

How DearSystems Reached First-Page Rankings on Google with SEOArmy



B2B SAAS SEO CASE STUDY

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



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

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



Educational, top of the funnel content pieces

Fully SEO optimized

Ominichannel approach

Turning complex topics and software features into approachable, digestible pieces

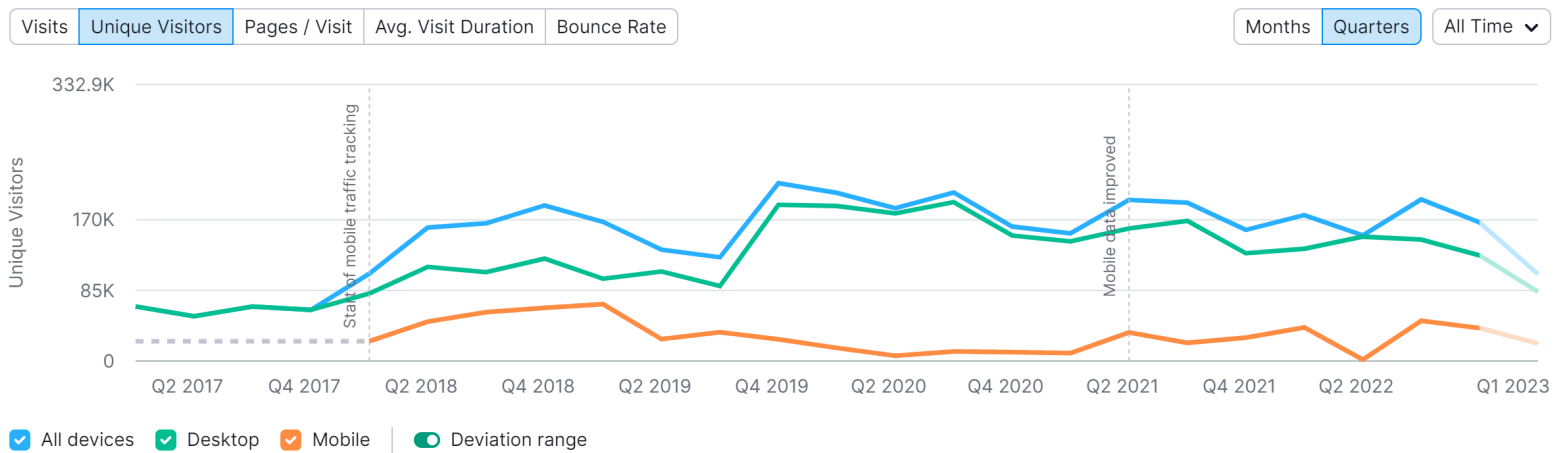
Emphasis on scalability

High-volume, steady content production

