



Digital PR Boosts QuickSilk's Web Traffic by 70%

QuickSilk is a secure and simple-to-use Content Management System (CMS), offered as an alternative to open source software such as WordPress. With our Digital PR package, we helped them secure placements which increased traffic to their website, resulting in conversions.

seoplus+

The Challenge

QuickSilk has a robust set of built-in on-page SEO tools, so their website was properly configured from a technical perspective. They were looking to develop their off-page SEO and backlink profiles. QuickSilk reached out to seoplus+ to tackle both these challenges, and to help increase their website's domain authority and improve their organic rankings in Google.

The Approach

Every day, our digital PR team scanned the internet for opportunities to feature QuickSilk in various articles and blogs related to the field of technology and cybersecurity. Our team analyzed different opportunities and worked together with the client to prepare submissions and pitches for journalists. Since QuickSilk is a leader in high-security CMSs, we sought out opportunities where their CEO Garry Brownrigg could provide his expert opinion.

The Results

We successfully obtained 20 placements with a pitch success rate of 38% in reputable publications such as CMSWire, Reader's Digest and Business News Daily. These linked brand mentions improved the backlink profile immensely and resulted in a 70% increase in organic traffic to the site in only 9 months. We are proud to have achieved such results for QuickSilk.

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“We've had meaningful success as a contributor to industry-specific publications such as the SSL Store, as well as feature articles for publications such as Reader's Digest. Our success rate with submissions is a strong indication of how well respected seoplus+ is as an agency, and how well-honed their craft is.”

Garry Brownrigg, CEO and founder of QuickSilk

20

Placements acquired

38%

Pitch success rate

+70%

Organic traffic increase

QUICKSILK®
Simply Secure.™