Increasing Organic Traffic by 311,466.67% for SaaS

— It’s Possible

311,466%
organic traffic increase

1,031.4%
overall traffic increase

+23 points
DR increase

11+ months
of collaboration

75+
backlinks obtained

including the links from

- ed.ted.com (DR 92)
- themerex.net (DR 88)
- crowdspring.com (DR 79)
- taggbox.com (DR 78)
- storeboard.com (DR 77)
- datasciencecentral.com (DR 76)
- botsify.com (DR 75)
- niftypm.com (DR 75)

ScrapingAnt

Meet The Client

ScrapingAnt, a top-notch web scraping API and proxy API, contacted us to boost their brand awareness and qualified lead generation in light of the fierce competition.

Their ambitious **goals** included enhancing organic traffic, particularly via the keyword “web scraping API,” elevating SERP rankings for service pages and blog posts, and highlighting themselves as industry opinion leaders on the web.

Our Strategy

Addressing ScrapingAnt's objectives, we implemented a **creative and unique SEO approach**, taking into account the legal and ethical nuances of web scraping tools. This included the following activities:

• SEO analysis of client's and competitors' sites

To understand how to approach the SEO strategy for ScrapingAnt, we needed to conduct a **thorough SEO analysis** of the company's website as well as its competitors. This critical step allowed us to identify ScrapingAnt's strengths and opportunities, focusing on aspects like keyword optimization, content quality, and backlink profile.

• Keyword research

After laying the foundation for our collaboration, it was time to **identify high-opportunity keywords** that aligned with the user's intent, ensuring that ScrapingAnt could capture traffic that would convert. Our goal was to mix quick-win and trendy keywords to drive immediate results while also building a long-term semantic core for sustained growth.

• SEO content plan

Based on keyword research, we sketched out a **strategic SEO content plan** aimed at engaging ScrapingAnt's target audience. We picked topics to fill content gaps, rank high for SEO, address audience needs, and position ScrapingAnt as a web scraping leader.

• Content writing

Based on the content plan created, our team of expert writers got to work, **creating high-quality and informative blog posts** that carefully advertised ScrapingAnt and included intricate SEO tactics to ensure maximum post visibility and engagement.

• Off-page SEO

Knowing that a strong domain authority is key to SEO success, we launched a **sustainable off-page SEO campaign**. We tackled it from two angles: featuring ScrapingAnt on custom Top lists and a sponsored review on reverbico.com, and securing high-quality backlinks from reputable and relevant sites to build a robust backlink profile.

• Analytics, reporting, and strategy adjustments

In order to monitor performance, analyze data, and adapt our strategies based on the insights gained, our next step was to **generate regular monthly reports**. By using Ahrefs and Google Analytics to assess SEO performance, we identified areas for improvement, optimizing for continued improvement in rankings, traffic, and engagement to ensure our strategy remained effective and aligned with ScrapingAnt's evolving goals.

• Ongoing communication and consulting

Project transparency is our core value, which is why we maintained **open lines of communication** throughout the collaboration, providing regular updates, sharing insights, and consulting on SEO best practices. This dialogue ensures the SEO strategy evolves with ScrapingAnt's vision and that any adjustments can be made swiftly and effectively.

Strategy In Action

OUR STEP-BY-STEP ACTIVITIES

To begin implementing our strategy with ScrapingAnt, we started by assessing their initial stats.

Starting point 11 months ago:

Overall traffic: ≈ 1,000 visits **Organic traffic:** ≈ up to 20 visits **Domain Rating (DR):** 26

	Session primary...Channel Group)	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
		1,087 100% of total	2,953 100% of total	1,960 100% of total	57s Avg 0%	1.80 Avg 0%
1	Direct	1,033	2,629	1,769	58s	1.71
2	Referral	89	286	177	51s	1.99
3	Organic Search	5	20	14	42s	2.80
4	Unassigned	17	18	0	42s	0.00

Step 1

SEO analysis of the client's and competitors' sites

Equipped with Ahrefs' analytics, we started by diving into an **SEO analysis of ScrapingAnt along with its competitors** to pinpoint their strengths and opportunities. This crucial step allowed us to develop a long-term semantic core, incorporating both quick-win and trendy keywords, as well as building a solid foundation for targeted SEO improvements.

Step 2

SEO content plan creation

Based on the results and insights we obtained, our marketing team **created a detailed SEO content plan**. Through in-depth keyword research, we identified keywords that ScrapingAnt could rank for more easily despite their difficulty with competition. We designed the content plan around topics on web scraping and proxies, aiming to position ScrapingAnt as an opinion leader in these domains.

