



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>

Keyword: Db2 Cloning in Orlando

The screenshot shows a Google search interface for the keyword "Db2 Cloning in Orlando". The search bar contains the text "Db2 Cloning in Orlando" and includes icons for search, voice search, and image search. Below the search bar, there are filters for "Images", "Videos", "Free", "Best", "Shopping", "News", "Maps", "Books", and "Flights". The search results are displayed on a white background with a light blue sidebar on the left. The sidebar contains options for "SEOquake" (checked), "Parameters", "SERP report", "Export CSV", "Sort this page", and "Locale". The main search results area shows "About 1,230,000 results (0.34 seconds)". The first result is from IBM Redbooks, titled "1. SAP on DB2 for z/OS and OS/390: - DB2 System Cloning". Below the title, there is a snippet of text: "This IBM Redbook shows the different techniques customers can use to clone their DB2 system. Although the scenarios in the book use an SAP workload, the. 144 pages". The second result is from esaidatatools.com, titled "2. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP". Below the title, there is a snippet of text: "You will find it easy to use our Db2 cloning tools. db2 cloning. Our Db2 cloning ... CONTACT INFO. 3259 Progress Drive Orlando, Florida 32826 USA. Phone:(+1) 866 ...".

Google

Db2 Cloning in Orlando

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

Images Videos Free Best Shopping News Maps Books Flights

SEOquake

Parameters

SERP report

Export CSV

Sort this page ^

Locale ^

About 1,230,000 results (0.34 seconds)

IBM Redbooks
https://www.redbooks.ibm.com › redbooks › pdfs PDF

1. SAP on DB2 for z/OS and OS/390: - DB2 System Cloning

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 561K I: 2.20K whois </> source Rank: 991

This IBM Redbook shows the different techniques customers can use to clone their DB2 system. Although the scenarios in the book use an SAP workload, the. 144 pages

esaidatatools.com
https://esaidatatools.com

2. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

L: 1 LD: 295 I: 38 whois </> source Rank: n/a

You will find it easy to use our Db2 cloning tools. db2 cloning. Our Db2 cloning ... CONTACT INFO. 3259 Progress Drive Orlando, Florida 32826 USA. Phone:(+1) 866 ...

Keyword: Top Db2 Cloning Tools

Google

Top Db2 Cloning Tools


Keyword difficulty: 64.97% (for google.com database) — View full report for this keyword

EOquake

- Parameters
- SERP report
- Export CSV

Print this page ^


Scale ^

 IBM
https://www.ibm.com › docs › SSAUUE_3.2.0 › topics

2. Db2 Cloning Tool V3.2 - COPY command and keyword ...

L: 0 LD: 125M I: 64.1K whois </> source Rank: 991

Y – (the default) **Db2 Cloning Tool** Table Space **Cloning** starts the source table spaces and index spaces in RW mode after the **copy** is complete, or starts source ...

 esaidatools.com
https://esaidatools.com

3. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

L: 1 LD: 295 I: 38 whois </> source Rank: n/a

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

Keyword: Fast Data Cloning in Orlando

Google

Fast Data Cloning in Orlando


Keyword difficulty: 65.03% (for google.com database) — View full report for this keyword

EOquake

- Parameters
- SERP report
- Export CSV

Print this page ^


Scale ^

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https://esaidatools.com

5. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

L: 1 LD: 295 I: 38 whois </> source Rank: n/a

Db2 Cloning Tools. Fast Data Clone, Migrate, Mask. Top Db2 Cloning Tools ... CONTACT INFO.
3259 Progress Drive **Orlando, Florida** 32826 USA. Phone:(+1) 866-464 ...

 LinkedIn
https://my.linkedin.com › company · Translate this page

6. Clonetab Inc.

L: 0 LD: 1.16M I: 87.7K whois </> source Rank: 13

Clonetab is a software appliance for **cloning** automation & virtualization of Oracle e-Business Suite, PeopleSoft and Databases such as Oracle, MySQL, Hana, ...

Keyword: easy to use Db2 cloning tools



easy to use Db2 cloning tools



Keyword difficulty: 44.66% (for google.com database) — View full report for this keyword

Quake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^



Rocket Software

<https://www.rocketsoftware.com> , products , rocket-... ⋮

3. Rocket Mainstar Volume Clone and Rename for Db2

🕒 L: 0 🕒 LD: 383K 📈 I: 2.23K 👤 whois </> source 🕒 Rank: 124K

Rocket Mainstar Volume Clone and Rename software allows administrators to clone entire Db2 subsystems quickly and easily, in minutes.



esaidatools.com

<https://esaidatools.com> ⋮

4. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

🕒 L: 1 🕒 LD: 295 📈 I: 38 👤 whois </> source 🕒 Rank: n/a

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

Keyword: Db2 cloning tools



Db2 cloning tools



Keyword difficulty: ... (for google.com database) — View full report for this keyword

SEOquake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

🕒 L: error 🕒 LD: 228 📈 I: 107 👤 whois </> source 🕒 Rank: 5.15M

Full Subsystem Cloning for Db2® z/OS®, IMS®, SAP® and PeopleSoft® . Enjoy immediate access to copied or cloned subsystems, Db2 startup after 15 minutes. SAP, ...



IDUG

<https://www.idug.org> > viewdocument ⋮

10. DB2 for z/OS

🕒 L: error 🕒 LD: 100K 📈 I: 2.25K 👤 whois </> source 🕒 Rank: 2.75M

Jun 5, 2020 — The tool allows to fully automating cloning scenarios including individual steps through a flexible XML interface. See how easy and flexible ...



esaidatools.com

<https://esaidatools.com> ⋮

11. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

🕒 L: 1 🕒 LD: 295 📈 I: 38 👤 whois </> source 🕒 Rank: error

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



esai data tools



Keyword difficulty: ... (for google.com database) — View full report for this keyword


/ refresh tools for mainframe as well as equivalent solutions ...

SEOquake

- Parameters
- SERP report
- Export CSV


Sort this page ^

Locale ^

 **ESAI Group**
<https://www.esaigroup.com> > products

2. Rapid Test Data Provisioning, Db2 cloning tools, BCV5, PII ...

ESAI offers **database** access monitoring, fast Db2 cloning, **data masking tool ... tools**. Cloning Tools, Enterprise-Wide Test **Data** Management, PII **Data** Masking, Fast ...

 **esaidatatools.com**
<https://esaidatatools.com>

3. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

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

Keyword: Db2 Cloning and Refreshing Tools



Db2 Cloning and Refreshing Tools




Keyword difficulty: 53.84% (for google.com database) — View full report for this keyword

SEOquake

- Parameters
- SERP report
- Export CSV

Sort this page ^

Locale ^

 **esaidatatools.com**
<https://esaidatatools.com>

8. DB2 Cloning Tools like BCV5 Clone and BCV4 - ESAI GROUP

These **Db2 cloning** and fast **refreshing tools** automate and speed **database**, tablespace, table, and full subsystem provisioning. Simply select the source items, ...

 **Rocket Software**
<https://www.rocketsoftware.com> > products > rocket-...

9. Rocket Mainstar Volume Clone and Rename for Db2

Rocket® Mainstar® Volume **Clone** and Rename **software** allows administrators to **clone** entire **Db2** subsystems quickly and easily, in minutes instead of days.

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

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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<http://thewebsiteplanners.com/>

Partner with us, and let's create your success story together.