The Results

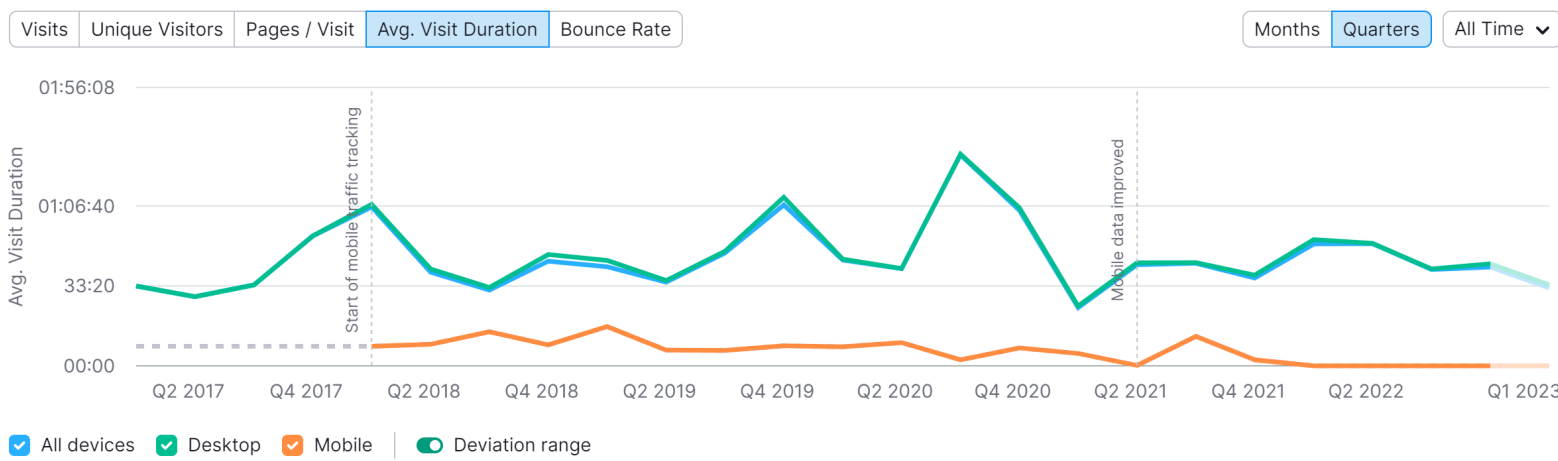
Trend by Device

Export



Trend by Device

Export

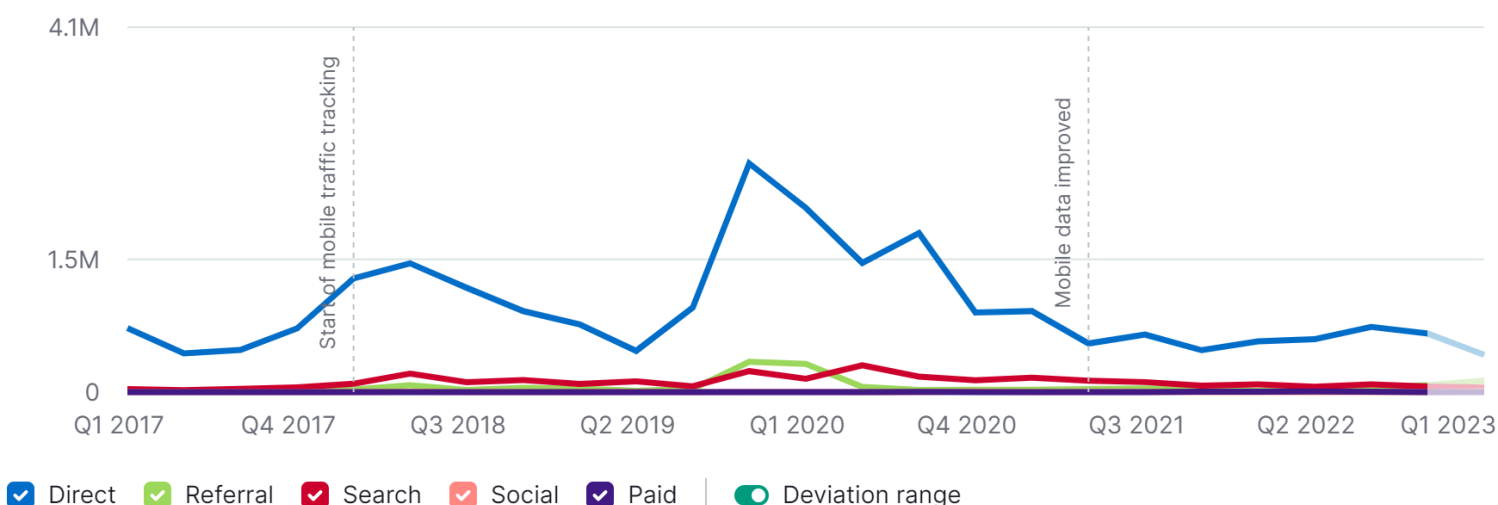


Traffic Sources by Type

Export

All devices

Months Quarters All Time



DEAR Systems Blog

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



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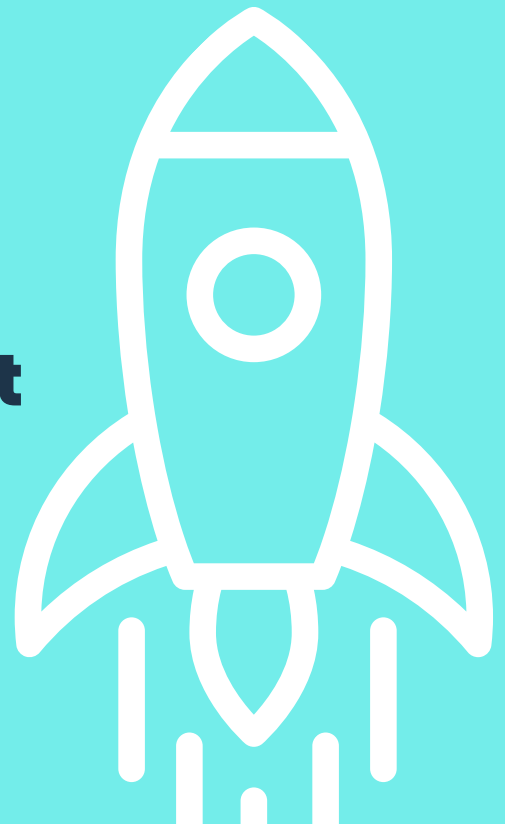
Help



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 SEOArmy 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.



www.seoarmy.co