Step 3

Content writing

Writing expert blog posts was at the heart of our strategy for ScrapingAnt. Our goal was to **highlight ScrapingAnt's industry knowledge** and **emphasize the superiority of their web scraping tool**.

After conducting thorough topic research, we prepared detailed briefs for our writers, which were then refined and approved in collaboration with ScrapingAnt.

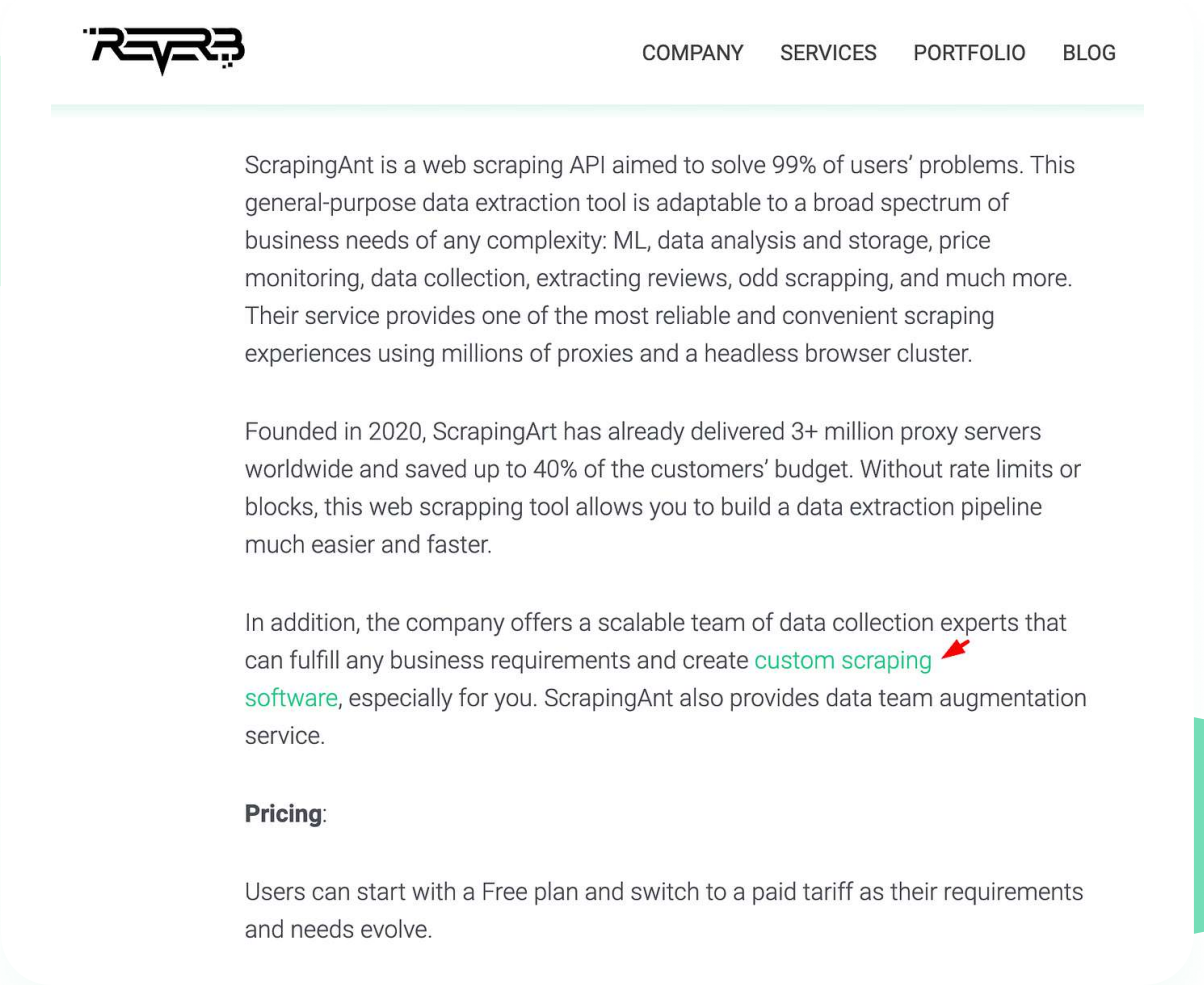
The resulting blog content — ultimate guides, tutorials, and educational posts — was created to be both engaging and informative, full of best practices and useful tips.

