

# Searchmetrics

## Profile

Searchmetrics is a global provider of search data, software and consulting solutions. Its innovative approach ensures household names like AXA, Lowe's and McKinsey & Company thrive in the hyper-competitive search landscape.

Searchmetrics enterprise offerings turn data from search into unique business insights that fuel clients' continued growth.

Founded in 2005, Searchmetrics has amassed a portfolio of 1,000 customers and 100,000 users. Over 200 team members serve its international customer base from offices in Berlin, London, San Mateo, New York and Chicago. Worldwide, thousands of businesses grow their revenue with Searchmetrics and its comprehensive portfolio of solutions.

Leveraging data from search, its team of SEO analysts, data scientists and engineers build and constantly evolve a range of offerings that unlock new market insights.

The **Searchmetrics Suite** delivers data-driven insights to maximize search and content performance. Its four modules: Research Cloud, Content Experience, Search Experience and Site Experience contain the tools SEO professionals, content marketers and digital specialists need to turn organic search into a major driver of revenue.

- Research Cloud provides a single source of truth for SEO and market metrics.
- Search Experience connects search and content achievements to company KPIs.
- Content Experience enables the production of predictably successful content.
- Site Experience establishes priorities for improving technical website performance.

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The **Digital Strategies Group** is a team of expert data, SEO and content consultants that guide the world's largest brands to excellence in digital marketing.

- SEO consulting discovers, enables and implements insights that drive traffic and revenue growth at scale.
- Content consulting unlocks gaps in strategies and fills them with high-value, relevant content.
- Strategic consulting informs how data from search can direct strategic executive decisions throughout the business.

**Searchmetrics Insights** offer novel sources of market research through exclusive metrics and analysis derived from search data. These search insights provide market research without limits. The dynamic data allows organizations to react to trends, enter new markets and optimize their merchandising process with on-demand data.

**Searchmetrics API** enables enterprises to enhance BI and data warehouse applications with rich marketing analytics. The simple integration process funnels a new stream of reports and dashboards to form the complete narrative of data results. The outcome: Enriched analytics with organic search rankings, search visibility, paid search rankings, keywords, backlink data, content data and more.

As an employer, Searchmetrics prides itself on being an inclusive and equitable workplace no matter a person's gender, nationality, ethnicity, sexual or religious orientation, or physical or mental ability. With a continuous improvement mindset, the organization strives to be a steward of safe environmental practices with LEED-certified offices and offset business travel. Global Charity Days and certified membership of the UN Global Compact are additional ways Searchmetrics works to advance its mission of being a leader of corporate social responsibility.

To learn more, contact [hello@searchmetrics.com](mailto:hello@searchmetrics.com).