DATASTAX

Powering generative AI applications with real-time, scalable data.

SEO Case Study • 6 Months

+237%

Increase in
Organic Clicks

+725%

Increase
in Keywork Rankings

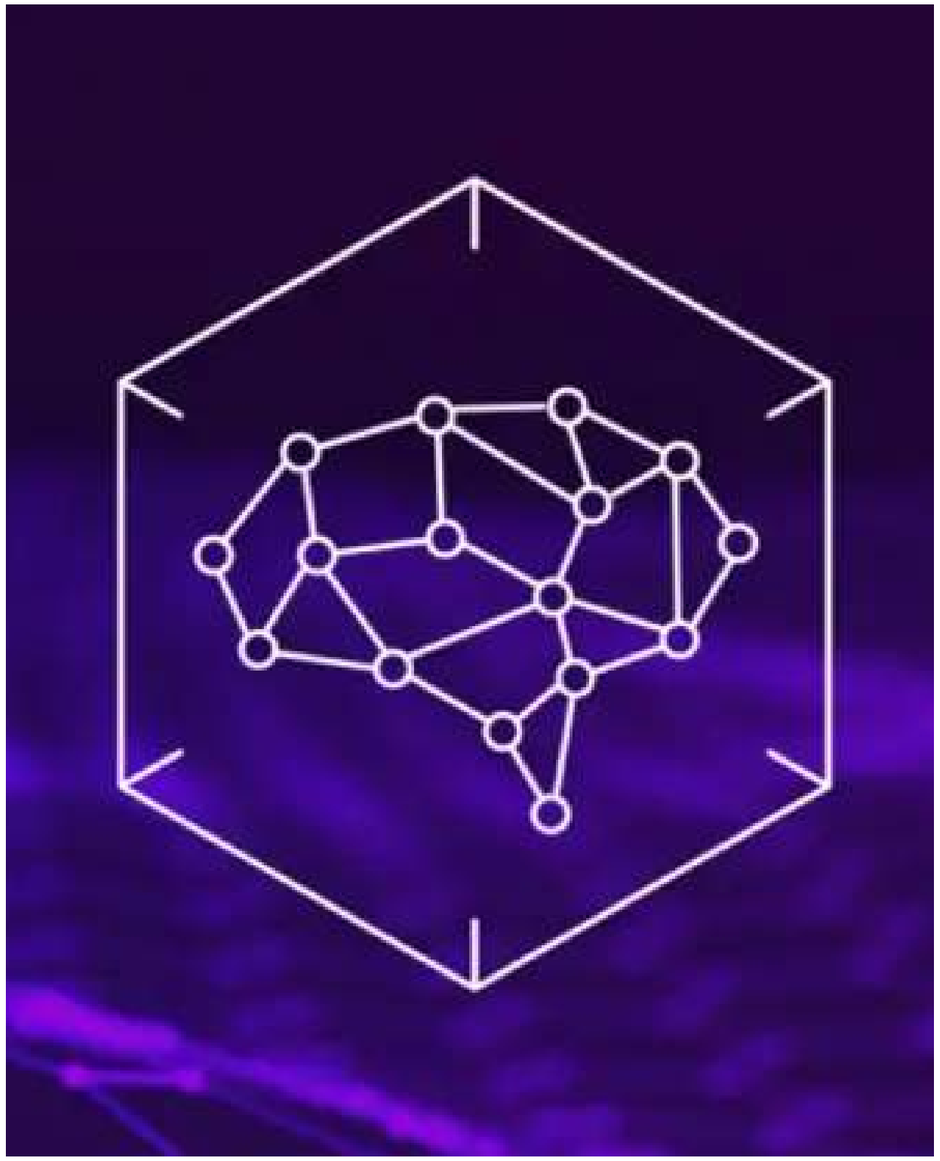
68

Vector Related
Keywords on 1st page

ABOUT DATASTAX

DataStax powers generative AI applications with real-time, scalable data with production-ready vector data tools that generative AI applications need, and seamless integration with developers' stacks of choice.

