Tru Performance

CASE STUDY

WINMAGIC®

WinMagic, a well-established Computer & Network Security company, utilized Viram Labs for a number of services and was able to see incredible results in a short amount of time.

Increased Visibility And Improved Organic Traffic	Higher Registration For Webinars and Partner Building Program	**48%** Increase in Conversion Rate

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> *We are very satisfied with their team's goals and Viram Lab's efforts. The team that was assigned to my site has demonstrated great communication and knowledge of both link building as well technical SEO practices!*
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About WinMagic

Being one of the leading computer & network security solution providers with more than 20 years of continuous innovation, this company takes pride in using high standard, scientific, applied cryptography and engineering capabilities to provide secure, feature-rich, and comprehensive solutions in both encryption and authentication.

WinMagic has set the industry standard in full-disk-encryption for Windows and Linux environments and continues to do so for passwordless authentication!

CASE STUDY

The Challenge

WinMagic is determined to be the world's leading cybersecurity solution provider, and are growing their business in all corners of the globe. However, before partnering with Viram Labs, they were challenged by a lack of online visibility, which would not allow them to reach potential partners or customers through seminars or webinars.

Another problem was that this particular site has more than 50 pages of content on it (which is large), and they are using Joomla as an in-house platform for running it. This meant that WinMagic employees were struggling to make updates across so many different types of the page without affecting the others or having confusion about how one change would affect another area's contents down the road; not only did this create problems internally but also externally when visitors are unable to find what they need because everything looks similar!

They wanted someone who could help them get back on track by fixing broken links and delivering great results with better SEO practices. The company turns to Viram Labs for help with its competitive pressures and challenges.

The Strategy

We took a deep dive into their current strategy and analyzed their website, and found that the issues they were having on their website weren't fixed. We decided to put together an SEO strategy for them and then create new plans to increase visibility across search engines. Our solutions include:

- Upgrading Website
- Technical SEO Implementation and Website Performance Optimization
- Digital PR & Link Building

In order to improve their performance and maintain constant growth, we formulated another plan and implemented additional steps that include:

We outreached several cybersecurity influencers, companies, and publishers so that they can publish WinMagic's new content on their respective sites.

Our Pardot Email Marketing Campaigns for WinMagic proved to be a force multiplier as it helped WinMagic increase its user registration and enhance partner building program. This was achieved in part by sending out more personalized emails and increasing engagement rates.

We also enhanced the user experience by implementing Chatbot Integration and Workflow Setup. These features make it easy for people to find what they are looking for while providing them with a pleasant experience. The integration of chatbots has helped them better cater to their audiences.

Business Impact

After partnering with Viram Labs, the company has seen great results :

The SEO implementation and website upgrading has helped WinMagic to achieve higher organic sessions and better visibility and now has better conversion rates than before

Email marketing and chatbot integration have helped the company increase its conversion rate to 48%.

Speaking of our marketing capabilities, they said, *"We have seen great results with the services they provide. They are very professional and easy to work with, and we'll continue working with them for our needs in the future."*