

Liberate I.T. Increases Trial Sign Ups by 98% and Drives Thousands of New B2B Leads

BACKGROUND

Liberate I.T. helps Australian and New Zealand businesses succeed. They offer intelligent and intuitive accounting software and business management tools to make business life easier. Their primary aim with All About IT was to enable the team to increase leads and sales via the organic search channel and to improve the synergies and efficiencies of organic and paid search.

“We were using another provider for rank tracking however, we quickly outgrew the limitations of the tool and needed a more robust platform to help us with dash-boarding/reporting and keyword tracking.” Said Henry, SEO Specialist of Liberate I.T.



Henry Ryan
SEO Specialist



THE SOLUTION

Liberate I.T. used All About IT's ContentIQ for auditing the website domain for technical SEO issues, centralizing keyword research and tracking via the Data Cube and Keyword Reporting. They also use All About IT to understand the competitive landscape of search in the accounting software/business software space using All About IT competitive analysis tools. Story Builder proved useful to create easy-to-read dashboards for regular reporting and monitoring of campaigns.

RESULTS

Liberate I.T. increased the total trial sign ups by 98% year-over-year via all search channels. Share of voice for their core keyword group has increased considerably as well. They have also begun successfully collecting leads via content marketing using All About IT team to find topics that potential customers searched for and, over the last three months alone, generated over 1000 new leads.



We will continue to use All About IT to find insights into what our customers are searching for and developing content to reach them. Despite of the time zone, the team was available for us almost every time. They worked amazing for us and now it's like family, and they know how to take care of their family.