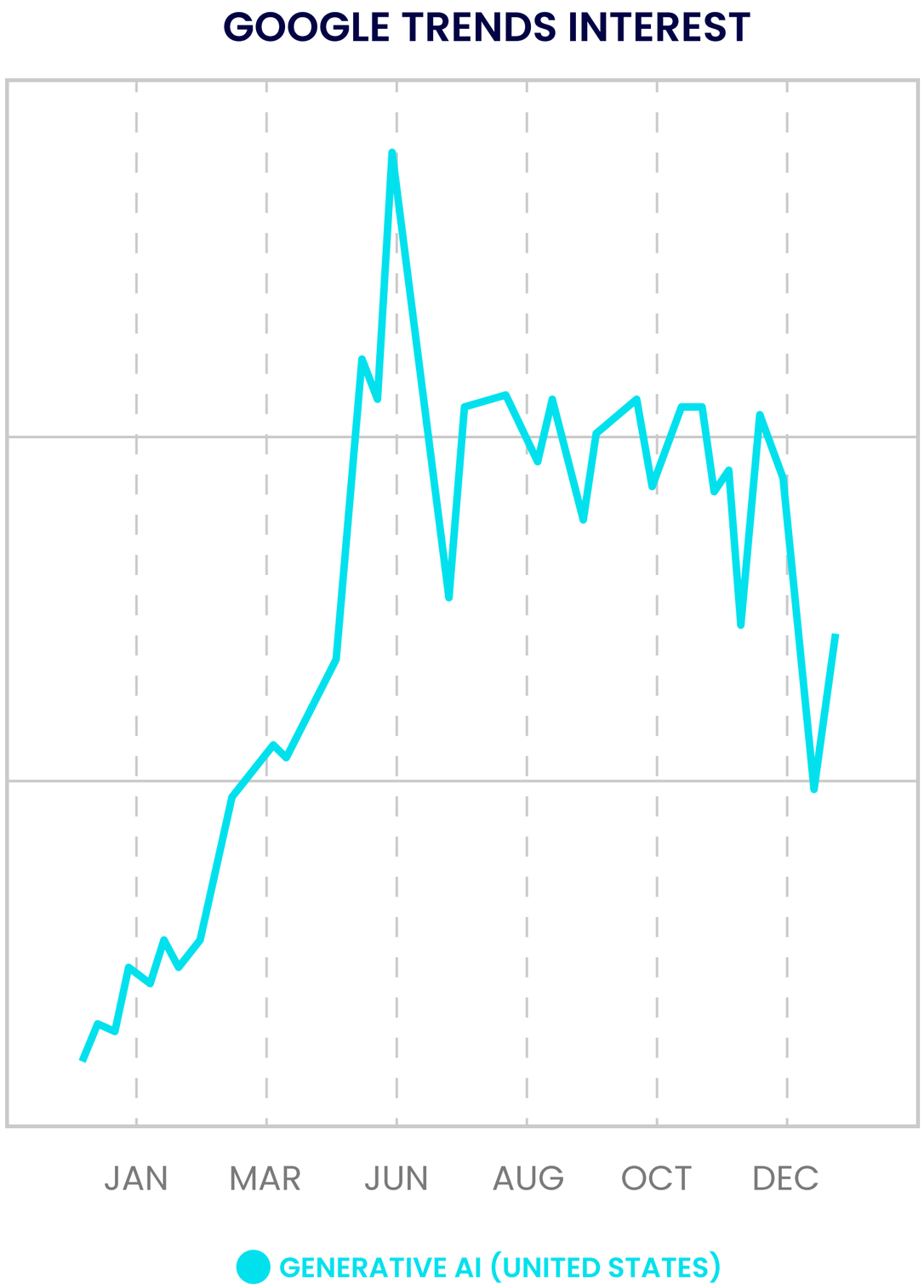
Their Astra DB vector database provides developers with elegant APIs, powerful real-time data pipelines, and complete ecosystem integrations to quickly build and deploy production-level AI applications. With DataStax, any enterprise can mobilize real-time data to quickly build smart, high-growth AI applications at unlimited scale, on any cloud.