Step 4

Strategic link building

With ScrapingAnt's blog continually being updated with our expert articles, we shifted our focus to off-page SEO to **improve the website's Domain Rating (DR)** and **attract more traffic**.

Starting with an initial DR of 26, our goal was to elevate that number. To achieve this, we first created custom Top lists and a sponsored review on our website, Reverbico.com, featuring ScrapingAnt as a leading web scraping tool and incorporating do-follow links targeting vital keywords.



COMPANY SERVICES PORTFOLIO BLOG

ScrapingAnt is a web scraping API aimed to solve 99% of users' problems. This general-purpose data extraction tool is adaptable to a broad spectrum of business needs of any complexity: ML, data analysis and storage, price monitoring, data collection, extracting reviews, odd scrapping, and much more. Their service provides one of the most reliable and convenient scraping experiences using millions of proxies and a headless browser cluster.

Founded in 2020, ScrapingArt has already delivered 3+ million proxy servers worldwide and saved up to 40% of the customers' budget. Without rate limits or blocks, this web scrapping tool allows you to build a data extraction pipeline much easier and faster.

In addition, the company offers a scalable team of data collection experts that can fulfill any business requirements and create custom scraping software, especially for you. ScrapingAnt also provides data team augmentation service.

Pricing:

Users can start with a Free plan and switch to a paid tariff as their requirements and needs evolve.

From there, we began to focus on generating backlinks from external authoritative websites with DR above 50, traffic over 5K, and relevance to technology, digital services, and SaaS.

Targeting both key web pages and blog posts, we selected anchors around the product's core functionalities: for example, "web scraping API," "proxy API," "types of proxy," "scrape dynamic websites," etc.

With this in mind, we managed to obtain 75+ high-quality backlinks, improving the homepage's visibility (typically a challenging task) and ensuring a natural and authoritative backlink profile.

Our Results

IN NUMBERS

After 11 months of targeted efforts, the results were nothing short of spectacular.

Working together
11 months - till now

Domain Rating
from 26 to 49

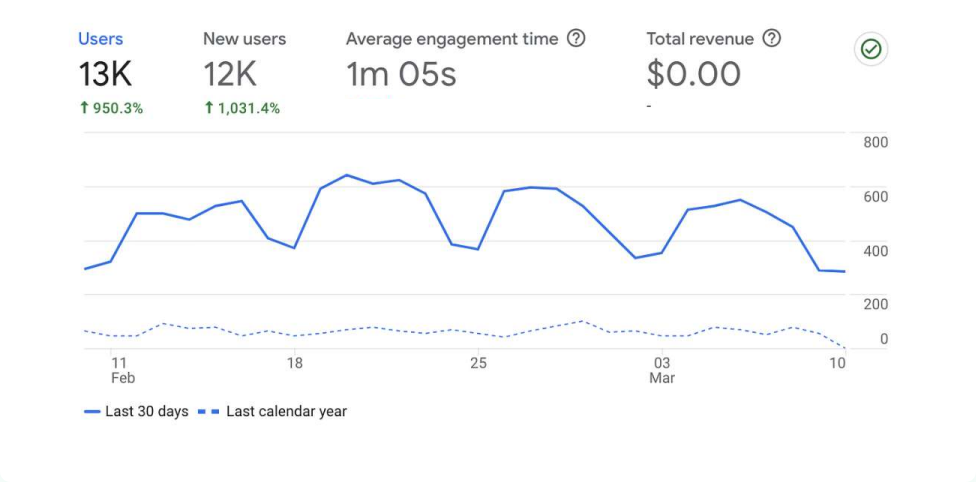
+23
POINTS

INCREASE BY
41,822.22%

Engaged sessions
from 18 to 7,546

Backlinks obtained
75+

- ScrapingAnt's **web traffic shot up by 1,031.4%** and **organic traffic by 311,466.67%**, significantly enhancing its visibility and reach in the highly competitive web scraping market.



