankings on Google with WriterArmy

B2B SAAS

Learn how SaaS Management Company **DearSystems** went from having no content strategy to reaching first-page rankings on Google through SEO content from WriterArmy

www.___

Helping DearSystems to increase its visits

From 536K to 1.7 million in a year

And its average visit duration

From 33:44 to 01:06:15 in less than a year

About DearSystems Services

DearSystems is an all-in-one supply chain management system, helping retailers and manufacturers effectively manage their sales channels, supply chain, and operations.

Industry
SaaS

Size
51-200 employees

Location
United States

Hired Services
Brand voice development; content strategy; SEO content creation; landing page optimization

The Challenge

In Q3 of 2017, DearSystems didn't have a content strategy, no case studies, and no notable presence online. They needed to communicate the key benefits of their solution in an efficient manner, all while growing their audiences, building authority, and reaching Google's first-page results.

The Solution
WriterArmy

Educational, top of the funnel content pieces
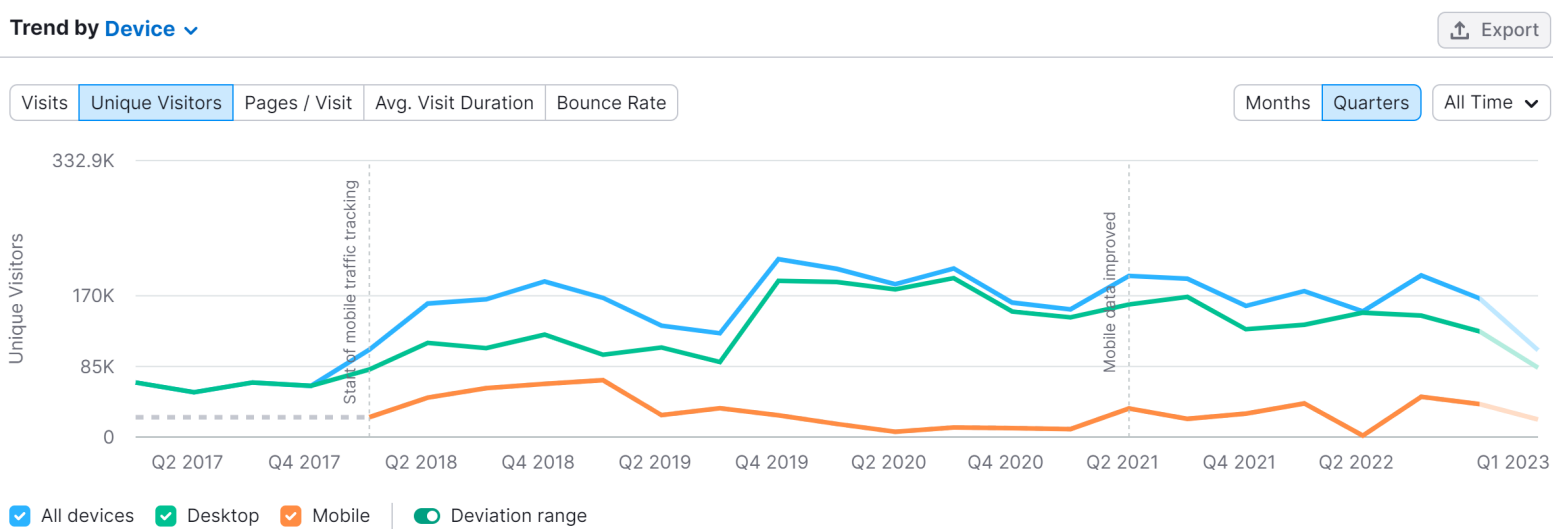
Fully SEO optimized