THE CHALLENGE

In June 2023, DataStax launched their newest product, Vector Search on AstraDB. DataStax had little SEO presence for terms related to vector search prior to beginning the SEO campaign, and there was a surge in search interest in the generative AI space.

DataStax had 4 competitors who had already launched their own versions of a vector search product and had begun producing content that was generating organic traffic. DataStax wanted to grow awareness for their new vector search product, increase organic website traffic to pages that covered vector search, and achieve top 5 keyword rankings for core vector search head terms. DataStax engaged Upgrow to help them achieve these objectives.



THE SOLUTION

Competitor Research

To help DataStax become an authority on Vector Databases, Upgrow started with in-depth competitor analysis research, looking at competitors who were beginning to gain traction on terms related to Vector Databases on search engines. This research served as a foundation for the content topics that should be featured in future content. Upgrow determined a list of top keywords to measure the success of SEO efforts. The top 4 keywords were “Vector Index”, “Vector Search”, “Vector Database”, and “Vector Embedding”.

Content

To help DataStax achieve page one keyword rankings for these 4 target terms, Upgrow worked with DataStax in creating a series of guide pages, as well as a series of blog posts to support the performance of the guide pages.

We provided on-page SEO briefs, incorporating on-page SEO best practices such as FAQ, schema markup, target keyword incorporation, and internal linking, in which DataStax’s writers would write the content for each guide. Once published, Upgrow completed internal linking to these guide pages from other related blogs.

After all 4 guides were published, Upgrow continued assisting DataStax in the creation of additional SEO-focused blog and guide page content that discussed topics related to the top 4 keywords.

Link Building

To supplement the performance of the guide and blog pages, Upgrow began link building in the form of guest post outreach and broken backlink acquisition. By placing relevant and authoritative guest posts on niche-relevant domains such as techgyd.com and technewsdaily.com, page authority has increased for newly published guide and blog page content. Acquiring broken backlinks from high-authority domains has strengthened the domain authority of the DataStax website and has created a natural link profile.

