



## CASE STUDY

# Good Data SEO Case Study

### BACKGROUND

Headquartered in San Francisco, GoodData is on a mission to help global companies monetize big data. They are the leading provider of cloud-based business intelligence platforms, enabling companies of any size to implement complex business reporting. Trusted by companies like Disney, General Electric, Marketo and Time Warner, and embedded into offerings from cloud innovators like Get Satisfaction and Zendesk.

### CHALLENGE

With BI and data warehousing being a \$25 billion industry, GoodData set out to cause a ruffle in the market with the goal of becoming the industry leader with a true cloud-based offering, that still provided customers with optimal security and efficiency for managing big data. Being in a hyper-competitive market space, GoodData knew trying to gain traction strictly through paid media efforts wasn't going to be enough. Seeking a SEO strategic partner who shared their vision, and could be resourceful with their limited team and solid content strategy.



### PROJECT

Utilizing content and authority to disrupt the business intelligence and reporting space, and become the established leader in the new generation of SaaS BI platforms.

### SERVICES

SEARCH ENGINE  
OPTIMIZATION (SEO)

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[6Dglobal.com](http://6Dglobal.com) | [labs.6Dglobal.com](http://labs.6Dglobal.com) | [info@6Dglobal.com](mailto:info@6Dglobal.com)



## SOLUTION

Once partnered with GoodData, 6D Analytics conducted an extensive competitive analysis to fully explore what SEO approaches its competitors were using. By doing this, 6D Analytics was able to build an authority strategy, which focused on connecting key influencers with content to generate activity and a solid following on Twitter, LinkedIn, and Google+. By building authority around key subject areas, 6D Analytics was able to provide GoodData with a foundation that accelerated organic search traction for all new and legacy content.

## RESULTS

Organic search traffic has risen 37% since 6D Analytics helped implement a solid SEO strategy. More importantly, non-branded traffic has risen 42%. Most important – the work has resulted in a substantial increase in leads and opportunities from organic search.

## RESULTS BY THE NUMBERS:

Organic Search  
Traffic Increase:

37%

Non-Branded  
Traffic Increase:

42%



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