Ominichannel approach

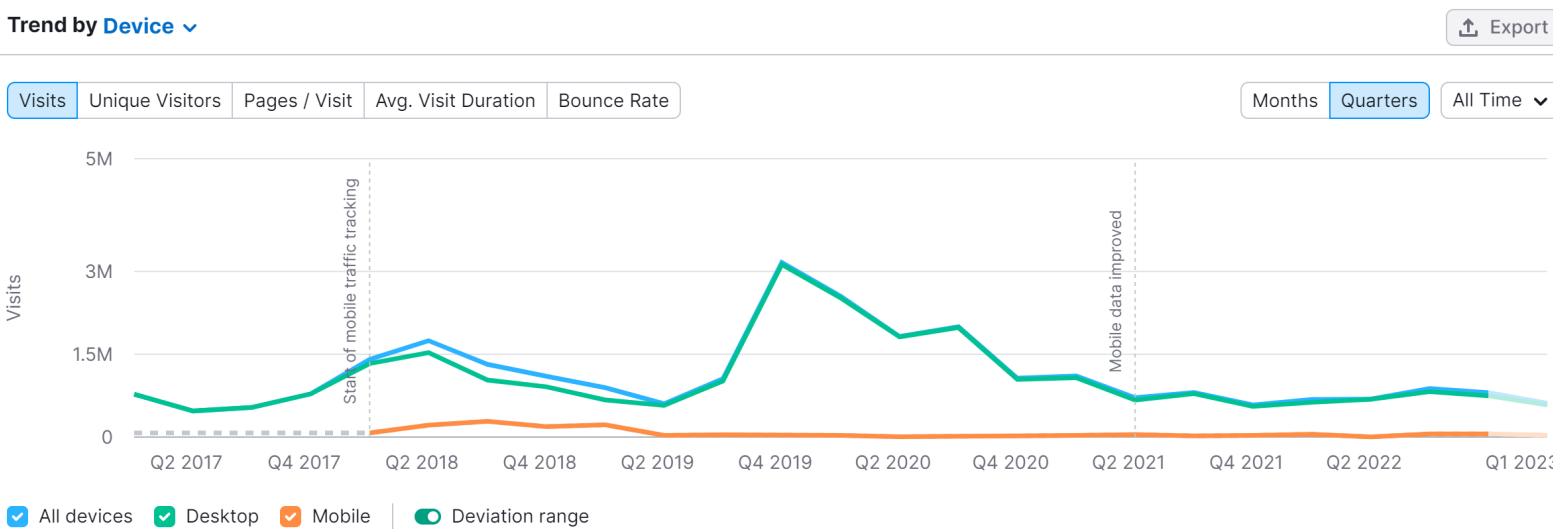Turning complex topics and software features into approachable, digestible pieces

Emphasis on scalability

High-volume, steady content production
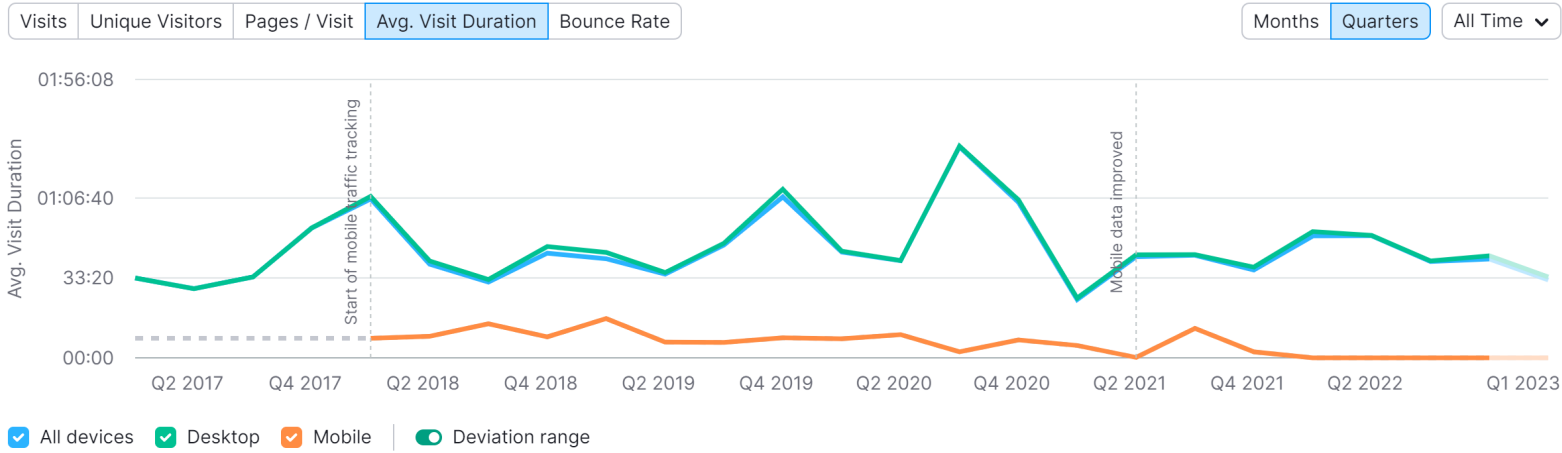
The Results

