

UL Increases Page Impressions by 2 Million in Six Months



BRIGHTEDGE
CASE STUDY

PRIOR TO BRIGHTEDGE

UL, a global independent safety science company with over a century of expertise innovating safety solutions, had no former SEO practice prior to Brandon joining their team. Within a few years, the need to create more SEO awareness around their business became critical. Leveraging his prior experience in SEO, he brought in the BrightEdge platform as an investment into their practice to easily show the value in tracking key metrics for their business. These were vital metrics that aligned with their executive team and created an SEO champion within their CMO. Two of the biggest areas their marketing team struggled with were identifying which keywords they ranked for and understanding their competitors' performance.

DELIVERING SOLUTIONS WITH BRIGHTEDGE

By utilizing the power of Data Cube, Brandon has been able to provide topical research and keyword gap analysis to instantly provide a clear idea of what their marketing teams should target. The result of these insights have increased their page impressions by over 2 million within the last six months (compared to previous 6 months).

In addition, StoryBuilder reports have been able to cater to the dozens of divisions within their large company. This allows Brandon's team to create over 60 monthly reports for the various sections and owners of their website. For a super-lean team, BrightEdge provides a scalable solution by enabling unlimited access and training to empower internal teams to report their own metrics and self-serve their various needs.

FUTURE INITIATIVES

UL is planning a large-scale site migration in the next year. This initiative will involve new URLs, revised site architecture, updated taxonomy, and a content overhaul which makes maintaining SEO performance a critical goal. Brandon's team will rely on BrightEdge to make SEO a main focus and identify areas to prioritize within the migration.



Brandon Zemen
SEO Lead
www.UL.com



Our SEO program received the kickstart it needed, since bringing BrightEdge on about a year and half ago...it helped build a champion within our senior leadership by enabling us to capture the key metrics our marketing teams care about."

