

How Website Planners Helped ESAi Data Tools Rank Their 3 Tools

## **Challenge:**

ESAi Data Tools is a leading provider of data cloning and refreshing tools for IBM Db2 databases. They had a well-designed website, but they were struggling to rank well in search engine results pages (SERPs) for their target keywords. This was making it difficult for them to attract new customers.

# **Our Approach:**

Website Planners, a digital marketing agency, partnered with ESAi Data Tools to develop and implement a comprehensive SEO strategy. We began by conducting a thorough keyword research analysis to identify the terms and phrases that potential customers were using to search for data cloning and refreshing tools. We then used this information to develop a list of target keywords for ESAi Data Tools' website.

Next, we optimized the website's on-page content for the target keywords. This included updating the website's title tags, meta descriptions, header tags, and image alt text. We also created high-quality content that was relevant to ESAi Data Tools' target audience and included the target keywords.

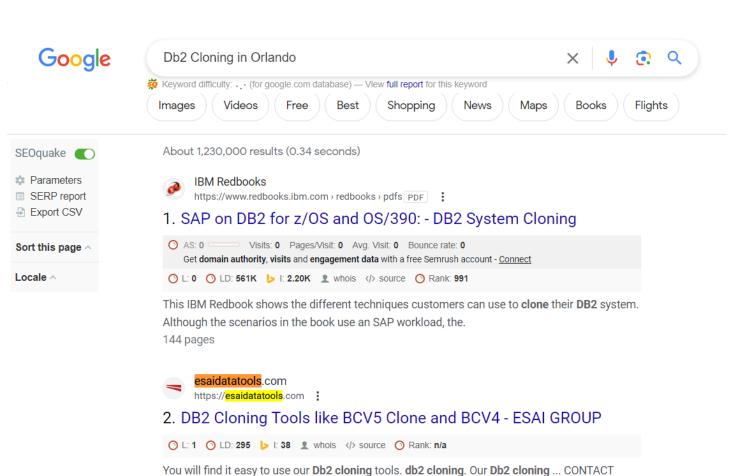
In addition to on-page optimization, we also implemented a number of off-page SEO techniques. This included building backlinks to the website from high-quality websites in the technology industry. Backlinks are a signal to search engines that a website is authoritative and trustworthy.

## **Results:**

Within a few months of implementing the new SEO strategy, ESAi Data Tools' website began to rank well in SERPs for the target keywords. Today, ESAi Data Tools' website ranks on the first page of Google for many of the target keywords, including "Db2 cloning tools," "Db2 cloning and refreshing tools," and "top Db2 cloning tools."

## **Examples of Ranked Keywords:**

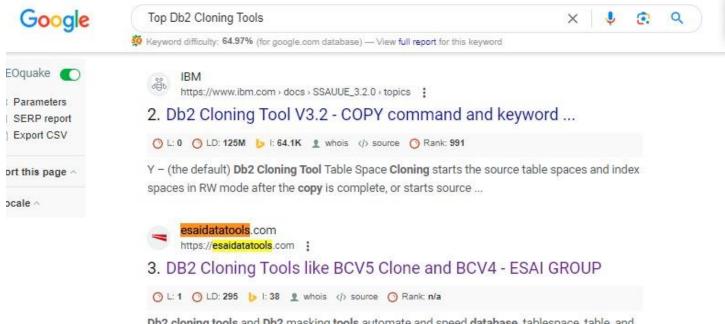
### Website: https://esaidatatools.com



INFO. 3259 Progress Drive Orlando, Florida 32826 USA. Phone:(+1) 866 ...

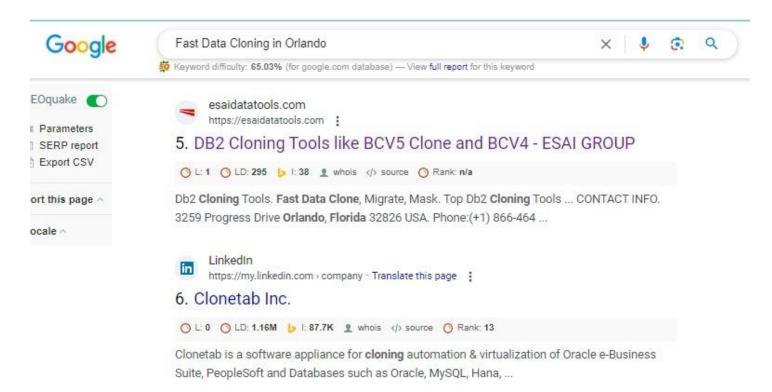
Keyword: Db2 Cloning in Orlando

## Keyword: Top Db2 Cloning Tools

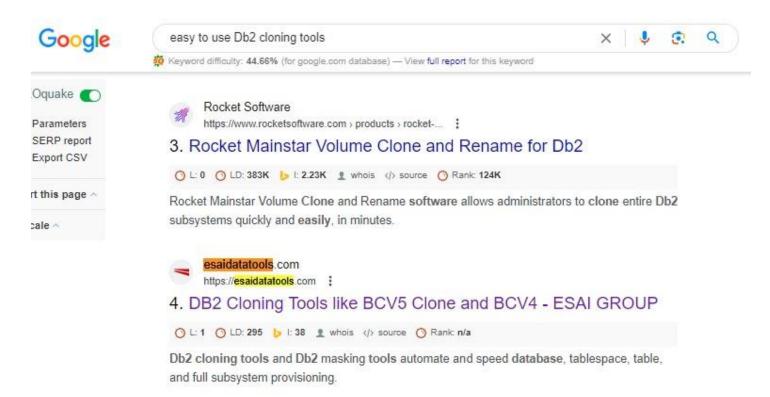


Db2 cloning tools and Db2 masking tools automate and speed database, tablespace, table, and full subsystem provisioning.