Trend by Device ⌄   ⬆ Export

| Visits | Unique Visitors | Pages / Visit | Avg. Visit Duration | Bounce Rate | Months **Quarters**   All Time ⌄

Unique Visitors

332.9K

170K

85K

0

Start of mobile traffic tracking   Mobile data improved

Q2 2017 Q4 2017 Q2 2018 Q4 2018 Q2 2019 Q4 2019 Q2 2020 Q4 2020 Q2 2021 Q4 2021 Q2 2022 Q1 2023

☑ All devices   ☑ Desktop   ☑ Mobile   ◉ Deviation range

Q3, 2017 - 65.7K
Q2, 2018 - 160.8K

Unique Visitors: The number of distinct individuals who have visited a website at least once in a given period of time.

Trend by Device ⌄   ⬆ Export

| **Visits** | Unique Visitors | Pages / Visit | Avg. Visit Duration | Bounce Rate | Months **Quarters**   All Time ⌄

Visits

5M

3M

1.5M

0

Start of mobile traffic tracking   Mobile data improved

Q2 2017 Q4 2017 Q2 2018 Q4 2018 Q2 2019 Q4 2019 Q2 2020 Q4 2020 Q2 2021 Q4 2021 Q2 2022 Q1 2023

☑ All devices   ☑ Desktop   ☑ Mobile   ◉ Deviation range

Q3, 2017 - 536.5K
Q2, 2018 - 1.7M

Visits: The total number of times an individual visits your website in a given period of time.

Visits | Unique Visitors | Pages / Visit | Avg. Visit Duration | Bounce Rate

Months | Quarters | All Time ⌄

01:56:08
01:06:40
33:20
00:00

Q2 2017 · Q4 2017 · Q2 2018 · Q4 2018 · Q2 2019 · Q4 2019 · Q2 2020 · Q4 2020 · Q2 2021 · Q4 2021 · Q2 2022 · Q1 2023

☑ All devices ☑ Desktop ☑ Mobile ◉ Deviation range

Start of mobile traffic tracking

Mobile data improved

Q3, 2017 - 33:44
Q1, 2018 - 01:06:15

Average Visit Duration: The average amount of time an individual spends on a website during a visit.

Traffic Sources by Type ⌄

⬆ Export

◫ All devices

Months | Quarters | All Time ⌄

4.1M

1.5M

0

Q1 2017 · Q4 2017 · Q3 2018 · Q2 2019 · Q1 2020 · Q4 2020 · Q3 2021 · Q2 2022 · Q1 2023

☑ Direct ☑ Referral ☑ Search ☑ Social ☑ Paid ◉ Deviation range

Start of mobile traffic tracking

Mobile data improved
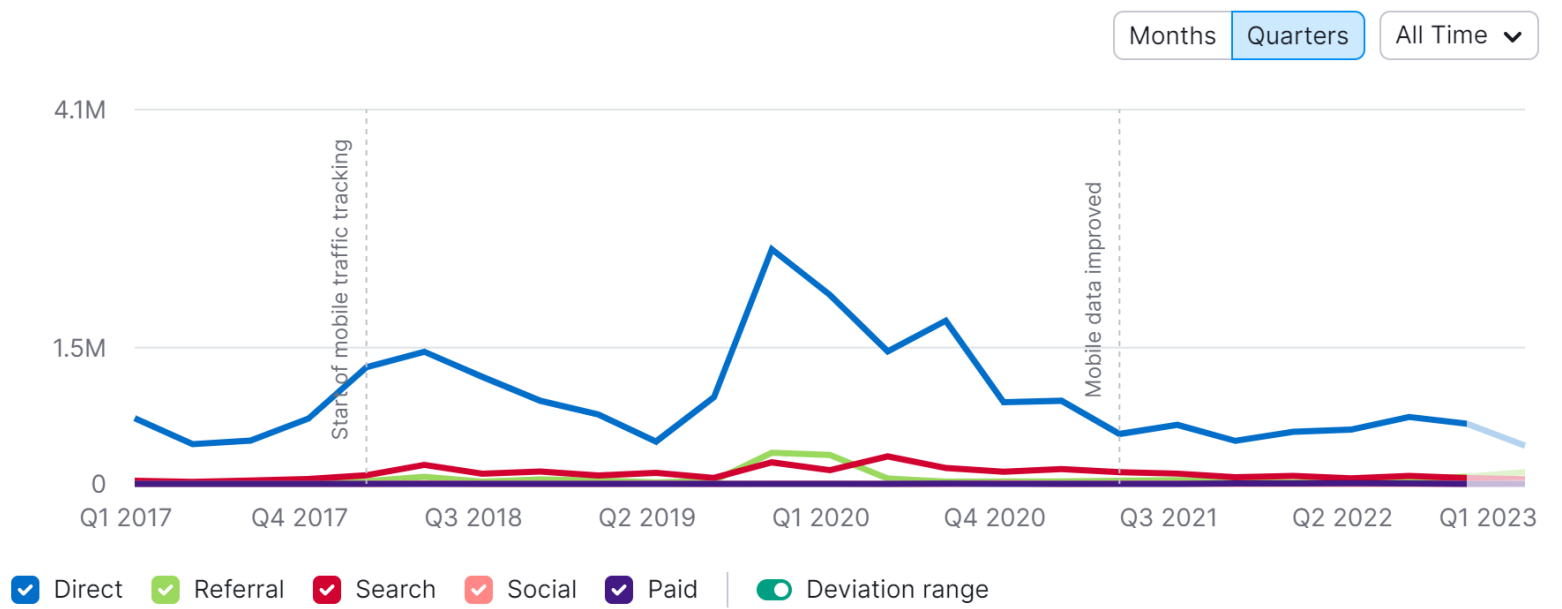
Direct Q3, 2017 - 476K   **Search** Q3, 2017 - 37K
          Q2, 2018 - 1.5M   Q2, 2018 - 208K

