



Best Technology/Tool Finalist

Campaign: SEO Dashboard by Bluerank

Nominee: Zbigniew Nowicki, Bluerank

Why this nominee:

Our SEO clients have always been hungry for information not only regarding the SEO knowledge itself, but also close monitoring of SEO projects progress from various perspectives, including organic traffic, also divided to branded and non-branded visits as well as distributed among top landing page categories or templates, key phrase rankings, SEO visibility together with extensive SEO experts' analysis and conclusions. Since the beginning of Bluerank those clients' needs were satisfied with thorough and often updated monthly SEO reports prepared and sent as spreadsheets. But as the need of being informed grew and the number of our SEO clients increased it appeared that the mere few hours needed to prepare one report turned into more than 300 workhours spent monthly!

Why SEO Dashboard is the best?

1. There is no other tool on the market that similarly covers both SEO agency and SEO clients's requirements
2. Bluerank's SEO Dashboard responds to clients needs by gathering in one place 20 most important reports from 6 different sources.
3. The tool decreases time needed for monthly reports preparation, which yields yearly internal savings of 54,000 EUR!
4. Clients' satisfaction from SEO reports measured with NPS increased by 21 points and reached 47! Which means that we had 100% more clients satisfied and willing to recommend our services!

External Links:

https://www.bluerank.pl/downloads/SEO_Dashboard_by_Bluerank_SEMPO_Global_Awards_2017.pdf