

# INDUSTRY LEADING ATTACK SURFACE MANAGEMENT



Randori

## At a Glance

**Domain:**  
<https://randori.com/>

**Industry:**  
Computer and Network Security

**Market:**  
B2B

## The Objectives

Randori had two main SEO objectives for their engagement with WORQFLOW:

- Leverage gain in "external attack surface management" (EASM) keyword to rank higher in adjacent keywords
- Attach EASM to other market adjacencies

## The Challenge

When WORQFLOW conducted its audit, we found that:

- Most keywords were informational and did not feature Randori's main service offering
- Their website lacked important tags for Google's index and was cluttered with dead links.
- We found toxic domains: spam websites, bad back-linking
- Keywords had high keyword difficulty and did not provide much relevance to the website's content.
- Only one main focus keyword made it to the top ranking. Then another one followed on the second page.

## The Solution

We started working on technical SEO by fixing broken URLs, optimizing web pages with meta descriptions, and correcting page redirects. We also conducted a competitive analysis. Working closely with Randori, we identified competitor keywords to rank against and published weekly blog articles based on keywords Randori identified as closest to EASM. We conducted on-page and content optimizations within articles to improve ranking of strategically targeted keywords.

## The Results

With search engine optimization:

- After just 6 months Randori went from one keyword in the #1 position to four of their most important keywords in the top spot
- After 6 months 14 targeted keywords ranked in Google search results on page 1.
- Organic Search grew to be the leading source of traffic for Randori, representing 35% of all traffic vs. 26% in the previous period
- Overall visibility of Randori on search engine results pages grew 5X (from 0.7% to 4.6%).
- 65% of WORQFLOW-created blog articles outperformed the client's own blog posts and showed up in more Google search results.