Direct traffic: traffic to a domain via URLs entered in a browser's search bar, saved bookmarks, or links from outside a browser.

Search traffic: traffic to a domain directly from a search engine such as Google.

Once we developed and began executing a customized content strategy, DearSystems went from having no notable online presence to having a constant stream of high-quality content.

With SEO blogs, email funnels, case studies, social media posts, and optimized landing pages, DearSystems not only experienced a raise in traffic and brand awareness, but also reaped the benefits of engaging current and former customers.

Our experience and thorough research on their target, industry and competitors, led to a deep understanding that reflected on first-page rankings on Google, and a flow of new leads.

DEAR Systems Blog

All
Accounting
Business Tips
Company News
eCommerce
Inventory Management
Manufacturing
Pre Release notification
Production
Purchase
Release Notes
Reporting

6 Warehouse Safety Tips That Protect Employees and Boost Productivity

06 Apr, 2018 | Business Tips

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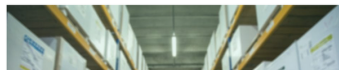
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23 Mar, 2018 | Business Tips

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Help

We started working with DearSystems around 5 years ago, and to this day, many of their blog posts are still performing, boosting all of their other website's pages to rank even more.

If you are still curious about what makes WriterArmy unique, you can read a comparison of our services versus other options in the market here.

Visit our **website** to learn how SEO scalable content can help you, too.
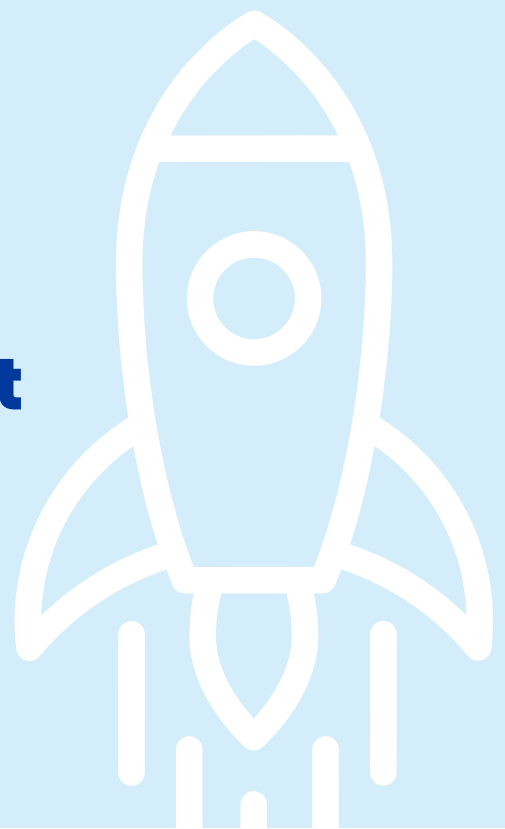
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