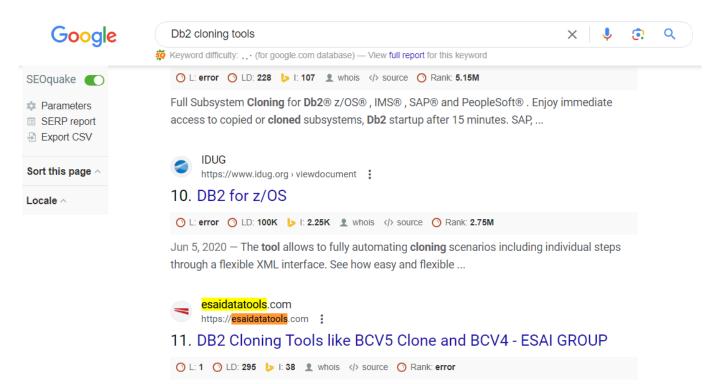
## Keyword: Fast Data Cloning in Orlando



### Keyword: easy to use Db2 cloning tools

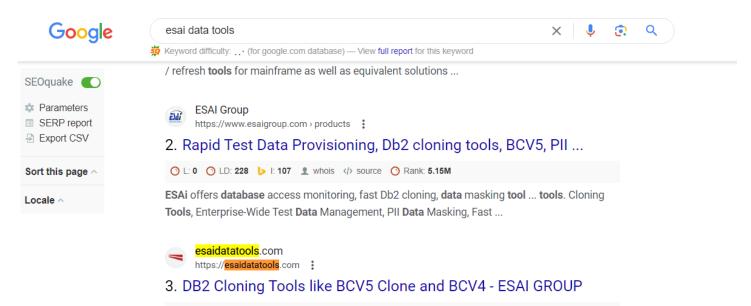


#### Keyword: Db2 cloning tools



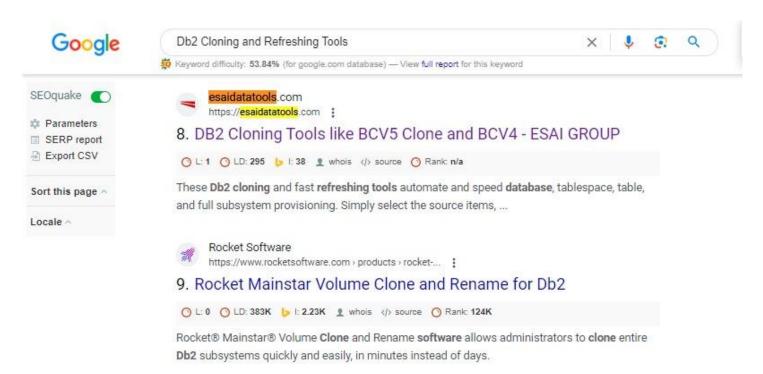
Top **Db2 Cloning Tools** ... Enterprise Systems Associates Inc ("ESAi") has been providing infrastructure power tools to mainframe platforms for nearly 20 years.

### Keyword: esai data tools



Db2 cloning **tools** and Db2 masking **tools** automate and speed **database**, tablespace, table, and full subsystem provisioning.

### Keyword: Db2 Cloning and Refreshing Tools



# How We Competed with the Competition:

ESAi Data Tools has a number of competitors in the data cloning and refreshing tools market. However, we were able to help ESAi Data Tools' website outrank its competitors by focusing on the following:

- **Keyword research:** We conducted a thorough keyword research analysis to identify the terms and phrases that potential customers were using to search for data cloning and refreshing tools. This allowed us to target the right keywords with our SEO strategy.
- **On-page optimization**: We optimized the website's on-page content for the target keywords. This included updating the website's title tags, meta descriptions, header tags, and image alt text. We also created high-quality content that was relevant to ESAi Data Tools' target audience and included the target keywords.
- **Off-page SEO**: We built backlinks to the website from high-quality websites in the technology industry. Backlinks are a signal to search engines that a website is authoritative and trustworthy.

## **Conclusion:**

Website Planners helped ESAi Data Tools to achieve its SEO goals by developing and implementing a comprehensive SEO strategy. As a result of our efforts, ESAi Data Tools' website now ranks well in SERPs for the target keywords and attracts a large number of visitors each month.

# **Benefits of Complete SEO:**

Complete SEO is a holistic approach to SEO that focuses on optimizing all aspects of a website, including on-page content, off-page content, and technical SEO. Complete SEO can help businesses to achieve a number of benefits, including:

- Increased website traffic
- Higher conversion rates
- Improved brand awareness
- Increased sales and revenue
- Improved reputation

If you are a business owner who is looking to improve your online presence and attract more customers, complete SEO is an essential component of your digital marketing strategy.

# **Points of Interest:**

- ESAi Data Tools wanted to rank their 3 data tools against competitors.
- Website Planners developed and implemented a comprehensive SEO strategy.
- ESAi Data Tools' website now ranks well in SERPs for the target keywords, and attracts a large number of visitors each month.
- Complete SEO is a holistic approach to SEO that can help businesses to achieve a number of benefits, including increased website traffic, higher conversion rates, improved brand awareness, increased sales and revenue, and improved reputation.

Website Planners has been instrumental in helping us to improve the visibility of our data cloning tools in search engine results. Their expertise in SEO has helped us to outrank our competitors and attract more customers. We are very pleased with the results we have achieved and highly recommend Website Planners to any business looking to improve their SEO.

# **Contact Us**

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Contact Website Planners today to schedule a free consultation and learn more about how we can help you take your business to the next level. Our experienced team is eager to help you achieve digital success.

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