RESULTS

+237%

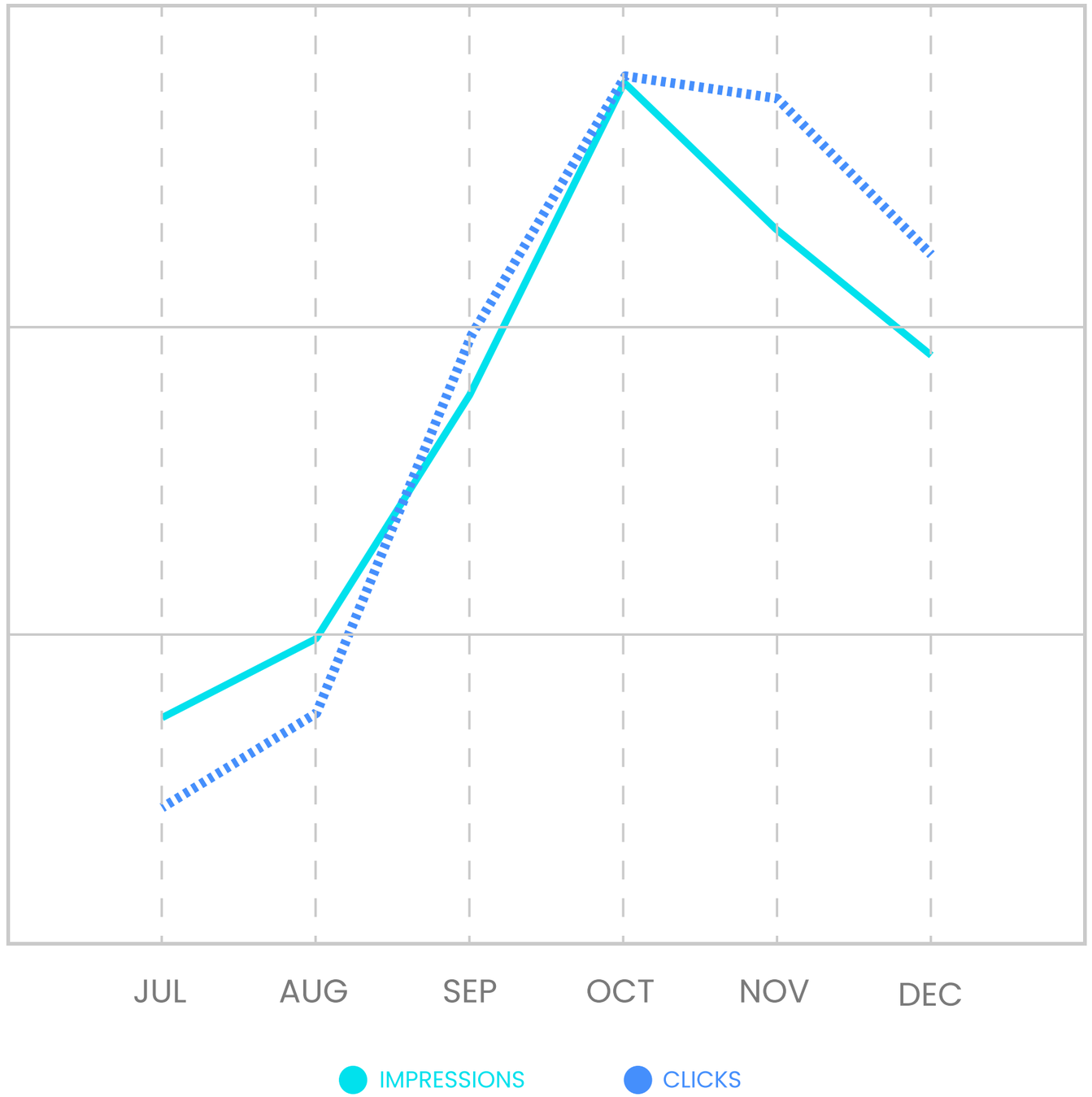
Increase in Overall Organic Clicks

+725%

Growth in Vector Related Keyword Rankings

68

Vector Related Keywords on 1st Page

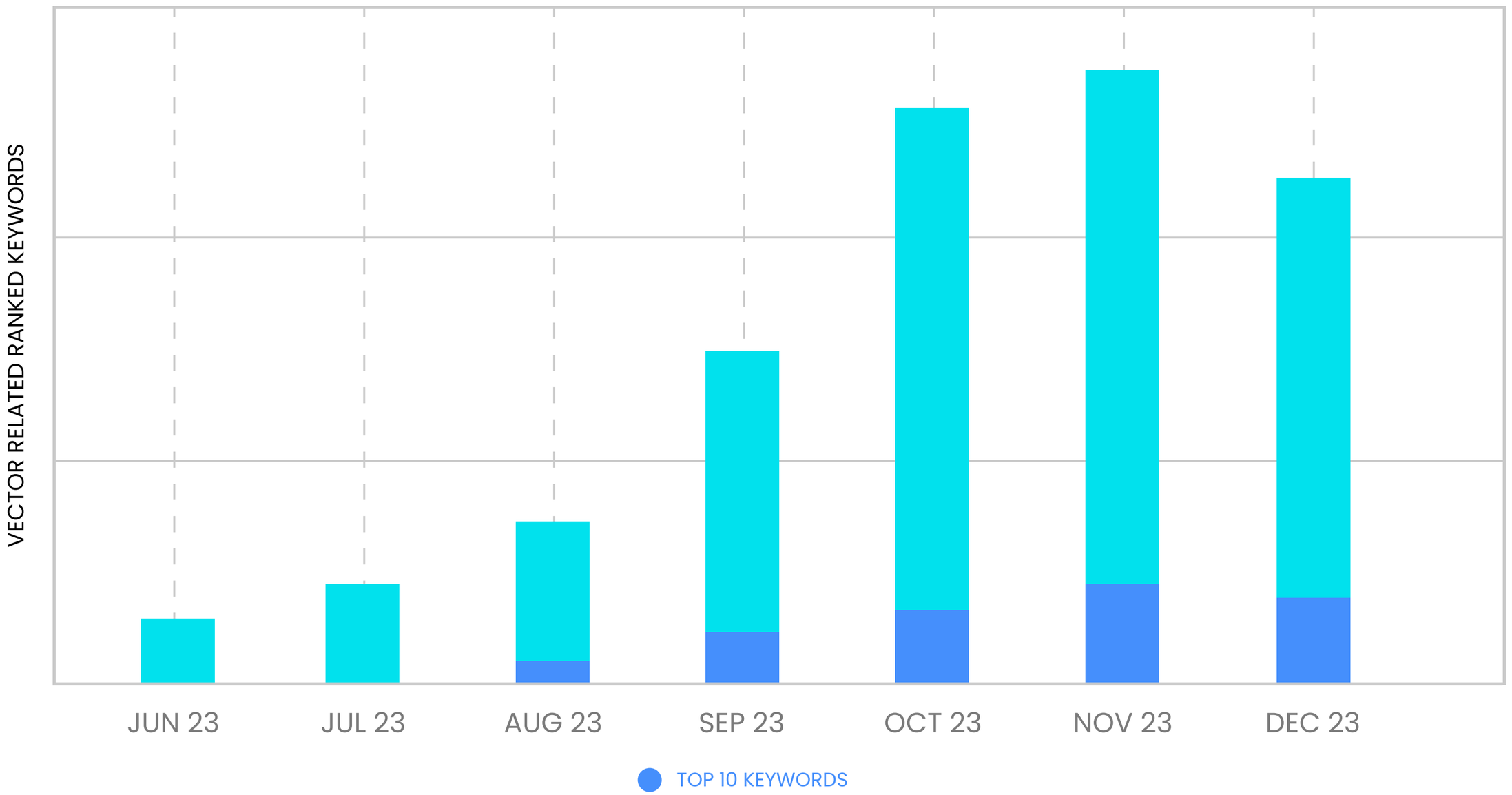


KEYWORD RANKINGS

KEYWORD	PREVIOUS RANKINGS (JUNE 2023)	CURRENT RANKINGS (JAN. 2024)
VECTOR INDEX	N/A	1
VECTOR SEARCH	N/A	3
VECTOR EMBEDDINGS	N/A	4
VECTOR DATABASE	N/A	5
WHAT IS VECTOR SEARCH	33	5
HNSW	N/A	6
WHAT IS A VECTOR DATABASE	N/A	7
LLAMAINDEX	N/A	8

RESULTS

For vector related keywords, in June 2023, we started with 55 ranked keywords and none on the 1st page. Towards the end of 2023, we had 454 ranked keywords (+725%) and 68 of them were on the 1st page.



We had a really ambitious goal of capitalizing on the surging interest in generative AI, in alignment with our Astra DB Vector product launch. One of our priorities was to gain high visibility on Google in order to generate interest, visibility in the market and ultimately lead developers to sign up for Astra DB. Upgrow are phenomenal SEO partners in helping us achieve this, and are continuing their efforts to further our growth around this AI space.”

— BILL MCLANE, CTO

DATASTAX

UPGROW

Ryder Meehan & Danny Ng

CO-FOUNDERS & CO-CEOS

LET'S CONNECT

Get more consistent qualified traffic, leads, and sales than you ever thought possible! Tell us about your goals, and we'll show you how.

Upgrow is more than a marketing agency, we are the engine of growth for **your business**.

contact@upgrow.io

(415) 851-7669

upgrow.io