

# How will your website **GROW?**



Cleversafe is the world's largest data storage company storing thousands of Exabyte's worth of data for clients like Shutterfly, Lockheed Martin, the Central Intelligence Agency (CIA) and the United States Government.

Cleversafe does this by leveraging its proprietary and innovative data storage hardware and software to enable clients to efficiently store any amount of data required.

Their data storage is unbreakable, unspoofable & incorruptible resulting in perfect limitless data storage.

## **Cleversafe and AOM Services Partner for Search Engine Visibility, Qualified Lead Generation and Website Improvements to Meet Growing Business Needs**

### **The Challenge**

Cleversafe's website was not found in search engines for valuable or targeted keywords, unlike their competitors in the data storage industry who have been around for nearly two decades like Dell and HP.

The company needed a competitive online presence for targeted keywords relating to their products, partners and capabilities.

Cleversafe also required website improvements to aid with lead generation and improvements to the end-user's website experience.

### **The Approach**

Before making any changes, Cleversafe identified their metrics criteria:

- Increase Traffic, Visitors, Duration & Page Views
- Decrease Bounce Rate %
- Increase Lead Conversions and Social Conversions
- Increase rankings for 250+ targeted keywords

Cleversafe previewed the landscape of service providers, met with AOM Services and realized the companies value proposition fit very well with its needs.

## The Solution

Unique to AOM Services is a systematic approach to search engine optimization, which leverages over 10 years of first-hand experience providing data driven decisions to rank websites for targeted keywords, terms and phrases.

This innovative approach to ranking a website for highly profitable keywords, terms & phrases solved Cleversafe's most critical criteria – ranking the website for 250+ targeted & highly competitive keywords.

The solution provided by AOM Services also had a large number of on-site developments that made the necessary changes to the website to obtain improvements in the metrics criteria as well as additional developments to improve the user experience of the website.

Advance split-testing allowed for different page elements to be tested to lower abandonment rates and increase the number of conversions made each day from the additional traffic AOM Services brought to the website from the search engines.

From the on-site and off-site developments, AOM Services was able to successfully exceed the metrics & website criteria set by Cleversafe, while providing sustainable growth for the future.

## Results

AOM Services has become a key component of Cleversafe's website strategy and has helped to obtain the traffic, metrics, search results and on-site user experience that the company was looking for.

"Our goal was to be found in the search engines for keywords relevant to our data storage solutions which included many different terms and phrases as well as many different industry verticals. We also wanted to improve how our visitors were interacting with our website while converting more of the traffic to leads. AOM Services has been a fantastic partner to Cleversafe and the resulting partnership has made a positive impact on our business on multiple levels," said Diane Gillespie, VP of Marketing for Cleversafe.

**Cleversafe is now receiving over 300% more traffic as well as a 250% increase in their monthly lead generation from working with AOM Services.**

As fast as technology and business can change, AOM Services can easily accommodate Cleversafe's growing needs.

Cleversafe is able to quickly and efficiently manage their website with AOM Services allowing for in-house marketing representatives to focus more time on developing and growing their business.

**"I enjoy working with AOM Services, their passion for what they do, the results they have delivered and the great things planned with the site going forward!"**

**-Diane Gillespie**  
VP Marketing