

## Agadia Systems grows conversions by 348%

Discover how this B2B software-as-a-service solutions company improved its conversions within three months after partnering with Segment.



### A healthcare tech leader

Agadia Systems is a healthcare technology company that specializes in developing and marketing pharmaceutical management software. Founded in 2003, the company has a deep understanding of the complex and constantly evolving healthcare industry. Agadia's software solutions are designed to help healthcare providers optimize their operations, streamline workflows, and improve patient outcomes.

### Optimization challenges

Despite its efforts, Agadia was struggling to rank on the first page of major search engines like Google and Bing. Additionally, its website had several issues that were affecting its overall performance, including poor website structure, menu hierarchy, sitemap, robots.txt file, slow page load times, content deficiencies, and backlink dilution. These issues were preventing Agadia from reaching its target audience and driving relevant traffic to its website.

### Challenges

- Increase website traffic
- Acquire more conversions organically via SEO campaigns
- Expand keyword targeting and improve rankings on Google and Bing

### Solutions

- Conduct technical site audits
- Revamp on-page SEO with the inclusion of optimized pages
- Perform keyword research and implementation across the site

### Results

- In three months, Agadia sees a 348% increase in conversions from SEO
- High-value keywords like Medication Therapy Management Software achieve the first page on Google

## Fixing website gaps

Segment conducted a comprehensive site-wide SEO audit to identify the issues affecting Agadia's website's search engine performance. The audit helped the team understand the client's goals, target audience, and competitors. After analyzing the data, the team developed a customized SEO strategy that addressed Agadia's specific needs.

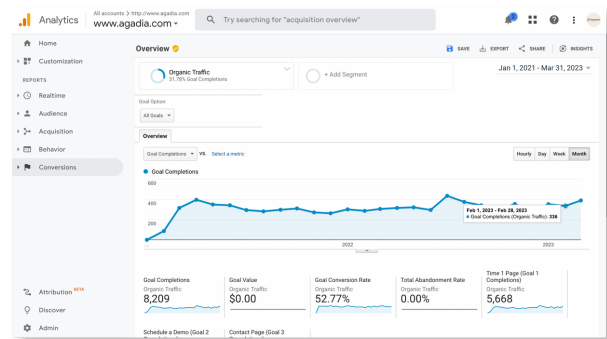
The team optimized the website's structure, menu hierarchy, sitemap, robots.txt file, page load times, content deficiencies, and link dilution issues. They also provided recommendations for on-page optimization and content creation. The team's approach helped Agadia develop a solid link building strategy that improved their website's authority and relevance, which contributed to better rankings on Google.

## Rankings improved, and so did conversions

Within a week, Segment implemented a full audit roll-out, optimizing Agadia's website and landing pages. In just four months, Agadia saw significant improvements in organic impressions, clicks, visits, and sales conversions. The client reported an increase in new marketing qualified leads (MQLs) at a lower cost per acquisition rate. Agadia's improved search engine rankings helped them reach a broader audience and drive relevant traffic to their website, resulting in a 348% increase in sales conversions from SEO.

Segment's comprehensive SEO audit and optimization recommendations helped Agadia improve its search engine rankings, increase traffic, and generate more MQLs at a lower cost per acquisition rate.

Additionally, Segment's guidance on developing and growing Agadia's backlink profile helped impact its keyword ranking positions and overall authority. The successful collaboration between Agadia and Segment resulted in a more effective and efficient website, allowing Agadia to focus on providing the best possible services to their clients.



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