

# FOCUSED KEYWORD EFFORTS LED TO POSITION 1 RANKINGS WITHIN 60 DAYS FOR SAAS TECH SOFTWARE STARTUP

## Business Challenges

- SaaS startup in highly competitive market with limited brand recognition and domain authority
- Website and content still in early stages

## (un)Common Approach to SEO

- Robust keyword research using 14 keyword tools
- Hyper Focus efforts into most important category pages and keywords
- 5 rounds of optimizations to the same page

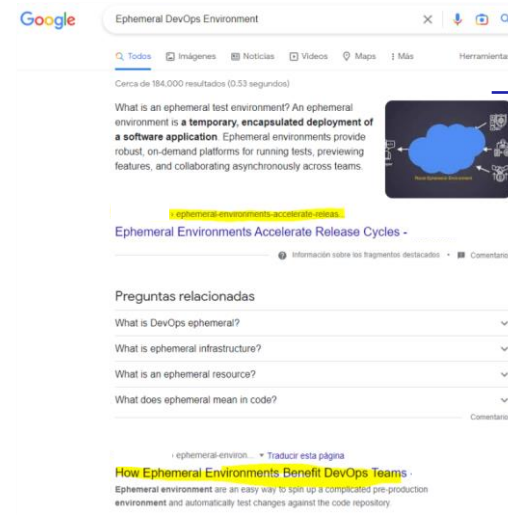
## (un)Common Results



10 new featured snippets that position client as Authority Brand in Industry



Ranking #1 position for important tech software industry keywords



Featured Snippet & Image

Ranking for 2 pages



*"My meeting with (un)Common Logic is the best part of my day. I am so appreciative of the partnership that we have! I love this team so much!"*

- Vice President of Marketing