ScrapingAnt's overall website traffic in March, 2024

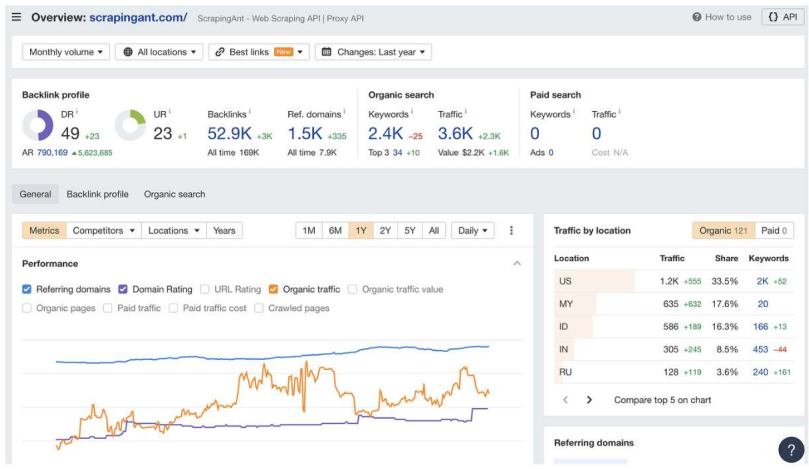
- The **number of sessions** on the ScrapingAnt website exploded **from 29 to 13,884**, a staggering **increase of 47,775.86%**. Meanwhile, engaged sessions leaped **from 18 to 7,546, up by 41,822.22%.**

	Session primary...Channel Group)	Users	Sessions	Engaged sessions
	SHOW ALL ROWS			
		12,688 vs. 1,208 ↑ 950.33%	18,960 vs. 3,133 ↑ 505.17%	9,618 vs. 2,090 ↑ 360.19%
1	Organic Search			
	Feb 10 - Mar 10, 2024	9,347	13,884	7,546

Feb 10 - Mar 10, 2023	3	29	18
% change	311,466.67%	47,775.86%	41,822.22%

ScrapingAnt's organic traffic in March, 2024, compared to the results one year ago

- They saw a jump of **23+ points in DR**, from 26 to 49, showcasing a stronger, more authoritative online presence.



- We acquired **75+ high-quality backlinks** from unique, authoritative domains, enriching ScrapingAnt's backlink profile and further solidifying their SEO standing.

- ScrapingAnt now proudly ranks at **#6 on Google** for their core service keyword **"web scraping API"**, among other new significant keywords getting into the top 10 results.

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
proxy for scraping	4	100	4	N/A	3	+3	0	26 → 9	▲17
web scraping proxy	4	100	8	2.18	3	+2	0	15 → 10	▲5
javascript download image		50	2	N/A	3	+2	0	11 → 8	▲3
what is soft data	2	40	1	N/A	3	+1	0	8 → 6	▲2
web scraping proxies	4	100	6	2.13	3	+2	0	16 → 10	▲6
scrap api	2	50	64	3.83	3	+1	0	10 → 8	▲2
api credit	2	20	0	2.55	2	+2	0	73 → 4	▲69
proxies for web scraping	3	80	9	2.18	2	+1	0	13 → 10	▲3

- We introduced numerous new keywords into ScrapingAnt's SEO strategy and expanded their visibility and reach, particularly in the U.S. market, gaining **1.2K+ organic traffic from US users.**

Traffic by location Organic 120 Paid 0

Location	Traffic	Share	Keywords
US	1.2K +520	31.9%	2K +51
MY	635 +633	17.3%	20
ID	611 +243	16.6%	165 +13
IN	391 +329	10.6%	453 −40
RU	127 +118	3.5%	240 +161

What ScrapingAnt Says

ABOUT OUR WORK

"Choosing this SEO agency for our digital marketing needs was one of the best decisions we've ever made. From the outset, Dave, the founder, impressed us with his genuine passion for our success, leading a team that is equally committed and skilled. Working with them felt less like purchasing a service and more like entering into a dynamic collaboration where our ideas were valued and enhanced by their expertise. They consistently delivered on time, a testament to their professional work ethic and dedication to meeting clients' needs. What stood out most, however, was their meticulous attention to detail - every aspect of our SEO strategy was finely tuned to ensure maximum effectiveness. This agency is, without a doubt, the ideal partner for any business looking for a long-term relationship with an SEO team that goes above and beyond to deliver exceptional results."

Oleg Kulyk

CEO & Co-Founder - ScrapingAnt

Final Thoughts

For complex technical products like ScrapingAnt's, expert content is essential to prove the company's expertise in this field and attract relevant traffic (potential users). Still, good content itself is not enough to win the SEO game; to reach your target audience, you must promote the published content through a carefully planned link-building strategy. That's what we did for ScrapingAnt: we achieved a perfect combination of top-notch content and regular link building.

In less than a year, ScrapingAnt managed to skyrocket its digital metrics and position itself as the leading expert in the web scraping industry, regardless of the competition and intricacies of web scraping tools.

ReVerb can help you, too!

Contact us today to discuss a powerful SEO strategy for your website:

https://reverbico.com/seo-link-building/ 🚀