

CASE STUDY

Alteryx's Strategic SEO Partnership Brings in 44% YoY Increase in Sessions

44%

Increase in YoY organic sessions

25%

Increase in MoM organic sessions

12

New content pieces created

About Alteryx

Alteryx is a data preparation platform that empowers organizations to efficiently clean, structure, and enrich their data for analytics and business intelligence. With a focus on user-friendly data wrangling and collaboration, Alteryx accelerates the data preparation process, enabling teams to drive informed decision-making.

The Problem

Alteryx came to 97th Floor after initially partnering with an agency to boost organic results but left with nothing to show. After talking with 97th Floor, Alteryx believed that our expertise and strategy would get them where they wanted to be.

The Strategy

To kick off its SEO strategy, 97th Floor focused on creating new content and enhancing existing content. Because of Alteryx trust in 97th Floor's expertise, they immediately removed any unnecessary roadblocks that could have slowed the SEO process. This proactive approach guaranteed a seamless and efficient implementation of their SEO efforts.

Results

In just 1 month, 12 new content pieces were published as well as scores of on-page optimizations. This led to astounding results within the first quarter, an anomaly in the SEO world—a 44% YoY increase in organic sessions.

